

Sport-for-Development in Divided Societies



The Roles and Responsibilities of an International Change Agent in Inter-Community Development



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Wider Context



- Multicultural Societies
- Intergroup Relations and Conflicts
- Challenges and Opportunities for Reconciliation
- Sport as a Vehicle for Social Development
 - Social Change
 - Social Identity
 - Capacity Building
 - Gender Equality
 - Trauma Relief
 - Peace and Reconciliation



Sport-for-Development Phenomenon



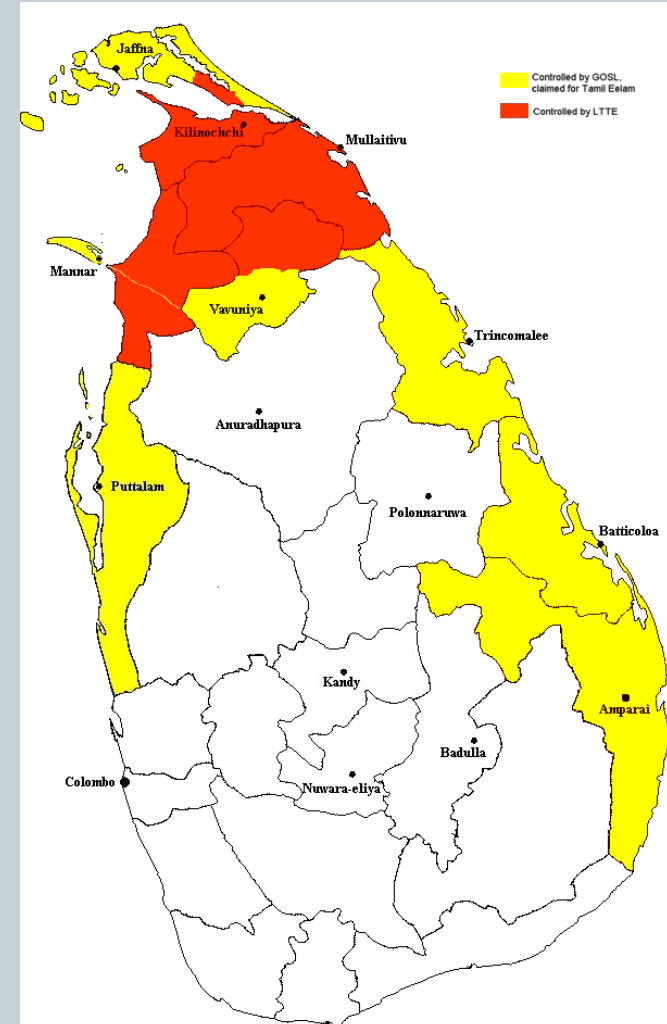
- Steady Increase in S4D Organisations and Projects
- Recognition and Support of S4D by Leading Associations and Development Agencies (FIFA, IOC, UNOSDP etc.)
- Caveats: 'Peace Evangelists'; One-Size-Fits-All Attitude
- Challenges in Practice: Funding, S4D Knowledge
- Challenges in Research: The Role of the Change Agent...



The Case: Sri Lanka



- ❖ Ethnically, Religiously and Linguistically Diverse Society
- ❖ Ethnic Tensions Between GOSL and LTTE
 - LTTE founded in 1976 to fight for an Independent Tamil State
 - Civil war from 1983 – 2002
 - 80,000 victims
 - De facto state in northern Sri Lanka
- ❖ Clear Separation of Ethnic Communities
- ❖ CFA and Peace Process Started in 2002;
Back to Open Civil War in January 2008
- ❖ End of Civil War in May 2009
- ❖ Intergroup Relations Deeply Shattered



Asian-German Sports Exchange Program



- ❖ A.G.S.E.P. as a 'Change Agent' in Sri Lanka since 1989
- ❖ Focus on Social Development and Reconciliation since 2002
- ❖ Study Based Around Two Participatory Sport Events:
 - ❖ International Run for Peace (Oct. 2006, Colombo, "Sports for all")
 - ❖ Intercultural Sport Meeting (Jan. 2007, Marawila, "Youth focus")



The Sport Event Reconciliation Projects



- ❖ International Run for Peace (Oct. 2006, Colombo)
 - ❖ Large-Scale Sports For All Event
 - ❖ Individual Participation – 3 Categories
 - ❖ Social Focus and Means to Increase Awareness
- ❖ Intercultural Sport Meeting (Jan. 2007, Marawila)
 - ❖ Small-Scale Youth Development Project
 - ❖ Mixed Community Approach
 - ❖ Multi-Sport and Culture Program



Method



Research Question:

What is the Role of an International Change Agent in Facilitating Sport Development Projects?

