

## Call for Expression of Interest

### Seeking Consultant for Strategic Plan Development

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#### 1. INTRODUCTION

The Sport for Development and Peace International Working Group (SDP IWG) is an inter-governmental policy initiative whose aim is to promote the integration of Sport for Development and Peace (SDP) policy recommendations into the national and international development strategies of national Governments.

The SDP IWG Secretariat is hosted by the United Nations Office on Sport for Development and Peace (UNOSDP). The main role of UNOSDP is to support the Special Adviser to the UN Secretary-General on Sport for Development and Peace in his worldwide activities as an advocate, facilitator and representative of the social purposes of sport.

The SDP IWG convened an Executive Board meeting on 7 June, 2013. The meeting discussed merging the SDP IWG with the UNOSDP, and to develop a strategic plan for the joint unit. Consequent to this discussion, the SDP IWG is seeking a consultant to develop a strategic plan with the following main goal:

*“To enhance the impact, clarify the current position and define the future direction of the Sport for Development and Peace International Working Group”.*

#### 1.1. Objectives

The objectives of developing a strategic plan are mainly to:

- define mission, vision, values, objectives and strategy (SWOT analysis)
  - define Unique Selling Proposition, strategic priorities and action plans
  - develop more effective communication and collaboration
  - develop an effective internal evaluation mechanism
  - propose a financial reporting system
  - develop a sustainable fundraising strategy
  - propose a new organizational structure of a merged SDP IWG and UNOSDP
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#### 2. BACKGROUND

##### 2.1. SDP IWG

The SDP IWG emerged from the work of the UN Inter-Agency Task Force on Sport for Development and Peace, and was launched at the 2004 Athens Summer Olympic Games. The mandate of the SDP IWG from 2004 to 2008 was to articulate and adopt policy recommendations. These were outlined in the report “Harnessing the Power of Sport for Development and Peace: Recommendations to Governments”, presented by the SDP IWG Secretariat (Right to Play) at the Beijing Olympics 2008.

The UN General Assembly adopted Resolution A/RES/63/135 entitled “Sport as a means to promote education, health, development and peace” in December 2008. The Resolution recognized the ongoing need for a coordinating forum to support knowledge exchange, capacity-building and SDP policy implementation within the UN system. Thus, a new SDP IWG mandate was created, and the incorporation of the SDP IWG was welcomed under the leadership of the Special Adviser on Sport for Development and Peace. Since 2008, the SDP IWG Secretariat has been hosted by the UNOSDP.

The SDP IWG focuses on five key areas, arranged into five different Thematic Working Groups, namely;

1. Sport and Child & Youth Development (chaired by the UK and Ghana)
2. Sport and Gender (chaired by Norway and Tanzania)
3. Sport and Peace (chaired by South Africa and Russia)
4. Sport and Persons with Disabilities (vacant)
5. Sport and Health (vacant)

## **2.2. UNOSDP**

Based in Geneva and supported by a Liaison Office in New York, the UNOSDP provides the entry point to the United Nations system with regard to Sport for Development and Peace, and works to bring the worlds of sport and development together.

Concretely, the UNOSDP:

- Assists the Special Adviser in raising awareness about the use of sport and physical activity as powerful tools to help reach UN objectives, including the Millennium Development Goals.
- Participates in conferences, reports, resolutions, media outreach, public relations, and networking.
- Facilitates exchanges and collaboration between all kinds of stakeholders who are using – or are interested in using – sport as a tool for development and peace.
- Works on fostering UN-wide coordination and representation at global sporting events.
- Organizes the Youth Leadership Program to strengthen leadership skills and SDP knowledge in youths devoted to development through sports in their local communities.
- Co-chairs the UN Inter-Agency Task Force on Sport for Development and Peace, which reviews activities involving sport within the United Nations system (currently not active)
- Has a supportive function to the Group of Friends on Sport for Development and Peace in New York and Geneva, whose members consist of Permanent Missions to the United Nations.

*The UNOSDP is entirely funded based on voluntary contribution. The same applies to the SDP IWG, which is currently receiving financial contributions from UK Sport and Norway.*

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## **3. SCOPE OF SERVICES**

### **3.1. Review**

Activity: Review of organizational documents, relating to the structure, finances, staff, management, history, activities, projects and policies of the SDP IWG and UNOSDP.

Aim: To identify current status of the organization.

### **3.2. Interviews**

Activity: Consultations with UNOSDP staff, SDP IWG Executive Board members and other relevant stakeholders, either by in-person interview or phone-interviews.

Aim: To identify current status, future challenges and individual recommendations

### **3.3. Development**

Activity: Development of the Strategic Plan, consisting of the following main sections:

- SWOT analysis
- Organizational structure (a practical solution to the UNOSDP / SDP IWG – merger, including an internship management strategy)
- Financial management system
- Marketing and fundraising strategy
- Partnership and communication strategy, including a proposal for sharing information with the Groups of Friends and further use of the UN Inter-Agency Task Force.

Aim: To have a Strategic Plan in place, containing concrete proposals for the above mentioned topics.

### **3.4. Reporting**

Activity: To provide the SDP IWG Secretariat with monthly progress updates

Aim: To have a solid reporting mechanism

### 3.5. Presentation

Activity: To present the Strategic Plan to the SDP IWG Executive Board, as well as the Special Adviser to the UN Secretary-General on Sport for Development and Peace and his Office.

Aim: To have the Strategic Plan fully understood and embraced by the involved parties.

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### 4. QUALIFICATIONS

In selecting the right candidate for this project, the following will be considered:

- Expertise and experience in strategic planning
- Language skills (English)
- Knowledge of Sport for Development and Peace (desired/asset)
- Understanding of the United Nations system (desired/asset)

#### Tender standards:

The tender should be no more than **7 pages**, and is expected to include;

- Introduction
- Background of the consultancy company
- Proposition on how the project would be conducted

CV of consultant/-s involved in the project and examples of previous work should accompany the tender.

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### 5. PROJECT TEAM

The project will be headed by the consultant/-s, in collaboration with the UNOSDP and SDP IWG team as well as a representative of the SDP IWG Executive Board.

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### 6. TIMEFRAME

The application process will be governed according to the following time table:

Task	Date
Call for Expression of Interest	1. August
Closing date for applications	1. September
Informing candidates of the successful candidate	14. September
Contract signing	21. September

The project will be concluded within three months, according to this tentative schedule:

Task	Suggested deadline
Literature review	1. November
Interviews	1. December
Strategic Plan development	15. January
Presentation	1. February

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### 7. PARTNERSHIP TERMS

1. The consultant will undertake the project pro-bono, and develop a Strategic Plan.
2. The consultant will be recognized in the framework of the UNOSDP and SDP IWG, including Member States, major sports organizations, academic institutions and Non-Governmental Organizations.
3. The UNOSDP will offer the consultant increased visibility through mentioning on the UNOSDP website, SDP IWG newsletter and other publications.
4. Following the project, the consultant will be able to document thorough knowledge of the United Nations and experience the field of Sport for Development and Peace.