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SPORT AND CITIZENSHIP BECOMES AN EXPERT PARTNER IN THE MEASUREMENT OF SOCIAL IMPACT FOR THE SPORT EN COMMUN PLATFORM.

Launched in 2020, Sport in Common is a pan-African digital platform whose objective is to support and finance projects related to development through sport in Africa. By joining forces, *Sport and Citizenship* and *Sport en Commun* will cooperate on projects that link sport and development, particularly in Africa, and for which their skills, actions, local and international networks and expertise are complementary.

More specifically, *Sport and Citizenship* will bring to *Sport en Commun* its unique expertise in measuring the social impact of sport, both in the context of major international sporting events and in the deployment of public policies on sport.

"This French Development Agency-led project is remarkable, and our Think Tank will be at the service of this platform, with a twofold objective: first, to enable project leaders to have tangible results from their actions in order to make them more visible and more efficient. Second, to provide funders with indicators to justify and direct their investments to be sustainable with the greatest possible impact"

Julian JAPPERT, Director General of the Think tank Sport and Citizenship



"Sport and Citizenship's know-how in the development of impact measurement tools and methodologies is a key solution to the challenges faced by the Sport en Commun platform. By adapting this expertise to local contexts with the support of our network of field experts, we hope to democratise the monitoring and measurement of the impact of sport in Africa in a very concrete way."

Nelson CAMARA, Executive President of Sport Impact

Sport and Citizenship is the only Think tank in Europe whose social purpose is the analysis of sports policies and the study of the societal impact of sport. Independent, its expertise is recognised by public authorities and European sport stakeholders. It is regularly consulted by international and European institutions, Member States, the sports movement and civil society, who recognise it as a privileged interlocutor in this field.

Sport Impact is a Senegalese company in charge of the management and animation of the digital platform *Sport en Commun* launched in 2020 under the initiative of the French Development Agency. Through the deployment of a one-stop shop for innovative and impactful solutions, *Sport Impact* aims to connect the world of sport with the world of development finance in order to contribute, on the one hand, to the achievement of the Sustainable Development Goals (SDGs) and, on the other hand, to the development of a sustainable ecosystem combining sport and development in Africa.

Press contact:

Noémie Gingue | presse@sportetcitoyennete.com | +33 6 49 38 40 67
www.sportetcitoyennete.com