

SPORTS FOR SOCIAL IMPACT



CITIZENSHIP THROUGH SPORT FRAMEWORK

ABOUT SPORTS FOR SOCIAL IMPACT

Sports for Social Impact seeks to explore and educate on the power that sport has to create a positive impact on society. Specifically looking at sport policy and how we can use programs and policies for maximum impact. The hope is that these conversations and ideas will help achieve the maximum benefit of sport in our society.

SSI believes in quality sport and recreation programs that are inclusive and accessible to all in society to benefit from. Sports are for everybody and everyone should be able to enjoy the benefits of it. Sports have a huge capacity to do good in our society. Harnessing that power and optimizing it to make the biggest impact possible is what we hope to discover.

Some of the ways that sport can have an impact are through social inclusion, international development, helping achieve the SDGs, climate change, and many others. We plan to explore how sport can be used to create a meaningful impact, and some of the challenges that we are faced with when trying to make an impact. Sports can also have a social impact in small ways. It can help people live healthier and more active lives, help them with their mental health and help people make friends and meet new people. There is no one right way that sports to have a positive impact.



CITIZENSHIP THROUGH SPORT FRAMEWORK

The Citizenship Through Sport Framework champions three core principles for how sport can be used to promote citizenship within a country.

The three core principles are:

1. Connect
2. Cultivate
3. Celebrate

These three pillars provide an outline for how sport can promote national unity and citizen cooperation. Through grassroots sport diplomacy, sports can create a more cohesive society and country.

Sport promotes effective and responsible citizenship through connecting, cultivating and celebrating.





CONNECT

Sports brings people together. Connecting individuals with the wider community. Sports build connection with others to help create a sense of belonging. It can be a facilitative tool for inclusion of women and girls, LGBTQ2S+ community, people with disabilities and newcomers.

Connection helps build stronger roots in the community, helping people build friendships, and understandings across cultures, languages and religions. A country progresses when everyone works together, just like when you play on a team, everyone benefits.

Sports help connect citizens, building stronger ties and unity amongst them.

Sports and recreation is also something that can be used by all ages in our society. It is a very versatile tool to help create connection at any stage of our lives.

Sport cultivates a feeling of being part of something bigger than just you.

CULTIVATE

Sports teach values to participants. Values like respect, responsibility, friendship and fairness.

The value of *respect* through lessons of fair play, and good sportsmanship with teammates and competitors. It teaches *responsibility* through encouraging people to take leadership for themselves to be the best that they can be. It fosters *friendship* through working as a team. And *fairness* by showing that cheating is not how to get what you want.

These are all important values for effective citizens. Sports champion giving back to the community by showing participants the importance of community and helping one another.

By teaching important life lessons, sports cultivate the core values of effective citizenship for contributing to society in a positive way.





CELEBRATE

Sports give citizens reasons to celebrate. Coming together and celebrating and cheering on athletes and teams as they compete in the community or at international levels. Celebrating being apart of something bigger than just yourself helps you feel more connected to others in your community and country.

There is a lot to celebrate in our individual nations. Celebrate what makes each country unique, celebrate the things that make you different. Sports can help highlight what unites us and remind us that we are all on the same team.