



football for **development**



Conference Report

Development through Football

**Sustaining the potential of
the first African World Cup**

23 – 24 April 2010

Vienna



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Preface

Sports in general but football in particular have become phenomena that have huge potentials as channels and tools for social development due to the huge number of people from diverse backgrounds that they appeal to. They are fertile grounds to be used as platform to be used as social and development enterprise for the benefit of society. It is in this regard that in the run up to the first FIFA World Cup on the African continent in 2010, a group of development NGOs, sport organisations and human-rights initiatives came together to design the project **Football for Development: Exploiting the potential of sport as a tool for awareness raising and generating public support**. This project is aimed at awareness-raising and educational work around this event for sustainability and development through football.

The two-year project which started in 2009 intends to use the popularity and universality of football as a unique entry point to raise awareness on development issues and to promote education for development among young people of both sexes.

This grass-roots initiative applies a multi-agency approach. Measurements and activities include a conference "Development through Football", an NGO expert meeting, a cross-border school programme linked with exchange tours of mixed Kenyan youth teams, a training and exchange programme for sport journalists, activities at African Fan Zones during the FIFA World Cup in inner cities and action days with national teams and professional clubs inside stadiums.

This document presents the results, activities and proceedings at the conference Development through Football – Sustaining the potential of the first African World Cup – one of the programmes within this project which took place from the 23rd to the 24th of April 2010 in Vienna.

This pan-European conference brought together decision makers in football, sport governing bodies and public institutions as well as key actors in the field of sport-for-development within the EU 27 and sub-Saharan Africa. These diverse groups and stakeholders kicked-off a transnational networking process of exchange of expertise and good practice in the field of sport & development.

The major outcome of the conference was the adoption of an Action Plan at the end of the conference attended by representatives of 66 development NGOs and initiatives, development through sports organisations, football clubs and associations,

fan initiatives, players' unions, sport organisations and media, academic institutions as well as governmental bodies including national development agencies, United Nations and European Union institutions, from 27 different European and African countries. The Action Plan adopted affirmed the strong commitment of these bodies to make full use of the potential of football and other sports to overcome underdevelopment, poverty, address gender inequity, all forms of discrimination and social exclusion.

As you read through the pages of this document, you would realize how multifaceted the programme of the conference was; presentation of papers, plenary discussions, workshops and open forum on strategies to address issues in the areas of gender, development education, conflict, violence and peace, corporate social responsibility, global partnership, addressing the issues of exclusion, exploitation and all forms of discrimination in football as well as networking among stake holders in these areas.

The conference has been judged as a success both from the evaluation and feed back as well as references to the conference that continues to flow well after the event and the competition itself. The project is in its second year, and in addition to continuing some of the programmes in the project as mentioned above, there will be an expert NGDO conference to be held in March this year in Prague where the main outcome will be the adoption and presentation of a Good Practice Guide in the area of development through football.

At this juncture I would like to thank the partners of this project in Austria, Italy, Hungary and the Czech Republic as well as our associate partners from Gambia, Ghana, Nigeria, Kenya, DR Congo and South Africa. My appreciation also goes to the resource persons and the participants who made the occasion a success. Our sponsors, the European Commission and Austrian Development Agency as well as other sponsors from partner countries deserve mention here since they have provided the resources for this project.

It is my hope that after reading through the document, readers would be inspired to come up with new, creative and sustainable ideas to carry through the dreams of the project and the adopted items in the Action plan.

Bella Bello Bitugu,
European Project Coordinator, VIDC-FairPlay



Development through Football – Sustaining the potential of the first African World Cup

Opening Session

Kurt Wachter, Coordinator, VIDC-FairPlay

On behalf of VIDC I have the great pleasure to welcome all of you here in Vienna to our international conference on Development through Football. The venue is special; this unique Art nouveau building was built exactly 100 years ago and is ever since the home of the public educational institution Urania, who is our host today.

As you can imagine the volcano ashes from Iceland kept us very busy over the last few days. Nevertheless, the entire team who put this conference together is proud and happy to see you here – in good health and eager to discuss and work together. Unfortunately, a few colleagues from sub-Saharan Africa and Northern Europe could not make it in time due to the recent closure of Europe's airspace. Nevertheless, today we have gathered more than 100 delegates representing 66 organisations from 27 countries. Together with our partners INEX from Czech Republic, UISP from Italy and Mahatma Gandhi Human Rights Organisation from Hungary as well as our African associates we launched last year the EU funded project "Football for Development".

This international gathering is the first major event in the framework of this project and our expectations are high. The first FIFA World Cup on African soil is an ideal platform to raise public awareness on issues related to sport and development

and the necessity that sport must and play a vital role in overcoming poverty and exclusion.

Last night at the public panel discussion at Vienna's central library the topic was "African Renaissance – Gains and Legacies of the World Cup 2010 for African Football". We started a debate if football can really contribute to overcome under-development and poverty and if the forthcoming World Cup will lift the self-confidence of the entire African continent.

But our ambitions go beyond the World Cup, what we want to achieve with this international gathering is to kick-off a networking process which will be sustained after the World Cup.

Kurt Wachter was followed by **Brigitte Oppinger-Walchshofer**, Managing Director of the Austrian Development Agency who opened the conference with a welcome statement:

I am honoured to welcome you at this conference, not just as a Managing Director of the Austrian Development Agency, the operational unit of the Austrian Development Cooperation, but also in the name of Foreign Minister Michael Spindelegger who sends you his warmest greetings and welcome, knowing how important the issue is that we are debating today and tomorrow.

Sports in general – and football in particular – are important factors for connecting people. It brings people together who come from different cultural backgrounds, in a peaceful way

that strengthens important values such as respect and fairness with each other. Sports does not need words, it is an ideal way to overcome barriers and prejudices and helps tearing walls apart that are erected far too often between individuals, between countries and even between continents.

All these values that are crucial in sports – togetherness, motivation, respect for each other – are also important values for development cooperation.

Therefore sportive activities are in many cases part of programmes and projects of the Austrian Development Cooperation, be it in Africa, Asia or Latin America. Sports can help people, especially children and young people, to overcome traumatic situations and feelings. This is for instance very important for countries such as Uganda, one of the partner countries, where football and other sports are a key factor for former child soldiers to be re-integrated into society, especially in the North of Uganda.

As managing director of the Austrian Development Agency, I am not just responsible for carrying out development projects in our partner countries, we also support projects to raise awareness and inform about development issues in Austria. This public education is crucial, not just to achieve a higher level of support for development issues but to strengthen important values in Austria such as fairness, solidarity and the willingness for intercultural dialogue and exchange.

Therefore the Austrian Development Agency is one of the three founding and steering members of the initiative “Ke Nako Africa – Africa’s time has come!” This initiative was launched already in autumn last year and tries to make people in Austria aware that Africa is more than what they know and hear from the media – it is a continent full of surprises and creativity, with high prospects and options for the future. Therefore we use the spotlight that the FIFA World Cup presents us in the weeks to come for an extensive series of events and campaigns throughout Austria.

Until the end of the FIFA World Cup tournament, Ke Nako Africa will highlight the diversity of Africa and help people see the continent from a broader perspective. These activities will be carried out by many people, Austrian NGOs, the media, as well as members of the African Community in Austria who play a very vital and active role in it. We are happy to not just be part of it and help coordinating it, but also supporting it financially in order to make these education and information activities possible.

The official FIFA slogan is, Ke Nako. Celebrate Africa’s Humanity. Ke Nako, a phrase from the Sotho language, means, “The time has come”. This is not just true for Africa – it is time for Austrians to take a fresh look at Africa. Football is a good point to start.

May this conference and the discussions and debates throughout the next two days be helpful in order to achieve our common goal: to bring people together and enable development and empowerment – not just in Africa but at all levels and in all countries. Therefore I wish you – and us – two active, open and constructive days!

Ms **Brigitte Oppinger-Walchshofer** was followed by **Robert Sedlacek**, a former FIFA referee and current President of the Vienna Football Association (WFV).

Just as the coming summer in the form of blooming gardens in Vienna announces itself, also the FIFA World Cup in South Africa is approaching. For the first time a World Cup final is held on this continent and all friends of football may expect a celebration, a celebration of sports as well as a celebration of coexistence of many nations and above all a celebration of coexistence and integration of the inhabitants of this continent with the inhabitants of other continents and us Europeans.

As we all know, FIFA and UEFA place great emphasis on integration in sports and condemn any form of racism. In Europe it is obvious, that in all European events a strong focus is laid on it.

For Austria and the Austrian sports – I cannot say without pride – this is neither surprising nor new. Footballers from all nations and continents play here week after week. Acceptance and integration is lived, there are practically no problems with spectators or disputes among the athletes.

500 games ranging from children’s under 7-teams to the professional level are held every weekend on the sport fields and stadiums in the state capital Vienna. In our beautiful hometown the coexistence of peoples both in professional life as in culture and especially in sports is lived.

