



SPORTS FOR LIVELIHOOD AND DEVELOPMENT MANUAL



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LESSON 1: DEFINITION OF TERMS AND CLARIFICATION OF CONCEPTS

Sport:

Sport refers to all forms of physical activity that involves casual or organized participation aimed at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.

Therefore, sport activities include play, recreation, casual or organized competitive sports and indigenous sports or games.

These activities may be done for enjoyment/fun, physical fitness, improvement of mental well-being, socialization, competition or as a job.



Figure 1: Students Engaging in various Sport Activities

Livelihood:

Livelihood is the way in which a person earns a living to support their subsistence of basic life necessities.

Strategies to enhance livelihoods are therefore geared towards reduction of poverty, promotion of decent work and economic growth, and reducing inequalities in society.

Therefore, livelihood remains a concern for organizations targeted by development programs, policy makers and other practitioners.

People make livelihoods through business organizations, small scale traders that in Kenya may include mama mboga, salonists, second hand clothes (mituba) sellers and Jua Kali artisans.



Figure 2: Young Lady earning Livelihood as a Salonist

Sports and Livelihood:

Sports and livelihood basically mean earning a living through sport. A person can earn a living through sport by engaging in such activities such as;

- Athlete benefiting from a scholarship
- Coach
- Sport agent
- Sport administrator
- Athletic trainer
- Fitness instructor
- Physiotherapist.
- Organizing sports events

- Organizing outdoor activities
- Facilitating team building
- Selling sports products and services
- Competing at national or international event
- Maintenance of sports facilities
- Being involved in building sport facilities

Hence, sport and livelihood refer to numeral employment or financial opportunities arising from sporting activities.



Figure 3: Coach earning Livelihood through coaching a Parasport

Development:

Development can be defined as changes in the way of life that is characterized by improved wellbeing and sustainable income. Thus, it can be regarded as the process of creating positive change that leads to improvement of standards of living.

Sport for Development (SFD):

Sport for Development (SFD) refers to the intentional use of sport, physical activity and play to attain specific development objectives, including, most notably, the UN Sustainable Development Goals (SDGs).

The Sport for Development (SFD) initiative therefore works to enhance human development through advocacy for the recognition and use of sports as an effective tool in humanitarian development.

The field of Sport for Development (SFD) has grown over the last decade. Many countries and organizations have recognized the importance of the use of sport as vehicle for development.

In development, sports are used in the promotion of; peace, gender equality, education, public health, safety, environmental, female genital mutilation or passing other messages that promotes human development.



Figure 4: Promotion of Human Development through Sports

Inclusion:

Inclusion entails ensuring that sport accommodate all people regardless of their physical, emotional, intellectual or any other need. Sport provides additional livelihood opportunities for people with special needs for instance through improved access to education geared towards sports and this make individuals better placed to compete in the labor market.

People abled differently are engaged in sport and this help in addressing social exclusion.

People abled differently are passionate about sports just like their peers and this is demonstrated for example by such events as Parasports, adapted physical activity and exercise prescriptions where the disabled showcase their talents at global stage.



Figure 5: Demonstration of an Inclusive Sport

LESSON 2: SPORTS AND BUSINESS: TRANSFERABLE VALUES FROM SPORT TO BUSINESS

It is fascinating to note that the very skills and values that are acquired through sports can also be applied in business. Sports in general have the ability to teach and mold someone in his or her future career. The very values that are learned in sports also contribute to the business world as well.

These values are not only applicable in big businesses but small businesses as well such as barbers, salonists, vegetable sellers (mama mboga), Jua Kali artisans among others.



Figure 6: A salon business

Can small businesses such as salon or barbers (Kinyozi) transfer values they gain from sports to their businesses?

The following are values learned from experiences in sports that contribute to the business world as well.

Discipline:

Involvement in sports require discipline. For example, to lose weight you have to wake up and maintain a certain routine over a period of time for you to experience any benefit. Even in team sports, without learning self-discipline, it is hard to contribute to a team.

Discipline also applies to the business world. It takes discipline to wake up early and attend to your customers. It also takes discipline to remain respectful and not say anything that might hurt your customers no matter how irritating they are.

It is important to note that discipline is everything that you require for you to succeed in sports and this value is transferable to business.



Figure 7: Discipline key in Sports

As a small business entrepreneur, it is always important to remember discipline always turns ability into achievement.

Teamwork:

Team work is one value that is applicable in both business and sports. In team sports every team member has a contribution to make as they rely on each other and therefore all of them have to be accountable.

The same can also be applied in business since every employee has a certain task to perform. A team always has one purpose and that is to succeed.

It is always important to bear in mind that whether it is winning a competition in sports, or making profits in a business, the contribution of every member is key to the success.

It is important to note that even individual businesses such as Jua kali artisan among others also have to realize that a business require other player such as suppliers, cleaners and other interested parties and therefore team work is also a necessity.

