

SUSTAINABLE DEVELOPMENT GOALS – CASE STUDY TWO

Contributing to the Sustainable Development Goals
through sport

DOSTI PROGRAMME PAKISTAN



The DOSTI programme was started in Karachi, Pakistan in 2013 and ran until April 2016. DOSTI means 'friendship' in Urdu and Hindi but is also an acronym for Developing and Organising Social Transformation Initiatives.

The project links football with personal and peace-building development training in which the lessons of the football pitch – teamwork, self-discipline, respect for others, tolerance – are inculcated, deepened and amplified. The football component builds on the learning from the social development modules, by creating teams with players from different ethnic groups and organising tournaments which take young people out of their home neighbourhoods.

This case study looks at how DOSTI contributed to the Sustainable Development Goals (SDGs), despite this not being a specific aim of the project. It highlights elements of the project that link to the SDGs. Many of the British Council's aims are echoed in the SDGs and the way in which projects are designed and run reflect an ethos of inclusion and partnership which are also at the heart of the SDG agenda. There is much that the British Council can do to progress this agenda. There is also much that the British Council and its partners can learn from the issues the SDGs set out.

There was no explicit link with the SDGs at the outset but British Council programme manager Kanwal Shah points out that the aims of DOSTI coincide neatly with the SDGs on health (Goal 3), gender equality (Goal 5), inclusive and sustainable economic growth (Goal 8), safe, resilient and sustainable cities (Goal 11) and promoting peaceful and inclusive societies (Goal 16).

The core objective of DOSTI is working with young people to help them see beyond the narrow limits of their own communities and to develop respect for others and for themselves. The hope is that those who graduate from DOSTI are more employable, will not succumb to gang culture and will eventually find productive employment.



Fahad Habib is a 17 year old from a poor family in Lyari Town, one of Karachi's most crime-ridden areas. Fahad, always passionate about football, used to play

barefoot in the street. He heard about KUFF opening its centre in his community in 2011.

He has since progressed to Sports for Excellence and is the captain of the centre team – and this is not just about his talent for football. Thanks to DOSTI and thematic sessions outside the football pitch, he has developed confidence and leadership qualities and is not fazed by public speaking.

Fahad is now coaching the under-12 team as an unpaid intern. Last year he also managed a girl's tournament in Karachi.

Meeting local needs

Karachi, a city with high levels of poverty, is home to multiple ethnic groups, which tend to group together in their own neighbourhoods. In the words of PEWO (Peace Education Welfare Organisation), one of the DOSTI delivery partners, *'Karachi is the meeting point of a variety of cultures and languages spoken in Pakistan. [The city] ... houses almost every ethnic and political group in the country not to mention a wide range of religious and sectarian groups as well. In the absence of any overarching state identity, these groups create their own narrow conception of identities that seek to exclude the rest of the groups in the city.'*

Prejudice and suspicion of people from other neighbourhoods is the norm and sometimes breaks out into open violence. Poverty and lack of opportunity in the communities where DOSTI was implemented make them ideal grounds for recruiting young boys as gang members and drug users. The situation is even worse for girls. Lack of security outside their homes, coupled with strict traditional customs affecting their freedoms, make it difficult for girls to go out to attend school or participate in any public activity.

The DOSTI programme helps vulnerable young people living in problematic neighbourhoods turn away from gang culture, develop positive life habits and goals, raise their self-esteem, complete their education and ultimately find productive jobs. At the same time, in the Karachi context, they learn to appreciate diversity and find what they have in common with other young people from different ethnic groups and backgrounds, thus counteracting the prevailing culture of mutual suspicion and hostility.

DOSTI brought together expertise used in two flagship British Council programmes, Premier Skills and Active Citizens. Its innovation has been to combine personal development training with football skills.

- Top level training in personal development modules was undertaken by technical providers contracted by the British Council (Active Communities Network and the Pakistani organisation, School of Leadership).
- The Karachi United Football Federation (KUFF) provided training in football skills. KUFF's Sports for Excellence programme trained 27 DOSTI football coaches.

