

## NEXT STEP 2014: Using Sport for Good

10-14 February 2014, New Delhi, India



Australian Government  
Australian Sports Commission  
AUSTRALIAN SPORTS OUTREACH PROGRAM



The Sport for Development and Peace International Working Group (SDP IWG) Secretariat, hosted by the United Nations Office on Sport for Development and Peace (UNOSDP), has nominated Magic Bus to host the Next Step 2014 Conference.

Next Step Conference is an international event that brings together a range of stakeholders who can promote the global Sport for Development agenda. Previous Next Step Conferences have been held in Holland, Zambia, Namibia, Trinidad & Tobago and have led to a growth of the sector in the region they have been held in. This one, the fifth in the series, will be situated strategically in India to promote this concept in the Asia region.

In Asia, Sport for Development is a novel concept. The region is widely recognized as the future of global markets, with its burgeoning youth population, and its rapid pace of economic and technological growth. This has brought with it the challenges of change management. Governments and the non-government sector continue to seek ways in which to mitigate growing inequities in the accessibility and availability of basic rights and facilities.

The inherent energy of Sport for Development makes it poised for significant success in such spaces. As evidence in India has shown there is huge potential for Sport for Development programmes that are reflective and build on sustainable, scalable models for social change.

The report *Power of Play: The Power of Sport for Development in India* (published by Dasra, in collaboration with the Australian Sport Commission in 2013) is the first comprehensive document on Sport for Development in Asia. It points out that "...concrete measures need to be taken holistically at the systemic, programmatic and delivery levels to fully harness sports' potential to positively impact marginalized communities and lead to national productivity and economic growth." The report strongly recommends that sport be considered a serious medium of intervention that facilitates cost-effective achievement of development outcomes.

Next Step 2014 offers a much-needed opportunity to exhibit the many possibilities for investment and growth in Sport for Development – for the government, practitioners, corporate houses, the sports industry, colleges and universities, and above all, children and youth. With more than 300 participants from 20 countries, the event will be the first of its kind in India with an aim to promote Sport for Development in the Asia region. It will also provide a platform for advocacy on some very important themes that need to be brought centre-stage. The conference will draw a host of people from across the globe and provide an ideal setting for networking.

The Conference will be held in New Delhi, from the 10<sup>th</sup> to the 14<sup>th</sup> of February 2014.

"Sport is a universal language. It unites people and cultures and helps to build bridges for peace. It can be a powerful catalyst for social change. That is why the UN supports using sport to promote equality and social inclusion and help achieve the Millennium Development Goals."

- Ban Ki-moon,  
Secretary General,  
UN

## Objectives of the Conference

Next Step 2014 is planned as a forum for exchanges of ideas and concrete ways in which to make effective Sport for Development programmes. It will provide a platform that can bring together the perspectives of sports for development that stretch beyond the sports field. The five-day conference will further advance global partnerships for development.

The emphasis will be on creating a web of linkages to foster the Sport for Development space and enable practitioners, academicians, donor agencies and Corporate Houses to learn about and implement effective Sport for Development programmes.

## Conference Structure

The conference is a commitment to achieving strategic outcomes as well as a celebration of diversity – of culture, sport and people. It therefore has a balance of sessions that allow experts, practitioners and students to interact and hear each other, as well as events and spaces that enable sharing on a more cultural level.

- **Plenary sessions:** Centrally held sessions with a panel of expert speakers will set the context on the theme for the day
- **Breakaways:** Sessions emerging out of the main thematic in the plenary, typically for smaller sub-groups that want to engage in-depth with a sub-topic
- **Skill Building Workshops:** Learning-by-doing spaces for smaller groups on practical Sport for Development elements like the development of curriculum and proposal writing
- **Thematic Stalls and Poster Exhibitions** by participants around the conference themes
- **Events** such as cultural evenings, musical performances and visits to field areas
- **Visiting Historical Sites** in Delhi and Agra

“We have seen the true worth of sport and physical activity many times. It builds self-confidence; it defies gender stereotypes; it provides an alternative to conflict and delinquency; it improves health; it can bring hope and a sense of purpose to refugees, impoverished communities and other people in need. Sport has played an invaluable role in the global effort to achieve the Millennium Development Goals (MDGs) and combat non-communicable diseases.”

- Jacques Rogge,  
President IOC

## Conference Themes

In keeping with current areas of importance in Sport for Development, the conference will focus on four strategic themes.

### Day 1

#### **Inaugural Session: Sport for All**

Next Step 2014 opens with a commitment to Sport for All – a reinforcement of the primary agenda of Sport for Development, which is to reach out to all people, and enable conditions for everyone to access the playground. This therefore separates sport programmes that seek to promote excellence, from sport programmes for development. In the former, those who have the required skill and competence are promoted; in the latter, skill, competence and ability are secondary – what is important is to participate and to reflect on the participation to enable behavior change.

