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Using Sport as a Tool for Development

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ABSTRACT

Sport for development is a new field in international development that has emerged, due in large part to partnerships between institutions such as the United Nations and the International Olympic Committee. The creation of a global framework and development of policies have together mobilized resources for the operation of organizations that utilize sport as a tool for development. Sport is the key instrument that these organizations use to implement socioeconomic development projects and programs that work to help achieve the Millennium Development Goals. This is a study of those organizations. The discovery of the concept is first outlined and a brief history of the emergence of sport for development is then portrayed with a timeline. This study examines the extent to which the selected organizations use sport as a tool and ascertains whether there is a prevalent approach to development among them. The reason for comparing the organizations is to find out more about how this idea works and how organizations are using sport to contribute to development.

The comparisons made among 42 selected organizations assess the similarities and differences in terms of development type; scope of organizational support and level of operational outreach; and effect. The selection criterion for this research is any organization that uses sport as a tool for development. The search was conducted via the Internet using keyword searches with combinations of "sport," "tool," and "development."

The analysis of these organizations indicates common characteristics manifested as social capital. This study concludes that the key to understanding the use of sport as a tool

for development is social capital. The programs and activities of these organizations work to expand social networks and increase the number of connections within them. The content of the websites for the organizations is analyzed for each organization's mission, goals, type of development, scope of organizational support, and level of operational outreach.

The *types of development* identified by this study in organizations that use sport as a tool for development are: conflict resolution, political, institutional, educational, social, community, media, and combination. The commonalities among these organizations indicated the dominant type of development was community. The *scope of organizational support* is a classification that attempts to identify the context of the geographic area of support, advocacy, development and policy from which the organizations derive their ownership or inspiration. The classifications of scope are: international, continental, national, and local. The majority scope of organizational support comes mostly from international sources. The *level of operational outreach* represents the area where the focus of projects and programs are performed by the organizations. This area classifies the beneficiaries of the development by the organizations. The classifications are: international, government, institution, and grassroots. The chief level of operational outreach was at the grassroots level.

A key significance of this study is to the field of sport for development because it examines the activities of the organizations involved and identifies a "Line of Action" which has not yet been implemented: Evidence of Impact. Due to the potential of using sport for development, it is important to evaluate the current practices to learn where and how they

might be applied to address development concerns internationally and domestically. This information adds to the body of research literature by finding the level of progress in the course of implementing the concept of using sport for development and beginning to establish the best practices that could be implemented through sport.

Sport can be used to create and enhance community development. The benefits of sport have been deemed sufficiently cost-effective to be employed to address needs within Less Developed Countries and to help attain the Millennium Development Goals. This is important because the escalation of the number of initiatives using sport as a tool for development leads the way for the use of sport in poor communities elsewhere and even in more economically-developed countries.

ACRONYMS

FIFA - Fédération Internationale de Football Association

GDP – Gross Domestic Product

ILO – International Labour Organizations

IOC – International Olympic Committee

IYSPE – International Year of Sport and Physical Education

LDC – Least Developed Country

MDG – Millennium Development Goals

M&E – Measurement and Evaluation

NBER – National Bureau of Economic Research

NGO – Non Government Organization

NSD – Network for Sport and Development

SDPIWG – Sport for Development and Peace International Working Group

UN – United Nations

UNAIDS – United Nations Joint Program on HIV/AIDS

UNCTAD – *United Nations Conference on Trade and Development*

UNDP – United Nations Development Program

UNEP – Environment Program

UNESCO – *United Nations Educational, Scientific and Cultural Organization*

UNHCR – *United Nations High Commissioner for Refugees*

UNICEF – United Nations International Children's Fund

UNOSDP – United Nations Office on Sport for Development and Peace

WHO – World Health Organization

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CHAPTER 1: INTRODUCTION AND STATEMENT OF THE PROBLEM

Over the last decade, there has been a growth in organisations working with sport for development. Sport has become a new tool in development cooperation and with the escalation of the number of initiatives, a more systematic and coordinated approach has moved sport onto the international agenda as a serious and effective tool to achieve the Millennium Development Goals and promote peace.

(NSD – Network for Sport and Development 2009, 10)

A. Introduction and Statement of the Problem

1. Introduction

This chapter provides an introduction to sport for development, including the statement of the problem, key concepts and definitions, and the organization of the thesis. It ends with the history of the concept of using sport as a tool for development and the significance of the study.

Over the last decade a new field in international development emerged. Organizations that use sport as a tool for development were established in various places around the world concentrating in countries designated as Least Developed Countries (LDCs). Large international organizations such as the International Olympic Committee (IOC) and the United Nations (UN) have joined in partnerships that helped produce the impetus for the new concept. The IOC website includes several charity projects where they use the celebrity status of athletes to gather resources for refugees. The UN website includes the Millennium Development Goals (MDGs), which are a set of measurable targets for development to be achieved by the year 2015. The latest UNCTAD report states that the MDGs are off track, and this lack of success establishes the need for new tools. This new field opened for examination of the use of sport as a tool for development and as another approach to help reach the MDGs and other development efforts.

The prevailing views prior to the emergence of this new field are varied and usually limited to either sport or development. A rudimentary Internet search results in studies and debates about how sports facilities and stadiums for professional teams are good for economic development in cities. Also found are articles and debates about the cost and benefits of having nationally-ranked sports teams in a college. There are numerous sources that espouse the positive effects sport has on health and fitness. Most of these sources hold the perspective that sport is either a business entity on a macro level, or it was a personal leisure activity on a micro level. Very few studies discuss how sport could lead to benefits to individual, community and societal development. This is particularly true in light of funding issues with public education, where sports seem to be viewed as extra-curricular activities or luxuries. In general, there is no systematic analysis of sports potential for social or community development. The emphasis is always on professional development. Either sport is treated by academics as opportunity costs, or some "real" professional preparatory course given up, or sport is the prerequisite to become a professional athlete. For those with athletic talent, sport is all about winning gold medals at the Olympics or going pro and getting on television.

There is new international interest in the value of using sport as a tool for development. The International Olympic Committee (IOC) is very active in partnering with organizations such as the United Nations in order to live up to the IOC charter. The second goal of the charter is: "The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity" (Olympic Charter 2007). The IOC has an obligation to create a link between sport and development, and it considers sport a universal right of

all humans. In the past, the Olympic games have been the culmination of its efforts to promote a peaceful society as articulated in its charter. Recently, though, it has initiated several programs and partnerships with numerous United Nations agencies and other international organizations which are mentioned on the IOC website.

Developed countries such as the United States, any of Europe, Russia, and China, the Olympics has been about serving one's country and showing who is best by winning the most gold medals. Specifically in light of the recent Olympics in Beijing, China, in 2008, the event could represent more than just the athletes on the field. The Olympics have always stood for a movement to bring countries together in a moment of truce to compete peacefully with one another. "Olympism is a philosophy of life," according to the official Olympic charter, "exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles" (Olympic Charter 2007). However, in the opening ceremony in Beijing, the importance of the Olympics to the host city was visibly demonstrated.

In this case, the importance to the city was amplified by the importance to China. The 2008 Olympics was in effect a "coming out party" for the country. After years of relatively closed doors to a communist China, this spectacle of pageantry was an introduction of the "new" China to the world. The Chinese did not stop with the ceremony being the only visible representation of who they are. There was development on a massive scale including the building of new infrastructure such as the Bird's Nest Stadium and the Water Cube, to environmental clean up of waterways and the air. According to the official

Beijing Olympics website (http://en.beijing2008.cn) the Olympics propelled both economic and infrastructural development. Hosting the Olympics was very important to China to present a new image for the world.

There are many studies about the process of development for the host city of the Olympics. Some argue that benefits outweigh costs; others argue the opposite. However, the Olympic movement is not all about the host city, or the benefits and pitfalls of such a development project. "The Olympic Games are competitions between athletes in individual or team events and not between countries" (The Olympic Charter 2007, 19). There are over two hundred different countries participating in the Olympics, with each one fielding many athletes. Contemplating the numbers of individuals present at the Olympics, one can see that the significance of it runs deeper than the development goals of the host city. There is a spectrum of importance from the macro level of the nation, all the way through to the micro level of the individual.

Despite the differences and conflicts throughout the world, there is one place where all individuals can meet regardless of language, culture, or nationality. Sport is one thing that traverses all these barriers. Sport is practiced in one form or another all around the world. Sport has long historical ties with culture and can serve to transmit and preserve culture and ethnic identity. When thinking about the individuals participating, the fact that the Olympics are not only about the production and promotion of sporting events becomes relevant. Sport does not need a translation. Sport has great potential to influence human development through fitness and self-empowerment, social development through teamwork, and economic development through creating jobs, and it has even been used for political development. Athletes from small and poor countries can play and compete

against athletes from larger more prosperous countries on a level field. The field spoken of is the actual field of play.

There are some articles that argue the economically developed countries have a distinct advantage in the Olympics, compared to LDCs. They say that developed countries have more money and resources to develop athletes, when the LDCs should be spending their money on direct development. Studies have even shown how some countries have used their wealth and power to influence the number of gold medals they win for international political purposes (Bernard and Busse 2004, 413-17).

Yet, recognition of a link between sport and development seems to be lacking. Only recently is the connection between sport and development being recognized. The United Nations proclaimed 2005 as the International Year of Sport and Education, with the aim to encourage organizations, communities, and individuals to share their knowledge, and to raise awareness to the general public about the value of sport. During that year the UN sought to create conditions to generate sports-based development programs and projects. The question that arises is, if the Olympics and other professional sports are all about economic and host city development, why is the United Nations interested in using sport as a tool for development? The answer lies in the connection between the Millennium Development Goals and the use of sport as a tool to help reach those goals.

> Sport is increasingly recognized as an important tool in helping the United Nations achieve its objectives, in particular the Millennium Development Goals. By including sport in development and peace programmes in a more systematic way, the United Nations can make full use of this cost-efficient tool to help us create a better world.
>   -Ban Ki-moon, Secretary-General of the United Nations (United Nations 2005)

What does sport have to do with the United Nations or the Millennium Development Goals (MDGs)? First, the UN is using sport in peace building and conflict resolution

programs, in particular in dealing with refugees, through many of its agencies such as

UNHCR, UNICEF, UNDP, UNEP, WHO, and UNESCO. In addition to these programs, new

tools and approaches are being sought to help achieve the MDGs, which are not yet being

met. The 2009 United Nations Conference on Trade and Development (UNCTAD) Report on

Least Developed Countries (LDCs) indicates that the MDGs will not be met and that new

strategic means for development need to be pursued. The UN must utilize every tool

available in order to reach the MDGs by the target date of 2015. The report summarizes the

conditions thus:

- Overall investment patterns remain inadequate to meet MDGs,
- Form of integration into the global economy makes LDCs very vulnerable to external shocks, and
- LDCs need a new development model shifting from commodity-price led growth to *catch-up* growth (United Nations Conference on Trade and Development 2009).

The views on sport in the UN website include,

> Sport plays a role in communities large and small. From informal recreational matches and contests, to organized sports leagues and federations, people participate: they play, coach, train, and support their favourite athletes and teams. From indigenous sports to global sporting events, sport has "convening power." Where opportunities for recreational sport and play are absent, individuals and entire communities are often acutely aware of what they are missing (United Nations 2009).

The use of sport for development is increasingly recognized and used by the UN and

several of its agencies.

Sport being used as a tool for development is much broader than the Olympics, or its

effects on host cities, or the economy of professional sports. There are several new

organizations that are interested in achieving development goals and including sport as a

tool. There are many forms of how sport is used for development. There are many forms of sport, and there are many forms of development.

2. Statement of the Problem

There is great potential for sport to be used as an inexpensive tool for development, yet this is largely unknown. One of the experts of the past critically assessed sport as a luxury, which should not be considered for economically poor countries (Duberke 1986). Duberke argued against international aid being given for the purpose of sport to poor countries that struggle to feed their people. The past view of sport as a luxury, or leisure time activity is still prevalent among community planners and development organizers. The practices and methods of the international organizations operating in the LDCs using sport for development are largely unknown to western countries. The domestic community planners, development organizers, or fundraisers do not have any current practices to show them what problems they should try to address with the use of sport as a tool for development. The problem is that the extent to which sport can be used, and the effectiveness of the concept are generally unknown. Due to the potential of using sport for development, it is important to evaluate the current practices to learn where and how they may be applied. What is an organization that uses sport as tool for development? What does it do? What is its nature? What is the extent to which sport is used for development in terms of type, scope and level of operational outreach, clientele, and impact among the international organizations that practice sport for development? What are those international organizations trying to achieve?

This is a study of organizations that utilize sport as a tool for socioeconomic development. This study examines the extent to which they use sport as a tool, and

ascertains whether there is a prevalent approach to development among those organizations. It examines whether sport is more conducive to one type of development over another. The comparison and analysis of these organizations profiles the characteristics and effectiveness of the concept and practices of using sport for development.

3. Key Concepts and Definitions

Sport has many meanings, as does development. Here in the US when you say "sport," a person might envision any number of professional teams playing football (American) or baseball. So they would have a difficult time relating how their favorite team could possibly affect the homeless or alleviate poverty. I could point them to stories of some of those professional athletes who started in the poorest of neighborhoods with nothing and persevered through hard times to make it into the pros. However, that same person would be unaware of the process that planners go through in order to create development in the city. What does development mean? The way that any development plan is implemented ought to depend on the context of the need. The place, economy, people, geography, history, politics and culture are essential considerations when designing a development plan. Sport and development must be defined for understanding of this study.

a. Sport

A definition for sport that seems to prevail in this new field is the one used in the European Sports Charter: "all forms of physical activity which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being,

forming social relationships or obtaining results in competition at all levels" (Council of Europe 2001). In this sense, sport is more than a game, a luxury, or a form of entertainment. It has an important role in all societies and is a human right that is essential in leading a healthy and fulfilling life. Sport can include other meanings and cultural identities, particularly indigenous sports. Sport is a physical activity that occurs at the local level for the participants. The fans, or viewing audience of the sport, can include the local area, region, nation, and even the world, as in the example of the Olympics. The distinction here is important because participation in the sport happens locally, but development can occur at various levels, from local to international. The way that Rolf Schwery, who wrote a paper for the Swiss Academy for Development (SAD), puts it is completely relevant to this study.

> Sport is a medium that describes a temporary process on the micro-micro level (individual types of sport) or the micro-meso level (sport associations). In the area of development co-operation it is likely to refer to the macro level (regional-national) and the macro-macro level (international). The "Sport and Development" field, therefore, relates a micro dimension to a macro dimension, with the former being the explaining variable (independent) and the latter the variable to be explained (dependant). Sport can thus have an (positive/negative) effect on the aggregate variable development, a variable which can be measured to a certain degree (Schwery 2003).

b. Development

A definition for development, in its most general sense, is to solve the issues of society. Each different place and variety of society may or may not have the same issues to solve; therefore development has many meanings. The history of international development also illustrates a range of approaches from a top-down economic focus to the

recent bottom-up participatory methods. According to the goals set forth by the MDGs, development involves "eradicating extreme poverty and hunger; achieving universal primary education; promoting gender equality and empowering women; reducing child mortality; improving maternal health; combating HIV/AIDS, malaria and other diseases; and ensuring environmental sustainability" (UN.org). These goals are in line with the definition of the Swiss Agency for Development, "poverty alleviation, safeguarding of natural resources, resolving conflict, ensuring peace, empowering the disadvantaged, providing access to information, ensuring equitable development for women and men, fostering understanding between cultures and supporting human rights, the rule of law and democracy" (Schwery 2003). These definitions are oriented towards the goals of development, whereas, for the purpose of this study, the socioeconomic definition of development is used to emphasize the three main components of development, i.e., social development, economic development, and environmental protection.