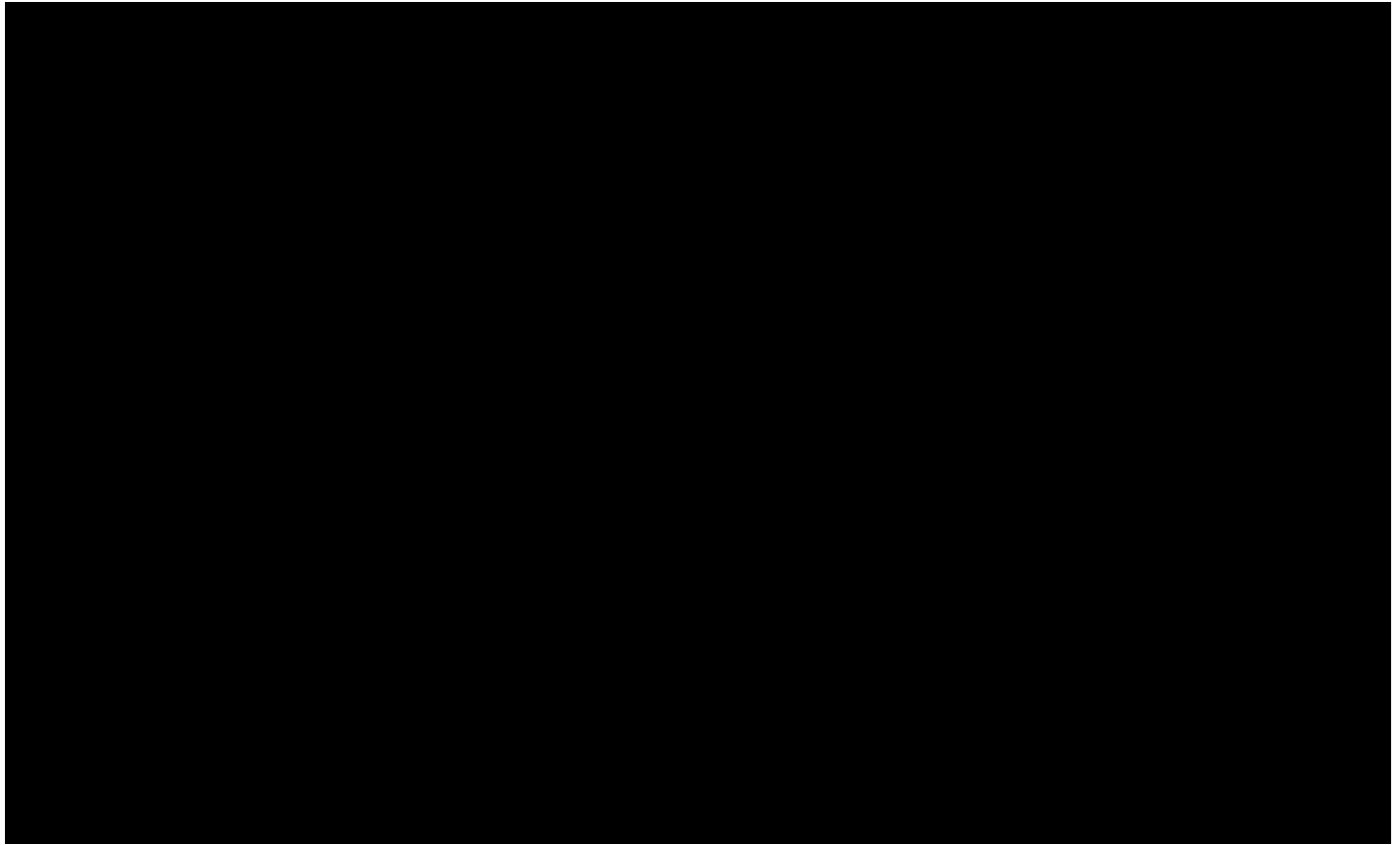


Figure 8: Two teams of people abled differently playing adapted volleyball

The image demonstrates that for any team to succeed every member has a contribution and a role to play. This also applies to business.

Perseverance:

Anybody who has ever involved himself or herself in sport might have realized that things do not always go your way and sometimes it can be frustrating. Sometimes you want to lose weight but you end up gaining. Other times you want to win but you lose. One value that every person who succeeds in sports learn is perseverance. It is the only value that teaches someone to persist even when the going gets tough.

It is important to note that even in life things will not always go our way and sometimes it is frustrating and this applies in the business world as well.

Maintaining a business is hard work and requires a lot of dedication. Sometimes the business might be making loses and other times there are very few customers if any to sustain the business. Other times you might also not be getting along well with your customers.

Thus, for you to succeed in such difficulty and frustrating times, the value of perseverance gained through sport becomes a necessity in business. The athletic experience of triumphing over failures prepares them to bounce back from these frustrations and persist in their pursuit of their goals. This value also helps people to bounce back from potential failures and persist in pursuit of business goals.



Figure 9: Perseverance Key in Sports

Self-Confidence:

Simply defined, self-confidence is the belief that one has the abilities to achieve success. Sports acts as source of self-confidence through; performance accomplishments (winning or mastery of a skill), encouragement by the coach through his or her leadership style, using imagery as a source of confidence by seeing oneself demonstrating a skill, and verbal persuasion techniques used by coaches, teachers and peers to influence behavior.

This value is also required in business. To start any business venture, one is required to have self-confidence. Confident athletes just like business people are confident on the task ahead while unconfident ones worry about their performance.

Confident athletes set challenging goals while those lacking it set easy goals and never push themselves to the limit. This also applies to business where those in business who are confident always set challenging goals. Success in business or sports is pegged on self-confidence.

Can self-confidence acquired through sports benefit those business people abled differently?

Self-confidence is perhaps of great value to those abled differently compared to able bodied persons. Those abled differently are discriminated by society not to mention the stigma associated by being different from others. However, research findings show that sports build confidence and a sense of self-worth to those abled differently.

They are able to interact with others freely and this is a key ingredient in business.



Figure 10: Players Abled differently playing together. Playing together can enhance Self-confidence

Research supports the view that self-confidence is a crucial psychological requisite for success in sports and business.

