

SPORT FOR DEVELOPMENT. AFRICAN INTERNATIONAL UNIVERSITY INITIATIVE (S.F.D-A.I.U.I.)

JUSTIFICATION AND BASIC ASSUMPTIONS OF A SPORT AND DEVELOPMENT STUDY PROGRAMME IN SOUTHERN AFRICA

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This paper gives the vision of the initiators of the programme on the two basic elements of the title: 'Sport for Development' and 'African International Interuniversity Initiative'. This vision is already partly put in concrete actions, however partly still under discussion between the interested partner universities. The explicit formulation and justification of the basic assumptions may help to find in an open discussion a creative solution for all challenges that may slow down or impoverish the realisation of the initiative.

POTENTIALS OF SPORT IN A DEVELOPMENTAL CONTEXT

Both recreative and competitive sport participation constitute a value in itself because on a personal level sport is commonly recognized and appreciated as a generator and or facilitator of positive values such as the development of motor and social skills, as well as high valued physical and psychological qualities, i.e. a sense of competence, health, fitness, self-esteem, pleasure, well being. On a community level sport is said to have the potential to facilitate in a direct and indirect way community development, social integration, peace building, dealing with trauma, provide safe spaces for children to play, and serve as containing contexts to restore a sense of normalcy in the lives of children affected by conflict or disaster, improving health, poverty alleviation etc.. Sport is indeed an arena where people meet, either in active participation or as leaders, officials or spectators. Either way, sport offers an easy accessible arena where awareness can be raised, positive activities introduced, education offered and healthy habits developed. In countries where HIV/AIDS

prevalence rates are high and mainly affect the young poor, sport provides also a valuable means for including stigmatized youth and developing HIV/AIDS information and education activities. As a most dynamic cultural phenomenon, sport is ascribed considerable potential as contributing to education, socialization and social integration. Practices and policies worldwide have adopted sport programmes as a flexible, accessible and cheap field tool in relation to these outcomes of sport.

However less then ten years ago sport was seen as a luxury in developmental co-operation circles and funding sport projects was an extremely low developmental agenda priority. This may be due to the ethical consideration in the donor countries that basic conditions (peace) and needs (e.g. food, water, and medical care) should have priority on leisure and pleasure. However, this latter consideration ignores the 'potential' of sport as a tool in the pursuit of the development goals as mentioned above and also ignores the reasoning in the recipient countries.

This ethical consideration in the donor countries is now strongly challenged by the recognition of the potential of sport by international and national organisations (see references to reports, memoranda and statements in box 1), by the reality of the hundreds of successful projects (see reports of the Next Step Conferences, see regularly updated NCDO toolkit Sport for Development in Box 2) and by the growing involvement of the academic community (see e.g. Coalter, 2007; Vanden Auweele; 2006; Van Eekeren, 2006).

BOX 1:

World leaders recognized the power of sport and its values at the 2000 UN Millennium Summit and at the 2002 Special Session on Children. The 2002 outcome document 'A World Fit for Children' and the 'Millennium Development Goals (MDGs)' serve as the primary guideposts for all of UNICEF's programming.

BOX 2:

CDO TOOLKIT: - Address of the toolkit: www.toolkitsportdevelopment.org (includes information on the themes: gender, HIV/aids and sports, disability and sports, sports and reconciliation)- link to publication mega sports events:
www.toolkitsportdevelopment.org/mega-events - link to publications on gender and sports:
<http://www.toolkitsportdevelopment.org/casablanca2008/>

Moreover, the recipient countries expressed several times that sport (including all forms of games, sports education and physical education up to elite sports) helps them to take their minds off the hardships all around them. They even consider the organisation of championships (e.g. the FIFA World Cup in South Africa) being a good idea because they may have a tremendous impact on the mood and image of the country, boosting not just the reputation of those in power but also the morale of the population at large. The whole country celebrates at the time of the championships and there is worldwide focus and interest for a country which is normally disregarded or seen in a negative

light (Dutch Ministry of Health, Welfare and Sport, 1998; NCDO, 2008; Vanden Auweele, 2006). We will explain below that the concerns that were expressed on the 2010 World Cup at the DBBS conference in Stellenbosch, April 2008 were targeting FIFA rather than the South African Government (see Box 3). See also Foster & Pope (2004), Jennings (1996), Giulianotti, 2006; Lenskyj (2006), Maguire (2006) for excellent analysis of the way global sporting organisations and the so called sports industrial complex enrich themselves at the expense of the organizing countries. They are said to operate in a non transparent way, to suffer from a democratic deficit and hardly can be held accountable for their decisions and actions.

Potentials of sport in a developmental context for Northern countries.