In socioeconomic terms, development is defined as "a planned and comprehensive economic, social, cultural and political process in a defined geographic area. It is a rights-based and ecologically-oriented process that aims to continually improve the well-being of the entire population and all of its individuals" (Fritz 2004). In further detail, she later wrote, "economic development is the process of raising the level of prosperity through increased production, distribution, and consumption of goods and services. Social development, on the other hand, refers to the complexity of human dynamics (the interplay of social structures, processes, and relationships) and focuses on (1) the concerns of the people as objects of development and (2) people-centered, participatory approaches to

development. Individuals would be actively involved in open, meaningful participation in development and in the fair distribution of benefits" (Fritz 2008, 153).

c. Social capital

One of the leading thinkers on social capital is Robert D. Putnam. In his book *Bowling Alone*, Putnam defines social capital as follows: "Social capital is connections among individuals—social networks and the norms of reciprocity and trustworthiness that arise from them" (Putnam 2000, 19). Putnam also puts this value of social capital in further economic terms, "Just as a screwdriver (physical capital) or a college education (human capital) can increase productivity (both individual and collective), so do social contacts affect the productivity of individuals and groups" (Putnam 2000).

The term capital might make one think of markets. In a way, sport is a market, and in the same way an economic market deals with supply and demand, sport can be considered a commodity in a market of social capital. If so, then the social connections and networks are its currency. This currency of "social networks have value – that is the central premise of social capital. Social capital refers to the collective value of all "social networks" [who people know] and the inclinations that arise from these networks to do things for each other ["norms of reciprocity"]" (The Saguaro Seminar). So in linking sport and development, this study examines how sport can influence development.

4. Organization

The literature review illustrates the stepping stones to get from one side of understanding to the other. This is followed by an explanation of the methodology, and then the findings and analysis. Finally, the study ends with the conclusions, recommendations and implications.

B. Sport as a Tool for Development

1. History and Timeline

What follows is the history of the evolution of the concept of sport for development as it appeared in policies. These slices of time depict how the global framework for this new concept was assembled. The beginnings of the field of sport and development were forged within the establishment of the European Charter around the turn of the millennium. The twenty-ninth declaration within the Treaty of Amsterdam Amending the Treaty on the European Union stated, "The Conference emphasises the social significance of sport, in particular its role in forging identity and bringing people together." The inception of this concept started out slowly. The principles and significance of using sport for development were discussed, but no real action was taken until after the millennium. The United Nations recognized that sport was a possible means to their development goals. In 2001, Kofi Annan was appointed the first Special Adviser on Sport for Development and Peace. The purpose of this position was to enhance the network of relations between UN organizations and the sports sector. Then in 2002, the UN convened the Inter-Agency Task Force on Sport

for Development and Peace, which brought together ten organizations including the ILO, UNDP, UNESCO, UNEP, UNHCR, UNICEF, UN Office on Drugs and Crime, UN Volunteers, UNAIDS and the World Heath Organization. The momentum from this task force increased intentions for the use of sport for development. The Inter-Agency Task Force produced a report in 2003 which concluded that

> [sport] can cut across barriers that divide societies, making it a powerful tool to support conflict prevention and peace-building efforts, both symbolically on the global level and very practically within communities. When applied effectively, sports programmes promote social integration and foster tolerance, helping to reduce tension and generate dialogue. The convening power of sport makes it additionally compelling as a tool for advocacy and communications (UN 2003).

This report resulted in the UN adopting Resolution 58/5 on the role of sport as a means to promote health, education, development and peace. This resolution not only proclaimed 2005 as the International Year for Sport and Physical Education, but it encouraged "governments, international sports bodies and sport-related organizations to elaborate and implement partnership initiatives and development projects compatible with the education provided at all levels of schooling to help achieve the Millennium Development Goals" (UN General Assembly 2003). This represents the birth of organizations which use sport as a tool for development. Many conferences and roundtables were convened to design the implementation of the concepts and principles.

Consider the creation of the global framework and development of policy up to this point as the creation of a soccer ball. If all of these add up to a metaphorical soccer ball, then the year 2005 kicked this ball into action. The UN declared this year as International Year of Sport and Physical Education during which a broad range of activities, initiatives, and networking took place worldwide. A Report of the Secretary General, titled *Sport for*

Development and Peace: The Way Forward (UN General Assembly A/61/373), was

published in 2006 and summarized the events and spelled out a plan of action. The report

also included lessons learned and obstacles encountered from the efforts to implement

sport as a tool for development. These lessons will be discussed further in chapter 4. The

report also covered some of the strategies to integrate sport into plans and programs for

the achievement of the MDGs. The action plan listed four lines of action: 1. Global

framework for Sport for Development and Peace; 2. Policy development; 3. Resource

mobilization; 4. Evidence of Impact.

  The Sport for Development and Peace International Working Group also was formed

in 2005 with representatives from Ministries of Sport, Youth and Development from 15

countries, directors of UN agencies, and NGOs in the field of Sport for Development and

Peace. This is the point when NGOs and practitioners in the field of sports joined the effort.

  The timeline can be described in terms of the lines of action stated in the General

Assembly report mentioned above. The time period leading up to 2003 represents the

formation of the global framework. The period between 2003 and 2005 represents policy

development. The period after 2005 represents resource mobilization and the present

timeframe represents evidence of impact. Or, in terms of the metaphorical soccer ball, the

ball has been created, and they have been kicking the ball around the field. The rules of the

game and the boundaries of the field have been loosely defined, but the goals (in the way of

evidence of impact) have not yet been established.

  Only recently is the connection between sport and development being realized. The

very first International Forum on Sport, Peace, and Development took place May 7, 2009, in

Lausanne, Switzerland. In his address, Mr. Wilfried Lemke, Special Adviser to the UN

Secretary-General on Sport for Development and Peace stated, "Despite our diversity, we come together recognizing that there is one language that we all speak. There is one tool that is simple to use, that is inexpensive, and that is powerful. And that tool is sport." This may have been the first international forum on the subject; however, several other events have taken place in history that have incubated the discussion and formed the basis of its current direction.

Table 1. Timeline of the Development of the Concept of Sport for Development

1978	UNESCO (United Nations Educational Scientific and Cultural Organisation) General Conference adopts the International Charter of Physical Education and Sport (UNESCO 1978)
1997	Heads of State and Government of the European Commission focus special attention on sport during the Amsterdam treaty negotiations (Treaty 1997)
2000	UN Millennium Summit: The world leaders recognize the power of sport. (UNICEF 2007)
2001	UN Secretary-General Kofi Annan appoints Mr. Adolf Ogi (former President of the Swiss Confederation) as the first Special Adviser on Sport for Development and Peace.
2002	The UN Secretary-General convenes the UN Inter-Agency Task Force on Sport for Development and Peace to review activities that involve sport within the UN system.
2003	The Inter-Agency Task Force produces the report: "Sport for Development and Peace: Towards Achieving the Millennium Development Goals" (UN 2003).
2003	The UN General Assembly adopts Resolution 58/5 on the role of sport as a means to promote health, education, development and peace (UN General Assembly 2003).
	First International Conference on Sport & Development, Magglingen, Switzerland. The conference was the first international, high-level event on Sport & Development, involving participants from sports federations, governments, UN agencies, the media, athletes, business and civil society (CONGO – Conference of NGOs).
	First Next Step conference: "International Expert Meeting on Development in and through Sport," Amsterdam, the Netherlands. On a different level to the Magglingen conference series, the Next Step conference was established to target practitioners, mostly at the grassroots level, to share experiences and best practices in Sport and Development.

Table 1. Timeline of the Development of the Concept of Sport for Development, cont.

2004	Roundtable forum: Harnessing the Power of Sport for Development and Peace, Athens, Greece. During the 2004 Olympic Games in Athens political leaders and experts in development assemble to discuss the potential of sport in achieving development goals. The roundtable forum lays the cornerstones for establishing the Sport for Development and Peace International Working Group (SDPIWG), creating a new policy framework for the use of sport for development and peace.
2005	International Year of Sport and Physical Education (IYSPE) 2005 is proclaimed by the General Assembly of the United Nations.
2005	The Sport for Development and Peace International Working Group (SDPIWG) is formed, with representatives from Ministers of Sport, Youth and Development from 15 countries, directors of UN agencies, and NGOs in the field of Sport for Development and Peace.
2005	Second Magglingen Conference on Sport & Development, Magglingen, Switzerland.
2005	Second Next Step conference, Livingstone, Zambia.
2007	Third conference "The Next Step," Windhoek, Namibia.
July 2007	European Commission publishes a White Paper on Sport, stating it will promote the use of sport as a tool for development in international development policy.
January 2008	IOC and the UN agree on an expanded framework for action to use sport to reach the goals of the UN.
2008	UN Secretary-General Ban Ki-Moon appoints Mr. Wilfried Lemke as the new Special Adviser on Sport for Development and Peace, after Mr. Adolf Ogi steps down.

Note: This list is not intended to be exhaustive. Rather, it attempts to provide an overview of the major policy developments in sport and development.
Source: (http://www.sportanddev.org).

2. Significance

This study is significant to the field of sport for development because it examines

the activities of the NGOs involved and identifies the "line of action" that has not yet been

implemented: evidence of impact. The international organizations that work to solve

Millennium Development Goals that are not aware of this new field could consider sport as

a tool in their efforts. The emerging field of sport for development could benefit from this study by adding to the knowledge base of the effectiveness and impact of current practices in the field. This information adds to the body of research literature by finding the level of progress in the course of implementing the concept of using sport for development. The international organizations examined in this study could stand as examples of programs and practices that could be modeled for increasing social capital.

This study is also significant to planners and community developers to understand the great potential for sport to be used as an inexpensive tool for development. The reason for comparing the organizations is to find out more about how this concept is implemented. The commonalities among them should indicate something about the characteristics of the approach. This study examines whether any type of development is more conducive to using sport as a solution. The domestic community planners, development organizers, or fundraisers who decide to support and/or use sport as a tool for development can evaluate the current practices to learn where they may be applied.

CHAPTER 2: LITERATURE REVIEW

This chapter provides the background of the discovery of this emerging field. It discusses the stepping stones that go from the concept of using sport as a tool to the other side of the stream where we find the organizations that use sport for development.

A. Discovery of Sport for Development

1. The Olympics

The first step to the other side is taken with an examination of the Olympics. The opening ceremony in Beijing 2009 demonstrated the importance of the Olympics to the host city. In this case, the importance to the city was amplified by the importance to China. After years of relatively closed doors to a communist China, this spectacle of pageantry was an introduction of the "new" China to the world. There was development on a massive scale including the building of new infrastructure such as the Bird's Nest Stadium and the Water Cube, to environmental clean-up of waterways and the air. A cursory search for development issues for host cities of the Olympics reveals many arguments about the benefits and costs. However, a further examination of the Olympic movement is not all about the host city, or the benefits and pitfalls of such a development project.

Several countries have benefited from "celebrity" performances in the Olympics. One event was when Ethiopian Adebe Bikila, running barefoot during the marathon event, become the first black African Olympic champion in 1960, and inspired many Africans. "Not only did he win the race, but he also set a new world record at 2:16:2. He was also the first African to win an Olympic medal. Commenting on why he ran on bare feet, Adebe said, "I

wanted the world to know that my country Ethiopia has always won with determination and heroism"" (MediaETHIOPIA). What was the impact of his performance? Could his victory be responsible for the following dominance of African runners in marathons worldwide? Kenya has been at the center of the marathon success and enjoys some economic benefit from athletic tourism, where runners from many countries go to learn the Kenyan way of running at training centers. Kenyan runners have dominated the sport of marathon running for more than a decade and demonstrate an example of where an LDC can outperform developed ones. "In the world of marathoners, the elite take less than 2 hours, 20 minutes to cover the grueling footrace's distance of 26 miles, 385 yards. While only 34 American runners have achieved that velocity, Kenya, with a population one-tenth of the US's, boasts 222" (Eldoret 2001).

Another story would be the success of athletes from Jamaica. First there is the Jamaican bobsled team, which competed in the 1988 Winter Olympics and gained international attention because it does not snow in Jamaica. It was a newsworthy story that generated millions of dollars of tourism advertising free of charge. What was the impact of this international attention? What was the impact on the lives of the people in Jamaica? The most recent success story from there was Usain Bolt and his phenomenal performance sprinting at the 2008 Olympics in Beijing. His status as a world-record sprinter and claim as the "World's Fastest Man" has brought him and Jamaica fame. Has this had any economic impact in his hometown or on Jamaica as a whole? Will his performance bring in new industries such as a shoe manufacture? Will it have any impact at all? What if Jamaica focused some resources towards developing the running skills of their youth? Could they create worldwide fame as being a center of sprinting much in the same way the Kenyans

have done with marathons? How would this benefit the youth, the local communities, and the Jamaican economy as a whole?

Beyond these celebrity performances by individuals, nations have used the Olympics for more than a sports competition. The Olympics are treated as more than personal contests between athletes. Some view the Olympics as a form of nationalism in which one nation is pitted against another. Some view it as a competition between political ideologies. A review of the history of the Olympics shows that there has always been an international interest.

Since as long ago as 3,000 years, the Olympics were started. They represented a truce between warring city-states, where the combatants realized they had more in common than they knew. Through time the games have evolved, including the nature of the truce. When the competition between the modern nations intensified, some used the Olympics for a competitive advantage.

Jumping to 1936, the first televised Olympics in Berlin were opened by Adolf Hitler, who tried to use them to demonstrate the superiority of the Aryan race. However, one of the heroes who emerged was an African-American named Jesse Owens who won four gold medals. The celebrity performance of an individual thwarted the promotional designs of a nation. Then for the next twelve years World War II broke the truce.

The first Olympics held after the war were in London in 1948. The 1952 Olympics in Helsinki was the first appearance of the Soviet Union. Their women's gymnastics team began their domination of the sport that would last until the fall of the Soviet Union in 1991. In 1960 the Olympics were hosted in Rome. This is where Adebe Bikila won the marathon in his bare feet. He has been the inspiration for many thousands more African

runners since. Not only did he inspire African runners, but also he is still the national pride of Ethiopia. The value in nationalism from his single victory cannot be measured in dollars.

The Tokyo 1964 Olympics demonstrated how a developing nation such as Japan could rise from the burning embers of World War II. A man who was born in Hiroshima on the day the atomic bomb was dropped carried the final torch and lit the Olympic flame. This was followed by the 1968 Olympics in Mexico, which seemed to be upstaged by demonstrations and revolutions around the world. In China there was the Cultural Revolution, in Czechoslovakia an attempt to liberalize the country was stopped by the Soviet troops. In the United States there were demonstrations for peace and an end to the Vietnam War.

