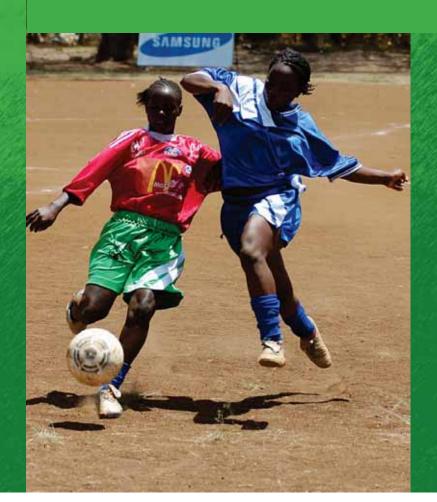# URBAN YOUTH
AND **SPORT** FOR
DEVELOPMENT

URBAN YOUTH AND

SPORT FOR **DEVELOPMENT**

UN@HABITAT

URBAN YOUTH AND
SPORT FOR DEVELOPMENT

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DISCLAIMER

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LIST OF ACRONYMS

EAC	East Africa Cup
CHRISC	Christian Sport Contact
EYP	Edgar's Youth Program, Uganda
GC	Gothia Cup
GO	Governmental Organization
IYSPE	The International Year of Sport and Physical Education
KAO	Kicking Aids Out Network
KRIK	Kristen Idrettskontakt (Christian Sport Contact, Norway)
MDGs	Millennium Development Goals
MYSA	Mathare Youth Sports Association
NC	Norway Cup
NGO	Non-Governmental Organization
NIF	The Norwegian Olympic and Paralympic Committee and Confederation of Sports
NORAD	The Norwegian Agency for Development Cooperation
NPA	Norwegian People's Aid
OVC	Orphans and Vulnerable Children
SDP IWG	The Sport for Development and Peace International Working Group
SFD	Sport for Development
SKF	Svenska Kullager-Fabriken (Swedish ball bearing)
SKY	Soweto Kliptown Youth
STD	Sexually Transmitted Diseases
UN	United Nations
UNDP	United Nations Development Program
UN-Habitat	United Nations Human Settlements Programme
UNOSDP	The United Nations Office of Sport for Development and Peace
YES	Youth Education through Sport (Zimbabwe)

ABOVE Young women from the informal settlements play during the launch of the Dream Balls initiative. **© Victoria Chebet/ UN-Habitat**

EXECUTIVE SUMMARY

The potential of sport as a tool for development is being harnessed by a range of organizations across the world. The United Nations (2003) has argued that "well-designed sport-based initiatives are practical and cost-effective tools to achieve objectives in development and peace". However, they also note that "the potential of sport as a tool for development and peace has yet to be fully realized". This has been among the major driving forces for United Nations agencies to encourage and support governments in the adoption and implementation of the Sport for Development and Peace International Working Group's policy recommendations.

The aim of this report is to assess which ways UN-Habitat can contribute to the sport for development field, with a special emphasis on urban youth in the Global South. The specific objectives of the project have been threefold:

1. To develop an inventory of different sport for development initiatives implemented in urban areas in the Global South

2. To map existing sport for development networks and analyze the impact of these networks on urban youth development

3. To assess the potential of international children and youth football tournaments for urban youth development in the Global South.

1. Inventory Findings

Within the scope of the study, the following three criteria were set for the Inventory projects: (1) the projects had to focus on youth; (2) the projects had to be located in urban areas/focus on urban development and (3) the projects had to be localized in the Global South.

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In total, 204 sport for development organizations were contacted and asked to fill out a form with base-line data on their projects. Of these, 50 responded and their projects were included in the inventory (see Annex 3 and 4 for a list of projects). A majority of the projects were located in large cities in East and Sub-Saharan Africa. Most of the projects are run by Non-Governmental Organizations (NGOs) and have a strong focus on building civil society structures and healthy communities.

Most projects focused on children and youth (especially vulnerable or 'at risk' groups). The sports vary, although the majority of the projects focus on football exclusively. Key development themes include conflict resolution; intercultural understanding; building physical, social, sport and community infrastructure; awareness raising; empowerment; direct impact on physical health as well as general welfare; economic development/poverty alleviation; environment; youth involvement; urban development and management; urban street youth and gender issues.

Most projects focused on several themes and some found it difficult to distinguish between the various themes as they seemed to overlap. Furthermore, it was useful to distinguish the following project types: 'one-off' events; in-school programmes; community-based programmes; sport infrastructure projects; elite sports programmes, and special needs programmes. A majority of the projects were community-based, usually in combination with one other category.

Neither project classification nor project themes are mutually exclusive. Some projects fit into several categories and themes. However, the classification were useful in identifying the most common sport for development approaches by defining and exploring the opportunities and challenges associated with certain projects' administration and implementation.

2. Sport for Development (SFD) Networks

Several organizations are part of large sport for development networks. Amongst the largest and most known are the Kicking Aids Out Network and the Street Football World Network. Many organizations reported a lack of relevant networks to be a part of and a desire to establish new networks as they were important entrance points and arenas for sharing knowledge about sport for development.

In addition, a lack of relevant technical networks with specific knowledge on sport infrastructure seems to be an issue.

3. Potential of International Children and Youth Football Tournaments

The consultants assessed three children and youth international football tournaments: the Norway Cup in Norway, the Gothia Cup in Sweden and the East Africa Cup in Tanzania. The consultants visited the Norway Cup and East African Community and interviewed 36 team leaders, participants and tournament organizers. The findings indicate that most of the teams from the Global South that participated in these tournaments were part of sport for development organizations operating in the urban settings.

The tournaments were quite different in terms of their approaches to development issues in the Global South. Norway Cup considers that supporting teams from the Global South to the tournament has motivation and empowerment

effects for youth, which are necessary for development implementations in their home countries. Thus, they have a tradition of sponsoring up to 25 teams each year to participate in the Norway Cup.

Rather than sponsoring teams to participate in their competition, the Gothia Cup focuses on cooperating with Swedish humanitarian organizations and companies in the Global South by establishing sport for development programmes in the areas where they operate.

The East Africa Cup, apart from arranging a football tournament, organizes educational seminars for team leaders and players throughout the duration of the competition. These seminars cover themes such as leadership, conflict resolution, refereeing, first aid, gender and health-related topics such as HIV/AIDS and sexuality. We conclude that the football tournaments have development potential when social, cultural and economic needs of the participants are considered. In particular, the East Africa Cup proves this.

According to the tournaments' participants, sport for development programmes acted as arenas for education and awareness, advocacy, cultural understanding and exchange, empowerment, community development and poverty alleviation.

Recommendations to UN-Habitat

There are many organizations promoting sport for development. We concur that sport is a potentially powerful tool, in particular because it can be used to mobilize local organizations and engage key target groups. However, many organizations active in the field lack development expertise. As a large international organization, UN-Habitat could potentially contribute positively to sport for development as a means to reaching urban youth in the Global South. If UN-Habitat decides to emphasise the area of sport for development, they should engage with these organizations but do so in a manner that improves the development effectiveness of these projects.

Equality issues should be the core concern: improving gender balance, ensuring a pro-poor focus and extending the reach of projects to marginalized and disadvantaged groups. Realizing the potential of sport for development projects at the community and individual levels requires a carefully-considered approach to project design, involving an appropriate approach to the targeted groups, a consultative process and a focus on equity and sustainability.

The study recommends six priority areas relating to the UN-Habitat's involvement in sport for development:

1. UN-Habitat may play an important role in sport for development advocacy – promoting the potential of this type of work based on the lessons learned in successful projects to date. UN-Habitat can help to engage other international organizations as well as collaborating with established institutions in the Global South in highlighting sport for development issues that have been shown to have an impact on urban youth development.

2. UN-Habitat's comparative advantage is its expertise in urban rehabilitation and planning. Thus, UN-Habitat should exploit opportunities to 'mainstream' sport for development in UN-Habitat operations. Examples are linking sport for development projects to large infrastructure investments and adapting sports infrastructures and open areas in the urban planning programmes. Special

emphasis should be given to gender-friendly sport facilities in the urban settings in terms of accessibility and safety. Here, UN-Habitat could benefit by working in collaboration with national and international sports federations with sport specific knowledge.

3. UN-Habitat can emphasise sport for development through its Urban Youth Fund and support youth-led organizations working in urban areas in the Global South.

4. UN-Habitat can play a role in documenting success stories and collating and sharing information. Based on UN-Habitat's expertise, technical assistance and knowledge on sports infrastructures should be among the priority areas.

5. Regarding large international children and youth football tournaments, UN-Habitat can support and seek partnerships with the various tournament organizers and advocate for initiatives such as the 'Better Cities' concept related to environment protection and sport infrastructures. Emphasis should be on tournaments that are arranged in the Global South with a clear development agenda (like the East Africa Cup), rather than those in the Global North. UN-Habitats could also explore the possibilities of supporting other sports tournaments in the Global South.

6. UN-Habitat should support research and evaluation projects that are typically beyond the scope of local organizations, and which focus particularly on the potential of sport for development for youth in urban settings.

ABOVE Dr. Clos, Excutive Director, UN-Habitat and Hon. Shitanda, Minister for Housing, Kenya launch the Dream Balls Initiative © **Julius Mwelu/UN-Habitat**

INTRODUCTION

The focus of this study is to assess different organizations' work in the field of sport for development and the role of the large-scale international youth football tournaments. UN-Habitat is interested in acquiring knowledge on how large organisations are involved in sport for development activities and how they could provide a platform for youth to meet and discuss development issues and challenges. A particular focus has been the potential role UN-Habitat may play on the field of sport for development.

1.1 Background

During the course of recent years there has been growing interest by a variety of governmental and non-governmental organizations in encouraging projects and programs which use sports as a tool in development programmes. The idea behind sport for development projects stems from the anticipated ability of sport to positively influence the lives of individuals and groups in different societies.

A key feature of the field is the belief that in a simple, low-cost and effective way sports may influence a broad range of development objectives with strong links to the Millennium Development Goals (MDGs). However, this potential does not emerge automatically by simply participating in sport; it requires different approaches which are specifically tailored to the respective social context.

1.2 The United Nations system and sport for development

The United Nations has been credited for accelerating the field of sport for development. In 2001, a Special Adviser on Sport for Development and Peace was appointed and, assisted by the United Nations Office of Sport for Develop-

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ment and Peace; this provided an entry point to the United Nations system.

The mandate of the United Nations Office of Sport for Development and Peace and the Special Adviser was threefold. First, to bring together actors in the sports for development field, such as United Nations agencies, governments, civil organizations, sporting organizations, the private sector and the media.[1] Second, the United Nations Office of Sport for Development and Peace aimed to advocate for the use of sport as a cost-effective and efficient tool within development and peace projects, and an efficient means to reach the Goals. The third part of the mandate concerned the representation of the Special Adviser at various sporting events around the world.[2]

In the following year, 2002, the United Nations Secretary General convened a United Nations Inter-Agency Task Force on Sport for Development and Peace with the objective of reviewing activities involving sport within the United Nations system. In 2003 the United Nations published a report developed by the Task Force, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals.*[3] The report concluded that sport for development initiatives had the potential to be practical and cost-effective means of achieving the MDGs.[4]

Further, 2005 was declared by the United Nations to be the International Year of Sport and Physical Education (IYSPE). The motivation and anticipated broad scope of Sport for Development interventions were stated clearly by the United Nations:

1   On that basis, we may classify these as a network

2   http://www.un.org/themes/sport/

3   United Nations (2003)

4   Beutler, I., (2008)

"The world of sport presents a natural partnership for the United Nations system. By its very nature sport concerns participation: it is about inclusion and citizenship. Sport brings individuals and communities together, highlighting commonalities and bridging cultural and ethnic divides. Sport provides a forum for learning skills such as discipline, confidence and leadership and teaches core principles such as tolerance, cooperation and respect. Sport teaches the value of effort and how to manage victory as well as defeat. When these positive aspects of sport are emphasized, sport becomes a powerful vehicle through which the United Nations can work towards achieving its goals. The fundamental elements of sport make it a viable and practical tool to support the achievement of the MDGs. Sport has an impact on health and reduces the likelihood of many illnesses. Sports programmes serve as an effective tool for social mobilization, supporting health activities such as HIV/AIDS education and immunization campaigns. Sport can be a significant economic force, providing employment and contributing to local development. It is also a key site and natural attraction for volunteer involvement. Furthermore, participation in sport supports the preservation of a clean and healthy environment. The practice of sport is vital to the holistic development of young people, fostering their physical and emotional health and building valuable social connections. It offers opportunities for play and self-expression, beneficial especially for those young people with few other opportunities in life. Sport also provides healthy alternatives to harmful actions, such as drug abuse and involvement in crime. Within schools, physical education is an essential component of quality education. Not only do physical education programmes promote physical activity, there is evidence that such programmes correlate with improved academic performance. Sport can cut across barriers that divide societies, making it a powerful tool to support conflict prevention and peace-building efforts, both symbolically on the global level and practically within communities. When

applied effectively, sports programmes promote social integration and foster tolerance, helping to reduce tension and generate dialogue. The convening power of sport makes it additionally compelling as a tool for advocacy and communications. [5]

The United Nations system has continued to emphasize engagement on the field of sport for development and peace. In 2008, several United Nations agencies were encouraged to support governments in the adoption and implementation of the Sport for Development and Peace International Working Group's policy recommendations through the Beijing Declaration.

