Round two Summary – Community voice

The consultation process in setting the agenda for post-2015 development has been consciously more inclusive than in the forming of the Millennium Development Goals 14 years ago. sportanddev wish to replicate this by including as many voices as possible in our e-Debate on the topic.

The Operating Team (OT) sent out a call to the community for contributions through four different channels: sportanddev, Jot form, facebook and twitter.

These contributions will be considered when putting together the policy brief the OT will produce at the end of the 2013 sportanddev e-Debate.

Contents
1. Questions
2. Key points raised

Submissions made on:
3. sportanddev
4. Jot form

1. Questions
The 2013 sportanddev e-Debate continued with a look at the role of sport in the discussions regarding the post-2015 development goals.

The community was asked to respond to the following questions:

• Main question: How can sport and development claim space in the post-2015 discussions?
• Sub questions: What should be the focus of the sport and development community in post-2015 policy debate? How can sport and development feature more prominently in the post-2015 agenda?

2. Key points

On claiming space
• Need to invoke a paradigm shift to change perceptions
• Engage with influential leaders across sectors
• Create and capitalise on global partnerships

On the focus
• Life skills of children
• Post-programme support
• Young people

On featuring more prominently
• Use major sporting events to raise funds and profile
• Speak and act as a united whole
• Tailor materials to address specific indicators
3. **sportanddev**

**ballardert**

Member

November 20, 2013 - 03:57

Youth are important

**Russell Bernstein**

Guest

November 19, 2013 - 16:15

One of 2 press releases on one of our fundraising campaigns (www.teamplayers.org/unicef) propose (1) a transition of UN Ambassadors from UN-department-focus to a MDG-focus and (2) the creation of MDG-specific sponsorships by sport federations and pro teams.

**Greg Barlow**

Guest

November 19, 2013 - 13:43

For years i have believed that too many major sporting events are operated purely for the profit motive of the rights owners, investors and the small handfull of people involved in the creation and management of such events. Even those events managed by sporting bodies, witness disproportionate expenditures on senior management. A major world wide sporting body of which i have been appointed a representative is changing that via the body's own Welfare Foundation where every cent of our net income is allocated to welfare and sports development projects within the regions where we operate.

**graybara** -

“NGOs have always developed their frameworks in isolation”

**Russell Bernstein** -

“Global Team Players Foundation feels that incorporating the collection of sports-related information into the MICS Surveys (performed by UNICEF) does not affect the design of the post-2015 development agenda.”
Yu Maruyama -
“I am finalising my essay which argues that sport has a definitive place in achieving the target of MDG 2. I believe that there should be more focus on the use of adapted physical education to improve life-skills of children at risk of dropping out. This has enormous congruity with the agenda of UNICEF, UNESCO and other UN systems.”

prasaden -
“Programmes have the potential”

Rachael David -
“I agree whole-heartedly with Ms. Elsom’s comments about supporting young people into livelihoods. Concerted efforts should be made to ensure that youth who are participating in a sport for development programme, can get the support they need to find gainful employment even after they leave the programme. This can decrease their chances of falling back into vicious traps such as gangs, drugs etc, empower them and provide an inspiration for and a positive influence on disenfranchised youth in their own community.”

4. Jot form

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<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Hisham Shehabi</td>
</tr>
<tr>
<td>Profession</td>
<td>Sports Marketing</td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Organisation (if applicable)</td>
<td></td>
</tr>
<tr>
<td>Country</td>
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<tr>
<td>Which round are you responding to?</td>
<td>Round 2</td>
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How can sport and development claim space in the post-2015 discussions?

Many in the sport community would agree that it (sport) can play a large role in alleviating the challenges facing many of the global development issues. There is a growing body of research that plays evidence to the positive effects of sport on things such as health, education, economy, tourism, growth and other development issues. However, this is not a view shared by everyone dealing with the global development agenda. One of the main reasons sport has not yet created a space for itself in the global discussion on development is because it is not deemed to be “as important” as other issues facing communities and countries the world over.
Hisham Shehabi – (continued from the above)
“…To solve this problem of perception, a paradigm shift needs to take place at the very top. Specifically, global political leaders with decision making power will need to understand why sport can support their specific agendas.

This can be done through a two-tiered approach:

1) Engage with powerful stakeholders: Many international organizations, governments, multinational companies, not-for-profits have huge influences on global policies. These organisations need to be mapped out and the decision making units need to be identified. After this step, it will be important for sport organisations, across the spectrum (from the IOC to Barcelona Football Club to the National Hockey League, etc), to find ways in which to purposely and effectively engage with these stakeholders.

2) Show evidence of sport’s ability to affect change: To ensure proper engagement and a ‘partnership’ mentality a common goal (or goals) must be agreed upon. These objectives can be reached through syndication with the relevant stakeholders, by sharing strategies and vision over the next period. It is also important in this phase to map out the areas where synergies can be achieved. A fantastic example of a successful mapping of issues, challenges, goals and strategies between two seemingly unconnected agendas is the International Diabetes Federation’s: Diabetes and Climate Change Report. For the first time diabetes and climate change were shown to be connected and the report was launched at the Rio+20 UN Conference on Sustainable Development. This gave it a very powerful platform to launch its strategy and garner support for it.

These partnerships at the top level will allow for sport to create a space for itself in the global discussion on the post 2015 development agenda. However, it is the responsibility of those in the sport sector to initiate the process. We will need to show leaders across the board why sport is good and why they need it to do good.”

Jackie Lauff -
“We know that sport is a low-cost and high-impact development tool, however, in the broader development community sport is still seen as a luxury - an activity people do in their spare time once their other human rights have been met. To be better able to claim space in the post-2015 discussions, and for the sport for development community to be taken seriously, we need to advocate with evidence that speaks to return on investment and communicate impact in development terms. I believe we are not looking for a dedicated goal on sport for development and peace, but we are looking for recognition within the post-2015 framework.

We need to collectively sing the same song. That is challenging at the moment while there is a lack of consensus on terminology, definitions and thematic areas – let alone tools and frameworks for assessing and communicating impact in development terms. If we can’t speak the same language amongst ourselves, how can expect to present a unified voice to national, regional and international development stakeholders?

The biggest selling point for sport for development is that it works best in combination with other development interventions. The sport and development community needs to develop specific indicators that can be easily integrated into the post-2015 development framework.
Contributing tangible, constructive and evidence-based input will add value to the post-2015 policy debate. We need to make our agenda infallible and something that the development policy makers simply can’t say no to.

Having a unified voice will enable us to become a force to be reckoned with. We’re not selling the problem but we are offering solutions in response to global development issues. Together we have enormous scope to tailor campaign materials that speak to the impact of sport and physical activity to address specific development indicators, including but not limited to the Millennium Development Goals (MDGs). We also have an enormous opportunity to tap into very large numbers of beneficiaries globally of sport for development programmes and activities to demonstrate the reach of sport for development across the full spectrum of development goals."