The 1972 Olympics were the largest to date, with 121 nations participating. It was also the bloodiest, when eight Palestinian terrorists broke in, which resulted in nine dead Israeli athletes. The Palestinians took advantage of the international media platform to spread their own deadly televised message.

This was not the end of politics or countries using the Olympics as a message to the rest of the world. The 1980 Olympics in Moscow were boycotted by the US. Only 80 nations participated. The US-led boycott was part of several actions to protest the Soviet invasion of Afghanistan. Then the 1984 Olympics in Los Angeles were highlighted by a revenge boycott of the Soviet-backed countries. Still, a record of 140 other nations attended.

In 1988, the games went to Seoul, South Korea. The process of using the Olympics as a nation's mouthpiece evolved to have more meaning for the host. South Korea used the Olympics as an opportunity to join the world and to gain international recognition.

The privilege of participating in the Olympics held countries to a high standard. The participating countries had to agree to the Olympic Charter. The 1992 Olympics were held in Barcelona, where they were boycott-free for the first time since 1972. South Africa was previously not allowed to compete because of apartheid. Since apartheid was finally abolished, South Africa was allowed to compete in the Olympics for the first time since 1960.

The point of illustrating the Olympics timeline is that it shows how nations have used sport for political gain at the macro-macro level of development. Throughout history, political ideology has been involved with the participation in the Olympics. Some of it has been in protest or an attempt to control another nation. Some of it has been an announcement that a country wants to be recognized by the rest of the world. The Olympics has been used not merely as competitions between individuals, but also nations and political ideologies. There may even be reason to investigate whether there is a relationship between success in the Olympics and success in national power conflicts.

If we take another step towards the other side of the stream, we find authors who argue that developed countries have a distinct advantage in the Olympics, compared to LDCs. They maintain that developed countries have more money and resources to develop athletes. They argue that the LDCs should be spending their money on direct development and food to feed the poor, rather than facilities, equipment and training of athletes. A working paper from the National Bureau of Economic Research, "Who Wins the Olympic Games: Economic Development and Medal Totals," has even shown how some countries have used their wealth and power to influence the number of gold medals they win for international political purposes (Bernard and Busse 2004, 413-17). In this working paper

they pose the question, "How many medals should [a country] be expected to win by considering what factors influence national Olympic success?" The authors explore indicators such as population, per capita GDP, and real GDP to try to predict the number of medals a country should win. They also explore how the Soviet Union and Eastern Bloc countries were able to "manufacture" more medals than would be predicted.

It seems that the common-sense perspective would say how many medals a national team should win should be a result of a successful athletic performance. But then other approaches to measure which country is better are introduced, such as counting the total number of medals won (gold, silver, and bronze), or only the total number of gold medals? Should you measure the ratio of medals per capita? A medal-to-population ratio might conclude with vastly different results from a straight medal count. The NBER working paper looks to see if there is a correlation between population and number of medals won at the Olympics.

The general premise is that population should affect the number of medals simply because the larger the pool of talented athletes, the greater the chance of winning. The authors presented and tested a theory about medal success based on population. They studied to see if the distribution of talented athletes, or in other words, share of medals, would be equal to the share of total population of the countries participating in the Olympics. They found that population was not sufficient to explain a country's share of medals.

The next step in their model was to acknowledge the importance of available resources in enabling gifted athletes to train, attend, and succeed at the Olympics. To

account for the resources, they chose to include per capita GDP. They found the model fit better, although the single best indicator was real GDP.

There are other important factors that improve accuracy in predicting the number of medals a country wins. A country hosting the Olympics will win 1.8% more medals than they would otherwise. The paper also shows that forced mobilization of resources by governments can result in more medals won. One example they cited was how the Soviet Union and Eastern Bloc countries were able to manufacture 3+% increases in share of medals than was predicted by their GDP.

This working paper is included to show that a relationship between a nation's GDP and its success at the Olympics, measured in number of medals, exists. It also shows, even though it was not the point of the paper, that a nation's success at the Olympics can be encouraged through the direction of resources towards that goal.

To follow the premise of the NBER paper, Less Developed Countries can direct resources towards a strategic success at the Olympics. The result of this effort can be more than an increased share of medals. A development program focused on the Olympics could aid the country in forming better integration in the global economy, through the international marketing platform of the Olympics. It could help shift that country's economy from a commodity-based structure. It could also help the country get closer to reaching the MDGs by putting more resources and attention towards "growing" more athletes at the grassroots community level. As demonstrated by Ethiopia, Kenya and Jamaica, celebrity performances can gain prominence in the world markets. Therefore a country's Olympic program could be included in a strategic economic development plan.

2. International Olympic Committee

Another step in examining sport for development involves contemplating the numbers of individuals present at the Olympics. Here one can see that the significance of sport runs deeper than the development goals of the host city. There is a spectrum of importance from the macro level of the nation, all the way through to the micro level of the individual. "The Olympic Games are competitions between athletes in individual or team events and not between countries" (The Olympic Charter 2007, 19). There are over two hundred different countries participating in the Olympics, with each one fielding many athletes.

The Olympics can be used in many ways for development but they are constrained by the Olympic Charter. The next step involves examining the International Olympic Committee (IOC) to see if it has initiated programs or policies to govern or guide this development. It seems the IOC has recognized this and has put great effort into aligning its events with its charter for peace and tied them in with development projects.

The International Olympic Committee publishes much information on the website (www.olympic.org) about the programs that the Olympics have engaged in to use sport and the Olympic platform for development. There is a long history of participation in the Olympics and its effect on international relations, as previously mentioned. Some nations have used it negatively, as in boycotts or terrorist attacks, while others have used it positively in order to better integrate into the world politics and economy. However, the Olympic Movement is not evident in that history.

What is the Olympic Movement and how can it get involved in development?

When a country participates in the Olympics it signs the Olympic Charter and agrees to its philosophy, which is:

> Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.
>
> Olympic Charter 2007, Fundamental principles, paragraph 2

The IOC has initiated several programs and partnerships to address development issues such as education, HIV/AIDS, humanitarian aid for refugee camps, peace, women in sports, and environment. It utilizes the celebrity status of athletes to help market relief efforts and to gather donations of clothing and sporting equipment for those living in poverty in LDCs. The IOC has partnered with numerous United Nations agencies, as well as with other international governmental and non-governmental institutions.

> The IOC has developed a comprehensive programme using sports development as a tool for local socio-economic development and for humanitarian assistance; it implements and supports numerous projects at field level, in cooperation with organizations specialized in development and humanitarian aid and National Olympic Committees, to improve the lives of under-privileged communities worldwide.
>
> IOC International Relations Commission 2009

The IOC website mentions many of the programs that it is involved in; however, it does not connect those initiatives with international governments or non-governmental institutions. The main partners that are mentioned are the many agencies of the United Nations. This study could have gone in the direction of mega-events such as the Olympics or the World Cup Soccer and studied the impact that the infrastructure built in the host city has on development and the communities. However this form of development is

development *for* sport and not the use of sport for development. Many of these projects of the mega-events appear to try to coordinate the development needs of the host city with the development of the new infrastructure. However, these benefits and costs are still being debated. Rather, the focus of this study is on development that specifically uses sport as a tool for broader gains. The partnerships between the IOC and the United Nations show how sport can be used in relief efforts leading to development. In order to follow the process of how these agencies incorporate sport into development efforts, the next topic is the United Nations work with sport.

3. United Nations

One might ask what the United Nations has to do with sport. Most think of the UN as the international organization that mediates conflicts and tries to keep the peace. The UN was founded in 1945 after World War II for the purpose of maintaining international peace, but it does much more than this.

> The Organization works on a broad range of fundamental issues, from sustainable development, environment and refugee's protection, disaster relief, counter terrorism, disarmament and non-proliferation, to promoting democracy, human rights, governance, economic and social development and international health, clearing landmines, expanding food production, and more, in order to achieve its goals and coordinate efforts for a safer world for this and future generations.
> - UN at a Glance UN.org

The UN has dealt with issues of peace, security, and global consensus-building since its inception, but it has devoted the majority of its resources toward another part of its charter. Beginning in 1960, the UN advanced the charter's pledge to "promote higher standards of living, full employment, and conditions of economic and social progress and development" (United Nations 2010) through a series of 10-year International

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Development Strategy meetings of the General Assembly. The UN continued to formulate new development objectives throughout the decades culminating in the Millennium Summit in 2000.

The UN adopted the Millennium Development Goals in 2000 at that summit (http://www.un.org/millenniumgoals/). In order to understand what the Millennium Development Goals (MDGs) are trying to achieve, this website is very important. It explains what the goals are and why it is important to try to reach those goals. Links on the website direct visitors to reports on the MDGs and how they are falling short of reaching the goals by 2015, which is the deadline. The list of the MDGs they are trying to accomplish are: End poverty and hunger, Universal education, Gender equality, Child health, Maternal health, Combat HIV/AIDS, Environmental sustainability, and Global partnership. Reports about the MDGs, and specifically the UNCTAD report, explain how the goals are off track and how LDCs need to establish new strategies and tools to address the issues.

The *Least Developed Countries Report 2008* by the United Nations Conference on Trade and Development (UNCTAD) shows that the Least Developed Countries (LDCs) have not made much progress towards and will not be able to meet the objectives of the Millennium Development Goals (MDGs). The report states that even though record levels of economic expansion materialized in some LDCs, the growth failed to reach those living in poverty and did not improve their well-being. The report also argues that these results are due to the economic development strategy that these countries have been following. It suggests that the LDCs need new strategies in order to reach the MDGs. This establishes the need for a new strategic plan for development. The present study looks at how sport for development is being used to fulfill that need.

The United Nations created an office, the United Nations Office on Sport for Development and Peace (UNOSDP), in 2001 and appointed the first Special Adviser on Sport for Development and Peace. This office recognizes the viability of sport as a tool to help achieve the MDGs. It is pointed out that sport is not a cure-all, but can be effective when included as part of a comprehensive approach. The UNOSDP promotes positioning sport as a tool to the countries that are unaware of the possibilities. This office not only advocates policies and programs using sport for development to LDCs, but it also partners with non-governmental institutions to help those policies manifest into working organizations. The search for those organizations continues in a later step. First, a step is taken to understand the personal benefits of sport.

B. Development Benefits of Sport

What are the benefits of sport to development? Sport is said to benefit the individuals who participate in sport by improving health and mental well being. Sport can serve as a catalyst to bring people together and influence social connections as teammates work toward a common goal. Sport has many benefits and this section discusses what they are. First in this discussion are the personal benefits and the role of sports in economic and social regeneration. Then comes the contribution of sport to the MDGs, and finally sport as it is related to social capital.

The authors of *Sport in the City:The Role of Sport in Economic and Social Regeneration,* edited by Chris Gratton, and Ian Henry, explore the social side of sport and the ways in which communities can benefit from it. This collection includes international case studies ranging from examples of the Olympics to urban school sports to how sport

has been used in contemporary cities (Gratton and Henry 2001). The authors evaluate

policies, strategies and management of sport and urban economic regeneration plans.

The social benefits of sports include the "belief that benefits accrue at a level beyond

the individual in ways that support community development and regeneration," and

"provide excluded groups with opportunities for participation and inclusion" (Gratton and

Henry 2001, 187). The values that sport can influence are teamwork, togetherness, and

willingness to achieve, to name a few. The authors list the most commonly claimed

community benefits:

- enhancing confidence and self-esteem
- empowering disadvantaged groups
- improving the capacity of the community to take initiatives
- reducing crime, vandalism and "delinquency"
- increasing social integration and co-operation, promoting a collective identity and increasing cohesion
- encouraging pride in the community
- improving employment prospects
- generating employment and income
- increasing productivity with a fit and healthy workforce
- improving health
- [creating] environmental improvements (Gratton and Henry 2001, 187).

The community benefits identified by the authors seem to parallel the benefits that

the UNOSDP attempts to accomplish by using sport as a tool for development. The Sport for

Development and Peace International Working Group (SDPIWG) has assembled the

benefits and contribution of sport towards achieving the Millennium Development Goals in

a publication titled *Harnessing the Power of Sport for Development and Peace:*

Recommendations to Governments. These contributions are summarized in Table 2.

Table 2. Contribution of Sport to the Millennium Development Goals

Millennium Development Goal	CONTRIBUTION OF SPORT
1. Eradicate extreme poverty and hunger	• Participants, volunteers and coaches acquire transferable life skills which increase their employability • Vulnerable individuals are connected to community services and supports through sport-based outreach programs • Sport programs and sport equipment production provide jobs and skills development • Sport can help prevent diseases that impede people from working and impose health care costs on individuals and communities • Sport can help reduce stigma and increase self-esteem, self confidence and social skills, leading to increased employability
2. Achieve universal primary education	• School sport programs motivate children to enroll in and attend school and can help improve academic achievement • Sport-based community education programs provide alternative education opportunities for children who cannot attend school • Sport can help erode stigma preventing children with disabilities from attending school
3. Promote gender equality and empower women	• Sport helps improve female physical and mental health and offers opportunities for social interaction and friendship • Sport participation leads to increased self-esteem, self-confidence, and enhanced sense of control over one's body • Girls and women access leadership opportunities and experience • Sport can cause positive shifts in gender norms that afford girls and women greater safety and control over their lives • Women and girls with disabilities are empowered by sport-based opportunities to acquire health information, skills, social networks, and leadership experience
4. Reduce child mortality	• Sport can be used to educate and deliver health information to young mothers, resulting in healthier children • Increased physical fitness improves children's resistance to some diseases • Sport can help reduce the rate of higher-risk adolescent pregnancies • Sport-based vaccination and prevention campaigns help reduce child deaths and disability from measles, malaria and polio • Inclusive sport programs help lower the likelihood of infanticide by promoting greater acceptance of children with disabilities
5. Improve maternal health	• Sport for health programs offer girls and women greater access to reproductive health information and services • Increased fitness levels help speed post-natal recovery

Table 2. Contribution of Sport to the Millennium Development Goals, cont.

6. Combat HIV and AIDS, malaria, and other diseases	• Sport programs can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS • Sport programs are associated with lower rates of risky health behavior that contributes to HIV infection • Programs providing HIV prevention education and empowerment can further reduce HIV infection rates • Sport can be used to increase measles, polio and other vaccination rates • Involvement of celebrity athletes and use of mass sport events can increase reach and impact of malaria, tuberculosis and other education and prevention campaigns
7. Ensure environmental sustainability	• Sport-based public education campaigns can raise awareness of importance of environmental protection and sustainability • Sport-based social mobilization initiatives can enhance participation in community action to improve local environment
8. Develop a global partnership for development	• Sport for development and peace efforts catalyze global partnerships and increase networking among governments, donors, NGOs and sport organizations worldwide

Source: SDPIWG *Harnessing The Power of Sport for Development and Peace: Recommendations to Governments* 2010

This organization was established in 2004 "to articulate and promote the adoption of policy recommendations to governments for the integration of sport and physical activity into their domestic and international development strategies and programs," (SDPIWG 2010). It spent four years developing this document to publish recommendations to governments for the use of sport for development. This publication expresses the development benefits of sport that several organizations target.

The shore of this stream being crossed is near, and the organizations that perform development through sport are in sight. Before examining them, the next step looks a little deeper into the benefits of sport and the concept of social capital.