Further, the United Nations engagement can be seen in the *Joint Statement by Heads of UN Entities for the Launch of the International Year of Youth 2010-2011*, where sport is being recognised among 15 priority areas to enhance the well being of young women and men:

> "It is important to recognize that leisure-time activities, sport, tourism and volunteerism can contribute to the physical, social, emotional, intellectual, psychological, ethical and cultural development of young people. In particular, sport gives youth a healthy start and teaches important values such as discipline, cooperation and commitment. (…) a greater focus on sport can promote the development of important skills and attitudes that are key to the future of our youth. [6]

Also outside the United Nations system, the field of sport for development has considerably intensified in recent years, much as a result of the International Year of Sport and Physical Education. A review of sport for development schemes carried out by researchers Roger Levermore and

Aaron Beacom showed that out of 255 selected projects, 93 per cent were formed after the year 2000, and 28 per cent were from 2006 alone. [7]

1.3 Sport for development as a research field

As a consequence of the considerable expansion of sport for development initiatives, so has the related research literature increased correspondingly. [8] In 2006, as a result of the need for evidence-based knowledge around the effectiveness of sport for development interventions, the Sport for Development and Peace International Working Group commissioned a research team to conduct literature reviews looking at various areas of sport for development initiatives. The research team found that, apart from physical health benefits, sport for development interventions that primarily focused on participation were unlikely to produce long-term benefits. They argued that "to fully utilize the development potential of sport, it needs to be integrated in the existing development and peace efforts." [9] One of the reviews, *The use of sport to foster child and youth development and education,* concluded that there was significant evidence to support the utility of sport in facilitating and supporting the development of children and youth.

Sport based initiatives targeted at children and youth have been shown to decrease social exclusion and contribute to community-building and inclusion in a host of social contexts (…) sport offers an important resource for reducing delin-

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5   United Nations (2005) page i

6   http://www.unhabitat.org/downloads/
     docs/8710_77855_IYY_JointStatement.pdf

7   Levermore and Beacom (2009)

8   See for example: Coalter (2007); Kidd (2008);
     Maro (2008); Levermore and Beacom (2009);

9   Sport for development and peace international
     working group (2007) p. 5

quency and crime among youth and promoting community safety. Sport is also associated with facilitating educational commitment and attainment among children and youth, and as a vehicle for promoting character-building and moral development.[10]

However, the authors emphasized that the positive results of such interventions were not automatic or linear, and that "sport programs should be part of a multi-agency approach to child and youth development … committed facilitators (coaches, administrators, volunteers) are needed to ensure that appropriate values (fair play as opposed to winning) are encouraged."[11]

Nonetheless, although the interest in and support for sport for development initiatives are increasing, there is still need for more research in the field. As Levermore points out, the existing literature concerning sport for development is mainly practitioner-led, largely descriptive and unrelated to many of the evaluation techniques employed by development agencies.

"In the vacuum created, a dominant impression is often conveyed which implies that the increased use of sport to assist development is an overwhelming constructive one."[12]

This is being aired by sports organisations and sport non-governmental organizations, and increasingly heralded by a growing number of policy-makers.

Thus, evaluations and more systematic studies of sport for development interventions and the effectiveness of such are required in order to determine the nature of its potential and the benefits it may have for the development of children and youth in the Global South.

1.4 Key Concepts

1.4.1 Development

Human development is often understood as increased income and economic growth but the concept contains much more than that. According to the United Nations Development Programme (UNDP), development is about creating an environment in which individuals can strive to reach their full potential, lead productive and creative lives in accordance with their needs and interests and expand the choices they have that may lead to the lives they value.[13] As the founder of the Human Development Report, Mahbub ul Haq, states: "The objective of development is to create an enabling environment for people to enjoy long, healthy and creative lives."[14] Some of the issues and themes currently considered most central to human development include social progress, economics, efficiency, equity, participation and freedom, sustainability and human security.

1.4.2 Youth

The definition of *youth* varies between countries and depends upon socio-cultural, institutional, economic and political factors. In some countries the transcendence from youth to adult is defined at the age of majority, usually 18 years, when one is given equal treatment under the law.

10 *Donnelly, P., Darnell, S., Coakley, J., (2007) p. 34*

11 *Ibid.*

12 *Levermore, R., (2008)*

13 *United Nations Development Program (2010)*

14 *http://hdr.undp.org/en/humandev/*

According to the United Nations, youth is defined as persons between the ages of 15 and 24, indicating that those below the age of 15 are children. However, as pointed out by the United Nations Youth programme:

> Article 1 of the United Nations Convention on the Rights of the Child defines 'children' as persons up to the age of 18. This was intentional, as it was hoped that the Convention would provide protection and rights to as large an age-group as possible and because there was no similar United Nations Convention on the Rights of Youth. (…) Within the category of 'youth', it is also important to distinguish between teenagers (13-19) and young adults (20-24), since the sociological, psychological and health problems they face may differ.[15]

On a general basis, UN-Habitat uses the United Nations definition of youth. However, through the Urban Youth Fund, UN-Habitat operates with an age definition of youth as between the ages of 15 and 32. Since the definition of *youth* is broad, we must recognise that sport for development projects targeting different ages of youth may differ dramatically in their approaches, goals and outcomes.

It is thus emphasized that the age group *youth* is not exclusive, and both through developing the Inventory and working with the football tournaments we have deviated from a narrow definition of youth based, however, on the United Nations' one as between 15 and 24 years old.

1.4.3 Sport for development [16]

One key challenge is to develop a working definition of sport for development since the scope of the term 'sport' often varies and there may be some activities and projects that are difficult to classify. As Read and Bingham point out " as the 'sport' and 'development' sectors continue to collaborate, it is imperative to emphasize that the concept of sport within the context of sport-in-development should be broadly defined such as to include all types of organized physical activity that may serve as a tool for development and peace."[17] We therefore use the sports for development concept to refer to the role sport can play in the development of society as a whole.

Building on this, we need to distinguish between *sport development* and *sport for development*. The former implies the development and diffusion of sport itself, whereas the latter implies using sport as a tool in development work. Fred Coalter identifies these respectively as 'sport plus' and 'plus sport' projects:

> "Sport plus' gives primacy to the development of sustainable sports organizations, programmes and development pathways. However, even within organizations sport is also used to address a number of broader social issues. (…) Outcomes are pursued via varying mixtures of organizational values, ethics and practices, symbolic games and more formal didactic approaches. (…) plus sport programmes give primacy to social and health programmes where sport is used, especially it's ability to bring together a large number of young people, to achieve some of their objectives. Short-term outcomes (…) are more important than the longer-term sustainable development of sport. Of course, there is a continuum of such programmes and

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15 http://www.un.org/esa/socdev/unyin/qanda.htm

16 *In this report SFD will be used as an acronym to sport for development*

17 *Read and Bingham 2009*

differences are not always clear-cut. Nevertheless, the broad division has implications for the definition of outcomes and 'success' and appropriate timescales for evaluation."[18]

Although these two approaches can be distinguished from each other and have differences in their focus, scope and impact, they relate to each other and are likely to occur simultaneously. In this project, we focus on the ways sport is used as a tool, the 'plus sport' approach; hence we use the term *sport for development*..

1.4.4 The Global South

Although sports for development initiatives are being implemented globally, the scope of this project is limited to the Global South region. The Global South both applies to geographical (the southern hemisphere) and socio-economical divides among nations. The term does not imply that all developing countries are similar and can be gathered in one category. As the United Nations Development Programme (UNDP) emphasizes: "Although developing countries range across the spectrum in every economic, social and political attribute, they all share a set of vulnerabilities and challenges."[19] Based on this understanding we have decided to use the term the Global South.

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18 *Coalter 2009*

19 *United Nations Development Program (2004) p. 2*

ABOVE Excursion Day © KSmediaNET
— at Sportschule Hennef.

THE SPORT FOR DEVELOPMENT INVENTORY

2.1 Background and rationale

The first objective of this report is to develop an Inventory of different sports for development initiatives being implemented in urban areas in the Global South. The Inventory draws attention to the involvement of major international organizations, smaller development actors and a mapping of the dominating sports for development networks operating in this arena. Specific emphasis was placed on assessing opportunities of large international organizations such as UN-Habitat to engage and support important sports for development initiatives for the youth in urban settings.[20] Based on contact with national, regional and international institutions and sport- and youth-related networks, the consultants prepared an Inventory of projects.

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20 The consultant's recommendations to the UN-HABITAT are presented in the final chapter of this report.

The Inventory includes basic data on each project. We would like to emphasize that the Inventory is not an exhaustive list of sports for development projects undertaken in the Global South to date (see more in chapter 2.3).

2.2 Methodology

The sports for development field is expanding rapidly, and there are a number of projects that could be interesting to assess. In order to limit the number of projects in the Inventory certain selection criteria were developed:

- Focus on youth

- Located in urban areas/focus on urban development

- Localized in the Global South

2.1.1 Literature review

A majority of the projects reviewed in the Inventory were found on relevant web pages on the internet. Most of these web pages were recently updated and therefore provided valuable information. This applied in particular to the web page of the International platform on sport and development, www.sportanddev.org. This is operated by the Swiss Academy for Development and supported by a variety of partners. At the time of writing, it contains an archive of 231 registered organizations with sport for development projects. Based on the three criteria mentioned above, 133 of these organizations were contacted via email with a request for project information. Several organizations responded positively. These were given a project form and asked to fill out as much data as possible on their project (see Annex 1). Of these, 20 returned a completed form and were included in the Inventory. Other projects were also found on the web page of the street football world network.[21] Of the 81 projects listed there, 46 met the criteria and were contacted. Of these, 11 returned a completed form and were added to the Inventory.

Additionally, 25 other organizations were contacted via email and asked to complete the form; of them five responded positively to our request and returned a completed form.

Brochures and information material from development organizations as well as relevant research literature were reviewed and added to the Inventory.[22]

2.2.2 Inventory summary

The project forms were collected in September and October 2010. From the collected forms a less comprehensive table (see Annex 2) including project description, objectives and other relevant data was developed for each project.[23] Eventually, a simple project overview encapsulating the major findings was developed (see Annex 4).

As seen in Annex 2, *project classification* and *project themes* are specified. The *project classification* categories are divided into six categories according to the typology of the various projects. These are:

1. **"One-Off" events** – for example a sporting tournament to raise awareness of an issue.

2. **In-school programme** – programmes using sport as a tool for promoting education such as encouraging children to stay in school, encouraging drop outs to return to school, utilizing school facilities for community outreach or strengthening physical education (PE) in schools.

3. **Community-based programme** – programmes led by non-governmental organizations and community groups.

4. **Sport Infrastructure Project** – programmes focusing on developing sport infrastructure.

5. **Elite Sport Programme** – programmes focusing on increased opportunities for particularly talented athletes.

6. **Special Needs Programme** – projects focusing on encouraging broader participation in sports such as disabled participants.

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21 *www.streetfootballworld.org. More information about this network is in section 2.4 Findings from the Inventory*

22 *For instance: UNICEF (2004) and UNICEF (2007)*

23 *See the complete Inventory (Annex 3), which consists of all projects.*

The *project themes*, on the other hand, indicate which development issues or areas the specific project aims to meet. The theme categories have been identified both through research studies[24] and through observing how various development organizations themselves classify development projects.[25] The *project themes* are divided according to the following 11 clusters:

1. **Conflict resolution and intercultural understanding** – projects that use sports to alleviate the tension caused by conflict fought along ethnic lines. The cluster may be broadened by including building social cohesion also in societies that are not affected by violent ethnic conflict but where the youth experiences exclusions based on race, gender and poverty.

2. **Building physical, social, sport and community infrastructure** – projects where sport is used to help build infrastructures which are regarded as essential factors for development to succeed.

3. **Raising awareness, particularly through education** – projects that use sport to highlight important issues in a non-political manner such as HIV/AIDS, malaria, child labour problematic and other related themes.

4. **Empowerment** – projects designed to empower traditionally marginalized people and communities.

5. **Direct impact on physical health as well as general welfare** – projects that focus on direct schemes to increase the level of physical activity in a society.

6. **Economic development/poverty alleviation** – projects that integrate sports in wider strategic thinking within development.

