Sector Programme ‘Sport for Development’

Establishing Sport as an Instrument for Achieving Development Goals

Background and Goals

German development cooperation as well as state and civil society organisations worldwide are increasingly seeking and utilising new instruments to achieve development goals. Sport is one of these instruments, as was also internationally acknowledged by the 2003 UN Resolution 58/5, which describes sport as ‘a means to promote education, development, health and peace’. The United Nations has also emphasized the role of sport in attaining the Millennium Development Goals.

The tremendous potential of ‘sport for development’ to achieve the German government’s development goals has been little utilised to date. Alongside its importance in the field of education, sport can also serve as an overarching theme and tool in areas such as health promotion, HIV prevention, gender equality, violence prevention, conflict resolution, good governance, inclusion and the environment. It is the declared goal of German development cooperation to place greater emphasis on ‘sport for development’ and to utilise sport as a vehicle for attaining its development goals.

By tasking the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH with implementing the ‘Sport for Development’ sector programme, the BMZ has taken an important step towards meeting this goal.

The ‘Sport for Development’ Approach

By its nature, sport encourages participation and brings people together. It contributes to the health and well-being of children and youth, is enjoyable, and transmits values such as fairness, tolerance, respect and discipline. When utilised in a pedagogically correct manner, sport enhances self-esteem and self-confidence and promotes responsible behaviour. By taking part in sport, children and young people learn to manage victory, as well as defeat. They acquire life skills that help them deal with challenging situations and improve their long-term prospects. As one of the most developed aspects of civil society, sport is an engaging and effective tool for social mobilisation and an important vehicle for participation, sport brings people and communities together, bridging national, ethnic, social and religious divides.

As a tool in development cooperation, sport can serve as an impetus for social transformation and change, on both the individual and the social level.
Success factors

As is the case with all such endeavours, development programs that take a ‘sport for development’ approach must take into account social, cultural and economic conditions in the partner country.

In general, this entails a focus on mass sports that do not require expensive equipment, and that are already wellrooted in the partner country. The training and further education of coaches and trainers is also an important factor. Finally, programmes for utilising sport as a tool to achieve development goals must be developed jointly with local partners.

The ‘Youth Development through Football’ (YDF) project is a joint endeavour of German development cooperation in Africa. Its impressive success has been documented by the University of Johannes-burg, which has served as an academic partner throughout the project. Approximately two-thirds of the 110,000 participating children and youth demonstrated gains in self-confidence, and a reduction in violent and discriminatory behaviours. The YDF programme also developed and implemented a comprehensive plan for trainer education, which has been under UNESCO patronage since 2011.

German Engagement in Overview

The sector programme ‘Sport for Development’, which will allow the BMZ to introduce the topic of sport into German development cooperation, encompasses four main areas:

Expert Advice

The GIZ sector programme will serve as an expert consultant for the BMZ. It will also develop and make available to the BMZ lessons learned, methods and instruments utilised by existing and completed programmes within the field of ‘sport for development’.

Promoting Networking

The GIZ sector programme will also promote coordination and networking of German and international actors from the world of sport and development cooperation. This will help build upon existing synergy and promote the ongoing incorporation of existing experience and expertise. The GIZ sector programme will support the BMZ in establishing German engagement in the sphere of ‘sport for development’.

Implementing Pilot Programmes

On behalf of BMZ the GIZ sector programme implements pilot programmes in partner countries, which will evaluate and develop a variety of approaches. Ongoing academic and research support for these pilot initiatives will provide expert feedback regarding the most successful methods for utilising sport in development cooperation. Using a scaling-up process, this feedback will be employed in additional regions and countries in which Germany engages in development cooperation.

The target group for the German development cooperation actors are mainly children and youth, particularly those from regions affected by poverty. These children and youth often face additional challenges due to social, political and cultural conditions in their home countries. Special attention will be paid to girls and young women, who often have fewer opportunities to participate in sports and limited access to educational and social programmes.

Utilising Major Sporting Events

German development cooperation utilises major sporting events as a platform to raise public awareness for development issues. To accompany major sporting events, the GIZ ‘Sport for Development’ sector programme implements measures to promote mass and leisure sports in a socially effective and sustainable manner.

Cooperation Partners

Collaboration with partners is essential to ensuring the success of sport-related development cooperation. To this end, German development cooperation works closely with non-governmental organisations, sports clubs and associations, political decision-makers and international research and economic organisations. This collaboration also requires establishing strategic partnerships with industry, along the model of the partnership with the Nike sporting goods manufacturer (the ‘Designed To Move’ campaign).

