

Seminar of October 5

*“Achieving SDGs through Sport : Partnerships and institutional responses for greater coherence and effectiveness”*

## **PANEL 3 :Institutional responses for achieving SDGs through and in sport by multi-stakeholders initiatives and other actors**

### **Facilitator :**

- Pr. Emmanuel Bayle, University Lausanne (UNIL)

### **Panellists :**

- IHRB, Mr. John Morrison, Director
- Swiss Academy for Development, Mr. Marc Probst, Director
- World Sport Alliance (WSA), Dr. Gilles Klein, Chair
- Sponsorize, Mr. Sebastian Chiappero, CEO
- Women@theTable, Mrs Caitlin Kraft-Buchman, CEO/Founder

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## 1. PANEL 3

### 1.1. Objectives

- Introduce NGOs and Companies interested to sport ‘ strategies aiming to achieve the UN SDGS through sports
- Discuss the accomplishments of NGOs and Companies’ sport sustainability policies and programmes, as well as questions and problems encountered
- Determine opportunities and work out recommendations for more effective and meaningful collaboration between NGOs, Companies with other actors (sport and public institutions notably)

### 1.2. Facilitator

#### **Pr. Emmanuel Bayle, University Lausanne (UNIL)**

Emmanuel Bayle has a PHD in management science and is currently Professor in sports management at the Institute of Sport Sciences of the University of Lausanne (ISSUL). He has published several books and articles in sports management (Great leaders in sport, Governance in sport organisations, CSR and sport...) but also in CSR and in non-profit management. He is a specialist of governance, management and performance for sport olympic organisations and has several experiences in executive education in this area. He manages currently a research project on professionalization of international sports federation.

### 1.3. Panellists

#### **IHRB, Mr. John Morrison, Director**

John Morrison has extensive experience working with leading companies on issues of corporate responsibility and human rights. He worked previously with The Body Shop International plc and led the Business Leaders Initiative on Human Rights from 2003 to 2009. He has also worked for a number of civil society and governmental organisations on issues of migration, human trafficking and forced labour. John has acted as an advisor to a number of governments during their presidencies of intergovernmental organisations and has chaired a wide range of conferences and initiatives in many parts of the world.

#### **Swiss Academy for Development, Mr. Marc Probst, Director**

Marc Probst studied economics and international relations at the University of St. Gallen (HSG) and the Chinese University of Hong Kong (CUHK) as well as counseling psychology at the Swinburne University of Technology. In 2004, he joined Political Affairs Division IV (PD IV) of the Swiss Department of Foreign Affairs (DFA) as project officer in the peace

policy section. He was also Head of Desk Human Security and Business in the human rights promotion section. In January 2008, he joined the HD Centre Singapore where he worked until 2015 as Senior Project Manager. In July 2015, Marc joined SAD as Executive Director.

### **World Sport Alliance (WSA), Dr. Gilles Klein, Chair**

Dr. Gilles Klein has completed his Ph.D. in Sport Sciences, he is expert for several intergovernmental organizations on sports, education, health and cultural matters; he is the Director of publications and of collections. Gilles Klein is the President and the Founder of the World Centre of Excellence - Physical Education Sports and Leisure for the MDGs (CEMEPSL-OMD). He is a Secretary General of the World Sports Alliance (WSA) Intergovernmental Organization (IGO) whose mission is to support the socio-economic development of the Member States, National Poverty Reduction Strategies and the well being of the populations within the framework of the MDGs through the dissemination of after school and extracurricular educational youth programs, training programs for sport executives, and the construction of sport infrastructures for the youth.

### **Sponsorize, Mr. Sebastian Chiappero, CEO**

Sebastian Chiappero holds an Executive Master of Business Administration (HES) and an IMD Marketing Certificate. He has worked for major firms and organizations such as Procter&Gamble, Hewlett-Packard and the Geneva council. He founded the agency Sponsorize in 2007 to fulfill the needs of sponsors in terms of monitoring and measurement. Since 2008, Sebastian took the Presidency of the Swiss Sponsorship Think Tank (SSTT) that defends sponsors' interests and promote sponsorship throughout Switzerland and abroad. The SSTT organizes every year conferences, workshops and the Swiss Sponsorship Awards Ceremony.

### **Women@theTable, Mrs Caitlin Kraft-Buchman, CEO/Founder**

Caitlin Kraft-Buchman is the Founder/ CEO of Women@TheTable, an NGO that propels and champions leaders who advocate for equal numbers of progressive women at decision-making tables everywhere. Women@TheTable focuses on governance, the economy, technology, education, sustainability, and peace. She co-founded the Geneva Gender Champions with Ambassador Hamamoto, and Michael Møller, Director General, United Nations in Geneva. She is a member of the Democratic National Committee, and Board Member, DNC Women's Caucus. ExCom, Human Rights Watch, Geneva. Previously, she ran a broadband medical network conceived to bring higher quality of medicine at lower cost; Board and Chair, Strategic Planning, International School of Geneva.