7. **Environment** – projects focusing on environmental issues, both at local community and at national and international levels.

8. **Youth involvement** – sport projects where a strong emphasis is on including youth in implementation and management.

9. **Urban development and management** – projects using sports to make cities safer and to promote sustainable cities and good governance.

10. **Urban street youth** – projects using sports to improve the challenging conditions facing urban street youth.

11. **Gender** – projects that specifically address gender issues and problems related to gender stereotyping.

As the Inventory shows, neither the *project classification* nor *project themes* are mutually exclusive (some projects fit into several categories). Neither do we claim that it covers all possible applications of sports for development. However, the classification may be useful in identifying the most common sports for development approaches by defining and exploring the opportunities and challenges associated with certain projects' administration and implementation.

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24 *Levermore & Beacom (2009)*

25 *For instance, UN-Habitat at: http://www.un-habitat.org/categories.asp?catid=316 and The international platform on sport and development at: www.sportanddev.org*

2.3 Methodological limitations and challenges

The amount and variety of sports for development projects around the world is extensive and there is potentially a much greater number that would have been interesting to assess. However, the scope of this consultancy has been limited in terms of time and finance. We have been dependent on information about sports for development organizations available on the internet and other research or information literature (such as brochures and reports) as well as through the snowballing effect.

Data availability may raise a challenge in the development of the Inventory. Information on the internet is somewhat limited and not always reliable. The amount of data acquired depends on contact with key persons related to the different projects.

Contacting these people also presented a challenge. We discovered that although many projects were registered with well-functioning email addresses online, quite a number did not respond to our inquiry. The reasons for this are several. In some areas in the Global South access to the internet is limited, inconvenient and expensive; some of the organizations we contacted may not be operative anymore while others may not be interested in participating in the survey.

In some cases, particularly where the project had been completed, there was a lack of information available and/or reluctance among project participants to provide additional details regarding project implementation, budgeting, outcomes and so on. This underlines both the *ad hoc* nature of many sports for development initiatives undertaken to date, and the capacity constraints among project participants.

Another important issue concerns language. We communicated the inquiries in English. Quite a number of organizations may not be comfortable with using English. This concerns several countries in South America as well as West Africa and also Arabic-speaking countries. This is reflected in the Inventory findings, where we see that a majority of the projects are from Sub-Saharan Africa (see Chapter 2.4). Further research is needed particularly in these areas and countries and in other languages than English.

2.4 Findings from the Inventory[26]

The Inventory (Annex 3) consists of 50 sports for development projects that are being undertaken in the Global South. The projects reflect a variety of different initiatives regarding country, sports, and target groups and so on.

An initial review of the project Inventory highlighted the following characteristics:

- **Locations**
  o More than half of the projects are located in Africa, and a majority of these in East and Sub-Saharan Africa. An explanation for this may be the issue of language discussed above (Chapter 2.3) However, this also corresponds with previous reviews[27] and is illustrated on the map below:

  o Two-thirds of the projects are run in urban areas with a population equal to or higher than 500,000. Most projects in the latter category are in areas where population is dense and thus in areas where one is likely to experience urban-related challenges.

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26 *The full Inventory is attached in Annex 3.*

27 *Levermore & Beacom (2009)*

PICTURE 1: Map of Sport for Development projects in the Inventory

- **Types of organizations**

  o Most of the projects are run by non-governmental organizations from the Global South that are either supported by donor organizations in the Global North or local organizations in and around the community.

- **Type of projects**

  o Most of the projects are so-called *plus sport projects.* These are run by development organizations and non-governmental organizations with a strong focus on building civil society structures and healthy communities.

  o On the other hand, the projects classified as *sport plus* are typically run by sports organizations rather than development organizations and have a clear agenda of developing sport structures in the communities where they operate.

- **Types of sport**

  o Of the 50 projects in the Inventory only four focused on sports other than football, basketball, swimming, boxing and judo and other martial arts. There are several reasons for this. Football is relatively easy to organize and requires minimal equipment; the sport has wide appeal internationally; there are several football superstars who draw attention to the game and are idols for children and youth globally; it is a televised sport broadcast worldwide. This focus on football in Sports for development projects also corresponds with previous research.[28]

  o We sent project information inquiries to 46 members of the streetfootballworld network from which we got 11 forms back. Obviously, by sending inquiries specifically to members of a football net-

28 *See: Coalter (2007)*

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work we opened up to football projects specifically. Despite this, a majority of the projects were still football projects run by different organizations with no apparent football-specific competence.

- **Beneficiaries**

  o Most of the projects covered in the Inventory aim to benefit youth (this is within the scope of the criteria mentioned in the Method section). However, the majority of the projects operate with fairly wide target groups when it comes to age (see Annex 4). Within our limitations and understandings of the term *youth*, we must acknowledge that many projects focus primarily on children rather than youth.

  o It is important to also recognize the indirect beneficiaries of these projects. Projects that aim to benefit children also benefit the children's parents, and in many cases in the Global South the parent group falls within the youth category. We can thereby say that even though youth are not always direct beneficiaries, since they frequently fall within the parent category, projects benefiting children may also figuratively benefit youth.

  o Another strong tendency of the projects covered in the Inventory is that almost all aim to benefit at-risk groups and address issues related to these (such as crime and violence, street children and youth problematic, HIV/AIDS, teen pregnancy and slum upgrading).

- **Cost**

  o In many cases project budgets were not specified. Among those that were, most were small-scale projects with relatively moderate budgets (less than USD 50,000 per year) sponsored both by local and international partners. Projects operating with high budgets (more than USD 100,000 per year) were mainly sponsored by donor organizations in the Global North.

- **Sport infrastructures**

  o In most cases, sport infrastructures were reported to be poor or not reported at all. Projects where sports infrastructure were reported to be good are mostly *sport plus projects* where development of sport itself is the main objective of the project.

- **Project classifications**

  o Only four of the 50 projects in the Inventory were reported as *One-off events*, and common for these was that the project focused on building awareness of important development issues. More *One-off* events could have been added to the Inventory as the occurrences are quite frequent. However, we did not prioritise projects which did not have a clear strategy of sustainability.

  o Sixteen of the projects in the Inventory are classified as *in-school projects*. Several of the in-school projects typically seek to renew the key role that schools can play in promoting sport. Historically, the education system has often provided an important role in sports development in many countries in the Global South, as schools often administer sporting facilities and

FIGURE1: The project classifications are summarized in the figure below:

co-ordinate sporting competitions. However, in many countries schools reduced their involvement in sport so as to focus on academic achievement. The relatively small share of in-school projects reflects that fact that at risk children and youth typically have low participation in formal education (especially in secondary education and vocational training programmes).

o A majority (36) of the projects are classified as *community-based*, run for and by the community with specific aims to enhance challenged areas and/or risk groups.

o Only 13 of the 50 projects in the Inventory emphasised the development of *sport infrastructure*. The need for infrastructure (sporting facilities, equipment and so on. in some instances is crucial in order for projects to function. However, the development of the infrastructure is rarely the sole focus of the projects. One of the reasons for this may be that donor funding rarely permits money to be spent on

infrastructure. In terms of the typology presented above, the sport infrastructure projects can also be classified according to one of the other major categories.

o Nine projects are classified as *elite sport*. This is interesting given the status that elite/top sports have in many countries in the Global South, but it also reflect that it is mainly NGOs that are running *plus sport* projects and not GOs. All the *elite sport projects* focus on developing talents, and most are either football academies themselves or linked to such, usually based in West Africa.[29]

29 *Football academies and extensive focus on talent development in the Global South have been subject to discussion, particularly in academic circles.*

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o Nine projects are classified as *special needs*. Those that are, either focus on orphans and vulnerable children or there are components within the project that focus on disabled. This may reflect the status of sports for the disabled in the Global South as well as the challenges and limitations related to running such projects.

• **Project themes**

o In urban areas where the population is dense and crime rates high, many projects focus on *conflict resolution and intercultural understanding*. Conflict resolution is also a priority in areas with a high occurrence of refugees and child soldiers, where sport is believed to have the potential to work in therapeutic ways.

o A high number of projects aim to *build physical, social, sport and community infrastructures*. This corresponds with most projects classified as *plus sports projects*.

o A majority of the projects in the Inventory aim to *raise awareness, particularly through education*, of development issues concerning youth in the Global South. A majority of these address health-related issues, and particularly the problem of HIV/AIDS which is widely spread amongst youth in the Global South.

o Projects that aim to empower marginalized groups in society seem to occur quite frequently, as almost half of the projects in the Inventory have this focus. The recurring characteristics of the empowerment focus are to give at-risk youth education, leadership and employability skills as well as to create opportunities for children and youth to reach their potential.

o The projects reporting a particular focus on *direct impact on physical health as well as general welfare* typically emphasise the HIV/AIDS problem.

o The focus on *economic development/poverty alleviation* is often mentioned together with the focus on empowerment, and is a natural outcome of emphasising employability and entrepreneurial skills.

o Only a few projects focus on *environment*. Those that do, follow the idea of cleaning up in slum areas as a way to engage and benefit children and youth.

o A majority of projects emphasise *youth involvement* (this is within the scope of the criteria mentioned in the Method section). The involvement of youth is manifested at several levels: as direct target groups/beneficiaries, as peer coaches and as leaders. The benefits of peer coaches is supported in research, which shows that good peer relationships that can be developed through sport can contribute to an individual and collective sense of responsibility and minimize youth involvement in risk behaviour such as unsafe sex, crime and so on.[30]

o Only five of the 50 projects in the Inventory highlight *urban development and management* as an area of commitment. These are all located in slum areas with a particular emphasis on improving conditions in the local communities.

o Sixteen of the projects in the Inventory emphasises *urban street youth*. This includes street children and orphans and vulnerable children.

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30 See for example: Maro (2008)

o Almost half (23) of the projects emphasises *gender*, understood as projects focusing on the inclusion of girls. Gender projects typically also emphasise empowerment where *girls' empowerment* is an ongoing theme.

- **SFD networks**

  o Several projects in the Inventory reported to be part of a sport for development network, and the Kicking Aids Out Network and the Streetfootballworld Network appear to be the most popular. Some organisations report being part of both networks but which operate with different objectives.

  o Kick Aids Out Network[31] aims to share information and best practices in the use of sport and physical activity in addressing HIV/AIDS, promotes policy development, shares resource materials and supports local community-based projects.

It provides a forum for exchange between organisations from different countries and continents – as equal partners – with different contributions.[32] Thus, the projects that are connected to Kicking Aids out Network are typically *community-based projects* with a special emphasis on *raising HIV/AIDS awareness, particularly through education*. As the Kicking Aids out Network is also considered a concept in sports for development, it goes beyond HIV/AIDS education and places a strong emphasis on facilitating the development of life skills in the most at-risk groups, youth, and especially girls and young women.

  o The Streetfootballworld Network[33] focuses on promoting the approach *development through football*, by enhancing knowledge and building the capacity of football as a development tool, developing funding possibilities for the members of the network and approaching decision-makers for supporting the network.[34]

31 The Kicking Aids Out network was founded in 2001 by Edusport Foundation in Zambia. It was a response to the reality that HIV/AIDS infected and affected members of sports for development organizations in the Global South, and thus was an issue that needed to be addressed. The initiative was adopted and supported financially by the Norwegian Agency for Development Cooperation through The Norwegian Olympic and Paralympic Committee and Confederation of Sports. Kicking Aids Out has become an international network with supporting and implementing organizations working on a global scale.

32 http://www.kickingaidsout.net/Pages/default.aspx

33 The streetfootballworld network was initiated in 2002 as a response to a need for organizations in the field of sport for development, specifically football, to achieve global visibility and recognition and to exchange existing experience and knowledge from the sector. The network collaborates with a variety of partners including FIFA, UEFA, Sony, The Inter-American Development Bank, the Jacobs Foundation and several other corporations.

34 http://www.streetfootballworld.org/network/about-the-network

o As with the Kicking Aids Out Network, the projects reporting to be members of the Streetfootballworld Network were typically *community-based projects* with a special emphasis on *raising awareness, particularly through education* as well as *empowerment, youth involvement* and *gender*.

o A few projects in the Inventory report as being either in smaller sports for development, networks, or aiming to establish such networks. The reason for this seems to be a need for knowledge and capacity building on the field.

o Many projects emphasise the need for well-functioning monitoring and evaluation tools that can be utilized in sports for development. As the nature of sports for development projects is immaterial, the need for such tools has long been raised as an issue in sports for development. Thus, most projects that ask for the establishment of networks, mention the lack of monitoring and evaluation tools as the incentive.

o The *sport plus* approach seems to be evident in many networks. Although the networks emphasise how sport can be used as a tool in development, they do provide expertise on the specific sports area and, to a large extent, aim to develop sport structures as well as supporting other causes.

o Although a majority of projects focus on the infrastructure, there seems to be a lack of technical networks on how sports infrastructures should be built and maintained.

