Evaluation and Impact Measurement Tools for Sport for All Activities

Introduction: Why Measuring Impact Matters

Sport for All is about creating a positive change in communities. To truly understand the value of these activities, we need to measure their impact. Evaluation isn't just a formal process; it's how we reflect on what we've achieved, learn from the challenges, and celebrate the stories that matter.

For organisations and individuals involved in Sport for All, evaluation provides answers to critical questions: Are we achieving our goals? Are we reaching the people who need us most? Are we contributing to something bigger, such as the UN's Sustainable Development Goals (SDGs)? With the right tools, we can gather evidence that tells these stories, validates our efforts, and helps us grow.

This section guides you in measuring and evaluating your impact effectively, building on tools and examples from the **ITTF Foundation's work**, including the **WTTD 2024 Final Report** and the **Diversity and Inclusion Handbook Phase 2**.

1. Framing Your Goals and Gathering Insights

Every successful evaluation starts with clear goals. What are you trying to achieve with your program? Is it about increasing participation? Encouraging diversity? Promoting health and well-being? Once you have defined this, you can identify the data you need to collect to understand your success.

At the heart of World Table Tennis Day 2024 was a mission to make table tennis more inclusive and accessible, embodied by its theme of "Diversity and Inclusion". The event engaged over 87,000 participants across 121 countries. Goals like these translate into measurable indicators: the gender breakdown of participants, stories of inclusion, and the reach of the event on social media. For example, the event not

only balanced gender participation but also included 582 non-binary participants, ensuring representation for all identities.

Key items for Impact Measurement:

- When thinking about your own program, use the **SMART formula** to set goals: Make them [S]pecific, [M]easurable, [A]chievable, [R]elevant, and [T]ime bound. This structure ensures that goals are practical, and results can be tracked.
- Align goals with your target audience. For example, if your initiative focuses on inclusion, Key Performance Indicators (**KPIs)** might include the percentage of participants from marginalised groups or the gender balance of participants.

Example: In the [WTTD 2024 report](#), diversity was a key focus, and measurable KPIs included gender identity data (42,309 female, 44,635 male, and 582 non-binary participants) and target groups like youth (59.8%) and refugees (12%).

Develop Evaluation Metrics

Key metrics should cover:

- **Participation**: Total participants, demographic breakdowns and return rates.
- **Inclusivity**: Diversity in gender identity, age and ability.
- **Impact on Behaviour**: Changes in physical activity levels, attitudes toward diversity or knowledge of sustainability.
- **Media Reach**: Social media impressions, engagement rates, and website traffic.
- **Sustainability Efforts**: Metrics such as CO_2 reduction *(as tracked in the Leipzig WTTD event with a carbon footprint of 40.62 t CO_2e).*
- **Satisfaction**: Participant feedback, Net Promoter Score (NPS), and overall event experience ratings

2. Collecting Data: Numbers, Stories, and Insights

To evaluate the true impact of your program, you need a mix of quantitative data (numbers and participation rates) and qualitative insights (stories and personal experiences). Together, they provide a full picture of the difference your program is making.

Quantitative Insights: The Numbers That Matter

Quantitative Tools

1. **Participant Surveys**: Collect demographic data, feedback on the event, and behavioural impact. Ensure questions are simple, culturally sensitive, and translated where needed.
   - Example: WTTD's promoters reported participation data broken down by age and gender.
2. **Attendance Sheets**: Use sign-up sheets or apps to log participation numbers and track repeat attendees.
3. **Digital Analytics**: Leverage platforms like Google Analytics for website data or social media analytics tools to track reach and engagement.
4. **Technological Tools**: Use platforms like Pongmasters to map infrastructure impact, as seen with WTTD's mapping of 141 new table tennis tables globally.

Numbers tell a powerful story: For example, during WTTD 2024, 42,309 females, 44,635 males, and 582 non-binary participants joined events worldwide, showcasing a commitment to inclusivity. Youth made up nearly 60% of participants, while programs for seniors and refugees accounted for a significant percentage. Beyond participation, data collected through platforms like the Pongmasters app allowed organisers to track infrastructure, including mapping 141 new tables globally, complete with diversity and accessibility tags.

