

Policy memorandum: 'An open goal: the power of sport in development cooperation'

"Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. Sport can awaken hope where there was previously only despair."

Nelson Mandela

1 Introduction

Globally, the realisation is growing that sport can be a catalyst and versatile tool to help achieve specific development goals, thanks to its social significance, its popularity and its high profile. The United Nations (UN) has done much to encourage this. The appointment of Adolf Ogi as Special Adviser on Sport for Development and Peace in 2001, the publication of the Sport for Development and Peace report (drawn up by a special UN Inter-Agency Task Force in 2003) and the decision to make 2005 the UN International Year of Sport and Physical Education have all contributed to the perception of sport as a means of promoting development, health, education and peace. A number of UN resolutions call on governments and partner organisations to integrate sport in their millennium development goal (MDG) programmes.

This international appeal calls for an appropriate response. When we took office in 2007, we announced our joint commitment to giving sport and development cooperation a new impetus, in response to the wishes of organisations and authorities in the South and the Netherlands alike. Moreover, a joint approach ties in with the central tenet of the Pact of Schokland, i.e. achieving the MDGs through cooperation between private Dutch organisations and the government.

This memorandum detailing our intentions builds on the recently published development cooperation policy letter *Our Common Concern* and the policy letter *The Power of Sport* drawn up by the Ministry of Health, Welfare and Sport (VWS). We want to make better use of sport as a modest but catalysing global tool for reducing poverty, improving people's well-being and peacebuilding in developing countries. Where possible, we will draw on the proven expertise, motivation and enthusiasm of Dutch sports organisations and sportspeople.

The emphasis will be on encouraging disadvantaged groups to participate actively in supervised sporting activities which have an underlying social purpose (e.g. emancipation, conflict resolution, health and education). The ultimate goal is to empower authorities and organisations in developing countries to harness the power of sport and games programmes for optimum, lasting effect.

Our efforts will initially concentrate on setting up sport and development programmes in countries with which the Netherlands has a special relationship, i.e. regular development cooperation partner countries, including VWS partner countries in sport and priority fragile states. A total budget of around 16 million euros has been earmarked for 2008 to 2011. A number of Dutch organisations have been involved in drawing up the memorandum, via NCDO's Dutch Platform for Sport & Development.¹ The memorandum outlines the framework for the next four years, and encourages sports and development organisations and embassies to support more sporting activities.

¹ The Dutch Platform for Sport & Development unites some 35 sports and development organisations, enabling them to exchange information, promote expertise and, where possible, work on joint projects. The platform is run by the National Committee for International Cooperation and Sustainable Development (NCDO). Annexe 1 lists the participating organisations.

2 The power of sport

2.1 Sport

In keeping with the UN's definition, 'sporting activities' covers a wide range of activities such as play, recreation and regulated or competitive sports, as well as indigenous sports and games. A key characteristic of sporting activities is that they are mostly physical activities which benefit physical fitness and mental well-being, and promote social interaction.

'Sport' also refers to a sector, a social infrastructure of national and local organisations such as sports organisations and Olympic Committees, educational institutions, club networks, community sports initiatives, 'sport-for-all' movements and commercial sports facilitators.

Sport is a unique medium. Through stadiums and the media, in the developed and less-developed world alike, its high-profile role models can touch the lives of millions, even those who do not (or cannot) actively participate in sport.

2.2 The value of sport

The guiding principle is that sport and development cooperation can complement and strengthen each other through joint programmes, and through cooperation between organisations and government authorities.

Globally, sport is seen as having the power to catalyse development. It is a mindset that boosts self-confidence, courage and strength, and allows people to take their destiny in their own hands. In many developing countries the popularity and appeal of sport is unsurpassed; it is often the topic of the day, with the media keeping close track of the latest developments in national and international sports competitions. According to the UN Sport for Development and Peace report, the economic significance of sport has increased enormously. It is widely accepted that it can aid nation building in countries with highly diverse population groups; after all, everyone supports the same national team, regardless of skin colour or ethnicity.