The book *Bowling Alone*, by Robert D. Putnam, talks about the changes in American society through the activities, the changes in the nature of participation in those activities,

and the effects of the activities on social life in American communities. In studying these changes, social scientists began framing them in a concept of "social capital." This concept is analogous to other terms of capital such as physical capital or human capital. In economic terms, capital is a tool that is used in the production of goods, or land used in the production of resources. Physical capital is a physical item that is not used up in the process of production. Human capital is the knowledge or skill invested in a people to increase their capacity for production. The concept of social capital expresses the notion that social networks have value and affect productivity the way other forms of capital do. "Just as a screwdriver (physical capital) or a college education (human capital) can increase productivity (both individual and collective), so too social contacts affect the productivity of individuals and groups" (Putnam 2000, 19).

The first half of the book covers the evidence used to measure the trends of civic engagement and social capital throughout American society. This section is very informative on the various elements of social capital such as politics, religion, workplace, volunteering, and informal social connections such as recreation and sports. The evidence shown documents a decline in social connection and the next section in the book asks the question "Why?" What are the reasons behind the decline? Is it because much more time is spent watching television, the pressures of time and money, or perhaps the effects of urban sprawl? Putnam concludes that much of the cause comes from changes in family, racial relations (white flight), and big government. He says that the civic disengagement coincides with an increase in the growth of the welfare state. However, he goes on to say that big government does not explain why there was a decrease in bowling league participation. So he looks for other sources such as capitalism. He defends capitalism because social capital

in America has increased and decreased despite the constant presence of capitalism. But the globalization of business and the replacement of locally-owned firms with multinational corporations have a very strong correlation with the decline of civic engagement.

A few chapters that are directly related to this study are included in Section Four: So What? This chapter gets to the point of why social capital is important. This importance is key to understanding organizations that use sport as a tool for development because the analysis shows that the majority of the programs and projects are centered on social capital. Putnam also describes the important features of social capital. "First, social capital allows citizens to resolve collective problems more easily. Second, social capital greases the wheels that allow communities to advance smoothly. A third way in which social capital improves our lot is by widening our awareness of the many ways in which our fates are linked" (Putnam 2000, 20). One of the most important points in relation to Less Developed Countries trying to improve is that a lack of social capital reduces prospects of economic development. Social capital has direct impacts on education and children's welfare, economic prosperity, health and happiness, safety, and democracy. These are also issues that the MDGs are trying to tackle. These aspects indicate that an increase in social capital can help to achieve the MDGs. It is time to take a step onto the bank of the stream and look into the organizations.

C. Organizations

The breakthrough in trying to find out what is going on in the world of development in using sport as a tool came in finding the website SportandDev.org. This recently-

developed website is hosted and operated by the Swiss Academy for Development (SAD) in Bienne, Switzerland. This website platform serves as a connection hub for projects and people who want to learn more about sport and development and to connect with others with interests for international sport and development. A steering board is responsible for guiding the project in accordance with the vision, which is "to enhance the profile, credibility, and effectiveness of using sport as a tool for development" (sportanddev.org 2009). The mission stated on the website is to provide a hub for sharing knowledge, building good practice, facilitating coordination and fostering partnerships between and within the different stakeholders. The definition for sport they use is: all forms of physical activity that contribute to physical fitness, mental well being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games. That is also the definition adopted by the UN Inter-Agency Task Force on Sport for Development and Peace in 2003.

This website is included here because it allowed this study to identify many of the organizations that are involved in using sport as a tool for development. The information contained in the website is utilized in this study in the history and timeline. The links included on the website provided access to further sites where more information was located. It also pointed to another working paper on sport for development, which provided insight to the internal operations of some of these organizations.

This concept paper, *How to Evaluate and Measure "Sport For Development" Projects,* published in May 2009, was found on the newly-created Network for Sport and Development (NSD – Network for Sport and Development). The field of using sport for development was emerging as the present research was unfolding in 2009. The NSD

formed in early 2007 with the aim of developing the field of "sport as a tool for development." This concept paper informed this study about many of the lessons learned in the new field.

> The Concept Paper is based on the following research questions:
>
> I. When using "Sport as a Tool for Development," how can the impact of the activities be measured in relation to the development of "social capital" amongst projects' core beneficiaries?
>
> II. What [measurement and evaluation] experiences and lessons learned can be gathered from Danish and International organisations working with sport for development?
>
> III. What models of evaluation could be useful and most effective when evaluating sport for development projects and programmes?
>
> - http://net-sd.org

The concept paper includes stories of how projects have affected the beneficiaries, but they have not documented or studied the impacts in a systematic way. This information is very instrumental in identifying the concepts behind many of the international organizations that use sport as a tool. It also puts emphasis on a use of the term social capital. This study will not go into detail about measurement and evaluation (M&E) or its concepts, as that is different from its focus. However, this study will examine the organizations to see if they implement M&E in their projects.

This chapter provided the background of the discovery of this emerging field. It discussed the stepping stones that went from the concept of using sport as a tool to the other side of the stream where the organizations that use sport for development are found. The method in which these organizations are studied is explained in the next chapter.

CHAPTER 3: METHODOLOGY

This chapter presents the methodology employed for this study. This study examines the extent to which the selected organizations use sport as a tool and ascertains whether there is a prevalent approach to development among them. The comparison made among the organizations assesses the similarities and differences in terms of development type; scope and level of operational outreach; clientele; and impact. The intent of the comparison is to find commonalities among the organizations in order to draw preliminary conclusions about the characteristics of the concept of using sport for development.

A. Methodology Model

The methodology for this study was inspired in large part by Thomas F. Carroll's work *Intermediary NGOs – The Supporting Link in Grassroots Development* (1992). There are many parallels between the emergence of organizations that use sport as a tool and the study in which Carroll examined intermediary NGOs. In his forward he mentions how school textbooks describe Columbus discovering America, which in fact was already there. His study demonstrated the discovery of NGOs that were doing work in the field of poverty alleviation, but the NGOs were already there. In the same way, this study has "discovered" organizations that specifically use sport as a tool in their development work.

The methodology of Carroll's study started with a selection process for the NGOs that he would study and his evaluation criteria. The selection was 30 intermediary organizations regarded as good performers by the Inter-American Foundation (IAF). The evaluation criteria used were developed during the course of Carroll's research and divided into three sets for comparative purposes. Those sets were: 1) development services, 2)

participation, and 3) wider impact. The focus of the criteria was to measure the performance of the organizations and identify their impact on poverty alleviation. A similar selection process and typology was used in this study.

1. Selection Process

The selection criterion for this research is any organization that uses sport as a tool for development. Forty-two organizations were identified. There may be more as the search was conducted via keyword searches on the Internet using combinations of "sport," "tool," and "development." The study was aided by the website platform sportanddev.org, which contained many links to other organizations and their websites. Several organizations were also found by following links from those links.

Carroll's study identified several purposes within the spectrum of intermediary nongovernmental organizations: charity, relief, development, political action, and advocacy of special interests. The present study limited the selected organizations to those whose purpose was to achieve some form of development through sport. There were other development-oriented organizations that have a different purpose and include small projects within their operations that use sport for development; however, those organizations do not fit this study's definition of an organization that uses sport for development. The distinction for this study is that sport for development must be the central operation, or main activity of the organization.

2. Content Analysis

The data for the research were found on websites that each organization publishes. The information gathered includes each organization's mission, goals, development type, scope, and level of operational outreach. The analysis of the data involves identifying

patterns and comparing the similarities and differences to find out more about how the concept of using sport for development works. The manifest content of the websites is analyzed to determine the type of development, the scope of organizational support, and the level of operational outreach. The analysis is extended to the latent content of the websites for interpretation of the key to understanding how the concept of using sport for development involves social capital. In the words of Bruce L. Berg, "manifest content is comparable to the surface structure present in the message, and latent content is the deep structural meaning conveyed by the message" (Berg 2007, 308).

3. Evaluation Criteria

During the course of the research it was found that each organization published information about itself, its mission, goals, development type, scope, and level of operational outreach. These data go a long way in answering the research question about "What is an organization that uses sport as tool for development? What does it do? What is its nature? and What is the extent to which sport is used for development?" If the impact could be measured, then the effectiveness of using sport as a tool for development could also be indicated. The data used for impact was measurement and evaluation (M&E) published on the organization websites. However, little information was found that could indicate the impact that these organizations have on development.

The concept paper, *How to Evaluate and Measure "Sport For Development" Projects,* finds that many of these organizations do not include M&E in their operations. In fact, only two organizations were found by this study to publish any sort of M&E. Three possibilities explain the absence of published M&E: either the organizations do not have any to publish,

or the organizations do not have the funding to include M&E in their operations, or they do not find it necessary to do so.

4. Typology

The evaluation criteria were divided into three sets: development type, scope of organizational support, and level of operational outreach. The *types of development* identified by this study in organizations that use sport as a tool for development are: conflict resolution, peacebuilding, political, institutional, educational, social, community, media, and combination. *Conflict resolution* development typically occurs post conflict and deals with issues to overcome the reasons for the conflict, particularly if they are cultural or social in nature. *Peacebuilding* is the type of development that occurs in places that have the potential for conflict and in general takes place to prevent it from occurring. *Political development* involves the creation or advocacy of policies and tends to be aimed towards governments and political leaders. This type of development is distinguished from *institutional development* that supports institutions and organizations. *Educational development* includes programs and projects that develop incentives for learning, and direct specialized education including environmental and HIV/AIDS. *Social development* deals with specific social issues such as homelessness and gender. *Community development* draws on many of the practices and value of the other categories, although it concentrates on community building. Community development works to increase and strengthen social connections within a community in order to improve the community's ability to solve its own problems. There are also a few organizations that promote the practice of development using sport through media and celebrity promotions, which are categorized in this study as *media development*. Some organizations use sport as a tool in

many different projects and cannot easily be determined to belong to a single category. Those organizations have been categorized as *combination development*.

The *scope of organizational support* is a classification that attempts to identify the context of the geographic area of support, advocacy, development and policy from which the organizations derive their ownership or inspiration. This also includes the area within which the organizations seek partnerships in tackling their goals. The intent is to identify whether the source of the development is from the outside or the inside. The classifications of scope are: international, continental, national, and local.

An *international* classification means that the donors, partnerships, or ownership of the organizations involves more than one country. *Continental* is different from international even though it involves more than one country. International may extend beyond one continent, whereas any continental sources and partnerships are limited specifically to one continent, e.g., the African continent. *National* means limited to a single nation. *Local* means limited to a smaller area, such as a city or village, but may be as large as a state, or province.

The *level of operational outreach* represents the area where the focus of projects and programs are performed by the organizations. This area classifies the beneficiaries of the development by the organizations. The classifications are: international, government, institution, and grassroots. The level of operational outreach indicates the area where the beneficiaries are targeted by the organization. An *international level* means the organization performs development to benefit more than one country. *Government* means the level of operational outreach involves the government of a country and might include political action and policy development. *Institution* means the level of operational

outreach was focused towards institutions or other organizations. The ***grassroots***

classification means the focus area of the development involves a local community.

B. Limitations of the Methodology

Since the search for organizations was accomplished via Internet search, it is likely

that other organizations exist that have not published information on the Internet.

Regardless, the organizations that that have been identified constitute a substantial sample

that will yield insight into the study questions. One further note: the information acquired

is from websites published by the organizations and not an independent party. It was not

possible to find detailed information about the inside operations of the organizations due

to location constraints. The organizations are located in different countries.

This chapter presents the methodology used for this study and explains how the

organizations were selected. The classifications designed for the comparison of the

organizations are described in terms of development type, scope of organizational support

and level of operational outreach. The intent of the comparison is to find commonalities

among the organizations, in order to indicate something about the characteristics of the

concept of using sport for development. The content of the organizations websites is

analyzed for the data. The patterns and commonalities identified in the comparison of the

organizations are analyzed and discussed as findings in the next chapter.

CHAPTER 4: FINDINGS AND ANALYSIS

This chapter discusses the findings of this study and summarizes the data on all the organizations chosen. It identifies patterns and commonalities in the comparison of the organizations. As described in Chapter 3, the organizations selected are ones that specifically use sport as a tool for development. As this study is discovering an emerging field during the course of research, it was not expected that many organizations would be found; 42 organizations were selected.

The data for the research were found on websites that each organization publishes. The information gathered includes each organization's mission, goals, development type, scope, and level of operational outreach. These data help to answer the research question about "What is an organization that uses sport as tool for development? What does it do? What is its nature? What is the extent to which sport is used for development in terms of type, scope and level of operational outreach, clientele, and impact among the international organizations that practice sport for development? What are those international organizations trying to achieve?" The analysis of the data involves identifying patterns and comparing the similarities to find out more about how this concept works. The comparison assesses the similarities and differences in terms of development type, scope and level of operational outreach. It was also the intent to examine the effectiveness of these organizations, but the data for that measurement were not available.

A. Type of Development

The information published on the organizations website was examined for mission, and goals to determine selection. After interpreting the information about the types of

development, each organization was placed into one of these categories: conflict resolution,

peacebuilding, political, institutional, educational, social, community, media, and

combination. The category totals are presented in Table 3.

Table 3. Number of Organizations by Development Type

Development type	Number of Organizations
Conflict resolution	7
Peacebuilding*	0
Political	4
Institutional	4
Education	6
Social	5
Community	12
Media	2
Combination	2
Totals	42

Note: Peacebuilding includes 3 organizations. However, for the purpose of this study, two of these organizations were listed under conflict resolution and the third was listed as community.

1. **Conflict Resolution**

Conflict resolution development differs from peacebuilding in that the former is

post conflict and deals with issues to overcome the reasons for the conflict, particularly if it

is cultural or social in nature. There are a total of seven out of the 42 organizations of the

conflict resolution type. Two of those seven also include peacebuilding in their main

activities. An example of an organization that uses sport for conflict resolution is the Peres

Center For Peace.

The Peres Center For Peace has a scope limited to Palestine and Israel, and the level

of operational outreach includes a wide array of projects and programs including, but not

limited to, the grassroots.

> Throughout the year, initiatives such as Twinned Peace Sport Schools and Summer
> Camps for Coexistence bring together young Palestinians and Israelis for joint
> sporting and social activities designed to foster positive interaction as well as
> healthy, active living. Moreover, these programs cater to children and youth from
> socio-economically disadvantaged communities, providing them with enjoyable,
> beneficial opportunities otherwise not available to them.
>   -   The Peres Center for Peace 2010

The Peres Center For Peace brings together Palestinian youth with Israeli youth to

play soccer and attend classes together. The participants have many preconceived notions

about each other prior to attending the center, but through interacting they overcome

cultural and social barriers. A first hand account:

> Prior to joining the project, Yossi (a 10 year old Israeli boy) had never met a
> Palestinian. When asked what he thought about them, he confessed that he assumed
> that all Palestinians would curse and spit at Israelis, and commit acts of violence
> against them. Now, after having participated in the "Twinned Peace Sport Schools"
> program, Yossi believes Palestinian boys to be excellent soccer players, who "just
> want to play sports, exactly like us." Indeed, when Yossi was in the hospital
> recovering from his wounds (from Qassam missile shrapnel fired from the Gaza
> Strip), his Palestinian friends from the program came from the West Bank to visit
> him.
>   -   The Peres Center for Peace 2010

Another first-hand account from a 12-year-old Palestinian boy named Muhammad

said that the center is the best thing that has ever happened to him. His father was

demonstrating when an Israeli Defense Forces bullet critically wounded him. This man

taught his son Muhammad and his brothers that all Israelis were soldiers. He also taught

them that Israel was bad because of checkpoints, occupation, and hatred. However,

Muhammad's father had a change of heart in the hospital after he interacted with Israelis

for the first time and developed friendships. Then he enrolled Muhammad in the center

where he has since made many Israeli friends with whom he enjoys playing soccer. In the

case of the Peres Center, sport brought people together for personal interaction.