## **Plenary 1: Cashing the Dividend: Effective Youth Development Programming**

Youth account for twenty five per cent of the world's population. There is therefore an urgent need to equip them with the skills required to engage constructively and empathetically within an increasingly diverse world. Sports is being looked at as one of the most engaging methods to improve leadership skills, orient participants towards better livelihood options, and prevent crime. Participants will deliberate on the ways sport can impact youth development options.

### **Objectives:**

- To reflect on current youth related issues and existing policies that affect youth development
- To establish the positive role that sports can play in Youth Development
- To share success stories of youth development through Sport for Development interventions
- To explore some realistic and practical steps for designing a Sport for Development intervention for youth

Emerging out of the plenary discussion with policy makers, international agencies and experts in youth development, three breakaway discussions are planned for smaller and more intensive interactions:

- Improving Leadership Skills
- Sport for Development and Livelihoods
- Sport for Development and Crime Prevention

## **Day 2**

### **Plenary 2: Enabling learning environments: The relevance of Safeguarding and Child Protection**

Internationally, all players in Sport for Development have put their weight behind a focus on ensuring that sport and play spaces are safe, for risk minimisation and redressal. Safeguarding processes are being seen as mandatory to ensure the process of social change. Besides, with growing understanding and acceptance of the agency and rights of all children, there is a renewed global movement dedicated towards mitigating risks for children. Discussions will look at mainstreaming this focus.

### **Objectives:**

- To establish the link between effective learning and safeguarding
- To reflect on the role of all stakeholders in ensuring safe spaces for children and youths
- To identify and avoid poor practices (harm, violence and abuse) in child welfare
- To strengthen organizational policy on safeguarding and child protection

The **breakaway sessions** on Day 2 will seek to enable participants to learn practical ways to ensure safety in specific spaces as well as build a culture of safety in their organisations:

- Creating safe spaces
- Building systems for safeguarding

## Day 3

### **Plenary 3: Tackling the Non Communicable Diseases (NCD) burden using Sports and Activities**

Globally, physical inactivity is the fourth leading risk factor for death and is responsible for six per cent of deaths worldwide. There is increasing evidence that physical activity reduces the risk of most chronic diseases including cardiovascular diseases, obesity, type 2 diabetes and several kinds of cancer. Sport for Development is therefore an opportunity to engage not only in substance but also in method, with a range of non-communicable diseases.

#### **Objectives:**

- To understand major NCDs and their common risk factors
- To promote factors that reduces the risk factors of non-communicable diseases
- To deepen understanding about the role sports can play in reducing the risk of non-communicable diseases
- To promote partnerships for the prevention and control of non-communicable diseases

The sessions on NCDs will allow for medical practitioners, health activists, government officials and investors in the health sector to discuss and debate the relative merits of the use of sport for specific NCDs which are of special concern. The **breakaway sessions** therefore allow for a focus on three of these core areas:

- Science behind sport reducing non communicable diseases
- Sport and wellness
- Sport to promote healthy behavior

## Day 4

### **Plenary 4: S4D for Peace and Inclusion**

The United Nations has recognized that sport can be used as a universal language to promote peace, tolerance and understanding by bringing people together across boundaries, cultures and religions. Particularly in post-conflict situations, UN agencies use sport to re-build trust and re-integrate conflict-affected people into communities. However, far more rigour and inquiry is required into the ways in which sport programmes can have long time effects in situations of conflict.

#### **Objectives:**

- To understand the risks of marginalization and ways to reduce marginalization of children and young people
- To exchange good practices on social inclusion across the globe
- To understand ways in which sports can be used as a medium for building peace
- To enable facilitators to use sport in a manner that helps reduce isolation by offering positive spaces for inclusion

The Plenary session will throw up a range of requirements for Sport for Development programmes to address in order to have successful peace and inclusion interventions. The **breakaway sessions** will focus on each of these themes separately, allowing space for

individuals and organisations to share experiences and reflect together on strengths and challenges:

- Using Sport for Development in conflict and post-disaster situations
- Sport for Development for social and disability Inclusion

## Conference Highlights

Planned as a celebration of sport, Next Step moves out of the Conference Hall and into workshop spaces, exhibitions, historical tours of Delhi and Agra, and most of all, into the play field.

### Workshops

A key learning from Next Step Conference 2011 was the requirement for workshops on practical skills required in the Sport for Development space. Next Step 2014 therefore offers participants a range of workshops conducted by experts and practitioners:

#### **Effective safeguarding**

This workshop will focus on helping organisations understand the various dimensions involved in effective safeguarding. It will include inputs on how to make spaces safe for children – playgrounds, classrooms, and other learning spaces in particular. Additionally, practitioners and experts will concretely advise on how one builds a safeguarding system in an organization or institution. This will include developing a policy and putting implementation and monitoring systems in place.