ABOVE Excursion Day © KSmediaNET
— at Sportschule Hennef.

THE POTENTIAL OF INTERNATIONAL CHILDREN AND YOUTH FOOTBALL TOURNAMENTS FOR URBAN YOUTH DEVELOPMENT IN THE GLOBAL SOUTH

3.1 Background and rationale

The second objective of the consultancy is to assess the potentials of international children and youth football tournaments for urban youth development in the Global South. Three international tournaments have been selected, the Norway Cup in Norway, Gothia Cup in Sweden and the East Africa Cup in Tanzania.

The assessment mainly focused on the possible social and/or economic transformation from the participants' and tournament organizers' points of view. In addition, the consultants assessed the aspect of sustainability. The consultancy was also aimed at addressing the contemporary challenges and limitations of such tournaments for youth development in the Global South.

To achieve this, the consultancy aimed to answer the following questions:

1. What are the potentials of these tournaments when dealing with the development issues facing urban youth in the Global South?

2. What characterizes the teams[35] in these tournaments? (Their organization, selection processes and so on)

3. How do these teams collaborate with various institutions at home and abroad?

4. What are the best practices from various teams and how are these shared with other tournament participants?

35 *In this report, in certain circumstances we use "teams" and "organisations" interchangeably. This is because many teams from Global South represented sport for development organisations.*

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5. How can these tournaments better utilize the potential they have in order to highlight development challenges facing urban youth in the Global South?

3.2 Methodology

We applied a qualitative research method[36] approach to collect and analyse the data for this assessment. Development is a dynamic human process and state which cannot be understood by quantitative measures alone. This also applies to youth development in urban settings. Thus, the consultants decided to use various sources of information such as interviews, observation and document analyses to gather information required to answer the above questions.

The research approach included the following:

1. Both consultants visited and interviewed organizers and participants at the Norway Cup in Oslo, Norway.

2. One consultant visited the Gothia Cup office in Gothenburg, Sweden, and interviewed the key member of the tournament organizing committee.

3. One consultant made a field trip to Moshi, Tanzania, during the East Africa Cup and interviewed various stakeholders, including tournament organizers, team leaders, facilitators, influential donors and other relevant partners.

4. One consultant interviewed Norwegian policy makers concerned with international sport cooperation including sports for development issues.

5. Both consultants conducted field observations and informal interviews with various participants in the field during the Norway Cup.

6. The consultants reviewed written and audiovisual materials such as policy documents, seminar material, brochures, opening ceremony videos and so on.

7. Literature in the field of sports for development was used to supplement the primary data above.

The consultants developed an interview guide for the participants and the organizers and this was the point of departure during the interviews in order to make sure that the research questions were covered (see Annex 5). However, the interview contexts allowed considerable flexibility in terms of the questions asked, the topics discussed and the language used.

The interviews were conducted in Norwegian, English and Swahili. To ensure accuracy of what was said, all the interviews were taped following the participant's consent and then transcribed. All interviews were subsequently fed into MAX-QDA, computer-assisted qualitative data analysis software, specifically suited for organizing non-numerical data such as interviews and texts from the documents. Through coding[37], the data were categorized and analysed.

36 See Denzin & Lincoln (2005) for further information

37 Coding involves categorizing data by assigning meanings to statements, stories, texts etc. in order to map the major themes that emerge from the data. See Ryan and Bernard (2000) and Corbin and Strauss (2008) for further information.

Figure 3: Table of interviewees

Gender	EAC		NC		GC		Total	
	M	F	M	F	M	F	M	F
Team/group leaders	10	2	10	1			20	3
Organizers	3	1	1			1	4	2
Facilitators	1	1					1	1
Others							4	1
Total	**14**	**4**	**11**	**1**		**1**	**29**	**7**

The analysis commenced by identifying the answers to the research questions and thematic patterns from the data which gave answers to the project inquiries. We underline our conclusions by providing some of the testimonies given by the interviewees.

The consultants employed the Social Impact Assessment[38] (SIA) approach to assess the role of Sports for Development programmes in urban setting in the Global South. In total, 36 people from 12 countries[39] were interviewed as indicated in the table below.

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38 *Social Impact Assessment is applied as an approach to find out the estimation of all significant impacts of potential policies, programmes or projects on individuals, groups, organizations, neighbourhoods, communities, institutions and other social units (Burnett, 2001)*

39 *Egypt, Eritrea, Zimbabwe, Zambia, Tanzania, Kenya, Uganda, South Africa, Burundi, Brazil, Norway and Sweden*

3.3 Short overview of the Selected Tournaments

FIGURE 4: Background information Gothia Cup	
Tournament	**Gothia Cup (GC)**
Host City, Country	Gothenburg, Sweden
Some Collaborating Partners/Sponsors	SKF, Ford, Scandic, ELON, GP, COMVIQ, GB GLACE, INTERSPORT, UMBRO, Lufthansa, KOPPARBERG, FREEPORT, NEWBODY, Malaco, McDonald, People Travel Group, Samsung, TRIPNET, VÄSTRA, Viasat Fotboll, GÖTALANDSREGIONEN, Floorit, ÖSTRAS bröd and Findus.
Short History	Gothia Cup started in 1975 as a joint project between two football clubs BK Häcken and Gails, and in collaboration with the newspaper Arbetet, in Gothenburg, Sweden. Due to economic reasons, Gails left the cup in 1981. Since 1981 BK Häcken has been the single owner of the tournament.
Approach to SFD	Goliath Cup has not focused directly on investment in teams from the Global South by assisting them to participate in the tournament. However, in recent years they have started a football school in Kongo in collaboration with the Swedish Missionary Church. Since 2007, Gothia Cup arranges 'Meet the World' together with their major partner SKF. 'Meet the World' is a pre-event to Gothia Cup, where a league is arranged in one of the countries where SKF perform their activities, and the winners were sponsored by the SKF to participate in Gothia Cup. (See more about Meet the World at *http://www.trixnflips.se/*)
Key Contacts/ Web page	E-mail: *info@gothiacup.se* Web page: *www.gothiacup.se*

FIGURE 5: Background information Norway Cup	
Tournament	**Norway Cup (NC)**
Host City, Country	Oslo, Norway
Some Collaborating Sponsors/Partners	Coop, Statoil, Peppes Pizza, Gilde, Telekiosken, Specsaver Optikk, Ruter #, Boing Klubben, TV 2, Postbanken, Malaco, Bama, Kraft, Røyke Telefon, Arkaden, Drakter, Diplom Is, Veiatlas, Garnier, DnB NOR, Megazone, G-Sport, HHK, Maxim Norge, Doping Telefon, MA-Ungdom, Tinget, Urbanshop, Alarm Telefon, Tusenfryd, Røde Kors, Color Line, Morild, Aon, DNT, McDonald, Rustelefonen, Highjump, FN-filuren, Klaraklok, BIK BOK and Ungdomstelefon.
Short History	Started in 1972 as collaboration between Bækkelaget Sport Club and the newspaper Dagbladet. Already from the late 1970s there teams from the Global South were participating. Since then, there have been a number of teams from the Global South participating annually. *Colourful fellowship* has been the philosophy of the Norway Cup whereby they aim to promote cultural and global cooperation through sport.
Approach to SFD	Norway Cup has had clear goals to support teams from the Global South to participate in the tournament. Every year, 20 to 30 teams from the Global South participate in the Norway Cup.
Key Contacts/ Web page	E-mail: *nc@norwaycup.no* Web page: *http://www.norwaycup.no/*

FIGURE 6: Background information East Africa Cup

Tournament	East Africa Cup (EAC)
Host City, Country	Moshi, Tanzania
Some Collaborating Sponsors/Partners	Norwegian People's Aid, Ultimate Security Limited, The Kicking Aids Out Network, Norway Cup, Statoil Hydro, Mathare Youth Sport Association and Christian Sports Contact (CHRISC)
Short History	The East Africa Cup is the result of sports for development activities and programmes conducted in the East African region. In 2003, different organizations working with sport as a development tool decided to unite and initiate the East Africa Cup. These included Christian Sports Contact in East Africa, EMIMA in Tanzania and Norwegian Peoples' Aid in Tanzania.
Approach to SFD	Their major aim is a common platform for addressing development issues facing East Africa. In addition to collaborating with other actors working with Sports for Development around the world such as Right to Play, Kicking Aids Out, BBC Charity and so on. Training and educational seminars are the central part of the tournaments.
Key Contacts/ Web page	E-mail: *ec@eacup.org* Web page: *http://eacup.org/*

3.3.1 Tournaments similarities, differences and perspectives

What these tournaments share is that they annually gather a substantial amount of children and youths from different parts of the world within a geographically-limited area over the course of a few days. In addition, all three are football tournaments.

Most of the teams from the Global South which participated in the Norway Cup and the Goliath Cup were part of sports for development organizations operating in urban settings. However, these football tournaments were quite different in terms of their approaches to development issues in the Global South. This makes it difficult to compare them.

Although Norway Cup and Goliath Cup can sound quite similar in terms of their organization, they are quite different when it comes to their approach to sport as a development tool. Norway Cup considers supporting teams from the Global South to attend as motivation and empowerment, and thus believes it may have a development effect in return. Goliath Cup focuses on introducing sport programmes in the Global South and argues that it has a broader outreach effect than directly sponsoring a few teams from these countries to travel to tournaments in the North. The East Africa Cup, apart from arranging a football tournament, organizes educational seminars throughout the tournament's period for team leaders and players. These seminars cover different themes such as leadership, conflict resolution, refereeing, first aid, gender and health related topics such as HIV/AIDS and sexuality.

Following recent years' political and academic arguments of using sport for development, these tournaments have been able to gain substantial attention as development tools, particularly for at risk children and youths in urban areas in the Global South. There is still limited systematic

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documentation of the long-term development effects of such tournaments for the participants from the Global South.[40]

3.4 Major Findings

In this part we present the findings from the assessment of the international children and youth tournaments. The findings are presented in similar order as the research questions.

3.4.1 Potential of football tournaments for urban youth in the Global South

The findings indicated that there were a number of development potentials for children and youth in the urban settings in the Global South following these tournaments. These included the activities and programmes which were proceeding directly during the tournaments as well as throughout the year. The main potentials were identified by the tournaments' participants and organizers. These are grouped in six categories as illustrated in the diagram below.

Education and awareness

All the interviewees reported they acquired information, education and/or awareness as a result of their participation in the activities connected to these tournaments. As some of the participants argued, it would be difficult or impossible for them to acquire similar knowledge or awareness from other institutions currently present in their communities. On the other hand the organizers expressed that, due to the diverse and large gathering of children and youth, different facilitators could provide training and share important information more easily.

This was demonstrated through the various seminars focusing on development issues that were conducted at the East Africa Cup.

Health education

Health education was mostly connected to the issue of HIV/AIDS, regarded by most of the participants particularly at the East Africa Cup as the major challenge facing youth in their communities. This involved information programs regarding preventive measures such as safe sex, openness and care for those infected by HIV/AIDS. This was done in collaboration with the Kicking Aids Out network in East Africa. Other health-related seminars included first aid seminars aiming to give information about prevention and emergency treatment of sport related injuries, provided to all participants during the tournaments.

Sport education - *develop sport skills*

Developing sport skills, specifically football skills, was frequently mentioned by the participants who were asked what kind of potential they found in these tournaments. Several participants mentioned that one of the reasons for their participation in sport and sports for development-related programmes was to develop their football talent. In addition they strategically used tournaments such as the Norway Cup and the East Africa Cup as a way to reveal their talents and sporting skills. Many reported that through sport activities they believed they could get other benefits such as educational opportunities through scholarships, training opportunities and economic benefits. This was mainly emphasized by male athletes and leaders of the male teams.

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40 See for example: Bjertnæs (2007) and Ellingsen (2006)

DIAGRAM 1: Potentials in international children and youth tournaments

EDUCATION
AND AWARENESS

POVERTY
ALLEVIATION

ADVOCACY
ARENA

**International Children
and Youth Football
Tournaments**

COMMUNITY
DEVELOPMENT

CULTURAL
UNDERSTANDING
AND EXCHANGE

EMPOWERMENT

Policy-makers, especially from the donor nations, express scepticism to sport development (*sport plus*) given that the major focus of the development cooperation should not be to produce the best football players but good citizens.[41] If the participants are excessively engaged with sport skills or talents this can undermine the development of good citizenship which is the cru-

cial goal for many sports for development programs. However, skilled individuals are essential for sports for development efforts to succeed. Thus, aiming to develop sport education in the regions where sports for development activities are conducted may improve the skills of the people involved in these activities and the quality of the activities.