An example of a peacebuilding organization, which for the purpose of this study is

listed here as a conflict resolution organization, is the CASPEA Foundation. They train

individuals and organizations components of leadership development and capacity

building for use in projects that use sport as a tool to bring about social change. The

foundation uses sport because it helps to mobilize parts of the population who otherwise

cannot be reached. Those populations include:

- youth of conflicting populations or divided societies,
- women who are not allowed alone in the public,
- children from backgrounds with little encouragement or opportunities for education, and
- individuals traumatized by wars and disasters.

The website states that "there are numerous examples of where the use of sport and

play has led to a normalization of the situation and, thus, to renunciation of violence,

reconciliation and an improvement of social and economic circumstances" (CASPEA

Foundation). The website did not further specify what those examples were.

2. Peacebuilding

Peacebuilding is the type of development that occurs in places that have the

potential for conflict and in general is undertaken to prevent conflict from occurring. Three

organizations were found to include peacebuilding in their mission and goals; however,

these organizations also list two other types of development: conflict resolution and

community. CASPEA Foundation and Plating for Peace were counted in the totals for

conflict resolution. FIFA – Football for Hope was counted under community development.

3. **Political**

    Political development involves the creation or advocacy of policies and tends to be aimed towards governments and political leaders. The political category includes four out of the total. An example of this type is The Sport for Development and Peace International Working Group. This organization is an international partnership that articulates and promotes the adoption of policy recommendations to governments. The secretariat for this group is Right To Play, where numerous publications and documents can be found. In particular is *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments,* which explains how governments could adopt policies to use sport for development, and why they should, as discussed in Chapter 2.

4. **Institutional**

    There are four organizations that fit institutional development in that they provide support or services to help other organizations in operating projects and programs that use sport as a tool. They also provide information and research on the subject. This differs from the political organizations that seek partnerships and policy development with governments. An example of this type of organization is the Swiss Academy for Development. This is an independent institution that applies research evidence to current topics and aims in the field of development, with a focus on sport and development. The research is used to support institutions and organizations pursuing development through the use of sport. For 2009, SAD adjusted its organizational structure to perform as an interface between science and practice. Cup of Heroes is one of its numerous activities. This research project evaluates a development project that uses sport as a tool to achieve

youth empowerment and social transformation. The duration of this project is from 2008 to 2011. The objective is to develop a framework for monitoring and evaluation of the project performed by SCORE, a South African organization.

5. Educational

Educational development includes programs and projects that develop incentives for learning and that provide specialized education including environmental issues and HIV/AIDS. There are six organizations of the educational type of development. The majority of these six organizations use sport as a platform to direct specialized education. One stands out as using sport to attract students to a school as an incentive to attend.

Diambars in Saly, Senegal, claims that football (soccer) is the most popular sport in the world. They use the popularity of the sport and the appeal of football to attract students to schools that they create. They aim to train top-level football players while requiring the players to attend the school. Students who would otherwise not see the value of education attend school because of the attraction to football. Diambar is the Woloof language word for champion. Former soccer players Patrick Vieria, Saer Seck, Bernard Lama and Jimmy Adjovi-Boco wanted to give something back to the sport. Their idea was to build a school using "passion for football as a driving force for education" (Diambars 2010). The goal is not only to train potential soccer champions, but also to educate the students. The students spend 30% of their time on sports and 70% on studies. The first stone of construction for the school was placed in 2003, while in 2009 the first player from the school, Idrissa Gana Gueye, signed a professional contract with the soccer team LOSC.

6. Social

Social development deals with specific social issues such as homelessness and gender exclusion. There are five organizations that deal in social development and that specialize in behavioral or social aspects. The Homeless World Cup Soccer is an annual, international football tournament. People who are homeless can join one of the grassroots soccer projects in over 60 nations. The best players from the nations form a team to attend the Homeless World Cup. This is an international organization with many grassroots projects that attempt to address the social issue of homelessness. This organization measures and evaluates the effect that participating in their projects has on the homeless. One indication of the effect these projects has on the social issue is that 73% of the players change their lives for the better (Homeless World Cup Soccer). The first tournament was held in 2003 in Graz with 18 national teams. The organization has grown since then, and the 2010 tournament in Rio de Janeiro is expected to field 64 national teams.

This is one of very few organizations that measures the impact of their work and publishes it. The statistics show that participation in the soccer tournament influences the participants to address drug addiction and improve their health in order to play better and compete. Research after the 2006 tournament in Cape Town shows improvements in motivation for life, social relations, housing situation, and regular employment. An example of a success story included on the website is:

> The Homeless World Cup is full of players with courage, spirit and determination, such as David Duke (Scotland) who played in 2004, came off alcohol, passed his coaching qualifications and a HNC in Community Development. He became assistant coach for Scotland 2005, Coach in 2006 and led the team to victory as Manger in 2007 and now owns his own home.
>
> Homeless World Cup Soccer 2010

Not only does the tournament change the lives of the participants, but it also changes perceptions of the spectators. Spectators at the 2007 Copenhagen tournament were surveyed to measure those perceptions. After watching the game their views shifted from 58% claiming a positive perception to 85%.

7. Community

Community development draws on many of the practices and values of the other categories, although it concentrates on community building. Community development works to increase and strengthen social connections within a community in order to improve the community's ability to address its own problems. The largest group of organizations is the community development type with 12. These organizations also tend to be inclusive in their efforts to develop a community. They could have separate projects that operate with the purpose of any of the other types, but they are comprehensive in that each project works collectively within the purpose of benefiting the community. The majority of these projects are located with the same community. These organizations are different from the two listed as combination development. While combination development may include similar types of projects, they are not limited to one community.

The community organizations have a scope that is either international or local and grassroots. The international organizations such as StreetFootball World network to create more than 80 local initiatives worldwide. This organization works similarly to an institution type organization in that it works with governments, businesses, and NGOs to provide advice, strategy, and investment for addressing social changes. This presented difficulty in classification because the initiatives through the organization are all local and

grassroots in nature. These local organizations around the world use soccer to overcome social challenges and inspire individuals and communities to develop self-confidence, self-empowerment and positive attitudes.

StreetFootball World also partners with FIFA, the governing body for the World Cup of Soccer to create the Football for Hope Movement. This is a strategic alliance that is geared towards the Millennium Development Goals.

> The organisations partnering with Football for Hope are clustered in five focus areas: health promotion, peacebuilding, children's rights and education, anti-discrimination and social integration, and the environment. The Football for Hope Movement aims to fully utilise the power of football in society to contribute to the achievement of the UN Millennium Development Goals (MDGs).
> - Street Football World 2010

8. Media

There are two organizations that promote the practice of development using sport through media and celebrity promotions, which are categorized in this study as media development. Technically these organizations are working to promote other organizations, institutions, and projects, which could be categorized as institutional. However, they use media to promote and advocate development that uses sport as a tool.

A media type organization is Laureus Sport for Good Foundation. Their aim is to create global awards that recognize achievements of sports heroes. They then create a message that can help social projects around the world that are using sport as a tool for change. This organization works to support the organizations that use sport for development by promoting the concept through media.

The 2010 Laureus World Sports Awards were held in Abu Dhabi where several categories of awards were presented to athletes. The 2010 Laureus World Sportsman of

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the Year was Usain Bolt, citing how Bolt won three different sprinting events in world record time at the Beijing Olympics, earning him the title of "fastest man on Earth." Another award was the Laureus World Sport for Good Award given to basketball player Dikembe Mutombo. He created his own charitable foundation to improve living conditions in his homeland of Congo. Mutombo was born in Congo, where he earned his school fees by selling fruit and vegetables for about US$1 a day. Now he donates millions of dollars he earns in professional basketball through his foundation.

9. Combination

Some organizations use sport as a tool in many different projects and cannot easily be determined to belong to a single category. These organizations have been categorized as combination development. This category is different from community development in that the projects may have similar objectives, but they are not directed towards a single community.

One of these organizations is Alive and Kicking. It has three aims:

1. To employ previously unemployed adults in Africa at a fair wage to hand stitch sports balls.
2. To donate durable, repairable leather balls to children in some of the poorest communities in Africa.
3. To warn children about the dangers of HIV/AIDS, malaria, and TB by printing every ball with health awareness messages.

<div align="right">Alive and Kicking 2010</div>

There is part of this organization that operates like a charity. Individuals can donate money to pay for a ball or to support a stitch center. The balls are made at stitch centers that employ people who that previously did not have an opportunity for work. There are

two stitch centers, one in Zambia and the other in Kenya. This is economic development. Then they donate the balls to children in poor communities, refugee camps, and schools in Africa. The organization also operates a health program utilizing sport to teach children about disease and HIV/AIDS. The three aims result in three different types of development.

B. Scope of Organizational Support

The scope of the organizational support is defined as the context of the geographic area of support, advocacy, development and policy in which the organizations derive their ownership or inspiration. This also includes the area within which the organizations seek partnerships in tackling their goals. The intent is to distinguish whether the source of the development is from the outside or the inside of the location of the work of the organization. The classifications of scope were: international, continental, national, and local.

As outlined in Chapter 3, an international classification means that the donors, partnerships, or ownership of the organizations involves more than one country. Continental means limited to a continent, just as national means limited to a nation. Local means limited to a smaller area, such as a city or village, but conceivably as large as a state.

Table 4 shows that the dominant scope of organizational support among the organizations is international with 34 out of 42. This means that the majority of organizations gather resources internationally in order to direct the resources to their respective levels of operation. The table also shows that community is the highest number of development types among all the organizations with 12 out of 42. The majority of any

cross-classification is international in scope with community development type with eight out of 42.

Table 4. Scope of Organizational Support by Development Type

	Scope of Organizational Support				
Development type	International	Continental	National	Local	Totals
Conflict resolution	6	0	0	1	7
Political	4	0	0	0	4
Institutional	4	0	0	0	4
Education	5	0	1	0	6
Social	4	0	1	0	5
Community	8	0	4	0	12
Media	1	0	1	0	2
Combination	2	0	0	0	2
Totals	34	0	7	1	42

The row totals of the development types remain the same. As mentioned above, the column total shows a majority the organizations get their organizational support internationally. The following discusses each development type in regards to its scope of support and provides details about specific organizations that differed from the majority. A summary of the overall pattern is discussed after each development type is broken down.

1. Conflict Resolution

The scope of conflict resolution is dependent on the scope of the conflict. All seven of the organizations are international in scope with the exception of The Peres Center For

Peace. Palestine is not technically a recognized nation, nor is it part of the nation of Israel, therefore the partnership between Israel and Palestine is considered local. Conflict resolution is aided from the outside, particularly by institutions such as the United Nations. The other organizations are Generations for Peace, PeacePlayers International, CASPEA Foundation, Playing for Peace, and Peace and Sport.

2. Political

All four of these organizations have an international scope. These are mainly organizations with international partnerships or associations that work to spread policy in favor of sport for development. The United Nations Office on Sport for Development and Peace is a prime example. The others are the Sport for Development and Peace International Working Group, European Non-Governmental Sports Organization, and International Association of Physical Education and Sport for Girls and Women.

3. Institutional

There are four institutional development-type organizations and all of them have an international scope of organizational support. These are Swiss Academy for Development, International Sport and Culture Association, Network for Sport Development, and Toolkit – Sport for Development.

4. Education

These six are characterized with a majority scope that is international, with one of them classified as national. The sources of partnership and support for these organizations

originate from various areas. The one that is classified national is Diambars, and it is

possible that it could receive internationally-sourced funds through its website, such as

donations. Any other partnerships are not expressed in the content of the Diambars

website. The others are supported internationally with funding and partnerships and they

are: Global Sports Alliance, Grassroot Soccer, and Play Soccer. Liikunnan kehitysyhteistyö -

Sports Development Aid is international but it is primarily a Finnish NGO. Global Education

through Sport is international but is a Danish NGO.

5. **Social**

The scope of these five organizations is mainly international, with one national. It

seems the social issues, such as homelessness, racism or women's issues, have broad

international support. Beyond Sport is an organization operating in Zambia. The

organization's website does not list any partners, sponsors or funding; therefore it is listed

as national. The other organizations which are international in scope are: Homeless World

Cup Soccer, Football Unites-Racism Divides, Sport – The Bridge, and WomenSport

International.

6. **Community**

These are not characterized with a single pattern of scope. Most are international,

with 8 out of 12. The Mathare Youth Sports Association does have some international

connection with organizations; however, most of the operational support appears to come

from Kenya, so it was listed with a national scope. Àmbits Esport - Associació Esportiva i

Sociosanitària is interesting because it is one of the few organizations that does not operate

within an LDC. It does target immigrant youth coming from LDCs and different countries into Spain, but it has a national scope of support. The EduSport Foundation is primarily supported by Zambia, but they do have some international partners. Since this organization is community driven and based in Zambia, it is categorized as being national in scope. Youth Sport Trust is supported by the UK and it also operates primarily in the UK with no relations to an LDC, and is considered national in scope. The rest of the organizations have an international scope and they are: StreetFootball World, Carolina For Kibera, FIFA–Football for Hope, SCORE—Sports Coaches' Outreach, Soccer in the Streets, Sport Sans Frontieres, Sportventurer and Sport in Action.

7. Media

Media development type is both international and national in scope largely because there are only two organizations. The Laureus Sport for Good Foundation creates global awards in order to recognize achievements of sports heroes. The concept is to support the message that sport can be used as a tool for social change, and it does this through media, which does not have borders. This organization is international in scope. The media organization Play the Game is difficult to categorize. It has partnerships with some international organizations such as Transparency International and the International Council of Sport Science and Physical Education. The program committee has several members from different European countries. Since the core funding appears to come from Denmark, this organization is categorized with a national scope of organizational support.

8. Combination

The organizations in the combination classification are not only difficult to define in type, but also in scope. Alive and Kicking does most of its development on the African continent, but the ownership is in the United Kingdom. Other donations and support are international in scope. They get leather from Zambia to make into soccer balls, and the stitching takes place in different places in Africa. Anyone from around the world can donate balls by paying for them or support the stitching centers through the website. Alive and Kicking has an international scope of organizational support. Right to Play has offices in many different countries and has had a funding relationship with UNICEF. Since the funding comes from various UN agencies and government partners it is classified as international.

Figure 1. The stitchers at Alive and Kicking.
Source: http://www.aliveandkicking.org.uk/What-We-Do/The-stitchers.html, 2010.

