



Youth Development – South Africa

Sport for Social Change Networks

Objectives:	Institutional capacity to accelerate reach and impact of sports on the MDGs for children and youth is enhanced
Partners	Nike South Africa (Pty) Ltd.
TC programme	GIZ Youth Development through Football Project (YDF)
Duration:	2011 – 2013



Problem: The potential of sports as a catalyst for youth development is not exploited

Sport as a vehicle for social change and promoting youth development has increasingly been recognized in past years. It has shown a height of activities before and during the FIFA World Cup 2010™ with many initiatives demonstrating its potential to serve as a direct medium to meet needs of underprivileged youth. However, most initiatives in the sector, including those of the sports associations, of grassroot organisations and NGO's, are either focussed on advancing almost exclusively sports development or at keeping young people busy. Despite facing a favourable social and political environment in countries such as South Africa, sport is not, or not effectively, used as catalyst for development.

Almost all institutions have a lack of experience in developing impact oriented conceptual programmes focussed on personal and social development of the youth through sports. Opportunities to get involved in the sport for development sector in a systematic and sustainable manner and to deliver impact on “higher level goals” such as the MDG's is mostly missed.

Our partners

Nike South Africa (Pty) Ltd. operates as a full subsidiary of Nike Inc., USA. Nike is one of the world's leading sport clothing and equipment brands. It operates in more than 160 countries around the globe. Through its suppliers, shippers, retailers and other

service providers, Nike secures employment for nearly one million people. It reported revenues of \$20,9 billion for the financial year ended in May 2011. In collaboration with other organizations, Nike has created ‘Sport for Social Change Networks’ (SSCNs) in South Africa, Brazil, Kenya & UK that strive for strategic

Contribution by Nike

- Manpower and logistical arrangements for day-to-day management, coordination and reporting
- Liaison with the SSCN global initiative and its steering structures
- Financial and logistical support for the establishment of the SSCN structures
- Marketing expertise and opportunities for broader public attention
- Preferred access to Nike Product Donations and funding for experience exchanges

Contribution by GIZ

- Manpower for support to coordination and monitoring of the partnership
- Access to know-how and experience of sports development networks in ten African nations
- Expertise towards the establishment of a synchronised M&E system



collaboration between the private and public sector in order to create opportunities for sports as an agent for change and development for the youth.

Strategy and activities

The concept sees sport no longer as a system separate from other areas of development, but as a potentially powerful tool that opens new avenues to tackle and rethink existing strategies of education particularly for young people in poverty conditions. Through engaging the civil society sector and creating formalized networks, this project focuses on the sport for social change sector improving its capacity to accelerate the reach and impact of sports for development programmes for children and youth within their disadvantaged communities.

It provides members of 'Sport for Social Change Networks' (SSCNs) with access to enabling resources, capacity development and legitimacy thereby enhancing the sustainability of member organisations. This refers to further developing and consolidating, and re-structuring as necessary, the SSCN in South Africa based on the existing experiences. The impact and success of 'Sport for Social Change Networks' (SSCNs) is based on a fully functional convenorship model delivering on contractually assigned tasks on behalf of its member organisations and strategic partners that allows for full ownership from its member organisations. Members and external stakeholder structures will be engaged in a process of formalising the SSCN, e.g. drafting of a constitution; registering the SSCN as an NPO etc. Further activities include the support to capacity development measures across a range of issues including: basic organizational development, monitoring and evaluation expertise, and sustainability and/or market based solutions to revenue generation. A baseline survey and subsequent monitoring will form the basis for success measurement and reporting.

Lessons learnt from the SSCNs in other regions of the world, and inclusive multi-stakeholder participation needs to be taken into account throughout the various phases of the implementation. While focusing on South Africa, the stimulus of the action is going to be used for expansion into other countries of Southern Africa, effectively positioning the SSCN as a Southern African initiative.

Relevance for the partners

As a global leader in the sporting goods sector with marketing, logistics and sales activities, Nike believes sport is a catalyst for positive change in young people and the communities in which they

live. Any support by Nike to sport for development organizations strengthens and broadens Nike's present and future market. The strategy of Nike in Africa includes building brand recognition combined with developing loyalty at grassroots level. Supporting sport for development initiatives is one of the mechanisms utilised by Nike to achieve this objective, in a responsible and sustainable manner. GIZ has advanced the South Africa network significantly by its sport for development initiatives in ten Southern African countries. The African network of GIZ creates an opportunity for Nike to tap into existing experiences and partnership frameworks with many CBO's and NGO's, hence the need to collaborate with GIZ and other public and private partners.

Expected Results

It is expected that the SSCN for South Africa and its convenor are identified early in the process. An organizational network structure that defines roles for each stakeholder, operating principles and strategic mandates will be defined and its constitution defining membership criteria, accountability mechanisms, structure and composition of the board etc. will be in place by the end of 2011.

Once the SSCN has obtained legal status, the strategy for best practice and capacity development will be developed and implemented. At least 50% of SSCN member organisations shall participate in specific capacity development measures delivered to the network and improve to higher competence levels as defined by the international SSCN tier system. Outreach of SSCN member activities is expected to increase by 10% and 10 additional organisations, beyond the already existing 41 organisations, will actively contribute to the development of the SSCN and its actions.

Expected Effects: Advocacy – Involvement – Change – Development

Community based organizations (CBO's) and NGO's in the sporting sector will play an important role in the growth and success of the sport for change movement, advocating for the recognition of sport as a viable tool for social development. Members of the 'Sport for Social Change Networks' (SSCNs), public, private and civil society partners will be enabled to implement innovative non-formal educational sport for development measures in enhanced quality. They get involved in the sport for development sector in a systematic and sustainable manner and gain access to grassroots delivery on "higher level goals" such as the MDG's. Children and Youths will be empowered to overcome their personal, social and economic challenges and eventually contribute positively to their communities.

Contact:
Ellen Kallinowsky
E ellen.kallinowsky@giz.de

NIKE: Anwar Jappie
E anwar.jappie@nike.com