

# Sport for Development in Africa (S4DA)

## Regional Project

### Turning challenges into opportunities

Women and girls are still disadvantaged and discriminated against in almost all areas of social, economic and political life. Progress on SDG 5 (gender equality) has not only slowed down but partly reversed. At the same time, studies show that gender equality leads to better results in a country's political, economic and social development. Main reasons why inequality persists are cultural, legal and economic barriers, often deeply rooted in social norms, patriarchal power structures and particular interests.

The climate crisis and COVID-19 pandemic severely affect the African continent. In view of these ongoing transformations, young people need to be equipped with skills and competences. In Africa approximately 20 million youth come into the labour market every year, representing the potential for the world's greatest workforce. Pursuing the goal of "Leaving No One Behind" and a "Just Transition", **young people, especially women and girls, need to be equipped with skills and competences such as communication, cooperation and leadership skills that empower them as agents of change.** The great enthusiasm for sport across the African continent provides an opportunity to attract young people to quality educational and vocational programmes at a time when movement and exercise have never been more important to create healthy and resilient societies.

### Gender equality through sport

The Sport for Development in Africa (S4DA) Regional Project uses sport and physical activity as an **engaging tool to promote gender equality.** Sport for development has the potential to change mindsets and behaviour patterns regarding the discrimination of women and girls and foster mutual respect and understanding. Through **value-based exercises**, children and youth can develop their personal and social competences and are sensitized on gender equality and inclusion. Accompanying discussion sessions enable participants to further explore the conveyed competence or

topic and connect it to their daily life. S4DA follows a **gender-transformative\* and rights-based approach** which promotes equal opportunities for all. **Safeguarding principles** ensure that sport and physical activities are conducted in an environment

\* Gender transformation is defined as "efforts to change gender mindsets and social norms to address inequalities in power and privilege between persons of different genders, in order to free all people from harmful and destructive norms in accordance with national policies and laws".

which is free of harm and abuse while creating safe spaces for all.

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	Tanzania (Zanzibar), Senegal, Kenya, Cameroon
Implementing period	July 2022 – June 2025
Budget	10,34 million EUR

### Our Partner Countries

S4DA is implemented across the African continent and contributes to specific objectives within different, country-specific focus areas (gender equality, inclusion and safeguarding being cross-cutting topics), including:

Partner country	Focus area
Tanzania (Zanzibar)	Social cohesion + violence prevention
Kenya	Basic education
Cameroon	Cooperation with the African Union Sport Council (AUSC)
Senegal	Employability + Socio-economic development



## Our four areas of work

S4DA's objective is to promote gender equality, the transformation of stereotypical gender roles, and the inclusion of people with disabilities while developing social and job-relevant competences of children and youth through sport. Ensuring the sustainability of its activities is a priority for the project, which **embeds S4D** at various levels in partner countries. S4DA collaborates with its partners primarily in the following four ways:



**We work with the African Union (AU)** to strengthen its leadership role as the AU's specialized technical office responsible for the promotion of development through sport in Africa. The African Union Sport Council (AUSC) works closely with regional and national partners and provides strategic guidance and standardisation to policymakers. Guided by the priorities of AU Agenda 2063, together we aim to strengthen the recognition of S4D as a contributor to the SDGs, particularly regarding gender and youth development.



**We engage with regional partners:** We foster regional initiatives and support regional networks as well as cross-country exchange to promote S4D approaches. We interact with regional stakeholders, e.g. the Olympiafrica Foundation (OAF), and enhance the sharing of best practices among the different stakeholders by "S4D-Champions" e.g. educational institutions and academia, who are particularly successful in implementing S4D approaches.



**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 development. This is achieved by integrating S4D in national agendas, policies and curricula. The project also provides capacity-building measures for coaches, teachers or representatives of local administrations on the S4D methodology. These S4D multipliers then put S4D into practice on the ground by training children and youth along developed standards.



**We support gender-transformative approaches** by empowering girls and women through sport, fostering positive masculinity and raising awareness on gender biases. Sport for development creates safe spaces for dialogue. Safe spaces are also created physically by constructing or renovating gender-sensitive and inclusive grassroots sports grounds.

## Impact in numbers since 2014:

**179** sports grounds constructed or renovated which are available to over **700.000** children and youth

Over **1.700** trained S4D-multipliers (coaches, teachers, social workers etc.)

Frequent participation in S4D-activities by over **33.000** children and youth (**40% female**)



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