

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.

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.

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







	Goal 12: Ensure sustainable consumption and production patterns	4.64%
	Goal 13: Take urgent action to combat climate change and its impacts	6.70%
	Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development	2.06%
	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%
	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%
	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.