



Designed to Move

Advancing youth social development through sport and play



The challenge

Physical inactivity is a global epidemic. Modernisation has engineered physical activity out of daily life. Urbanisation and increasing traffic are reducing the amount of safe recreation space. Computers and technology are changing leisure activities. Life is becoming more sedentary, particularly for young people. According to the World Health Organisation (WHO), 81 percent of the world's children aged eleven to seventeen are insufficiently active.

The consequences are becoming clear: Physical inactivity is now the fourth leading risk factor for global mortality. It is also an independent risk factor for non-communicable diseases which cause more than 35 million deaths each year. Importantly, 80 percent of those deaths occur in low- and middle-income countries, like South Africa and Brazil. Due to the associated rising health costs and falling levels of productivity, inactivity is considered a threat to sustainable development.

Prioritising children is critical to tackling the inactivity crisis. Children who enjoy activity at an early age are more likely to be active for life. Active children are not only healthier, but do better academically, are more self-confident and have better mental wellbeing.

'In our projects we bring well designed activities into the communities of Rio de Janeiro. The activities make children move and play in an organised way enabling them to derive direct benefits for their life.'

(Victor Ladeira, Executive Director Instituto Bola pra Frente)

The solution

The German Development Cooperation and Nike believe that greater attention needs to be directed towards physical activity as a cross-cutting solution to facilitate positive change. Together with almost 100 expert organisations, Nike launched Designed to Move (www.designedtomove.org) dedicated to ending the growing epidemic of physical inactivity.

Through the integration, expansion and improvement of physical education and extra-curricular activities into selected schools in Brazil and South Africa, the German Development Cooperation and Nike aim to improve the social, physical and mental development of children in deprived areas. To ensure sustainability and to improve the recognition of sport and play as an essential tool for development, a network of relevant stakeholders has been created to help scale these approaches into mainstream practice. These programmes are making a contribution to SDG 3 "Ensure Healthy Lives and Promote Well-Being for All, at all Ages" and SDG 4 "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all."

The development partnership with Nike is part of the develoPPP.de programme that the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).



Contact Information

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
Claudia Kowald
T +49 61 96 79-24 09
E claudia.kowald@giz.de
I www.develoPPP.de

Nike
Will Norman
T +44 (0)20 7578 0601
E Will.Norman@nike.com
I www.designedtomove.org

Our approach

In this strategic alliance the German Development Cooperation and Nike have focussed on creating high quality experiences of physical activity and sport for children from seven to twelve years of age. By creating 'active schools and communities' children are given the opportunity to move before, during, and after school and to develop a healthy lifestyle as well as valuable life skills.

In partnership with national and local organisations in Brazil and South Africa, this work is developing new approaches to physical activity in schools and communities. Over 30 active schools in Brazil and South Africa have created scalable examples for physical activity. Physical education teachers, coaches and peers have been trained to ensure that they can impart children the joy of being active and the importance of sport for their health. The lessons learned have been rolled out globally through the network of 'Designed to Move'-supporters. They have also been used to influence policy frameworks for physical education at global institutions including WHO and UNESCO.

Impacts and results in Brazil

In cooperation with the Departments of Education and Sport of Rio de Janeiro, the United Nations Development Programme (UNDP), Bola pra Frente, Special Olympics, Inter-American Development Bank and Overview the following achievements were realised:

- 200 teachers and community workers in Rio de Janeiro were trained to offer high quality physical activity following the seven design principles of Designed to Move. Their daily work is facilitated by specially developed manuals for schools and communities in Brazil.
- Supported by the Municipal Departments of Education and Sport, regular physical activities have been established in twelve primary schools, four communities and five "Olympic Villages" (community locations that offer access to sport and physical activity) in deprived areas of Rio de Janeiro. Among them are Mangueira, Complexo de Alemão, Cidade de Deus and Rocinha.
- 84 percent of the 3.500 participating children have improved their knowledge on the importance of sport and play for health. 2/3 of the children confirmed that it is easier to cope with school tasks after physical activities.

- In the communities Complexo de Alemão and Mangueira the number of girls participating in physical activities doubled.

Impacts and results in South Africa

In cooperation with the South African Department of Basic Education (DBE), the Department of Sports and Recreation (SRSA), the Physical Education Institute of South Africa (PEISA), the Eastern Cape Department of Sports, Arts and Culture (ECAS), Altus Sport, Free State Sport for Change, Imvomvo and the UKUVULA Foundation the following achievements were realised:

- The DBE integrated the Designed to Move framework as an umbrella guide for the physical education approach in South African schools. And the Provincial Departments of Education in Free State and Eastern Cape included it into their curriculum trainings.
- Approximately 3.000 children in 22 primary schools participate in regular physical activities provided by qualified teachers and coaches. The pilot areas are Tshwane and Alexandra (Gauteng), Mangaung (Free State), Mdantsane and Port Elizabeth (Eastern Cape).
- More than 80 percent of the participating children confirmed that the programme helps them to be physically active and half of participating children said that it taught them how to deal with life challenges.
- Local NGOs were capacitated to provide support to teachers in delivering physical activities in schools. A teacher guide was developed to help teachers implement quality physical education in order to create early positive experiences for children in primary schools.

At a glance

Duration	2013 – 2016
Country	Brazil, South Africa
Objective	Enhancing Youth Social and Economic Development through Positive Physical Experience
Partners	Nike and GIZ
Results	<ul style="list-style-type: none">• The Designed to Move concept is included in national educational frameworks.• Well-trained teachers and mentors offer high quality physical activities fostering children's holistic development.• Children recognise the importance of physical activity for their life.

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Registered Offices: Bonn and Eschborn, Germany
develoPPP.de
Dag-Hammarskjöld-Weg 1-5
65760 Eschborn
Germany
T + 49 (0) 61 96 79-73 77
F + 49 (0) 61 96 79-11 15
E info@develoPPP.de
I www.giz.de

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