

sportanddev 2019 survey results

The International Platform on Sport and Development (sportanddev) has conducted its 2019 annual survey in order for us to improve our work and better serve our users, and provide insights into the future of sport and development. The results are illuminating across the following key areas.

- 1. The diversity of the sportanddev audience (demographics)
- 2. How the community utilises the sportanddev platform (use)
- 3. Views on the sportanddev platform (value)
- 4. How sportanddev can improve its offering (recommendations)
- 5. Views on the sport and development field and the SDGs (broader insights)

1. About survey participants

Questions about respondents help us get an idea of our community's demographics. This year, just over 50% identified as male (down from 63% in 2018) and just under 49% identified as female (up from 37% in 2018), reflecting an improvement in the gender balance of respondents. Respondents were fairly evenly spread across the age groups, with the largest proportion (36%) aged 31-40.

As in previous years, the highest number of respondents were based in Europe (35%). They were followed by North America (22%) and sub-Saharan Africa (13%), and there was a notable increase in respondents from Latin America and the Caribbean (10%, up from under 4% in 2018). About 10% of respondents were from South and East Asia, with under 4% from the Middle East and North Africa, and under 3% from Oceania. These figures suggest greater geographical diversity in our community, and we aim to encourage and improve upon that trend over the next year.

The largest number of participants said they were working in the sports sector (33%) and for implementing NGOs (32%). The rest of the responses reflected the diversity of our target audience, spread across researchers (28%), coaches (21%), volunteers (20%), development agencies (15%), donor organisations (14%), sport federations (14%), athletes/players (12%) and the private sector (10%), as well as students (10%), government (5%) and the media (5%). Many participants affiliated with more than one group, and we recognise that there is significant overlap across categories.

2. How do users utilise sportanddev?

About a third of users (over 32%) access the sportanddev website at least once a week (some more frequently). The sportanddev.org newsletter, news and views section and jobs page remain our most used services. New opportunities, the events calendar and the toolkit are also popular sections, and unsurprisingly there is growing use of our social media platforms (29% of users).

- Over 82% of users have used information found on sportanddev in their projects or programmes
- 23% of users have posted a job opportunity, event, article or publication on sportanddev
- 23% of users have applied for a job after finding the advertisement on sportanddev
- One in four users have formed a partnership after reading about that organisation on sportanddev
- One in five users have attended an event after reading about it on sportanddev



3. How do users view and/or value sportanddev?

Users provided valuable feedback on sportanddev. The findings reinforce the status of the platform as the leading information source, networking hub and advocacy space for those working in sport and development:

- Over 92% strongly or mostly agree that they feel more informed about developments in the sector because of sportanddev
- Over 82% of users strongly or mostly agree that sportanddev is the leading source of information on sport and development
- Over 78% of users strongly or mostly agree that sportanddev has helped them and/or their organisation in their own work

Users also indicated that the platform plays a pivotal role in strengthening the overall field, which is crucial given the fact that this remains a relatively new field of development cooperation:

- Over 81% of users strongly or mostly agree that sportanddev has been important in helping the sport and development sector grow
- Over 64% of users strongly or mostly agree that sportanddev has helped bring voices from the field into higher level policy discussions
- Over 73% of users strongly or mostly agree that sportanddev has been important in helping the sport and development sector gain credibility
- Over 89% of users strongly or mostly agree that they trust the integrity and impartiality of sportanddev

Results also show that users see sportanddev as well positioned to coordinate actors and networks, and play a greater leadership and advocacy role in sport and development:

- Over 89% of users strongly or mostly agree that would like to see sportanddev grow and provide more services to its users and stakeholders
- Over 75% of users strongly or mostly agree that sportanddev is well placed to coordinate the diverse range of actors in the sport and development field
- Over 82% of users strongly or mostly agree that sportanddev can help bridge the gap that exists between policy and practice in sport and development
- Over 82% of users strongly or mostly agree that they would like to see sportanddev take an even greater leadership position in sport and development
- Over 91% of users strongly or mostly agree that they would like to see sportanddev play a greater advocacy role in the sport and development field

NB: Users could select responses from five options: strongly agree – mostly agree – don't know – mostly disagree – strongly disagree. Thus, the numbers that strongly or mostly agree exclude those that strongly or mostly disagree AND those that selected 'don't know'. In most cases, the numbers that disagreed with the statements was low with 'don't know' being selected more frequently.



Open-ended responses

In addition to providing their views via a Likert scale (as illustrated above), we also asked users to provide an open-ended response to the question: What do you think sportanddev does best?

As illustrated in the word cloud below, users felt sportanddev performs well in sharing information (including latest news and developments), providing knowledge and creating awareness of sport as a tool for development. They also felt the platform excelled in providing space for partnerships, networking and connecting, or even convening, diverse groups. Users also identified the importance of providing a voice for actors, initiatives and best practices in the field (especially from developing countries). The advocacy function was highlighted as well as the access to toolkits and resources.



Figure 1: Word Cloud reflecting user responses to Question 8: What does sportanddev do best?



4. Recommendations

Respondents provided valuable feedback on how sportanddev can improve its offering. The following key themes emerged (again noting this is not an exhaustive list as there are many).