Table 5. Scope of Organizational Support by Development Type with Acronym of Organization

Development type	Scope of Organizational Support				
	International	Continental	National	Local	Totals
Conflict resolution	GfP, PPI, PCP, CCPA, CASPEA, PfP	0	0	PaS	7
Political	SDPIWG, ENGSO, IAPESGW, UNOSDP	0	0	0	4
Institutional	SAD, ISCA, NSD, Toolkit	0	0	0	4
Education	GSA, GES, GS, LiiKe, PS	0	Diambars	0	6
Social	HWCS, FURD, STB, WSI	0	BS	0	5
Community	SFW, CFK, FIFA, SCORE, SitS, SIA, SSF, SV	0	MYSA, AE, ESF, YST	0	12
Media	LSGF	0	PtG	0	2
Combination	RtP, A&K	0	0	0	2
Totals	34	0	7	1	42

Note: Organization description can be found in Appendix A.

Summary. The general trend of scope for all the organizations is international with 80% of the organizations in this classification. The pattern of scope of organizational support, the geographic area of support, advocacy, development and policy in which the organizations derive their ownership or inspiration, is from the outside. The support mostly comes from international sources and is directed towards the level of operational outreach. It is also important to note that, within the international scope, community development and conflict resolution are the majority types. Conflict resolution is thought of as a precursor to community development but they are closely related. Conflict resolution

is interpreted as improving relations between two or more communities, whereas community development is contained within a single community. It makes sense that conflict resolution comes from outside sources. Two parties in conflict typically require a third party for mediation. The needs for community development are more than likely recognized by the community, but their resources are not sufficient to carry out the development activity.

C. Level of Operational Outreach

The Level of Operation represents the geographic area where the focus of projects and programs are performed by the organizations. This area classifies the beneficiaries of the development performed by the organizations. The classifications are: international, government, institution, and grassroots. The level of operational outreach indicates the area where the beneficiaries are targeted by the organization. An international level means the organization performs development to benefit more than one country. Government means the level of operational outreach involves the government of a country, state, or territory and might include political action and policy development. Institution means the level of operational outreach was focused towards institutions or other organizations. The grassroots classification means the focus area of the development is local involving a community.

Table 6 shows that the dominant level of operational outreach, which is grassroots, intersects with the community development type of organization for the most frequent type of activity.

Table 6. Level of Operational Outreach by Development Type

	Level of Operational Outreach				
Development type	International	Government	Institution	Grassroots	Totals
Conflict resolution	1	0	0	6	7
Political	0	1	3	0	4
Institutional	0	0	4	0	4
Education	0	0	1	5	6
Social	0	0	1	4	5
Community	0	0	2	10	12
Media	0	0	2	0	2
Combination	0	0	0	2	2
Totals	1	1	13	27	42

The row totals of the development types remain the same. The column totals show 27 out of 42 of the organizations operate at the grassroots level. The following presents each development type in regards to its level of operational outreach and provides details about specific organizations that differed from the majority. A summary of the overall pattern is discussed after each development type is broken down.

1. **Conflict Resolution**

The Peres Center for Peace operates mainly at the grassroots; however, it also operates a wide array of other programs and projects directed towards conflict resolution. Some of these operations fit the institutional level, but the emphasis appears to be grassroots so it is categorized there. Peace and Sport uses sport to promote social cohesion in areas of past conflict and suffering from extreme poverty. The majority of operations are

locally-based projects, but they also promote international cooperation agreements between actors from politics, sport, society and business. The level of operational outreach includes all the categories in an international context; therefore is placed in the international level. CASPEA Foundation has programs at both the organizational and individual level, but the focus is on the grassroots level.

Otherwise, all of the other conflict resolution organizations have a grassroots level of operational outreach. They are Generations for Peace, Peaceplayers International, Cross Cultures Project Association, and Playing for Peace.

2. Political

These organizations operate at either the governmental or institutional levels. The main focus is to promote the adoption of policies to use sport for development. The Sport for Development and Peace International Working Group develops recommendations for governments. The European Non-Governmental Sports Organization is an umbrella organization for National Sports Confederations and National Olympic Committees and therefore operates at the institutional level. The International Association of Physical Education and Sport for Girls and Women works at the institutional level, as does the United Nations Office on Sports for Development and Peace.

3. Institutional

These organizations operate with the main activity to support institutions and organizations. Obviously, these have a level of operational outreach at the institutional

level. These organizations are: Swiss Academy for Development, International Sport and Culture Association, Network for Sport Development, and Toolkit-Sport for Development.

4. Education

This development type operates primarily at the grassroots level. The organization Liikunnan kehitysyhteistyö - Sports Development Aid (LiiKe) operates at the institutional level with projects and events aimed at educational organizations and institutions. Its purpose is to increase the knowledge of development education and development through sport. LiiKE also works to improve school attendance, gender equality, health, physical education, and traditional sports in developing countries. It operates in tandem with local administration, sport personnel and organizations. The five other organizations operate at the grassroots level. Diambars is an organization that has established a school on a 39-acre site within Senegal. Global Education through Sports encourages education of youth through sport. The remaining organizations involve individual participation in sports as a medium to teach specific topics such as HIV/AIDS or environmental protection, and they are: Global Sports Alliance, Grassroot Soccer, Play Soccer.

5. Social

Four of the social development organizations operate at the grassroots level. The remaining organization is WomenSport International (WSI), which operates at the institutional level. WSI's mission is to increase opportunities and positive changes for women and girls at all levels of involvement in sport and physical activity. The other four organizations carry out activities that address cultural adversity or social issues such as

homelessness, HIV/AIDS, and racism. These organizations are Homeless World Cup Soccer, Beyond Sport, Football Unites, Racism Divides, and Sport the Bridge. Three organizations listed under education appear very similar to the social type of organization, in that they address social issues such as HIV/AIDS. Many of the goals, objectives and activities performed by Global Sports Alliance, Grassroot Soccer, Play Soccer are similar to these social organizations. They utilize the same social interconnections of sport for their development projects. However, the three educational type organizations mentioned are still different in the language of the text on the websites, stating educational and awareness purposes. The social organizations attempt to address or change the actual social conditions.

6. Community

Only two out of the 12 community development organizations do not operate at the grassroots level. FIFA – Football for Hope operates among organizations and promotes partnerships to create programs that use soccer in the areas of peace promotion, children's rights and education, health promotion, anti-discrimination and social integration. These programs must be aimed at children and young people within communities. The FIFA program primarily concentrates on the institutions that perform work at grassroots level so it is listed as institutional.

The other organization of this type that operates at an institutional level is Youth Sport Trust. Their mission is to enhance the quality of physical education and sporting opportunities for young people. These programs are delivered through institutions such as schools and are supported by other institutions, corporate partners and governments. The

objectives are achieved through educational sporting programs at the local level. Every

other community-type organization falls into the grassroots level of operational outreach.

These organizations are: StreetFootball World, Mathare Youth Sports Association, Beyond

Sport, Football Unites-Racism Divides, Sport the Bridge, Àmbits Esport - Associació

Esportiva i Sociosanitària, Carolina for Kibera, EduSport Foundation, Sport in Action, Sport

Sans Frontieres, and Sportventurer.

7. Media

Media is not really limited to one level of operational outreach. Media is a source

open to all levels. However, for the purpose of this study these two organizations were

classified as institutional. The main goal of the media type organizations is to reach other

organizations and advocate the use of sport for development to them. The outreach and

advocacy of this media can influence individuals at all levels, although the main effort is

directed at increasing the use of sport for development among organizations and

institutions.

8. Combination

Both of these organizations use a combination of types of development and operate

at various levels. The end beneficiary of the programs performed by these organizations is

the grassroots level. Alive and Kicking employs people at the local level, and the leather

balls benefit the children in communities. The combination of development types is

directed towards the grassroots level. Right to Play is an international humanitarian

organization and its programs work to train community leaders and coaches to deliver

programs. Those programs are delivered at the grassroots level. The training of the leaders and coaches might be considered organizational or institutional, but the grassroots level is considered the primary area of operation.

Summary. The initial findings show that the nature of organizations that utilize sport as a tool for development gather resources at an international scope and perform operations at the grassroots level. The dominant type of development is community and other types of development that rely on common social networking aspects of sport such as social, education and conflict resolution. The analysis of these organizations indicates common characteristics manifested as social capital. As mentioned in Chapter 1, social capital refers to the collective value of all social networks. The programs and activities of these organizations work to expand social networks and increase the number of connections within them. The inclinations that arise from these networks encourage members of communities to do things for each other.

The next chapter discusses the conclusions and recommendations of this study. It will summarize how this study addresses the research questions and informs the query of using sport for development. Chapter 5 examines the findings and recommends topics for further research.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

This chapter discusses the conclusions and responses of the research questions. It also examines the findings that inform the query of using sport for development and recommends topics for further research.

A. Conclusion

Often when sport for development is mentioned, stadiums and hosting events are thought of. This form of development is development *for* sport and not the use of sport for development. Basically this study shows that sport can be used to create and enhance community development. This is important because sport is a tool that can be as accessible and inexpensive as a soccer ball. The benefits of sport have been deemed cost-effective enough to be employed to address needs within Less Developed Countries. This is important because the escalation of the number of initiatives using sport as a tool for development leads the way for the use of sport in poor communities elsewhere and even in more developed countries. If a soccer ball can be used to contribute to the efforts of achieving the MDGs, such as reducing poverty, then why can it not be used to improve conditions in any community?

Evidence of Impact. There are some minimum academic qualifications used in public school sports in the U.S. that require students to hold a grade at more than a set level, e.g., a grade of C or higher, in order to participate in sports. This rule is used to force athletes to attain a minimum level of academic work. Diambars in Senegal turns this around and recruits athletes who can perform at a minimum level of athletic work to participate in academics. It is the prospect that sport offers that drives the interest in attending school,

where otherwise school is not seen as necessary. Diambars measures success by increasing numbers of students. Other initiatives have other measurements of success.

This study also aimed to find the effectiveness of these organizations, but largely failed to locate data on measurement and evaluation of the development. To a large degree, the effectiveness of the concept of using sport for development was also sought for in this study. In most of the cases described in this study, performance indicators or evidence of impact of the initiatives were not included in the content of the organizations' websites. Homeless World Cup Soccer is one case that surveys the participants in its activities in order to measure any changes. Statistics showing how many participants change their lives not only tells the organization what its effect is, but it also informs any other organization considering using soccer to address its homeless issues. The emerging field of sport for development would benefit from developing and promoting common evaluation and monitoring standards or indicators. This study is significant to the field of sport for development because it examines the activities of the NGOs involved and identifies the "Line of Action" that has not yet been implemented: evidence of impact. The absence of published measurement and evaluation indicates that either the organizations do not have any to publish, or that the organizations do not have the funding to include M&E in their operations. This study is also significant for international organizations that work to address Millennium Development Goals that are not aware of this new field of using sport as a tool in their efforts.

The organizations studied perform several different types of development. Even among the organizations within a single classification there are many different goals. The task to develop common evaluation and monitoring tools will be monumental. How do you

measure the contributions of sport? Poverty issues or hunger might be easier to measure and test against the minimum standard of $1 a day. How do you measure universal primary education in terms of sport? Organizations such as Diambars measure numbers of students who are enrolled to start school. Sport can reduce stigma and increase self-esteem, self-confidence and social skills. This may in turn lead to willingness to attend school or an increase in employability, but how will this be measured? In terms of gender equality sport has many benefits to girls and women that enhance their sense of control, condition of health, and self-empowerment. How do you measure the shift in gender norms that sport might contribute to? Except for a few organizations that have specific missions to address gender issues, the content of the websites did not contain gender-specific references. Most terms used were children or youth, so this subject is difficult to analyze. In most cases, the projects and programs will need some time to perform their operations in order to bring about any change that can be measured.

Resource Mobilization. Several organizations and initiatives have mobilized resources to achieve development goals through sport. This study helps to define what such an organization is. An organization that uses sport as tool for development is one that attempts to improve communities or social conditions. These organizations coordinate resources from the outside and focus them onto the conditions at the grassroots level. The most conducive types of development that use sport as a tool are community and social development. The most prevalent scope of organizational support is international; however, it is not clear if this is necessary for the success of the development. The international scope appears to be the manifestation of the international efforts to address

the needs of LDCs. The conditions of the scope are dependent on the location of the resources and not necessarily related to the use of sport for development. A domestic or local scope of organizational support may be sufficient for successful development projects using sport. The level of operational outreach established by the practices of these organizations is grassroots. The end beneficiary or clientele is the community and the groups and individual members of communities who participate in the sports. The nature of participation in sport makes the delivery of benefits necessary at the local and grassroots level.

Social Capital. This study concludes that the key to understanding the use of sport as a tool for development is social capital. The prevalent type of development in this field was community development and variations on social development. The reason for this is that each of these approaches to development depends on social connections and networks, and sport can be used to generate those connections. Sport has a distinct benefit in overcoming social adversities and bringing people together. It is not clear whether development that uses sport as a tool is limited to developing social capital, as there are a few examples of other types such as the economic development of Alive and Kicking. Alive and Kicking hires people in areas of high unemployment to stitch together soccer balls, which helps to support them and their extended families. Those balls are distributed to children in schools, orphanages, refugee camps, and youth groups across Africa. The latent content of the organization's website is interpreted to relate the concept of using sport for development to social capital.

Participation in sport provides the means for inclusion and making social

connections. The contributions of sport to the MDGs are summarized in Table 2 (above),

and many of them are socially oriented. After analyzing the latent content of the websites of

the studied organizations, the presence of social capital concepts is common. The

commonalities among these organizations indicate that the social networking

characteristics of the concept of using sport for development does affect the productivity of

individuals and groups. The field of sport for development could benefit from this study by

adding to the knowledge base of the effectiveness and impact of current practices in the

field.

Policy Development. Policy development has promoted and supported the

integration of the concept of using sport for development. The inclusion of policies and

strategies to use sport for development instigated the mobilization of resources and the

inception of these organizations. The bulk of these initiatives appear to be inspired by the

UN and concerns for development issues culminating in the Millennium Development

Goals. Several different agencies within the UN began to utilize sport for development in

their partnerships. In order to coordinate a comprehensive approach to using sport as a

tool for development, and to advocate its use the United Nations Office of Sport for

Development and Peace was formed. This office has embraced using sport as a tool for

development and as another approach to help reach the MDGs. Another institution that has

been important in policy development is the IOC.

The International Olympic Committee has enacted several programs and

partnerships to address several development issues in order to live up to the IOC charter.

The goal of the charter is to place sport at the service of the development of humankind, and to promote peace. The IOC has an obligation to create a link between sport and development, and it considers sport a universal right of all humans. The partnerships between the IOC and the United Nations are the consequences of the global framework.

The review of the Olympics demonstrates many facets of sport and how it can be used to accomplish many different things. The history of the Olympics shows how nations have used sport for political gain. Some nations have involved political ideology in their Olympic participation, in protest or an attempt to control or gain international status. The Olympics has been used not merely as competitions between individuals, but also nations and political ideologies. Nations have directed resources towards winning medals in an effort to gain something larger than the sport itself. Hosting the Olympics can be more than economic and infrastructure development, such as China's pageantry of Beijing 2008, which pronounced its coming out to the rest of the world. These international interactions around sport were recognized in the early stages of the concept of sport for development, and led to policy adoption by large international organizations such as the IOC and the UN.