More than in other development projects, Sport and Development can be viewed from both a North-South as well as a South-North perspective. This form of development cooperation may have social returns for Western countries in terms of producing new insights of potential importance to their own multicultural challenges that became a hot issue due to the enormous influx of African and East European people and refugees from conflict areas from all over the world. Community work in Europe is learning a lot from models tried out in the South. Sport, is considered to be the second most accessible and cost-effective tool to reach (social integration) emigrants who in a first reaction of uncertainty and defence (but also because of poverty) withdraw themselves physically into certain sectors of the cities and mentally into the way of living of their former countries and cultures which is in many aspects contrasting with their new country (Dutch Ministry of Health, Welfare and Sport, 1998; Theeboom & De Knop, 1992; Theeboom, 2008).

OPPORTUNITIES FOR MODERN SPORT AS SUCH: A STIMULUS FOR A CRITICAL SELF ANALYSIS

Sport for Development may also initiate International Sport Organisations to question itself: 'which values are both explicitly and implicitly propagated in and by current (competitive) sport? What kind of human behaviour and type of sport is promoted? Which views are given a chance and which are not? What are the criteria for good sport

delivery?'(Vanden Auweele, 2004). Indeed, notwithstanding that we know sports' inherent value and its 'potential' to address the well-being of people, it would be naive to think that sport automatically elicits and promotes these positive effects. Sport participants are, especially in competitive sport, confronted with the massive entrance of commercialization via sponsors and media which influence moral and social values of managers, parents, trainers, etc. Differences in scales of values produce differences in thinking and acting.

Our position is that sport mustn't be allowed to be a facilitator or catalyst for increased egocentrism, abuse, violence and corruption on and around the competitions. The last thing that promoters of sport in a developmental context want is to increase the dominance of these negative values via sport in countries that, due to many structural factors (e.g. poverty...), are especially susceptible for corruption, violence and abuse.

Therefore, in order to unlock the positive potentials of sport and to avoid negative impacts we need to identify the active ingredients of positive and

negative sport delivery, to develop evidence-based intervention strategies and educate all those using sport programmes in developing and upcoming countries. Policy driven enthusiasm on the positive 'potentials' of sport both on a personal and community level is too fragile a basis for the quality, efficiency and sustainability of sport in general and development oriented sport programmes specifically. As explained above, sport isn't 'always' and 'automatically' a useful instrument or goal. Moreover, how much do we really know (empirical evidence) about the effects of sporting activities on risk behaviour prevention, social inclusion, conflict prevention and peace-building? Do the organizations involved have sufficient know-how and do they make adequate use of the information available. (Burnett, 2006; Coalter, 2007; Maguire, 2006)?

A conference in Cape Town (University of the Western Cape, March 2008) in the context of our DBBS sport and development project resulted in the formulation of the following reflections on the organization of mega sport events. These reflections have been sent to FIFA.

BOX 3

Letter to FIFA

FACULTY OF COMMUNITY AND HEALTH SCIENCES

Dear Mr ...(Member of the FIFA Executive Committee)

In March 2008 an international congress was organised on "the impact of mega sport events on developmental goals". It was hosted in Cape Town South Africa. Please find attached the results of the conference and the key ideas and recommendations emerging from it. The conference organising committee aspires to contribute to maximising the positive impacts of the 2010 FIFA world cup for SA Citizens, teams, fans, and supporters from abroad.

We greatly appreciate your entertaining the attached recommendations and request you to defend those that you concur with both in the FIFA medical committee and the FIFA executive board.

On behalf of the organizing committee,

Yours sincerely:

Representatives of the universities of the Western Cape, Stellenbosch, Johannesburg, Pretoria, Leuven and Utrecht have signed this letter

FIFA's reaction was negative and defensive. This wasn't surprising because the sports world hasn't in the past been renowned for its self-criticism, nor for

accepting criticism rightly directed at it. Anyway it illustrates that sport for development may challenge the sport sector to reflect on its basics.

BOX 4:

The document we sent to FIFA

AN AFRICAN FOOTBALL WORLD CUP AT LAST: Maximizing the positive effects of the 2010 FIFA World Cup TM

We are conscious of the fact that FIFA has implemented various developmental initiatives such as the Football for Hope Project which is designed to have lasting legacy effects in the host nation. Notwithstanding this and other highly commendable initiatives and commitments, the March 2008 conference (Impacts of Mega Sports Events on Developmental Goals, 5-7 March, Stellenbosch, South Africa) highlighted additional developmental concerns that we wish to bring to your attention (see the accompanying brochure). The following are a set of developmental recommendations emanating from the conference proceedings:

Legacy effects

1. One of the conclusions is that the FIFA plan and vision of the legacy effects is somewhat unclear. It is recognized that the Legacy Plan might be very well developed by FIFA. The communication of that plan, however, is not evident and thus the Legacy Plan can be perceived to be unclear and not sufficiently articulated. It is recommended that the communication of the Legacy plans and effects be widely disseminated and publicised so that the South African population can have clarity on the benefits to be accrued from the hosting of the World Cup event.
2. The role of the commercial sponsors in the Legacy Plans is not evident or visible. It is recommended that FIFA consider generating greater visibility and/or involvement of the commercial sponsors in legacy projects through their corporate social responsibility commitments that will encourage and support longer-term developmental goals in South Africa.