Sports participation, the sport industry as a whole, the organisation of major sporting events and burgeoning sport-related tourism all constitute sources of income and employment. It is predicted that the 2010 World Cup, which will be held in South Africa, will generate an extra 2.7 billion in GNP and an extra 159,000 jobs. It may have even greater indirect benefits. The event will also benefit surrounding countries. (Source: Agency for International Business and Cooperation, 2006).

Moreover, there is increasing recognition of the importance of 'sport for all' i.e. getting people to take part in sports and providing good sports education. Sport is not just a form of recreation: it promotes healthy living, gives people structure and teaches them how to work together and treat others with respect. There is also growing recognition that sport and play can be very valuable tools in deprived areas, such as urban slums, as they improve social cohesion and aid the integration of both groups and individuals. Sport can also provide a means of achieving MDGs relating to health, education and gender equality.

The Ministry of Information, Culture and Sports of Tanzania, a country in which malaria is the leading cause of child mortality, decided to set up football tournaments in rural areas. When people came along, they not only got to play football but were taught about the importance of using impregnated mosquito nets. Many more people were reached this way than through traditional information campaigns.

Even in harsh circumstances, such as in refugee camps, or in conflict or post-conflict situations where people are trying to heal emotional wounds and come to terms with traumatic experiences, sport programmes can work wonders. Sport is an international 'language' which spans cultural, social and ethnic differences. It can restore dialogue in situations dominated by guns and bombs, according to Adolf Ogi, UN Special Adviser on Sport for Development and Peace.

The Netherlands helped fund a sports programme at the Kakuma refugee camp in north-western Kenya, together with the Lutheran World Federation, the Dutch umbrella organisation NOC*NSF and the local youth organisation MYSA. The UNHCR affirmed that, although this was the first project of its kind, getting people involved in sport has genuinely helped the situation in Kakuma in a lasting way (Source: NCDO, 2005). There seems to have been a reduction in tensions between ethnic groups in the camp since the project started. The sports infrastructure has improved, and more people are involved, including groups that are hard to reach, such as women, girls and refugees (Source: NCDO database).

2.3 Involvement of organisations

- The Dutch contribution

A growing number of organisations are becoming involved in the development of sport, and development through sport. Support initiatives, such as the NCDO's sport and development programme, projects relating to sports cooperation agreements and the umbrella organisation PSO's 'Sport and Capacity Building' programme have done much to encourage

this. Now that so many different organisations are involved, each with their own objectives, projects are more diverse than ever.

At the request of their Southern partners, sports organisations have set up train-the-trainer programmes, targeting key figures in the sports world, in townships or in schools. Umbrella sports organisations and foundations have also got involved, with a view to achieving broader sport and development goals. More recent programmes tend to feature education, employment and health-related development targets, and there is increasing emphasis on strengthening capacity in a sustainable manner. Organisations concerned with town twinning programmes, educational institutions, sports training institutes and associations for the disabled are also using sport to achieve their objectives. Some Dutch embassies have offered their support to local initiatives.

In recent years, sport has become an important component of the twinning project between Haarlem, in the Netherlands, and Mutare, Zimbabwe. Sports facilities have been provided in high density areas, and the 'Mutare Haarlem Sportleaders' programme has trained unemployed youngsters in Mutare to organise sports activities for their peers. They are responsible for setting up sports clubs, and providing sports training in schools and local neighbourhoods. They also encourage the disabled to participate in sport, train new leaders and organise competitions and major sporting events. On top of this, 300 teacher trainees in Mutare have been given physical education training.

At the same time, in recent years development agencies have introduced sports projects as part of wider development programmes, for example to benefit social objectives such as helping people come to terms with traumatic experiences, contributing to peacebuilding, and preventing the spread of HIV/AIDS.

It is to the credit of the NCDO's Dutch Platform for Sport & Development, and the success of the projects run by affiliated organisations, that the theme of sport and development cooperation has stayed on the political and social agenda and can now capitalise on growing international interest.