Global Framework. The policy development and advocacy of the concept spurred many organizations and institutions to create programs using sport for development. These international organizations agreed on the common denominators of the social issues and the common agenda geared towards the Millennium Development Goals. The cooperation and coordination of this global framework formed a common vision for the role of sport in the service of development. All of this manifested from the concept that community, and its groups and individuals, all benefit from participating in sport.

Sport has great potential to influence human development through fitness and self-empowerment, social development through teamwork, and economic development through creating jobs, and it has even been used for political development. Athletes from small and poor countries can play and compete against athletes from larger more prosperous countries. Despite the differences and conflicts throughout the world, sport is one place where all individuals can meet regardless of language, culture, or nationality. Sport traverses all these barriers. Sport is practiced in one form or another all around the world. Sport has long historical ties with culture and can serve to transmit and preserve culture and ethnic identity. Sport does not need a translation.

The problem is that the extent to which sport can be used for development, and the effectiveness of the concept are unknown. Due to the potential of using sport for development, it is important to evaluate the current practices to learn where and how they may be applied. This study compares organizations that use sport as a tool for development in order to find out what they are and what they do. The content of the organizations' websites was analyzed to determine the development type performed, the scope of organizational support and level of operational outreach. These factors provide the overall profile of the organizations. This study examines the extent to which they use sport as a tool, and ascertains whether there is a prevalent approach to development among those organizations. It examines whether sport is more conducive to one type of development over another.

This is important because sport is a tool that is as accessible and inexpensive as a soccer ball. If the benefits of sport have been deemed cost-effective enough to be employed to address needs within Less Developed Countries, then why can it not be used in poor

communities elsewhere. If a soccer ball can be used to contribute to the efforts of achieving the MDGs, such as reducing poverty, then why not use it to improve conditions in local communities?

B. Recommendations

- ***It is recommended that M&E be implemented in order to know the effect of this new field.***

The use of sport as a tool for development is an emerging field and has not been studied systematically. It is hoped that this study will contribute to the greater knowledge and understanding of how sport can be used for development and inspire further studies into its effect. The comparison undertaken in this study assessed the similarities and differences among these organizations in terms of development type, scope of operational support and level of operational outreach. The study additionally examined the effectiveness of these organizations, although not much information was found on this topic. If the effect could have been measured, then the effectiveness of using sport as a tool for development in general could also have been assessed more fully.

The research located the paper, *How to Monitor and Evaluate "Sport For Development" Projects,* which implies that many of these organizations do not include M&E in their operations. In fact, only two organizations were found to publish any sort of M&E, which points to the importance of further study. Three possibilities emerge in regards to the absence of published M&E: either the organizations do not have anything to publish, or the organizations do not have enough funding to include M&E in their operations, or they do not find it necessary to do so. In either case, it is recommended that M&E be

implemented in order to know the effect of this new field. Based on the importance of social capital to these organizations, it is further recommended that M&E include social capital in the measurements and evaluations. A recommendation for future research is to examine the reasons why organizations do not include M&E. Is it a funding issue? Or is there some other obstacle?

A key significance of this study is to the field of sport for development because it examines the activities of the NGOs involved and identifies the "Line of Action" which has not yet been implemented: Evidence of Impact. The international organizations that work to solve Millennium Development Goals and are not aware of this new field could consider sport as a tool in their efforts. The emerging field of sport for development could employ this study to add to the knowledge base of current practices in the field and the categorization of the organizations.

- ***It is recommended for future research to look into the locations where sport for development has been practiced to see if the MDGs are affected.***

Robert Putnam's book *Bowling Alone* suggests that many community and social issues are affected by a lack of social capital. Child development is associated with levels of social capital. In places with higher social capital, child health, education, and poverty levels are lower. Poverty can be reduced through increases in social capital. Even today, looking for a job often depends more on who you know than what you know. There is a link between social capital and reduction in violence; therefore conflict resolution is strengthened through programs and projects that build social capital. Social capital can also positively affect health, happiness and democracy. Using sport as a tool for development builds social capital.

Child health, education and poverty levels are a few of the many issues that the MDGs attempt to address. Social capital is key to addressing these issues and therefore is key to achieving the MDGs. This study demonstrates that using sport as a tool for development can plausibly work towards achieving the MDGs. It was also found that the operations of the organizations have a direct relationship with many of the major goals of the MDGs: end poverty and hunger, universal education, gender equality, child health, maternal health, combat HIV/AIDS, environmental sustainability, and global partnership. A recommendation for future research is the question: Do these organizations contribute to achieving the MDGs? Some LDCs are doing better than others in regards to achieving the MDGs. Future research could compare the levels of the MDGs in individual countries and determine whether those countries practice using sport for development. Are the countries with sport for development programs more successful in achieving the MDGs than the countries that do not?

Sport is practiced in one form or another all around the world. Sport is way in which all countries can meet and play together in a peaceful manner. One of the world's most common sports is soccer and many of the world's countries come together to compete in the FIFA World Cup of Soccer. Despite the differences and conflicts that might exist between countries, they can still field teams to compete against each other. Regardless of the language spoken, or the culture involved, sport traverses all barriers. Sport requires no translation. Athletes from small and poor countries can play and compete against athletes from large and prosperous countries on a level field.

Sport has great potential to influence human development through fitness and self-empowerment. Sport can create and enhance social development through teamwork and networking. Sport can also induce economic development by creating jobs. Poor countries that struggle to feed their people are being given international aid for the purpose of sport because sport helps change the scope of deficiencies from the problems of an individual to that of the group and community.

This study shows examples of how sport can be used to develop social capital. Communities can form effective social networks and increase participation in order to address their own problems using the inexpensive and powerful tool of sport. Sport can be used to create and improve community development. Sport is not a cure-all and it cannot fix every problem. However, it can build an important foundation that enables people to solve their problems. They can learn transferable skills that will make them more employable. Vulnerable individuals connect with the community. Youth benefit from sport-based education programs that motivate them to enroll. Girls and women gain self-esteem and self-confidence. Sport can also teach about diseases and environmental sustainability.

In the game of soccer, the objective is for one team to kick the ball into the net of the goal that is defended by the other team. Each time a team puts the ball into the net it scores a point. By the end of a given period of time, the team with the highest score wins. In using soccer for development, the objective is for team members to get to know each other. It is also the objective for the teams to get to know each other. Through the process of kicking the ball around, links among people are made. Through the process of participation those links are tied like the strings of the net. An individual who tries to get the ball past the other team will usually get the ball taken. However, a team member who passes the ball to

another teammate in a communicated effort can move the ball, even if it is only one pass at a time. The team is a network overlay on the network of the other team. They compete against each other through a serious of objectives. At the end of each game, each team leaves with more than the sum of the goals they have scored. Each leaves with the network they have developed, the community that supports it, and the ability to depend upon itself rather than upon the next charitable donation alone.

APPENDIX A: Organizations, Sorted by Development Type

1. **Conflict Resolution – (7 organizations)**

Generations for Peace

"Generations for Peace is an initiative spear-headed by HRH Prince Faisal Al Hussein of Jordan. The initiative was launched in April 2007 and the first Pilot Camp held in Amman, Jordan in October 2007. Generation for Peace programmes teach sport, peace education and peer-to-peer learning models for young people in conflict situations."

> *Website:* www.peacethroughsport.com
> *Development type:* Conflict resolution (Social capital- cascade networking)
> *M&E:* "Within three years our target is to have 6,000 youth leaders trained and up to 250,000 children from all sides participating."
> *Scope:* International – locally based projects
> *Level of operation:* Grassroots

PeacePlayers International

"PeacePlayers International uses basketball to bridge social divides, develop leaders, and educate children in regions of the world separated by civil discord. The organisation currently operates programs in Northern Ireland, the Middle East, Cyprus, New Orleans and South Africa that bring together children from conflicting groups to play together and acquire life skills that will enable them to build strong relationships with one another."

> *Website:* www.peaceplayersintl.org
> *Development type:* Conflict resolution
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Grassroots

The Peres Center for Peace

"The Peres Center for Peace was founded by Nobel Peace Prize Laureate and former Israeli Prime Minister Shimon Peres in 1996. The Center focuses on a range of issues affecting the Middle East, including the provision of sport and youth activities. The Sports Unit implements sports projects that facilitate peaceful coexistence and understanding between Israeli and Palestinian children."

> *Website:* http://www.peres-center.org/Sport.html
> *Development type:* Conflict resolution
> *M&E:* unknown
> *Scope:* Local to Palestine and Israel
> *Level of operation:* Grassroots – with a wide array of projects and programs

Cross Cultures Project Association (CCPA)

Cross Cultures Project Association (CCPA or Cross Cultures) is in particular known for our Open Fun Football Schools programme which is a humanitarian initiative using joyful games and the pedagogical "fun football concept" as tools to stimulate peaceful co-existence, gender equality, tolerance and social cohesion in countries and communities affected by war and ethnic conflicts.

Website: http://www.ccpa.dk/1-41-home.html
Development type: Conflict resolution, Community development
M&E: Evaluation report in 2004
(http://www.ccpa.dk/data/files/evaluationsreviews/reportccpaevanov82004.pdf)
The main objective of the evaluation is to capture good practice and lessons learnt in order to provide input to the future strategies and implementation
Scope: International
Level of operation: Grassroots

CASPEA Foundation (formally exCHANGE FOR PEACE)

"CASPEA Foundation offers training programs that support project initiators, peace promoters, youth leaders -on both organizational and individual level in the fields of development cooperation and community work, in sport associations or the educational system, who work towards participation, equal chances, education and health care, conflict transformation or dialogue enhancement. The trainings combine the components of Leadership Development and Capacity Building for the practical use in projects which use sport as a tool to bring about social change on various social levels."

Website: http://www.caspea.org/en/welcome/index.php
Website: http://www.ecfp.org/en/index.php
Development type: Conflict Resolution, Peacebuilding
M&E: unkown
Scope: International
Level of operation: Grassroots, Institution

Playing for Peace

"Playing for Peace seeks to prevent violence in conflict-torn areas by teaching people to live together, play together, and work together. We are a global organization that works locally through community leaders and youth facilitators to teach children, teens, and adults to trust and respect others, and to break down generations of cultural barriers."

Website: http://www.playforpeace.org/index.html
Development type: Conflict Resolution, Community development, Peacebuilding
M&E: unknown
Scope: International
Level of operation: Grassroots

Peace and Sport

"Peace and Sport was founded under the High Patronage of HSH Prince Albert II of Monaco. The organisation uses sport to promote mutual respect, sharing and tolerance by implementing programmes in post-conflict zones which lack social cohesion and in areas affected by extreme poverty. The first Peace and Sport Annual Forum was launched in November 2007."

> *Website:* www.peace-sport.org
> *Development type:* Conflict Resolution, Political - advocates the use of sport for promoting peace.
> *M&E:* Guaranteeing transparency, Drawing lessons from experience and identifying Best Practices
> *Scope:* International; International – locally based projects
> *Level of operation:* International: Government, organization leaders "Peace and Sport promotes international cooperation agreements between actors from politics, the world of sport, society and business."
> International – locally based projects: local governments and local stakeholders

2. Political – (4 organizations)

The Sport for Development and Peace International Working Group

"The Sport for Development and Peace International Working Group (SDP IWG) was established in 2004 to articulate and promote the adoption of policy recommendations to governments for the integration of sport into their national and international development strategies and programs." Produced a 184-page report, as part of the International Platform on Sport and Development, exploring diverse approaches to sport and development.

> *Website:* http://www.comminit.com/es/node/286393/36
> *Development type:* Political
> *M&E:* none
> *Scope:* International
> *Level of operation:* Government

European Non-Governmental Sports Organization (ENGSO)

"ENGSO is a true Pan-European organization constituted by the national umbrella organizations for sports in Europe. Members of ENGSO represent the national sport in its broadest sense - from children and youth sport over to 'sport for all '- activities and up to elite sports. ENGSO is a not for profit organization with public responsibilities. Its members are the National Sports Confederations and National Olympic Committees, if they are the national umbrella organizations for sports in their country."

> *Website:* http://www.engso.com/
> *Development type:* Political and administrative development
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Institutional, Government

UNOSDP United Nations Office on Sport for Development and Peace
The fundamental principles of sport --respect for opponents and for rules, teamwork and fair play-- are consistent with the principles of the United Nations Charter.

> *Website:* http://www.un.org/themes/sport/
> *Development type:* Political
> *M&E:* MDG
> *Scope:* International
> *Level of operation:* Organization, Institutional, Government

International Association of Physical Education and Sport for Girls and Women (IAPESGW)
"Founded in 1949, the International Association of Physical Education & Sport for Girls and Women, IAPESGW, supports its members working for women's and girls' sport and physical education, and provides opportunities for professional development and international cooperation."

> *Website:* http://www.iapesgw.org/
> *Development type:* Political, International policy
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Institutional

3. Institutional – (4 organizations)

Swiss Academy for Development
"The Swiss Academy for Development (SAD) was founded in 1991 as a non-profit foundation located in Bienne, Switzerland. SAD is an independent institution and is not affiliated to any political or religious group. SAD makes a scientifically grounded contribution to the creation and implementation of effective solutions and sustainable strategies in international development as well as in the area of cultural integration. Through applied social research, evaluations and pilot projects in Switzerland and abroad, SAD applies research evidence and practice-oriented knowledge to current topics and aims for a constructive exchange between theory and practice. Our focus areas are Intercultural Dialogue, Youth and Anomie, and Sport & Development."

> *Website:* http://www.sad.ch
> *Development type:* Institutional
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Institutional

International Sport and Culture Association (ISCA)
"The International Sport and Culture Association (ISCA) is an organisation bringing together sport, culture and youth organisations from across the globe. ISCA believes that

international activities such as festivals, exchanges and sports tournaments are an unrivalled means of creating international understanding, and that everyone should be given the chance to participate. ISCA is open to youth, sports and culture associations from all over the world - primarily non-governmental organisations - working within the area of "Sport and Culture for All"."

> *Website:* http://isca-web.org/english/
> *Development type:* Institutional
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Organization

Network For Sport Development

"The use of sport as a tool for development in development work has become high on the agenda at the UN and EU among others in recent years. "Development through sport" is also a well applied phenomenon in Denmark but the contribution has been scattered and uncoordinated. For the first time, the formation of a Danish "Network for Sport and Development (NSD)" gathers systematically the Danish stakeholders with experience - NGOs, umbrella organisations, universities and folk high schools."

> *Website:* http://net-sd.org/
> *Development type:* Informational (institutional)
> *M&E:* unknown
> *Scope:* International (Denmark)
> *Level of operation:* Organization

Toolkit – Sport for Development

"The toolkit offers you tools and learning examples for sport and development projects. The toolkit is produced by and for NGOs, sports clubs and governments."

> *Website:* http://www.toolkitsportdevelopment.org/
> *Development type:* Institutional, Media
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Organization

4. Education – (6 organizations)

Diambars

"Welcome to the Diambars institute: a training structure embracing sports and education built on a 38-acre site located in Saly, Senegal. All over the world, football is the most popular sport, the event that gathers the greatest number of spectators and TV viewers... That is why we aim to train top level football players and use the appeal of football and the impact and influence of football champions as a driving force for education. This is the very challenge, the strength and the stake in the Diambars Project.