Economic effects

3. The conference registered concern that the commercial activity benefits around the event will be restricted due to the tight regulation of revenue streams which, it appears, will exclude the informal sector that characterizes a large chunk of economic activity in South African urban settings. It is noted that there is widespread local expectation that the World Cup event will generate many opportunities for small businesses, entrepreneurs and vendors in and around the match venues and the supporting base camps and fan parks. We are concerned that there is a disjunction between these very high expectations and FIFA's plans to regulate commercial activity in and around the event. Our concern is that this constitutes a source of potential disappointment, disgruntlement and anger in local communities where expectations of direct commercial gain from the event are extremely high. We wish to bring this disjunction to the notice of FIFA. We recommend FIFA to create additional opportunities for small businesses and entrepreneurs and vendors around match venues and to think creatively about other opportunities to increase the benefits for the informal sector (20% of S.A.'s economy).
4. It is noted that the Volunteer Plan is not well understood at a local community level. It is recommended that this be more precisely articulated and communicated because there are expectations that the Volunteers will both be financially rewarded and accrue skills as a result of their voluntarism. In the African context the concept of voluntarism may have different connotations and may raise financial expectations.

Health effects

5. The conference noted concern with the seeming lack of a sexual health and safety plan given the World Cup is to be hosted in South Africa with its high HIV prevalence rate. It is noted that the sex worker industry is illegal in South Africa and, as a result, unregulated. This increases the risk of sexual hygiene problems and ultimately the risk of transmission of sexually transmitted disease (including HIV). The conference delegates noted it is very unclear where the responsibility lies for implementing an integrated sexual health awareness and prevention plan around the FIFA World Cup TM event.

Impact Study

6. The conference resolved that there is a need for rigorous studies of the impact of the World Cup on developmental indicators pertaining to social, health and economic issues. While it is realised that such studies are being planned and may already be under way, it is recommended that FIFA publicly supports such impact research that will inform future event planning in developing and developed contexts.

Social involvement and contact

7. The World Cup event is greatly anticipated at the local community level. There is a concomitant expectation that community members (youth in particular) will have first hand exposure to the visiting teams and players by having access to, for example, training sessions and autograph sessions. FIFA is requested to openly declare that this will, indeed, be the case. This kind of first-hand exposure is a critical source of motivation for sports development in local communities. It is recommended that FIFA encourage an articulated plan for teams to add value to local communities through such controlled engagement with local NGO's, sporting bodies and associations and youth initiatives.

**AN INTERUNIVERSITY COLLABORATION:
An African International University Initiative**

Basis assumptions

1. The 3 basic objectives/tasks of each university are research, education and service to the

public. Sport can be approached via two ways or with two interests, i.e. via competitive (elite) sport as a value in itself and sport as a means to reach developmental goals.

Two interests Three objectives/tasks	Competitive sport, Elite sport	Sport and development (Sport Plus and Plus Sport)
Research		
Education		
Service to the public		

2. The North- South- South developmental initiatives are carried out with the best intentions but fragmented and with a total unawareness of each other. This is true for both Northern (donor) and I in the Southern (recipient) countries (Develtere, 2009). As far as sport is concerned,

universities, sport organisations and NGO's within the same country, implement sport and development programmes in an uncoordinated and non-integrated manner. This is true for both sport plus or plus sport programmes (Box 4).

BOX 5:**Definition of Sport Plus and Plus Sport Programmes**

'Sport plus' activities focus on sport and physical education itself and are designed to maximise the social benefits of such activities.

Integrating sport and physical exercise into other activities, such as rural development projects, programmes for street children and projects aimed at women, or into the management of refugee camps are termed **'plus sport'** activities.

3. South Africa has a history of both dealing with trauma (i.e. Apartheid) and working on the development towards a multicultural and multiracial society (post Apartheid) in a way (with high moral standards) that is still an example not only for Africa but for the whole world. South Africa can and must once again be an example and for Africa and for the whole world in giving impetus to an initiative which exemplifies big-heartedness, a lot of creativity, optimism, realism, voluntarism and flexibility. The University of the Western Cape (UWC) could be a pioneer here considering her mission statement and her position in South-Africa. Developing and implementing a joint educational programme on sport for development will realise a sustainable element in the South African educational and sport system and will be a sportive contribution to the African Renaissance.

