

DECATHLON

**SPORTZ VILLAGE
Foundation**

IMPACT EVALUATION STUDY FOR STRENGTHENING DECATHLON'S

*SCHOOLS-BASED COMMUNITY
OUTREACH PROGRAM*



About Decathlon India and Decathlon Foundation

Decathlon India is the Indian counterpart of the largest sporting goods retailer in the world Decathlon S.A. Decathlon Foundation is the CSR wing of Decathlon and has been an employee-volunteer project since 2005; hence a large part of the company's social programmes are driven and facilitated by their employees. Under its mission, Decathlon is committed to 'make sport a vehicle for social integration, as well as a way of remaining fit and healthy'.



Sportz Village Foundation's framework to 'strengthen' Decathlon's Schools program

01

Evaluate

Impact of Decathlon's employee-driven schools program



02

Recommend -

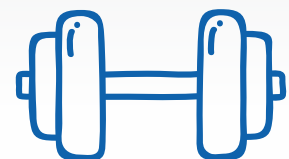
Go-forward plan based on gaps/ opportunities



03

Strengthen -

by offering tools and resources for scaled impact



01

Evaluate: Impact Evaluation Study of Decathlon's Employee Volunteer-driven School Program - 2019

Sportz Village Foundation assessed the impact of Decathlon's current employee volunteering initiative in sports through a pilot study conducted in 3 select schools.

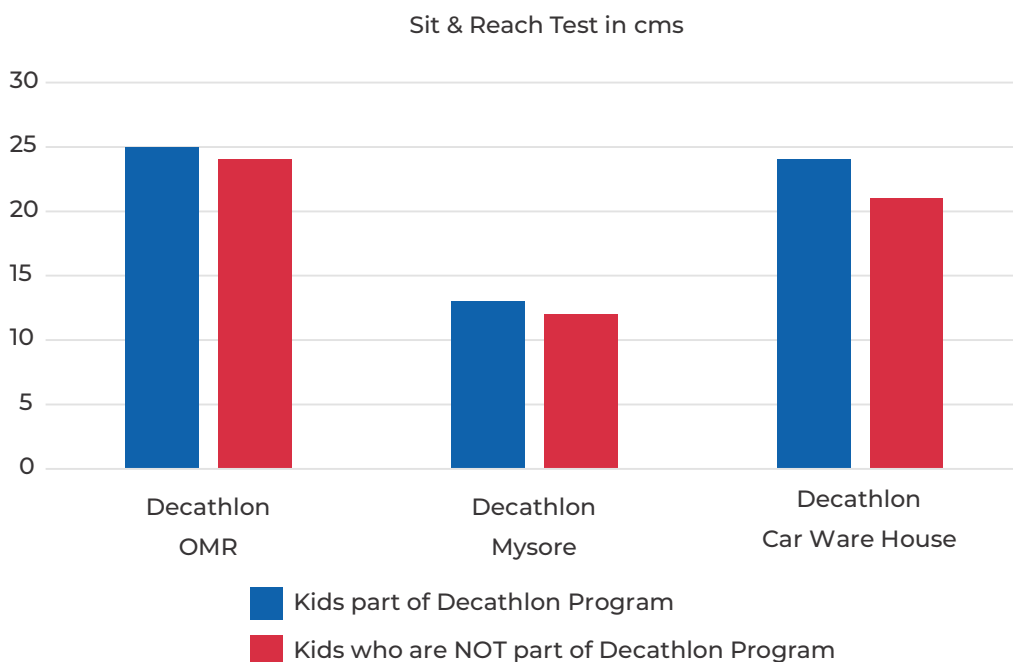
Methodology:

1. Selection of 3 schools in Bengaluru and Mysore by Decathlon for the study
2. Program visits & interaction/interviews with key stakeholders i.e. School children, School PE Teacher, School Headmistress, Decathlon Employee Volunteers, Decathlon Store Leader

SVF collected primary qualitative data based on assessments of pre-program class preparation and program execution by Decathlon volunteers and feedback of stakeholders as well as quantitative data by measuring post-program fitness levels of students

