



**SPORT FOR
DEVELOPMENT
COALITION**



'Open Goal' campaign

Wednesday 6th April 2022

Launch guidelines

How sport and physical activity can support 'levelling up' and contribute to building a fairer, more equitable and sustainable future

'More than sport...'

sportfordevelopmentcoalition.org

Purpose

This document provides context and guidelines for the launch of the ‘Open Goal’ campaign on Wednesday 6th April 2022 which aims to showcase how sport and physical activity can support ‘levelling up’ and contribute to building a fairer, more equitable and sustainable future. It has been co-designed by members of the UK-based Sport for Development Coalition.

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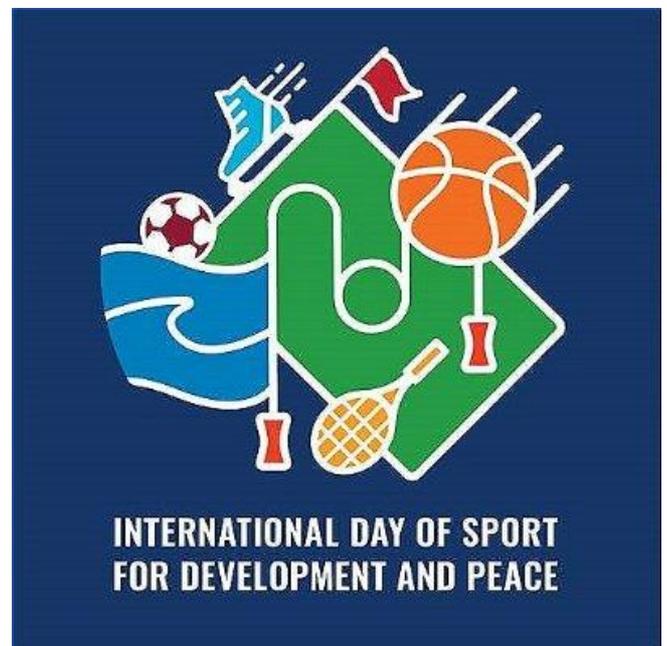
i) Overview

The UK-based Sport for Development Coalition will mark the International Day of Sport for Development and Peace (IDSDP) on April 6th by launching a new campaign aimed at showcasing how sport and physical activity can contribute to building a fairer, more equitable and sustainable future. 'Open Goal' will highlight how the Coalition's 200-plus members specifically support a series of positive health and societal outcomes such as reducing crime and anti-social behaviour, improving health and wellbeing, and building stronger communities and social cohesion in the wake of Covid-19.

The campaign, which will run throughout 2022, will support national policies aimed at 'levelling up' communities and tackling deep-seated inequalities, but also connect with global efforts advocating sport's role in peace-building and the UN Sustainable Development Goals.

Launched initially in direct response to the Levelling Up White Paper recently published by the UK Government, Open Goal will work with partners to encourage new investment into communities facing disadvantage and deprivation while simultaneously helping to save public funding thanks to the multiple returns on investment which sport for development creates.

IDSDP takes place each year on April 6th and, according to the United Nations, presents “an opportunity to recognise the positive role sport and physical activity play in communities and in people’s lives across the globe”. It resonates strongly in 2022 because of current conflict around the globe, and following Covid-19.



ii) Background

The Levelling Up White Paper was published in February 2022 and, according to Government, is a “moral, social and economic programme” for how it intends to “spread opportunity more equally across the UK” by the year 2030.

It includes 12 ‘Missions’ to tackle inequalities, especially across disadvantaged communities, by “improving economic dynamism and innovation to drive growth”. The plan also promises to devolve decision-making to the regions, and capitalise on the nationwide fabric of ‘civil society’ networks and groups embedded in communities.

The Coalition is a growing movement of 222 charities, VCSE (voluntary, community and social enterprise) groups and networks, sports bodies and foundations, and public and private sector organisations over-arching thousands of projects and programmes intentionally using sport and physical activity for good. It is funded by Sport England, Comic Relief and Laureus Sport for Good. During 2021, the Coalition developed a Shared Advocacy Framework to demonstrate Collective Action across five principal outcome areas:



- Improved health and wellbeing;
- Closing the gap in education and development;
- Increased employability and skills;
- Reduced crime and anti-social behaviour;

- Stronger communities and social cohesion.

