

SPORT FOR DEVELOPMENT

Redefining work-readiness skill building on the field and in the workplace.



A GLOBAL OPPORTUNITY

There are 1.8 billion youth ages 15-29 worldwide, and the number is growing.

Despite the tremendous potential for these young people to drive economic growth in their countries, two out of five are either unemployed or living in poverty, even while earning some income. Often, all young people need to thrive is the opportunity to unlock their potential, and to develop the skills—especially work-relevant life skills—that employers across the globe, and in all industries, increasingly value.

The International Youth Foundation (IYF) addresses these significant youth livelihood challenges by leveraging the power of sport to engage young people. Sport provides an ideal entry point for meeting young people where they already are—on the sports field—and has proven to be an effective means for helping young people develop work-relevant life skills like critical thinking, problem solving, communication, and teamwork.

United Nations' Sustainable Development Goals

(Paragraph 37)

Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.

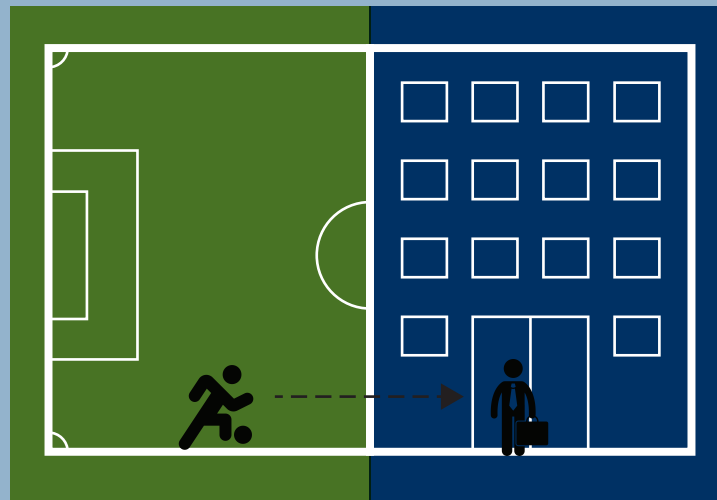


SPORT FOR DEVELOPMENT APPROACH

IYF's Sport for Development (S4D) model differs from other S4D models in significant ways. While many S4D models are "sports-plus" (meaning their primary focus is sports, with other outcomes being secondary), IYF's approach is "plus-sports" (meaning that our focus on work-readiness skill building is the primary outcome). Our S4D programs leverage experiential learning that enables young people to take the skills they learn on the field and apply them off the field—including in the workplace. For example, a young soccer player who has experienced the importance of clearly communicating to a teammate can apply that skill to giving and receiving directions in her job.

Successful **ATHLETES & EMPLOYEES** possess these skills...

**ON
THE
FIELD**



**...and
IN
THE
WORKPLACE.**



CLEAR COMMUNICATION with teammates and colleagues/clients



POSITIVE ATTITUDE in games and at work



TIME MANAGEMENT AND PUNCTUALITY



STRONG WORK ETHIC



ABILITY TO TAKE DIRECTION from coaches and supervisors



TEAMWORK to support team members and colleagues



RESILIENCE to overcome losses and setbacks



CONFLICT MANAGEMENT with teammates and colleagues/clients



LEADERSHIP on the field and in organizational roles



SPORT FOR DEVELOPMENT PROGRAMMING

In IYF's S4D projects such as SKYE in Kenya and Dzima! in Mozambique, sport serves as the platform for delivering work-readiness programming that is consistent with our non-sports programming. Activities are conducted through the language of sport—translating critical skills used on the field to the workplace. To accomplish this, we use IYF's flagship life skills curriculum, Passport to Success® (PTS), which has been used since 2004 to meet the needs of youth, employers, youth-serving organizations, and other key stakeholders in over 50 countries.

PARTNERING WITH SPORT

IYF works through **local youth-serving partner** organizations to deliver programming. This ensures the local application and ownership of programming which promotes scale and sustainability.

For an S4D project, IYF **identifies a sports partner** to develop a contextually appropriate intervention. IYF's S4D partners are imbedded and trusted in their communities and have extensive youth networks that can be used **to recruit participants** in the project.