Fitness Parameter: Sit & Reach

Primary qualitative data was collected based on assessments of pre-program pre-program class preparation and program execution by Decathlon volunteers and feedback of stakeholders as well as quantitative data by measuring post-program fitness levels of students

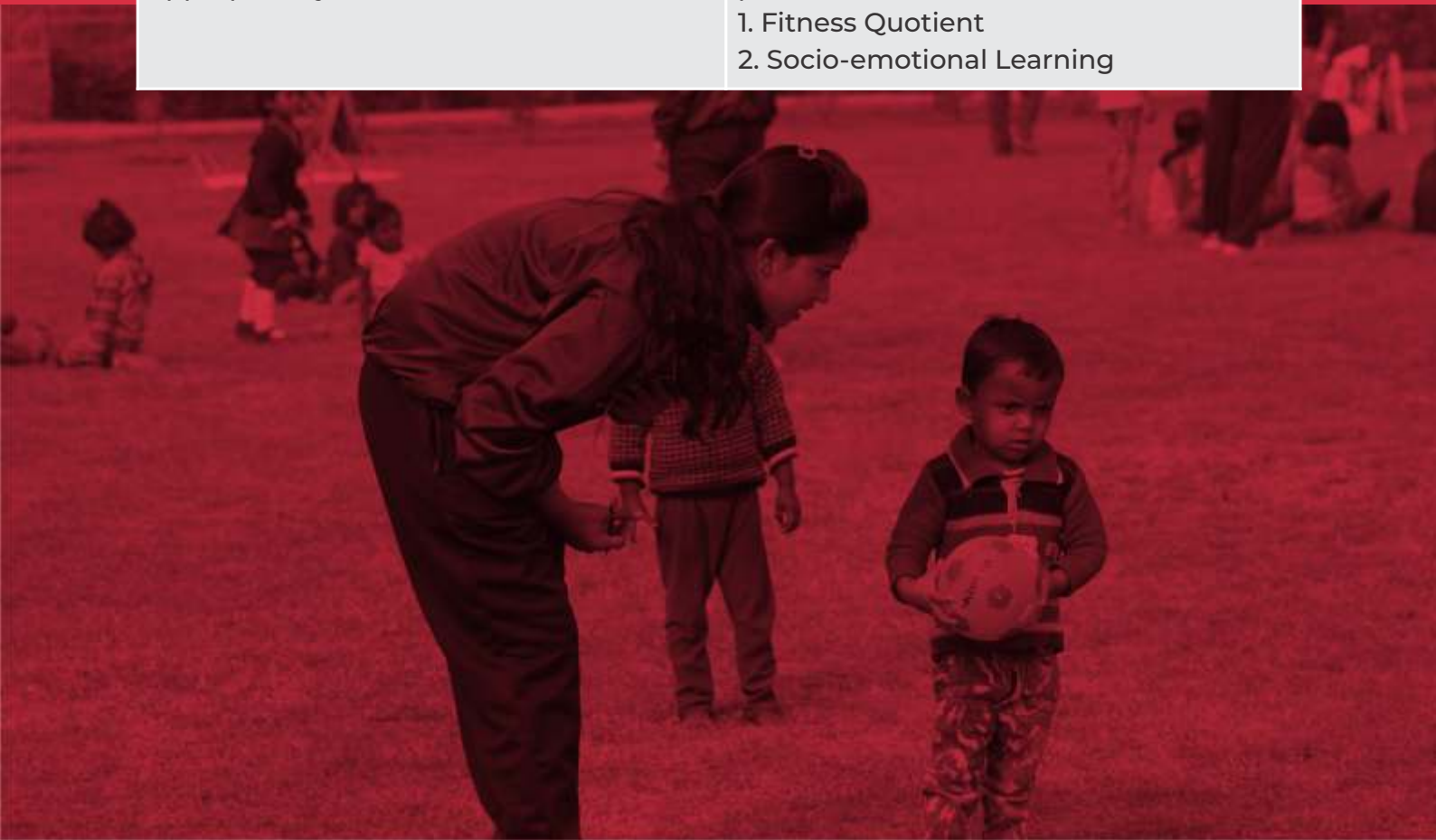


02

Recommend: Go-forward plan

Sportz Village Foundation analyzed and identified gaps and opportunities based on qualitative and quantitative inputs to provide a go-forward structure