## 2. RESEARCHES AND BACKGROUND

### 2.1. General overview: The multiplicity of actions and actors

(A) Darnell, S.C, & al. (2016), *Re-assembling Sport for Development and Peace through Actor Network Theory: Insights from Kingston, Jamaica*, *Sociology of Sport Journal*.

#### SUMMARY

Some recent appraisals of Sport for Development and Peace (SDP) research have found it to be deterministic and ideological, and lacking sophistication and specificity with regards to theory and method. Notably, such criticisms dovetail with the foundations of Actor Network Theory (ANT). Based on fieldwork in Kingston, Jamaica, we draw on ANT to 're-assemble' the understanding of SDP programs by examining their constitutive elements. The results illustrate the connections necessary for SDP to cohere, and the range of actors in the field, including international funders, funds themselves, and concepts regarding sport's development utility. Investigating these assemblages facilitates a non-deterministic understanding of the ways in which sport is mobilized in the service of development and peace, while allowing for a nuanced and empirically sound assessment of power and agency.

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(B) Sport for development and peace international working group (2008), *Harnessing the power of sport for development and peace: recommendations to Government*.

#### SUMMARY

Definition, history, stakeholders, impacts, recommendations for Government.

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(C) *Strengthening Sport for Development and Peace, National Policies and Strategies*, The Commonwealth (2014)

#### SUMMARY

Commonwealth leaders have consistently endorsed the role that SDP can play in development and peace work, in particular in the domain of youth engagement and empowerment. This collection of papers, commissioned by the Commonwealth Secretariat and the Commonwealth Advisory Body on Sport (CABOS), showcases innovative approaches and examples of effective SDP policies and strategies. Written by CABOS members, independent experts and agencies, the papers reflect critical thinking and urgent debates among leading scholars and practitioners of SDP.

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(D) Van Eekeren, F., K. Ter Horst & D. Fictorie (2013), *Sport for development: the potential value and next steps review of policy, programs and academic research 1998-2013* ; hertogenbosch, the netherlands: international sports alliance, knvb, right to play Netherlands.

#### SUMMARY

The Dutch organizations the International Sports Alliance, the Royal Netherlands Football Association (KNVB) and the Dutch office of Right To Play, implementing partners of the

Dutch Ministry of Foreign Affairs in the field of SfD, wish to further improve the quality and effectiveness of their SfD programs. They asked Utrecht University to compose an independent academic document in response to the question: **What is the potential of sport as a tool for development and how to benefit from that in the best possible way?** To answer this question, Utrecht University has done a thorough policy and academic literature review, including the analysis of more than 200 articles, books and policy documents over the 1998-2013 period.

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(E) Lyras, A., Peachey, J. W., (2011), *Integration sport-for-development theory and praxis*, Sport Management Review, 14, 311-326.

#### **SUMMARY**

The purpose of this paper is twofold. First, we provide the theoretical foundations of sport-for-development theory (SFDT) to showcase how sport interventions can most effectively promote social change and development. Secondly, we utilise the SFDT programme recommendations as a blueprint to compare and contrast two sport interventions that use sport as a vehicle to promote positive social change, one at the global and the other at the local level. Based on this analysis, suggestions for future research and practice are provided.

### **2.2. “Sport for development” in private companies**

(F) Prescott, D., & Phelan, J., (2008), *Shared Goals Through Sport, Getting a Sustainable Return for Companies and Communities*.

#### **SUMMARY**

‘Shared Goals through Sport’ looks at the business motivation behind, and characteristics of, effective private sector engagement in sport for development, which is defined as using sport to empower individuals, alleviate poverty, and create social change. the purpose of the report is to encourage greater private sector engagement in sport for development partnerships. It builds on the findings of ‘Shared Goals’, a report produced by the iBIF and uK Sport in 2005.

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(G) Salcines, J. L. P., & al., (2014), *Routledge Handbook of Sport and Corporate Social Responsibility*, Routledge. - book

#### **SUMMARY**

This book offers an overview of perspectives and approaches to CSR in sport, examines the unique features of the sport industry in relation to CSR, explores the tools, models, common pitfalls and examples of best practice on which managers can draw, and discusses how CSR and corporate citizenship can be integrated into the sport management curriculum.

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### **2.3. The NGO**

(H) Sanders, B., Philips, J., Vanreusel, B., (2016), *Opportunities and challenges facing NGOs using sport as a vehicle for development in post-apartheid South Africa*, Sport, Education and Society, 19(6), 789-805.

