



**SPORT FOR
DEVELOPMENT
COALITION**



‘Open Goal’ anniversary

Thursday 6th April 2023

Promotional guidelines

Let’s raise awareness of how sport and physical activity can contribute to building a fairer, more equitable and sustainable future

‘More than sport...’

sportfordevelopmentcoalition.org

Purpose

This document provides context and guidelines for promoting the first anniversary of the #OpenGoal campaign on Thursday 6th April 2023. The campaign is based on a framework which aims to showcase how targeted sport and physical activity-based interventions can 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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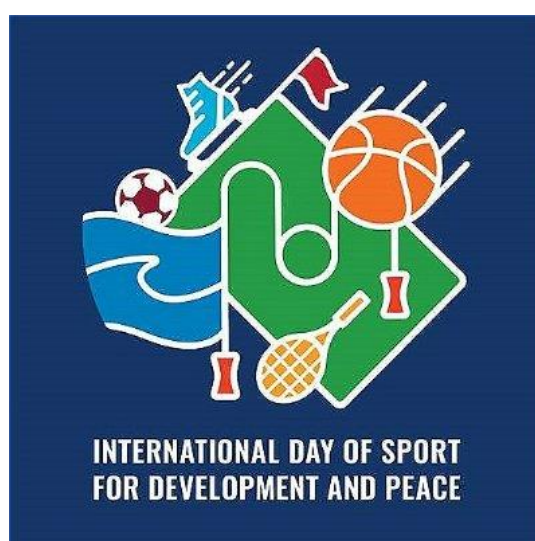
i) Overview

The UK-based Sport for Development Coalition will mark the International Day of Sport for Development and Peace (IDSDP) on April 6th by celebrating the first anniversary of its [#OpenGoal framework](#), which aims to showcase how sport and physical activity can contribute to building a fairer, more equitable and sustainable future. In particular #OpenGoal highlights how the Coalition's 250-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.

The framework was launched in April 2022 to 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. #OpenGoal 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. A good example of this is the [£5million Youth Justice Sport Fund](#) created by the Ministry of Justice in November 2022, and co-ordinated by

Coalition partners StreetGames and the Alliance of Sport in Criminal Justice. In January 2023, more than 200 community-based organisations with a track record of successful interventions in this area, received funding from the Youth Justice Sport Fund, and the Coalition partners are now working with all applicants to the Fund – successful and unsuccessful – to build on their work across England and Wales.

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 more strongly in 2023 than ever before because of the cost-of-living crisis which has followed the Covid-19 pandemic, and continued conflict and displacement around the globe.



ii) Background

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

It included 12 ‘Missions’ to tackle inequalities, especially across disadvantaged communities, by “improving economic dynamism and innovation to drive growth”. The plan also promised 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 more than 250 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 2021-22, Coalition members 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.**



Government seeks to ‘level up’ deeply-entrenched inequalities and combat the growing impact of the cost-of-living crisis by maximising public investment.



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.

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

iv) Audiences

While #OpenGoal will focus on policy priorities across Government departments, 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, #OpenGoal 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, #OpenGoal will work with partners and support efforts to unlock new funds from corporate partners who are looking to drive better results through social responsibility initiatives. These partners and Coalition members 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, societal and environmental 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 #OpenGoal by getting involved online through social media,

public affairs and by developing the campaign to promote their own impact and outcomes.

5 ways you can support #OpenGoal on April 6th:

1. Sign up to attend one of our weekly 30min #OpenGoal drop-in sessions, held each Thursday (1200 GMT) during March. Click on the links to book your place:
 - [Thursday 2nd March \(1200-1230 GMT\)](#)
 - [Thursday 9th March \(1200-1230 GMT\)](#)
 - [Thursday 16rd March \(1200-1230 GMT\)](#)
 - [Thursday 23rd March \(1200-1230 GMT\)](#)
 - [Thursday 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.



2. Access and shared the [campaign logo](#) ([generic and co-branded versions](#) available).
 - [Examples](#)
 - [Generic](#)
 - [Landscape](#)
 - [Portrait](#)



3. Publish a blog or article showcasing your organisation's work and how it contributes to #OpenGoal. Tag @OpenGoalUK when publishing on Twitter.
4. Record a video with your charity's ambassador, club representative or programme participants, showing which areas of #OpenGoal it is contributing to.
5. Share the Coalition's annual #OpenGoal report (coming soon) and join our call to Government to harness the multiple returns on investment that sport for development is generating in communities during a cost-of-living crisis.

vi) Content for websites & newsletters

Find below some suggested content for your organisation's website or newsletter in the build-up to April 6th. Add quotes where indicated, or feel free to re-purpose as required. Alternatively we encourage you to run your own articles and blogs, and link them to #OpenGoal outcomes.

[Insert name of your organisation] will mark the International Day of Sport for Development and Peace (IDSDP) on April 6th by supporting the first anniversary of the #OpenGoal campaign.

#OpenGoal 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 250-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.

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 2023 because of the cost-of-living crisis which has followed the Covid-19 pandemic, and continued conflict and displacement around the globe.

First and foremost, #OpenGoal 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. A good example of this is the £5million [Youth Justice Sport Fund](#) created by the Ministry of Justice in November 2022, and co-ordinated by Coalition partners StreetGames and the Alliance of Sport in Criminal Justice. More than 200 community-based organisations have received funding through the MoJ initiative.

[Add quote from senior executive in your organisation]

#OpenGoal will also see the Coalition work across multiple sectors, for example by working with partners to secure more private sector and corporate investment into targeted programmes tackling the social issues faced by young people in disadvantaged communities across the UK.

Finally #OpenGoal 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 [available at this link](#).

In build-up 1	April 6th is International Day of Sport for Development & Peace [#IDSDP], and we'll be marking the first anniversary of @OpenGoalUK showcasing how #SportForDevelopment can help to build a fairer, more equitable and sustainable society http://bit.ly/3JX24EI #OpenGoal
In build-up 2	How can sport help to build a fairer, more equitable and sustainable society? Join us on International Day of Sport for Development & Peace [#IDSDP] on April 6th when we celebrate the 1st anniversary of the @OpenGoalUK campaign http://bit.ly/3JX24EI @SFDCoalition #OpenGoal
On the day 1	On #IDSDP we're supporting @SFDCoalition call to Government, business and media to capitalise on the role of #SportForDevelopment in tackling inequalities and building a

	fairer, more equitable and sustainable future. Don't miss this #OpenGoal! http://bit.ly/3JX24EI
On the day 2	It's an #OpenGoal! On #IDSDP we're calling on our followers and partners to highlight and share how sport can help to tackle inequalities and building a fairer, more equitable and sustainable future http://bit.ly/3JX24EI @SFDCoalition

Thank you for your support!



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

