



Wilton Park



Image: International Inspiration

Executive summary

## **Sport for development: a catalyst for change**

Monday 22 – Wednesday 24 June | WP1227

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## Executive summary and next steps

- Sport is increasingly being used to good effect as a tool for achieving broader global development objectives.
- Many and varied organisations using sport for development are demonstrating longer-term benefits of their programmes whether in addressing poverty or tackling violence, empowering girls, improving health, increasing skills for employability of the individuals and communities they are working in, community cohesion, promoting respect, or other development benefits. This is in addition to the more general personal development and/or behaviour change that sport can play.
- The Wilton Park meeting identified ways to take forward sport, as a tool for development, to the next level within the broader global development agenda.
- It also highlighted what success might look like for sport for development (S4D) programmes, the impact they are having and how to measure this, and best practice for programmes.
- There is an existing network of 'sport for development' non-governmental organisations. The purpose of this Wilton Park meeting was to bring some of them together with other development organisations (international, governmental and civil society), between them focusing on many different areas and sectors, and to consider how they might be able to use sport as a means to achieve their objectives, such as economic empowerment, peace and security, or the transmission of key messages around education and health.

## What next for Sport for development?

- Sport is to be specifically recognised in the Sustainable Development Goals (SDGs) expected to be ratified by world leaders in September 2015<sup>1</sup>. There is therefore a golden opportunity for sport for development (S4D) to be integrated within mainstream development and aid programmes; for organisations using S4D to promote their work within the development community; and for them to play a greater role in shaping broader development policy.
- To support the work of NGOs working on S4D initiatives BOND in the UK is setting up a networking group for its member organisations. International Inspiration will provide a secretariat, with the British Council, UNICEF and Comic Relief part of the steering group.
- Increased sharing of best practice between S4D organisations, particularly those that are “Best in class” in their development focus, evaluation of impact, programme work.

## Conclusions

- As the S4D sector matures organisations need to focus on the broader policy objectives they want to achieve whether seeking economic outcomes, improving health, supporting human rights, encouraging peace for example. This needs to be at the forefront of their objectives and proposed outcomes.
- In parallel they need to work more closely with the broader development sector, embedding their activities and contributing to the dialogue and advocacy on relevant development issues. The inclusion of sport within the SDGs should provide greater leverage for S4D organisations than previously.

- To be better recognised within the broader development sector the longer term impact of sport on individuals and communities, and on development objectives, has to be captured and demonstrated. Clearer indicators and greater focus on evaluation impacts that are shared across the international development sector need to be incorporated into programmes. A lot of work still needs to be done by S4D organisations to capture robust empirical, qualitative and quantitative evidence.
- Other aspects of sport should be increasingly harnessed to play a powerful role in development. Major sporting events provide legacy opportunities for long-lasting change of individuals and communities, not just in the host countries but internationally and S4D organisations can be at the forefront of maximising the impact of such events through legacy planning and implementation.
- Sport's stars can be powerful advocates for development, acting as ambassadors and voices for change, for example in health campaigns.
- Sports-based or S4D focused organisations, can learn from one another whether they are small-scale, individual initiatives, large-scale programmes led by international organisations, corporates or sporting associations. Sharing best practice about approaches to programme design, or tools such as monitoring and evaluation, will enhance their programmes, achievements and impact.
- A greater focus is needed by S4D organisations on how they set up and manage partnerships with funders, corporates or other entities. Such partnerships are increasingly being developed to enhance the S4D programmes and impacts. To maximise the benefits they need careful planning and "gates and breaks". Outcomes of projects need to be clear and planned at the outset with provision for impact assessment built in.