Football is an ideal medium for integration and cooperation. The Austrian Football Association, the Vienna City Council and the Vienna Football Association stand with all its clubs and officials behind this motto.

Mr **Robert Sedlacek** was followed by **Xoisa Mfundiso Mabhongo**, Ambassador of the Republic of South Africa to Austria.

It is fitting that in the same year that we are celebrating 20 years of the release of our former President, Nelson Mandela, from prison, South Africa should also host the 2010 FIFA World Cup. Indeed South Africa’s efforts to host the World Cup were started under the administration of President Nelson Mandela and under his personal leadership. Successive administrations built on his foundation. Thus today we meet to ask ourselves the question of what legacy will this event have for the African continent. This is an appropriate discussion, especially because this will be the first time that this big sporting event will be held on the African continent.

The role of sport and football in particular, in development and peace has long been recognized. It was for this reason that the United Nations General Assembly passed a resolution welcoming South Africa’s hosting of the 2010 World Cup. Through this resolution the General Assembly saw the World Cup as a platform for peace and social development across the African continent. In a similar vein the African Union also expressed the view that the 2010 World Cup should bring a lasting legacy to Africa.

Therefore from the onset the South African government took the view that we had to develop concrete programmes to ensure tangible benefits for the continent through the World Cup. We worked with FIFA, CAF and the African Union in the development of the Africa Legacy Programme. The overall objective of the Africa Legacy Programme is to contribute to the renaissance of Africa. It is also aimed at supporting the development and advancement of African football.

One of the concrete outcomes of this initiative is the construction of 52 football turfs across Africa. 15 of these were already used for the 2010 World Cup qualifying matches. The AFRICA LEGACY PROGRAMME also focuses on leadership development for sports administrators. As you know one of the critical success factors for any sport is its management and administration.

FIFA allocated an amount of USD 70 million for the AFRICA LEGACY PROGRAMME.

The AFRICA LEGACY PROGRAMME also contains important social programmes. Through the 20 centres for 2010 Campaign, 20 centres of education, public health and football across Africa will be constructed. Five of these centres will be in South Africa itself with one in Khayelitsha township near Cape Town. Some of the countries in which these centres will be built include



Rwanda, Ghana, Mali, Kenya and Namibia. The aim is to spread the benefits across the length and breadth of our continent.

We hope that through this 2010 World Cup the world will also get a different perspective of the African continent.

As the United Nations Secretary-General, Mr Ban Ki Moon said, "There is great power in this. It is time to present a different story of the African continent".

Today we are left with less than 50 days before the 2010 FIFA World Cup. President Zuma has declared that South Africa is more than ready for this important event. He made this statement at the occasion of the opening of the new OR Tambo International Airport in Johannesburg. I mention this specific event and this specific facility because it speaks to the economic legacy that we foresee for the World Cup. The World Cup accelerated the building of key infrastructure in South Africa. The construction of this infrastructure was also necessitated by the economic growth that South Africa has been experiencing since 1994. This infrastructure development also cushioned South Africa from the worst effects of the 2009 global economic and financial crisis.

Preparations for the tournament have helped create meaningful social and economic opportunities for South Africa. The 2010 FIFA World Cup is expected to contribute R30 billion to the economy. In South Africa, over 20 000 direct jobs through the construction of stadiums and 400 000 other jobs through various infrastructure projects have been created.

At the same time, lasting skills and capacities have been created. The 2010 FIFA World Cup™ has helped in the training of artisans and providing various economic opportunities to women and young people. The services of entrepreneurs have also been employed in meeting the deliverables for hosting the tournament.

We have placed education and training at the centre of government's priorities for this term, and are undertaking measures to improve the quality of learning and teaching. We are therefore pleased to be associated with the 1 Goal: Education for All campaign which links the global effort to ensure access to education for all children to the 2010 World Cup.

South Africa today boasts ten world class stadiums. As a sport loving nation South Africa needed to build only five new stadiums with the rest being refurbished existing stadiums.

The economic legacy is also not only confined to South Africa. There are substantial benefits that will accrue to some of

our neighbouring countries. Some of the visiting teams as well as fans will be based as far as Mauritius.

Let me conclude by saying that in preparing for the 2010 FIFA World Cup South Africa has built on a wide experience that we have in hosting major events. We have previously hosted the Rugby World Cup, the Cricket World Cup and recently, and at short notice, in 2009 South Africa was asked to host the Indian Premier League. I mention all these events to indicate our readiness and that we have taken important lessons from all of them. Indeed I was personally involved in 2002 when we hosted the United Nations World Summit on Sustainable Development which was attended in Johannesburg by more than 100 Heads of State and Government. The security plan that was developed for the WSSD was later adopted by the United Nations as a model for its international conferences.

Key note address

Poul Hansen, Head of Office, UN Office on Sport for Development and Peace, Geneva.

Since the inception of the mandate of the Special Adviser on Sport for Development and Peace in 2001, important progress has been made. The United Nations believes sport can assist in the achievement of the Millennium Development Goals. Through sport, positive values and skills can be learned. But there is also a negative side which needs to be addressed.

Annually, since 2003, the General Assembly has adopted a resolution indicating the commitment of United Nations Member States to sport as a means to promote education, health, development and peace through effective partnerships with all relevant agencies. Sport is a language everyone can speak and an effective tool to help attain various development objectives.

On the 3rd of November 2006, the General Assembly renewed its support by adopting resolution 61/10 and by taking note of the report of the Secretary-General, which outlines an Action Plan on Sport for Development and Peace. The Action Plan intends to further expand and strengthen United Nations partnerships with Governments, sport-related organisations, the private sector and other actors.

In September 2000, at the United Nations Millennium Summit, world leaders agreed to eight Millennium Development Goals (MDGs) to be achieved by 2015:



Goal 1: **Eradicate extreme poverty and hunger**

Goal 2: **Achieve universal primary education**

Goal 3: **Promote gender equality and empower women**

Goal 4: **Reduce child mortality**

Goal 5: **Improve maternal health**

Goal 6: **Combat HIV and AIDS, malaria and other diseases**

Goal 7: **Ensure environmental sustainability**

Goal 8: **Develop a global partnership for development**

The inclusive nature of sport, as well as its convening power and widespread popularity, makes it an outstanding instrument for achieving development objectives through the promotion of gender equality, universal education, disease prevention and environmental sustainability. In addition, the inherent values of sport can unite communities, motivate and inspire. As such, sport contributes to individual and community development. Sport increasingly plays a role in economic development through the provision of employment and income opportunities. In all aspects of development, the sustainability of sporting initiatives is essential to ensure long-term benefits for the local community.

Sport provides a vehicle for achieving gender equality and the empowerment of women and girls. Increasing access for women and girls to physical education and sport helps them to build confidence and challenges gender stereotypes. For persons with disabilities, sport can offer many positive benefits of a social, psychological and physiological nature. Sport, through its popularity and integration potential, can be used in the combat against racism, racial discrimination, xenophobia and related intolerance. Youth are among the greatest beneficiaries of the positive effects of sport, contributing to improving health, education and employment skills and opportunities.

The UN feels sports personalities can act as role models to broadcast its message of peace as a peace-making and development tool. Didier Drogba, Luis Figo and Michael Ballack are examples. Also, they can be utilised to promote awareness around particular issues such as tuberculosis as in the case of Figo.

The UN has a working group – The International Working Group on Sport for Development and Peace – linking sporting issues and working with a number of bodies and organisations: governments, sporting bodies, NGOs.

The lasting legacy of the World Cup will be in infrastructure, both sporting and civil and the benefits delivered by FIFA's "Football for Hope" programme. The Football for Hope Festival 2010 will bring together 32 delegations from organisations which are using football to effect social change around the world. These delegations will take part in a fast-paced football tournament as well as a programme of exchange and intercultural dialogue. For the first time ever, the social dimension of the game will be integrated into an official event of the FIFA World Cup.

Football has a global social responsibility to ensure that sustainable development should include economic, social and environmental dimensions with a lasting legacy and African focus.

Opening Addresses

Yasmin Bitugu acted as moderator for this session and introduced the following speakers:

Bella Bello Bitugu, European Project Coordinator at VIDC.

The legacy of the World Cup should be something tangible that remains after the event has finished, with equal partners operating toward this goal. The conference has the objective of sustaining the benefits and making them accessible for the "poor person".

Why are we here? We are here not to celebrate one more talking shop which perhaps could be remembered by the luck we had to have been able to travel in the light of the Eyjafjallajökull volcano ashes.

We are not here to show Africa and countries of the South what to do and how.

We are not here to patronise.

Rather we are here to start a process so that the opportunity presented us by the first African World Cup will not slip through our fingers as so many things in the past.