Note: Tackling inequalities and environmental sustainability are cross-cutting themes throughout all areas.

After the Levelling Up White Paper was published, the Coalition proposed that its Shared Advocacy Framework contributed directly to eight of the White Paper’s Missions.

These were: **1 Living standards; 5 Education; 6 Skills; 7 Health; 8 Wellbeing; 9 Pride in Place; 11 Crime; 12 Local leadership.**



This followed the Coalition’s submission to the Spending Review of Autumn 2021 which included a series of recommendations aimed at maximising the contribution of targeted physical activity and sport-based interventions in supporting individuals and communities with the greatest need, increasing social mobility and reducing the burden on the public purse.

Targeted interventions across the Coalition’s UK-wide network produce cost savings and multiple returns on investment, from sustaining mental

health and wellbeing and increasing employability and skills, to reducing crime and anti-social behaviour.

iii) Aims & objectives

The aim of ‘Open Goal’ is to stimulate a national conversation on how sport and physical activity features plays a key role in lives and communities but its ability to support and generate important social outcomes has not yet been fully realised, thus presenting an obvious solution as Government seeks to ‘level up’ deeply-entrenched inequalities and support recovery from the Covid-19 pandemic.



Through the support of key Coalition partners, the campaign will also encourage investment from other sectors such as private sector, and Trusts and foundations.

- **Open Goal** – sporting metaphor for a solution which is obvious and difficult to miss.

- **Open** – this campaign that is not *owned* by any one organisation or collective, but open to all. The Coalition itself is ‘open’; any organisation which can demonstrate that it is intentionally using physical activity and sport to generate positive social outcomes, is welcome to join.
- **Goal** – while the contribution of physical activity and sport is often highlighted (and increasingly calculated eg SROI), its specific role in helping to achieve the Levelling Up Missions provides a new framework and series of measurable goals for the Coalition’s collective impact.

iv) Audiences

While Open Goal will initially focus on policy priorities outlined within the Levelling Up White Paper, it aims to speak to multiple audiences, as shown below.

- **Policy-makers** – government at national level, including those implementing recommendations and actions outlined by the Levelling Up White Paper, and at local level, with the strong focus within the White Paper on devolving power and decision-making to the regions.
- **Public sector** – at both national and local level, Open Goal will outline the multiple returns on investment being achieved through targeted physical activity and sport-based interventions, and how these could activate significant cost savings across the public sector, especially with regards to innovative methods such as

social prescribing and Integrated Care Systems.

- **Private sector** – in parallel with its focus on policy-makers and government, Open Goal will work closely with the Coalition’s partner ‘Made by Sport’ whose focus is on unlocking new funds from corporate partners who are looking to drive better results through social responsibility initiatives. Made by Sport will focus on highlighting the positive social returns sport can have and its proven success in changing young futures to drive more funds towards interventions across the Coalition network.
- **Sports sector** – the campaign will speak to sporting partners, clubs and bodies, many of whom are already running important and effective sport for development programmes and encourage them to work collectively to share impact data and good practice. The aim is to encourage a ‘team approach’ to sport’s contribution to society.
- **Mainstream media** – by uniting so many disparate voices under common and shared themes, the occasional interest from paid-media outlets in sport’s role and contribution towards a more equitable and sustainable future will grow and accelerate, especially as it is increasingly being shown to be achieving scaled impact towards important health and societal outcomes. This will build on the growing interest in tackling inequalities, for example in athlete activism, anti-racism and homophobia,

gender and human rights, and environmental sustainability.

v) **How you can help to drive the campaign**

The Coalition is calling on members, partners and supporters both within and beyond sport and sport for development to support Open Goal by getting involved online through social media, public affairs and by developing the campaign to promote their own impact and outcomes.

1. Support the campaign online in the build-up to April 6th, and on the day itself. Access the [campaign logo \(generic and co-branded versions available\)](#) and [media assets here](#). Alternatively send messages which showcase how your organisation is contributing to Open Goal and tag [@SFDCoalition](#) on Twitter. Be sure to include the hashtags where possible so we can share your messages **#OpenGoal #IDSDP #SportForDevelopmentCoalition**.
2. Sign up for one of the weekly 30min Open Goal drop-in sessions in the build-up to April 6th - links to register below. These will explain the thinking behind the campaign, invite feedback, requests and suggestions.
 - [Wednesday 9th March \(1200-1230 GMT\)](#)

- Wednesday 16th March (1200-1230 GMT)
- Wednesday 23rd March (1200-1230 GMT)
- Wednesday 30th March (1200-1230 GMT)

The sessions are open to any organisation using sport and/or physical activity to generate positive social and environmental outcomes, not just Coalition members – although you are encouraged to sign the Coalition charter and join the Movement, and to ask others to do the same.

