

SPORT FOR DEVELOPMENT IN AFRICA (S4DA) REGIONAL PROJECT

Turning challenges into opportunities

Half of the 1.2 billion people living in Africa are under the age of 25. Fewer children and young people attend formal education in Africa than on any other continent. Youth unemployment in sub-Saharan Africa is estimated between 23%-45% (2019). Moreover, the vast majority of employment in Africa is in the informal sector, which has been severely affected by the COVID-19 pandemic.

Yet, these challenges also present opportunities for young people in Africa, whose continent is home to six of the world's ten fastest-growing economies. The approximately 20 million youth coming into the labour market every year represent the potential for the world's greatest workforce. **Young people need to be equipped with the skills and competences that will attract employers, such as communication, cooperation and leadership skills.** The great enthusiasm for sport across the African continent also provides an opportunity to attract young people to quality educational programmes in a time, when movement and exercise have never been more important to create healthy and resilient societies.

Engaging youth through sport

The Sport for Development in Africa (S4DA) Regional Project uses sport and physical activity as both an **engaging tool** to develop **important life skills** and **promote value-based learning**, and as a way to **raise awareness on specific topics**, such as health, peace, inclusion, gender equality and environmental education. **This is achieved by sport-based exercises that are designed so that children and youth can experience a situation or perform a task that will enable them to develop certain life skills.** Each exercise includes a discussion session, during which participants have the opportunity to further explore the conveyed competence or topic and connect it to their daily life. By equipping children and youth with life skills through sport and physical activity, the project seeks to help them prepare for future **educational and employment opportunities** and provide an important avenue for **mitigating the impacts of crises**. S4DA implements its activities with a **rights-based approach and safeguarding lens**, which ensures that children and youth can play and learn in a safe and enjoyable environment.

Project title	Sport for Development in Africa (S4DA) Regional Project
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Implementing organisation	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Partner organisations	National, regional and local governments; local and international civil-society actors; sport federations, associations and clubs; academia; and private companies.
Partner countries	Ethiopia; Ghana; Ivory Coast; Kenya; Namibia; Senegal; smaller scale measures are also being implemented in other African countries
Implementation period	July 2019 – June 2022
Budget	14.2 million EUR

S4DA and the SDGs

The global 2030 Agenda refers to sport as an enabler of sustainable development. S4DA uses sport as a tool to contribute to a number of sustainable development goals (SDGs), including:

SDG	S4DA's contribution
 3 GOOD HEALTH AND WELL-BEING	We contribute to health and well-being of children and youth by promoting active lifestyles and health education through sport.
 4 QUALITY EDUCATION	We contribute to the quality of education by using sport as an educational tool and advising on inclusive physical education curricula and policies .
 5 GENDER EQUALITY	We contribute to gender equity by empowering girls and women through sport and raising awareness about gender biases.
 8 DECENT WORK AND ECONOMIC GROWTH	We contribute to decent work and economic growth by developing employability skills of children and youth.
 11 SUSTAINABLE CITIES AND COMMUNITIES	We contribute to sustainable cities and communities by renovating and constructing sport infrastructure and promoting their sustainable management and maintenance .
 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	We contribute to peace and social cohesion by using sport as a way to promote peace and develop conflict resolution skills of children and youth .



Our partner countries

S4DA is implemented across the African continent and contributes to specific objectives within different, country-specific focus areas, including:

Partner country	Focus area
Ethiopia	Technical Vocational Education and Training (TVET)
Ghana	Socio-economic development
Ivory Coast	Employability + Technical Vocational Education and Training (TVET)
Kenya	Displacement and migration + Quality early learning and basic education
Namibia	Quality early learning and basic education
Senegal	Employability + Socio-economic development

Impact on a personal level

“Sport for Development has helped me to improve my physical education classes, both in process and content-wise, and has enabled me to instill values and essential skills in my students which are relevant for their professional life. S4D motivates young people to participate in sport and develops their awareness and sense of responsibility.”

Paul-Vincent Amon, Physical Education teacher from the Professional Training Centre in Korhogo, Ivory Coast

Impact in numbers*:

141 sports grounds constructed or renovated which are available to over **650.000** children and youth

970 trained S4D-multipliers (coaches, teachers, social workers, etc.)

Frequent participation in S4D-activities by over **15.000** children and youth (**40% female**)

*Numbers refer to S4DA's project phase I (2014–2019) and phase II (since 2019)

Our four areas of work

S4DA's objective is to **promote the development perspectives of children and youth through sport**. Ensuring the sustainability of its activities is a priority for the project, which **embeds the S4D methodology** or approach at various levels in partner countries. S4DA implements its work primarily in the following four ways:



- 1 We equip partners with concepts: Building the awareness and capacities** of partner governments and organisations on the use of sport and physical activity as a tool for sustainable development. This is achieved by integrating S4D in national agendas, policies and curricula. The project also provides trainings for coaches, teachers and social workers on the S4D methodology. These S4D multipliers then put S4D into practice on the ground by training children and youth along developed standards.
- 2 We create safe spaces** for children and youth by **constructing or renovating grassroots sports grounds**. The project also provides trainings on the inclusive management and sustainable maintenance of sports grounds.
- 3 We advise international development organisations** on the use of sport and physical activity as a tool to contribute to their objectives. As part of its efforts to **mainstream S4D** in international cooperation, S4DA offers a **range of advisory services**, including capacity assessments, customised exercises and manuals, online or in-person trainings, technical assistance on the construction and renovation of sports grounds and ongoing support to implementing organisations.
- 4 We engage with private companies** on the use and promotion of S4D. This includes **facilitating partnerships** between the private sector and partner organisations to foster corporate social responsibility and contribute to the achievement of development goals through sport and physical activity.

Adapting to COVID-19

As a response to the COVID-19 pandemic, S4DA has adapted its training programmes to account for physical distancing best practices and recommendations from the World Health Organisation on conducting physical activities during public health crises. S4DA is also actively raising awareness with its partners, through informative videos ([follow this link](#)), posters and radio programmes on the positive impacts of physical activity on social, mental and physical well-being of children, youth and the society as a whole during crises or pandemics.

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Registered offices Bonn and Eschborn, Germany
'Sport for Development in Africa' Regional Project
Dag-Hammarskjöld-Weg 1-5
65760 Eschborn, Germany
www.giz.de/Sport-for-Development-in-Africa

Contact Thomas Levin, Project Manager
thomas.levin@giz.de

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BMZ Bonn
Dahlmannstraße 4
53113 Bonn, Germany
T +49 228 99 535 - 0
F +49 228 99 535 - 3500
poststelle@bmz.bund.de
www.bmz.de

BMZ Berlin
Stresemannstraße 94
10963 Berlin, Germany
T +49 30 18 535 - 0
F +49 30 18 535 - 2501

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