Some existing partner organisations who are working together with German development cooperation in the sector of ‘Sport for Development’ are the:

- German Olympic Sports Confederation (DOSB)
- German Football Association (DFB)
- German Sport University Cologne (DSHS)
- International Council of Sport Science and Physical Education (ICSSPE)
- United Nations Office on Sport for Development and Peace (UNOSDP)
Pilot Programmes

Afghanistan – School Sports for Girls

The pilot programme in Afghanistan focuses on targeted measures aimed at girls and young women. School sports remain the only opportunity for girls and young women to take part in sports in Afghanistan. Together with local partners, the programme qualifies sports teachers, who will utilise their training in schools. The pilot programme is collaborating with the Basic Education Programme for Afghanistan (BEPA). The focus is on football and volleyball, which are especially popular with Afghan girls.

Pilot programme partners:
- Afghan Ministry of Education
- Afghan Football Federation (AFF) and other national sports associations
- German Football Association (DFB)

Brazil – Football, Violence Prevention, and Youth

German development cooperation in Brazil is collaborating with local trainers, coaches, teachers, social workers and educators to develop a new training concept. The focus is on the integration of social competencies and life skills in football training. The concept is targeted at schools and public projects in disadvantageous areas.

Pilot programme partners:
- Municipal administrations in Rio de Janeiro, Salvador da Bahia, Fortaleza and Recife
- Local non-governmental organisations, including Bola pra Frente
- German Football Association (DFB)

Mozambique – HIV Prevention, ‘Life Skills’ & Organisational Development

Building upon the YDF project carried out in Mozambique, German development cooperation is utilising sport to raise awareness about HIV among young people and to transmit life skills that will enhance their daily lives. The pilot programme is also providing expert advice and training to national partners in key areas of competency, as well as organisational and structural developmental support. Additional goals include incorporating modules on life skills and HIV prevention in the training curricula for sports teachers. The programme has engaged in ongoing collaboration with the German development cooperation programme focused on HIV/AIDS prevention.

Some pilot programme partners include:
- Pedagogical University Maputo, Faculty of Sports
- Associacao Desportiva de Albazine (ADA) and additional sports associations/community projects
- German Football Association (DFB)
- Bavarian Football Association (BFV)

Namibia – Strengthening the Position of Girls and Young Women

Building on the positive experience of the YDF project in Namibia and the activities of the partners listed below, this pilot programme focuses on girls and young women. Its first aim is to develop a pedagogical sports programme that will include sports for girls with measures aimed at HIV/AIDS prevention, health promotion, and life skills training. These will be implemented in a variety of spheres, including in a new centre for the promotion of sports for girls, and within specific counselling services offered to girls and young women. The pilot programme has been collaborating closely with the German development cooperation ‘Multisectoral HIV and AIDS Response Programme’.

Pilot programme partners:
- Ministry of Youth, National Service, Sport and Culture in Namibia (MYNSSC)
- Namibian Football Association (NFA)
- ‘Galz and Goals’ project of the NFA Women Desk
- German Football Association (DFB)
- Fussball- und Leichtathletik-Verband Westfalen e.V. (FLVW)
- UNAIDS Namibia
Colombia – Promoting Peace and Preventing Violence

For years now the Colombian government has been using football to promote peace in the country. One such programme is ‘Colombia Joven’, which is sponsored by the Office of the President. In follow-up to the German programme to build peace by promoting cooperation between the State and Civil Society (CERCAPAZ) and the prevention of recruitment of minors (Child Soldiers) in Colombia (KISO) programme, in late 2014 German development cooperation began focusing on local partners to improve existing sports education. In addition, the pilot programme is developing a model to utilise sports for the promotion of peace in conflict regions.

Pilot programme partners:
- Fundación Pies Descalzos (the ‘Shakira Foundation’)

Palestinian territories – Promoting Career Training

In late-2014, German development cooperation began supporting the economic development of Palestinian territories through sport, and using sport to help prevent violence among young people. In this pilot programme, sport is utilised as a tool to promote vocational training and work skills. In close collaboration with the “Technical and Vocational Education and Training/Labour Market” (TVET/LM) programme, the ‘sports for development’ approach is being integrated into the curricula of non-governmental technical and vocational training centres. In addition, the training centres are taking part in organised sport camps and tournaments along with civil society organisations and private industry in order to promote vocational training and traineeships for young people.