Methodology:

- ❖ Interpretive Paradigm
- ❖ Qualitative Case Study Approach

Methods:

- ❖ 2 Focus Groups (pre event)
- ❖ Observation (during event)
- ❖ 35 In-depth Interviews (post event)

(see Crotty 1998; Glesne 1999; Neuman 2003; Somekh & Lewin 2005; Denzin & Lincoln 2005)

Findings: 9 Roles and Responsibilities of an International Change Agent



Agent for Participation



Leading Mgt Expert



Flexible Innovator



Trust Builder



Idealist / Advocate



Financial Supporter



Networker and Integrator



Developer of Skills and Resources



Long-Term Planner

International vs. Local Views

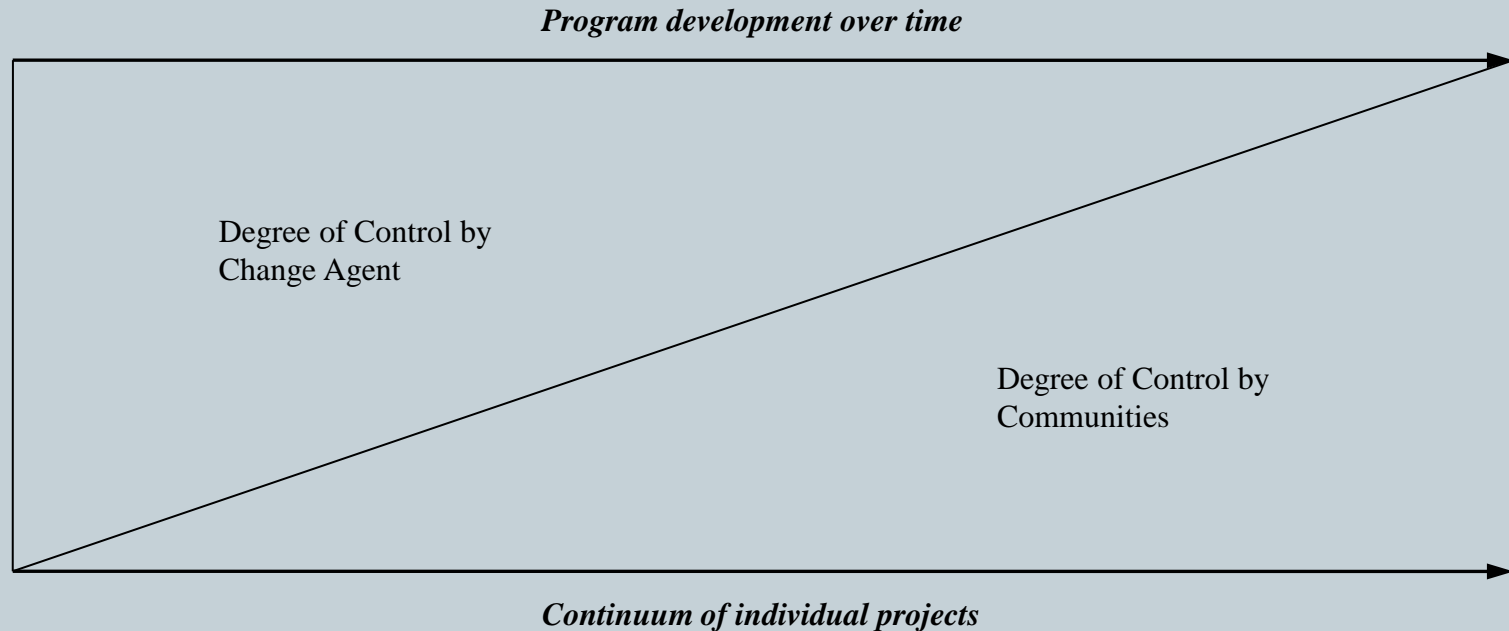


Roles and Responsibilities	Identified by Change Agent	Identified by Communities
Agent for Community Participation	✓	✓
Networker	✓	✓
Trust Builder	✓	✓
Leader	✓	✓
Socially Responsible Advocate	✓	✓
Resource Developer	✓	✓
Innovator	✓	✓
Financial Supporter	—	✓
Long-Term Planner	✓	—