Key Observations	Key Recommendations
Clear opportunity to 'structure' the existing sessions	<ol style="list-style-type: none">1. Map lesson plans with the time-table2. Include activities that can be conducted in limited spaces3. Optimize props and equipment
Clear opportunity to enable the trainer/volunteers and plan an efficient mapping of input & output metrics	Train the Trainer' and ensure effective trainer mapping to schools
Opportunity to configure a basic monitoring/ review system	Perform timely program monitoring & reporting
Opportunity to evaluate ongoing impact and finetune inputs to the program appropriately	Perform continuous assessments and impact evaluation through key parameters <ol style="list-style-type: none">1. Fitness Quotient2. Socio-emotional Learning



03

Strengthen: Enablement & Capacity Building of Employee-Volunteers

Enabled Decathlon to scale its volunteer-led community program by providing developmentally appropriate tools and training

SVF to support the program through:

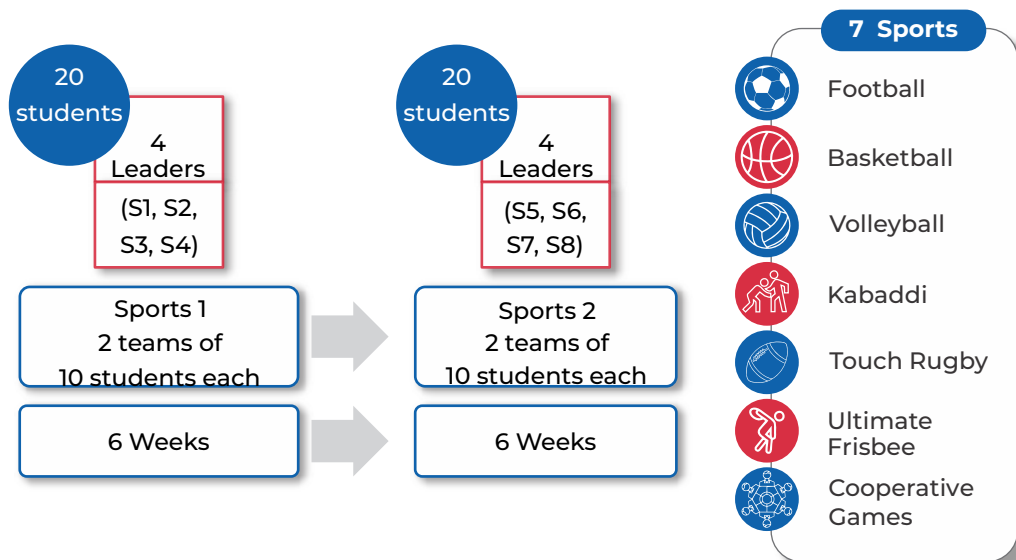
1. Sports Curriculum and Engagement Model

SVF will provide its highly awarded sports curriculum 'MILES' for grades 6 to 8 and a structured engagement model

Why MILES?

- Requires minimal existing sporting skill sets to engage
- Inclusive designed for mixed gender groups
- Introduces children to basic skills used in team sports
- Focus on life skills (or social emotional learnings) through the unique design of the lesson plans
- Higher student ownership through a 'peer learning' and 'student led' design
- Helps keep children fit, active, engaged, and regular to school

