



Football for Hope

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.



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

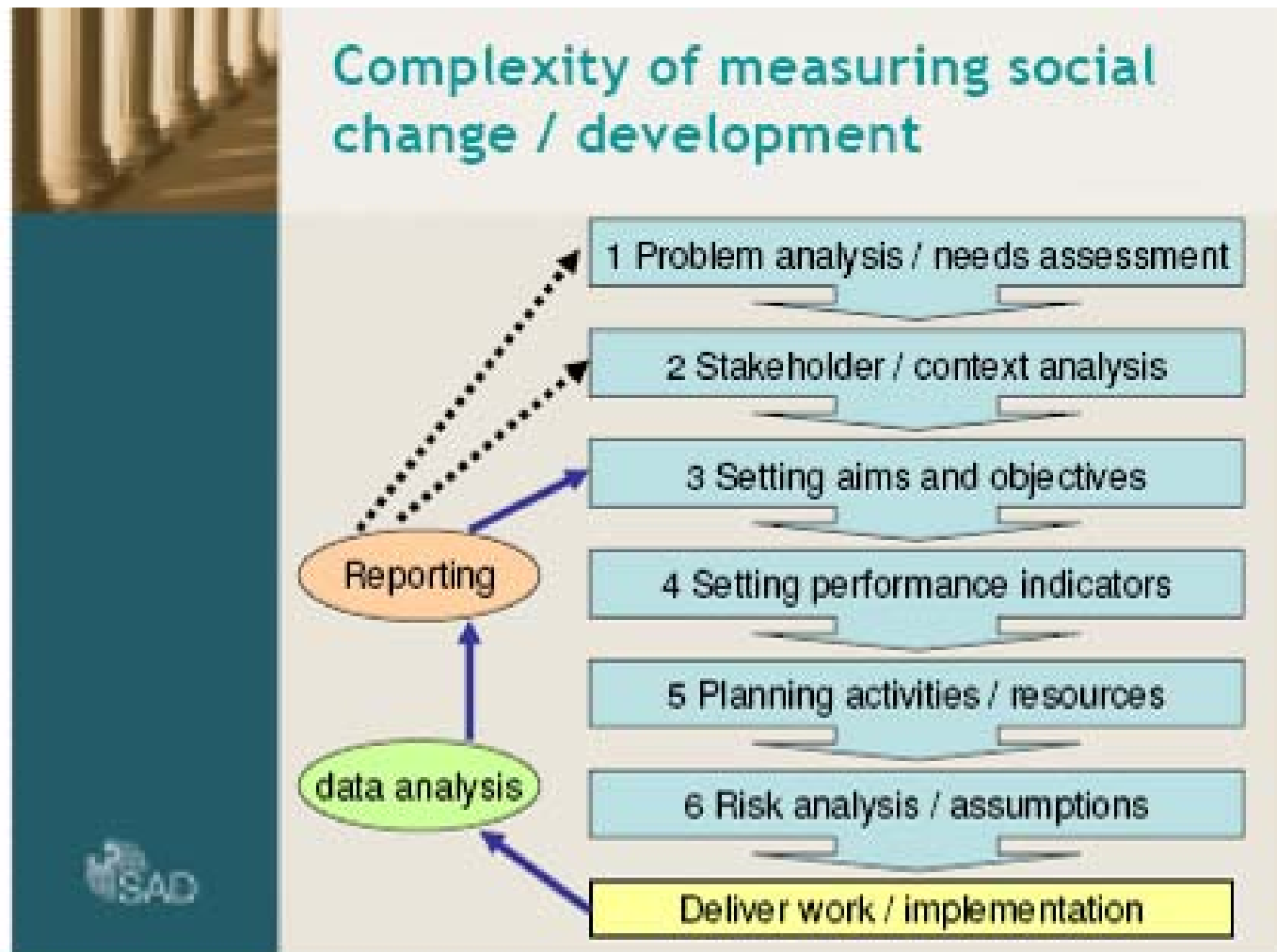
Areas of Focus	Implementing Partners	Country
Peace promotion	Colombianitos	Columbia
Children’s rights and education	Play Soccer	Zambia and Malawi
Health promotion	Grassroot Soccer	South Africa
Anti-discrimination & social integration	Street League	United Kingdom
Environment	Breakthrough Sports Academy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