- *International efforts (increased attention and recognition)*

Southern countries are increasingly recognising the importance of sport. Unfortunately they have not, as a rule, translated this recognition into sound national programmes and sustainable policy. A few countries have however made this leap, with the support of a

number of sports donors including Norway, the United Kingdom, Australia and Canada. Spain, Cuba, Japan, China and France (in Francophone countries) have made their own contribution to sport in developing countries.² In Europe, Austria, Switzerland and Germany have also devised sport for development policies. In 2005 the European parliament adopted a resolution emphasising the importance of sport for development. The European Commission's 2007 White Paper on Sport recognised that sport had 'considerable potential as a tool to promote education, health, inter-cultural dialogue, development and peace'. UN organisations such as UNICEF, UNDP, ILO and the UNHCR have set up their own sports-related activities. Sport is no longer seen simply as a means of communicating social messages through major events such as the Olympic Games and world championships. Projects designed to boost local sports sectors, and the idea of sports programmes as a means of achieving the MDGs, are now in the spotlight. The UN Sport for Development and Peace Working Group is encouraging governments in developing countries to invest in national development-oriented sports policy.

Policy and coordination, and the sports programmes themselves, are also promoted through a series of international conferences (e.g. Next Step), an international Sport for Development toolkit (developed with the help of the NCDO, the National Committee for International Cooperation and Sustainable Development) and an extensive international database. The results are promising, and merit expansion.

2.4 Observations on developments (points of particular interest)

In recent years we have seen how society's attitude towards sport has developed, increasingly recognising its importance. However, we have yet to devise an approach that does full justice to sport. We are of the opinion that sport needs our support if we are to realise its full social potential. Experience has shown that we need to consider the following points:

- *The importance of local sports policy as a framework*

The growing understanding and realisation that sport can be a powerful, practical and cost-effective tool for achieving development goals is a positive trend. However, Southern countries and organisations need to take the initiative, and not simply wait for the next project to come along.

² China focuses on building stadiums; the other countries' aid mostly takes the form of expert advice.

Projects need to tie in with – and build on – the policy of the country, village, camp or organisation in question, which is often poorly defined. Dutch and international agencies alike need to be more attuned to the local situation, and less inclined to run the project according to their own western standpoint.

- *Sport is not a magic wand: expertise is required*

Just like dance and music, sport has the potential capacity to advance development goals in a fresh, contemporary way. This requires a considered, expert approach. The involvement of volunteers and/or well-known sportspeople needs to be orchestrated and should preferably be part of a wider programme for maximum impact. Joint projects involving sport and development organisations, which are designed to boost and exchange expertise, stimulate institution building and establish frameworks, must be continuously monitored.³

- *Sporting activities require investments in, and by, sport*

Simple investments are not enough. In order for sports-themed development programmes to succeed, more is needed, including local multifunctional facilities, an organisational network, professional trainers and – at the very least – basic equipment. Programmes need to focus on strengthening the sports sector in developing countries, especially if that sector is ultimately to take over responsibility for achieving development goals.

- *Coordinated effort required*

Many organisations involved in sport and development cooperation projects, at national and international level, lack consensus and coordination. A wide range of input is valuable, particularly when it comes from private partners, but increased cooperation and harmony would bring improved efficiency.

- *Monitoring and evaluating results*

A better understanding of the specific outcome of sports projects is needed, so we can substantiate their value. It is not always clear exactly what a project has achieved: few reports are compiled. Monitoring and evaluation need to be an integral part of projects. Moreover, as projects are required to be more results-based and more efficient, they will need to focus on realistic goals with visible effects.

³ Smaller sports associations and foundations find it particularly difficult to formulate projects tailored to local needs, using analytical and project-design skills. Only a few are able to make a real contribution to institutional capacity building and achieving concrete development goals.

