International Inspiration

Enriching the lives of 12 million children and young people through partnership

DIHAD Conference
27 March 2012
The British Council

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide.

We operate in **110 countries**, reaching **600 million people** and connecting them with the United Kingdom, sharing our cultures and the UK’s most attractive assets: **English, the Arts, Education** and our ways of living and organising **society**.
Background

International Inspiration is largest ever social development legacy to an Olympic and Paralympic Games.

It has inspired 37 changes of policy in 20 countries, enriching the lives of more than 12 million mainly disadvantaged children and young people.
Background

The programme grew out of Lord Sebastian Coe’s promise at the London 2012 bid.

“…to reach young people all around the world and connect them to the inspirational power of the Games so they are inspired to choose sport.”

Background

Three organisations with complementary skills came together to deliver on this promise:

• **The British Council** – the UK’s agency for international cultural and educational relations

• **UK Sport** – the agency for high performance sport in the UK

• **UNICEF** – the world’s largest organisation working for children
Background

These three delivery partners worked in close harmony with:

- The International Olympic Committee
- The International Paralympic Committee
- The London Organising Committee for the Olympic Games
- The UK Government
- National Ministries of Education and Sport, and National Olympic and Paralympic Committees in 20 countries.
Where it’s happening

2007: Azerbaijan, Brazil, India, Zambia, Palau
2009: Mozambique, Bangladesh, Jordan, Trinidad & Tobago, Nigeria, South Africa
2010: Malaysia, Turkey, Indonesia, Pakistan
2011: Ghana, Uganda, Tanzania, Ethiopia
2012: Egypt + the UK!
How we did it

International Inspiration
Organisational Structure
### How we did it

**Table 2.2 Outcomes matrix**

<table>
<thead>
<tr>
<th>Audience</th>
<th>Strategy</th>
<th>Outcomes</th>
<th>Key performance indicators (by end of 2014)</th>
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<tbody>
<tr>
<td>Children and young people of all abilities, including children with a disability, girls and displaced children</td>
<td>- It will create opportunities for children and young people, in school and communities, to access and participate in high quality and inclusive PE, sport and play. - Overlaps/collaboration amongst partners, especially through the work in schools, will be fostered. - It will contribute to raising child development indicators in all targeted countries through country-based interventions in education, child protection, health (including HIV and AIDS awareness) and youth empowerment.</td>
<td>LONG TERM: sustainable improved delivery and increased awareness of PE, Sport and Play leading to children’s lives being transformed.</td>
<td>- All targeted countries will have reported that the engagement of children and young people in high quality PE, sport and play has contributed to positive change in one or more child development indicators amongst those taking part in II programmes.</td>
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<td>Governments and Policy makers at various levels (MoE, MYS, local authorities, NOC, NPC, etc.)</td>
<td>- It will facilitate policy dialogue and public hearings on the importance of inclusive PE, sport and play, bringing together relevant public actors and promoting the development of new relationships. - Partnerships will be established with named stakeholders in each country to ensure that II adds value to education curricula, sport, youth and other development strategies. - Public actors will officially commit to the agenda of high quality and inclusive PE and sport for the development of children and young people, and change will be evidenced in government plans and policies.</td>
<td>LONG TERM: sustainable improved delivery and increased awareness of PE, Sport and Play leading to children’s lives being transformed. MEDIUM TERM: capacity building. SHORT TERM: awareness raising and relationship building.</td>
<td>- At least 20 policies and/or strategies and/or curricula and/or laws have been changed, developed or operationalised in targeted countries to deliver high quality and inclusive PE, sport &amp; play. - In a sample of policy makers engaged across targeted countries, at least 90% report that their capacity in strategic planning and monitoring and evaluating is increased. - In a sample of policy makers engaged across all targeted countries, at least 90% report that they have changed their attitudes and developed new relationships.</td>
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<td>Schools, Sport Federations, Sport Clubs, Community</td>
<td>- It will promote the development of inclusive PE in schools, school sports and school linking between the UK and the overseas countries. - At the same time, through the expertise of</td>
<td>LONG TERM: sustainable improved delivery and increased awareness of PE, Sport and Play leading to children’s lives being transformed.</td>
<td>- In a sample of targeted institutions across targeted countries, at least 90% report that they have introduced innovations and/or made changes to their curricula, timetables or delivery relating to PE, Sport and/or play. - 90% of targeted UK schools report that internationalism has increased.</td>
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## How we did it