Content of the M&E solution

Based on the following 5 basic content components:

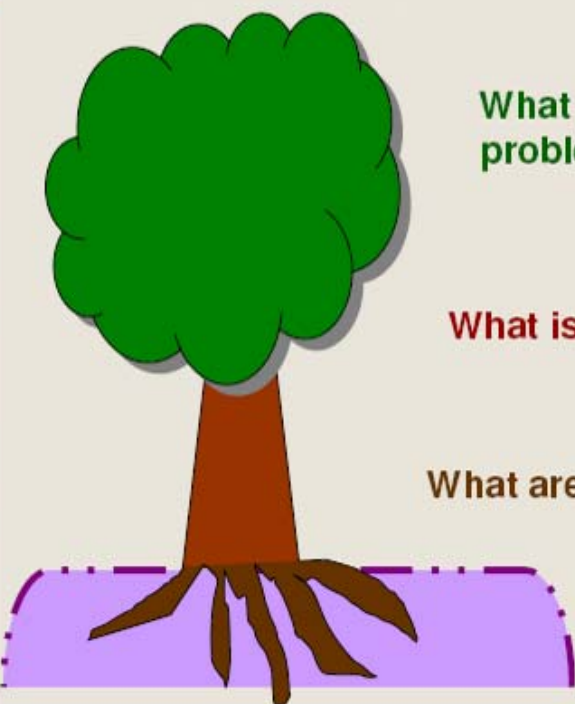
- Developing a logical framework of each programme;
- Systematic monitoring of key performance ('process') indicators (i.e. number of personal involvements in violent events, time a child is spending with clean-ups etc.);
- Systematic assessment of development outcomes (i.e. changes in attitudes, behaviour, 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?