3 Framework for joint action on sport and development cooperation

3.1 Joint action by the Ministry of Foreign Affairs (BZ) and the Ministry of Health, Welfare and Sport (VWS)

We have agreed to combine forces in a joint approach. The ultimate goal is to empower government authorities and organisations in developing countries to make optimal, sustained use of the power of sport and games programmes. We will help them do so by:

- supporting sport and development programmes that help vulnerable groups to develop social and educational skills through sport and play, thus improving their health and self-confidence;
- making sports projects part of broad-based programmes aimed at improving health, building peace in fragile states, preventing conflict and stimulating reconciliation and rehabilitation in conflict and post-conflict countries;
- setting up high-profile sporting activities as part of development and promoting peace, in which popular sportspeople can act as ambassadors and role models.

In doing so we want to focus on building the capacity of people working in the field of sport and with relevant organisations and government authorities. This is important not only for sports policy, but also for mainstreaming sport within sectors such as education, youth services and health care. Where necessary we can make extra contributions to sports facilities to ensure programmes are successful.

Another goal is to increase public support for sport and development, and development cooperation as a whole, by getting Dutch sport and development organisations involved.

3.2 Setting priorities: geographical priorities and priority target groups

Our sport and development programmes will target countries with which the Netherlands has a special relationship: regular development cooperation partners, including VWS partner countries (Suriname and South Africa), and priority fragile states. This will allow us to deploy sport to its greatest effect and ensure synergy between initiatives and sectors.

In line with national sport and development cooperation policies, we intend to focus primarily on young people, women and girls and the disabled. Field experience has shown that these groups benefit the most from sport and development activities. Our efforts will focus on

urban areas, home to half the world's population, one million of whom live in slums and shanty towns. This will allow us to reach as many people as possible.

- *Sport for the young*

Urban youth who lack future prospects can spiral down into drug abuse and criminal behaviour. Offering them sports facilities and the support of professional trainers gives them an alternative, and can motivate them to take another path in life. Sport requires discipline, rules and cooperation. It provides structure and can add an important extra dimension to efforts to improve the lives of street children. We therefore believe it is important to set up community sports programmes, working together with sports clubs and youth associations to provide a social safety net and prevent deprived young people from choosing the wrong path. The focus should be on developing their organisational and leadership skills.

Another key objective is promoting sport and physical education within schools. For many young people this will make school much more attractive, and will discourage them from dropping out and playing truant. Moreover, physical education improves concentration and academic performance. Sport leaders and physical education teachers need to be thoroughly trained if we are to achieve the best possible results.

The Mathare Youth Sports Association (MYSA) in Nairobi, Kenya is an organisation run by, and for, young people, using football to improve quality of life in the Mathare slum. A number of other initiatives have been set up through the programme, including neighbourhood clean-ups, rubbish collection, AIDS education and leadership courses. It is a form of self-help; young people get to play football and, at the same time, help their own community. Education plays a prominent role. Participants who make a two-year commitment to a team can win a scholarship for continued education. In 2003 MYSA was awarded the Prince Claus Award.

- *Sport for women and girls*

Sport is a contemporary means of empowering women and girls and boosting their self-confidence and courage. Participating in sport can help girls to be more self-aware and to have more respect for their own bodies, improving their general – and sexual – resilience. Through sport and play, they are encouraged to be more self-confident and thus improve their lives. Sports participation can also be an excellent way to raise the issue of gender stereotypes and challenge sociocultural expectations. Finally, sport allows them to expand their social network outside of their immediate and extended family. In cultures which allow women and girls only limited freedom of movement, sport can be an accepted means of

changing behaviour. It is a means of combating social isolation, and a legitimate reason for them to be seen in public.

'U-Go-Girl!' is an initiative run by the South-African NGO SCORE. The programme organises sports activities and games in deprived parts of South Africa, Zambia and Namibia, at the request of the local community. It places particular emphasis on issues women and girls need to overcome before they can participate in sports, e.g. cultural norms and values. SCORE believes that the 'U-Go-Girl!' programme can improve gender equality through increased female participation in sports, not just as players but also as managers. (Source: SCORE).