Creating a school that is a showcase of schooling in places where there is none, where children don't go to school. The institute will train top level footballers, but also men, thanks to educational and professional programmes. At the same time, the Diambars Institute, its teams and trainees will launch actions in favour of schooling in schools. Thanks to football, these actions will give children the desire to go to school and receive a real education. Reaching youngsters, by showing them the goals they can reach : Encouraging schooling also implies consciousness-raising, motivating, mobilizing youngsters so that they find as much pleasure in learning as in playing football or doing sport."

> *Website:* http://www.diambars.com
> *Development type:* Education
> *M&E:* Creating a school that is a showcase of schooling in places where there is none, where children don't go to school.
> *Scope:* Senegal
> *Level of operation:* Grassroots

Global Sports Alliance (GSA)

"GSA is working to promote environmental awareness and action among more than one billion sport enthusiasts worldwide by spreading a new concept, "Ecoplay," as a fundamental part of sportsmanship. "Ecoplay" means to enrich nature, save energy and reduce material consumption. We call this global drive the "Ecoflag Movement."

> *Website:* http://www.gsa-world.org/english/
> *Development type:* Environmental education
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Grassroots

Global Education through Sport (GES)

GES has been in Afghanistan since 2004. GES' vision is divided into 4 key areas
Releasing human potential through sport - We believe that all people have the potential to empower and improve their lives. GES see itself as a tool to free human potentials through sport education.
Facilitating sport education with global south - We believe that Global South holds the key to solve their problems. GES acts as a facilitator in helping Global South implement their solutions.
Giving children and youth power to change - We believe that Sport Education can strengthen social relations and leadership skills among children & youths, empowering them to promote peace and democracy in Global South.
Democratic approach at all levels - We believe in operating as an open and transparent Sport NGO. GES seeks to uphold democracy involvement towards our partners.

> *Website:* http://www.globaledusport.org/index.php/home
> *Development type:* Education
> *M&E:* unknown

Scope: International
Level of operation: Grassroots – focus in Afghanistan

Grassroot Soccer

"Using the power of soccer in the fight against HIV and AIDS, Grassroot Soccer provides youth worldwide with the knowledge, life skills and support to live healthier lives."

Website: http://www.grassrootsoccer.org/
Development type: HIV education
M&E: "Rigorous Monitoring and Evaluation (M&E) has been central to Grassroot Soccer's success and growth. Ten evaluations in seven countries have shown positive impact on knowledge, attitudes, stigma, and communication related to HIV. The most recent study showed that, compared to a matched peer group at long-term follow-up, GRS graduates in Zimbabwe were 6 times less likely to report early sexual debut, 4 times less likely to report sexual activity in the last year, and 8 times less likely to have had more than one sexual partner."
Scope: International
Level of operation: Grassroots - focus on the continent of Africa

Liikunnan kehitysyhteistyö - Sports Development Aid

"LiiKe is a Finnish NGO established in 2001. The purpose of the organisation is to strengthen the culture of sports and sports development cooperation in developing countries. LiiKe also tries to increase the knowledge of development education and development through sport in Finland.

LiiKe implements projects and events aiming at improving school attendance, gender equity, health, physical education (PE) facilities and traditional sports in developing countries. LiiKe operates in correspondence with local administrative people, sports personnel, sports organisations and companies."

Website: http://www.liike.fi/eng/
Development type: Education, Community development
M&E: unknown
Scope: International
Level of operation: Organization – focus in Tanzania

Play Soccer

"The current program focus is on Africa and Asia. Central and South America will be added in the near future. There are no programs in the USA. PLAY SOCCER targets the most disadvantaged communities and vulnerable children that have the least resources and sport for development programs." The program teaches "as non-formal education "learning circle" activities that also take place on the football pitch. They include health/physical development topics such as the prevention of HIV/AIDS, malaria and other diseases, immunizations, clean water and hygiene, how healthy bodies make strong players--- and social development topics such as fair play, respect for others, gender equality and peaceful solutions.

Website: http://playsoccer-nonprofit.org/
Development type: Education, Community development
M&E: unknown
Scope: International
Level of operation: Grassroots - focus in Asia and Africa

5. Social – (5 organizations)

Homeless World Cup Soccer
"The Homeless World Cup is an annual, international football tournament, uniting teams of people who are homeless and excluded to take a once in a lifetime opportunity to represent their country and change their lives forever. It has triggered and supports grass roots football projects in over 60 nations working with over 25,000 homeless and excluded people throughout the year."
Website: http://www.homelessworldcup.org/
Development type: Social
M&E: Research 6 months after the international tournament to see if participants have impact in their lives. (73% of players change their lives for the better)
Scope: International
Level of operation: Grassroots

Beyond Sport
To prevent the spread of HIV/AIDS among children and young people by engaging them in sports and physical activities integrated with health, education, and life skills to promote healthy behaviour lifestyles.
Website: http://www.beyondsportzambia.org/
Development type: Social development
M&E: unknown
Scope: National
Level of operation: Grassroots – in Zambia

Football Unites, Racism Divides (FURD)
"Football Unites, Racism Divides is an anti-racist, football-based community project, working in the areas of social inclusion and community cohesion. We believe that football, as the world's most popular game, can help bring people together – people from different backgrounds, to play, watch and enjoy the game, and to break down barriers created by ignorance or prejudice."
Website: http://www.furd.org/
Development type: Social, Community development
M&E: unknown
Scope: United Kingdom / International
Level of operation: Grassroots

Sport-The Bridge

"Sport - The Bridge is a non-profit association. Currently, there are 150 members, all of whom are convinced that something must be done to improve co-habitation and communication in Switzerland, and to alleviate adversity in Ethiopia. The association's goal is to use sport as an inter-cultural mediation philosophy and so to build a bridge of understanding and trust, according to the motto 'Sport Builds Bridges'."

> *Website:* http://www.sportthebridge.ch/
> *Development type:* Social development
> *M&E:* unknown
> *Scope:* International, (Ethiopia and Switzerland)
> *Level of operation:* Grassroots

WomenSport International (WSI)

"WSI was formed to meet the challenge of ensuring that sport and physical activity receive the attention and priority they deserve in the lives of girls and women and to meet the need for an international umbrella organization that can bring about positive change for girls and women in these important areas of their lives. Our mission is to encourage increased opportunities and positive changes for women and girls at all levels of involvement in sport and physical activity."

> *Website:* http://www.sportsbiz.bz/womensportinternational/
> *Development type:* Women's issues advocacy (social)
> *M&E:* Advocacy case studies
> *Scope:* International
> *Level of operation:* Organization

6. Community – (12 organizations)

StreetFootball World

"Streetfootball World is a social profit organisation that links relevant actors in the field of Development through Football. Established in 2002, the organisation encourages global partnerships for development in order to contribute to positive social change.
The Streetfootball World network comprises more than 70 local initiatives worldwide. With the network's support, Streetfootball World develops approaches to social challenges by working with governments, businesses and NGOs, and providing advice on development, investment and business strategy."

> *Website:* http://www.streetfootballworld.org/index_html/en
> *Development type:* Community development
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Grassroots - Local events

Mathare Youth Sports Association

MYSA is a self-help youth program linking sports with environmental cleanups, AIDS prevention, Leadership training and other community service activities involving approximately twenty thousand young people. Started in 1987 as a small self-help project to organize sports and environmental cleanups within Mathare slums in Nairobi, the organization has grown from a small youth to renowned youth serving organization that promotes sports for development MYSA is a self-help youth program linking sports with environmental cleanups, AIDS prevention, Leadership training and other community service activities involving approximately twenty thousand young people. Started in 1987 as a small self-help project to organize sports and environmental cleanups within Mathare slums in Nairobi, the organization has grown from a small youth to renowned youth serving organization that promotes sports for development.

>*Website:* http://www.mysakenya.org
>*Development type:* Community development
>*M&E:* unknown
>*Scope:* National (Kenya) - Mathare slums in Nairobi
>*Level of operation:* Grassroots (self-help)

Àmbits Esport - Associació Esportiva i Sociosanitària (Sports and Health Members Association)

"Integration Sports Programme for Immigrants' Children and Young People in Barcelona. The number of immigrants coming from the north of Africa, from the Sub-Saharan Africa and from different countries of Latin-América is ever bigger in Spain, and particularly in Catalonia. These immigrants, mostly youngsters accompanied by their families and even alone, live a socio-economic and cultural situation which is particularly vulnerable to develop behaviour and adaptation problems in the new environment. The integration of immigrant children and youths is one of the high-priority
needs of society. From Àmbits-Esport we have been able to verify, in our more than 15 years of experience working for rehabilitation and prevention by means of sports, that the sport activity is suitable for this integration objective, since it is motivating, playful and it may be shared to have a good time, beyond the language and culture barriers."

>*Website:*
>http://www.emcdda.europa.eu/modules/wbs/dsp_print_project_description.cfm?project_id=2918
>*Development type:* Community development
>*M&E:* unknown
>*Scope:* National
>*Level of operation:* Grassroots - Barcelona

Carolina For Kibera (CFK)

"Established in 2001, Carolina for Kibera (CFK) is an international, nongovernmental organization based in the Kibera slum of Nairobi, Kenya. In the United States, CFK is a 501(c)(3) charitable corporation and major affiliated entity and program of the University

of North Carolina at Chapel Hill based at the Center for Global Initiatives. CFK fights abject poverty and helps prevent violence through community-based development in the Kibera slum of Nairobi, Kenya and beyond."

> *Website: http://cfk.unc.edu/*
> *Development type:* Community development
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Grassroots - Kibera, Kenya

EduSport Foundation

"EduSport Foundation was Established in 1999, Education through Sport (EduSport) Foundation is a non-profit and indigenous Zambian sports NGO and charity. EduSport seeks to use sport, recreation and other forms of physical activities as interventions for achieving empowerment, education, health and other development goals in socio-economically underserved communities in Zambia. Central to EduSport intervention methodology is the identification, training and supporting of young people to reach out through sport to their peers."

> *Website: http://www.edusport.org.zm/*
> *Development type:* Community development
> *M&E:* unknown
> *Scope:* National
> *Level of operation:* Grassroots - Zambia

FIFA – Football for Hope

"The Football for Hope movement is the key element of a strategic alliance, led by FIFA in its capacity as world football's governing body and streetfootballworld as the driving force behind a global network of non-governmental organisations, developing projects on the ground, in which football is the common denominator.

The objective of the Football for Hope movement is to bring together, support, advise and strengthen sustainable social and human development programmes in the areas of peace promotion, children's rights & education, health promotion, anti-discrimination & social integration, and the environment. These programmes must be aimed at children and young people, and use football as an instrument to promote participation and dialogue. The aim of Football for Hope is to create a better future through the medium of football."

> *Website:*
> http://www.fifa.com/aboutfifa/worldwideprograms/footballforhope/index.html
> *Development type:* Community development, Peacebuilding
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Organization, Partnerships

SCORE - Sports Coaches' OutReach

"SCORE uses sport to provide children and youth with valuable skills and opportunities that they need to succeed in life and contribute to their communities. SCOREs vision is to change lives and build stronger communities through sport."

> *Website:* http://www.score.org.za/
> *Development type:* Community development
> *M&E:* unknown
> *Scope:* International, (South Africa, Namibia, Zambia, and Netherlands
> *Level of operation:* Grassroots

Soccer in the Streets

"Soccer in the Streets links life skills with soccer skills and helps at-risk kids thrive at school and at home through out-of-school programs, mentoring relationships, academic support and hands on experience. Our programs develop the next generation of community leaders who will eventually "own and operate" the program, provide vital infrastructure and sustain partnerships."

> *Website:* http://soccerstreets.org/index.php
> *Development type:* Community development, Education
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Grassroots

Sport in Action (SIA)

"Sport In Action (SIA) is a non-governmental organisation (NGO) whose purpose is to improve people's quality of life through sport and recreational activities. Founded in 1998, SIA was the first Zambian sports NGO. With Sport for Development (the use of sport as a tool for social change) as its underlying principle, SIA positively impacts the lives of thousands of children throughout 24 districts in Zambia."

> *Website:* http://www.sportinaction.org.zm/
> *Development type:* Community development
> *M&E:* unknown
> *Scope:* International
> *Level of operation:* Grassroots - Zambia

Sport Sans Frontières

"Sport requires a coming together, a dialogue, a building of bridges between people. It is a useful tool to reassure and stabilize the most vulnerable, and it can offer proof of individual balance and fulfillment. Sport is a new vehicle for the social and educational development of individuals and, more specifically, of at-risk populations.
Sport Without Borders is committed to promoting education through sport, working with at-risk populations, and thus contributing to the fight against inequality in our world."

> *Website:* http://www.sportsansfrontieres.org/en/node/

Development type: Community development
M&E: unknown
Scope: International
Level of operation: Grassroots

Sportventurer

Sportventurer creates opportunities for those with a passion for sports and adventure to play and coach overseas. These opportunities are designed to allow such individuals to contribute positively to sports development projects in less privileged areas of the world, whilst engaging in their own development through interaction with such communities. Coach, train and play in your favored sport across Africa and the South Pacific. Sportventurer offers you an amazing opportunity to discover these incredible parts of the world through the power of Sport.

Website: http://www.sportventurer.com/index.htm
Development type: Community development
M&E: unknown
Scope: International
Level of operation: Grassroots

Youth Sport Trust

"Our mission is to build a brighter future for young people by enhancing the quality of their physical education (PE) and sporting opportunities. Our objectives are achieved through the educational sporting programmes that we produce. These are delivered through schools and are supported by a range of corporate partners, trusts and foundations and government departments."

Website: http://www.youthsporttrust.org/page/home-welcome/index.html
Development type: Community development
M&E: unknown
Scope: National
Level of operation: Organization - United Kingdom

7. Media – (2 organizations)

Laureus Sport for Good Foundation

"Laureus' core concept is simple, brilliant and daunting: to create global awards that recognise the achievements of today's sports heroes; to bring sportspeople together; united in achievement but divided by sporting code and then, once that community is brought together, put their reach and the support and investment of Laureus' Founding Patrons and Partners to work by supporting a message that can help social projects around the world who are using sport as a tool for social change. That message, simply, is Laureus Sport for Good."

Website: http://www.laureus.com/

Development type: Media support
M&E: unknown
Scope: International
Level of operation: Institutional

Play the game

"Play the game aims to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport."

Website: http://www.playthegame.org/
Development type: Media
M&E: none
Scope: National
Level of operation: Institutional

8. Combination – (2 organizations)

Right to Play

"Right To Play is an international humanitarian organization that uses sport and play programs to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world. Working in both the humanitarian and development context, Right To Play trains local community leaders as Coaches to deliver its programs in countries affected by war, poverty, and disease in Africa, Asia, the Middle East, and South America."

Website: http://www.righttoplay.com
Development type: Combination, Community development, Education, Health, Conflict resolution
M&E: Observations and participant feedback
Scope: International
Level of operation: Grassroots

Alive and Kicking UK

Alive & Kicking has 3 aims:
"To employ previously unemployed adults in Africa at a fair wage to hand stitch sports balls. To donate durable, repairable leather balls to children in some of the poorest communities in Africa.
To warn children about the dangers of HIV/AIDS, malaria, and TB by printing every ball with health awareness messages."

Website: http://www.aliveandkicking.org.uk/
Development type: Economic, Educational (HIV)
M&E: unknown
Scope: International
Level of operation: Grassroots – Africa

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