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<th>Sport Clubs, Youth Clubs, Centres/structures, CBGS</th>
<th>Sport federations and NGOs, schools will be linked with communities and existing in-country youth structures, so that skills and lessons learned can be shared.</th>
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<tbody>
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<td><strong>MEDIUM TERM: capacity building</strong></td>
<td>increased in their institutions, citing involvement in International Inspiration as a contributing factor.</td>
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<td></td>
<td>- At least 60 national sport federations in at least 5 different sports, and at least 5 International Sport and Regional Sport Federations, including IOC, IPC, NOCs and NPCs, develop new strategies and/or report new partnerships with the new education sector and community groups that help to broaden base access to their sports.</td>
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<td>- In a sample of targeted national institutions across targeted countries, with a specific focus on schools, at least 70% have strengthened their structures for an improved delivery of PE, Sport and Play.</td>
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<td>- At least 60 safe spaces for sport and play have been provided across targeted countries.</td>
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<td>- 600 (half in the UK and half overseas) schools have engaged in a mutually beneficial relationship.</td>
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<tr>
<td><strong>SHORT TERM: awareness raising and relationship building</strong></td>
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<td>- At least 20 new links between delivery institutions have been established.</td>
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<td>Sport practitioners, coaches (including community coaches), teachers, parents and caregivers, youth leaders and community leaders</td>
<td>II will support the provision of both pre-service and in-service training of teachers in schools and special institutions (TOT, support to national teacher training centres, on-going cascade training, etc), and the training of community coaches and young leaders.</td>
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<td>II will work at community level to help change the attitudes of parents, care givers and community leaders about sport and play and its contribution to child development.</td>
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<td><strong>LONG TERM: sustainable improved delivery and increased awareness of PE, Sport and Play leading to children’s lives being transformed.</strong></td>
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<td>- In a sample of trained practitioners across targeted countries, 90% report that their capacity has been increased and they are delivering regular high quality and inclusive PE, sport, sport for development and play.</td>
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<td><strong>MEDIUM TERM: capacity building.</strong></td>
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<tr>
<td></td>
<td>- 20,000 practitioners are trained to organise, manage, deliver, monitor and evaluate high quality and inclusive PE, sport, sport for development and play activities.</td>
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<td><strong>SHORT TERM: awareness raising.</strong></td>
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<td>- In a sample of targeted parents, community members and other practitioners sampled, 80% report they have developed new attitudes towards the importance of PE, Sport and Play.</td>
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<td>- At least 200 Community based events and 20 advocacy campaigns have been delivered across all targeted countries.</td>
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*Note: in 2012, II partners started collecting data from a sample of children and young people, trained practitioners and policy makers to measure progress against a number of the KPIs in the outcomes matrix. The first round of data is expected to be available by early 2013.*
How we did it

Adapt and flesh out the outcomes matrix for each country.

A series of formal steps:
• Ministerial letter
• Scoping Trip
• Minister letter 2
• Study visit
• Collaboratively-drafted Country plan
• MOU
• Steering group
• Monitoring and evaluation
How we did it

Operational activity focused on three levels and audiences at the same time:
• Policy Makers
• Practitioners
• Participants

The Delivery teams were supported by Fundraising and Communications team, who signed up a team of Ambassadors including David Beckham and Sir Chris Hoy, and raised 43 million pounds to help deliver the project.

Sir Chris Hoy, International Inspiration Ambassador
What we achieved

• Reached more than 12 million young people
• 37 changes of policy and curriculum
• In the UK and around the world, 594 schools have been linked with partner schools in other countries
• Internationalism has increased in 85% of targeted schools since taking part in the programme
What we learnt

• Trust underpins a good partnership
• It takes time to build trust and ownership
• Be specific, transparent and up front about what each organisation wants to “Give” and “Get” from the project
• Good governance is key. Take the time to plan and agree a clear and robust governance system
• Involve people in the planning and decision-making process. It takes longer, but gives buy-in, ownership and sustainability.
Thank you

- www.britishcouncil.org/sport-international-inspiration
  andy.hansen@britishcouncil.org