Depending on the local context, intervention may need to be specifically tailored to women's and girls' requirements. It is important to understand why they do not participate in mixed sports or games, and to involve the community at large in the removal of such obstacles. Barriers like safety concerns, domestic responsibilities and clothing norms will need to be carefully weighed up. Specific projects should concentrate on the role of women in sport management, sports-based courses to increase resilience and making sport and physical exercise part of the programme in women's refuges. We advocate involving strong female role models from the international sporting world or from the women's own communities.

- *Sport for the disabled*

In many countries, including the Netherlands, many disabled people live in isolation and are sometimes entirely cut off from the outside world. Involvement in sport can liberate them and give them the chance to shine. Rehabilitation centres, local hospital departments and institutes for the disabled can play an important role. We want to encourage exchange of expert knowledge on suitable methodology, facilities and materials, and introduce training for special coaches.

The NCDO programme 'Extra Impulse Paralympics' was set up to develop sports adapted to the needs of the disabled in developing countries, and to encourage athletes from those countries to participate in the Athens Paralympics in 2004. A Dutch public information campaign on sport for the disabled was also organised.

3.3 *Benefits for other development themes*

Sport has much to offer other development themes, e.g. health care, combating HIV/AIDS, education, and conflict prevention and peacebuilding. The Netherlands' policy ties in well

with other donors who have identified the same priority themes.⁴ Looking to achieve development goals through sport should not be seen as taking the soft option; indeed, given the level of expertise required, our efforts are most likely to see results as part of a wider national or international programme.

- *Healthcare and HIV/AIDS*

The WHO recognises that sport and physical exercise can be an effective part of healthcare policy. After all, sport contributes to a healthy lifestyle and mental and physical well-being, increases life expectancy and reduces the chance of developing a wide range of non-infectious diseases, including heart disease and diabetes. Sport can also provide a platform for informing people about health issues and for vaccination programmes. Sporting activities, tournaments and competitions are ideal opportunities for challenging taboos and raising people's awareness of HIV/AIDS, for instance by explaining the exact nature of the illness, how infection occurs, and what treatment possibilities exist. Thanks to its inclusive, informal nature, sport, when part of a health-oriented community programme, can encourage social integration and thus help combat preconceptions, stigma and discrimination surrounding HIV/AIDS patients.

Live Safe, Play Safe (LSPS) is a health information programme run by the organisation Right to Play, an organisation that works to prevent the spread of HIV/AIDS among young people. Through sport and play activities and discussions LSPS gives children the key knowledge, attitude and skills they need in everyday life. From 2002-2007 the Netherlands supported Right to Play's sport health programme in Mali, Ethiopia, Mozambique and Zambia.

Sport is such an effective means of reaching young people because it appeals to their interests and their perception of the world. Messages can be conveyed by using sporting heroes as campaign ambassadors or in media appeals. As long as they are sufficiently well trained, coaches can be the right people to broach sensitive subjects such as sexual behaviour. Sports trainers, most of whom are male, need to be particularly closely monitored as in the past they themselves have proved to be a risk factor for the spread of sexually transmitted diseases and HIV/AIDS. Peer-to-peer education using young, specially trained sport coaches is a tried and tested method. Young people need to be actively involved in the design, planning, implementation and evaluation of programmes intended to benefit them.

⁴ They include Austria, Canada, Norway, Switzerland and the United Kingdom.

- *Peacebuilding and conflict prevention*

Fragile states⁵ are home to a large proportion of the world's poor, and are characterised by extreme socioeconomic deprivation. Populations often live under the shadow of explosive ethnic tensions and the legacy of trauma through violence. In countries like this sport can reunite people and, as part of a wider whole, contribute to peace and reconstruction. Sporting activities foster mutual understanding, respect and acceptance. Values such as honesty and empathy and respect for rules, communication and cooperation are a vital part of sport and play. In post-conflict situations sport can be a means for people coping with trauma, such as displaced persons, orphans and ex-child soldiers, to vent feelings of anguish or aggression. Sport is a proven means of channelling violence and hostility into healthy, disciplined competition. We propose that, where appropriate, sport is used to facilitate the reconciliation process.