41 *See Munro (2005) and Coalter (2007)*

Advocacy Arena

These tournaments were used as an arena to advocate different youth-related issues such as peace, democracy and health and safety practices. Various methods were used involving programmes which included educational seminars, themes in opening ceremonies, cultural and entertainment activities, stands, information in brochures and so forth. In addition, the organizations reported that they had used one or another form of advocacy throughout the year.

A Gothia Cup organizer said, concerning their partner football school in the Republic of Congo:

"We also talk a lot about democracy. We have ten leading or guiding stars as we call them. We try to educate both the parents and the kids. How democracy works and that they need to listen to the children and …eehh understand each other, help each other and things like that. That is really important for us…. and we have this respect between the players and the adults." (Organizer, Gothia Cup).

The football school is thus used as an arena for promoting democracy and children's rights even outside the tournaments.

Raise awareness about risk behaviours

Through seminars, the East Africa Cup focused on raising awareness about risk behaviours and issues facing youths in the Global South. These issues were not a focus in the Norway Cup and the Gothia Cup. Several sports for development organizations at the East Africa Cup reported to use sport and cultural activities to raise awareness both during the tournaments and in their home communities.

One of the group leaders said that artistic performance was one of the strategies:

"We cooperate with the communities, because we find that, maybe we have a theatre play about drugs abuse and crime. Sometimes when we go to places which are known for crime and drug abuse, they might not be very cooperative because they think that you are touching into their issues. […] But when we go to other areas and talk about such issues although they are affected, they show great cooperation. If there are people who try to bring kind of chaos, other people in the audience try to stop them. That is good cooperation." (Cultural group member, EAC)

Another leader of a girls' team at the East Africa Cup reported the following as part of their activities:

"Apart from playing, we talk to girls about the need to focus on education and not men. To be aware of how HIV/AIDS is transmitted, therefore they should not be manipulated by men. Adult men normally offer young girls money, chips etc. in order to manipulate them. So I normally tell them (girls) that 'If he is offering you this today, and giving you that tomorrow, you have to think why he is giving you that?'" (Tanzanian participant, East Africa Cup)

Given that child protection guidelines to prevent sexual harassment are not established in many institutions, child and sexual abuse are still persistent problems, particularly for young girls in the Global South. This increases the risk of sexually transmitted diseases, teenage pregnancy and so on which are leading problems among young girls. Assembling children and youth in sports for development activities provides an arena for discussing these issues, even in challenging settings. However, this kind of education or counselling which occurs through informal settings like sports for development programmes depends on the interest and dedication of the leaders and organizations.

Cultural understanding and exchange

Cultural understanding and exchange were among the important aspects of these tournaments which were frequently mentioned by participants and organizers. The participants emphasized the importance of exposure to new environments and people as this allowed them to gain new perspectives and seeing the world. They also emphasized the importance of sharing cultural aspects through activities and performances during the tournaments.

Different cultural activities were regarded as entertainment, learning and as arenas for cultural exchange and so forth. As expressed by this participant:

"I would like to adopt the polite attitude from the Tanzanian football teams and Tanzanians in general. I think they have good discipline. And you know in order to be successful in the life or in anything; first of all you need to have good discipline. I have come to learn the different styles and dances from Rwanda. I will also like to take this home and teach my group. What I have learned from here is good." **(Kenyan participant, East Africa Cup)**

These tournaments were also reported to contribute to reduce xenophobia and increase trust among some groups. The meeting between groups with different racial, national and historical backgrounds provided the opportunity to re-evaluate some of the historical stereotypes about people with different racial and national backgrounds.

One of the participants expressed this as follows:

"This trip basically expanded my world views. Getting to know other people and how other cultures are, which is unique in itself. This is through sport, just by participating in sport… You know, we have been a former British colony and we are used to think that white people usually are not friendly to us. So when you come here you find a white person want to be so close. The interaction is good you know…that is something great. We never think that there are white people who interact with black people like that" **(Zimbabwean participant, Norway Cup).**

Empowerment

The opportunities for leaving their home towns and communities and to travel to international tournaments like the Norway Cup, the East Africa Cup or the Gothia Cup were described as providing a great sense of empowerment and increased self-esteem for the participants.

"It's something that nobody can take away from their minds. These are good memories that will always motivate me. And I think it is more than silver and gold. Silver and gold I can steal from you, but these memories nobody can steal. It's a lifetime opportunity to find yourself in the midst of people coming from all over the world. Especially for us …, it's just amazing." **(South African participant, Norway Cup)**

"For me first of all is an exposure. It gives me motivation; helps me to build my confidence. Like when you go to other people's countries you see how they live, the way they do things, you know. And of course if other people are also doing what you are doing so it's like, it opens up your mind." **(Kenyan participant, East Africa Cup)**

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As illustrated in our findings, most of the empowerment and transformation stories in sport in developing countries were reported at an individual level rather than the community level.[42] This corresponds with discussions among sports for development researchers and policy makers asking whether the justification of the empowerment stories have any effect in local communities.

Promotion of girls and children with disabilities

Many female participants reported using sport to improve girls' status and position in their communities. By understanding the cultural and social aspects which still bring about different treatment for boys and girls in the Global South, several organizations encouraged activities for girls.

"Participating in sport gives girls different ways of thinking apart from just being at home. As you know most of the girls believe that their job after school is to do the laundry and to wash dishes. But if they get an opportunity to play football and come to a place like this), they see other girls playing football and they are motivated." **(Kenyan participant, East Africa Cup)**

A Ugandan team sent to the Norway Cup in 2010 consisted of 18 children, of whom 10 had hearing disabilities. They had clear goals and stated that their participation with their mixed team aimed to promote the rights of children with disabilities. That is, by advocating the integration of children with disabilities in different activities and institutions such as sport.

Community Development

There are many aspects which make a community sustainable such as education, health, environment and infrastructure. It is, however, challenging to measure community development, especially when there are no direct cost-effective measures with which to evaluate. Several groups reported that their day-to-day contributions to their communities, apart from providing children and youth sport activities, helped them in other ways. In collaboration with the local schools, sports for development activities involved assisting children in their communities to stay in and manage school better. Contribution to the education for at-risk children in a community could potentially decrease child and youth problems associated with school drop outs, as stated below:

"Our group does not only deal with sport. Our organization considers also other aspects for these children. We have teachers from different schools which these children attend who volunteer to give them extra teaching in our organization because of their background. Another thing is that so far we don't have a playground. But we have agreed with the nearby schools to help to preserve their playing grounds so that we can use them for free." **(Team leader, East Africa Cup)**

Other organizations provided economic support for the education of their members by assisting them with the school fees.

"I am a beneficiary of **Haba na haba** (a cultural performance group within a sports for development organization). I have been getting scholarships since I was in form one. My mother had no money to pay for my school fees. So I had to do **Haba na haba** activities and then fill the form for scholarship, and then I got the money and pay school fees". **(Kenyan participant, East Africa Cup)**

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42 *See more in Shehu & Moruisi (2010) and Burnett (2001)*

Poverty alleviation

Most of the political arguments used in sports for development programmes are to enable and assist individuals and communities to combat poverty. Poverty is the major cause of problems facing children and youth in cities in the Global South. This leads to additional problems such as an increased number of street children, school drop outs, sexual abuse, prostitution, crime, incarceration, poor sheltering and sanitation.

As we have also seen in the Inventory findings, some of the sports for development organizations have specific activities or programmes which aim to deal with these issues as one of the ways to alleviate poverty.

Street children

Street children was pointed out as an increasing problem in many cities in the Global South, as a result of poverty, abuse, torture, abandonment or children orphaned by HIV/AIDS. Some sports for development organizations have attempted to tackle this problem by starting homes for orphans and vulnerable children. These were also among the Inventory findings (see Annex 3 and 4).

"We decided to start a street children's' home. Today, we have about 600 children and youth in this compound. Some children have no parents because of HIV/AIDS and other reasons. Some have been prostitutes before. Given our limited resources, we have no time and capacity to listen to everyone. That is why we have decided to use sport, music, dance and drama as communication tools." **(Ugandan team leader, Norway Cup)**

Other organizations conducted programmes aimed at re-integrating street children, and sometimes imprisoned children, with their families. However, given the limitation of resources

for both the organizations and the families involved it is always a challenge for the sports for development organizations and programs to adequately solve the growing problem of street children in cities in the Global South. This was explained by members of organizations dealing specifically with this problem:

"So we have a jailed kids programme. They (police) used to transport these kids, 60-80-100 of them, if there was a big UN conference; they treated them like they were vermin on the streets. They collected them so the foreigners would not see them, and imprisoned them… No toilets, only one meal in the evening. So we went in and we made toilets, but the main thing was that we started a feeding programme at lunch time, and we fed all the kids. Later they (the police) started releasing them to us, and we took them back to their families. We helped to link their mothers with the micro-finance programmes so that they could feed them and keep them at home. Those mothers never give up on their kids. Nobody chooses to grow up on the streets. It's when they have run out of other options. It's hard." **(Kenyan participant, East Africa Cup)**

Another interviewee reported that the organization he represented used sports activities to attract orphans and vulnerable children, rehabilitate and reintegrate them with their families if possible. In cases where reintegration was difficult or impossible, older youths from the organization were supported by income-generating activities or entrepreneurial skills to be able to accommodate the younger orphans and vulnerable children.

Income generating activities

Apart from playing sport, some organizations have considered income-generating activities to raise funds and improve and expand their activities.

"The tournaments that we play, it is not only about winning a trophy, it's sometimes about fundraising through football. The artists we have at home make paintings, we have a gallery, we sell our paintings and sculptures, artwork, you know, we work with the mothers in the community who are unemployed and we are also involved in tourism. Tourists come and see our stuff and pay for our stuff." **(South African participant, Norway Cup)**

Some organizations reported establishing income-generating activities for street children besides sport activities. A leader for the team which was established for street children reported the following:

"They also do beadwork and we sell (it). So they meet every Saturday to do beadwork. And then from the beadwork when we have the visitors they sell the beads to them. And the income raised from there is able to support their small activities like buying soap, or something like that … because it's money they have contributed in these activities." **(Kenyan participant, East Africa Cup)**

3.4.2 Characteristics of teams

Organization

Most of the teams from the Global South that participated in these tournaments were from Non-governmental organizations such as Christian Sport Contact from East Africa, Mathare Youth Sport Association from Kenya, and Soweto Kliptown Youth from South Africa. Other teams were supported by local government organizations, mainly as part of their national education and sport development schemes such as Waesay from Eritrea. Also some non-governmental organizations reported having strong bonds to government organizations such as Youth Education through Sport from Zimbabwe and Edgars Youth Program from Uganda. The

remaining teams were from organizations relying on the private initiative of individuals such as Alex from Egypt, Super Mary from Tanzania, Bring Children from Uganda and Karanba from Brazil. This is illustrated by the figure below:

It is difficult to make a clear distinction between the different types of organizations mentioned above since there are some overlapping features between government and non-governmental organized teams as well as between privately-initiated teams and NGOs. For instance, some of the privately-initiated teams were officially registered as NGOs but their management was more or less dependent upon one or a few individuals. These included organizations such as Super Mary and Soweto Kliptown Youth as compared to Mathare Youth Sports Association and Christian Sport Contact, where organizational structures did not depend on the founder or a single individual.

Leadership

Sport demands good leadership and organization. The reason we decided to look at the leadership aspects is through understanding that sport does not automatically produce good leaders and promote fair conducts by itself. It is the people involved in sports who are responsible for ensuring that justice, good morals and ethics are exercised in the organization of sport activities.

To further investigate what characterized the organizations that sent teams to these tournaments, we looked at issues concerning administration, leadership selection and the leader's roles in the organization.

On several occasions we found that leaders who had been in the organization for some time were responsible for appointing new leaders at the various levels of the organization. Some organizations had clear structures and guidelines

FIGURE 9: Characteristics of the teams participating in NC and EAC

concerning leadership selection processes by youth, such as Mathare Youth Sports Association.[43] Others, such as Christian Sport Contact East Africa, offered a two-week leadership programme to their members and encouraged the democratic election of leaders. Some organizations reported instability and conflicts associated with poor leadership. Of these, poor management of the organization's finances and projects was often expressed.

Recruitment and selection of participants to the tournaments

Most of the leaders interviewed reported sport skills, discipline and communication abilities to be among the most important criteria for selecting players from the Global South to the Norway Cup, the East Africa Cup and the Gothia Cup. However, selection processes varied. Some nongovernmental organizations arranged leagues or camps where different teams competed in order to select the team or athletes to represent their organizations at the international tournaments.

For instance, Christian Sport Contact arranged leagues in different parts of East Africa in order to appoint players or teams to participate in East Africa Cup. Gothia Cup, in collaboration with Swedish Ball Bearing, also arranged leagues in the areas where Swedish Ball Bearing had a presence to find a team to participate. Thus, football skills were sometimes the main factor for participation in these tournaments. Criteria regarding discipline were usually broad, ranging from the athlete's level of religiosity to the athlete's respect for adults as well as their peers and themselves.