Respect:

This perhaps is the most important value learned in sports. Respect encompasses both respect for oneself and respect for others. These are two ingredients for success in business and sports.

Self-respect gives one confidence leading to success. Those who are certain about their capabilities always succeed in sports. In business you must have self-respect and also respect for others in order to be successful.



Figure 11: Sports Promotes both Respect for Oneself and Respect for Others

Self-Awareness:

Perhaps one of the greatest values gained through sports is self-awareness. Sports allows athletes to understand their aspirations, values, strengths, weaknesses and areas of improvement. Self-awareness when transferred to business can contribute to business people making informed and sound decisions, identification of suitable business opportunities and an awareness of what one can or cannot do.



Figure 12: Participation in sports helps Athletes gain Self-awareness

Activity

Discuss other transferable values from sports to business

LESSON 3: SPORT AS BUSINESS

Sport has become big business and may account for as much as 3% of global economic activity. The sporting events are generating economic and commercial impacts worth billions of moneys.

The sport in today's world is used as a promotional vehicle for example; sport images and personalities are used to sell alcoholic products, cars, sportswear, and a whole range of other products.

Potential opportunities of sport:

- The field of sport should be advanced beyond the current view of sport for physical fitness, recreation and socialization to provide evidence for sport as space for and opportunity for youths.
- Millions of people depend on sports for their livelihood by being directly or indirectly employed by institutions offering sports activities.
- Sport can be a source of economic opportunity. However, this potential is not well understood or is rarely utilized and in particular among the youth. The sport can influence engagement in livelihood and social programs.

The following are potential opportunities offered by sport:

Employment:

This opportunity is for the people who derive their livelihoods from employment (permanent or casual)

For any sporting event to take place, several professionals and non-professionals are involved. Professional personnel are often in the field of sports management and include coaches, marketing manager, event manager, gym manager/facility manager, office manager, technicians, agent, gym instructors, sport therapist, procurement officer, lifesavers, facility designers, first aiders and teachers. Other professional opportunities include analyzing the action as a commentator and sport and exercise psychologist.

Some of the sport employment positions require highly skilled personnel and others no skills at all.

It is also important to realize that those who are players can also turn their passions into careers. For example, if playing a game like soccer one can take professional courses for coaching and refereeing (can be organized in cohorts by inviting the relevant sport bodies).

It is important to note that one can attend less expensive short courses and build up a career from them. Non-professional jobs include cleaners, receptionists, gardeners, pool attendants, casual laborers within the sport industry.

Examples of how one can earn a living through sports:

Professional Jobs

Refereeing -level one or class one referee -requires 20,000 ksh as capital for training or joining a cohort.

- Training - 4 weeks for level one
- Recruited as assistant referee (linesmen)
- Refereeing per match top flight per match - 7000 Ksh
- Refereeing national per match - 3500 Ksh

- In a week for top flight two matches - 14000 Ksh
- In a week for national - 7000 Ksh

NOTE: Only basic education required for the course.

Non-professional/non-skilled labor

Under this category of employment, you do not need any training

- Cleaner
Cleaner provide cleaning services with working a minimum of 8 hours.
Minimum pay - 976 shillings per day
For 5 days per week - 4880 Ksh
For one month - 19520 Ksh
Some of these positions are walk in.

Management of Equipment and facilities:

Most sports require facilities, equipment and supplies.

- Facilities are enclosed or open areas where sports or physical activity events are conducted. Examples include gymnasium, health spas, swimming pools, soccer pitch, roller and ice links, bowling alleys, campsites etc.
- Supplies are those materials that are expendable and have to be replaced at frequent intervals, such as shuttlecocks and tennis balls.
- Equipment refers to those items that are not considered expendable, but are used for a period of years such volleyball standards, canoes, balance beams, strength training equipment, soccer goals, videotape recorders etc.

Opportunities arising from facilities, Equipment and supplies:

Facilities:

- Skilled and unskilled personnel when sports facilities are being constructed
- Maintenance and this require both skilled and unskilled personnel. For example, electricians, plumbers, cleaners
- Safety- For example swimming pools require lifesavers and cleaners. Other sports also require first aiders.
- Soccer pitches and other outdoor facilities require unskilled personnel for mowing, weeding and watering
- Swimming pools require cleaners, swimming pool service technician, Lifeguards etc.
- Designing gyms and other sports facilities require skilled and casual laborers.

All these opportunities are avenues of livelihood.

Example:

- Building gym - can be there as a casual laborer or contractor
- Daily as casual laborer - minimum 1000 Ksh.
- 6 days - 5000 Ksh
- 24 days - 20000 Ksh

Full pledged entrepreneur:

Entrepreneurship is the processing of setting up and engaging yourself into the art of buying/manufacturing and selling of products/services for a profit.

A product can be described generally as 'any package or combination of qualities processes, and capabilities (goods, services, and/or ideas) that a buyer expects will deliver want satisfaction'.

