

TRUE SPORT THEORY OF CHANGE

2020 | prepared by

openly

changeopenly.com

INTENDED IMPACT: Good sport experiences for everyone at all levels.



To achieve our intended impact, WE WILL...

Offer True Sport as a shared platform

for the implementation of values-based sport and demonstrate the value of True Sport as the platform of choice



Build capacity of diverse stakeholders

to implement True Sport, and connect to tools and resources that support values-based sport



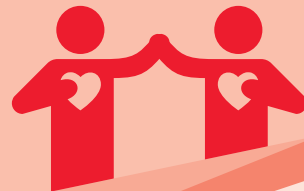
Develop and support a network of

True Sport members and partners that understand and champion a holistic and inclusive approach to values-based sport



Connect with and leverage

other values-based sport initiatives that complement the True Sport Principles and foster good sport experiences



Advocate for change

in policies, regulations and funding that create the conditions for sector-wide adoption of values-based sport



As a result of these efforts, WE EXPECT...

a stronger, more resilient and committed network advocating for values-based sport

a positive shift in behaviours, attitudes, relationships and activities in sport at all levels

participants, parents, sport stakeholders, society and decision-makers realize the social, physical and psychological benefits of sport

greater engagement, demand, and championing for True Sport



SO THAT...

sport environments consistently provide good sport experiences (sport is better)

there is a reduction in negative sport experiences

values-based sport is recognized for its ability to instill character, strengthen communities and increase opportunities for excellence