



EPISODE 13

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WE FOOTBALL

PRACTICAL TIPS

- ✎ **Start with the problem and design backwards.** Start with the problem and design backwards. Ask the right question. What's the problem you are addressing? Who are you trying to reach? Is sport the right entry point? And if it is, great, but build your intervention with purpose. Start with the outcome you are trying to achieve. Is it education, gender empowerment, mental health, youth employment? Then, design backwards. Use sport as a means, not an end. What are you trying to change? And if sport is the right tool for that, design the
- ✎ **Build with the community, train your staff, and think long-term.** Build *with* the community, not *for* the community. Involve youth, listen to the coaches, and let communities lead with programmes that try to reflect the reality, not your assumptions. Train your staff, not just in sport but in facilitation, trauma response, safeguarding, life skills, and inclusion. Invest in coaches; they are key. Then, think about legacy and sustainability. How will your programme live on after the project ends? Invest in local partner capacity and use sport to complement, rather than replace, other systems.
- ✎ **Connect, collaborate, and stay open.** The Sport4Dev community is vibrant. There are toolkits, networks, case studies, and training platforms. Join them and learn with others. This field is growing, and so is its community. We have seen what happens when sport is done well. Children go to school, communities find common ground. That's not magic. That's design, care and partnership.