



## Sport for development

### Advisory service

#### The challenge

Globally, 263 million children and young people between the ages of six and 17 have no access to education; 64 million young people are unemployed. Children and young people are often facing health risks. They are exposed to crime and violence, are marginalized and have no prospects for the future. “Sport for Development” as a cross-sectoral approach offers the opportunity to reach young people more effectively and thus increases the effectiveness of development measures. Children and young people indeed learn more than just physical skills: sport can be linked to educational goals and has proven its worth in HIV and violence prevention. It has an overall positive effect on physical and mental health.

#### Our approach

Used in a targeted manner, sport teaches children and young people important everyday skills that help them to master difficult life situations and develop perspectives for the future. Trainers play an important part as role models, confidants and mediators. GIZ promotes “Sport for Development” as an effective instrument to support disadvantaged young people in programs in the areas of education, employment, economy, health, equal rights and in the context of forced displacement and migration. We support our local and international partners from politics, civil society, the private sector and science in the development of sustainable sports activities. Strengthening civil society, promoting democracy, gender equality and inclusion are of particular importance to us.

Key aspects are:

- » Promoting employability. Within the framework of sports activities, young people acquire skills for the labor market. Sport can make access to vocational train-

ing easier and more attractive.

- » Preventing violence. Sport can help prevent violence and reduce tension and conflict. It conveys positive values and promotes non-violent communication. Sport can help victims of violence to deal with trauma and promote the social integration of former perpetrators.
- » Promoting health. Sport motivates children and young people to adopt an active lifestyle. It can be used for disease prevention and education. Sport activities can be used to inform young people about HIV and other sexually transmitted diseases, for example.
- » Promoting social cohesion in contexts of forced displacement and migration. Sport provides a framework for exchange and encounters between refugees, internally displaced persons, returnees and host communities. It contributes to social cohesion and can be used in conflict management.
- » Promoting gender equality. Through sport, traditional role models can be challenged and changed in the long term. Sport can also create protected spaces to raise awareness about reproductive and sexual rights, health and risk behavior.

#### Our services

Through „Sport for Development“ we provide innovative impulses for change and sustainable development. We adapt our demand-oriented services individually to suit specific objectives and target groups as well as the social and political context.

Key aspects are:

- » Expert advice, conception and accompaniment of „Sport for Development“ activities, training courses and events for different actors and target groups. Support in the development of training material, training and methodological manuals.



- » Training of multipliers, strengthening their sports-related, educational and topic-specific competences.
- » Expert advice and organizational development for our national partners in education, sport, civil society, science and business for the sustainable integration and implementation of „Sport for Development“ in their strategies, concepts and action plans.
- » Provision of simple sport infrastructure and capacity building for the sustainable operation of sports grounds.
- » Policy advice to partner ministries and authorities with the aim of integrating „Sport for Development“ into sector policies and strategies, action plans and curricula.
- » Establishing stakeholder networks to create good framework conditions for „Sport for Development“ and strengthen learning within the partner organizations.

### The benefits

Sport has a great appeal, especially for children and young people. Therefore, “Sport for Development” approaches can have a broad impact - in different areas and with a manageable amount of effort. GIZ builds on its long-standing experience and expertise in the relevant sectors and regions. We maintain a large network for “Sport for Development”, which includes sports associations, Bundesliga clubs, scientific institutions and the private sector. Together with our cooperation partners, we have gained valuable experience in designing measures, developing and testing standards. These multi-stakeholder approaches combine sports expertise, financial resources and contributions in kind to achieve a high level of visibility in our partner countries

### An example from the field

For more than 50 years, an armed conflict took place in Colombia and claimed almost eight million victims, including a disproportionate number of children and young people. Those affected are more often violent, but also experience more violence than their peers. By implementing the peace agreement, the Colombian government wants to set an important new course for the country’s development. The “Sport for Development” sector project ties in with these efforts. It uses sport to promote peace development, violence prevention and reconciliation. This includes the social integration of internally displaced persons (IDPs) and former combatants. Together with Colombian partners, the project developed the method “Fútbol con Principios” (Football with Principles). This teaches young people social skills and values such as respect and team spirit. “Fútbol con Principios” takes up concepts of peace football in Colombia and combines them with international approaches to “Sport for Development”, modern methods of sports education and youth psychology. The project offers multipliers intensive three-stage further training. So far, around 500 people have been trained. They reach around 35,000 children and young people and support their positive development.

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