- Pay more attention to best practices, successes and failures, challenges and lessons learned.
 In relation to this, encourage contributors and the broader SDP sector to be less evangelical about sport, and recognise its limits and potential negative aspects
- Feature more content related to human rights and inclusivity, including profiling more initiatives for marginalised groups (such as persons with disabilities) and those from the Global South
- An even greater focus on youth, including initiatives and research led by young people
- Improved accessibility, functionality, visual appeal and user experience of the website
- Greater detail and resources linked to monitoring and evaluation (M&E), including collating evidence, sharing research in a systematic way and identifying standard indicators and measures



Figure 2: Word cloud reflecting user responses to question 9: What could sportanddev improve on?



Topics and trends

Users were asked to provide feedback on what issues the platform should cover in an article series. The following suggestions were provided, though again this is not an exhaustive list of all topics.

- Best practices, challenges and lessons learned from diverse sport and development initiatives.
- A recognition of the potential negative effects of sport (e.g. trafficking, corruption etc.)
- Funding and fundraising, including entrepreneurship approaches and partnerships
- Women in sport and adapted/modified sport for special groups
 A greater focus on sport's role in climate change and sustainability, including mega-events
- Integrity and transparency in sport, including issues of governance and safeguarding
- Impact measurement and best practice M&E processes (as noted in the recommendations)

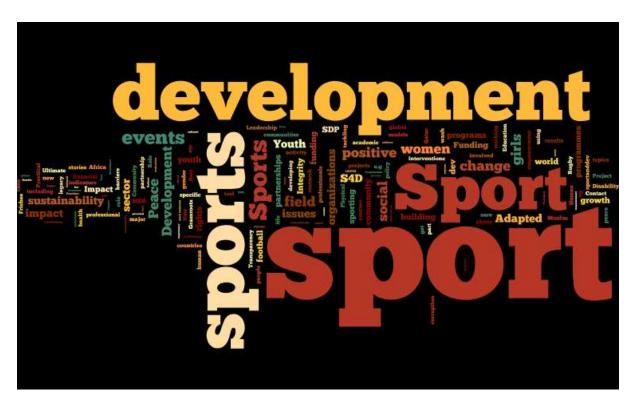


Figure 3: Word cloud reflecting user responses to question 7: What topic would you like sportanddev to publish an article series about?



5. Views on the sport and development field

We asked survey respondents to comment on the sport and development field, including to what extent it can contribute to the sustainable development goals (SDGs). Over 79% of users felt that sport could contribute 'a lot' to the SDGs, unsurprisingly reflecting positive views of the potential impact of sport. However, a number of respondents indicated the need to think critically about sport and recognise that it does not automatically contribute positively to the SDGs – while it may be a useful vehicle, this may be dependent upon factors outside sport.

We asked respondents to select the five SDGs that they thought sport could have the biggest impact in addressing. The percentage of respondents who chose each SDG is illustrated in the table below.

1 Mars Ārētā	Goal 1: End poverty in all its forms everywhere	11.34%
2 231	Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture	4.12%
3 SERVICE SERVI	Goal 3: Ensure healthy lives and promote well-being for all at all ages	86.60%
4 marr	Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	70.62%
5 man	Goal 5: Achieve gender equality and empower all women and girls	80.93%
6 CALEBRATION	Goal 6: Ensure availability and sustainable management of water and sanitation for all	1.55%
7 disense	Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all	1.03%
8 EDGENIC SERVICE	Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	20.62%
9 MENTALISE	Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	4.64%
10 HERRIES	Goal 10: Reduce inequality within and among countries	35.57%
11 3020000	Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable	32.99%



12 testinos	Goal 12: Ensure sustainable consumption and production patterns	4.64%
13 and	Goal 13: Take urgent action to combat climate change and its impacts	6.70%
14 EENVARIA	Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development	2.06%
15 #141 • ***	Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	1.55%
16 ABGING ISSUES	Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	57.22%
17 PRITE SOURS	Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development	23.20%

Table 1: Percentage of respondents who feel sport can contribute to specific SDGs (maximum 5)

Sport and development – where are we going?

We asked respondents for their views on the future of sport and development. Over 91% of users felt very or mostly positive about the future of sport and development. However, again respondents urged caution in exaggerating the benefits of sport and stressed the importance of learning and collaboration with other development sectors. A clear theme that emerged was the need to professionalise the sector, both in terms of best practices and robust research and evaluation.

In addition, we asked respondents what they consider sport and development to be. The results showed that there are clear differences of opinion around what constitutes sport and development.

- Over 6% of users consider sport and development to be a stand-alone sector
- Over 22% of users consider sport and development to be a movement
- Over 15% of users consider sport and development to be a methodology
- Over 13% of users consider sport and development to be a set of practices
- 38% of users consider sport and development as all of the above (4% said none of the above)

Certain respondents emphasised that it is not a stand-alone sector as it works towards development outcomes in other sectors, while some felt that it has established itself as a sector in its own right. Others argued that it is better seen as a sub-sector of international development and/or sport. Some respondents felt that it needs further work to become a fully-fledged movement, and there was feedback around the terminology of sport and development vs. sport for development – and this is a topic that we will explore more fully as there is a range of terms and concepts to describe this field.

Thank you to everyone who took the time to complete the survey. We are community driven and your feedback is important to us. While we are not able to promise to implement all suggestions made – some are dependent on financial resources – we take all suggestions seriously and will carry out as many as possible. To provide feedback throughout the year, please email info@sportanddev.org.