A vital step in sport marketing is the recognition that one is dealing with special/unique product. That is, marketing sport is not the same as marketing other products. The following elements distinguish the sport product from other products:

1. **Each sport attracts distinct type of consumer.** The sport marketer has to create specific groups of customers or potential customers based on similar characteristics. The challenge is in identifying various types of people who are attracted to certain sport products and services.
2. **Strong personal and emotional identification.** Sport differs from other forms of entertainment in that it evokes high levels of emotional attachment. For example, consumers identify closely with sport teams and even begin to define themselves via these organizations. Thus, it becomes difficult to maintain consumer identification.
3. **The nature of sport product.** The nature of sport product presents added challenges to sport marketers. A sport product can be tangible, such as basketball or it can be intangible such as satisfying a need for entertainment or providing an environment for socializing. Different people are looking for different things from the sport product, with purchases based on intangibles, such as image and emotion, rather than on easily identifiable and comparable attributes like price. Even for tangible, it is also complicated. For example, one person may buy athletic footwear solely for performance features, while another buys it because he identifies with the athlete who endorses it through advertisement.
4. Marketing the sport product becomes more complicated when you consider that it is marketed to two distinct markets, spectators and participants and that sport can also be utilized by sponsoring corporations as an industrial product. The needs consumers are satisfying are varied and distinct and often difficult to predict
5. **Sport fosters a sense of community and helps build a collective identity.** Creating and strengthening relationships with individual consumers is a key marketing challenge in most industries and this is compounded in sport by the need to communicate effectively with entire communities. The power of athletes, combined with increasing power of coaches complicates the situation. Consequently, sport marketers need to recognize the central role of social facilitation.
6. **Simultaneous production and consumption.** Sports are perishable commodities. **AS** events, they must be presold, and there are no inventories. Sport consumers are typically also producers; they help create the game or event that they simultaneously consume. For example, no marketer can sell a seat for yesterday's game. Other factors such as weather can also diminish gate sales.
7. **Inconsistency and unpredictability.** The sport product changes every day and you've got to adapt quickly to the changes. For example, a football game played today will be different from next week's game even if the starting lineups are the same. Other numerous factors such as weather, rivalries and crowd response complicate sport marketing. That is, unpredictability is one of the lures of sport, but it makes the marketer's job more complex.
8. **Core-product beyond marketer's hands.** Most sport marketers have little control of their core product- the game itself. Leagues make schedules and game rules, that is, decisions are typically made by

coaches and administrators whose agendas differ from that of sport marketers. Therefore, creating solutions in the sport industry where the marketer has very little control over the control product demands a professional with wide-ranging marketing skills.

9. **Sport is both a consumer and an industrial product.** Sport is produced as an end product for mass consumer appeal for both spectators and participants (a consumer good). Business also uses sports to represent, endorse, and promote products, and many businesses also purchase tickets at sport events to entertain clients (an industrial good).

The fundamental point is that the sport product or service is unique.

Entrepreneur Activities from Sport

Other entrepreneur activities that young people can engage in include such activities as marketing -outdoor, team building, aerobic studios, earning from social media for example -TV/ YouTube, selling tangible products like sportswear and equipment online, organizing sports events, sports exchange programs on cultural diversity (partnerships).

Examples of organizing entrepreneur Activities:

1. Facilitating a team building event

Requirements -

- Clients (chamas, church groups, kid birth days, parties, organizations)
- Basic equipment- less expensive like ropes, balloons, improvised equipment basing on the clients. This a progressive process.
- E.g. Entertaining spectators in between the match. investing in boombox (speakers) and a good phone. You only need a phone and boombox for aerobics and dance. You need to have downloaded music and then you entertain the clients

Earning

- Per event- local for example church events - 10,000 Ksh
- For corporate - 60,000 Ksh per event

This means, with very little investment you can make a livelihood.

Note: You can also rent some of these equipment and earn a livelihood

2. Organizing event

Organize kids fun sporting events. For example, during holidays one can convince parents to allow their children to train in sports at a fee.

Requirements:

- Fun based sports equipment- ropes, balloons, balls, hula-hoops, etc. The buying of equipment is progressive or request participants to support their kids.
- Starting with only 10 kids - 200 = 2,000 Ksh half a day from 9.00 AM - 12.00 PM
- 5 days - 2,000 = 10,000 Ksh
- 4 weeks = 40,000. Ksh
- This is based on the assumption that the number of children will grow.
- Youth can also start their own ventures such as sports academies.

Career in Sports as athletes:

- Athletes are devoted professionals that competes in one or more sports. Their focus is to excel in their chosen sport or sports through rigorous training and performance.
- Young people can improve their livelihoods by taking career in sports as athletes. Those competing at club level are paid salaries. Those who compete at international levels also earn awards in millions of shillings and this has transformed their lives.
- Athletes also attain sponsorship in institutions of higher learning and thus can indirectly benefit from other livelihood opportunities by being employed in other sectors of the economy.

Example

- Standard Chattered marathon
This is an annual event.

Requirements:

- Training self as a competitor (ten 10000 kilometers, 21 kilometers, and 42 kilometers).
1 - 2 hours daily training
- Registration 1000 Ksh for the event as a participant
- Price money though varies with organizers can range from
 - position 1 - 1500000 Ksh,
 - position 2 - 1000000 Ksh,
 - position 3 - 750000 Ksh

Assignment:

1. Explain the facets of sport which make it different from convectional business
2. Identify sport business opportunities from your County

LESSON 4: THE PROCESS OF STARTING YOUR OWN SPORT BUSINESS

Findings show that many complex social, policy/legal charges, economic conditions, cultural factors etc. influence decisions to go to sport business.

These arise from the desire to become financially independent, availability of resources, interest or hobbies or having knowledge/skills or experience.

