

# CAMPAIGN: RESHAPING SPORT AND DEVELOPMENT

Our world has changed dramatically and rapidly. COVID-19 has exposed the fault lines in society and challenged the way sport is delivered and participated in.

Sport and development has been profoundly affected, with 20% of actors fearing for their future. There is a risk that recent progress across the sector could be lost.

In the midst of this crisis, there is an opportunity to:

- **Build back better for all**
- **Ensure sport better serves all in society**
- **Invest in the sustainability of organisations and infrastructure**
- **Advocate for the role of sport in the COVID-19 response and recovery**

In 2020, sportanddev led efforts to reimagine sport and development. In 2021 we will reshape a better future through sport. **And you can support our campaign!**



Now is the time to move from reimagining to  
**reshaping a better future through sport!**



**sportanddev**



**@sportanddev**



**www.sportanddev.org**

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## ACTIVITIES AND DELIVERABLES



### Call for articles

Thought leaders explain how we can reshape the future of sport and development



### Interactive webinar

Experts and practitioners discuss how we can build back better



### Campaign report

Key themes and actions summarised in interactive and user-friendly formats



### Community consultations

Have your say! Help reshape the sportanddev platform



### Sector collaboration

Increased coordination of sport's use and contribution to the SDGs



## CAMPAIGN OUTCOMES

- 1** Identification of **key themes and actions** in reshaping sport and development
- 2** Greater **community involvement** in setting plans and priorities for the sector
- 3** Upgrade of the sportanddev platform **to better serve all actors**
- 4** A more **inclusive, accessible and equitable** sport and development sector

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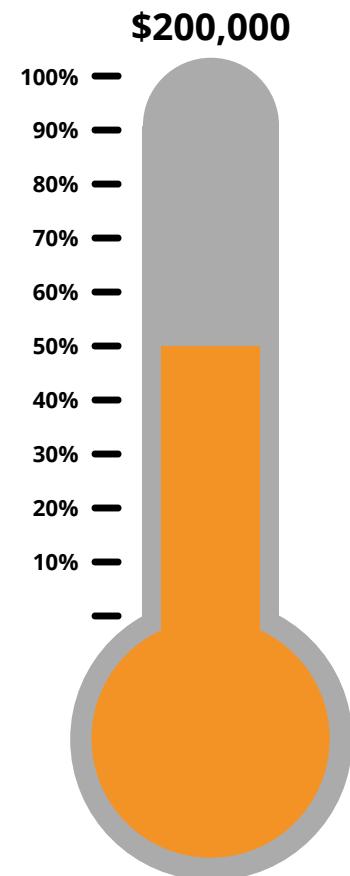
To help sportanddev coordinate the reshaping of the sector, including upgrading the sportanddev platform to better serve all, we aim to raise a minimum of 200,000 US dollars.

**Join the movement. Become a supporter.**

**Help us to reshape a better future through sport!**

**"We believe the collaboration that sportanddev helps to drive is crucial for the sport for development and peace (SDP) sector to remain resilient and sustain and scale its work during these challenging times. As Laureus we are glad to lend our support to this initiative as an investment in the future of sport and development"**

**(Adam Fraser, CEO, Laureus Sport for Good Foundation)**



	Bronze	Silver	Gold	Platinum
<b>Contribution</b>	\$3,000+	\$5,000+	\$10,000+	\$20,000+
<b>Branding</b>				
Your logo on the website	✓	✓	✓	✓
Your logo on the public report	✗	✓	✓	✓
Your logo on all campaign assets	✗	✗	✗	✓
<b>Coverage</b>				
Feature in the call for articles	✓	✓	✓	✓
Feature in the campaign report	✗	✗	✓	✓
Feature in the webinar	✗	✗	✗	✓
Website article profiling your work	✗	✗	✗	✓
<b>Strategy</b>				
Contribute to feedback surveys	✓	✓	✓	✓
Contribution to website design	✗	✗	✗	✓

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## OUR GLOBAL REACH AND IMPACT



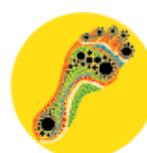
## CAMPAIGN PARTNERS



Federal Ministry  
for Economic Cooperation  
and Development



SPORT FOR  
DEVELOPMENT



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MARATHON  
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DEVELOPMENT