

Annual Report 2015
Swiss Academy for Development

and Youth Employment



Sport and Development 2.0



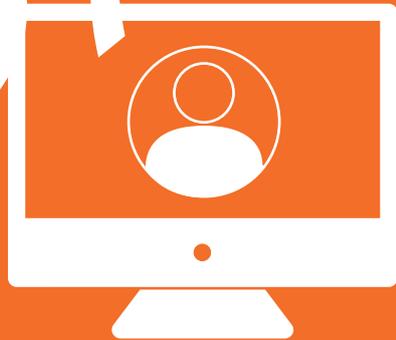
sportanddev.org stands at the centre of a vibrant community of global NGOs, governments, sports federations and others interested in sport and development. Founded in 2003, it has played an important role in shaping the sector's character during a time when the number of organisations involved has grown exponentially. Beginning as an online database of organisations, the website operated by SAD is now the go-to place for information on sport and development.



Followers on Twitter



Followers on Facebook



Team players on sportanddev.org



Organisations on sportanddev.org



Newsletters



Articles



Large white numbers scattered across the orange background: 7980, 4379, 5897, 637, 155, 1301.

“We know that being active as players, leaders and volunteers can help girls develop employability skills they don’t learn at school. Our goal is to have a more inclusive, just and peaceful world where girls’ and women’s human rights are realised and protected.” Cocky

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Van Dam is monitoring and evaluation coordinator at Moving The Goalposts (MTG), an NGO working in Kilifi and Kwale County, Kenya. The region suffers from high levels of poverty, affecting women and girls in particular. Early pregnancies, high dropout rates from school and HIV/AIDS trap many in a cycle of poverty.

Moving The Goalposts uses football to help more than 5,000 young women and girls per year to develop life skills. The sport provides an entry point for learning. Topics include reproductive health, human rights and economic empowerment. MTG supports participants in launching small businesses, going back to school, starting income generating activities and forming savings groups.

A Place of Identity

Moving the Goalposts is part of the global sport and development sector, which has grown in recognition and number over the past two decades. The first high level conference on the topic took place in 2003 in Magglingen, Switzerland, and there was a call for an online meeting place for the commu-

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nity. sportanddev.org was born. SAD, one of the conference organisers, was entrusted with operating the initiative from its office in Biel.

sportanddev.org has since become a sport and development success story. It began as a simple online database of organisations and is now the sector’s leading learning resource, networking platform and knowledge hub. In the last five years, the number of unique visitors has quadrupled, and, since May 2014, content has also been offered in French. sportanddev.org produces a fortnightly newsletter to highlight key developments in the sector and, by the end of 2015, had published 155 in total. More than 650 organisations and 6,000 individuals (“Team Players”) are now registered on the website. As Cocky explains: “The platform is the only place where researchers, practitioners and those that are interested can read about the sector; where all those things come together. I think sportanddev has become the best – the one and only platform that brings everything and everyone together”.

Supporting a Community

It is now widely recognised that sport and development organisations, though divided by geography, share common aims. In the thirteen years since its inception, sportanddev.org has been central to creating this sense of community. The initiative has opened communication channels and facilitated discussions to drive the sector forward.

Being community driven, sportanddev.org encourages others to take the lead. They can highlight their work, share knowledge and make decisions on content. Cocky is a contributor: “We think it’s important to let people know what we’re doing and for me the platform is one of the best places to do that.” Cocky mentions the importance of sportanddev.org in providing “valuable information” when she was learning about the sector but still regularly visits for news, resources and manuals. She has also used the online messaging system to communicate with others: “I have been contacted quite a few times by people who are interested in the work that MTG is doing. Also, people who were looking for me found me through the platform”.

Information and Communication Leading to Action

sportanddev.org is not implementing projects, but creates impact by providing services to those that do. Knowledge shared has led to readers improving their understanding of how to run successful programmes.

Organisations have been able to build partnerships and more effectively carry out advocacy work because of the ability to connect online. Over the years, sportanddev.org has expanded the list of services it provides. It now includes live streaming of conferences, enabling a global audience to access presentations and workshops. “I followed Next Step in 2014”, explains Cocky. “That was interesting for us because our director was in a panel. It’s great; if you’re not able to be part of it, you can still follow.”