The following are tips on how as a young person you can start a sport business:

- Identify a business name
- Understand the industry. In comparison with other business enterprises, sport product or service is unique.
- Know your goals. Like all other businesses, you must know your goals
- Understand a sport consumer. Different people buy sport product and services for varied reasons. Some customers involve themselves in sport for health benefits, sociability, entertainment and career.
- Get the right experience and training. It is interesting to note every sport requires specialized skills and expertise. For example, expertise required in maintenance of a swimming pool will be quite different from maintenance of other sports facilities. Also, every sport requires different equipment and supplies.
- Volunteer for sports events. As a youth, this is the best opportunity of knowing how sports events are managed.
- Build a strong personal brand.
- Build your network.
- Create a business plan. Note that a business plan is a written document prepared by the entrepreneur that describes all the relevant external and internal elements involved in starting a business venture. It's often an integration of functional plans such as marketing, finance, manufacturing and human resources. It addresses the short term and the long-term decision making for the first three years thus it's the road map for any successful business
- Register your business
- Be conversant with legal and ethical issues in sport. For example, note that there are legal and ethical issues specific for sport. For example, in case of negligence emanating from preventable injuries, the client can litigate/sue. Also, sexually taking advantage of your clients can land you in jail.
- Find your clients. Like all other businesses, find your client. This can be through advertisement through main media companies or through the social media
- Seek mentorship. For example, if you want to start a sport business, seek mentorship from those who have succeeded in the same venture.
- Invest in technology and distribution channels
- Get training on sport and exercise psychology. Sport psychology will help you understand why people engage themselves in sports. It will also help you understand why people quit engaging in

sports. Human beings engage in sports if well motivated and the reverse is also true. Lack of this understanding is the major contributor of failure of most sport enterprises

Example:

Water vendors:

Requirements -

- Water (All sport events require water for hydration)
- One crate - 500 ml whole sale price-25 sh for 24 bottles= 600 Ksh
- One bottle = 50 Ksh for 24 = 1200 Ksh
- Profit = 600 Ksh.
- Indirect expenses = 100 Ksh
- Net profit = 500 Ksh

Note one can sell as many crates as possible which means he/she can make more.

Assignment: What factors influence individuals/entrepreneurs to start a sport business

LESSON 5: SPORT FOR DEVELOPMENT

Executive Summary

Sport has the capacity to transform the lives of individuals and as such society in general. Beyond its contribution to physical, physiological, emotional and psychological well-being, sport plays a role in social development and interaction. Additionally, sport plays a significant role in cultures and communities all over the world. This justifies why sport is used as a vehicle in advancing development agendas.

The power of sport to unite people around the world has made sport programs to be used for reconciliation and peace building, humanitarian response, rehabilitation and integration of people abled differently, awareness raising and education, and economic development. This means the transformational power of sport if well harnessed can transform individuals and society.

Sport for Development Defined

Basically, sport for development (SFD) is a deliberate use of sport and physical activity as enablers of specific developmental objectives.

Objectives of Sport for Development:

- i. Conveying educational, public health, safety, environmental, or other messages.
- ii. Fostering individual development and learning.
- iii. To improve the lives of disadvantaged people around the world.
- iv. Contributing towards peace by providing safe environments at the grassroots and community levels, at which participants are brought together in the pursuit of common goals and interests; learn values of respect, tolerance and fair play; and develop social competencies.

Thus, sports are used as a vehicle to reach several social, economic and humanitarian missions such as social cohesion, education, health, peace, reintegration, and diplomacy.

Various organizations use sport and physical activity to achieve certain goals. For example, several international, regional and local organizations implement sports projects in an international development context to achieve the United Nation's (UN) sustainable development goals (SDGs).

In Africa, sport for development has been used to promote sustainable and inclusive development goals. To guide in the achievement of these goals, African Union (AU) is guided by the Statute of African Union Sports Council (AUSC) adopted by heads of member states and governments in 2016.

The aim is to strengthen regional and cross-country exchange formats that advance the use of SFD for gender equality, the transformation of discriminatory gender roles, the promotion of social as well as vocational skills, and the inclusion of people with disabilities.

In Kenya, the sport for development (SFD) approach has been used in the context of peace promotion and violence prevention in forced displacement settings.

Key areas addressed under Sports for Development

The following are key areas addressed under sports for development:

1. Sport for Development for the Promotion of good Health and well-being

The benefits of sport to an individual are countless. Research has demonstrated that participation in sports contributes to improvements in physical health, weight control, physical fitness, increased flexibility, enhanced coordination and motor skills, cardiovascular health and general wellbeing.

Throughout the sporting history, exercise has been associated with improvement of muscle tone, lower blood pressure, decrease of body fat, decrease the chance of heart attack and stroke and physical fitness.

Participation in sports is also associated with the improvement of mental health. Exercises are used in the treatment of mental disorders. Sports and physical activity are associated with alleviation of depression, stress and anxiety. Basically, sport and physical activities has a positive impact on psychological and emotional well-being.

Participants in sports also experience heightened self-confidence and improved self-image. Research evidence also indicates that participation in sports slows complications associated with old age.

Participation in sports is fun, enjoyable and exciting and all this contributes to the well-being of an individual. Involvement in such activities as aerobics, yoga and dance is not only enjoyable to an individual but quite an experience. Other activities like motor sports are quite a thrill and fun.

In general sports offer the following health benefits:

- Sports and physical activities promote individual physical, psycho-social well-being and mental health
- Involvement in sport and physical activity on regularly prevents lifestyle diseases such as diabetes and high blood pressure.
- Sports due to their ability to attract many people can be used as a platform to sensitize people about sensitive health issues like HIV/AIDS, non-communicable and communicable diseases. Good sport initiatives can be used to overcome stigmatization, reduce prejudices and contribute to change in behavior. Sensitive issues such as sexual and reproductive health can be addressed through sport forums.
- Sport and physical activity contribute immensely to the formation of our mental health
- moderate exercise is associated with reduced trait anxiety, reduced depression, increased self-esteem and well-being and self-concept and body image
- Sport and exercise are associated with improved mobility in old age.
- Sport and physical activity can be used to support therapeutic treatments for anxiety, stress and depression.
- Sport and physical activity are used in the management of injuries

Basically, because of their broad appeal, sports are ideal for promotion of health-related development goals. Any sensitive health issue can be addressed through sport forums.