Our findings indicated that where the league system was not used it was mainly the leaders who had the responsibility of selecting the athletes or a team which was to participate in these tournaments. No team reported involvement of the athletes themselves or their parents in the selection process.

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43 See more in Munro (2010)

"Before we come here we make these local leagues for the groups to participate, then we find out which local group has exceeded the others, so we only pick some members to strengthen this group which is now coming to represent us in East Africa Cup… We normally consider many things. One of them is skills in sports and games; two is discipline, because we so much want disciplined people so that when they come here they don't tarnish our name." **(Ugandan participant, East Africa Cup)**

There were also other criteria such as the integration of disabled children into the team. For instance, a Ugandan team aimed at bringing awareness of the importance of integrating children with disabilities into the mainstream. Given that development is also concerned with enhancing human rights for different groups in the society, using sport to advocate the rights of the disabled in countries such as Uganda is an important aspect of sports for development programme. This was illustrated by the team leader:

"We look at how we can put their talent together, and show the world how they can go on as good citizens. But the most important thing is that we have got disabled children in our team. It's a team where ten of them are disabled and eight are not. So they mix together and are integrated. The aim is to show the world that we need to interact more with the disabled people. The selection criteria are very simple. The children are competitive. They know each other and will pick those who are better in communicating with different people including disabled children. These are children with difficult of hearing." **(Ugandan participant, Norway Cup)**

Limitations

Given that we interviewed team leaders and participants who were present in the tournaments, it was unlikely that they would tell or reveal possible unethical conduct related to the leadership or selection processes. By doing so, the leaders and participants in the tournaments would risk destroying their reputation.

Through an interview with a Norwegian partner however, we got the impression that the selection processes for tournaments like the Norway Cup were sometimes problematic. Episodes relating to sexual exploitation of girl players going to the tournament had been reported.

The selection of athletes to international tournaments may enhance fairness and justice in the community as well as to perpetuate injustice if care is not taken. For instance, sexual exploitation of female athletes by coaches in the Global South regions has been documented.[44] Although evidence of this was not reported in the sports for development activities, given that sport institutions in these regions do not take sexual exploitation in sport seriously, this problem can also occur there. Unclear selection criteria for players who have to participate in different events such as international tournaments can provide opportunities for unethical procedures.

More intensive field work in the future involving both organization members who have been and those who have not been participating in the international tournaments could provide a better and broader picture of such processes.

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44 *Backenridge (2001); Massao (2001)*

FIGURE 10: Sources of funding for sports for development organizations	
MAJOR SOURCES OF FUNDING	1. Development and humanitarian organizations in the Global North 2. Private companies from the donor countries 3. Sport federations from the Global North
MINOR SOURCES OF FUNDING	4. Local governments 5. International agencies 6. Private local companies 7. Private individuals' donations to the organization 8. Donations from members of the organization 9. Income-generating activities by the organization

3.4.3 Collaboration with institutions and partners

In this question the consultants were interested in finding out how different teams from sports for development organizations utilize possible collaboration partners in and outside their communities. The focus was on what kind of cooperation or partnerships these organizations had with other institutions with similar activities or interests. Different types of partnerships were grouped in terms of non-financial and financial networks.

In this part we focused on the funding sources for the teams and arrangement of the tournaments in the Global South. Financial networking for the Norway Cup and the Gothia Cup tournaments are not considered here but the stakeholders who facilitate teams from the Global South to the Norway Cup and the Gothia Cup are included.

Non-financial networking

Local, established institutions were important partners. Most of the organizations cooperate with nearby schools as well as health institutions, security companies and other sports for development organizations.

Many sports for development organizations did not have their own sport facilities, and therefore used the local school's facilities. In exchange, they volunteered by providing services they had capacity to deliver such as planting trees, maintenance of the playgrounds, providing educational seminars and sport activities to the pupils in those schools. Others collaborated with local school teachers and university students who taught different school subjects and provided extra teaching and homework assistance to the children in the sports for development organizations. Other partners were local health institutions which assisted in providing health education (such as first aid, information about HIV/AIDS and so on) for the sports for development organizations.

Voluntary assistance and mutual exchange were the main features for these non-financial networks. Many organizations reported that they had good support from the communities in terms of sports facilities and good collaboration with the staff of various institutions.

Financial networking

The tournaments' organizers and team leaders from the Global South mentioned the following as their sources of financial support:

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Development and humanitarian organizations in the Global North

Most of the teams or organizations depended mainly on foreign partners or donors for funds. Humanitarian organizations such as the Norwegian Peoples' Aid, Christian Sport Contact (Norway), the Strømme Foundation (Norway) and the Swedish Missionary Church were among the organizations mentioned as financial sources for sports for development organizations and programs in the Global South. Norad (Norwegian Agency for Development Coordination) was the major source of finance for Norwegian organisations working with sports for development programmes in East Africa. For instance, Norad financed Norwegian Peoples' Aid which, in turn, was responsible for the organization and reporting of the overall budget of the East Africa Cup tournament to Norad.

Private companies from the donor countries

Different companies from the Global North which are established in countries in the Global South supported sports for development activities. For instance, Statoil and Swedish Ball Bearing were mentioned as supporting sports for development programmes in the Global South countries where they operate.

Sport Federations from the Global North

In collaboration with the Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF), the Norway Cup organizing committee reported financing 25-30 teams each year from the Global South to attend the tournament.

Local governments

Support from local governments was mentioned as part of the sport development strategies of many countries in the Global South and this support was often given to age-specific na-

tional teams that were representing their respective countries in the international tournaments. However, in some cases, local governments also supported teams and organizations with the aim of using sport for development purposes such as Zimbabwean government support to youth education through sport programmes.

International agencies

In some cases international agencies such as UNICEF were among the major supporting partners. This is also illustrated in several projects in the full Inventory (see Annex 3).

Private local companies

Certain organizations have managed to develop a sponsor partnership with local companies as was the case with the Mathare Youth Sports Association cultural group. Mathare Youth Sports Association reported having contracts with some local companies whereby they received finance for presenting road shows and cultural activities to various schools and local communities focusing on awareness-raising of issues related to drug abuse, HIV/AIDS, crime and so forth.

Private individual's donations to the organization

Both official and anonymous private donors were reported to support sports for development organizations financially, especially non-governmental organizations and privately-initiated organizations. Donations usually came from individuals – mainly foreigners (largely through 'buddy systems'). For instance, one anonymous donor contributed to the travel expenses for the Bring Children team to the Norway Cup.

Donations from members of the organization

These donations were mainly through parents' contribution in terms of the day-to-day costs of the children's' sport participation such as pur-

chasing sport equipment, local transport costs and so on. Some organizations required members to pay fees. However, by understanding the economic gap between different members, there were different categories of fees for different members of the organizations.

Income-generating activities by the organizations

By understanding the vulnerability of depending upon donors for their development, some groups have considered and developed income-generating activities. These ranged from artistic work such as painting, shows and beadwork, to farming and tailoring projects. As a representative of one of the organizations reported, they bought two tractors, which in return managed to reduce 50 per cent of the food budget which they normally got from the donors to their orphans and vulnerable children's home. They also bought sewing machines for the girls at the home as a way to create employment and increase the income of the institution. In addition, tourism and prizes from local tournaments were mentioned as contributory factors in the various organizations' budgets.

Sustainability

Sports for development projects and programmes are largely donor-dependent development projects; hence, their sustainability is potentially vulnerable (see Annex 3). For these programmes to succeed, they need to build capacity which is based in local communities and governments. This is illustrated by information given by one of the East Africa Cup (EAC) organizers when asked what would happen if the donors pulled out of the project:

"Then we are in trouble. A lot of activities in Africa today receive funds from abroad. So you can say that if the country is not sustainable, how can EAC be sustainable? And the honest answer is that it cannot, unless things change. So this can not be sustainable before businesses, organizations, communities and media in Tanzania and East Africa start caring for what this is about and invest in it. That is a long way ahead. It costs a lot to run this, and a lot of companies are very reluctant to put money on it. So until now only STATOIL has given substantial amount of funds besides the Norwegian donors." **(Organizer/donor, East Africa Cup)**

Given the above passage, not only the lack of economic resources but also a lack of knowledge about sports for development programmes is among the factors leading to the lack of commitment and interest from local communities and institutions. As was pointed out, local institutions such as the media were not promoting sports for development activities sufficiently. However, this somehow turned out to show that it was not simply a lack of interest on the part of the journalists but also knowledge about how to report sport as a development tool.

One of the media facilitators at the East Africa Cup pointed out the following as their objectives to providing media training at East Africa Cup:

"The idea behind this is to give journalists from all countries involved in EAC training about how to reach people. Because this is not really about the sport results, but the other aspects of sports. So we are here to help journalists add value to their stories. Because these are not usual sport stories, they are sport for development: how do you report it? So we talk with journalists about these issues. That is the point, to get their skills improved. Because we (journalists) are the best people to let other people know all the good work is done here. About the people who work in

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these projects all the year round. People should know about the exact work. And it is a good story for the media organization like us and for a sports for development organization" (Media facilitator, EAC).

3.4.4 Best practices and lessons learned

Given the time limit and the hectic involvement in these tournaments, there was little room left for the participants to share their sports for development experiences with each other in a systematic way. To answer the above question we present what appeared to be the best practices of the teams and organizations in these tournaments mainly from our analysis.

Income-generating activities

As previously mentioned, sustainability of sports for development organizations is still a big challenge and this involves both the economic capability as well as civil society involvement in a community's activities.

Some organizations have taken a step to deal with this challenge and have largely succeeded. Although these organizations still depend on external donors they have created a solid organizational foundation for independence. Mathare Youth Sports Association from Kenya has successfully established a fundraising unit which facilitates the organization of income-generating projects such as the hiring of organizations' gymnasiums. In addition, they have several projects such as artistic groups and projects organized and supervised by the youth in Mathare Youth Sports Association. Another organization which has developed a good foundation based on income-generating activities is Bring Children in Uganda, by establishing farming and tailoring projects at the orphans and vulnerable children's home.

Voluntary activities

Although financial support is important, it is unrealistic and naïve to think that only financial assistance from donors or governments will solve the current problems facing urban youth in the Global South. Local efforts through voluntary activities are important for the future success of sports for development projects.

The strong youth voluntarism principles in organizations like Mathare Youth Sports Association have proved that voluntarism is very important in any community. In addition, programmes based on initiatives and voluntary activity in local communities have been documented to provide organization members and communities with a strong sense of solidarity, ownership and commitment to the programmes, as opposed to the donor or government financially-motivated projects.[45]

Integrating people with disabilities in sports for development programmes

The Ugandan non-governmental organization, Edgars Youth Program, had clear goals to integrate children and youth with disabilities in their sports for development activities. This was the only team from the Global South both in the Norway and the East Africa Cup that had this specific focus.

Local government commitment

Despite of the expansion of sports for development projects in the Global South, there is still very little commitment by the governments and local companies. Zimbabwe was mentioned as planning to integrate sports for development programmes into their national educational schemes.

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45 See more in Munro 2010.

Only the Zimbabwean and Ugandan non-governmental organizations, Youth Education through Sport and Edgars Youth Program, mentioned support from their governments.

The cooperation between non-governmental organizations, governments and donors enabled these programmes to serve more children and youth countrywide. It also assisted the integration of children and youth with disabilities in their programmes, and co-operation with the organisations of people with disabilities such as in the case of Edgars Youth Program.

Tournament approach to development

The three tournaments have very different approaches to sports for development. Although we see the importance of each approach, based on the challenges and the needs of the youth in the Global South we found the East Africa Cup approach as among the best practices.

The educational training programmes in the East Africa Cup are tailored to meet the needs of children and youth in the region. Through collaboration with different networks in the sports for development field, East Africa Cup has managed to prove that sports and sport tournaments can be important educational arenas for youth.

As one of the participants who had been in different tournaments in the Global North stated:

> "The educational aspect is the best in East Africa Cup. In the other tournaments it's more entertainment. After the match you go to the disco or museums, that is it. Here, the youth go back home with knowledge in their heads, something which is needed." **(Tanzanian participant, East Africa Cup).**

This quotation shows that different groups have different needs. Although all participants in these tournaments are treated equally by be-

ing given similar opportunities such as playing football, people with different backgrounds will find different values when exposed to similar opportunities such as a chance to go to discos or visit local museums. As shown by the participant above, visiting a museum was merely regarded as entertainment and not educational, thus not as important as the educational seminars in the East Africa Cup.[46]

3.4.5 Improvement potentials

So far we have seen that these tournaments may potentially deal with development issues concerning youth in the Global South. There are always challenges and problems in dealing with sports for development in the Global South. Below are some points of view, mainly from the tournaments' participants and our analysis of these tournaments in relation to challenges involved. Improving the following aspects could potentially increase the positive impacts of these tournaments and the associated sports for development organisations for youth in urban settings in the Global South.