#### **Proposal writing**

There has been a wide call in recent times for enabling organisations and individuals to write effective proposals for fundraising. This is being seen as a crucial piece in facilitating sustainability of the Sport for Development sector. The workshop will focus on writing elements of proposal writing and tailoring proposals for different sets of stakeholders.

#### **Mentoring and coaching**

It is widely recognized that Sport is effective in the development space only when learning is facilitated by an able and nurturing mentor. This workshop will help trainers be more aware of training techniques that are consistent with a mentoring approach. It will also examine the implications this has for effective sport coaching, showing that mentoring can in fact lead to more effective learning in both the development and sport spaces.

#### **Monitoring and evaluation**

Across the globe there is a call for Sport for Development programmes to produce evidence of their success in the form of data on impacts and outcomes. Consistent with the focus on *outcomes*, this workshop will enable organisations to move from an activity framework to a results framework, thus providing them the necessary inputs to be able to collect essential data for program as well as donors.

### **Developing a Sport for Development Curriculum**

This workshop will explore the exciting space of new learning methodologies and how these tie in with a Sport for Development approach. Using this as a foundation, participants will be able to learn how to write activities in a way that ensures that they are useful for people transacting them on the ground. It will focus on ensuring that curricula are held together by a learning methodology, with objectives, outcomes and takeaways clearly articulated.

### **Planning for scale up**

Typically Sport for Development programmes focus on specific geographic spaces and small populations. For the sector to grow, it is necessary that organisations explore ways to scale up their programmes and increase reach. This workshop will explore the many ways in which this can be planned and the risks and mitigating strategies that can be employed. It will provide organization leaders with key learnings and inputs from practitioners who have already embarked on this journey.

### **Communications and using social media**

With the proliferation of social media it is crucial that the Sport for Development sector be savvy in its use of the many opportunities the medium offers. The workshop will explore ways to exploit the social media and the benefits organisations can have. It will explore how organisations can build a communications strategy and plan for build a brand and champion their issue. This workshop will engage with these questions enabling participants to construct a communications plan for their own organisations.

### **Exhibitions**

Exhibitions are planned through the conference, to showcase the themes that the conference is focused on. The exhibits will include posters and thematic stalls representing various facets on safeguarding, youth development, peace and inclusion, and tracking non communicable diseases. These will be an integral part of the conference, allowing the delegates to experience a visual representation and promoting discussions.

Stalls at the event will enable organisations and corporations to display their products. This offers an opportunity to access an international audience to promote new and interesting product concepts.

### **Events**

The very essence of Indian culture rests in its rich stream of art, dance and music. The conference would be incomplete without touching the soul of Indian culture. The cultural extravaganza will include dance, music, and other cultural displays along with field trips to Sport for Development programmes in Delhi.

### **Field visit**

A field visit to a sport for development sessions will give a glimpse of the different activities and programs undertaken by various organisations working in India. This will allow participants to understand the working mechanisms of the organisation and its engagement with its primary stakeholders.

## Visiting historical sites at Delhi and Agra

To round off the Next Step 2014, participants can opt for a tour to the historical sites of Delhi and Agra including the Red Fort and the most famous building in India, the Taj Mahal.

### Why should you be there

#### **Funders**

The conference will provide funders with opportunities for large-scale impact investment in the Sport for Development arena. This is an opportunity to bring a proven model/concept in Sport for Development to a new region. The funders will be able to source effective and proven partnerships in this field with NGOs, government agencies and corporate entities.

#### **Corporations**

The Next Steps conference will help corporate entities source effective programs and organisations for their CSR and employee engagement activities. They will be able to network with governments and donors to implement an effective funding policy. Those who produce sports and sport for development related material will be able to display their products.

#### **Governments**

Government agencies will have networking opportunities with corporate, donors, international sports bodies and NGOs. There will be opportunities for inter-government liaising especially among developing countries using Sport for Development. The government agencies will be able to develop learning spaces to engage with low-cost, innovative methodologies for development. There will also be innovative ways of addressing the Millennium Development Goals through Sport for Development.

#### **Academics**

Researchers and academics will get exposure to a new range of developmental possibilities that help illustrate the power of sport to children and youth. Academics and organisations will be able to showcase success stories in Sport for Development. The plenary sessions and breakaway sessions will help people share new ideas and possibilities for Sport for Development. Researchers will be able to share cutting edge research, learnings and best practices in the sector.