2. Sport for Development for Gender Equality

Gender equality is a fundamental human right. However, globally no single country can claim to have achieved the gender gap. There have been many promises aimed at gender equity such as Beijing Platform for Action (1995) that was adopted by 189 countries. Sport is explicitly referenced in the Beijing Platform as an action plan that can be adopted to bridge the gender gap. In Africa, the Sport for Development in Africa (AD4A) a regional project under African Union (AU), generally uses sports to advance gender equality. Through the program, sports are used to strengthen gender equality, reinforcing social cohesion and promotion of employment for young people. The international charter of Physical Education, Physical Activity and Sport emphasizes that girls should be involved at all supervision and decision-making levels in physical education, physical activity and sport.

The focus of sport for development for gender equality is on the empowerment of girls and women through sport, physical activity and physical education.

Research findings particularly in developing countries widely acknowledge girls and women are affected by inequality and lack of meaningful economic and development opportunities.

We live in a global society that is dominated by Patriarchal norms that contributes to economic, political, legal and social discrimination against girls and women and this is reflected at individual, household, community and organizational levels, and in the public field.

The gender divide and particularly in developing countries is reflected in education, employment opportunities, land ownership and in business.

Girls and women are faced with other vices such gender-based violence, female genital mutilation, femicide and early marriages and rape.

Girls and women are more on the receiving end when it comes to the effects of climate change as they rely more on natural resources for their livelihood.

Question.

The question is, can sport, physical activity and physical education address most of these challenges facing girls and women?

Sport has been used and continue to be used globally as an innovative tool for transformational change with regards to gender inequality and also as an avenue for addressing most of the challenges facing girls and women.

Research evidence shows that young women from all backgrounds can use sports as a platform to engage with one another, develop friendships as well as strengthen relationships. Sports creates avenues where disadvantaged people such as women can have an opportunity to gather and share their experiences.

Because of sports power to gather people together, stimulate confidence, enhance team work, attract media and political attention, sports programs act as a tool for promoting social and policy change. Through sports women can have a voice to bring change not only to their lives but also to their communities.

- In United States for example, the national women soccer team after winning many world cups unlike their male counterparts who have never won have been advocating for equality in the payment at both national clubs and at international level. The matter is already at the USA courts.
- The FIFA world cup has always been associated with men but nowadays women football is gaining ground.
- In Kenya, women playing volleyball and soccer are outperforming men at continental and world levels. For example, the Kenya women under 17-football team in 2024 became the only Kenyan team to represent Kenya at world championship and this was a historic moment for Kenya and Africa. The same has also been replicated in Athletics and volleyball.
- Boxgirls Kenya (BGK) a community-based organization founded in 2008 after 2007 post-election violence to address violence against women, uses boxing as a tool to address issues affecting girls and women. The organization key objective is to use sports to challenge gender stereotypes and equip them with self-defence skills. The organization also creates a forum where girls and women assume leadership roles and advocate for their rights.

Sports is used to build confidence in women. This life skill is important as it enhances negotiation and leadership prowess.

Because of sports power to relay messages to mass audience and its ability to unite people across national and cultural barriers, if well utilized it can push gender equality and girls and women empowerment. For example, audience across the globe have demonstrated a keen interest in women's sports. Also, women movements in countries where they were not allowed to be involved in sports have fought for and won access to practice sports as well as attend matches, and in some instances achieved equal pay in prize money.

Sports have also created avenues where women are involved in leadership and team officials. Who would have thought women for example can be involved in refereeing FIFA soccer world cup and other continental matches? The same is being replicated in all sports.

Women who have succeeded in sports have become role models as well as a source of inspiration to other girls and women. Through their elevated status, they have been able to raise awareness around gender issues and to demand change.

Activity:

1. Give examples of sports actors in the sport ecosystem that are making significant strides to drive change in gender equality
2. In your locality, give instances where sports have been used to drive change in gender equality
3. Mention some of policies or changes that have been done/adopted by various counties in Kenya to bring about gender equality through sports.

3. Sport for Development for Peace and reconciliation

Basically, sport by itself cannot build peace or prevent conflict. However, sport has the power to change the world. It has the power to unite people together; to inspire and break racial barriers and this makes sport one of the most influential elements of peace. Sport has been regarded as more powerful than government in breaking down racial and tribal barriers. Sport has been used and continues to be used as a tool for development and peace-building among persons. The potential use of sport for diplomatic, interactive and peace building initiatives has led the United Nations to adopt a resolution in favor of the use of sport as a tool for development and peace-building among persons, and this resolution was adopted by the UN General Assembly in 2003. This recognition has led the United Nations to create United Nations Office for Sport and Development and Peace (UNOSDP). This office encourages Sport for Development (SDP) collaborations, dialogue, partnerships and it supports various sports organizations, civil societies, media and the private sectors.

Sports has been used globally for humanitarian response. In the wake of war, national disaster and other humanitarian crisis, sport programs can be used and have been used to help in relieving emotional stress, healing emotional wounds and pain, restoring normalcy, and creating an opportunity for those affected to have a healthy social interaction.

Sport activities are exploited to create social cohesion.