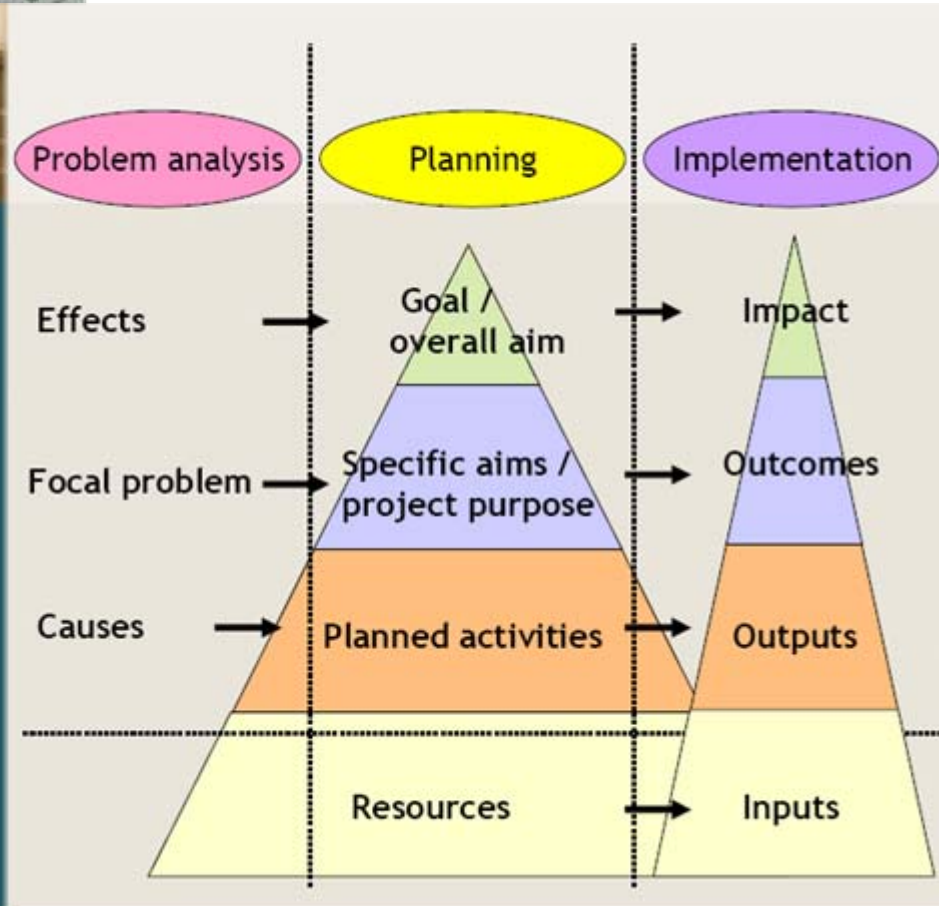
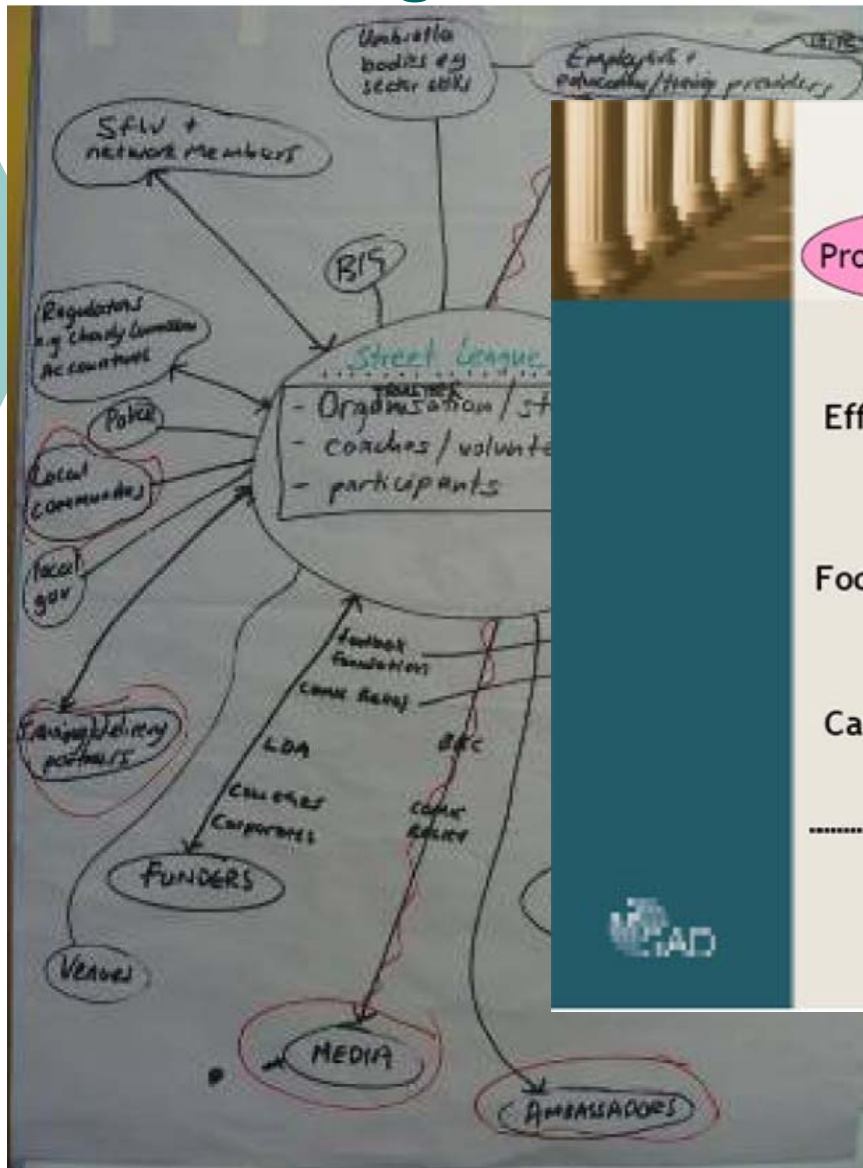
What is the focal problem?

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

- 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