Sport can also be an effective means of normalising daily life. It can quickly provide lasting structure in a chaotic and unstable environment, for example as part of a reconstruction programme, and can tie in with a whole range of social or economic activities. People who have been disabled by landmines or other attacks and are threatened with marginalisation can also be helped through sport.

The Dutch Sport Alliance (NSA) and the international Pax Christi movement have joined forces on the Peace and Sports programme. The programme aims to unite "young warriors" in the Karamajong region in north-eastern Uganda, northern Kenya and southern Sudan. Sport is used as a tool for reducing violence and cattle stealing, at the same time encouraging peace and social cohesion by uniting hostile ethnic groups. The programme is run by six local organisations, with support from Pax Christi and the NSA.

3.4 Leading sportspeople and sporting events: role models and enablers

Sport's broad-based appeal makes it a powerful channel for communicating social messages. Extensive media interest in leading sportspeople and major sporting events only goes to emphasise this. Widely covered events such as the Olympic Games and the Paralympics, the Cricket World Cup and the African Cup of Nations are ideal occasions for

⁵ Fragile states are countries that are politically unstable, usually as a result of internal conflict, where government authorities have almost ceased to function. They include countries on the verge of violent conflict, those experiencing prolonged political conflict/impasse, and post-conflict countries.

harnessing sport's potential as a means of communication and using prominent sporting figures to benefit development and promote peace.

Top-level sport can also play an important part in the creation of national identity, for example as we have seen in South Africa. A national team's achievements can unite people from different backgrounds; and it is a good way for leading sportspeople from developing countries to put their country on the world map.

The FIFA World Cup 2010, to be hosted by South Africa, will be a great opportunity for highlighting sport as a force for good and showing how it can benefit development, in both southern Africa and the Netherlands. In the lead-up to and during the championships we will be working with Dutch sports organisations and high-profile sportspeople and South African partner organisations on a number of key sport and development activities.

Where appropriate we will tackle negative issues that may be associated with major events, such as violence and discrimination, and associated problems like corruption, repressive labour relations and child labour in the sports industry. Popular sportspeople can act as role models, exposing these problems and raising the issue without damaging the positive message of sport. Other groups can also benefit in the margins of the World Cup. Projects can be set up to get underprivileged youngsters involved as volunteers, interest girls in sport and tie in with school sports activities. It is a good sign that FIFA, and the sports industry as a whole, have recognised their responsibility to support these sorts of projects.

4. Putting our new policy into effect

In order to put our new policy into effect we are setting up a sport and development cooperation programme. Its aim is to support sport and development projects in the South and strengthen local structures, where possible exploiting the expertise, experience and enthusiasm of Dutch sports organisations. Projects must meet specific local needs and bring added value to our relationship with partner countries.

4.1 Guiding principles

- *Pooling resources*

A great many Dutch sport and development organisations are already involved in the NCDO's Dutch Platform for Sport & Development, but we need to intensify cooperation. The emphasis is on a programme-based approach and cooperation between parties, in order to ensure that our efforts do not become fragmented. We will achieve this by encouraging donor organisations to work with government authorities and organisations in the South (for example through partnerships like town twinning projects) and by endorsing partnerships between a wide range of different organisations. Combining different initiatives will enhance project efficiency and quality, and give local partners increased ownership.

Initiatives will be aligned within in the framework of existing cooperation agreements between VWS and certain countries.

Joint long-term action plans have been drawn up at government level with the ministries responsible for sport in South Africa and Suriname. Priority themes include capacity building in the sports sector, sports training programmes, promoting sports in schools and sport for the disabled. Local organisations have been asked to implement these plans, with support from Dutch organisations where needed. The work will be funded by the relevant government authorities, supplemented by partner organisations.

- *Sustainability first*

Projects are more sustainable if they adopt a long-term approach, work to improve capacity building and ownership, and are anchored in local structures. Local partner organisations' initiatives and ideas are key; activities ought to tie in with and strengthen their existing policies.