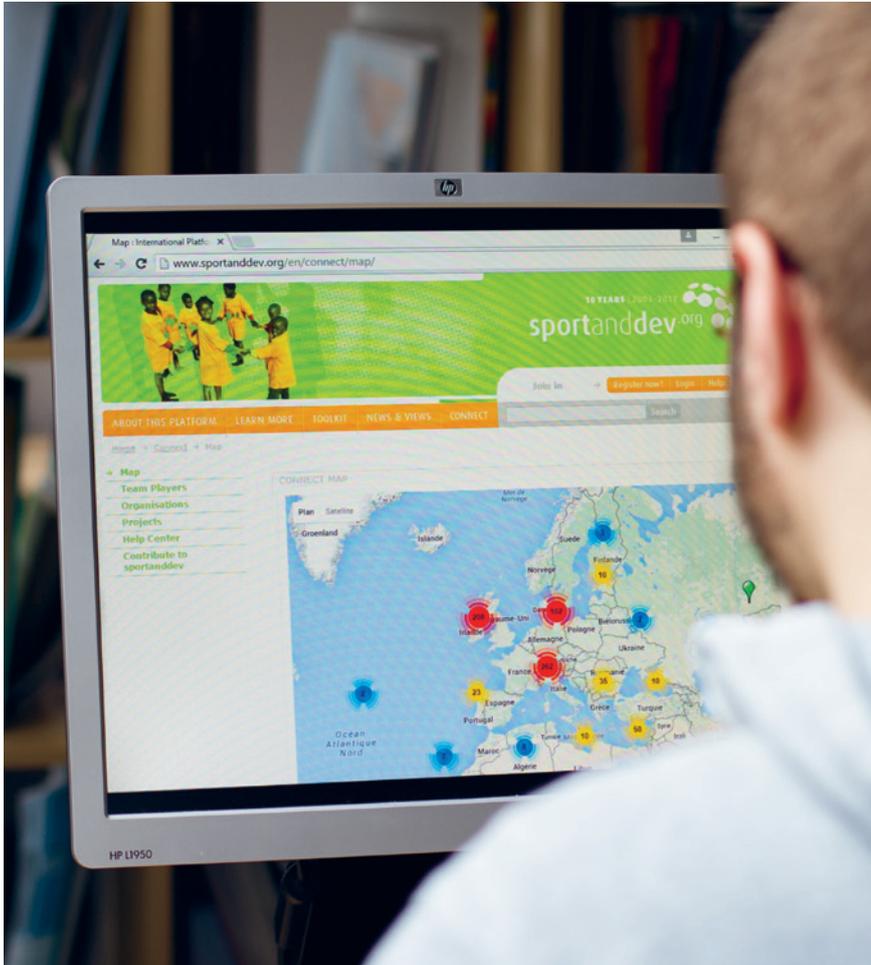
Moving the Sector Forward

The sportanddev.org Operating Team stands as a neutral facilitator of conversation, but is not a bystander. The sport and development community appreciates it for its knowledge of the sector. It is often employed as a consultant and takes part in international policy discussion groups. sportanddev.org is, for example, a founding member of the International Safeguard-

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ding Children in Sport Working Group, along with UNICEF, UK Sport and others. “One of the latest development on sportanddev.org is the section on the safeguarding of children which is also the latest development in the sector,” explains Cocky. “This is really important. We should find a way to get people in the field more involved.” sportanddev.org has highlighted the topic in detail through an article series, a toolkit and pages encouraging users to learn more. The working group finalised a set of safeguards for international implementation in 2014 and sportanddev.org Executive Director Jutta Engelhardt helped launch them at the Beyond Sport Summit in Johannesburg. Moving The Goalposts has led by example in incorporating safeguarding measures into its programming. It won the first UNICEF Safeguarding Children in Sport Award in 2015.

In the last two years, there has also been a lot of discussion about the post-2015 development agenda, culminating in the launch of the 17



Under the heading “Connect”, individuals and organisations can register and create their own profiles. This allows them to access a wide range of actors in sport and development. A messaging system allows them to contact other members (“Team Players”). In addition, they can publish articles on sportanddev.org.

Sustainable Development Goals. The agenda includes mention of the importance of sport. This was a key topic on sportanddev.org from 2013 onwards, with an e-Debate, an article series and numerous commentaries published. 2016 is crucial for both the

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sport and development sector and the international community as a whole. The sector has matured at a time when the world aligns its priorities with the post-2030 Sustainable Development Agenda. sportanddev.org’s importance will continue to increase as it supports the sector’s work in helping achieve the Sustainable Development Goals, through giving organisations like Moving The Goalposts a voice and a platform for learning.



Project
sportanddev.org – International platform on sport and development

Duration
Since 2003

Partners
German Federal Ministry for Economic Cooperation and Development (BMZ) / Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Commonwealth Secretariat, International Sport and Culture Association (ISCA), Laureus Sport for Good Foundation, Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF), Reach Out to Asia (ROTA), Union of European Football Associations (UEFA)