Underpinning Philosophy

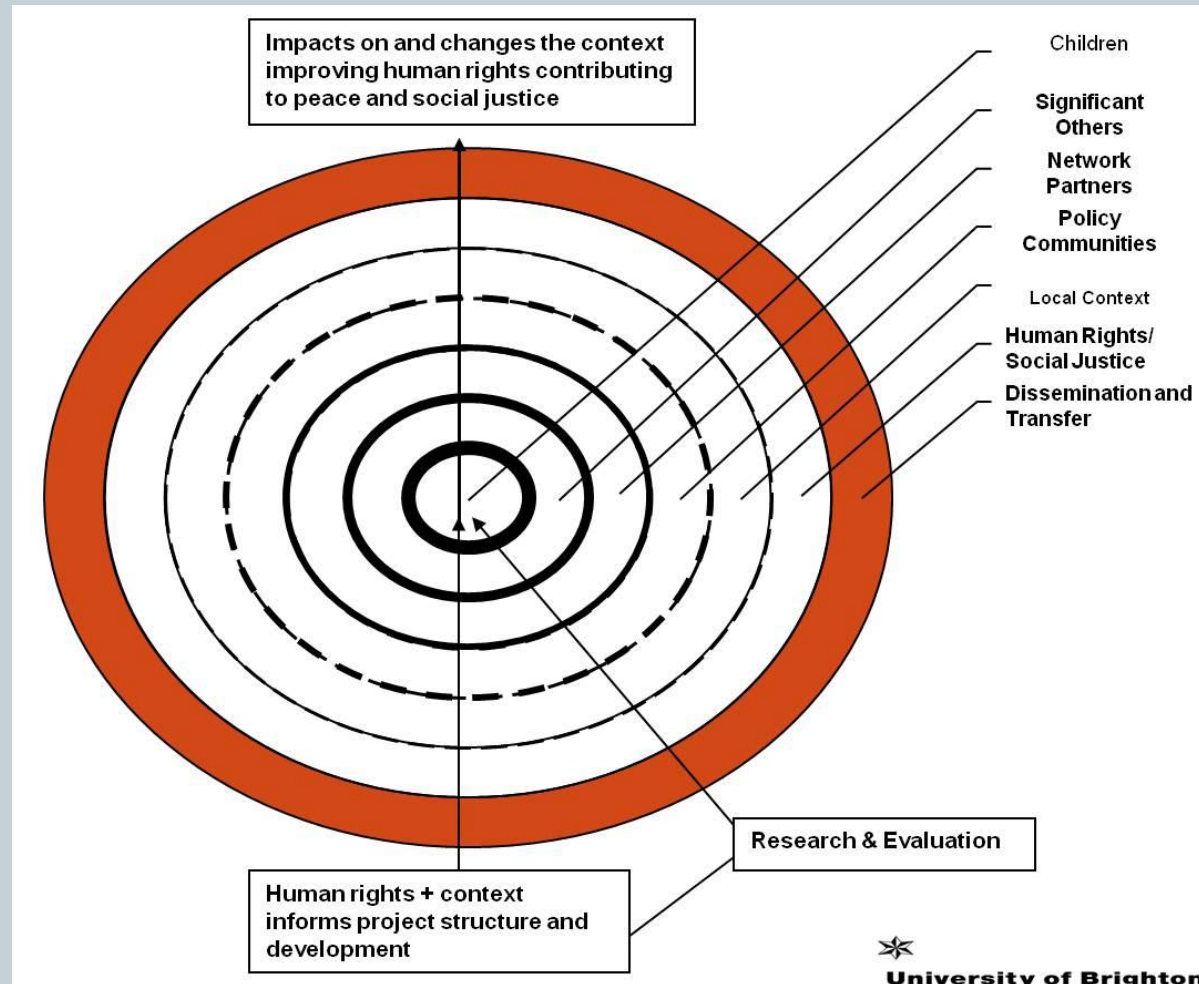


Towards Community Empowerment



Schulenkorf (2010)

Discussion on Growth and Development



Conclusion



- ❖ Inter-Community Sport Events Can Construct Dialogue and Contribute to Social Development Between Rival Ethnic Groups
- ❖ Change Agents Hold a Key Position at Inter-Community Events and Sport-for-Development Projects in Divided Societies
- ❖ Future Research
 - ❖ Strategies for Transfer of Project Ownership
 - ❖ Opportunities for Sport Event Leverage and Policy Making
 - ❖ Long-Term Evaluations of S4D Projects

Questions & Comments?



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