We are here today ladies and gentlemen to use the platform of FIFA World Cup 2010 as social entrepreneurs to establish a process, start an experiment to establish and create a net work with various stake holders and with a common goal, shakers and movers like you and I to attempt a sustainable and continuous progress... of using football and sport to address social and development issues including global partnership from the grass roots level to ensure participatory, purposeful and sustainable development from within. We are here to ensure progress into the future and conscious of coherence in development.

Ladies and gentlemen, we have included here at this conference themes and issues to be discussed surrounding the MDGs namely education, gender issues, poverty, health, global partnership, addressing exclusion and all forms of discrimination.

The journey leading to this conference started more than one year ago with a strategy paper I wrote on the opportunities of the first African World Cup in the areas of information, education and development cooperation and policy tasks. It culminated into a workshop in June last year leading to the application for funds from the European Commission.

The whole concept of the project "exploring the potentials of football for development" is a multi stake holders approach with partners INEX in the Czech Republic, Mahatma Gandhi Human Rights Organisation (MGHRO) in Hungary, UISP in Italy and VIDC here in Austria as the lead agency. Core to our concept of approaching development is on a participatory and consultative basis. We have thus six African partners MGHRO in the Gambia, SOS children's villages in Ghana, Search and Groom in Nigeria, MYSA in Kenya, LISPED in DR Congo and SAFFU in South Africa.

As a multi-programme project, we have produced a teacher's manual on how football can be used to link the football field and the class room in an informal but motivating fun based manner with the youth to draw their attention to issues of development. This will be done through trained multipliers who go to schools and youth institutions. We have African and European journalist exchange, special educational, cultural and media projects at Public Viewing events during the World Cup all over Austria as well as another conference on media and development NGO experts slated for next year and a few more.

That is our practical and operative attempt to make this dream and hope of springing from the first African World Cup become reality so that well after the curtains are drawn on the 11th of July the process will continue. It does not therefore matter whether the Ghana Black Stars or Bafana Bafana will lift the Cup or not but rather what realistic and sustainable legacy will be left behind for the average powerless tax payer in the periphery of the periphery. This conference is one of these channels towards attempting these objectives, sustaining them, and setting a process in motion for constant evaluation, adaptation and review.

That is why on Saturday after we have gone through the themes and issues, we shall gather here to carve the way forward and come out with an action plan that will guide us for the future. This is because of the two key words we have conceived for this conference, that is to sustain the potential of this World Cup.

Of course we are very much aware of the danger, that is why we are not underestimating the challenges ahead of us, that is why we do not create a fantasy of underestimated costs, challenges, environmental and social impacts of the World Cup, or overestimating the revenues, economic development and our success. But rather using the twin elements of visibility and iconography to cautiously guide and motivate us.

Often when we talk of development cooperation tasks most minds go to Africa, Asia and countries in the South. No! these are conscious in our handling. Football is full of over commercialization, violence, all forms of discrimination, exploitation and what I may call neo liberal tendencies.

It is in this direction that VIDC in cooperation with Africa net working platform and our sponsors Austrian Development Agency (ADA) came up with the range of projects under the theme Ke Nako, es ist Zeit, il est temps, Haan Alkwat, Lokacin geka, adia sa, gbe eshe, Ye yiyia de: it is time! It is time for concrete steps towards integration, intercultural dialogue and communication among cultures and people especially between Africans and the rest of the world for tolerance and respect.

A clear message to all forms of discrimination and exclusion but most important to create a process of evolution even if organic to change the perception of the world of Africa and its people based on the usual headlines we see and hear in the media full of prejudice and stereotyping.

The Ke Nako project by VIDC and its partners will use channels through the media, cultural activities, educational processes, fun and many more to address and create awareness on these issues.

We should not allow the 2010 to be over on the 11th of July so that right after that, the talk will be on London, Ukraine and Poland 2012 or Brazil 2014 but rather we should grasp this chance and critically go through the challenges. I believe we shall be able to and I am optimistic and positive that it should happen but DARE I say We Can!

Bella Bello Bitugu was followed by **Anthony Higgins**, Education Officer of the World Players' Union FIFPro

The development and widening of players' unions was integral part to helping footballers in Africa gain decent and fair working conditions. Unfortunately FIFA have not fully supported FIFPro in this policy goal. FIFPro was hoping to implement a policy with clubs, national organisations and CAF that no African player under eighteen can be transferred (internationally) to a club outside Africa. This would help curtail the trafficking and abuse of young African footballers, who often end up clubless, homeless and in poverty in Europe. FIFPro would like to see a greater proportion of footballers' working hours spent on community work. At present six hours in England/ Wales and ten hours in Scotland is written into their contracts.

FIFPro have sponsored the "Balls to Poverty" campaign for the World Cup. Balls to Poverty is a UK-based charity working with and for young people in South Africa in and Nottingham. In 2004, Joe Sargison handed a ball to a group of children in a township in Soweto. In 2005, Joe returned with two colleagues and sixteen College students to coach young children and distribute 30 balls in Gugulethu township in Cape Town. By 2009 it was the fifth Balls to Poverty Football tour. By April 2009, nearly 100 different male and female students had taken part in the Balls to Poverty projects in South Africa. By April 2009, 21,200 balls had been distributed across eighteen townships in South Africa. This figure will rise to around 25,000 balls by April 2010.

From this ball distribution, as many as 450,000 young people in South Africa have been given access to a game of football or rugby in their own communities. The impact of this has been very positive in the reduction of crime and young people turning to gangs, now engaged in sport programmes that use our equipment. It has coached around 25,000 South Africans across eighteen townships. During April 2010, the charity will embark on a new community development project in rural Cape Town that will involve building and painting a school. Six football pitches have been built six in rural Mbashe in the Eastern Cape along with six sets of metal goalposts, corner flags and nets. The charity has also provided ten full football team strips for ten different villages.

Mr Higgins then showed a promotional film advocating FIFPro's "1 Goal" campaign. The initiative, fronted by Queen Rania of Jordan, is aimed to lobby Governments around the world to ensure that the 750 million children not in school at the moment are given access to education. This arose out of the meeting in 2000, where 164 world governments came together to create the Education for All goals; and 189 governments created the United Nations Millennium Development Goals. Two of the eight goals involve ending poverty through education, by ensuring all boys and girls complete primary schooling by 2015; and ensuring girls have the opportunity for education at all levels by 2015. Since then, many countries have abolished school fees, spending was

increased by \$4 billion and an extra 40 million children are now going to school. Yet, today, 72 million children in the world are still denied the chance to go to school. These children could be the next generation of their country's leaders, sports stars, doctors and teachers. But they face a lifelong struggle against poverty. 1GOAL is a campaign seizing the power of football to ensure that education for all is a lasting impact of the 2010 FIFA World Cup.

Anthony Higgins was followed by **Ioannis Dimitrakopoulos**, Head of Department Equality & Citizens Rights at the European Union Agency for Fundamental Rights (FRA).

The Lisbon Treaty (2009) now allows the EU and its institutions to intervene more actively in the field of human rights. The Agency for Fundamental Rights (FRA) is a body of the European Union established on 15 February 2007 with the aim to provide EU institutions and Member States with assistance and expertise relating to fundamental rights. One of the FRA's key areas of activity concerns child rights, where it develops policy relevant research providing evidence based assistance and expertise to its primary stakeholders, the institutions and Member States of the EU.

One fifth of the European Union's population are children and the protection and promotion of their rights are a priority for the EU and its institutions. EU Member States are bound to protect, respect and promote the rights of the child under international and European treaties, in particular the UN Convention on the Rights of the Child and the European Convention on Human Rights. The European Union's Charter of Fundamental Rights also recognises children's rights in Article 24.

Children are still being trafficked and smuggled into and across EU Member States to be exploited despite the international efforts to stop this horrific form of abuse; separated children seeking asylum are often placed in detention, lacking access to appropriate housing, education, and health care; disabled children and those from minority ethnic backgrounds continue to suffer discrimination, often on multiple grounds, and experience problems in accessing vital services such as education and health care.

Sport forms part of the Rights of the Child Convention. Thus, in sport human rights dimensions should be at the forefront of concerns, issues and debates, especially during the World Cup. In particular, special attention should be given to children and young people who are disabled, female and from an ethnic minority during a period of economic crisis that threatens national social protection systems draining the resources available for the most needy and vulnerable. We can see the exploitation of young people in the "muscle drain" that affects African football. Many of these young footballers end up on the streets of European cities, homeless and destitute.

The European Union's commitment to implementing a children's policy has been strengthened in recent years with the introduction of a range of measures addressing child protection, poverty and social exclusion, and age-based discrimination. However, much remains to be done in improving EU legislation, policy and structures to meet the range of issues facing children.

In April 2008 the FRA launched its first research project based on the work on indicators focusing on child trafficking, a serious problem for the EU and beyond it. The findings published in July 2009 (with country data referring up to 2008) are alarming. As the FRA's Director Morten Kjaerum stated: "Human trafficking is part of the modern slave trade. Every year, a significant number of children in the EU fall victim to trafficking for sexual exploitation, labour exploitation, adoption and organ extraction. These are alarming signals. We must make every possible effort to protect and support these children".

