

# “Sport for Development” Global Project: achieving more together

Project Title	Sport for Development Global Project
Client	Federal Ministry for Economic Cooperation and Development (BMZ)
Implementing organisation	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Partner Organisation	National, regional and local governments, local and international civil society actors, sports federations, clubs, universities and private companies
Partner countries / regional hubs	Pakistan, Tunisia, regional hubs in Latin America and the Western Balkans
Total duration	October 2022 – September 2025



## Effectively meeting global challenges with sport

“Sport for Development” (S4D) is an educational method in which children and young people can learn life values, competencies and knowledge in a playful way through guided sports activities. Recent studies<sup>1</sup> show that the method increases psychosocial well-being, promotes gender equality and reduces violence against women and girls<sup>2</sup>. They show how S4D promotes inclusive behaviour, strengthens social interaction<sup>3</sup>, and has a positive impact on improved employability<sup>4</sup>. Therefore, the approach is suitable to address global challenges such as inequality, injustice, violence, war and displacement.

## Sport empowers young people to shape their future

Children and young people, especially young women and girls, are particularly affected by global challenges. Therefore, S4D specifically teaches skills enabling them to lead self-determined lives and become resilient. With “Sport for Development” we strengthen, above all, gender equality, social cohesion, and educational opportunities and employment promotion for young people.

## Innovative measures with global leverage

The Global Project uses sport in development cooperation to sustainably improve the lives of disadvantaged children and young people worldwide. To this end, a global S4D fund is used to support innovative projects together with partners that teach young people life and vocational skills, advance gender equality and strengthen social cohesion as a whole. In addition, a global S4D community brings together practitioners and experts to share their experiences and take advantage of training opportunities. Another part is the so-called “S4D Youth Ambassadors” in our partner countries who implement activities themselves as agents of change, inspire their community and use the global S4D community to exchange ideas with each other.

## “Sport for Development” worldwide

The aim is to support partner countries and regions in such a way that they will be able to use “Sport for Development” independently in the future and anchor it in their structures. In doing so, we focus on our thematic priorities:



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Partner countries / Regional hubs	Focus
Pakistan	Displacement and migration, Feminist development policy
Tunisia	Employment promotion, Feminist development policy
Latin America (Brazil, Colombia, Ecuador, Guatemala, Honduras, Mexico, Paraguay and Salvador, among others.)	Peacebuilding and social cohesion, Feminist development policy
Western Balkans (Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Montenegro and Serbia)	Social cohesion, Employment promotion, Feminist development policy

<sup>1</sup> 2021-2023, GIZ conducted impact studies in Albania, Iraq, Morocco, Mexico, Northern Macedonia and Colombia in cooperation with the German Sport University Cologne.

<sup>2</sup> Results from Iraq

<sup>3</sup> Results from Iraq and Colombia

<sup>4</sup> Results from Albania, Morocco, North Macedonia

## Achieving more together with “Sport for Development”

Together with international and local partners from sport, politics, civil society, business and academia, German development cooperation develops target-group-specific sports offerings. With our partners we promote social cohesion and reinforce responsibility for sustainable action in climate protection and for fairly produced sporting goods. Some of our partners include:

- German Olympic Sports Confederation (DOSB)
- German Football Association (DFB)
- DFL Deutsche Fußball Liga with selected Bundesliga clubs
- German Sport University Cologne
- Other national organisations, international and regional sport umbrella organisations and sports federations
- UN organisations such as UNESCO
- International non-governmental organisations (NGOs) such as Common Goal and the International Platform for Sport and Development (sportanddev.org)
- Local and national NGOs

## “Sport for Development” is successful and has an impact

Scientifically proven methods and global approach show success:

- Since 2013, more than 1.4 million children and young people in 43 partner countries have benefited from the sports education measures.
- More than 800 instructors have been trained in the “Sport for Development” methodology and have in turn trained around 9,500 trainers.
- More than 15 different sports are used, including: Basketball, beach volleyball, cricket, football, futsal, handball, judo, karate, athletics, netball, swimming, table tennis, ultimate frisbee, volleyball, and surfing, as well as additional inclusive games and movement activities.



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