Changing the Game

A New Playing Field for Sport and Development
Introduction

The International Platform on Sport and Development (sportanddev) is the leading global hub for those using sport to achieve social, economic and environmental objectives. It was established following the first high-level conference on sport and development in Magglingen, Switzerland in 2003. The first UN Special Adviser on Sport for Development and Peace (SDP), Mr Adolf Ogi and others called for a global database of organisations in SDP, leading to the birth of sportanddev.

The notion of sport as a tool in development grew in the following years. It was recognised in various UN resolutions, including as a means to support the Millennium Development Goals (MDGs). More sport and development organisations were born, sport federations became more active in addressing social issues and many governments signed various high-level declarations.

In 2013, the UN announced the annual International Day of Sport for Development and Peace (IDSDP) and in 2015, the UN General Assembly recognised the value of sport in contributing to the Sustainable Development Goals (SDGs): “Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”

A new playing field

sportanddev, along with others, took a central role in enabling such milestones and mainstreaming the use of sport in development. It has become the leading knowledge hub, learning resource and communications tool in SDP. It has a network of around 1000 organisations and 10,000 individuals registered on the platform, catering to the public, non-profit and private sectors.

However, despite the rapid progress, the sport and development movement continues to face challenges. The United Nations Office on Sport for Development and Peace (UNOSDP) closed in May 2017, which has led to a vacuum in leadership, more limited representation of sport at the policy level and reduced coordination in the sector. It has never been more important to demonstrate the value of sport in development. However, many organisations struggle to measure impact and there is limited data on sport’s collective impact globally. Competition for resources creates challenges for organisations and barriers to wider coordination within an increasingly strained global landscape.

Over 75% of users believe sportanddev is the leading source of information on sport and development.

Over 70% of users believe sportanddev has been vital in helping the sport and development sector grow and gain credibility.

sportanddev survey 2018
About sportanddev

Our vision
A future where sport is seen as an essential tool in international development and its effectiveness is further enhanced by the cooperation of actors divided by geography but united by shared values.

Our mission
sportanddev is the leading hub for the sport and development community to share knowledge, build good practice, coordinate with others and create partnerships.

Our objectives
1. Increase the visibility of sport’s development potential among the target groups of sportanddev.
2. Contribute to improving sport and development practice. (Over 75% of users have used information from sportanddev.org in their own projects or programmes.)
3. Encourage dialogue, partnership-building and strategic alliances

Our values

Impartiality
No special preference is given to any member of the community above others, regardless of an organisation's size, purpose or location. A diverse range of voices are included.

Community
“For the community, by the community” – registered users contribute the majority of the website's content and regularly provide input on topics and the direction of discussions.

Collaboration
sportanddev is a multi-stakeholder initiative and is based upon partnerships.
Strategic goals

1. Increase the visibility of sportanddev
2. Further develop networks and audiences in different regions
3. Strengthen the French version of sportanddev
4. Position sportanddev as a leading facilitator of policy and strengthen links between policy-makers and the wider community
5. Increase capacity building and disseminate current trends in the sector. (Over 65% of users report that sportanddev has helped bring voices from the field into higher level policy discussions.)

Strategy

sportanddev has ambitions to expand its mandate over the next five years. As the SDP sector positions itself in relation to Agenda 2030, there is a need to critically examine the role of sport. This should focus on including non-sport and development actors in the dialogue and communicating sport’s contribution to achieving the SDGs in evidence-based terms.

sportanddev, with others, is already leading discussion on this topic. Following the closure of the UNOSDP, the platform has increased efforts to mobilise political will to re-establishing impartial and widely accepted leadership for the sector. sportanddev is ideally placed to support new developments. It aims to exert greater influence over policy and practice while creating the mechanisms to ensure all voices are heard by decision makers.

Governance

sportanddev is operated by the Swiss Academy for Development (SAD), a centre of excellence for sport and development. SAD uses sport and play to empower disadvantaged children and young people in Switzerland and internationally to become healthy, educated and employed citizens. SAD was founded in 1991 as a non-profit foundation. It was given the mandate to develop a global platform for the sector. An independent Steering Board provides strategic guidance and funding.
sportanddev ensures that sport contributes more effectively to international development, including to the SDGs as well as national and local priorities. It does this both within the aid, public, private and development sectors and in the everyday work of organisations, and communities.

Our reach and reputation

With an annual reach of around 1.5 million page views and 500,000 unique visitors, the initiative helps raise the profile of sport in the global development agenda. With a proven track record in supporting the sector, sportanddev is ideally placed to move the dial on sport and development.

Inclusivity, equity and collective impact

sportanddev ensures the sector is supported by evidence. It also supports consensus-building by providing a platform for a variety of voices and promotes collective impact through partnerships and coordination. In enabling this process, sportanddev fosters accountability, integrity, governance and representation within SDP helping to realise greater equity in both sport and development.
Different groups benefit from sportanddev in varied but complementary ways, including:

- Grassroots actors
- Non-profits
- Sport federations
- Governments and intergovernmental organisations
- Project participants
- Researchers
- Policymakers
- sportanddev Steering Board members

Improving policy and practice

sportanddev supports a more coordinated global approach to SDP by consolidating an overarching framework, common policies and strategies, and a suite of accepted best practices. By sharing learning, convening debates, and supporting a diverse range of people and actors, sportanddev helps maximise the contribution of sport towards achieving the SDGs.

Partner with us

There are many ways to partner with sportanddev:

- Join our Steering Board – interact with high level partners and influence the sector
- Contribute to our website and platform – and get your voice out there
- Co-fund or contribute to our online course – the first of its kind in SDP!
- Co-fund or contribute to our Research Corner that will collate applied academic research
- Co-fund or contribute to our SDP toolkits for policymakers and practitioners
- Contact us about advertising, business or sponsorship opportunities

Donations are tax deductible as sportanddev is a registered non-profit.

Your support will help us to

- Create a framework for coordination. A global approach can help us to optimise sport’s contribution to the UN Sustainable Development Goals and drive forth social change.
- Provide a united voice. We represent a diverse range of actors, without fear or favour, when communicating with the International Olympic Committee, United Nations and other high profile actors, which is particularly important following the closure of the UNOSDP.
- Capitalise on sport’s reach. Because of sport’s global appeal, we have the opportunity to tackle the world’s biggest challenges, from combatting discrimination and promoting integration to resolving conflict and providing education. We can help to lead the way.
- Measure sport’s impact. By encouraging research and monitoring and evaluation in areas where knowledge gaps exist, we can better define and communicate the value of sport.
- Restore faith in sport. Commercialisation, corruption, doping, abuse and a range of scandals have damaged the image of sport, but we can reassert the true values and integrity of sport.

The final whistle

sportanddev provides the global mechanism for the SDP community to connect, share, learn and influence policy. It has driven the sector forward, enabling a wide range of actors to highlight their work and improve projects and policies through knowledge sharing, capacity building and networking.

By raising the profile of sport in international development, sportanddev has had a major impact over the last 15 years. Its ability to connect diverse actors is unmatched in the field. Like the SDP sector, it is now moving out of adolescence and aims to expand its role in promoting, supporting and advocating for sport to be fully recognised in development. We invite you to join us on this journey.