CAMPAIGN: RESHAPING SPORT AND DEVELOPMENT

sportanddev.org
The international platform on 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!

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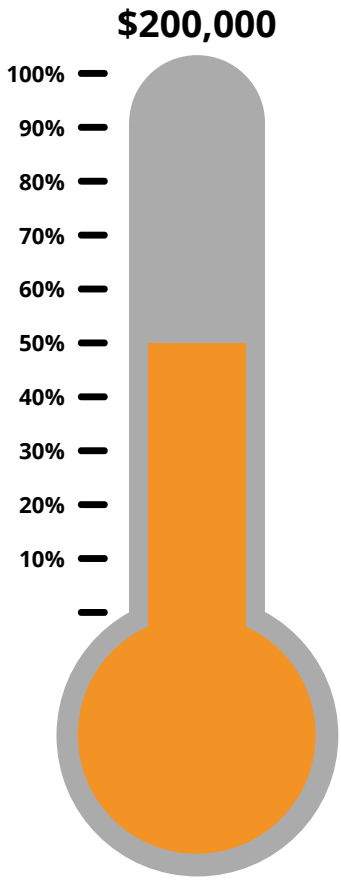
To help sportanddev coordinate the reshaping of the sector, including upgrading the sportanddev platform to better serve all, we aim to raise a minimum of 200,000 US dollars.

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)

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

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OUR GLOBAL REACH AND IMPACT

232
Countries and territories reached

1,500,000
Page views per year

450,000
Unique visitors per year

1,000
Registered organisations

10,000
Registered members

CAMPAIGN PARTNERS

Australian Aid

Federal Ministry for Economic Cooperation and Development

SPORT FOR DEVELOPMENT

generation amazing

ITTF FOUNDATION

eose EUROPEAN OBSERVATOIRE OF SPORT AND EMPLOYMENT

Special Olympics

generationsforpeace

SportWorks

ChildFund Sport for Development

Women Win

Laureus SPORT FOR GOOD FOUNDATION

The Commonwealth

ลาวรักบี้ LAO RUGBY

INDIGENOUS MARATHON FOUNDATION #RUNSWEATINSPIRE

OFC OCEANIA FOOTBALL CONFEDERATION

SVENSKA POSTKOD STIFTELSEN

operated by SWISS ACADEMY FOR DEVELOPMENT

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