Strategic choices based on these basic assumptions

Gearing competitive sport up with developmental interests, gearing the three university tasks (research, education, service to the public) and the interests of the different stakeholders up with each other (universities, sport organisations and NGO's), will constitute an academic, financial and most of all a political challenge. To consider this an easy task should be an underestimation of the impediments. Each university, each NGO, each sport organisation has his own history, his own challenges, difficulties and possibilities.

However the aim should definitely be a 'win-win' situation for all partners. This means we will have to overcome the challenges of unhealthy competition (to be the first, the best, and the biggest) and to reach an optimal cost-benefit

investment for all actors and stakeholders, i.e. avoiding unnecessary costs and overlap and therefore targeting a combination of forces and expertise.

From a pragmatic viewpoint one may argue that not any single university (South or North) does have at this moment either the research or the educational capacity to organise such a multidisciplinary task alone. Other (Southern) African and (in our view, to a certain point) Northern universities should join whether with experts, researchers, lecturers, or students etc. Scientists and practitioners (sport organisations, Ngo's) could work together to produce a balanced curriculum with several modules while all could keep their identity and focus on their crucial issues and topics. This collaborative approach could lead not only to a joint curriculum but also to joined research and practical projects. In short, the educational programme could facilitate other forms of contracts with both African and Northern universities.

The major gain would anyway be the professionalization (theoretically and practically) of NGO's collaborators who are amateurs in sport on the one hand, and on the other hand the widening of the horizon of trainers, sport managers and administrators who are experts in one domain of sport (techniques, tactics, physiology, psychology, sociology, management, administration, etc.). Both target groups rely mostly upon (some) experience and a lot of intuition, goodwill and dedication. However this is not enough to generate the positive values attributed to sport participation. Pedagogical skills, knowledge of the broader sport goals (social skills to function optimally in a team, developing self-esteem, developing a healthy competitive life style) are necessary in addition to the skills needed

to select and organise those exercises and contexts that serve developmental goals (community development, peace building/keeping, risk behaviour prevention). To day we dispose at best of technical and tactical manuals in most sports but we don't have a well thought-out sport policy concept which aims explicitly to unlock both sport intrinsic values and values that facilitate developmental goals and which include pedagogical, psycho-social, medical and nutritional etc. aspects

In order to tackle these challenges we therefore suggest 'in concreto':

1. to start with a sustainable inter-university educational programme. For strategic reasons we think and have the personal experience in Europe that this is the most efficient entrance in the university's tasks including research, practise and education (Vanden Auweele, 2003).
2. A structure with good defined and shared functional and financial responsibilities of all partners involved (bilateral contracts?). The structure must have a clear coordinating board including educational, administrative and financial elements. Flexibility and respect for each others identity are the key word here: universities, Ngo's, sport organisations should be allowed to enter/contribute with all or only with some elements such as lecturers, students, administrative help, logistic support etc.
3. Although the starting point is 'sport for development', there may be not a contradiction between competitive sport and sport for development. Anyway we need a clear vision and a realistic decision (in terms of expertise and finances) on how far we want or can go in the linking between elite sport and sport for developmental purposes. (Allison, 2005).
4. A clear vision and decision on the level of the programme, in terms of entry requirements, diploma or certificate, validation of the programme;
5. Keeping in mind that the title mentions 'AfricanInitiative' we need a provisory decision on the number and origin (only South or South and North to some extend, or...) of partners to start with and a policy (procedure) of expansion.

CONCLUSION

In order to tackle the academic and political challenges we need a clear and explicit vision on what we want to achieve with whom and with what means. No hidden expectations or agenda's. We need to target the active ingredients of sport in an optimal manner linking between recreation sport, competitive sport and sport for developmental purposes.

We need an operable education programme for managers, technical directors, supervisors and NGO collaborators to act as multipliers to put this vision into practice.

Notwithstanding traces of impatience, frustration, resentment and a reflex to defend our own organisations' interests, we need flexibility, creativity and above all the will to succeed among all partners. We mustn't agree on all points but must have gusto to come to a consensus.

Finally this initiative has to be monitored and evaluated with the same measures and criteria as any other 'sport and development' initiative.

At this moment one may evaluate the initiative as largely 'outside-in' (VLIR-DBBS/Belgium cooperation programme) with strategies, structures and contents that are borrowed from the European Erasmus/Socrates programme and from Northern and Southern experts in Education and Sport and Development.

However, it is the plan of the authors to strive as far as the implementation of the programme is concerned for a change from a cooperation status to an interuniversity network built up through bilateral contracts and equal power relations. This should be realised through a mobilizing of dynamics in all participating universities and strategic partners (Education departments of the participating universities' governments) for uptake and ownership.

Linking and bridging, collaboration, mutual reflection, association and identification will be the key words of the elaboration and implementation of the SPORT for DEVELOPMENT. African International University Initiative (S.f.D-A.I.U.I.)

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