



Wilton Park

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.

Gold sponsor:



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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?

Chair: Myles Wickstead

Trustee, International Inspiration and Member, Wilton Park Advisory Council

Marco Antônio Cabral

State Secretary for Sport, Rio de Janeiro

1200-1300

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