REQUEST FOR PROPOSALS

A review to identify common factors that impact on the efficacy of Sport for Development interventions in nine locations and how these compare to other Youth Development approaches.

OVERVIEW
Laureus Sport for Good, working with the Commonwealth Secretariat, intends to commission a review to examine critical factors that impact on the reported efficacy and potential to scale youth-focused Sport for Development (SfD) interventions, and the extent to which these can be compared with other youth development approaches. The review will focus on targeted geographic locations and examine four specific thematic intervention areas. In undertaking this comparison the review should consider the quality of ‘evidence’ for SfD in these contexts, identify common factors that impact on the efficacy and potential to scale SfD interventions and examine the extent to which the evidence allows for comparison between SfD and other types of youth development interventions.

1. SPORT FOR DEVELOPMENT BACKGROUND
While, conceptually, intentionally using sport as a tool and approach for youth development (here in called Sport for Development (SfD)) has been around for many years, as a ‘movement’ it gained momentum in the late 1990s and 2000s. Since then, there has been a number of pivotal events signifying SfD’s potential and aspiration to address health, education and economic challenges faced by children and young people. Most prominently, the 2030 Agenda for Sustainable Development, adopted by the United Nations General Assembly in September 2015, recognises the ‘the growing contribution of sport to the realization of development and peace’.¹ Equally, The Revised International Charter on Physical Education, Physical Activity and Sport highlights that sport-based approaches play an important role in the realisation of development, peace and post-conflict and post-disaster objectives.² United Nations General Assembly resolution 69/7 was the tenth time the General Assembly had passed a resolution recognising sport as a catalyst for human and social development. Commonwealth governments have also consistently endorsed the potential of SfD recognising ‘the valuable role of sport in development and peace, as an approach to addressing a range of challenges and delivering significant

¹ UN General Assembly (2015), Transforming our World: The 2030 Agenda for Sustainable Development, 37, 10.
benefits’. These policy declarations build on the United Nations’ International Year of Sport and Physical Education in 2005, the Magglingen Conferences and the emergence of a number of globally recognised SfD NGOs and institutions.

Despite this recognition, the concept of embedding sport and play-based methodologies as an important component of youth and social development strategies and policy frameworks is less established. While there is emergent evidence of the impact of SfD in some cases, limited consensus hampers collective action and knowledge gaps do exist. As a result there has only been limited integration of SfD into broader youth development strategies and social policy frameworks.

As such there are questions related to SfD which need further investigation, such as:

- How is the concept of SfD understood by youth development practitioners and in the broader social policy landscape?
- What are the implications of the common terminology and labels used to describe SfD interventions (e.g. sport for development, sport for youth development, sport for social change, sport for development and peace)?
- Can the key components of effective SfD programmes be codified and applied across contexts?
- What are the policy implications for Governments of the increased knowledge and understanding of SfD? To which portfolio areas is SfD most relevant?
- What constitutes an enabling policy environment for SfD interventions?

**BACKGROUND QUESTIONS**

While these remain difficult questions to answer, there is evidence to suggest that by intentionally using sport within the parameters of a robust logic model or theory of change, positive youth development outcomes can be achieved. But how far has the sector/community come? How deep is our understanding about the contribution sport-based approaches can make to addressing the economic, social, emotional and/or cultural challenges faced by young people, in particular when compared with other methodologies and approaches? Is there sufficient knowledge to inform robust discussions about the contribution SfD approaches can make to youth development outcomes and the implications for youth and social policy development? How can coordination between SfD and other youth development and social policy interventions be maximised? Is SfD among the ‘best buy’ options for governments and development funders in relation to achieving youth development outcomes?

**In this context, the aim of this review is to examine:**

• Critical factors that impact on the efficacy of SfD interventions in selected locations and the potential to scale these approaches;
• The quality of evidence for SfD interventions in relation to specific thematic areas; and,
• How the impact of SfD programmes compare to mixed and (non-sport based) youth development interventions (and the extent to which the evidence allows for comparison).

2. SCOPE AND REVIEW OBJECTIVES

THE SCOPE
Laureus Sport for Good, working with the Commonwealth Secretariat, intends to commission a review to examine critical factors that impact on the reported efficacy and potential to scale youth-focused Sport for Development (SfD) interventions and the extent to which these can be compared with other youth development approaches. The review will focus on targeted geographic locations and examine four specific thematic intervention areas. In undertaking this comparison the review should consider the quality of ‘evidence’ for SfD in these contexts, identify common factors that impact on the efficacy and potential to scale SfD interventions and examine the extent to which the evidence allows for comparison between SfD and other types of youth development interventions.

The scope of the review should include interventions that have been robustly evaluated as well as those that are at more formative stages of development, but have robust logic models and theories of change. As a guide for the quality of evidence, the Early Intervention Foundation Standards of Evidence (http://guidebook.eif.org.uk/the-eif-standards-of-evidence), or similar contextually relevant frameworks, should be used. The review will be desk-based, in the main should draw on secondary data and include both academic and grey literature in its scope.