Structure Of Miles Curriculum



Note: Both groups of 20 students can also choose the same sport for 6 weeks

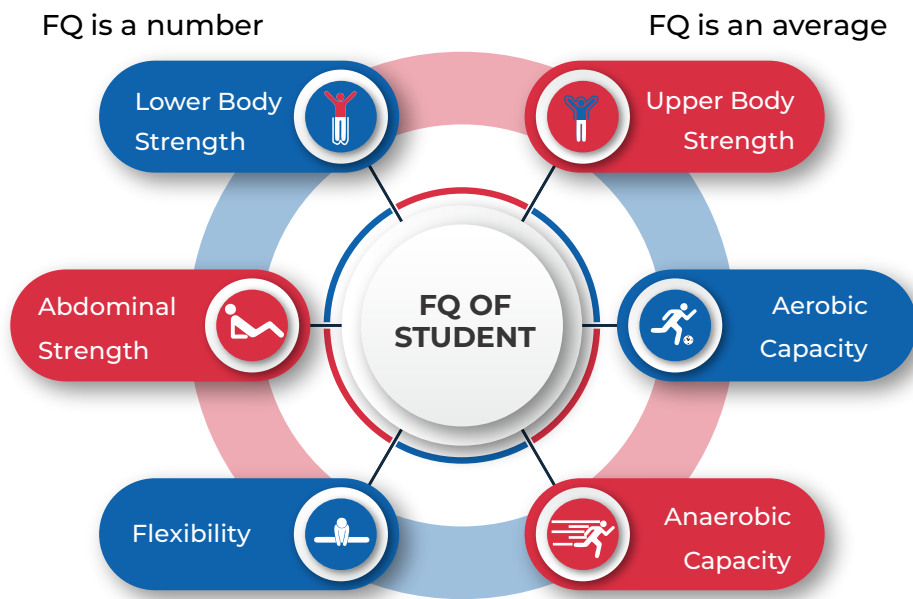
2. Train-the-Trainer Program: Orientation & training of Core Team at Decathlon

SVF will run workshops to train 10 master-trainers on how to use/implement the curriculum who will further train other volunteers for execution of the program

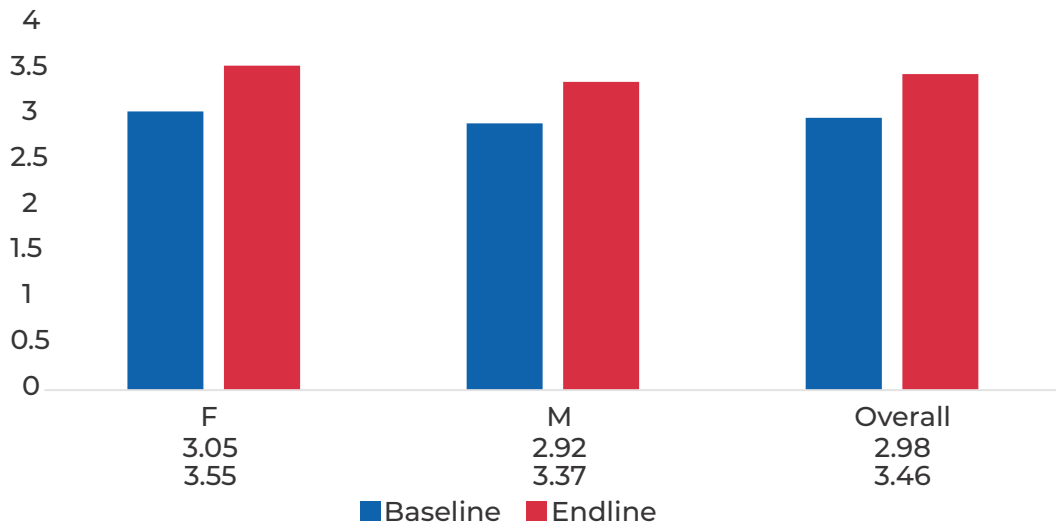
3. Impact Assessment Tools

SVF will provide Sample Assessment Report of students to measure fitness quotient, skill and socio-emotional learning based on appropriate tests and parameters

Fitness Parameters (FQ= Fitness Quotient)



SEL(Social-Emotional Learnings): Baseline Vs End-line





About Sportz Village Foundation

Sportz Village is world's largest youth sports platform that is trying to make the world a better place by getting 100 million children to play.

Sportz Village is committed to transforming the lives of children, belonging to underprivileged communities, through the magic of sports. We work with corporates and governments to incorporate our structured curriculum in public schools. Sportz Village's pioneering 'Sport for Change' program uses physical activity and sports to drive change in schools in terms of health, education and empowerment of children. The program is scientifically researched, highly tested and well-integrated into the core education process of the schools. The highly awarded 'Sport for Change' program has helped improve the educational outcomes of over 30,000 children in more than 900 public schools.



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THE LIVES OF CHILDREN THROUGH SPORT**

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