

TOWARDS INCLUSIVE COMMUNITIES THROUGH SPORT FOR DEVELOPMENT

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Abstract

Sport enables individuals and groups to live together, leading to inclusive communities to build social innovations and ties for community development and a healthy society. Driving inclusive communities relies on sport for development initiatives that contribute to reinforcing social capital. Promoting sport for development helps support social cohesion within communities, opening to social inclusion processes that develop social innovation issues. Sport for development enhances the need for solidarity and social integration within communities and facilitates communication, dialogue, and integration among social actors.

Keywords

community development; social inclusion; sport for development.

Introduction

Sport is a vehicle for social development and progressive social change. Sport is a means of social inclusion and facilitates civic participation. Sport for development may impact social inclusion (Van der Veken, Lauwerier, & Willems, 2020). Sport could be used to foster citizens according to ideals of solidarity and inclusion (Haudenhuyse, 2017). Processes of sport-enabled social inclusion help to support intercultural communication and socialization and enhance cohesive communities. Sport should be integrated as a means into the sustainable development agenda. As a human right of people, sport helps children's development and education and supports cooperation and respect as values for solidarity. Sport supports local economic development and employment, bringing together individuals and communities, splitting differences and cultural diversity too often as a barrier to communication, promoting social exchanges, and rediscovering new opportunities to create new value and knowledge. Sport for sustainable development refers to the contribution of sport to our global societies' viability by encouraging social sustainability and inclusion within communities. Improving sports development helps to drive healthy and wealthy communities. Sport helps support inclusive environments, empowering people and communities to build rich social spaces. Social inclusion interventions take time to design, implement, and evaluate (Gidley et al., 2010).

Promoting sports development helps support social inclusion culture and strengthen solidarity as a strategy to reinforce the cohesion of communities. Sport contributes to realizing the United Nations' sustainable development goals. Sport is a significant element within the emerging pillar of development aid (Darnell & Black, 2011). As

universal and global means and value, sport helps for development and growth as drivers of social inclusion and community development. Sport for development relates to sustaining initiatives that relate to the sport as an opportunity for social change, supporting community development that refers to the planned evolution of all aspects (economic, social, environmental, and cultural) of community well-being. It is a process whereby community members come together to take collective action and generate solutions to common problems.

The study aims to elucidate how sport helps to enhance community development and improve social inclusion within the community. The study relies on a no systematic analysis of literature on the relationships between social inclusion, community development, and sport for development to identify a pathway for inclusive communities, promoting social and sustainable development through sports initiatives. Sustainable community development relies on promoting sport in all expressions. Sport possesses further potential for human, economic, and social development.

Promoting sports development helps to support an inclusion-oriented culture and process and to strengthen solidarity as a strategy to reinforce the cohesion of communities. Sport is a prominent social institution where the language of diversity is frequently and positively used. Social inclusion refers to a multi-dimensional process involving the self and an opportunity or a goal to reach somewhere better and promote initiatives that help people reach their full potential. Sport is a vehicle for promoting social inclusion. Sports development helps to support the community and enhance social inclusion. Sports development can enable transformative action for driving social change within communities. Inclusive communities rely on sport for development as a driver of social inclusion.

The study is articulated in six sections. After an introduction and theoretical background on understanding community development, the methodological section follows in the third paragraph. In the fourth paragraph, an understanding of the importance of sport for the development of social inclusion is presented. The fifth paragraph analyzes the rediscovering of sport's development for reinforcing community cohesion, social inclusion, and education. Finally, conclusions are set out.

Understanding community development

Communities enable collective and individual energies to construct a permanent status and adequate conditions to create sustainable, social, economic, and public value within society. Community sounds good, promises security, and conveys the image of a warm and comfortable place to live and stay (Baumann, 2001). Community refers first to people, the connections, and the ties that bind them and second to geographic locations (Phillips & Pittman, 2015). According to Bhattacharyya (1995), community development has been defined by equating the community with solidarity (e.g., deeply shared identity and code for conduct, and development with agency (e.g., capacity of people to create, reproduce, change, and live according to their meaning systems). Community development supports the ability to collaborate, being an outcome as taking collective action and the result of that action for improvement in a community in any or all realms (physical, environmental, cultural, social, political, economic) (Phillips & Pittman, 2015). Development facilitates the growth of the community.

Thriving communities control their destiny through successful community development, which empowers communities to change (Phillips & Pittman, 2015).

Community development empowers individuals and groups to determine means and ends (Pedlar, 1996). Community development relies on a people-centered, people-driven approach, enabling people to work together to achieve fundamental human needs and solve conflicts (O'Brien, 2007). An inclusive community provides opportunities for optimal well-being and healthy development (Council Edmonton Social Planning, 2005). Community development interventions can generate collective identities, fostering community activism and accountable relations (Shaw et al., 2020). Sustainable community development relies on promoting shared social values. Sport for sustainable development relates to building initiatives that relate to sport as an opportunity for social change to support community development in terms of economic, social, environmental, and cultural aspects. It is a process whereby community members come together to take collective action and generate solutions to common problems. Sport contributes to building community capacity and realizing sustainable development goals.