Football with its glamour and international reach is a magnet for young people around the world and in Karachi. With the involvement of Karachi United Football Foundation (KUFF) and its relationship with the Karachi United Football Club, the attraction is doubled by the possibility for some to graduate from the entry level Sport for Peace programme to Sport for Excellence and for a very few to go on from there to a career in professional football.

Link between DOSTI's activities and the Sustainable Development Goals

Partners and project staff interviewed for the case study are familiar with the SDGs and said that many of the goals are relevant to DOSTI.

Working with young people, DOSTI seeks to form attitudes that will help young people have productive adult lives and be prepared for challenges that may lie ahead. Often the programme doesn't tackle the goals directly: for example, it does not engage directly in the prevention of substance abuse but seeks to turn young people away from drug use; it does not provide formal education but training which motivates young people towards education; and it does not provide vocational training or employment opportunities but, by changing behaviour and attitudes, makes young people more employable. It does not address violence but, by helping young people to appreciate diversity and develop respect for others, shows them alternatives to violence. In this sense the contribution of DOSTI to the achievement of the SDGs is indirect – indirect but powerful.

Involving girls in the programme has contributed directly to ensuring *women's full and effective participation and equal opportunities for leadership* (SDG 5 Gender equality). Girls made up 70 per cent of those enrolled in Phase 1. During 2015–16 the programme formed 30 girls football teams, compared to 40 boys teams.

An external evaluation noted that: *'The most prominent unexpected project outcome was the receptiveness of the communities to the idea of female participation in a sport initiative.'*

For all participants in the programme, making changes in the areas identified by the SDGs has been extremely important. Imran Ali, who is in charge of football for KUUFF, commented that: *'One of the leading players in Karachi United men's team is a Hazara – the Hazara are a persecuted minority. If you look at a photo of this men's team you will see the tremendous diversity of ethnic backgrounds.'*

Examples of DOSTI's contribution to the SDGs

DOSTI GOALS	DOSTI ACTIVITIES	SDG TARGETS MET
Improved attitude, politeness, self-discipline and punctuality.	Laying the foundations for positive adult lives through personal development and team working activities.	Goal 3 Good health and well-being 3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.
Overcome suspicion and hostility towards people of different ethnicities and neighbourhoods.	Surveys show greater tolerance and appreciation of diversity among participants (Evaluation). <i>'The only Pathan girl in the team is the captain; she leads the team in an area where groups hardly interact with each other. There are fights and violence. Other team players follow her no matter they are Muhajir, Baloch or any other ethnic group.'</i>	Goal 4 Quality education 4.7 Ensure that all learners acquire the knowledge and skills needed to promote ... sustainable lifestyles and appreciation of cultural diversity ..., human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship.
Improved attitude, politeness, self-discipline and punctuality. Overcome suspicion and hostility towards people of different ethnicities and neighbourhoods.	By the end of the programme, girls represented 41 per cent of participants.	Goal 5 Gender equality 5.1 End all forms of discrimination against all women and girls everywhere. 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

Leaving no one behind is a core principle of the SDGs and of DOSTI

Rajab is a child who was in danger of being left behind. Her life has been turned around by DOSTI and partner organisations.

Karachi: Rajab – I stitched and embroidered burqas. I would work on making one burqa and then I would go do a bit of drugs. There was fighting and screaming at home, so that's why I was always out and wouldn't go home. Many times I got burnt with an iron at work, but still my family would forcibly say 'go and work'. At school there were some issues and problems too. So I wasn't even studying in school and eventually, I wasn't even working. I would keep getting into fights, and I was always out of the house.

Then I met Coach Rashid [Abdul Rashid, coach for Street Child World Cup], who introduced me to football and told me about the Street Child World Cup Brazil. At first I just didn't believe it. I didn't know there were organisations like Azad and projects like DOSTI, and that there were still good people present in Karachi. I went to their office and I saw how they treated us like their own children. They would speak to us nicely, and that was when I realised that yes, this is real.

