



# Football for Hope

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Monitoring & Evaluation Pilot Project  
April 2008 – June 2009



**Football for Hope Movement**

Common mission

FIFA and streetfootballworld have established the Football for Hope Movement as a key element of their existing strategic alliance to increase the impact of football as a tool for social development, peace and social change.



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M&E Contracted to:  
Swiss Academy for Development (content) &  
Aqumen Sports Consulting (IT infrastructure)

1. Generate a global picture of the **impact** of football on human and social development based on **scientifically-obtained** data;
2. Focus on the realisation of the **MDG's** by the use of those objectives corresponding to the specific emphasis of the FfHM;
3. Develop **measurement** tools designed to adapt to programme-specific objectives ;
4. Strive for wide applicability by elaborating an **interculturally** validated method;
5. Promote capacity-building, ownership and sustainability among FfHM implementing partners by offering relevant, practical M&E tools, encouraging internal and external exchange and debate.

# 14-month Pilot Phase – 5 projects

## ‘Proof of concept’ began April 2008

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<b>Areas of Focus</b>	<b>Implementing Partners</b>	<b>Country</b>
Peace promotion	Colombianitos	Columbia
Children’s rights and education	Play Soccer	Zambia and Malawi
Health promotion	Grassroot Soccer	South Africa
Anti-discrimination & social integration	Street League	United Kingdom
Environment	Breakthrough Sports Academy	Zambia

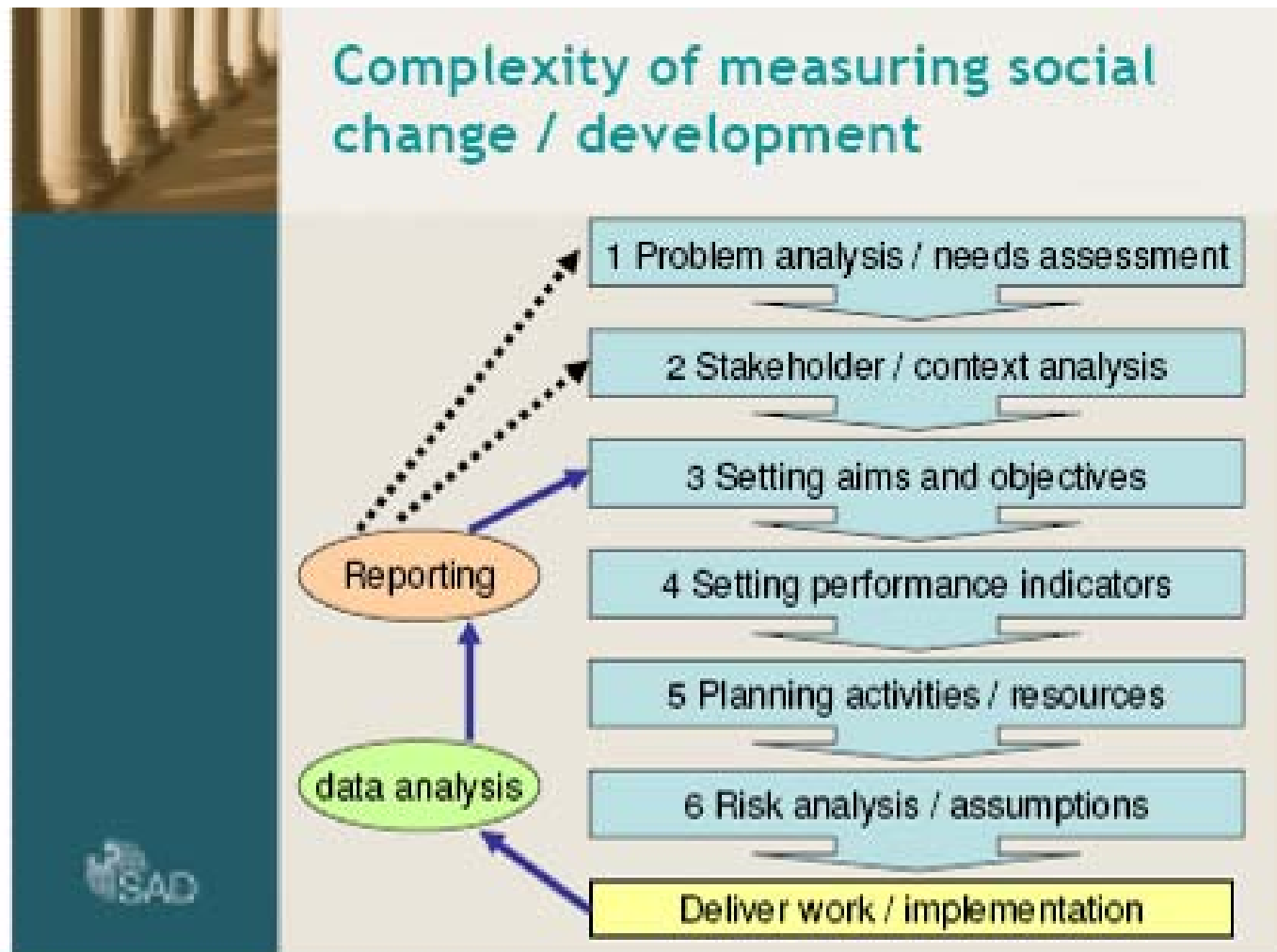
# Content of the M&E solution

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Based on the following 5 basic content components:

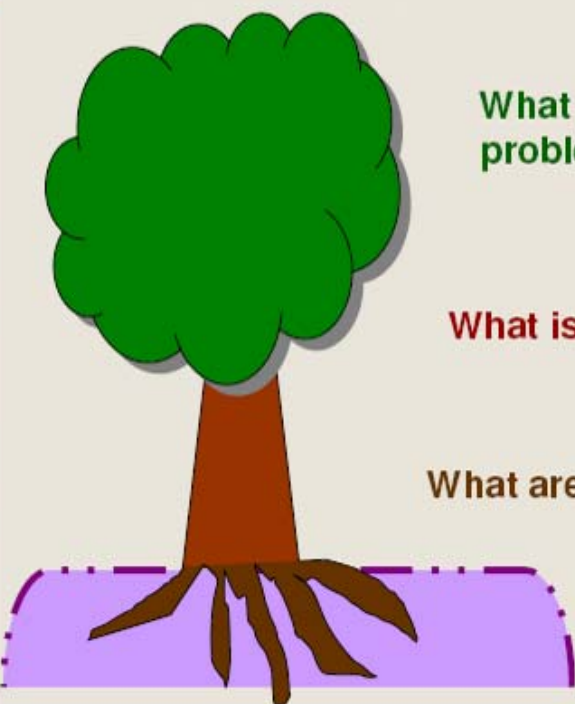
- Developing a logical framework of each programme;
- Systematic monitoring of key performance ('process') indicators (i.e. number of personal involvements in violent events, time a child is spending with clean-ups etc.);
- Systematic assessment of development outcomes (i.e. changes in attitudes, behaviour, knowledge levels of beneficiaries) according to programme goals;
- **Impact evaluations** of selected programmes;
- Application of 'Creative M&E'.

# Training Partners: Logframes



# Training Partners: Problem Trees

Problem analysis: „Problem tree“




What effects does the problem have?