Methodological section

This study aims only to provide an interpretive and qualitative framework. The research is based on archival and qualitative considerations of the literature related to the role of sports for development in relation to community development and social inclusion as drivers of social value creation. The literature analysis and review are not systematic in virtue of privileging qualitative judgements about emerging topics and phenomena that enable private and public actors and communities to identify new views for value creation and social innovation. Referred journal articles were selected from *Google Scholar* as the primary web source and database. The selected contributions are summarised and interpreted (Denyer & Tranfield, 2006) in a narrative synthesis to develop new perspectives on emerging issues and advance theoretical models (Dixon-Woods, Agarwal, Young, Jones, & Sutton, 2004).

Understanding the importance of sport for the development of social inclusion

Sports development opens up to building a community as an engine of social innovation. Sport helps increase social capital and engage stakeholders in social value-creation processes. Sports can contribute to the policy agenda by realizing positive social outcomes and providing opportunities for active citizenship. Social inclusion focuses on people and the development of social capital. Developing sport helps social inclusion and community development (Lawson, 2005). Sport for sustainable development supports viable society and communities, fostering an inclusive and collaborative space for driving social innovation and promoting collective action. Sport is a vehicle for social change. Sport is viewed as an inclusive environment for participation and access to personal, health, and social benefits (Schaillée, Haudenhuyse, & Bradt, 2019). Sport for development helps social inclusion, which means working collaboratively with those outside the system to make fundamental changes to sports policies and practices so that more people can benefit from participating in a positive sports environment (Frisby & Ponc, 2013).

Sports development helps empower local stakeholders, fostering an inclusive and collaborative space by enabling transformational leadership to drive social innovation and promote collective action. Astle (2014) has defined sport development in the following manner: «The sustainable provision of, and access to, a sequence of relevant, appealing and affordable sporting opportunities for people, irrespective of age, ability, interest, ethnicity or gender to participate, enjoy and progress in a supportive environment that has the infrastructure and services capable of offering high quality, positive experiences, and satisfying participants' diverse and changing needs, motivations and expectations to ensure their continued involvement in sport» (p. 15). Sport helps to develop community and enable value creation and wealth. Sport should be integrated as a means into the sustainable development agenda. Sports development encourages social inclusion practices and helps the community by promoting education, learning, and program participation (Pedlar, 1996; Vail, 2007).

As a universal language, sports can unite people without barriers, helping them learn teamwork and tolerance ideals (UN, 2003). In recent years, the role of sport has been recognized and promoted to support sustainable development on an international scale by stressing the idea that sports development helps to enable people as citizens of the world to have global rights and responsibilities (Darnell, 2012). Social and sports innovation supports better inclusion, leading to cooperative and collaborative efforts to solve societal challenges and better meet social demands. Sports innovation refers to proactive and intentional processes that involve generating and practically adopting new and creative ideas aimed at producing a qualitative change in a sportive context by involving volunteer sports organizations and private actors to identify creative, innovative solutions that benefit communities (Tjønndal, 2017).

Sport helps foster sustainable development to achieve long-term issues that benefit future generations (de Lange, Busch, & Delgado-Ceballos, 2012). Sport for development helps to drive communities towards wealth and prosperity in a global society (Giulianotti, 2011). Promoting sports development helps to re-address social change processes towards social and public innovation and value creation. Sports development helps support communities' wealth and prosperity within an open, inclusive society. Constructing the community helps people and groups to contribute to value creation and relies on rediscovering the community as an organizational arrangement that promotes wealth and prosperity, creating sustainable value.

Rediscovering sports development for reinforcing community cohesion, social inclusion, and education

Sports development helps to support communities, enabling transformative action and driving social change within communities. Sport helps social exchanges, development and education, cooperation, and respect as values, and supports local economy and employment, bringing together the individual and the community. Sports development helps reinforce and construct cohesive communities and drive the communities towards growth and innovation for wealth and prosperity as issues of sustainable growth. Developing sports allows people and groups to share and integrate cultural diversity and perspectives. There is increasing enthusiasm for viewing the sport as a means to promote and strengthen community social inclusion practices and strategies. Sports practices become a vehicle for social change, driving social renewal for communities' development (Lyra & Peachey, 2011). Mobilizing the sport as both

source and value helps improve education and training, prevent and solve conflict resolution, support economic and social growth, and contribute to community cohesion. The ethical and progressive importance of sport as a means of supporting sustainable development relies increasingly on viewing sports practices as carriers of global citizenship practices in a way the stakeholders of sport for development tend to act and interpret (Darnell, 2012).

