Programme

Sport for development: a catalyst for change
Monday 22 – Wednesday 24 June 2015 | WP1227

This event will address sport’s unique ability to empower individuals, unite communities, tackle inequality and address a wide range of social challenges. As the post-2015 development agenda takes shape, this forum will provide an opportunity to review and move the sport for development sector forward, looking to assess and scale up the transformative power of sport.

With particular focus on economic empowerment, health, and peace and stability, dialogue will work towards practical recommendations in employing sport as an innovative and impactful tool for development and more broadly how it can contribute to the SDG framework.

A wide audience will be drawn from an international cross-section of stakeholders from government, civil society, private sector and the sports community. The roundtable discussion is focused to achieve the following objectives:

- Highlight existing trends and challenges in the use of sport for development, asking: What does ‘success’ look like?
- Share lessons in how to best measure, communicate and ensure lasting impact of sport for development on individuals and communities
- Create an active network between participants, providing opportunity for, and space to identify, stimulating and impactful collaboration between different actors
- Evaluate and position sport in broader development efforts, including the post-2015 development agenda

In partnership with Barclays and International Inspiration. With the participation of FIFA.

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Monday 22 June

1300-1430 Participants arrive and buffet lunch available

1430-1500 **Welcome and introduction**
Robin Hart  
Director of Programmes, Wilton Park

Paulette Cohen  
Director, Head of Global Programmes, Barclays, London

Ann Cutcliffe  
Vice Chair, International Inspiration, London

Introducing a video message from

Seb Coe  
Chair, International Inspiration and Chair, London Organising Committee of the Olympic and Paralympic Games, London

1500-1630 **1. Sport for development: what does success look like?**

A conversation opener, a tool for behavioural change, a uniting force, sport is used as a tool for development in a multitude of ways around the world: What are the objectives and how do we define success going forward? This session will focus on the outputs and achievements of a selection of sport initiatives, highlighting the unique contribution of sport and how a difference was made on the ground.

**Chair: Myles Wickstead**  
Trustee, International Inspiration and Member, Wilton Park Advisory Council

Giles Meyer  
Chief Executive, International Inspiration, London

Pratik Kumar  
Chief Executive Officer, Magic Bus India Foundation, Uttar Pradesh

Kate Campana  
Chief Executive, Speak Up Africa, New York

1630-1715 Photograph followed by tea/coffee

1715-1845 **2. Sport for development: partnerships in practice**

Dialogue will identify how public, private and non-government actors can best come together in long term, mutually-beneficial partnerships to empower people through sport. The session will address the technical challenges, highlighting lessons in capacity assessment, strategic planning and the integration of sport into broader development projects.

**Chair: Chris Grant**  
Chief Executive, The Sported Foundation, London

Konrad Kelling  
Chief Control Officer for Barclaycard, Barclays, London

Zelkifli Ngoufonja  
Senior Manager Development Programmes – Africa, FIFA, Zurich

Louise James  
Partner, Accenture Development Partnerships, London

1900 Reception followed by dinner hosted by Richard Burge, Chief Executive, Wilton Park
Tuesday 23 June

0800-0845  Breakfast

0900-1030  **3. Sport for economic outcomes**

How can sport for development initiatives contribute to economic growth? What role for sport in empowering the next generation and creating a platform to raise employability? What methodology for success and how to work with other organisations for sustainable impact?

**Chair: Paulette Cohen**  
Director, Head of Global Programmes, Barclays, London

**Steve Fleming**  
Chief Executive, Kick4Life F.C., Lesotho

**Andre Ross**  
Co-Founder and Chairperson, Jala Pelo Foundation, Johannesburg

**Rebecca McHugh**  
International Monitoring and Evaluation Manager, Fight for Peace, London

1030-1100  Tea/coffee

1100-1230  **4. The influencing power of sport: legacy and behaviour**

Sport can be a powerful tool for changing behaviour and as an educational tool. What are the successes and challenges? What are the consequences on the ground? How to ensure positive sustainable impact and legacy programming?

**Chair: Robin Hart**  
Director of Programmes, Wilton Park

**Tom Burstow**  
Head of Sports Programmes and Commonwealth Games Project Director, UNICEF, London

**David Kyne**  
Founder and CEO, KYNE; Campaign Manager, United Against Malaria, New York

**Nkosana Mguni**  
Programme Manager, Sport Coaches Outreach (SCORE), Cape Town

1230  At the end of session 4 participants will be asked to identify what issues would be of most value to the group to discuss in the breakout groups during session 6.

1245-1400  Lunch

1430-1600  **5. The influencing power of sport: peace, stability and equity**

How is sport for development contributing towards peace and stability? How can sport act as a mechanism to reach young people, the marginalised and hard to reach groups? What strategy for ensuring positive lasting impact?

**Chair: Myles Wickstead**  
Trustee, International Inspiration and Member, Wilton Park Advisory Council

**Andy Hansen**  
Head of Society, British Council, London

**Nalucha Nganga-Ziba**  
Country Director, Grassroot Soccer Zambia, Lusaka
Payal Dalal
Head of Education and Girls Programmes, Standard Chartered, London
to speak alongside

Maria Bobenrieth
Executive Director, Women Win, Amsterdam

1600-1630
Tea/coffee

1630-1730
6. Breakout groups
Themes for discussion in these 4 breakout groups will be identified by the group before lunch.

1730-1800
7. Feedback from breakout groups
Report back from the breakout groups.

1815-1900
A celebration of International Olympic Day 2015
We invite participants to the garden to enjoy some outdoor activities

1900
Pimms reception and barbecue

Wednesday 24 June

0800-0845
Breakfast and checkout

0900-1015
8. How to evaluate impact?
Designing rigorous monitoring and evaluation schemes: what is the aim? How to best measure and communicate the impact of sport on different communities? How to raise awareness and disseminate knowledge more widely? How to feed evidence into policymaking? Who are we targeting?

Chair: Andy Hansen
Head of Society, British Council, London

Judith McNeill
Director of Grants, Comic Relief, London

Fred Coalter
Visiting Professor of Sports Policy, Leeds Beckett University, Leeds

Jonathan France
Technical Director of Policy and Research, Ecorys, London

1015-1030
eQuestionnaire completion
Participants will be asked to complete a short anonymous online questionnaire, the results of which, along with the findings and recommendations from the working groups, will be incorporated into the concluding session.

1030-1100
Tea/coffee

1100-1200
9. The legacies from Rio
How is Rio de Janeiro ensuring the legacy from the World Cup and the 2016 Olympics? What are the approaches? What lessons from elsewhere are proving valuable?
**10. Conclusions and next steps**

What are the major outcomes and recommendations from the event? How to integrate sport into broader development efforts, including the post-2015 development agenda and Sustainable Development Goals (SDGs)? How to scale up success in sport initiatives?

**Chair: Myles Wickstead**
Trustee, International Inspiration and Member, Wilton Park Advisory Council

**Jonas Burgheim**
Founder and Director, Sport Cares, Hanover

**1300-1400**
Lunch

**1400**
Participants depart