The review should focus on the following thematic areas:

• Community development, social cohesion & ‘peacebuilding’ (for example: gender inequality and gender based violence; crime, conflict and gang involvement; discrimination; countering violent extremism; and, promoting respect and

4 Mixed’ interventions can be defined as those that utilise sport and play as one of a range of tools and methodologies, but where it is not a central component of the intervention’s Theory of Change.
5 Laureus will support the successful consultant to link with its network of partner organisations.
understanding in and between communities

- Education (for example: raising academic attainment; developing social and emotional learning; improving access to formalised education structures; and, raising awareness about health and lifestyle issues)

- Employment (namely: enhancing employability skills)

- Mental health and wellbeing

The review will focus on all or a combination of the following locations, proposals should outline the intended scope of the review within the parameters of the stated budget:

- Cape Town, South Africa
- Port of Spain, Trinidad and Tobago
- London, England
- Maseru, Lesotho
- Mumbai, India
- Nairobi, Kenya
- Mexico City, Mexico
- Hong Kong
- New Orleans, United States

REVIEW OBJECTIVES
Laureus Sport for Good, working with the Commonwealth Secretariat, want to understand better both ‘what works’ and ‘what influences’ impactful (and non-impactful) youth-focused SfD interventions in different contexts and ‘why’, what supports or is a barrier to scaling impact and to what extent comparison with other youth development interventions is possible. By comparing SfD programmes to other youth focused development programming, we want to understand better in which circumstances, and why, sport-based approaches may offer a ‘best buy’ option to contribute to youth development and broader social policy objectives, and when sport-based approaches are likely to have less impact. This review should also help in identifying what the SfD community can learn from other sectors (and youth development in particular). The review should contribute to identifying if there are common critical factors that contribute to an effective SfD intervention and more broadly, if there are common features of an ‘enabling policy environment’ that can support the scaling of the positive impact of SfD programmes.

REVIEW OBJECTIVE QUESTIONS
The following key questions should be taken into consideration during the review:

For the programmes and projects analysed across the targeted geographic locations...
1. What are the common characteristics of SfD programmes where there is evidence of impact in tackling the aforementioned themes?
2. In which thematic areas do SfD approaches seem capable of making the most effective and impactful contribution? Does this differ across contexts?
3. How do the costs and cost-benefits of SfD interventions compare to other youth development interventions in the identified thematic areas? Does this differ across context? To what extent can this comparison be made?
4. How does government policy impact on SfD stakeholders? Does this differ from other youth development interventions? Does this differ across contexts?
5. Who are the critical stakeholders that impact (influence, control or block) the efficacy of SfD interventions? Does this differ from other youth development interventions? Across contexts?
6. What other contextual factors impact on the efficacy of SfD interventions? Do these differ from other youth development interventions? How does this differ across contexts?
7. What key lessons can the SfD community learn from other youth development actors?

3. KEY OUTPUTS

Based on this review, a report and policy brief should be produced identifying the programmatic, policy and contextual characteristics of effective SfD interventions in the locations examined, how these compare to other Youth Development interventions and the extent to which the evidence allows for comparison.

i. A report detailing the findings, which will include:

- Introduction – refining the review questions, defining scope and key definitions, outlining the methodology and the limitations
- Headline analysis of current research and evidence base for SfD in relation to other youth development interventions in the locations examined
- A review of the findings based on refined/agreed review questions that addresses:
  - Critical factors that impact on the efficacy of SfD interventions in selected locations;
  - The quality of evidence for SfD interventions in relation to specific thematic areas in the identified geographic locations; and,
  - How the impact of SfD programmes compares to mixed and (non-sport based) youth development interventions (and the extent to which the evidence allows for comparison).
- Recommendations:
  - On further research required;
For youth-focused SfD organisations and the broader youth development organisations;
For funders seeking to invest in youth development outcomes; and,
On policy guidance for local and/or national government

References - List of articles, reports, research and evaluations reviewed
Appendices – a table outlining evidence mapping (name of intervention, theme, methodology/duration, key stakeholders, socio-cultural context, study design and sample size, outcomes against theme and other outcomes, quality of evidence)

ii. A policy brief outlining the key recommendations from the report that have implications for local, municipal and national governments.

Key findings from the report and the policy brief will be presented to the Laureus network and identified Commonwealth intergovernmental meetings.

4. NEXT STEPS & TIMEFRAME
Proposal to be submitted to katherine.tomaino@laureus.com by 7 October 2016. All proposals will be reviewed by a panel comprising of representatives of Laureus Sport for Good and the Commonwealth Secretariat.