4.2 Policy instruments

We believe that we need to take our existing efforts in the field of sport and development to another level by giving them a modest but effective boost. In doing so we want to help sport to serve development policy in a lasting way, both in Southern countries and in donor countries and organisations. Our involvement will focus on:

- input from Dutch embassies in partner countries;
- input from Dutch sport and sport and development cooperation organisations;
- professional development, with specific focus on formulating projects, and monitoring and evaluating sports programmes;
- raising awareness by continuing to foster public support for sport and development; appointing Lornah Kiplagat as Dutch ambassador for sport and development; and involving other leading Dutch sportspeople, as well as setting up high-profile sports projects to coincide with international events;
- active involvement in the UN's Sport for Development and Peace Working Group.

4.2.1 Extra emphasis, where relevant and appropriate, on sport as part of standard development cooperation programmes, with limited budgets for embassies

Embassies in partner countries will be encouraged to integrate sport into sectoral programmes run by Southern government authorities and NGOs, as long as they are directly relevant for health care, education and peacebuilding. Furthermore, as of 2008 a number of embassies in partner countries and fragile states will be able to apply for long-term funding for local projects. A total of €6 million will be available over four years. Activities run by local organisations focusing on sport and development, possibly in partnership with Dutch sport and development organisations, qualify for funding.

4.2.2. Increased cooperation, with a financing facility, for Dutch organisations

NGOs with a financing arrangement with the Ministry of Foreign Affairs, such as cofinancing organisations and organisations like the Association of Dutch Nongovernmental Organisations for Personnel Services Overseas (PSO) and the Association of Netherlands Municipalities (VNG), will still be able to integrate sporting activities into various programmes. Funding for sport and development projects, for example as part of the NCDO's Small Local Activities Programme, will also continue.

From 2008 a financing facility worth a total of €6 million for the period 2008-2011 will be made available through VWS for Dutch sports organisations contributing to the work of sports and development, and for specific sports development organisations. Cofinancing organisations that have a long-term, grant-based relationship with BZ cannot apply. Dutch sport and development organisations that are part of cooperation agreements between VWS and ministries in countries such as Suriname and South Africa will continue to receive funding.

The new financing facility will support cohesive sport and development programmes, of the kind described in chapter 3. In the case of sports projects that are part of a broad-based development programme, cooperation with specific development agencies is crucial.

4.2.3 Promoting expertise

As stated above, our new policy puts special emphasis on formulating programmes and monitoring and evaluating individual projects. The organisations PSO and NCDO will be involved in discussions on how to realise this. Certain standards need to be met but, at the same time, the administrative and financial burden needs to reflect limited budgets and the limited capacity of participating organisations.

We will continue to fund the NCDO as before in the field of promoting expertise and professional development in sport and development cooperation. Gathering and sharing knowledge and experience, specifically to benefit the international sport and development toolkit, is central to the NCDO's sport and development cooperation programme.

The English-language sport for development website has been available since July 2005. It provides background information on sport and development; specific data on the relationship between sport and poverty, health, HIV/AIDS and the disabled; tips for sport development workers; and partnership and capacity-building tools. The toolkit was developed by the NCDO, in cooperation with 20 international partners.

The NCDO also runs the Dutch Platform for Sport & Development, comprising 35 different sport and development organisations.

We will also be working closely with the newly launched Sport and Development Cooperation Inspiration and Innovation Group. The group stimulates promising initiatives in sport and

development cooperation, and works to encourage innovation and programme quality, tying in with our wish to make a top-quality contribution to development through sport.

4.2.4. Raising awareness: ambassador and development cooperation activities tied in with high-profile sporting events

The NCDO continues to work to coordinate and spearhead awareness-raising activities through the Dutch Platform for Sport & Development. In addition to its existing support, the government will also be appointing Lornah Kiplagat ambassador for sport and development cooperation. She will promote programmes and, together with members of the government, will turn the spotlight on Dutch policy.

