Working in PYD through Sport: What are the challenges?

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Mercy Corps / Grassroot Soccer
Overview of Presentation

• **Objective**: A better understanding of the complexity of implementing PYD through sport programmes in the field.

Challenge Categories

- political
- geographical
- infrastructural
- socio-cultural
- intercultural
Assumptions

PYD through sport

• dev. through sport NOT dev. of sport

• not mutually exclusive but can be sequential, AND

• ultimate outcome not sport-related
  (HIV, conflict negotiation, income generation, etc.)
political level > government

Ministry match-up: blessing and curse
• Sport: dev. of sport or dev through sport?
• Education? Social dev?

Understanding local paths of influence
• Gatekeeper or facilitator
political level > donor relations

Diverse donor pool
• govt., corporations, private foundations, UN

Donor motivation
• promotion of sport or promotion of PYD?

Donor education
• Avoid using development $ to develop sport
political level > NGO collaboration

Networks

• A space for capacity building and cross-learning (SSCN, SfW)

• How to share while competing for resources?

• How to build in value to sustain member participation?
### geographical level

<table>
<thead>
<tr>
<th>Breadth</th>
<th>vs</th>
<th>Depth</th>
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<tbody>
<tr>
<td>More beneficiaries reached</td>
<td>vs</td>
<td>Fewer beneficiaries reached</td>
</tr>
<tr>
<td>Less intensive</td>
<td>More intensive</td>
<td></td>
</tr>
<tr>
<td>Periodic support</td>
<td>Ongoing support</td>
<td></td>
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<tr>
<td>Fluid partnerships</td>
<td>Strong ongoing partnerships</td>
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<tr>
<td>Less sustainable</td>
<td>More sustainable</td>
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<td>Ex: SfPL (Sudan)</td>
<td>Ex: MYSA, Carolina for Kibera</td>
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- Climate, nutrition, illness, school calendars
infrastructural level

Organizational & Community Support
- On-site support throughout program to clarify questions, provide materials, etc.
- Provide quality training of trainers
- Supportive parents and community
- Organizational commitment to allow mentor time to conduct program
- Affiliate program with existing sport/youth organization(s)

PYD through Sport Programme

Infrastructural Support
- Access to equipment and materials
- Mentor incentives (training, payment, equipment)
- Participant incentives (food, water, use of equipment)
- Transport for mentors to visit remote teams
- Access to community fields/space
- Existing group of youth to involve in program
socio-cultural level > involvement

Reasons for Youth & Adult involvement

- Excel in sport or improve living conditions
- Personal and community dev. or recognition
- Paying job or volunteerism
socio-cultural level > protection

Child protection

• Put systems in place (youth input, background checks, etc.)

Parental support/involvement

• how to engage parents for initial support and ongoing involvement?
socio-cultural level > access

Hard-to-reach groups

- **PWDs**
  - Amputee World Cup, blind cricket, APAID
- **Girls**
  - Limited safe spaces, cultural norms, domestic duties
  - Mixed or same-sex teams debate
- **Age ceiling**
  - Do sport-based dev. activities lose attraction to older youth?
Which sport most appropriate?
• Matching sport with dev. issue
• Sports that maximize girls participation

Competition vs cooperation
• Reward performance, participation, behaviour or a balanced approach?
Conclusions

• Work to **identify challenges** early and plan accordingly

• When you encounter challenges, document them, learn from them and **apply learning**

• **Share your challenges** with others (peer organizations, donors, etc.) to receive help in finding a solution.