The European Union Charter of Fundamental Rights provides in Article 5 states that no one shall be held in slavery

or servitude, or be required to perform forced or compulsory labour. Article 5 (3) expressly prohibits trafficking in human beings. In recent years, trafficking has been addressed by many specific international instruments, both at the level of the UN and the Council of Europe. The level of ratification by EU Member States is encouraging, but leaves room for improvement.

In recent years the EU has increasingly paid attention to the fight against trafficking. Despite the paucity of official data, there is evidence that every year a significant number of people, largely women and children, fall victim to trafficking for sexual exploitation, labour exploitation or other purposes. Action to combat trafficking in human beings is receiving more and more attention, both at the level of lawmaking and policy implementation. The report suggests that EU legislation should ensure that all Member States should develop data collection mechanisms, coordinated at governmental level. Good practices in this regard were identified in Ireland and Romania.

In some Member States statistics concerning the convictions for child trafficking are conflated with statistics for convictions for trafficking in human beings in general or other offences like smuggling and prostitution. Thus it is not possible to state how many child trafficking cases ended in conviction in these countries.

Final convictions based on child trafficking could only be detected in four Member States in the period 2000-2007. These available figures indicate that there are generally very few final convictions in child trafficking cases. In five Member States it emerges that no final convictions were issued in the period 2000-2007. In one Member State no case of child trafficking was even identified and/or prosecuted during this period.

According to official figures, the disappearance of children from shelters in the EU Member States is widespread, with their destinations largely unknown. It is well known, that the children most likely fall into the hands of traffickers. However, this problem remains widely ignored, due to a severe lack of monitoring.

In December 2008 the FRA launched its second research project drawing from the work on indicators that will examine the views and experiences of separated asylum seeking children accommodated in different care settings in 12 EU Member States. The aim of this project, which is ongoing and expected to be published this year (2010), is to provide EU and national policy makers, agencies and services with a valuable insight into separated asylum seeking children's views and perspectives that will assist them in improving the quality of living conditions, as well as the relevant legal procedures. In this context the research investigates the views, experiences and perspectives of these children, and, in addition, those of officials and staff involved with these children. The working definition of separated children is "those separated from both parents, or from their previous legal or customary primary care-giver, but not necessarily from other relatives. These may, therefore, include children accompanied by other adult family members". It covers children seeking asylum, as well as those staying irregularly in the host country.

Ioannis Dimitrakopoulos was followed by **Joanne Dunn**, Senior Protection Adviser at UNICEF, who made a brief intervention immediately before a coffee-break.

The exploitation of children and young people is a failure of the implementation of the UN Human Rights conventions. Education provides the greatest opportunity for children and young people to escape poverty and exploitation. Policies and campaigns that prioritise the access and availability of secondary education to all are the key to overcoming the twin evils of poverty and exploitation. In the sports industries it should be remembered that young participants are children and youth first and athletes second.



Plenary Session 1

Football in Africa: development or exploitation of the continent?

Chair: **Thomas Haunschmid**, name *it, radio journalist, Austria.
Raffaele Poli, Centre International d'Etude du Sport (CIES), Switzerland

Research by CIES suggest – at 1 October 2009 – that there were 571 Africa-born/nurtured players employed by 528 clubs in the 36 top national leagues of UEFA members (African footballers are present in 33 of the 36 leagues). This represents 1.08 per club. (In France and Belgium this rises to three per club). African players comprise 13.9% of the total number of expatriates. (The largest group is Latin American with 23%). The average age that African players go abroad is 19.4, making them the youngest migrants when compared with other continental categories. The average age of initial migration all groups of expatriates is 21.9. West Africa provides the most migrants with Nigeria the largest exporter (113), Cameroon second (84) and Ivory Coast third (61). In summary, African players travel to Europe younger than other migrants. This presents legal problems. One of which is trafficking.

Poli wanted a clarification of what is meant by trafficking in football. He felt a distinction should be made between trafficking in football and trafficking through football. The former relates to the illegal situation and status of a player (such as bringing under-age players to clubs with prohibitive contracts); the latter, the use of football by others to gain (economic) advantage (such as luring young Africans to Europe with the promise of football and then using them as drug mules, prostitutes etc). In both scenarios football has a neo-colonialist dimension because, simply, it is exploitation of the poor by the rich. To illustrate the complexity of the nature of trafficking Poli pointed out that 20% of African players in Europe first went to a country outside the continent, such as Latin America or Asia.

Statistically, trafficking through football is more of a problem than trafficking in football. Both take place in the context of neo-colonialism: exploitation by the rich – individuals, companies, countries – of the poor. The economic structure of football fits this template and in particular the exploitation of African football. However we should take a pluralist perspective when assessing the problem. Mechanisms of domination and exploitation take place all along the chain of players' migration.

Raffaele Poli was followed by **Jean-Claude Mbvoumin**, President of Foot Solidaire.

Foot Solidaire is a French NGO aiming to bring together different actors in African football to fight against the trafficking of young African talent in France. Of all African players brought to Europe as footballers, only 30% get professional contracts. To compound the problem this creates, clubs, officials and players don't know their legal rights. Foot Solidaire tries to circumvent this by working with young footballers before they leave Africa.

In 1999 there was a report on football trafficking in France. FIFA formally recognised the problem in 2001. Eventually, in 2008 Foot Solidaire had a meeting with FIFA and other related organisations about the problem. We feel FIFA could still do more to deal with the problem of trafficking. Alongside these developments, in July 2006 the European Commission and FIFA adopted a Memorandum of Understanding to make football a force for development in Africa (and the Caribbean and Pacific countries) (ACP).

Regarding the 2010 World Cup, it is not a magic word for Africa – it will not make African sport professional overnight. At the same time, we also need to ask ourselves whether professionalism is a priority for the continent. It is very good for the image of Africa to have the biggest world competition in the continent. Indeed, the question thereafter is how to use this momentum to promote sport as a means for development such as education, health and even solving conflicts. It will depend on those responsible for sport and in particular on FIFA. However, sport alone cannot do that – involving states and their leaders and organisations like ours is necessary too. African states need to understand and seize the momentum in this regard.

Foot Solidaire wants to concentrate on its community/social role on the ground, rather than as a political lobbying group. However, the problems they address are problems of business practices – exploitation – rather than problems of social attitudes, such as racism.

African states and sports organisations do not think that they can protect their young people effectively. This can be changed via dialogue with their European counterparts. European sport organisations do not necessarily always have the competence or know-how to deal, for example, with the problem of the under-aged players coming from Africa and abandoned on their own, as they do not know the real problems. Co-operation



between the two continents is necessary for this reason as well. We want to see legislative action on the problem of trafficking young and under-aged players and would like to see Europe help establish programmes for preventative actions in Africa. It is estimated that 20,000 child footballers have been illegally shipped from Africa into Europe, mainly to France, Belgium, Portugal and Italy.

Mr Mbvoumin illustrated his presentation with examples of how young players are persuaded to migrate. Initially youngsters – many from poor rural areas – join an academy in a city, often unregistered. From there the academy does deals with agents of European clubs. Often the families of the boys are asked for money for the boys travel and living expenses until a contract is offered. Once in Europe the boys are frequently not given a contract and end up being preyed upon by predators wanting sexual or other services in return for food and accommodation. It is a horrifying situation. It is to prevent such situations that Foot Solidaire was established in France over a decade ago.

Foot Solidaire have assisted 1,200 people in the Paris region alone in this time. It would need assistance from FIFA, UEFA and other bodies in order to intensify its work of combating trafficking. After the conference Mr Mbvoumin was due to meet the Professional Footballers Association in the UK. The reality of African migration to Europe in search of the professional football contract is that, for most, the search remains a dream that often becomes a nightmare.

Jean-Claude Mbvoumin was followed by **Peter Karanja**, Director, Mathare Youth Sports Association (MYSA)

We call ourselves the Mathare Youth Sports Association because all our young members and youth leaders are from families living in the Mathare valley and neighbouring slums. We purposely chose that name because one of our goals was to change the bad and unfair reputation of Mathare.

The Mathare slums are only a few kilometres northwest of the central business district in Nairobi, the capital city of Kenya. The Mathare River runs through Nairobi and passes through the richest residential area, Muthaiga, where many diplomats and businessmen live. The Mathare slums start a few hundred metres downstream from them so some of the richest and poorest are neighbours but live in two different worlds.

The Mathare area is one of the largest and poorest slums in Africa and home for at least half a million adults and children. Over 70% are hardworking mothers and their children whose fathers died or abandoned their families. But one problem about Mathare and other slums is there are so few studies and facts available. When the United Nations collects statistics they use only two categories, urban and rural. The slums with their urban poor are hidden inside the urban statistics, just as the slums are hidden in the city so few visitors ever see them. Yet in Nairobi and many other big cities in Africa, more than half the population lives in slums.