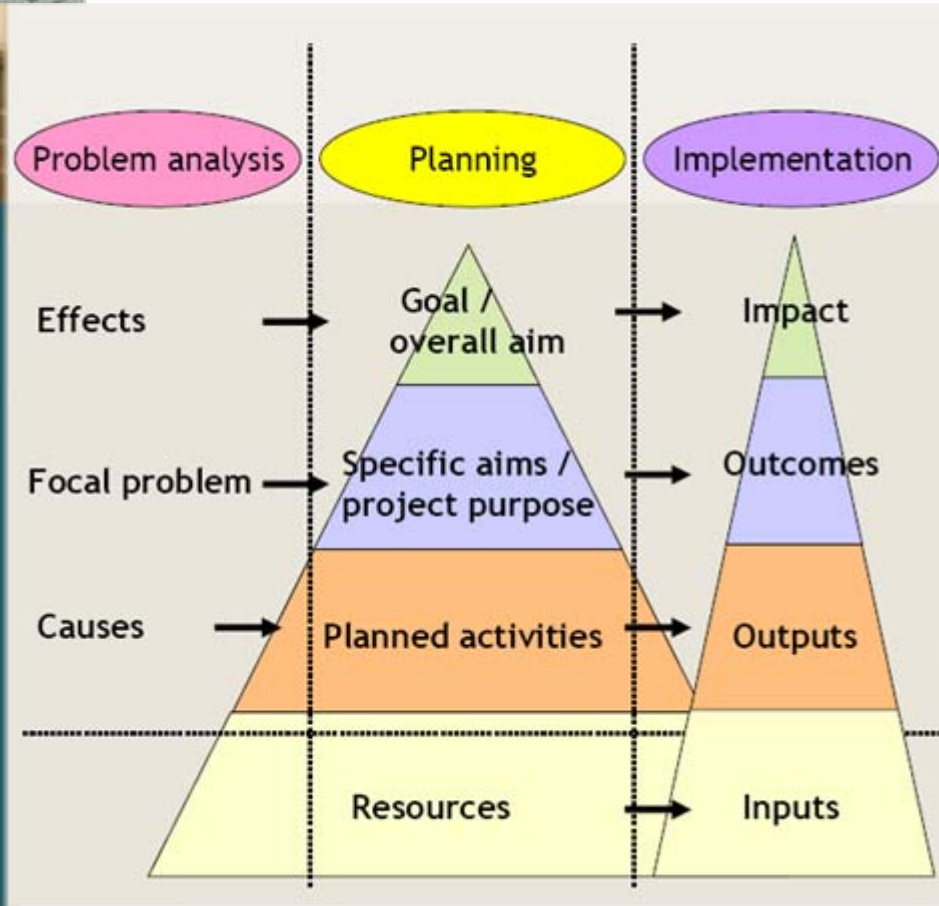
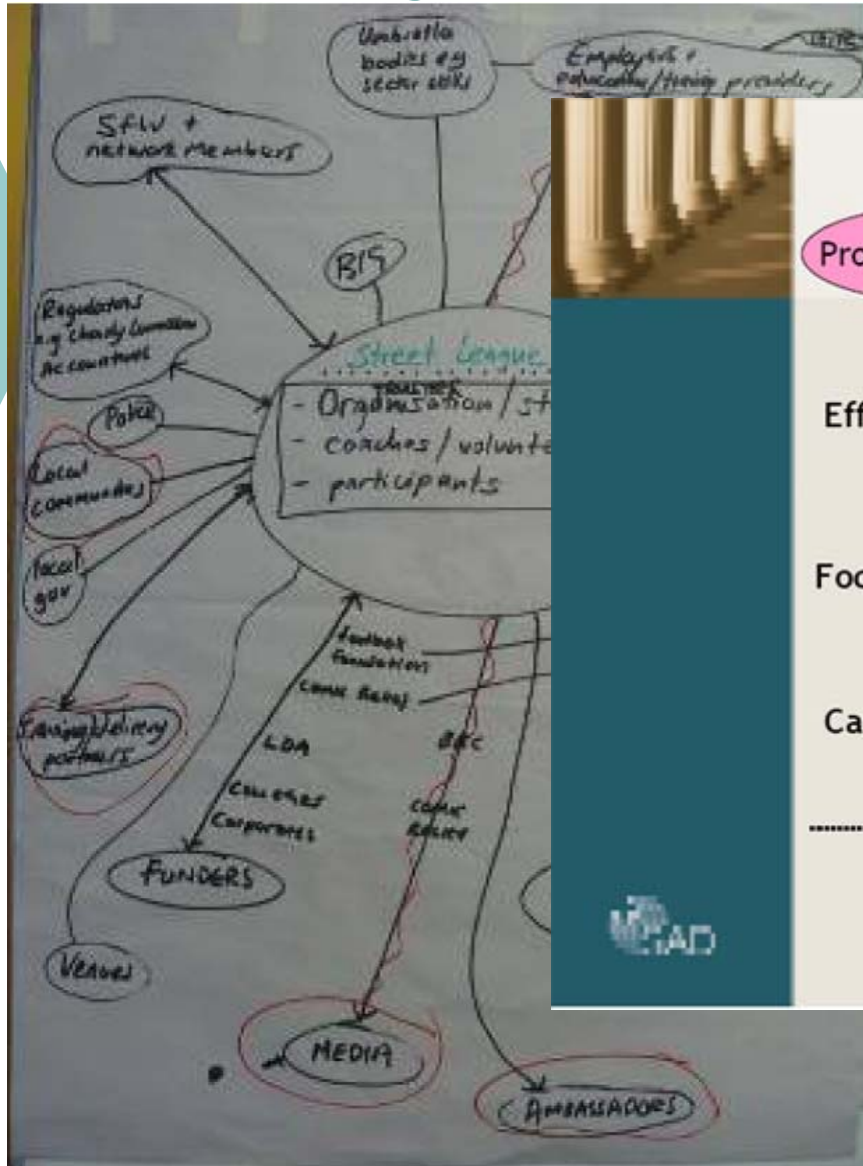
What is the focal problem?

What are causes of the problem?

Who is affected by / who „owns“ the problem?



# Training Partners: Stakeholder Analysis



# Data Collection



- Online database: the Sport+ Online Platform
  - A scalable database that can fit the shape of the 5 FfHM implementing partners, storing information on the different components of these organisations such as programmes and activities
  - The creation of online data-collection tools (e.g. questionnaires) for each of the 5 implementing partners to mirror those created by SAD;
  - A range of bespoke reports for the 5 organisations;
  - The option to use fax/scanning recognition to process large numbers of forms/questionnaires.
- More monitoring then evaluation?

# Scientific Advisory Board

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- Quality Control

- Experts in M&E, cross-cultural research, sport psychology & sociology, development
- *but only brought in 7 months after pilot phase started, and then for a one day meeting*

- Is there a chance the evaluation will find that football does not have a positive impact as a tool for development?
- Looking for best practices?



- FIFA – most important international organisation??
  - 208 member associations (16 more than UN)
  - World Cup – most popular event worldwide
  - Annual income over \$1 billion
  - Corporate Social Responsibility
    - *Developing the game; Touch the world; Build a better future*
- streetfootballworld - also formidable
  - est. 2002, with German government backing
  - network of 70+ in network, plus high powered partners
  - 2008 – budget over €2 million