Additional goals to be addressed

DOSTI staff and partners are confident that the project is contributing to a large number of the SDGs. However, this may be an indirect rather than a direct contribution. Looking again at the more detailed targets could help the programme to focus on key areas with direct actions.

Two examples are:

- SDG 8 Decent work and economic growth: Target 8.6: By 2030, substantially reduce the proportion of youth not in employment, education or training.

The project manager Kanwal Shah said that DOSTI contributes to this target by reducing participants' drop-out rate from school. However, football coach Imran Ali felt that the programme should also provide vocational or employment guidance to participants when they were about to leave at the age of 18. While the shortage of resources means that not everything can be done, more targeted measures could be designed to address this gap.

- SDG 11 Sustainable cities and communities: Target 11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older people and people with disabilities.

While DOSTI appears to fit with this headline goal, it is not addressing a specific target. This target would involve looking at the public spaces that are needed for extending access to football.



Challenges in demonstrating how projects are contributing to the SDGs

It is not always easy to find evidence of how projects like DOSTI are contributing to the SDGs. There have been two external evaluations of the project. These provide valuable information about the number and type of people who participated and on participants' views about the project. Because the overall objectives of the project were very close to the SDG targets, the responses of participants are frequently directly relevant to the SDGs.

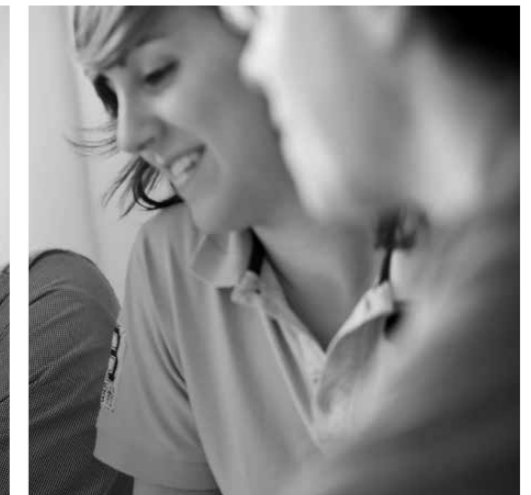
Both evaluation reports recorded very positive short-term impacts: more tolerant attitudes, better school attendance, better behaviour in the home and outside, contributing to greater harmony. Eighty-seven per cent of participants said that the programme had successfully contributed to peace and greater harmony in their communities.

However, there has been no follow-up of participants after they graduate from the programme, so it is not possible to say whether the greater employability fostered by DOSTI did enable alumni to obtain employment, which is an SDG target. Employability, of course, does not guarantee employment: so many other factors combine to determine employment outcomes – economic growth, sectarian violence and wider social unrest – that this is not the most useful way of measuring the programme's contribution to this target. New measures will need to be developed.

Another challenge is to demonstrate that the programme can be maintained over time: this is important if it is to make a lasting contribution to the SDGs. In the first evaluation, fewer than half (45 per cent) the youth participants thought that the programme could sustain itself without external intervention. Some said that this was because the short duration of the programme had not provided enough time for it to put down roots in the communities. The 2016 evaluation also found that both young people and stakeholders felt that continued input from the British Council would be needed: 'For some respondents, British Council is a brand name which will help the idea keep going. The stakeholders also believe that the supervision through the British Council will help in winning the buy in and consent of the community members.'

Summary

- Although the project was not designed with the SDGs in mind, DOSTI has contributed to several SDGs, including health and well-being, education, gender equality and peace, justice and strong institutions.
- DOSTI's contribution to gender equality has been significant, breaking down traditional attitudes and empowering girls and young women.
The project's contribution to other SDGs such as quality education and employment is more indirect: the programme sees itself as laying the foundations for positive adult lives.
- There is scope for better evidence about the outcomes of the DOSTI project. Demonstrating longer-term impact can be problematic as the British Council does not generally carry out follow-up studies. In the case of DOSTI, this makes it difficult to understand what happens to participants when they graduate from the programme at the age of 18.



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