- 3.** Tell us in advance how you plan to support #OpenGoal throughout the year, especially with regards to your organisation’s targeted outcomes, campaigns and activities, and annual milestones and reports. Remember each colour on the framework represents an outcome area, from improved health and wellbeing to stronger communities and social cohesion – so let us know how you’re contributing to the 'collective action'. We will support and share your messages.

vi) Content for websites & newsletters

Find below some suggested content for your organisation’s website or newsletter. Add quotes where indicated, or feel free to re-purpose as required:

[Insert name of your organisation] will mark the International Day of Sport for Development and Peace (IDSDP) on April 6th by supporting the launch of the ‘Open Goal’ campaign.

Open Goal has been created by *[name of your organisation]* and fellow members of the Sport for Development Coalition to showcase how sport and physical activity can contribute to building a fairer, more equitable and sustainable future.

In particular, it will focus on how the 200-plus members of the Coalition specifically support a series of positive health and societal outcomes such as reducing crime and anti-social behaviour, and building stronger communities and social cohesion in the wake of Covid-19.

IDSDP takes place each year on April 6th and, according to [the United Nations](#), presents “an opportunity to recognise the positive role sport and physical activity play in communities and in people’s lives across the globe”. It is certain to resonate strongly in 2022 because of current conflict around the globe, and in the wake of Covid-19.

First and foremost, Open Goal will see the Coalition call on UK Government to ringfence funding committed for jobs, health and tackling crime towards targeted sport-based interventions that can save public money and generate multiple returns on investment, from improving the physical and mental health of individuals facing disadvantage and discrimination, to increasing educational attainment and the ability to secure employment.

This will support the Government’s recently-launched [‘Levelling Up’ agenda](#) which outlined 12 ‘Missions’ to be achieved by 2030, eight of which [Coalition members are directly contributing to](#).

[Add quote from senior executive in your organisation]

Open Goal will also see the Coalition work with its partners across multiple sectors, for example by supporting the charity Made by Sport’s aim to secure more private sector and corporate investment into targeted programmes tackling the social issues faced by young people in communities across the UK. [Made by Sport](#) is an official partner of the Coalition.

Finally Open Goal will also seek to champion sport’s role in tackling inequalities and building a fairer society through national and local media, helping to amplify the business case for scaled investment in targeted sport and physical activity-based interventions.

To find out more, follow @SFDCoalition #OpenGoal on Twitter or visit sportfordevelopmentcoalition.org.

vii) Social media content and assets to share

Use these messages alongside the media assets and images which will be made available at this link.

<p>In build-up 1</p>	<p>April 6th is International Day of Sport for Development and Peace [#IDS DP], and we’ll be helping to launch the #OpenGoal campaign to show how #SportForDevelopment can help to build a fairer, more equitable and sustainable society [add link]</p> <p>#SportForDevelopmentCoalition</p>
<p>In build-up 2</p>	<p>How can sport help to build a fairer, more equitable and sustainable society?</p> <p>Join us in marking International Day of Sport for Development and Peace [#IDS DP] on April 6th when we’ll be helping to launch the #OpenGoal campaign [add link]</p> <p>#SportForDevelopmentCoalition</p>
<p>On the day 1</p>	<p>On #IDS DP we’re supporting the #SportForDevelopmentCoalition call to Govt, business and media to capitalise on sport’s role in #LevellingUp communities, tackling</p>

	<p>inequalities and building a fairer, more equitable and sustainable future. Don't miss this #OpenGoal! [add link]</p>
<p>On the day 2</p>	<p>It's an #OpenGoal!</p> <p>On #IDSDP we're calling on our followers and partners to highlight and share how sport can help in #LevellingUp communities, tackling inequalities and building a fairer, more equitable and sustainable future [add link]</p> <p>#SportForDevelopmentCoalition</p>

Thank you for your support!

 For further information, or to add your comments and suggestions to the campaign, contact slansley@sportfordevelopmentcoalition.org