#### **SUMMARY**

This article researches the opportunities and challenges NGOs encounter when using sport for development within the education system, in post-apartheid South Africa. This study used a qualitative approach to collect data on the opportunities and challenges encountered by two NGOs based in Cape Town that use sport as a means of development, but in markedly different ways. The study suggests that NGOs face a variety of conceptual, technical, logistical and organisational challenges using sport in schools and should enact certain measures to reduce resistance from educators and ensure successful programmes. The interaction between NGOs, schools and the state Department of Education is a complicated process that presents obstacles and opportunities. Nevertheless, despite these challenges it is clear NGOs can support schools in South Africa to optimise their physical activity programmes in the backdrop of a stagnating education system and a lack of sporting support from the government. NGOs in an educational setting such as schools operate in what Houlihan has identified as a crowded policy space. Yet, the observations in this study suggest that, particularly in the context of education, a partnership policy model of NGO work is preferred.

#### 2.4. The question of impacts

- (I) Levermore, R., (2011), *Evaluation sport-for-development: Approaches and critical issues*, Progress in Development Studies, 11(4), 339-53.

##### **SUMMARY**

This article details the current level of evaluation of sport-for-development and highlights the approaches used whilst contextualizing it against the evaluation debate in development studies. The picture that emerges is that considerable evaluation is being conducted, particularly of programmes that have won plaudits. They tend to employ a positivist logical framework either by itself or as part of a blended methodology with some instances of participatory methods also. Concerns expressed about these approaches in the general development literature are traced in sport-for-development evaluation.

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- (J) Hancock, M. G., Lyras, A., Ha, J.-P., (2013), *Sport for Development Programs for Girls and Women: A Global Assessment*, Journal of Sport for Development, 1(1), 15-24.

##### **SUMMARY**

Using a framework of sport for development (SFD) theory and programme objectives set forth by the UN, this study identified trends in sport for SFD programmes for girls and women. Through content analysis, the researchers identified patterns in sports and activities, programme objectives, and intended programme impacts. The number of SFD programmes, objectives, and intended impacts identified in this study suggests that the abundance of policies supporting sport and women's development is a step forward in the quest for global gender equity and the achievement of various Millennium Development Goals (MDGs).

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- (K) Langer, L., (2015), *Sport for development – a systematic map of evidence from Africa*, South African Review of Sociology, 46(1), 66-86.

##### **SUMMARY**

This article presents a systematic map of the evidence on sport-for-development's effectiveness in Africa. The impact evaluations are mapped to provide a systematic and comprehensive examination of sport-for-development's evidence-base. This contributes the

first systematic engagement with sport-for-development's evidence-base in Africa and the systematic map finds that there is currently no available evidence that supports or refutes the assumption that sport can positively influence development outcomes. It cautions against the continued rhetoric and promotion of sport-for-development as an effective approach to poverty reduction and international development.

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(L) Burnett, C., (2013), GIZ/YDF and Youth as Drivers of Sport for Development in the African Context, *Journal of Sport for Development*, 1(1), 4-14.

**SUMMARY**

The 2010 FIFA World Cup attracted key development agencies to the African continent such as GIZ, which created a Youth Development through Football (YDF) programme for implementation in ten African countries. With a critical mass of participants in South Africa (40,344 youth between 7 and 25 years old) and nine other African countries (41,307 similar youth participants), an inside-out approach ensured optimal delivery in collaboration with multiple stakeholders from a variety of sectors. A social impact assessment conducted in 2011 revealed changes at the overall objective level. The S•DIAT (Sport-inDevelopment Impact Assessment Tool) was utilised, which followed a pre-post comparative design and mixed-method approach with purposive sampling. This paper is based on qualitative data obtained through structured interviews and focus groups. A total of 21 managers, 51 participants and 51 of their significant others were interviewed, while 231 research participants took part in 36 focus group sessions. Most Significant Changes (MSC) were evident in the lives of peer-educators who received training, earned an income and experienced upward social mobility, despite slight improvements in their overall employability status. Social benefits were recorded but relatively high expectations of gaining access to a sustainable income did not materialise and the implementing youths' socio-economic vulnerability posed a threat to programme and institutional sustainability.

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(M) International Development through Sport (2012), *Sport for Development, an impact study*

**SUMMARY**

In 2007, IDS (International Development through Sport) began a four-year impact study, funded and actively supported by UK Sport and Comic Relief, to test the hypothesis that "sport contributes to the personal development and wellbeing of disadvantaged children and young people.". The research was carried out in partnership with organisations funded by Comic Relief and IDS. For some, sport was the main activity, for others it was in addition to other activities such as youth work, drama and vocational training.

