

Press Release:

ASCI to work with OECD Development Centre on Pioneering Sports Investment Initiative in Africa

10th December 2024

The African Sports and Creative Institute (ASCI) is set to formalize an initiative with the OECD Development Centre as a knowledge partner for sports industry matters in Africa. This groundbreaking partnership aims at developing data and intelligence to help public and private sector leaders better understand and harness sports as a powerful vehicle for socio-economic growth.

The initiative will feature the ambitious “**Road to 5**” project. “Road to 5” brand name epitomizes the vision of a future Africa where sports contribute to 5% of the continent GDP.

The Road to 5 Project led by OECD Development Centre and ASCI, in synergies with the International Olympic Committee and AFRISTAT and with financial support from Italy’s Ministry of Foreign Affairs and International Cooperation, aims at measuring the contribution and impact of the sports industry in Africa. The goal is to advance sustainable investments in Africa’s sports ecosystem.

The project work will kick off in January 2025. The project aims to address critical information gaps and promote best practices to harness the growing impact of sports on global and regional economies.

With the sports industry contributing approximately 3-5% to global GDP and recording annual growth rates of 5-9%, the “**Road to 5**” project is strategically positioned to help unlock the sector's potential for Africa. This aligns with the [Pescara Declaration](#), endorsed by G7 Development Ministers in October 2024, which emphasizes the importance of sustainable investment in the sports industry as a driver of economic and social progress.

ASCI’s involvement underscores the transformative role of sports in creating employment, fostering youth inclusion, and driving sustainable development across the continent. This initiative further cements ASCI’s position as a catalyst for innovation and a key player in shaping Africa’s sports economy.

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About ASCI

The Africa Sports and Creative Institute is a non-profit organization dedicated to building a sustainable sports and creative ecosystem in Africa. Through high-quality research, reports, training, advisory, and advocacy, ASCI helps public and private sectors harness the sports and creative industries for sustainable socio-economic growth. For more details check their website: www.africansci.com or e-mail excel@africansci.com

About OECD Development Centre

Established in 1961, the Development Centre of the Organisation for Economic Co-operation and Development (OECD) provides a platform where countries share their experience of economic and social development policies. It helps developing countries and emerging economies find innovative policy solutions to promote sustainable growth, reduce poverty and inequalities, and improve people's lives. It facilitates a policy dialogue between governments, involving public, private and philanthropic actors. Countries from Africa, Asia and Latin America participate as full members in the Centre, where they interact on an equal footing with OECD members.

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