Getting sick and dying is our biggest worry. We cannot afford to be sick or to get proper treatment when we are. Water is also a big problem. We must buy our water in 10-20 litre containers and carry them home. That is the same as 1-2 flushes of a toilet but it has to last our families for a whole day or more. We even pay more per litre for our water than the rich people who get it through their taps. A lot of sickness is caused by too little water or too much water. When it rains a lot, the water flows through the garbage and human waste, down the hill and through our homes. Then we are surrounded by contaminated water and many kids get sick and die. AIDS is also a serious threat.

Although we have lots of reasons to be, we aren't. We can't afford to get bitter or depressed and give up because then we die. We are too busy struggling to survive for another day. In our small communities we share and help each other a lot. If our mother gets sick and is the only one earning money for our rent and food, our family really suffers. That is why our mothers belong to self-help groups as the members don't all get sick at the same time. We always help each other get through the bad times.

MYSA is a development project which pioneered the linking of sports with social improvement and community development activities. We started in 1987 as a small self-help youth project to organise our own sports. In 1988 we started our slum garbage and environmental cleanup projects, adopted our Constitution and registered legally as a non-governmental, non-political and non-profit organisation under the Societies Act of Kenya. Today MYSA is the largest self-help youth sports and community service organisation in Africa. Over 20,000 youth with over 1,600 boys and girls teams in over 100 leagues in 16 zones now participate in the different MYSA programmes. Any youth in the Mathare and neighbouring slums becomes a member by joining



a local MYSA team or project. As their families are far too poor, there are no membership fees or other charges.

MYSA organises a wide range of self-help youth sports and community development activities. Highlights include:

Involving youth in development: Youth are over half the population in Mathare and Africa. Their many talents and concerns are often neglected in development plans and projects. The main goal and motto of MYSA is to “Give youth a sporting chance” to help themselves and their community. We train our own leaders in courses run by our MYSA Sports and Community Leadership Academy. Our long-term goal is to help develop the leadership skills and leaders needed to help build the new Kenya.

Linking sport and environmental cleanup: Sport is often ignored or treated as a marginal and elite activity in development plans and projects. The same plans often appeal for greater public “participation” and “mobilization of youth” but with limited success. MYSA is based on the simple fact that every football team is also a “mobilized” youth group. The MYSA boys and girls teams play matches but also carry out weekly garbage and environmental cleanup projects.

Reducing disease and deaths in the slums: Uncollected garbage and blocked drainage ditches are major causes of disease, disability and deaths in Mathare. The greatest threat is during the seasonal rains when water contaminated by garbage and human waste floods around and even into our homes. Our youth carry out weekly garbage and drainage cleanup projects. Teams earn six points in the league standings for each completed project.

Tackling the AIDS threat: Poverty and ignorance are major causes of AIDS/HIV. Like many slums, Mathare is a high risk area. Hundreds of Mathare youth leaders between 13-20 years old have been trained on AIDS prevention and counselling. Most are top players as they are a vulnerable and high risk group. But as the new heroes in Mathare, they are also an effective way to reach other youth with crucial information on AIDS risks and prevention.

Reducing substance abuse: To blur the edges of their tough lives, too many youth sniff glue and petrol or abuse drugs and alcohol. A top priority in MYSA is to provide every team with footballs so MYSA 3 FAQs, Achievements and Partners they can train regularly. That helps many to stop because of peer pressure from teammates to keep fit. These issues are also part of all our AIDS training workshops.

Helping young leaders stay in school: Due to their large families and desperate poverty, many youth are forced to leave school. Under the MYSA Leadership Awards Project, the youth earn points for their achievements in different sports and community service activities. Over 450 awards are now made annually to help the best young leaders stay in school and are paid directly to their school.

Helping Mathare youth excel in school: Without electricity, even at noon it is too dark for our youth to read inside their homes and few Mathare schools have libraries. MYSA has now created small libraries and study halls in four MYSA zones which are used by local schools during the week and our own members after school and on weekends. They are so popular that we now aim to create one in each of the remaining 12 MYSA zones.

Encouraging young artistic talents: Our programmes include training youth in dancing, drumming and singing as well as drama and puppetry. Their performances highlight key social issues such as aids and drug and alcohol abuse. Since 2004 the MYSA Haba na Haba group of 11-14 year olds have performed at the Haugesund Children’s Film Festivals in Norway.

Helping jailed kids: Over a hundred streetkids from 4-16 years old were being processed weekly at the Juvenile Court. The kids were held in two small cells without lights, seats, ventilation or toilets. In cooperation with local authorities, MYSA helped renovate the court facilities and also feed and interview the kids. Our staff help contact and return them to their families and then link their families with a micro-savings and loan programme for improving the family income.

Changing gender attitudes: Traditional views of men toward women and of women about themselves are serious constraints on social and political development. Both views changed among the Mathare youth since the mid-1990s with the rapid success of girls’ football teams in Kenya and abroad and the integration of girls in the MYSA decision-making committees and staff. Half of all elected MYSA leaders are girls.

Practicing good governance and accountability: MYSA is owned and run by the youth. There are over 100 leagues in the 16 MYSA zones. All key decisions are made by locally elected youth leaders. The best leaders are elected to the overall MYSA executive bodies. The average age of our several hundred MYSA volunteer organisers, leaders, coaches and referees is 15-16 years. Our accounts are independently audited every year.



Expanding horizons and hopes: Through their many achievements on and off the field our youth acquire new self esteem and confidence. The nearly 1,000 Mathare youth who have participated in the Norway Cup and youth tournaments in Holland and lived with host families returned home with new views about themselves, the world and their future. Many of our best leaders and players are Norway Cup graduates. Others have earned diplomas or are still pursuing advanced studies in accounting, business administration, computer programming and medicine.

Creating new role models: As too many fathers neglect or abandon their families, the survival of many kids depends entirely on their hardworking mothers. Lacking other role models, the top players, coaches and youth leaders in MYSA have become the new heroes and role models for the youth in Mathare and for millions of youth in other poor urban and rural communities in Kenya.

Changing public images of slums: When MYSA started our youth rarely admitted being from Mathare because of the bad and unfair public image of the slums. The print and TV news reports about MYSA achievements on and off the field helped change those attitudes in and outside Kenya. So did the unique "Shootback" book of photographs taken by trained MYSA youth on their lives and living conditions which was published and sold worldwide.

Changing distorted images of Africa: Drought, famine, corruption and war too often dominate news reports on Africa. That distorts reality as the poor majority of people in Africa are peaceful, honest, hardworking and young. Projects like MYSA and the youth exchanges with host families in Norway and Holland help change distorted attitudes and images about Africa and about the poor and slums in Africa.

Mr Karanja finished by saying how proud MYSA was in having one of their female graduates, Doreena Nabwire Omondi, playing for top German team Bremen.

This closed Plenary Session 1 with delegates and speakers breaking for lunch.

The afternoon session of the conference reconvened at 14.00 hours with a choice of four workshops: A, Development Education: targeting schools and young people; B, Campaigning and the media: Exploring the potential of the first World Cup in Africa for raising awareness on sport and development; C, Tackling gender inequity and raising gender awareness through sport and development; D, Sport and Conflict Resolution.

Workshops

Workshop A: Development Education: targeting schools and young people

Input was from Peter Karanja, MYSA, Kenya; Panos Manologlu, streetfootballworld, Germany; Samanta Musaro, COSPE, Italy; and Yolande Antin, Fundacio FC Barcelona, Spain.

Rapporteur : Tom Colbourne, Tackle Africa (UK).

Chair: Maria Casas, Fundacion Red Deporte y Cooperación, Spain.

A brief description of the chair's foundation:

Red Deporte proposes several activities and programmes for Spanish and South African youth to participate together in a spirit of co-operation and solidarity:

Contest "Conectando Africa":

This entails travelling to South Africa and living together with South African youth. Red Deporte and Cooperation collaborates with the FIFA World Cup in South Africa to educate Spanish youth about African cultures and ways of life.

We offer 12 Spanish students the opportunity to travel to South Africa and attend the Football World Cup alongside children from South Africa, allowing them to experience another culture and interact with people from all over the world.

There are also programmes in Zambia, Mozambique, Sahara, R.D. Congo, South Africa, Angola and Sudan. Activities include:

- ▶ renovating and painting community buildings.
- ▶ preparing and serving food to youth at school.
- ▶ educational activities for younger children.
- ▶ living together with young South Africans:
- ▶ workshops involving mutual understanding and reflection
- ▶ various sporting events
- ▶ visiting important cultural centres
- ▶ creating a project – drawing, a painting, a literary work, a story, a sculpture or any other artistic expression – on the concept of solidarity. The creative assignment must communicate the theme of sports in Africa. The project should illustrate the value of sports in Africa, demonstrating cross-cultural values of sharing, teamwork, peace, friendship, hope and solidarity, as well as other human values.