If you're collecting numbers for your own program, consider:

- **Who participated?** Break this down by age, gender identity and other demographics.
- **What were the outcomes?** Did participants return for future activities? Were they inspired to take further action?
- **How wide was your reach?** Use social media and website analytics to track how far your message spread.

Quantitative tools such as surveys, attendance sheets, and digital platforms can make a big difference in tracking, analysing, and reporting on quantitative metrics.

Qualitative Insights: The Stories Behind the Numbers

While data provides valuable insights, the true essence of Sport for All is found in the voices and experiences of those involved. By engaging directly with participants, volunteers, and community leaders, we gain a deeper understanding of the social and

emotional impact of our initiatives. Through interviews, focus groups, and storytelling, we highlight the powerful ways sport fosters inclusion, unity, and positive change.

- **Interviews and Focus Groups**: Engage with participants, volunteers and community leaders to understand the deeper impact of your activities,
  - o Example: Roundtable discussions at WTTD's Leipzig event identified challenges related to diversity and inclusion.
- **Storytelling**: Capture personal stories that highlight the emotional and social benefits of participation. These stories provide a human touch to your reports.
  - o Example: A Promoter in Mexico described how a community event created unity by forming a "human racket" at a historic monument.

While numbers are vital, they only tell part of the story. The real heart of Sport for All lies in the experiences and stories of the people involved.

To collect these stories:

- Speak directly with participants and volunteers through interviews or focus groups.
- Encourage organisers to share their reflections.
- Use storytelling to highlight the social and emotional impact of your activities.

The **Diversity and Inclusion Handbook Phase 2** emphasises the importance of capturing these elements. Promoters who led events during World Table Tennis Day were not just organisers; they became storytellers, showcasing how sport can break barriers and build bridges.

3. Evaluating and Reporting Your Impact

Building Your Impact Report

An impact report is more than a document—it is your story of success. It highlights the achievements of your program while sharing lessons learned and plans for the future. Here's how you can create one:

Structure of an Impact Report

1. **Executive Summary**: Provide an overview of the program's goals, outcomes and key achievements.
2. **Key Metrics**: Present numbers, such as participant data, demographics and media reach. <u>Use infographics to make the data engaging.</u>
3. **Success Stories**: Share testimonials and case studies from participants or organisers.
    - Example: A WTTD event in Kosovo brought joy to 50 children with Down syndrome, showcasing table tennis' inclusivity.
4. **Challenges and Lessons Learned**: Be transparent about what didn't work and how you plan to improve. For example, if participation was lower in certain areas, explore why and share your strategies for addressing this next time.
5. **Future Plans**: Outline how you'll build on your success. Show that your program is part of a bigger journey and invite stakeholders to join you in the next chapter.

Tips for a Strong Report

- Use visuals like charts, graphs, and photos.
- Include a mix of numbers and emotional stories to appeal to a wide audience.
- Translate the report into multiple languages if your audience is global.

4. Learning and Growing as an Organisation

Evaluation is not just about measuring success; it's about learning and improving. Collaborate with others to share insights and tools.

Celebrate your achievements but also take time to reflect. *How can you deepen your impact? How can you make your activities more inclusive or sustainable?*

For example, during WTTD 2024, ITTF Foundation's focus on accessibility led to a legacy of newly mapped tables worldwide. Similarly, partnerships with local organisations helped expand the reach of their diversity and inclusion efforts, ensuring that table tennis is for everyone, everywhere.

Conclusion: The Power of Reflection and Action

Before launching a program, identify the information you need to evaluate success. This might include baseline data on participants' activity levels or community perceptions of inclusivity.

Leverage Technology: Use mobile apps or online platforms for surveys and registration to streamline data collection.

Promote Transparency: Share your results with stakeholders through newsletters, social media or public reports. Transparency builds trust and encourages others to get involved.

Measuring the impact of Sport for All activities is a journey of understanding. It's about gathering the evidence to show your progress while celebrating the people whose lives have been touched by your work.

From numbers that highlight diversity to stories that inspire, evaluation tools help us see the difference we are making and plan for what's next. Use these tools not only to build your evidence base but to tell the world: **This is what sport can achieve.**

For more guidance, check out the WTTD 2024 Final Report, and the Diversity and Inclusion Handbook Phase 2, which offer real-world examples to help you reflect, evaluate and grow.

Let us keep moving forward—together.