- In Kenya Tecla Rorupe peace marathon has been used to bring peace among warring pastoral communities.
- The sport for Development in Africa (S4DA) Regional Project has established sports as a means of achieving development objectives in a few African States. For example, In Kakuma refugee camp stakeholders in sports (coaches and teachers) are empowered on how to use sports to foster violence among those in the camp and surrounding community. This is achieved by organizing workshops in which participants are taught on how to resolve conflict through non-violent means. Employment opportunities of the cash for work program focused to renovating sports facilities or building new ones are earning chances for refugees and willing members of local communities. The sporting grounds serve as spaces for peaceful interaction and violence prevention among refugees and local communities.
- Also, in Kakuma refugee camp where persons have been displaced from their mother countries, sports have been used to break the boredom of having to live without work day in day out by giving them an opportunity to get engaged in an activity as well as have fun.
- Angaza Sports and Development Centre is a Kenyan community and youth driven non-profit organization operating in Kiambu and Nairobi County. The organization recognizes that sport offers a lot of opportunities for personal development, social integration and economic progress.

Sport can provide relief in periods of conflict. Organized sports in a safe environment can provide important opportunities for secure, health and stress-free enjoyment for persons who may be traumatized by conflict.

Sport activities are used to build trust and bridges among the warring communities. Sport is used to defuse tensions among warring communities.

Sport is used to build peace in post conflict periods. Through shared sports, the participants feel they are alike and this help in bridging the differences among groups in conflict.

Activity

1. Using localized examples, explain how sports can be used to promote peace.
2. Give examples of organizations that use sports in Kenya and Africa to promote peace.

4. Sport for Development for the Promotion of Social Skills

Involvement in sports for any age category takes place within a social context. This why the social environment of sport participant has a significant influence on the promotion of social skills. Involvement in sports is largely influenced by influential individuals who include coaches, parents, peers, teammates, and siblings otherwise referred to as significant others. The reason as to why these individuals are important is because in order to have a better understanding of sport behavior, there has to be a better understanding of the context within which the individual participant lives and within which the sport behavior occurs.

Sport contributes to personal and social development of young people. From a social perspective, sport can promote the following life skills:

- Participation in sports offers a dynamic avenue upon which individuals experience life more positively. When a young person is positive about life, he/she has confidence in terms of the approach to others and life in general
- Engaging in sports helps in nurturing communication skills. These skills are important in fostering interactions with others and facilitating conflict resolution. Good communication skills developed through sports helps young people in expressing themselves
- Participation in sports is widely linked to the development of social competencies in young people such as empathy and self-regulation and these aspects are important in all spheres of life including relationships. Engagement in sports helps children in creating and maintaining relationships, team work and self-discipline. The social skills enable young people to engage in community life, intergroup relations and this facilitates social cohesion and mobility.
- Engagement in sports also teach valuable life skills such as team work and leadership. Sports offers opportunities where young people can be given roles to organize the team or be team captains and this helps them develop leadership skills. It is worth noting that some world leaders such as the former president George Weah of Liberia was a professional player and he attributes his success to leadership skills gained through sports. Others like former prime minister of Pakistan Imran Khan was a captain of National Cricket team, Paul Tergat current National Olympic Committee of Kenya (NOCK) was a marathoner among others. This perhaps explains why most people believe sportspersons make natural leaders such presidents, politicians among other positions. Most athletes end up becoming leaders at the later stages of their lives.

- Sports also facilitates social inclusion for disadvantaged population. This population includes geographically disadvantaged people and people abled differently. Some developed countries also entrench their social values to migrants through sport participation.

Example of promotion of social skills through sports

Bike Riding

Through a practical session, you can include bike riders with different levels of experience to teach social skills;

- Teach them how to ride as a group
- How they can distribute themselves with stronger riders in front or at the end of the group and,
- How to help one another in case one encounters a problem (flat tyre)
- The experienced riders can be encouraged to share their experiences with young riders. They can also swap their roles with trainers to explain their cycling experience
- The riders can learn leadership skills through their trainer.
- Cycling etiquette can also be introduced where a rider can be asked to carry wipers to wipe any part of the bike that has been touched and also using sanitizers. This is an important life skill particularly with pandemics such as Covid-19 or other respiratory diseases.
- At the end of the cycling, a self-assessment and lessons learnt can be evaluated.

Besides the psychological and physical benefits, sports nurtures development of social skills, leadership skills, communication skills, decision making skills, hard work and discipline. Participation in team sports also enhances team work.

Sports creates a chance for people who would otherwise not have met to meet and interact and this can occur at local, regional or at continental level. Participation in sports therefore enhances relationship building.

The level of discipline instilled by games rules is transferrable in other aspects of life such as a student, employee or in any other responsibility at community level. Participation in sports influences life skill development.

Question

- Discuss by explaining how a sport of your choice can be used to enhance social skills of participants.
- Explain how the social skills learnt from the above sport can be transferable to other contexts

5. Sports for Development for the Promotion of Quality Education and Vocational Skills

Sports for development entails using sport to advance education and vocational skills, youth development and life skills. Engaging in sports motivates young people to attend both formal and informal education. From an individual point of view, sports help a young person develop certain competences such as motivation, goal orientation, tolerance and social values.

Sport in education sector is part of holistic education and it creates a conducive learning environment, engages learners in managing idleness and free time, and contributes to mental well-being of youth and all these factors contributes to improved education outcomes.

Due to the sports ability to bring people together, sporting activities create avenues for good relationships between teachers, coaches and teachers.