#### **Practitioners**

Practitioners in the field of Sport for Development will be able to showcase innovative approaches and their impact and share their experiences and challenges. They will be able to build partnerships and network with a full range of those interested in sport. There will be opportunities for capacity building through the different workshops offered at the conference.

### The Next Step Legacy

The use of sport in development is one of the more recent strategies to engage with a rapidly changing world and its challenges. All participants and implementers agree on the magnetic nature of the medium, how joyful and empowering just playing in safety can be. However, the world's major stakeholders also agree that it is now time for the sector to go beyond its

inherent strengths and begin to focus on core outcomes that can be achieved. In this exercise, Sport for Development emerges as a serious frontrunner among enablers of development.

Next Step 2014 will create a body of discussions and interactions that will be the foundation for Sport for Development in Asia. This will lead to a renewed commitment among governments to promote the use of sport for development, new partnerships between governments, corporate players and interventionists to build effective interest and an increasing buzz among all interested individuals and organisations. It is anticipated that opportunities for business development will be plentiful, with key international players such as the UN SDP IWG, the Australian Sports Commission, UK Sport and Laureus being part of the conference.

2014 will also play host to the first ever International Day for Sport for Development, as declared by the United Nations – April 6<sup>th</sup> will be a significant milestone for the sector. This offers Asia a rare opportunity for a follow up to Next Step 2014 – it is possible to envisage the inauguration of programmes in at least 3 countries other than India on this day, thus setting the stage for the region to pencil its name in, on this playground.

## Agenda

10.02.14	09:00 am – 10:00 am	Registration
	11:00 am – 01:00 pm	Inaugural Session: Sport All
	02:00pm – 03:30 pm	Plenary1: S4D – Focusing on Youth Development
	03:45pm – 05:15 pm	Breakaways – <ul style="list-style-type: none"> <li>• Improving Leadership Skills</li> <li>• S4D &amp; Livelihood</li> <li>• S4D &amp; Crime Prevention</li> </ul>
11.02.14	09:00 am – 11:30 am	Plenary 2: Relevance of Safeguarding S4D
	11:45 am – 01:00 pm	Breakaways - <ul style="list-style-type: none"> <li>• Creating Safe Spaces</li> <li>• Building Systems for Safeguarding</li> </ul>
	02:00 pm – 03:00 pm	Poster Presentation
	03:15pm – 05:15 pm	Capacity Building Workshops - <ul style="list-style-type: none"> <li>• Effective safeguarding</li> <li>• Proposal writing for fundraising</li> <li>• Mentoring &amp; Coaching</li> <li>• M&amp;E in S4D</li> </ul>
	07:00 pm – 09:00 pm	Cultural Show + Dinner
12.02.14	09:00 am – 11:30 am	Plenary 3: Tackling the Non Communicable Diseases burden using Sports and Activities
	11:45 am – 01:00 pm	Breakaways - <ul style="list-style-type: none"> <li>• Science behind sport reducing non communicable diseases</li> <li>• Sport and wellness</li> <li>• Sport promoting healthy behavior</li> </ul>
	02:00 pm – 03:30 pm	Capacity Building Workshops - <ul style="list-style-type: none"> <li>• Developing Curriculum on S4D</li> <li>• Planning for Scale up</li> <li>• Communication &amp; Using Social Media</li> </ul>
	03:45 pm – 06:15 pm	Field Visit
	07:00 pm – 00:00 pm	Cultural Show + Dinner
13.02.14	09:00 am – 11:30 pm	Plenary 4: S4D for Peace and Inclusion
	11:45 am – 01:00 pm	Breakaways - <ul style="list-style-type: none"> <li>• Using S4D in conflict and post-disaster situations:</li> <li>• S4D for Social and disability Inclusion</li> </ul>
	02:00 pm – 03:30 pm	Closing Ceremony
	03:15 pm – 06:00 pm	Street Soccer Finals: Mini event with complete branding. TA
14.02.14	06:00 am – 10:00 pm	Outstation Trip

## Registration details

Registration fees include:

- Conference access for all days
- Lunch and tea/snacks on all days
- Cultural shows and dinner for days two and three
- Access for all workshops
- Sport for Development site visits in Delhi.

Note: Outstation visit will be optional at a cost.

## Registration fees

Indian (in INR)		Foreign (US\$)	
NGOs	Others	NGOs	Others
Rs. 5000	Rs. 7000	\$300	\$450

For details, visit  
[magicbus.org/cms/nextstep2014](http://magicbus.org/cms/nextstep2014)

## Register now:

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## Corporate Sponsors

Next Step 2014 is the first event of its kind to be hosted in Asia for the global sport for development community. We are offering attractive corporate sponsorship opportunities in several categories.

To find out more about Corporate Sponsorship opportunities at Next Step 2014 please contact:

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