

# EVALUATING “SPORT FOR GOOD” PROJECTS – AN INTERDISCIPLINARY LITERATURE REVIEW AND FUTURE RESEARCH AREAS

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## Abstract keywords

Evaluation, sport for good, monitoring, outcome measurement

## Aim of the abstract

The discussion about how to adequately evaluate sport for good projects has been focused by researchers from varying disciplines in the last years (Coalter, 2006; Levermore & Beacom, 2012). In the center of discussion has been the question how to measure outputs, outcomes and impact of such sport for good projects and how to appropriately generally approach the important issue of evaluation. While common practice still struggles to actually implement a monitoring and evaluation system and, if implemented, focused on measuring quantifiable targets due to the rising demand for accountability driven by the funders of such projects (Baker, 2000), the “outcome-oriented approach” has been questioned in recent years (Levermore, 2011). However, mostly the discussion lacks a profound argumentation due to the missing of a comprehensive literature review which covers different research disciplines. The inclusion of different disciplines, such as social sciences, political science, sport science as well as management science, is inevitable as the complexity of sport for good projects has led to the involvement of different parties: practitioners with a social and/or sport science background mostly implement the sport for good projects, the funding partner has usually an economic or administrative background, researchers from political or social science are involved in the evaluation process of such projects. In order to make a significant step further towards an appropriate evaluation of sport for good projects, the above mentioned disciplines have to collaborate together and to discuss on a scientific level. Therefore, a comprehensive literature review is needed in order to capture the complexity which is inherent in the evaluation of sport for good projects. Thus, the purpose of this study is to provide a comprehensive literature review on evaluation of sport for good projects comprising studies of social, sport, political and economic sciences.

## Theoretical background and literature

The term “sport for good” comprises sport policies and programs that support either a) development through sport or b) development of sport in marginalized countries, regions and cities. In this context, we have to distinguish between development through sport where sport acts as an engine to promote development schemes, such as empowerment of women (Levermore, 2011) and development of sport where the sport itself is to be developed, such as the implementation of license system of for football coaches. Researchers have conducted a variety of studies on evaluation in the development context (Levermore, 2011). Previous studies examined the measurement of specific outcomes, or the methods applied for evaluation, e.g. matching procedures, field experiments, personal interviews. The majority of studies related to evaluation of sport for good projects focus on the exploration of the appropriate approach in order to explain correctly evaluate a project. However, we identified a lack of studies considering various disciplines such as social, political and economic, and sport sciences. Most often the criticisms of traditional approaches, such as the logical framework approach miss a comprehensive consideration of different research fields and disciplines.

## Methodology and implications of the review

This study presents an extent literature review on the research field of evaluation of sport for good projects and identifies a development from outcome-oriented to process-led demands for the evaluation of projects (Cracknell, 2000). By doing this, databases from the disciplines political, social, sport as well as economic science were included. In a first step, we searched for articles related to Monitoring and Evaluation with the help of the databases (a) Social Citation Index, (b) EBSCO Business Source Complete, (c) BISp Bundesinstitut für Sportwissenschaft, and Online Contents - SSG Sportwissenschaft. For our search, we used the following keywords and their combinations: monitoring, evaluation, sport, development, sport for development, development of sport, and corporate social responsibility (CSR). Regarding to the title, 45 articles were identified that can be applied to the field of monitoring and evaluation of sport for good projects. In a second step, we read these articles in order to identify those studies that really focus to monitoring and evaluation. In a third step we analyzed the articles and provide an overview of existing literature. The implications of the literature review will be presented more detailed at the conference.

## References

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