They should help improve the quality of life of the people in an African country through sporting, cultural, and educational



proposals that raise awareness on specific issues such as HIV, status of women or the importance of education.

For the presentation of **Peter Karanja** (MYSA) see above.

Panos Manologlu, Know-How Manager, streetfootballworld, Germany:

Streetfootballworld is a social profit organisation that links relevant actors in the field of Development through Football. Established in 2002, the organisation encourages global partnerships for development in order to contribute to positive social change.

The streetfootballworld network comprises more than 80 local initiatives worldwide. With the network's support, streetfootballworld develops approaches to social challenges by working with governments, businesses and NGOs, and providing advice on development, investment and business strategy.

Streetfootballworld knows that the beautiful game is more than just a game. A powerful tool for social change, football is being used around the world to promote issues such as children's rights and education, social integration, environmental protection, health and peace building.

Our vision: using football to change the world

Streetfootballworld believes in the power of football to contribute to social change on a global scale. Since 2002, we have been pursuing our goal of promoting global partnerships for development by linking relevant actors in the field of Development through Football.

Bringing local initiatives together

A cornerstone of streetfootballworld's work is the streetfootballworld network, which was created to connect and strengthen football-based community initiatives from around the globe. With over 70 members worldwide, the network enables members to share best practice, create new partnerships and enrich their own programmes by building on the experiences of others. By helping organisations support and learn from each other, streetfootballworld aims to effect social change on a global scale.

Connecting investors and social entrepreneurs

In partnership with locally active organisations from the streetfootballworld network, we take our cue from successful experiences in the field of Development through Football in order to create new and innovative solutions for social challenges. These solutions are translated into investment opportunities or become

integral parts of regional and global development strategies. Streetfootballworld unites organisations, companies and institutions to implement sustainable approaches to Development through Football.

Partnering with professional football

Through the Football for Hope movement, jointly implemented with FIFA, streetfootballworld is activating the world of professional football as well. Clubs, associations, players and commercial partners are acknowledging that football itself can be an instrument in solving a variety of social challenges, if used consciously and effectively. The goal of the movement is to have made a meaningful contribution to the UN Millennium Development Goals by 2015.

Samanta Musaro, Co-operation for Development of Emerging Countries (COSPE), Italy.

COSPE is an Italian non-profit association that promotes intercultural dialogue, sustainable development and human rights. It is active in more than 30 countries in Africa, Latin America, Europe, Asia and the Middle East.

COSPE's areas of intervention are in intercultural education: the promotion of citizens' rights, education and training, development education, sustainable development, North/South dialogue working toward the eradication of North/South inequality through changing behaviours and laws.

COSPE believes in targeting schools and working with young people. Why? The school must not isolate itself from what happens outside its boundaries. Talking about sustainable development at school can enrich and deepen the contents of the classic curriculum.

It is important to empower young people to equip them to react with resilience. COSPE has devised a number of methodologies in order to work toward achieving this objective: active – learning to be, to know and to do; interactive – in favour of experimentation; critical – encouraging critical thinking; cooperative – strengthening the joy of mutual learning. In this sense the school can be the foundation for a fair world.

We also encouraged the active involvement of migrants in creating a network of activists through: using the method of the Theatre of the Oppressed; school partnerships and experiences such as the Mondiali Antirazzisti (Anti-racist football world cup) held annually.



It is not education for liberation alone that brings about social change, but according to Paulo Freire there cannot be social change without a liberating education.

Yolande Antin, Fundacio FC Barcelona, Spain.

The Foundation's social identity is summed up in the slogan "Barça, More Than a Club, in the World"

Football is a powerful tool at global level: 247 million people connected with football, 207 countries affiliated to FIFA, 156 countries members of UNICEF.

Barça's most difficult game is about to start in terms of advocacy around the globe and the new positioning in the world of the statement that Barça is "more than a club. FC Barcelona recognises sport is not the final goal but represents the best tool to integrate vulnerable children.

In working toward this goal, the club has made a number of commitments: joining the UN Millennium Development Goals (MDG); reserving 0.7% of the club's ordinary revenue to social activities and Foundation work; implementing programmes and projects at national and international level for the benefit of vulnerable children.

In order to carry out these commitments the Foundation has built its programmes around three key strategy axes: acting globally; focussing upon infancy; and having strength in education and health.

It has a number of programmes encompassing these commitments such as XICS – International Network of Solidarity Centres; JES – Workshops on Sport and Solidarity or EIC – Sport and Citizenship.

It works in alliance with three UN agencies, – UNICEF, UNESCO and UNHCR/ACNUR – using sport as a tool for conflict resolution, co-existence and helping to develop policies and values in fighting against HIV/AIDS in Africa, racism and violence in sport. An example of FC Barcelona's success is recognised by UNESCO who have created the (UNESCO) Chair for Sport as a tool for Social Coexistence and Conflict Resolution. One EIC programme PLAY-IT! has been translated to a number of languages for over 8,000 schools. With the UNHCR the main goal is improve access to sport for refugees & displaced populations.

The FC Barcelona also works with the European Parliament against racism within the EU and has held an event at a plenary session of the European Parliament. However, the reach of the

FC Barcelona's work is global. For example, more than 10,000 people benefit directly from the implementation of the XICS programme throughout the World where an "Integral approach" is pursued to promote education, health care, gender equity and psychosocial support through sports for vulnerable children at global level.

The JES – Sport Solidarity Workshops hold training sessions for adults working with children and youth at risk of social exclusion and other difficulties with the objective of transmitting knowledge, values and skills through training sessions in order to facilitate the integration of vulnerable children and teenagers.

The Team Up for Your City programme involves training activities, information and public awareness, along with the dynamics of introduction to good educational practices in the daily operation of schools and sports clubs including parents and local councils.

I conclude with a quote from Joan Gamper, the founder of FC Barcelona, he said "... behind our shield, beats a heart!"

Synopsis Workshop A – Tom Colborne (Tackle Africa)

There is potential to reach a global audience through football. We heard that 207 countries are members of FIFA. 247 million people are engaged in regular football activity. Football is the world's most popular sport and in Africa particularly has enormous potential for engaging young people. Programmes can operate successfully at many different levels. Football can reach marginalised communities that are not involved with the traditional education system or may not learn effectively in a traditional classroom environment. We can see this informally where the playing of football instils habits of discipline, teamwork and self-sacrifice; and formally where professional clubs hold education sessions for local pupils' children who find the learning environment at school difficult.

Off the field – a tool for development, not a goal itself. By incorporating football, organisations can attract young people in huge numbers and introduce them to other important local issues. This can cover any important issue but examples from our panel include:

- ▶ Youth Empowerment and Leadership
- ▶ Landmine education
- ▶ Literacy and creative writing skills
- ▶ Clearing litter



Football can be used in combination with other popular youth activities to maximize its reach and impact. The subject of football can be a useful entry device in which wider social issues can be explored using creative media such as music, dance, photography, art and drama.

On the field – an interactive learning tool. Football contains many vital messages for youth development. These include:

Teamwork – the potential of collective effort in achieving goals

Peer support – having trust and faith in those with whom you are participating.

Breaking social barriers – working with people across barriers of gender, class, ethnicity, religion and nationality.

Responsible behaviour – recognising and enacting your commitments and responsibilities.

Healthy living – utilising an active lifestyle and employing nutritional knowledge and habits in the achievement of your goals. Organisations can use football to directly undertake messages on the football pitch. This can include HIV, health or safe sex messages, providing scholarships to talented individuals, offering points to teams who undertake community initiatives, challenging gender issues, conflict resolution, engaging with physically or mentally disabled people.

Flexibility and adaptability – by exploiting the power of football, it is possible to build large and sustainable programmes that can be adapted to address the most important local issues. It is often relatively resource effective and may not involve huge infrastructure.

Success stories – Football for education programmes are delivering real results on both a global and personal level:

Whizzkids (Football for Hope) have their programme included in the KwaZulu-Natal Curriculum.

Streetfootballworld are building a network of 100 sustainable well connected organisations.

FC Barcelona has a partnership with UNICEF and a global development campaign.

MYSA: “The youth are the leaders of today”.

Action Plan: It seems clear that football as an educational tool is already established and having a very positive impact. There are many organisations involved in this sector of hugely varying size, reach and purpose. Some things to think about may include: Celebrating progress and learning from challenges – sharing best practice.

Extending services to non footballers – deploying the skills and programmes used in football to other sports and media. Demonstrating impact – Analysing, qualitatively and quantitatively, the social benefits of football-related educational programmes.

Sharing learning in both directions – employing a dialectical methodology in diffusing and disseminating benefits.

Workshop B: Campaigning and the media: Exploring the potential of the first World Cup in Africa for raising awareness on sport and development.

Input: Usha Severaju, Swiss Academy for Development (SAD).

Rapporteur: Robin Ujfalusi, Director, INEX-SDA, Czech Republic.

