HOW TO INTRODUCE AN EFFECTIVE SPORT FOR DEVELOPMENT AND PEACE PROGRAM?

OPTIMIZE COMMUNITY SPORT PROGRAMS

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01 SET COMMON OBJECTIVES

Set up clear development goals, target populations, and success indicators.

- Actively involve target populations in the design, planning and implementation stages
- Give priority to development objectives over sport objectives

Millennium Development Goals (MDGs)

Sustainable Development Goals
02 POSITIVE COACHING

Embodify and actively communicate and reinforce the positive values of sport.

Fair play, respect, teamwork, cooperation, inclusion and excellence

Deliver a quality sport experience that is fun and enjoyable

All sporting activities must be supported by trained coaches, teachers, program leaders and volunteers

Develop and renew coaching curriculum regularly and share it with other organizations
03 EMPOWER PARTICIPANTS

Recognize the holistic development of individual participants throughout the life cycle

- Ensure participants have a direct voice in decision-making about the program’s design and operation
- Promote social empowerment
  - Access to information & skills
  - Participation in social organizations
- Promote psychological empowerment
  - Self-confident behavior
- Gender equality
  - Equity for and participation by women
04 CULTURAL AWARENESS

Consider the culture, gender/age of target groups and take into account their material realities, risk factors, specific needs & capacities.

- Listen and learn from knowledgeable stakeholder organizations and local community
- Identify and address barriers to participation
- Ensure the inclusion of girls and women, and other socially and economically excluded groups
- Adopt and implement child protection principles (UN Convention on the Rights of the Child)
05 LEVERAGE RESOURCES

Plan to deliver, grow and sustain program activities, ensuring the participation of skilled and trained personnel.

Build local capacity and commit to sustainability over the long term

Cooperate with other programs, organizations and initiatives to achieve shared objectives

Utilize partnerships, shared initiatives with organizations, and participation in broader learning exchange processes

Raise awareness of the need for broader social and economic changes and supports
06 ANALYZE & INTERPRET

Build in clearly defined monitoring and evaluation mechanisms from the outset.

- Share lessons learned with other Sport for Development and Peace (SDP) practitioners and policy-makers.
- Include supporting research evidence to demonstrate that sport can have the intended development impact.
- Promote SDP efforts, funding grassroots projects, undertaking research, facilitating networking & knowledge exchange.
- Identify diverse ways in which potential partners can contribute to SDP initiative.