Rethinking the role of sport as a vehicle for broad, sustainable social development helps the most disadvantaged communities in the world to re-find the route to re-starting a virtuous pathway to sustainable growth (Kidd, 2008). Sports-based interventions provide benefits to participants. Sport can serve to establish moral boundaries and promote social development (Rookwood, 2008). Waring and Mason (2010) highlight the potential of sport as a driver of social inclusion and community development and elucidate that it is necessary to increase opportunities to participate in excluded groups and remove the barriers to participation. Sports diversity becomes a vision that helps people live peacefully, fostering dialogue and promoting cooperation. The benefits of sports practice relate to enhancing the values of social inclusion. Sport-based education programs help to reinforce an inclusion process, driving participants to acquire values and life skills coherently with social relationships, collaborative action, and mutual support. Sports development helps the community by enhancing education. Community development relies on education, teaching, and promoting learning on the part of the individual or community (Pedlar, 1996).

Sport should be positioned as a highly effective tool in a broader toolkit of development practices and should be applied holistically and integrated with other interventions and programs to achieve optimal results in promoting enduring conditions of sustainable growth. Sport-based community education programs provide alternative education opportunities for children who cannot attend school. Education programs empower people, facilitate community development, and drive toward sustainable development (Lawson, 2005). Sport-based coaching focuses on trust, respect, neutrality, responsibility, and inclusion to facilitate peaceful social integration within communities in conflict (Rookwood, 2008). Sport plays a social role as a powerful means for empowering individuals and groups to work together to transform the community significantly and positively (Burnett, 2021).

The values of sports can be learned during games, such as team cooperation, fair play, and leadership, which can be replicated in daily life. Sport for development is successful when interventions consider the specific cultural dynamics where programs occur and concentrate on the most suitable sport (Cárdenas, 2013). Sport managers must transform programming and provide needed social-support systems for their participants or athletes to aid recruitment and retention, addressing the community's diverse needs to support sustainable sports programs (Vail, 2007). Community development revitalizes economic growth and innovation and ensures a high quality of life in urban areas. Sport helps to support community development and participation through programs (Vail, 2007).

Sport can also serve as a classroom where participants learn about social skills such as teamwork, leadership, and cooperation, thus providing an ideal environment to foster healthy individual and collective development. Sport development strengthens social

and inclusive development, proactively motivating people to assume ethical behaviours (Cárdenas, 2013). Sustaining continuing efforts to implement sport for development initiatives relies on recognizing sport for all and physical education as priorities. Implementing sustainable sports programs helps to address social problems, using sports as a vehicle for combating discrimination, achieving gender equality and empowerment of marginalized individuals and communities, coordinating sports for development, programs, and policies, and enhancing sports development and collaboration (Beutler, 2008).

Conclusions

Sport has a crucial role in society because it helps children's development and education, cooperation and respect as values, supports local economic development and employment, bringing together the individual and the community, splits differences and cultural diversity too often as a barrier and obstacle to communication, social exchange and the rediscovery of new opportunities to create new value and knowledge. The sport helps to develop an inclusive community, enabling social value creation and wealth. Sport helps drive social inclusion within communities and supports several actors to contribute to social value creation. Social inclusion relies on sports activities and development as initiatives that drive social change and cohesion. Sport helps social development and innovation and relies on people who identify new forms of social organization to improve the quality of life within communities, leading to better inclusion and new practices and processes that support collaborative and cooperative frameworks. As a community evolving as an inclusive organism, people and groups rediscover the meaning and importance of staying together and identifying new ways to drive sustainable growth and development. Sports development helps enhance social inclusion, leading to an inclusive community.

Rediscovering the community as an inclusive framework helps construct social relationships by overcoming cultural, religious, and ethnic barriers as obstacles to living together to ensure a better quality of life for people living in a territory to construct values and meanings. Communities should enhance the sport as a practice and as a vision that addresses the individuals and groups to construct the conditions for reinforcing social ties and building cohesive and inclusive communities, because the sport's value calls for unity and growth within a community. The sports development process aims to support community development, driving the transition for removing social, economic, and cultural barriers that impede social inclusion processes within communities to construct a community and support wealth and prosperity. Individuals and groups building a community aim to identify better opportunities to promote social, economic, and public value co-creation. Further research perspectives imply investigating how education institutions and schools are investing in sports development as a means to promote the culture of inclusion as a value that new generations should assume to learn how to become adult and mature people to drive sustainable social and economic growth within countries and communities. Communities should aim to achieve sustainable value within society.

Sports development for social inclusion and community development is emerging as a movement and source enabling people to develop social, economic and inclusive growth processes. Promoting sports development drives inclusive and sustainable communities working for value-creation processes. Further research perspectives

imply deeply investigating how football clubs contribute to shaping social innovation and inclusion by promoting initiatives and building projects and frameworks that drive social inclusion as a process, action, and value that enriches communities and empowers people willing to stay together to construct wealthy living and working spaces for better quality of life.

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