

Chapter 1

Introduction

Governments have used sport to achieve a number of national and international objectives, of which the two most common – in fact, almost universal – have been the development of high-performance sport to raise their country's profile on the international stage and the encouragement of physical activity, including recreational sport, to enhance population health and reduce the negative consequences of obesity and physical inactivity.

Sport for development and peace

Since the early 1990s an additional national objective for sport has been gaining increased recognition: its use as a tool in positive national (often youth) development and as a way of reducing violence and conflict. This process has become known as sport for development and peace (SDP), a term used to describe the planned and intentional use of sport to contribute to achieving specific non-sport development objectives including, but not limited to, the Millennium Development Goals (MDGs). It is recognised and supported by the Commonwealth Secretariat, the United Nations and a wide range of international development agencies and national governments.

SDP has gained widespread support from international donors and national governments because it is a cost-effective intervention in ongoing efforts to reduce the negative consequences of non-communicable diseases, slow the spread of HIV and AIDS and other infectious diseases, reduce gender-based and gang-related violence and advance the lives of the world's most disadvantaged people – including those living in extreme poverty, women and girls, and persons with a disability.

The specific national development goals that are most usually identified as being effectively pursued through the use of SDP activities are:

- Fostering positive child and youth development and education, including enhancing child safety and protection.

- Achieving health objectives in the areas of both communicable and non-communicable diseases and enhancing mental health.
- Promoting gender equality and advancing the lives of marginalised and disadvantaged communities and groups.
- Enhancing the physical and mental health and social inclusion of persons with physical, sensory and intellectual disabilities.
- Improving social cohesion and preventing or reducing conflict and violence.

Using this workbook

Effective SDP programmes require careful planning, delivery and evaluation if they are to make the most productive contribution to the optimum development of a country or region.

This workbook is designed to provide a roadmap to help governments and non-governmental organisations (NGOs)¹ work together through the many steps that need to be taken over the lifecycle of an SDP programme. Like any roadmap, it should be used as a guide and not every step will be of equal value to all users. It is based on *The Commonwealth Guide to Advancing Development through Sport*, published by the Commonwealth Secretariat in 2013.²

The workbook makes the following assumptions:

- There are already SDP programmes in place in many jurisdictions.
- The most effective SDP programmes are developed locally, are to the greatest possible extent youth-led and organised and are based on specific local needs, aspirations and resources.
- Governments wish to partner with sport organisations or other NGOs in the design (or modification) and delivery of SDP programmes since they generally do not have the resources (or desire) to directly deliver programmes throughout their countries.
- Governments have the responsibility for establishing national development priorities and the policy environment in which these will be pursued.

- Governments support evidence-based decision-making when considering the contribution that SDP can make to national development. They are committed to planned and systematic monitoring and evaluation of SDP programmes.
- Many sport and civil society organisations have knowledge about, and expertise in, SDP.

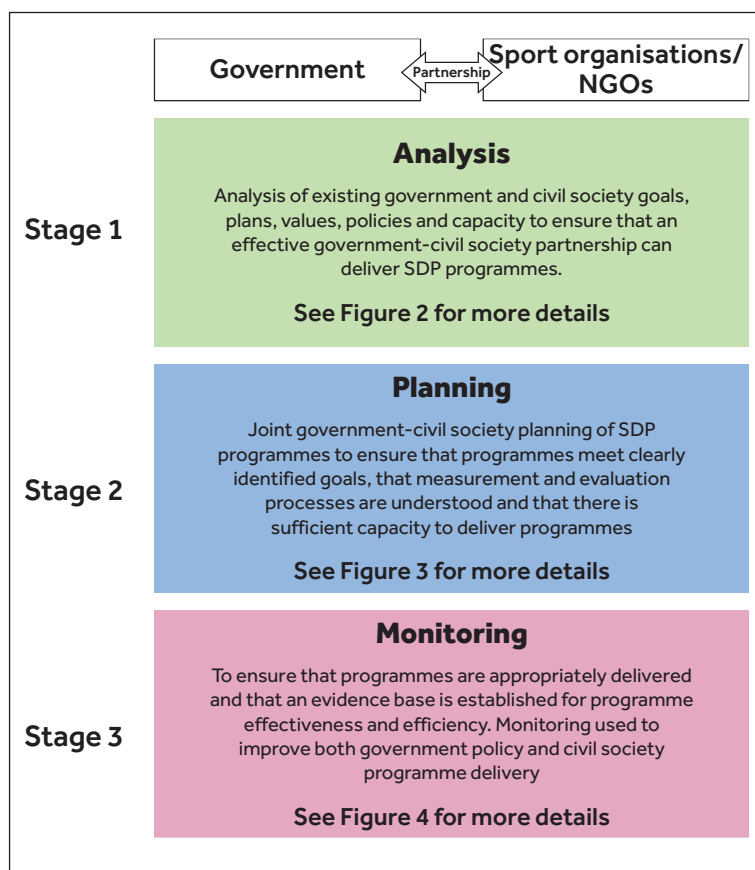
The workbook outlines three stages in effective SDP programming (see Figure 1):

Analysis: What is the current situation?

Planning: What needs to be done?

Monitoring: How are we doing?

Figure 1. Three stages of creating an SDP programme



These stages are further broken down into steps in Figures 2, 3 and 4. Each step is then described in more detail and critical questions asked.

A major part of the planning stage is a self-assessment of the current policy environment to determine whether there are policies and strategies that support SDP and where there might be need for changes (step P2).

Exercises are provided for each step to help you identify what is needed for effective analysis, planning and monitoring and thus ensure successful SDP programming. The exercises are grouped together at the back of the book for ease of use. If additional pages are required to complete the exercises, they can be either photocopied or printed from the PDF version.

Notes

- 1 The term 'government' is used to mean national governments and regional organisations, and the term 'non-governmental organisation (NGO)' includes sport organisations and other civil society organisations such as community groups.
- 2 Kay, T and O Dudfield (2013), *The Commonwealth Guide to Advancing Development through Sport*, Commonwealth Secretariat, London, available at: <https://publications.thecommonwealth.org/the-commonwealth-guide-to-advancing-development-through-sport-982-p.aspx#982> (accessed 31 January 2014).