Well-designed sport activities can make various contributions to Sustainable Development Goals (SDGs) with potential impact being on the following areas;

- Learners are better engaged. Learners free time is well utilized through sports. This help prevent deviant behaviors such as truancy and drug abuse prevalent in schools due to students' idleness
- Better relationships between teachers, coaches and learners
- Sports makes young people more dedicated to their studies since it teaches them to be more disciplined and resilient which are key ingredients to good performance in school.
- Sport has been utilized by some organizations such as German Agency for International Cooperation (GIZ) as an instrument to raise the appeal for technical vocational education and training (TVET) to young people and improve their chances/opportunities on the labor market. Career information is relayed at sporting events and sport for development activities are integrated into vocational training courses.
- Sports offer certain areas of study such as physical education, coaching, sports science, refereeing, management of equipment and facilities, entrepreneurship and marketing, administration etc. and all these areas are potential avenues of employment.
- Sports offers an opportunity for scholarship in prestigious universities and institutions. For example, learning institutions in countries such as USA offer scholarships to young people who excel in certain sports to undertake studies. Upon completion of their studies these young people get opportunities in the labor market thereby boosting economic development. In Kenya, the Kenya Sports Academy also offers scholarship to sport talented students who later can join the labor market.

In Kenya, the sport for development approach has been embedded in the policy on Physical Education and Sport for Basic Education, underlining the power of sport as a holistic tool for sustainable development. Under the new system of education, sport has been taken as one of the pathways in education.

Examples of sport activities done to promote education.

- Chepsaita marathon offers young people an opportunity to expose their talents and at the same time better their education through scholarships

Activity

Give examples of sport activities or programs that have been undertaken in your county to promote Sustainable Development Goals

6. Sport for Development for the inclusion of people with disabilities

Sport for development for the inclusion of people with disabilities basically refers to the use of sports and physical activities as a vehicle for development, inclusion, access and promotion of human rights of people with disabilities.

The initiative therefore works to enhance human development through advocacy for the recognition and use of sports and physical activities as effective tools in humanitarian development focusing on people with disabilities.

Inclusive sports ensure whichever sport is played whether recreational or competitive, everyone is involved. It is worth noting that people with disabilities can be involved in sports just like their able-bodied counterparts and this is demonstrated during Paralympics where disabled athletes showcase their talents and prowess.

Why inclusion? In most societies persons living with disabilities are subject to social- economic disadvantages such as social isolation, low income, fewer educational opportunities, limited access for example to labor market, transport and sporting activities. However, sports can be used to eliminate most of these barriers.

Inclusive sports empower people with disabilities in the following ways:

- Sports and physical activities are key in the promotion of physical and mental well-being. For those with disabilities, this enhances greater mobility, better fitness, lesser risk of cardiovascular disease and obesity. Regular exercise reduces stress, depression, anxiety and boosts mood and this contributes to improved mental well-being.
- Sports improves the skills, confidence and independence. As a result of self-confidence and social skills this has resulted in employability of persons with disabilities
- Inclusive sports increases self-esteem, confidence and purpose to life.
- Diversity in sports encourages creativity of disabled people. The diversity encourages creative problem solving, adaptability and excellent thinking.
- Inclusive participation allows equal participation of people with disabilities thereby helping in the reduction of existing stereotypes, negative perceptions and prejudice. Sport activities places persons with disabilities in a context where they are able to display their skills with confidence and this helps in changing the widely held beliefs about persons with disabilities as inactive, passive and lacking capacity to be involved in community life.

- Sports contribute to good health as well as help in advancing other human rights particularly for people with disabilities.
- Sports facilitates the inclusion and well-being of people with disabilities by changing the perception the community have about people with disabilities and also by changing the way persons with disabilities think about themselves.
- Sports enhance socialization. Persons with disabilities are derived the opportunities to socialize with others. Sports help persons with disabilities to acquire social skills they lack due to isolation that include effective communication, teamwork, goal-setting, respect for others and self-discipline. The acquisition of these social skills enables persons with disabilities be able to develop relationships with other members of the community.
- Sports promote independence. Involvement of persons with disabilities in sports enables them to improve on their physical capacities for example, coordination, muscle tone, posture, strength and balance.

It is important to note that through adaptations and modifications most sports played by able bodied persons can also be played by their abled differently peers.

Activities

- a) Give examples of sports that can be adapted and modified to be played by persons with physical disabilities
- b) Describe modifications that can be made to sports facilities to accommodate persons with disabilities
- c) Give examples of organizations in Kenya that use sports to promote inclusion of people with disabilities

7. Sport for Development and Environment

Awareness on the impact of environment on human life has made human beings to devise various methods of protecting the environment. Sports and physical activities are used to promote information on the importance of a healthy environment for our everyday day life.

Sports are also used to emphasize the relevance of biodiversity on earth that needs protection. With the effects of climate change being experienced across nations, sports can be used to pass information on the effects of climate change and particularly in developing countries.

In relation to Sustainable Development Goals (SDG), sport can be used to create the following benefits with regards to the fight against climate change:

- Sports equipment can be created out of natural materials or materials that can be recycled. For fundamental movement activities, materials like banana stems, ropes, plastic bottles etc. may be used.

- During sporting events messages on climate change can be passed as well as on how to protect the environment
- Raising people's awareness on environmental protection and the importance of living in a health environment
- Developing sports facilities in a sustainable manner
- Creating avenues for discussion on environmental issues

Activity

- i. Describe why and how sport can be used as a tool for different environmental targets.
- ii. Describe how sport can be used in different contexts to have a positive impact on climate action e.g. with regards to sport events, sport organizations, individuals.
- iii. Point out the negative impact sport can have on global warming.

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