This booklet provides a brief summary of key findings of the project and summarises what the organisations involved learned from the research process itself. The approach taken was one of many that might have been used, and is designed to sit alongside other research work and contribute to the body of knowledge about the impact of sport for development.

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(N) Shehu, J., (2010), *Football for Hope Centres in Africa: Intentions, Assumptions and Gendered Implications*.

**SUMMARY**

As a developmental model, the ‘20 Centres for 2010’ provides a framework for tackling social problems in selected disadvantaged African communities and evaluating cross-sectional changes in the dimensions that the model prescribed as socially desirable. The framework of this developmental model causally links football to improvements in Health Promotion, Peace Building, Children’s Rights & Education, Anti-Discrimination & Social Integration and the Environment. Although the model implicitly assumes that ‘20 Centres for 2010’ project will benefit everyone, its underlying structures and relations suggest otherwise. As currently conceived, the Centres may maximize private goods at the expense of public ones (i.e. increase inequities) due to several reasons, including paternalism, rent-seeking by local football organizations; a narrow focus on one sport, and dominance of masculine perspectives. Thus, appropriate mechanisms are needed to ensure a level playing field that will yield equitable developmental outcomes. In this context, the local governments are needed to prevent failure of the Centres by means of policies to increase incentives to sustainability and gender equity. The role of the civil society is also critical in providing research-based evidence as to what football based interventions and alternative developmental frameworks lead to what kinds of effects. The ‘20 Centres for 2010’ project is work in progress. Only holistic and sustained gender analysis will help bring into clear relief the ways the Centres’ strategies, goals and activities enhance public good or reproduce domination and subordination.

### **3. LIST OF SOME NGO**

#### **3.1. Main NGO focused only on sport**

Street football world (<http://www.streetfootballworld.org/what-we-do/programmes>)

Right to play (<http://righttoplay.com/Pages/default.aspx>)

Grassroot soccer (<https://www.grassrootsoccer.org/overview/>)

Coaches across continents (<https://coachesacrosscontinents.org/about/>)

Soccer without borders (<https://www.soccerwithoutborders.org/>)

Play International (<http://pl4y.international/fr>)

Peace Players International (<https://www.peaceplayersintl.org>)

United Through Sport (<http://www.unitedthroughsport.org>)

Beyond Sport Foundation (<http://www.beyondsport.org/>)

#### **3.2. Some NGO using sport (among other tools) for development**

Terre des Hommes (<https://www.tdh.ch/fr/activites-sportives>)

BRAC (<https://www.brac.net/education-programme/item/782-adolescent-development-programme>)

Handicap International (<http://www.handicap-international.ch/fr/actualite/premiere-fois-ma-vie-j-ai-oublie-que-j-etais-handicape>)

Croix Rouge (<https://www.redcross.ch/fr/prestations-crs/croix-rouge-jeunesse/le-sport-langage-universel>)

## **4. RESSOURCES FROM THE PANELLISTS**

### **4.1. IHRB, Mr. John Morrison, Director**

Mega-Sporting Events Platform for Human Rights (see enclosed)

### **4.2. Swiss Academy for Development, Mr. Marc Probst, Director**

The Swiss Academy for Development's Annual Report 2016: [http://sad.ch/wp-content/uploads/2017/07/Jahresbericht2016\\_SAD\\_EN\\_Web.pdf](http://sad.ch/wp-content/uploads/2017/07/Jahresbericht2016_SAD_EN_Web.pdf) (see enclosed)

Link to the International Platform on Sport and Development: [www.sportanddev.org](http://www.sportanddev.org)

Link to the Swiss Academy for Development: [www.sad.ch](http://www.sad.ch)

Link to a successful sport and play project in South Sudan: <https://youtu.be/tOPPyKbW284>

Factsheet about [sportanddev.org](http://www.sportanddev.org) (see enclosed)

SAD at a glance: [http://sad.ch/wp-content/uploads/2016/12/SAD\\_at\\_a\\_Glance.pdf](http://sad.ch/wp-content/uploads/2016/12/SAD_at_a_Glance.pdf) (see enclosed)

### **4.3. World Sport Alliance (WSA), Dr. Gilles Klein, Chair**

### **4.4. Sponsorize, Mr. Sebastian Chiappero, CEO**

Vidéo de promotion auprès du secteur public pour les inviter à la conférence au Palais des Nations : <https://vimeo.com/26915242>

Vidéo de la conférence qui a réuni environ 15 représentants de multinationales : <https://vimeo.com/47447801>

#### **4.5. Women@theTable, Mrs Caitlin Kraft-Buchman, CEO/Founder**