Chair: Yomi Kuku, Search and Groom, Nigeria.

A brief description of the chair’s foundation: See section below “Experiences on the ground” for more information on Search and Groom.

In summary **Yomi Kuku** stressed:

- ▶ Get connected with the media in a multi party approach.
- ▶ Identify the needs of the media: stories that are news worthy, message in the context of social issue which could be more empathizing and published/aired from human angle side.
- ▶ Align with the interest of the media drawing examples from Search and Groom experiences with basis on success stories during international events the organisation is involved in.
- ▶ Designing programmes which gives the media a sense of belonging and tells the story further on the exact mission of the sports and development project. This is achieved through a media round table/training programme.
- ▶ Using alternative media as a strong tool to propagate ideals of sport and development.

Usha Severaju, Swiss Academy for Development (SAD)

Usha Severaju presented the work of her organisation which centres upon website information exchange, The International Platform for Sport and Development. The Platform is a website dedicated entirely to the field of Sport & Development (S&D). It is an online resource and networking tool designed to help users:

- ▶ understand the different themes in S&D
- ▶ find practical tools, guidelines and resources that will help



you carry out your S&D-related work (or inspire you to get started!)

- ▶ stay informed about what's going on in S&D
- ▶ find out "who's doing what" across the world in S&D
- ▶ make connections and share information with like-minded people and organisations interested and active in S&D

It's Vision

All those with an interest or commitment to using sport as a tool for development work together. They work together to advocate for sport's role in development, to make it credible and more effective.

It's Mission

The Platform is a hub for sharing knowledge, building good practice, facilitating coordination and fostering partnerships between and within different stakeholders in Sport & Development.

It's Goals

- 1: Increase the visibility of sport's development potential among the target groups of the Platform
- 2: Contribute to improving Sport & Development practice
- 3: Encourage dialogue and partnerships and facilitate strategic alliances

It's Target Groups

Development agencies / Donor organisations (bilateral, multilateral, governmental, NGOs) / Governments;
 Sports sector / Sports federations / Athletes;
 Practitioners / Implementing NGOs / Coaches;
 Private sector;
 Researchers;
 Youth and volunteers;
 The Media.

Synopsis Workshop B – Robin Ujfalusi (INEX-SDA)

The report is not a specific Action Plan, rather sharing best practice and experience. It is not prescriptive but rather a forum for the exchange of information. In this sense it can be constantly transformed and evolved.

The following websites provide additional information in this subject area:

www.sportanddev.org

www.youtube.com/sportanddev (for videos)

www.flickr.com/sportanddev (for photos)

The main points that emerged from the discussion were:

Differentiate between media – mainstream versus alternative, impersonal business versus concrete journalists working there, think of your target group and try to combine more approaches/strategies. A one-size-fits-all approach is not the best way to get your message into the media. It is more beneficial to recognise the values and ethos of the particular medium you have prioritised as your target and shape your information/message accordingly. Think of what media needs – not only of what you want to say – such as attractive stories and current news, contacts and trustful information sources, visual material, celebrities etc.

Make media change – this can be done by employing a number of tactics: training/sensitising journalists connected with exchange between development NGOs; working with alternative media; developing personal contacts; keeping journalists updated; using blogs as an example of "citizen journalism"; forging partnerships between journalist and projects.

Recognise the different needs, in and of, Africa and Europe – access to media and information technologies, different channels to reach the respective target group.

The World Cup has to be recognised as a challenge, in the sense that we have to fight the usual stereotypes and iconography associated with popular images of Africa, thus an anti-racist campaign has to dovetail with the demands and complexities of the development field.

Workshop C: Tackling gender inequity and raising gender awareness through sport and development.

Input: Marianne Meier, Swiss Academy for Development (SAD); Gal Peleg, Mifalot, Israel.

Rapporteur: Hanna Stepanik, Delta Cultura, Austria.

Chair: Kaddy Conteh Ceesay, Mahatma Gandhi Human Rights Organisation – Gambia.

A brief description of the chair's foundation:

The Mahatma Gandhi Human Rights Organisation was founded in 1992. The primary objectives of the movement are the defending of the refugees' human rights as well as – by organising cultural programmes – the establishment of a more tolerant,



friendlier atmosphere in the society. Corresponding to these objectives, in one hand we give legal assistance to the asylum seekers, organise integrating projects in the field of education and sports, while in the other – with cultural programmes and campaigns – try to shape the Hungarian mentality and ease the adaptation of the foreigners arriving in the country.

The management structure is as follows: the president exercises powers and co-ordinate the four divisions, Human Rights, Sports, Refugee and Asylum matters and Women & Children. Each Department is headed by a head of department who is allowed to use initiative and report to the president.

Activities include:

1. Legal aid to asylum seekers and refugees.
2. Human rights education and campaigns.
3. Tolerance campaigns among youths.
4. Sport against racism.
5. Prison visits and advocacy for wonders training

Marianne Meier: Tackling Gender Inequality

The Swiss Academy for Development (SAD) is a non-profit, non-governmental organisation that is dedicated to the constructive management of rapid social change and cultural diversity. With a science based and practice-oriented approach we seek to foster new forms of action and dialogue to create conditions for peaceful social development. We research sport's potential for personal development, empowerment, social inclusion and peace-building, and conduct pilot projects.

There is still little recognition of the gendered nature of sport in most countries of the world. Sport can add tremendous positive value to international development and cooperation work for the benefit of women, men, girls and boys irrespective of the developing degree of a continent.

As a matter of fact, analysis of gender differences and inequalities in most (developing) countries often show a disadvantaged and weaker position of women and girls in social, political, economic, legal, educational and physical matters. Therefore, gender discussions and interventions tend and often urgently need to concentrate on those discrepancies at female expense.

In recent years, there has been a notable move in the discourse from requesting “gender equity in sport”, to pushing

“sport for gender equity”. This paradigm change goes beyond “including women” in existing projects. This shift defines gender equity as an objective in sport for development initiatives, rather than simply promoting the participation of women and girls. This means that special needs of a specific target group (adolescent girls, young mothers, orphans, married women, etc.) have to be understood within a cultural context and must be taken into account. For example when the Mathare Youth Sport Association (MYSA) in Kenya started to integrate girls into its programme, special measures had to be taken: “MYSA was not simply setting up a girls’ football league; rather, it was embarking on a process of transforming gender norms.”

The “terms equity and equality are often misused. Equity does not necessarily mean that all persons must be treated exactly the same. In other words, nothing is more unjust than treating different subjects equally. For example a mixed-sex meeting does not achieve its goal, if females are inhibited not expressing their opinions. The mere fact of women and men being equally represented around a table does not guarantee gender equity.

By promoting female sport and by encouraging girls and women to be physically active, gender norms are already challenged. Sporting activities can give women and girls access to public spaces allowing them to gather together, develop a social network, meet with peers, discuss problems, and enjoy freedom of movement on a regular basis.

Unfortunately, females are still under-represented in sports’ participation at all levels and in most sports, including football. There are five barriers to participation: socio-economic – divisions of labour; safety concerns; material, infrastructural and technical barriers; lack of female role models; socio-cultural barriers – ideas of femininity and masculinity.

Ms Meier offered a number of recommendations in the pursuit of gender equity in sport, including: gender neutrality of all sports; claiming “safe” space; breaking down divisions of labour in all sports; sensible role modelling.

This presentation was followed by **Gal Peleg**, International Development Manager, Mifalot, who outlined the work of his organisation.

Mifalot believes sport can be an ideal vehicle through which education, development, and peace can be practised. It is the largest and most diverse sport for development and peace or-



organisation in the Middle East. Founded in 1997 by the owners of Hapoel Tel Aviv, Mifalot's vision is to fully utilize the potential and power of football in order to build more active, compassionate and cohesive communities and support the sustainable development of a more open, just, and engaged society. Our primary business is serving the educational and social needs of children and youth throughout the region. Mifalot has over three hundred programmes that use football to teach life skills to children with special needs, promote the integration and inclusion of newly arrived immigrants, create bonds of friendship between Israelis and Palestinians, and provide much needed assistance to children living in at-risk, disadvantaged or isolated environments.

Twenty thousand children and youth across the region participate in Mifalot's programmes each year.

Beyond this core focus on child and youth programming, Mifalot also leverages the platform provided by Hapoel Tel Aviv to engage political institutions, the corporate sector, the general public and the international community to ensure that due attention is paid to most pressing social issues in the region and that resources are provided to communities in urgent need. Hapoel Tel Aviv has shifted the public's perception about the role a professional club can play in helping children and communities. Rather than being perceived as a marketing ploy or public relations campaign, Mifalot is viewed by its funders, supporters, and partners as an earnest and effective use of sport to promote development and peace.

Mission and Vision

Mifalot's seeks to provide children and youth any and all opportunities to learn, grow, excel, and participate in the development of their community and their world. Our vision is to fully utilize the potential and power of football in order to build more active, compassionate and cohesive communities and support the sustainable development of a more open, just, and engaged society.