1. *Networking:* As mentioned earlier, the three tournaments approached sports for development differently. So far, most such programmes in the Global South connected to these tournaments, even when from the same donor country, operate disjointedly. By improving networks and cooperation among the tournaments which work with sports for development issues they could broaden their outreach more effectively. For instance, there were many teams from Africa and even from East Africa in the Norway Cup who had never heard of the East Africa Cup.

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46 *The same was expressed in Bjertnæs' (2007) study.*

2. *More sports*: This was raised by several participants at East Africa Cup. It is still new and has the opportunity of integrating other sports in the tournament. The findings from the inventory and these tournaments have shown that football is the main sport used in sports for development programmes. By only giving opportunities to children and youth who have access and interest in football, it also systematically eliminates youth who have no opportunity or interest in football. For instance, netball – like football – is inexpensive, easy to administer, and widely played by girls in many parts of Sub-Saharan Africa. By eliminating this historically popular women's sport in this region, this partly denies sports such as netball can be used as a development tool.

3. *Encourage the integration of different marginalized groups:* Marginalized groups such as girls and individuals with disabilities should be encouraged to take part in sports for development activities, not only as athletes but also as team leaders and officials. As also shown in the inventory findings, although the number of girls' teams and projects are increasing, there are still very few girls and women as leaders. Only three of the 23 team/group leaders from the Global South interviewed were women. There was only one team leader with a disability. It was also common that women leaders lead girls' teams while the leader with a disability led a team comprising disabled children. Many sports for development activities aim to promote girls' sports and this should also be reflected in the leadership of these activities.

4. *Child Protection:* More education regarding child protection is necessary. Given the rapid expansion of sports for development programmes, it is important to ensure that people working with children and youth are well-educated so as to prevent power misuse and abuse of any kind. Some coaches in the East Africa Cup were observed to be too harsh and to even use abusive language to their athletes when they didn't do well. This is against the fair play values of sports and should not be tolerated in any context.

5. *Integration of the local institutions and governments:* The successes of both the Norway Cup and the Gothia Cup are mainly due to good collaboration with local governments and institutions. Institutions and donors from the Global North cannot ensure sustainability of sports for development in the Global South if the local governments and institutions are not integrated. Rewarding those local institutions which contribute to sports for development in the Global South by giving them more publicity, could be a strategy to attract other institutions in the region to support these activities.

6. *Improve publicity*: The Norway Cup and the Gothia Cup are well-known and popular tournaments both nationally and internationally. This was not the same in relation to the East Africa Cup. Although the East Africa Cup is still young compared to the other cups, it could benefit by improving its publicity in Africa, specifically in East Africa and Tanzania where it takes place. Most of the residents at Moshi-Tanzania, including taxi drivers, were not familiar with the East Africa Cup despite the fact that this tournament has been going on for seven years.

7. *Frequent improvisation of the topics in the East Africa Cup seminars*: The different seminars can be modified and improved in accordance to the needs of the youth in these regions. For instance, in the East Africa Cup gender was included in the seminar topics for the children under 13 years old. As expressed by some participants, this topic did not seem to receive enough attention despite many problems facing children and youth in the Global South have their roots in gender inequality.

3.5 Discussion: Sport for development and urban youth involvement

Based on these findings we have seen that despite the challenges encountered by sport for development organizations and the tournaments, sport is an important development tool for urban youth in the Global South. This especially concerns the ability of sport to gather and mobilize youth through various activities, and to advocate important and necessary messages of development. Urban settings in the Global South present ideal arenas in this respect as youth are the largest part of the population in these areas, and increasingly so. As stated in the UN-Habitat report *State of the Urban Youth 2010/11*:

"By 2030, an estimated 60 per cent of the world population will live in cities, and a similar proportion of these urban residents will be under 18. Today, more than 70 per cent of Africa's urban population lives in slums. The majority of these urban slum dwellers are young (as defined by the United Nations, i.e., aged between 15 and 24). As the first decade of the 21st century is about to come to a close, almost half of the world's population is under 24, of which 1.2 billion are younger than 15. While the overall share of children and youth in the global population is shrinking as fertility rates decline, in absolute numbers there are more young people today than ever before. Almost 85 per cent of young people live in developing countries, and 60 per cent are in Asia. In developing regions as a whole, least-developed countries are younger than the rest of the world: in 2005, the global median age was 28 years, but in 10 least-developed African countries it was 16 or younger. Even though today's youth are reckoned to be the best educated and healthiest in history, their vulnerability to unemployment and disease remains significant. According to the International Labour Organization (ILO), young people are more likely to be unemployed than the adult working population. *United Nations Educational, Scientific and Cultural Organization* (UNESCO) states that one-third of the 20 million in the world who have died of HIV/AIDS-related conditions were young people; and another 6,000 are infected every day. Youth are also dying of respiratory infections and preventable diseases and malnutrition. Drug dependency, suicide and violence are putting millions of urban youth "at risk" across all regions."47

Engaging in strategic and well-structured sports activities may have positive effects for youth in the urban settings in the Global South, especially concerning health-related challenges. The study of the large international football tournaments shows that information and educational programs were among the most important aspects for the sport for development organizations, particularly at the East Africa Cup. Through strategic and well-structured programmes, sport has the potential of assembling youth, raising awareness and informing about important issues such as health, education and poverty.
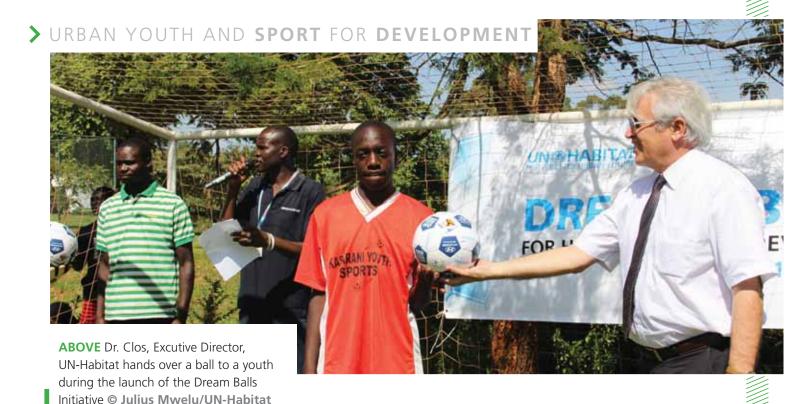
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47 UN-Habitat (2010) p. 9

Most of the sport for development organizations were characterized as non governmental organizations or privately organized initiatives. In local communities this can be both positive and negative depending on the positions of these organizations in the local structures. Non-governmental organizations may work well with the grass roots and can positively mobilize civil society in dealing with important social and political issues facing local communities.

On the other hand, building parallel structures by establishing non-governmental organizations may contribute to weakening civil societies and leave the local governments unchallenged. This risk is increased if the non-governmental organizations operate in isolation and are not well integrated in the local government structures. This can be illustrated by the low number of sport for development teams and organizations which systematically collaborated or received support from their local governments.

Given that youth comprise the largest part of the population in these nations, the ability of sport to gather, mobilize and raise awareness about various development challenges facing the cities in the Global South is crucial. Through various sport and non-sport activities in sport for development programmes, important social values such as voluntarism, democracy and gender equality can be mobilized, which again is important for sustainable development in the urban Global South. Thus, sport for development programmes provided alternative arenas for youth to explore and develop their potential.

Our conclusion is that Sport for Development activities are more effective when local communities and government play the central role. Without downplaying the good intentions, merely supporting teams to participate to the international football tournaments cannot alone be characterized as development practice.

It is the other social, cultural and economic activities during the tournaments and throughout the year which adds value to the sport for development organizations and these tournaments. Thus, the East Africa Cup tournament and its networks appear to have a greater development effect for youth in the urban settings in the Global South than is the case with the Norway Cup and Gothia Cup tournaments.

ABOVE Dr. Clos, Excutive Director, UN-Habitat hands over a ball to a youth during the launch of the Dream Balls Initiative © **Julius Mwelu/UN-Habitat**

CONCLUSION

As we have seen, sport for development projects are managed in a variety of ways in many different locations in the Global South. A majority of projects focus on issues concerning youth in these areas, such as health and unemployment. In addition, equality and environmental issues are still given low priority in many programmes.

Our findings indicate that the achievement of many sport for development organizations and projects has been the empowerment effect and the ability to raise awareness of the vulnerability to which children and youth are exposed. By doing so, these programmes develop skills and knowledge necessary for children and youths to have more control of their own lives and to function as responsible members of their communities. However, many of the activities are conducted under poor sporting infrastructures and, although sports activities have the benefit of being cost-effective and requiring a minimum of equipment, the quality of the projects may be at stake because of poor physical infrastructure and lack of safe spaces.

Although sport for development networks do exist, there seems to be a need for greater emphasis on professional networking, focusing on knowledge-based monitoring and evaluation strategies and sharing best practices as well as technical knowledge, both regarding infrastructure building and the organization of sports activities in general.

Based on our findings, large international children and youth tournaments may contribute positively in the Global South. The informants in this study prove that. These tournaments provided arenas for education and awareness, advocacy, cultural understanding and exchange, empowerment, poverty alleviation and community development. However, to find out whether these tournaments can contribute at a higher

community level requires further systematic assessment and long-term intervention studies following particular organizations and teams participating in these tournaments over a longer period of time.

In summary, sport for development projects, networks and the international children and youth football tournaments have the potential to make a positive influence on the conditions of youth in urban settings in the Global South.

More emphasis is needed regarding the following aspects:

1. Ensure sustainability by the integration of the institutions and governments from the Global South

2. The expansion of cooperation and networking

3. Encouraging more sports and target groups

4. Improved education and publicity about sport for development such as conducting seminars or conferences prior or during these tournaments

The above aspects may in turn improve the developmental impact of these tournaments for youth. In the long run this may not only affect those growing up in cities in the Global South but also may educate and broaden the perspectives of youth globally.

However, as the numbers of youth in the Global South is increasing and as they constitute a majority of the urban population, active participation in local democracy and decision-making processes should be encouraged. Regarding sport for development projects being potentially well-visited arenas for youth in the urban settings, the bonds between development organizations and local government need to be strengthened so that youth may be agents, leading their own development and creating their own future in urban areas in the Global South

ABOVE Excursion Day © KSmediaNET
— at Sportschule Hennef.

RECOMMENDATIONS TO UN-Habitat

There are many organizations promoting sport as a tool for development. We concur that sport is a potentially powerful tool, in particular because it can be used to mobilize local organizations and engage key target groups. However, many organizations active in the field of sport for development lack development expertise. For some organizations, the focus is on *sport plus* and developing the profile of particular sports.

As a large international organization, UN-Habitat could potentially contribute positively to sport for development as a means to reaching urban youth in the Global South. If UN-Habitat decides to emphasise this area, they should engage with these organizations but do so in a manner that improves the development effectiveness of these projects. Equality issues should be core concern: improving gender balance, ensuring a pro-poor focus and extending the reach of projects to marginalized and disadvantaged groups.

Realizing the potential of sport for development projects at the community and individual levels requires a carefully-considered approach to project design, involving an appropriate approach to the targeted groups, a consultative process and a focus on sustainability and equity.

The study recommends six priority areas relating to UN-Habitat's involvement in Sport for Development:

1. UN-Habitat may play an important role in sport for development advocacy – promoting its potential based on the lessons learned in successful projects to date. UN-Habitat can play a role in engaging other international organizations as well as collaborating with established institutions in the Global South in highlighting sports for development issues

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that have shown to have an impact on urban youth development.

2. UN-Habitat's comparative advantage is its expertise in urban rehabilitation and planning. Thus, it should exploit opportunities to mainstream sport for development in its operations. Examples are linking sport for development projects to large infrastructure investments and adapting sports infrastructures and open areas in the urban planning programs. Special emphasis should be given to gender-friendly sport facilities in the urban settings in terms of accessibility and safety. Here, UN-Habitat should work in collaboration with national and international sports federations with sport specific knowledge.

3. UN-Habitat can emphasise sport for development through their Youth Fund and support youth-led organizations working in urban areas in the Global South.

4. UN-Habitat can play a role in documenting success stories and collating and sharing information. Based on UN-Habitat's expertise, technical assistance and knowledge on sports infrastructures should be among the priority areas.

5. Regarding large international children and youth football tournaments, UN-Habitat can support and seek partnership with the various tournament organizers, and advocate for instance the *Better Cities* concept related to environment protection and sport infrastructures. Emphasis should be on tournaments that are arranged in the Global South with a clear development agenda (like the East Africa Cup) rather than those in the Global North. UN-Habitat could also explore the possibilities of supporting other sports tournaments in the Global South.

