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Sport for Development

For the German government, 'Sport for Development' is an important tool for achieving development goals such as the Millennium Development Goals. In its Resolution 58/5, the United Nations also recognises 'sport as a means to promote education, health, development and peace'.

German development policy has dedicated the past 30 years to promoting sport projects in order – quite literally – to get people active, coach them to raise their awareness and foster their social and economic integration. In this context football has an outstanding role to play, but there are many other sports and physical activities that also teach people about fairness and tolerance, and boost their self-esteem and self-confidence in addition to increasing their willingness to assume responsibility and play an active part in society.

Sport – a mover and educator

In many developing countries, children and young people in particular often find their lives are shaped by poverty and a lack of prospects. This is something that even state institutions, schools or companies are not always able to do anything about.

Sport – if used properly – can make a real difference here, because it does more than just train the body. Sport can educate people and promote development; it can prevent HIV/AIDS and help curb violence. In general sport has a positive impact on young people's physical and mental health, and very importantly, sport teaches life skills that help people to cope with difficult situations and to map out a future for themselves.

The German development cooperation aims to reach out in particular to children and young people through its sport programmes. However, recognising the many other disadvantages that girls and women face, it specifically focuses on this target group. It also aims to promote the inclusion of persons with disabilities in and through sport. Most suitable are widely played sports that do not involve costly gear and equipment, although ultimately, everything revolves around the social aspect of 'Sport for Development'.

**Sport has the power
to change the world,
the power to inspire,
the power to unite people
in a way that little else can.**

Nelson Mandela

A new lease of life through sport

Coming into its own during the 2010 FIFA World Cup™ in South Africa, our Youth Development through Football (YDF) project illustrates the range of possibilities that sport has to offer. This project has given young people with an otherwise bleak social and economic outlook a new lease of life. YDF, whose activities are scientifically backed and monitored, trains and works with governmental and non-governmental organisations (NGOs) that promote youth development through football.

Around 60,000 young people in South Africa and another 55,000 in nine further African countries have already benefited from the project – almost 40 per cent of them are girls. In cooperation with the national government department Sport and Recreation South Africa (SRSA), YDF has created enduring structures for youth development and embedded the concept of 'Sport for Development' in South African policies.



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The shape of things to come

Experience to date has shown that sport fosters skills, promotes dialogue and can help achieve relevant development goals. This is precisely where sport can contribute with its positive potential to the aims of the development cooperation. For these reasons we are aiming to link sport to development issues more closely.

We want to make better use of the experience, approaches and lines of cooperation shared by governmental organisations, NGOs and business in the field of sport. As this necessitates tighter networking between German players, we aim to support this process. Looking beyond the national arena, BMZ also plans to engage in cooperation with international organisations and networks and with national institutions in our partner countries and civil society. Here too, sport is doing what it does best – uniting people and institutions.



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Sport for Development – Increasing Access and Participation through Sport