

## Boost Up - Evaluation report

### Introduction

The **Boost Up** contest, organized by the Expansion Area of the IQA, was created to support NGBs facing structural challenges and to stimulate the growth of their quadball communities. According to the official contest framework, its purpose is to help NGBs address low player and team numbers, foster inclusivity, strengthen their national presence, and encourage creative and sustainable development.

A total of **five NGBs participated in the Boost Up Contest:**

- Czech Republic
- Hong Kong
- Kenya
- Peru
- Philippines

Each participating NGB received a **USD 30 grant** intended to support social media promotion, in alignment with the contest's structure and achievements.

At the conclusion of the contest period, **three NGBs submitted final reports with evidence of their activities and progress:**

- Hong Kong
- Kenya
- Peru

The evaluation also considers how social media promotion efforts were implemented and, where evidenced in the reports, how these efforts contributed to outreach and participant engagement.

### Evaluation Framework

This evaluation is based on the official structure and objectives of the Boost Up Contest.

Each NGB was assessed based on:

- the completion and quality of relevant achievements,

- the evidence provided,
- the demonstrated impact on their community,
- the clarity and sustainability of their actions,
- and the documented outcomes of their social media promotion efforts.

As this is a final evaluation, emphasis was placed on demonstrated results and alignment with the contest’s objectives, rather than on activity volume alone. It is important to note that this evaluation is based solely on the **final reports submitted by participating NGBs**. The level of detail and clarity in reporting varied between submissions. As a result, this evaluation places emphasis not only on the activities carried out, but also on the ability of each NGB to **demonstrate and document outcomes**.

## Individual Evaluations

### 1. Kenya

Kenya demonstrated strong grassroots initiative and a clear commitment to expanding quadball within its context. The NGB organized multiple “Come and Try” sessions, youth outreach activities, and recruitment efforts, showing encouraging levels of public interest.

#### Strengths

- High community engagement and turnout
- Strong volunteer commitment and self-funding efforts
- Clear long-term growth potential

#### Challenges

- Limited evidence linking activities to measurable outcomes
- Lack of structured reporting on impact (e.g., retention, growth)
- Operational barriers (equipment availability, registration process)
- No clear documentation of outcomes from social media promotion efforts

#### Assessment

Kenya shows strong potential and momentum at the grassroots level. However, its submission lacks clarity in demonstrating results and impact, which limits the ability to fully assess the effectiveness of its actions within the contest framework.

## 2. Hong Kong

Hong Kong presented a detailed and well-documented report, reflecting consistent activity and strong organizational capacity. The NGB implemented a wide range of initiatives, including tournaments, experience sessions, youth programs, and collaborative events.

### Strengths

- High level of activity and execution consistency
- Clear and transparent reporting
- Strong adaptability to local constraints
- Effective collaboration with external partners

### Challenges

- Low player retention despite high participation in initial activities
- Structural limitations (venue access, operational costs)
- Limited evidence of conversion from outreach to sustained growth
- No clear linkage between promotional efforts and measurable outcomes

### Assessment

Hong Kong demonstrates strong operational discipline and reporting quality. However, its impact is constrained by structural challenges and limited conversion of activity into sustained participation.

## 3. Peru

Peru presented the most structured and outcome-oriented report, demonstrating a clear strategy focused on sustainable growth through regional expansion. The development of quadball activity in Tingo María stands out as a key achievement.

### Strengths

- Clear strategic approach and alignment with contest objectives
- Demonstrated growth in a new region (from initial sessions to ~25 participants)
- Strong follow-up structure (participant tracking, ongoing engagement)
- Effective integration of promotion and recruitment efforts
- Clear connection between outreach actions and tangible outcomes

### Challenges

- Slightly lower volume of activities compared to other NGBs

- One achievement not completed (podcast)

## Assessment

Peru demonstrates the strongest combination of strategy, execution, and measurable impact. Its ability to translate actions into sustained community development aligns closely with the objectives of the Boost Up contest.

## Comparative Assessment

All three NGBs demonstrated meaningful commitment to the Boost Up contest, each operating within very different contexts and constraints. Their efforts reflect genuine investment in growing quadball at the local level, even when facing structural and resource limitations.

At the same time, their approaches and outcomes differed in three key areas: execution, impact, and clarity of reporting.

To better illustrate these differences, the following overview summarizes their relative performance:

AREA	KENYA	HONG KONG	PERU
<b>Execution</b>	Active grassroots initiatives	High and consistent activity	Structured and focused execution
<b>Community Impact</b>	Strong interest, early-stage growth	High participation, low retention	Clear growth and new community formation
<b>Strategy</b>	Emerging, less defined	Operationally solid, less targeted	Clearly defined and aligned
<b>Sustainability</b>	Dependent on resources and structure	Limited by external constraints	Clearly defined and aligned
<b>Reporting &amp; Evidence</b>	Limited and general	Clear and detailed	Clear, structured, and outcome-oriented

Kenya stands out for its **strong grassroots energy and long-term potential**, demonstrating that there is real interest in the sport and an opportunity for expansion if structural challenges are addressed.

Hong Kong shows a **high level of operational commitment and consistency**, with well-documented activities and transparency in reporting. However, structural constraints and retention challenges limit the long-term impact of these efforts.

Peru distinguishes itself through a **more integrated approach**, where activities, follow-up, and community development are clearly connected. Its work in Tingo María demonstrates how targeted actions can translate into tangible and sustained growth.

These differences reflect varying degrees of alignment with the core objective of the Boost Up contest: not only to encourage activity, but to foster **sustainable, inclusive, and well-documented development**.

## Final Ranking

Based on the evaluation of submitted reports, considering implementation, demonstrated impact, and alignment with contest objectives:

1. **Peru**
2. **Hong Kong**
3. **Kenya**

## Conclusion

The Boost Up Contest has proven to be a valuable platform for encouraging experimentation, initiative, and community-building across emerging quadball NGBs. As outlined in the official framework, its purpose is to act as a catalyst for growth, inclusivity, and long-term development.

The three evaluated NGBs reflect different stages of development:

- **Kenya** represents emerging potential, with strong community interest and momentum that could translate into significant growth with additional structure and support.
- **Hong Kong** reflects a high level of operational commitment, maintaining consistent activity despite structural constraints that affect retention and scalability.
- **Peru** demonstrates a more consolidated approach, where strategy, execution, and follow-up are aligned to generate measurable and sustainable outcomes.

Together, these cases highlight a key learning from the Boost Up contest: While activity is essential, the ability to translate actions into sustained participation and to clearly **document that impact** is critical for long-term development.

Sincerely  
The Expansion Department