The Dutch athlete Lornah Kiplagat, born in Kenya in 1974, founded the High Altitude Training Centre (University for Champions) in Iten, in her home country, in 1999. The centre allows international professional runners to train at high altitude while, at the same time, Kenyan women and girls can learn about the sport or follow a training programme, learn how to use computers, etc. Lornah Kiplagat is committed to achieving emancipation in her homeland, where many women occupy a subordinate position (particularly in rural areas). On 14 October 2007 Lornah successfully defended her 20km world title in Italy, running a new world record.

In addition to this we will continue actively to promote sport and development, with particular emphasis on the 2010 FIFA World Cup. Members of the government will be supporting a number of related activities.

4.2.5 Active involvement in the UN working group

At international level, Dutch commitment to sport for development is shaped by our involvement in the UN working group on sport and development. The working group, in which a number of UN agencies are involved, was launched in 2005 and is chaired by the UNDP. The working group's goal of formulating recommendations for integrating sport and physical education in national development agendas and international policy ties in with the objectives of Dutch policy. We are also working to integrate relevant sporting activities in UN programmes and ensure that limited funding is available.

4.3. Responsible actors

Responsibility for central government policy is in the hands of the Minister for Development Cooperation and the State Secretary for Health, Welfare and Sport. The Ministry of Health,

Welfare and Sport is responsible for implementing and monitoring the programme targeting Dutch sports organisations. The Ministry of Foreign Affairs, through the embassies, is responsible for the culture, sport and development programme. The sport and development cooperation policy will be evaluated by an external evaluator in early 2011.

4.4 Financing

A total budget of around €16 million has been set aside to fund the sport and development cooperation policy framework for 2008-2011, €10 million of which will finance new policy tools for embassies and Dutch sport, and sport and development organisations. Other sources of funding will provide continued financial support for the NCDO and existing sport cooperation agreement projects with Suriname and South Africa.

Annexe 1

Organisations affiliated to the Dutch Platform for Sport & Development (from the NCDO website)

Aid organisations

- Cordaid
- COS Nederland (local international cooperation centres)
- ICCO (Interchurch Organisation for Development Cooperation)
- ISOP (International Student Development Projects)
- Oxfam
- Pax Christi
- PUM (Netherlands Management Cooperation Programme)
- PSO (Association of Dutch Nongovernmental Organisations for Personnel Services Overseas)
- SNV (Netherlands Development Organisation)
- Terre des Hommes
- Todos (sport for children living in slums in Brazil)
- Unicef
- VSO Netherlands (Voluntary Service Overseas)
- WarChild
- KNHB (Royal Dutch Hockey Foundation)
- KNVB (Dutch Football Association)
- NebasNsg (Dutch sports organisation for the disabled)
- NTTB (Dutch Table Tennis Foundation)
- NISB (Netherlands Institute for Sport and Physical Activity)
- NKS (Dutch Catholic Sports Federation)
- NOC&NSF (Dutch umbrella sports organisation)
- Respo DS-DI (organisation developing and stimulating sport for people with disabilities)
- Right To Play (organisation implementing sport for development and peace programmes)
- SCORE Nederland (South-African NGO)
- Stichting Meer dan voetbal (football for a better life)
- World Wide Cycling

Sports organisations

- FASD (Foundation for African Sport Development)
- Johan Cruyff Welfare Foundation
- Kalusha foundation (Zambia)

Educational institutions

- CIOS Nederland (training centre for sports leaders)
- Hanze University Groningen
- INHOLLAND University

- Windesheim University, Zwolle
- Nuffic (Netherlands Organisation for International Cooperation in Higher Education)
- Utrecht University
- USBO (Utrecht School of Governance)

Other

- FORUM Institute for Multicultural Development
- VSG (Association of Municipalities for Sport)
- Haarlem-Mutare Twinning Association
- Groningen-San Carlos Twinning Association
- VNG (Association of Netherlands Municipalities)
- DCDD (Dutch Coalition on Disability and Development)
- Sondela (sport support in developing countries)