Using our robust capacity assessments and proven workshops, curricula, and tools, **IYF strengthens the capacity of our partners** to deliver livelihood training and services to young people. Capacity building typically includes training of trainers (TOT) to deliver the Passport to Success life skills curriculum. Sports coaches have proven to be particularly capable PTS trainers because they are accustomed to activity-based pedagogy.

TRAINING WITH SPORT

IYF oversee the partners' training delivery, including the delivery of Passport to Success, which is known for its highly adaptable and easily customizable design. For our S4D programming, IYF developed a **PTS Sport Unit** comprised of 10 existing PTS lessons modified for delivery on the sports field. Activities have been adjusted to effectively transfer the skills through on-field games and exercises, while keeping outcomes consistent with in-classroom lessons. The lessons are written to be applicable to any team ball sports, and trainers are encouraged to modify activities to best fit their sports. The lessons are also designed to be fun, active, and accessible for youth participants of all athletic abilities.

IYF's PTS Sport Unit includes:

- **Ten PTS sport lessons** that provide detailed, step-by-step descriptions enabling trainers to easily facilitate activities with the required materials.
- The **PTS four-day TOT**, with the sports piece incorporated so new PTS trainers can apply the PTS pedagogy on the sports field and in the classroom. For participants who are athletes, IYF equips trainers to contextualize lessons by using relevant sports examples throughout PTS classroom training.
- **PTS Sport Trainer's Manual supplement**, which provides detailed explanations and considerations for preparing for and facilitating field lessons.

After an S4D program concludes, **youth are further supported** to secure work, start their own business, or engage in their communities. Leveraging our experience working with partners across sectors, particularly the private sector, **IYF makes valuable linkages** to the sports organization who can build on new partnerships to the benefit of their young people.



SPOTLIGHT ON KENYA

From Idleness to Opportunity in Kenya

“I had to drop out of secondary school because my aunt, my guardian, could not afford to educate me,” began Joseph Kinyanjui. “I hoped one day I would operate a big machine.” This 22-year-old graduate of the Sport for Kenyan Youth Employment (SKYE) displayed his growing confidence through a public address describing his initial idleness and current success.

For Joseph, the change began when he resumed playing soccer during his free time through SKYE partner Mathare Youth Sports Association (MYSA). Using soccer as a way to connect with young people and build their skills, SKYE, in partnership with Barclays Bank PLC, targeted disadvantaged young women and men who are out of school, unemployed, and living within the Mathare region of Nairobi.



Living conditions in Mathare are poor, and employment opportunities are rare; before, Joseph would give rides on his motorcycle to earn income. The resulting idleness among the youth makes them highly susceptible to risky behavior, including drug abuse, says Joseph. “As I operated my motorcycle business, I was meeting a number of youths who were involved in crime, and my aunt feared that I may also get engaged in criminal activities.”

Work readiness was foundational to SKYE, where sports organization MYSA delivered life skills training using IYF’s Passport to Success® curriculum. “PTS greatly contributed to my personal development,” says Joseph. “Now I know the essence of time management, my life is more focused as I live towards achieving the goals I have set, and the financial literacy exposed me to the need to budget and save.”

Following construction skills training with Arc Skills and receiving his SKYE certification, he secured paid work on a site. Once he had worked as a level one mason for two weeks, he asked the site manager if he could follow his passion of operating machines. His site supervisor has so much trust in his work and confidence in him that Joseph managed to recommend and secure placements for his friends who also participated in SKYE.

After a few months, Joseph worked as a machine operator, he earned a weekly income of 3,500 Kenyan shillings, which exceeds the national average, and managed to save 2,500 per week. He feels good that his aunt can sleep without worrying about his whereabouts.



INTERNATIONAL YOUTH FOUNDATION

IYF® is a global nonprofit organization dedicated to empowering young men and women to be productive, engaged citizens. IYF’s work in over 100 countries over 25 years has equipped youth with the training to succeed in school, work, and life. By preparing young people with employability, entrepreneurship, and leadership skills, IYF seeks to ensure that today’s youth generation will have jobs, start careers, and contribute to their communities.

To learn more about IYF’s S4D programming, contact Emily Bloom, Partnership Development | e.bloom@iyfnet.org | +1 410 951 2338