6. UN-Habitat should support research and evaluation projects that are typically beyond the scope of local organizations, and which focus particularly on the potential of sport for development for youth in urban settings.

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ANNEX 1:
PROJECT/ORGANIZATION FORM

Reference Number	
Project Title	
Location (City and country)	
Project Description	
Lead Implementing Organization	
Other Organizations involved	
Key Contact Person (tel., e-mail)	
Web-page	
Project Start Date	
Project Completion Date	
Partners' role	
Issue	
Project Objective	
Inputs / Resources	
Project Cost (Capital / Recurrent)	
Project Activities	
Project Outputs	
Anticipated Impact	
Beneficiaries/ Target groups	
Baseline Data	
Infrastructure data	Sport infrastructure: Location: Facilities available: Responsible officer management: Key contact person:

Performance Indicators (Monitoring)	
Has the project been evaluated? Where can we find this information?	
Project Classification:	[ ] "One-off" Event [ ] In-school Program [ ] Community-based Program [ ] Sport Infrastructure Project [ ] Elite Sport Program [ ] Special Needs Program
Project Themes:	[ ] Conflict resolution and intercultural understanding [ ] Building physical, social, sport and community infrastructure [ ] Raising awareness, particularly through education [ ] Empowerment [ ] Direct impact on physical health as well as general welfare [ ] Economic development/poverty alleviation [ ] Environment [ ] Youth involvement [ ] Urban development and management [ ] Urban street youth [ ] Gender
On the success of the project…	
On the sustainability of the project…	
Opportunities to scale up project	
Any other lessons learned…	

ANNEX 2:
SUMMARY FORM

Project Title:	
Location:	
Implementing organisation(s):	
Supporting organisation(s):	
Project status:	
Project Description:	
Key Project Data:	
Infrastructure Data:	
Key Contacts/Web:	
Notes:	
Project Classification:	( ) "One-Off" events ( ) In-school program ( ) Community-based Program ( ) Sport Infrastructure Project ( ) Elite Sport Program ( ) Special Needs Program
Project Themes:	( ) Conflict resolution and intercultural understanding ( ) Building physical, social, sport and community infrastructure ( ) Raising awareness, particularly through education ( ) Empowerment ( ) Direct impact on physical health as well as general welfare ( ) Economic development/poverty alleviation ( ) Environment ( ) Youth involvement ( ) Urban development and management ( ) Urban street youth ( ) Gender

ANNEX 3: PROJECT OVERVIEW

	Project name	Location	Country	Types of organizations	Project type	What sports	Beneficiaries	Specifically	Cost	Infr.
1	A ganar	LAC	Brazil, Equador and Urug	NGO w/support from int org	plus sport	football and team sp.	16-24	at-risk	approx 5 mill USD	n/a
2	Basketball without borders	Globally		int sports org	sport plus	basketball	youth		?	n/a
3	Behavioural change communication targeting	Africa	Kenya	NGO	plus sport	football	youth 10-40	at-risk	20 000 USD per year	poor
4	Beyond the game	Africa	South Africa	NGO w/support from int org	plus sport	several	10-16, coaches 20-30	at-risk	35 000 USD per year	poor
5	Change the game	LAC	Brazil, Guatemala	NGO w/support from int org	plus sport		6-18	slum children	2006-09 - approx 2 mill Euro	n/a
6	Community action through sport (CATS)	Africa	Nigeria	NGO w/support from local org	plus sport	football	children 8-12	in-school	1 000 Pounds	poor
7	Community development through sport	Africa	Kenya	NGO w/support from local org	plus sport	football	youth	slum	20 000 Euro per year	poor
8	Community sport development	Africa	Zimbabwe	NGO w/support from local org	plus sport	football, netb., korfb. hal	youth		3500 USD	poor
9	Community Sport Dialogue Project	Africa	Liberia	NGO w/support from local org	plus sport	football	youth 12-18	war-affected	36 700 USD	good
10	Comvida show	LAC	Honduras	GO and int org (UNICEF)	plus sport	football		at-risk	?	n/a
11	Development through sport	Africa	South Africa	NGO	sport plus?	swimming	children		approx 750 USD	n/a
12	Dream football programme	Asia/Middle East	India	NGO w/support from local org	plus sport	football	children 8-15	OVC	approx 100 000 USD per yea	poor
13	Ethiopia - sport builds bridges	Africa	Ethiopia	NGO w/support from int org	plus sport	football and m. arts	children 6-17	street children	approx 250 000 USD	n/a
14	Fanaka street children sports project	Africa	Kenya	NGO w/support from int org	plus sport	football	below 20	street children	31 250 USD	poor
15	Female empowerment through football	Africa	Kenya	NGO	plus sport	football	youth 10-27	girls	20 000 USD per year	poor
16	Fight for peace	LAC	Brazil	NGO w/support from int org	plus sport	boxing and m. arts	children and youth	at-risk	?	good
17	Football for all in Vietnam	Asia/Middle East	Vietnam	sports org	sport plus	football	children 6-15		508 084 USD (2010)	good
18	Football for hope	Globally		int sports org + networks	plus sport	football	children and youth		?	n/a
19	Futbol con corazon foundation	LAC	Colombia	NGO w/support from local org	plus sport	football	5-16 and parents		30 USD per child per month	good
20	Go sisters	Africa	Zambia	NGO w/support from local GO	plus sport	not specified	girls 12-25	at-risk	approx 130 000 USD annuall	poor
21	Goal programme	Globally		int sports org	sport plus	football			?	good
22	Judo for peace	Asia/Middle East	Afghanistan	sports org	sport plus	judo	children		approx 90 000 USD (2009)	poor
23	Kibera community self-help programme	Africa	Kenya	NGO w/support from int org	plus sport	football	young men	at-risk	?	n/a
24	Kosovo 2008/2009	Eastern Europe	Kosovo	NGO w/support from int org	sport plus	football	11-17 and older	at-risk	58 000 Euro	n/a
25	Krachi youth soccer academy	Africa	Ghana	NGO	plus sport	football	youth	talented	?	n/a
26	Let the girls play	Africa	Kenya	NGO w/support from int org	plus sport	not specified	youth	girls	30 000 USD	n/a
27	Mathare youth sports association	Africa	Kenya	NGO w/support from int org	plus sport	football	children and youth	slum	1,2 mill USD (2009)	n/a
28	Moving the goalpost	Africa	Kenya	NGO w/support from int org	plus sport	football	girls 9-25	at-risk	approx 60 000 USD per year	n/a
29	Open fun football schools	Middle East, Balkan, E. Europe		NGO w/support from int org	sport plus	football	children 7-11 and comm	war-affected	3,5 mill USD (2009)	n/a
30	Palestinean territories 2010/2011	Asia/Middle East	Palestinian Territories	NGO w/support from int org	sport plus	football	youth 16-29	at-risk	approx 210 000 USD	n/a
31	Professional player development	Africa	several	sports org	sport plus	football	youth 10-18	talented	30 000 USD	good
32	Protecting child rights to bring social change	Asia/Middle East	India	NGO w/support from local org	plus sport	football, chess	children and parents	slum	?	poor
33	Right to dream academy	Africa	Ghana	NGO	sport plus	football	children	talented	?	good
34	Salud escolar integral	LAC	El Salvador	GO and int org	plus sport	physical education	students and teachers		50 000 USD per year	n/a
35	Shoot to score not to kill	Africa	Kenya	NGO	plus sport	football	youth 7-25	at-risk	?	poor
36	Smiling kids Zambia	Africa	Zambia	NGO	plus sport	football	ages 4-18	OVC	?	n/a
37	South African homeless street soccer	Africa	South Africa	NGO w/support from local org	plus sport	fotball	children and youth, 16+	street	?	poor
38	South East distr. youth empowerment leagu	Africa	Botswana	NGO w/support from int org	plus sport	football	youth 10-25	at-risk	approx 75 000 USD per year	poor
39	Southern Sudan Youth Sports Association	Africa	Sudan	NGO w/support from local org	plus sport	football	children and youth	street	n/a	n/a
40	Spaces of hope	LAC	Brazil	int org (UNICEF)	plus sport	football	youth 14-16	at-risk	?	n/a
41	Sports for peace and reconciliation	Africa	Rwanda	NGO w/support from int org	plus sport	football	children and youth	at-risk OVC	?	n/a
42	Sports without borders	Globally		NGO w/support from int org	plus sport	not specified	children		?	n/a
43	Sri Lanka 2010/2011	Asia/Middle East	Sri Lanka	NGO w/support from int org	sport plus	football	youth 16-39	at-risk	approx 155 000 USD	n/a
44	Street children league	Asia/Middle East	Indonesia	NGO w/support from local org	plus sport	football	children	street children	1 000 USD	n/a
45	Sudan 2009-2010	Africa	Sudan	NGO w/support from int org	sport plus	football	children and youth 16-3	at-risk	approx 147 000 USD	n/a
46	SWAY	Africa	Liberia	int org (UNICEF)	plus sport	football	young people	war-affected	?	n/a
47	Tabor Wegagen anti AIDS association	Africa	Ethiopia	NGO w/support from int org	plus sport	football	children and youth	at-risk	?	n/a
48	The child soldiers	Africa	Sudan	int org (UNICEF)	plus sport	fotball	children	war-affected	?	n/a
49	Whizzkids united	Africa	South Africa	NGO w/support from int org	plus sport	fotball	youth 11-35	at-risk	approx 285 000 USD per yee	good
50		Asia/Middle East	Afghanistan	int org (UNICEF)	plus sport	football	children		?	n/a

ANNEX 4:
INTERVIEW GUIDES

INTERVIEW GUIDE : Tournament organizers

1. When did Gothia Cup/Norway Cup first start their focus on supporting teams from the developing world?

    a. Historiography – which countries, teams and projects were selected

    b. Main objectives.

    c. Have the focus changed/developed over the years?

    d. If so, in what direction?

2. Are you supported by any organizations in your "development' work"?

    a. If so, which organizations? And how?

    b. Other institutions or organizations besides the development side?

    c. Which organizations

    d. How?

    e. How are they supporting you?

3. How are the various teams selected to participate in the tournament?

    a. Do they apply, or are they applied for?

    b. Any invited teams? – How are these selected?

    c. Your role in the selection process - Are you autonomous?

    d. Do you continue to work/ have contact with these teams after the tournament?

        i. If yes, how?

4. What, in your opinion, do the invited teams bring to the tournament?

    a. Are they contributing besides playing football?

        i. If so, how?

    b. How do you share knowledge with the teams/participants/organizations participating?

5. In your opinion, what main (youth) ISSUES does this tournament address?

    a. What focus do development issues get during the tournaments?

    b. Seminars? Stands? Particular focus?

6. Do you think there could be openings to en even greater focus on development issues through the tournament?

    a. If so, what and how? Is there room for improvement?

        i .What else could you do?

INTERVIEW GUIDE: Team Leaders

1. About yourself and your organization:

   a. Which team or organization are you representing?

   b. How did you start?

      i. When?

      ii. For what reasons?

   c. How is your organization connected to this tournament?

   d. How many times have you participated in this/related tournament?

   e. Main objectives of your participation

2. Potentials of these tournaments in dealing with the development issues facing youth:

   a. Usefulness of using sport for youth in your community.

   b. Usefulness of these tournaments – for youth/your org.

   c. What kind of main (youth) issues does this tournament address?

3. Do you think these tournaments utilize their (full) potentials to highlight challenges facing youth today?

   a. What other things could these tournaments do to benefit youth even better.

4. What does your team bring to these tournaments? What are the best practices?

   a. What do you think other teams/related organizations can learn from your team?

   b. How do you share your knowledge with other teams/participants/organizations?

   c. What have you learned from other participants?

5. What characterize the team

   a. How is your team/organization organized

   b. Who do the decision making –selection of team/players to participate in the tournaments?

   c. What are the sources of financial support?

   d. What kind of support do you get from your community (back home)?

   e. Other support?

6. Can you say something about the different institutions and organization that you collaborate with? At home and abroad?

    a.   Ideas,

    b.   Knowledge,

    c.   Economic

    d.   Community to international level.

7. Miscellaneous

    a.   What next after this tournament?

    b.   Any questions?

    c.   Do you know/can you suggest any other persons I can Interview/talk to?

The potential of sport as a tool for development is being harnessed by a range of organizations across the world. The United Nations has argued that "well-designed sport-based initiatives are practical and cost-effective tools to achieve objectives in development and peace". However, they also note that "the potential of sport as a tool for development and peace has yet to be fully realized". This has been among the major driving forces for United Nations agencies to encourage and support governments in the adoption and implementation of the Sport for Development and Peace International Working Group's policy recommendations.

This study assesss the different organizations' work in the field of sport for development and the role of the large-scale international youth football tournaments. It concludes that sport is a potentially powerful tool, in particular because it can be used to mobilize local organizations and engage key target groups.

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