The proposal should outline:

I. Cost of the proposed consultancy service
II. Proposed scope of the analysis in each context/under each theme
III. Outline of methodology/approaches that would be used to develop relevant outputs, as well as specific actions that would be undertaken and the time frame for implementation
IV. Outline of existing knowledge and expertise of team members and what their roles would be on the project
V. Examples of relevant past work (provided as an annex)
VI. Two referees who can testify to the quality of your work.

Laureus will review and respond by 28 October 2016.

The mapping should begin in early December, with an interim report submitted by 1 February 2017 and the final report submitted by 24 March 2017. The budget for this review is £25,000 and the timetable would be negotiated with the successful candidate.

5. CONSULTANT REQUIREMENTS
Consultants would need to have:

- A broad understanding or interest in the youth development field
- A proven track record of conducting desk-based research such as literature reviews
- Demonstrable analytical skills
- Professional integrity
- Excellent interpersonal and communication skills, both oral and written
- Participatory monitoring and evaluation processes and procedures
- Experience and demonstrated success with publishing in peer-reviewed journals and/or reports and evaluations for government and other funding bodies.

6. LAUREUS SPORT FOR GOOD

Laureus Sport for Good promotes the use of sport as a tool for positive social change. Since 2000, we have raised over €100million, which has supported over 150 projects and contributed to enhancing the lives of over 1.5million vulnerable youth in 40 countries. Our portfolio features many of the world’s leading Sport for Development (SfD) charities. Together we enhance the social and emotional development of children and young people, reduce violence, conflict and discrimination in their lives, and increase their educational and employability skills. In order to pursue this, we engage in the following three core areas of activities:

**Supporting SfD Projects** – we invest in programmes that practically demonstrate sport’s power to tackle the challenges faced by children and young people.

**Impact measurement, research & knowledge sharing** – we strengthen the evidence base for SfD as an effective development tool and build the capacity of SfD NGOs through research, M&E, Communities of Practice and our bi-annual Summit.

**Advocacy and Communication** – we promote the intentional use of sport and play to tackle violence, discrimination and disadvantage and we unlock greater resources for the SfD community.

**RESEARCH STRATEGY**

Laureus’ research aims to deepen the evidence base and address the knowledge gaps in the SfD community. We maintain a mixed portfolio of interdependent research, which includes the following: **academic reports** - deepening the evidence base for SfD; **independent project evaluations** – highlighting what works and what does not work in

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*Sport for Development (SfD) refers to the intentional use of sport, physical activity and play to attain specific developments objectives for individuals, groups and communities. Sport for Development Coalition UK.*
SfD; **surveys** – filling knowledge gaps in particular areas of SfD and **case studies** – qualitative data on individual SfD impact.

Reports commissioned by Laureus in recent years have focused on making the economic case for investing in sport as a social development tool. This included ‘Teenage Kicks’ (2011) and the ‘Sport Scores’ report, which showcased sports projects in the UK, Italy, and Germany and the returns on investment through savings linked to improved educational performance and reduced criminality.

The reports can be downloaded here:


7. **THE COMMONWEALTH**
The Commonwealth is a voluntary association of 53 independent sovereign states, which cooperate in the common interests of their citizens, and to further international understanding, development and democracy. The Commonwealth’s membership has great diversity of economic strength, geography and ethnicity, combined with a common heritage of values, language, institutions and democratic traditions.

Commonwealth leaders have consistently recognised the potential for sport to contribute to human and social development and promote respect and understanding, especially for young people.⁷ Accordingly, the Commonwealth Secretariat is mandated to assist member states to maximise the contribution sport and physical activity can make to national development objectives, with a particular focus on youth empowerment.⁸ The primary focus of the Commonwealth Secretariat’s Sport for Development and Peace work is to support member governments to develop, evaluate and strengthen policy instruments and strategy. This is delivered through convening collaboration and capacity building platforms, undertaking research and policy analysis and providing direct technical assistance to member countries.

**RESEARCH STRATEGY**
The focus of the Commonwealth Secretariat’s Sport for Development and Peace analysis and research function is to inform public policy development, in particular as it pertains to the use of sport to advance the social, political and economic empowerment of young people. Previously the Commonwealth Secretariat has produced Guidance for member governments on advancing development through sport and strengthening national Sport for Development and Peace policies and strategies. These publications can be downloaded here:

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In relation to broader youth development, the Commonwealth Secretariat conducts policy-oriented research on cutting-edge youth issues and opportunities. The Commonwealth produces policy guides, reports, assessment tools, and other thought leadership pieces to help member countries develop strong enabling environments for youth development. Notable current projects include the 2016 Global Youth Development Report and Index, Policy Guide on Youth Entrepreneurship, A Global Policy Tool on Youth Development and Empowerment, and A National Action Guide on Youth-led Accountability for the SDGs.

These publications can be accessed at the following links:

A National Action Guide on Youth-led Accountability for the SDGs:

Policy Guide on Youth Entrepreneurship

2013 Youth Development Index
http://youthdevelopmentindex.org/views/index.php#OVER