



Health, education and social protection

Sport for Development

The challenge

Unfavourable conditions at the political, societal, economic and individual level frequently make it difficult to harness the positive effects of sport to promote development-policy goals. In many developing countries, the lives of children and young people are often characterised by poverty and a lack of prospects, with a large number of children having no access to education and health care systems. There is a particular lack of programmes geared to the needs of girls and women. Schools are frequently unable to provide regular, professionally run sports activities. Sport rarely forms an integral part of curricula due to a shortage of suitably qualified coaches and teachers. In many developing countries, structures for extracurricular sports programmes are still in their infancy.

Additionally, distinguishing between the various spheres of responsibility in the area of Sport for Development and coordinating the different actors and sectors (such as education, health care and development) poses a challenge when it comes to addressing matters of content and finance. Another major challenge is ensuring that mega sport events leave a legacy and that the host country's population reaps social, economic and environmental benefits.

Our approach

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is systematically leveraging and building on the excellent potential of sport for promoting development goals. As well as using sport to make a valuable contribution to education, GIZ is also employing it as a cross-cutting instrument in combination with projects in the areas of health promotion, HIV prevention, gender equality, conflict management, vocational education and training, employment and democracy promotion, and inclusion. Our pro-

grammes in the field of Sport for Development are tailored to the social, cultural and economic circumstances of our partner countries. This innovative approach utilises sport to create momentum for change, social transformation and participation on an individual and societal level, using games to teach the principles of participation and other social values and to strengthen civil-society structures. The economic dimension is also equally important, as sport has a significant contribution to make in this regard. Mega sport events can bring about improvements to regional infrastructure and be accompanied by sustainable programmes in the areas of education, health care and employment promotion.

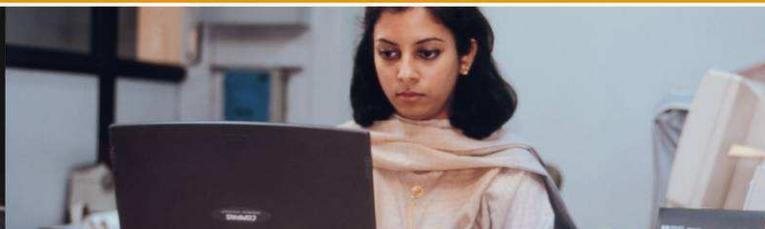
Our services

Our services in the area of Sport for Development comprise:

Policy advice: We advise sports (and development) ministries and institutions on integrating the Sport for Development approach into their work and on collaborating with other ministries, such as those responsible for education, health, and vocational education and training.

Technical advice: We advise political decision-makers, identifying and sharing best practices, methods and instruments relating to Sport for Development as well as monitoring and evaluating sports-related development projects.

Methodology development: We develop participatory methods as well as training manuals and teaching and learning materials on using sport to help achieve development goals (for example, as part of life-skills training). We also develop and test innovative approaches in sport, with a particular focus on cross-cutting application in areas such as education, health care, gender equality and conflict management.



Networking and dialogue promotion: We initiate, promote and advise on cooperation and networking between German and international actors from the world of sport, governmental and non-governmental organisations, business, academia, and other areas.

Promotion of civil society and democracy: Sport and physical activity concepts can teach participants about values such as fairness, tolerance and respect and how to put them into practice, and can help them learn why it is important to observe the rules of society. Promoting these values communicates basic principles of democracy and enables measures to be implemented for an inclusive society.

Initial and in-service training: We support training programmes for trainers, teaching staff and social workers.

Programmes accompanying mega sport events: We advise on how mega sport events can be used to promote development goals. We initiate sustainable accompanying programmes on education, health care and employment promotion in order to exploit the tremendous potential of sport for generating benefits in the areas of business and urban development, as well as in the health care and education systems.

Sport and business: We establish sustainable strategic partnerships between sport and business, such as development partnerships with Nike.

The benefits

You benefit from our experience and comprehensive expertise in the development of programmes that use sport to help achieve development goals. Our work with partners is informed by a combination of our extensive know-how and our long-standing regional and project management experi-

ence. In cooperation with our partners, we plan programmes and carefully adapt them to the situation of the country or region involved. We also successfully apply the instrument of sport to other sectors, such as education and health care, and to gender issues, again offering participatory methodological approaches. We help our partners to realise their potential so that they can take ownership of the projects and build on them in the long term. To this end, we bring together international, German and local actors.

An example from the field

Working on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ has launched a programme in Afghanistan that uses school sports specifically to improve the situation of girls and women. School continues to be the only place where these girls and women can engage in sports activities. Consequently, we are working with partners to train female teachers in how to deliver sports and physical activities in schools. Supporting materials on the topic of Sport for Development are being put together and published in close cooperation with the Basic Education Programme for Afghanistan (BEPA), focusing on football and volleyball, two sports that are especially popular among Afghan girls. The pilot project is being run in partnership with the Afghan Ministry of Education, the Afghanistan Football Federation (AFF), other national Afghan sports organisations, and the German Football Association (DFB).

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