Objectives and Development Focus

To put our mission into practice and strive to see the Mifalot vision become a reality, we base our work on four fundamental objectives. In any Mifalot programme, initiative, or campaign we measure our success based on the following benchmarks:

Provide equal access to quality sport and educational opportunities for children and youth in need; effectively teach

and empower children and youth with essential life skills and values; successfully develop local leaders and promote stronger families within our partner communities; promote peace, inclusion and coexistence across different cultural, religious, ethnic and social groups.

While each specific programme might carry additional goals and expected outcomes, these four objectives are what guides Mifalot's work in Israel, the Palestinian Territories, and around the world. Over ten years of in-field experience has given Mifalot a clear understanding about where our work is most effective. As an organisation committed to solving local issues via local solutions, we focus our efforts in the following development arenas:

Early Childhood Development and Education

Mifalot has over 100 programmes active around the region that use football as a powerful incentive to work hard and do well in school. They provide needed tutorial and homework help and a safe place for students after school after-school programmes. For children living in at-risk or isolated environments, such as the Bedouins in the Negev or children in state-run institutions, Mifalot fills the gaps in education by providing specialized programmes to teach life skills, nurture a love of learning, and promote healthy and active lifestyles.

Social Integration and Inclusion

Mifalot reaches out to socially excluded groups and uses sport to teach life skills and to foster relationships between different communities. We work with recreation centers, schools and other NGOs to provide sport and educational activities designed to help children with special needs, new immigrants and refugees and to open new paths to inclusion in mainstream society.

Coexistence and Peace

To foster a culture of peace and coexistence, Mifalot uses football to bridge social, religious, and ethnic divides. Mifalot peace programmes foster new friendships between Jewish-Israelis, Arab-Israelis, Palestinians, Bedouins, Druze, Christians, Refugees, Ethiopian Immigrants, and Kibbutz children. Thanks to Hapoel Tel Aviv, they all come together and play as mixed football teams with no boundaries or borders.



Leadership and Community Development

Mifalot works with local partners in every programme, recruits and trains coaches to run activities in their own communities, and engages every level of the community to ensure that Mifalot is supported from top to bottom. Mifalot offers a wide-range of leadership training activities for potential volunteers, future Mifalot coaches, and young leaders in sport.

Corporate Social Responsibility and Public Advocacy

We engage local businesses to invest in Mifalot, to develop new and innovative CSR platforms, and to promote a greater commitment to community service. Mifalot also leverages the platform provided by Hapoel Tel Aviv to design and implement public advocacy campaigns that support our work in the field.

Synopsis Workshop C – Hannah Stepanik (Delta Cultura)

A different emphasis is needed when we deal with male and female football. They exist in different structural contexts. Female teams/clubs are conditioned more by image and profile, whereas male teams/clubs of football club tend to be conditioned by their economic interests and status as a commodity.

Therefore, we need incentives and formal rules to encourage these structures to transform. One example would be to have a licensing system for football clubs which would ensure more uniformity in approach and allow for greater scrutiny. At present this exists only at high-end – professional – clubs but not at grassroots level.

There is little work with boy footballers at grassroots level to encourage awareness of gender equity. Patriarchy is a fundamental problem at this level and raises some serious questions: who works with the boys regarding “gender equality” (if boys are not the main target of project)? How can we encourage boys to encourage girls? How can we educate of boys while empowering girls?

Success in tackling gender inequity through addressing patriarchal procedures will help create female role models– parents, coaches, teachers, celebrities – who can then be consciously portrayed as justification, empowerment and inspiration.

Workshop D: Sport and Conflict Resolution

Input: **Alain Makengo**, LISPED, DR Congo; **Desbon Bushiri**, Football Inter-Communaire -FIC & FURD, Burundi/UK.
Rapporteur: **John Esson**, University College London, UK

Chair: **Martin Naprstek**, Deputy Director, Czech Development Agency, Czech Republic.

Alain Makengo, LISPED

LISPED is the league of sports for the promotion and defence of Human Rights in the Democratic Republic of Congo and its motto is: listen, verify, and act. It was formed in March 1999 following the celebrations to mark the 50th anniversary of the Universal Declaration of Human Rights that took place at the University of Kinshasa from 18 November 1998 to 10 December 1998.

Through press releases, news conferences, protest marches and other seminars, LISPED addresses government and athletic directors to lead them to adopt changes. A lobbying effort in Congo, for example, has allowed for the creation of a commission charged with developing a law to protect athletes’ rights. LISPED handles the protection of rights as well as the promotion of social values through sports, favouring integration through fair play, non-violence and anti-racism. The organisation uses a very simple pedagogy to raise consciousness amongst athletes to respect the sports’ law “victory, equality, defeat,” but it simultaneously teaches them to stand up for their rights.

It’s targets are:

- ▶ to raise awareness in the national and international world of sport for the prime importance of human rights in the building of a democratic and peaceful society, where we must fight at all costs to safeguard peace and respect for human dignity, especially in the world of sport;
- ▶ to combat all forms of violence in sport with the aim of protecting players, officials, fans, women, children, the disabled, etc.;
- ▶ to mobilise the national and international sport community for the values of sport, i.e. fair play, non-violence, peace, love, justice, anti-racism and mutual respect.

Our partners (UISP, LIBERA) and ourselves have learnt that sport can play an extremely important role in the harmonious development of the world’s peoples.

For example, LISPED sent a youth team to take part in the anti-racist world cup, the Mondiali Antirazzisti, giving us the opportunity to promote our activities better thanks to the financial and material support provided by FIFA and the network Football Against Racism in Europe (FARE).



Closer to home, in the Congo, the opening march from the Kibera slum and the marathon that started in Korogocho showed us how to improve the organisation of our activities on behalf of the poor and the disadvantaged in the slums of Kimbanseke, Kinsenso, Malueka, Mbanzalemba, etc.

The whole of Africa has to be mobilised to combat violence effectively in the Democratic Republic of Congo. The increasing violence at sports grounds, where children, women and people with disabilities are the victims if it breaks out, is a plague in many areas of Africa.

Sport can play an extremely important role in the harmonious development of the world's peoples. Methods that can be used to manage conflict in human relations: democracy, mutual respect, recognition of ethnic, cultural and political diversity, negotiation, dialogue, mediation and tolerance. We need to learn how to work in networks, for example the African network for peace in sport (Reseau Africain des Sports pour la Paix et Ligue Sportive pour la Promotion et la Défense des Droits de l'Homme – RAPS), which LISPED initiated during the African Cup of Nations in Ghana 2008. It's vital that we as African organisations make ourselves known to other organisations that work also for peace and non-violence.

Africa is also faced with the problem of football's "slave trade" as expressed by the fraudulent transfer of young players abroad, drug abuse, the HIV/Aids pandemic, etc. None of these problems will be solved unless Africa manages to form a united front against these scourges.

Our wish would be for Africa, like the FARE network in Europe, to use the major competitions as a vehicle for raising its voice for fair play and against racism. We need to work together in a network to ensure our activities are effective.

The main aim of creating a global network of sport's development organisations is to use sport to promote the values that encourage the integration of peoples, cultures and nations for a development centred on love, fair play, non-violence and anti-racism.

We know it won't be easy, but we are counting on the good will of the organisations fighting for these ideals to help us develop our network.

Desbon Bushiri, founder of Football Inter-Communautaire – FIC (Football Between Community).

FIC (Football between Communities) is based in one of the worst war-torn parts of the Democratic Republic of Congo, the province of South Kivu, Territory of Baraka-Fizi in the eastern region of the country. It believes football has the power to bring divided peoples together.

FIC arose in an attempt to answer a number of questions:

- ▶ Is sport the missing link for deep rooted divisions in post-conflict situations?
- ▶ Can sport and football in particular act as a tool for reconciliation and peace-making?
- ▶ What else is needed in addition to provide appropriate infrastructure?
- ▶ What are the limitations?
- ▶ What has worked?

The South Kivu Unity Festival, a practical attempt to answer some of these questions, is the FIC's annual sporting event. It has as its main objectives:

- ▶ To bring about greater popular participation in the activities of FIC programmes and missions.
- ▶ To promote peace initiative, wellbeing and building solidarity amongst societies.
- ▶ To promote gender equality and sustainable community development.
- ▶ To help, support and facilitate active citizen participation in making the decisions that affect their lives.
- ▶ To promote the rights of children, women and other minorities.
- ▶ To educate and using awareness by providing information to civil society so that the discussion of important issues can be maintained.
- ▶ To support for war and disease orphans in their critical conditions.

FIC's experience in holding the South Kivu Unity Festival has helped them get near to answering some of the questions raised above. FIC believe that in every conflict there are local people building peace. But to be effective in the long term they need resources to expand and reach out to more people and communities, to connect with people in power and create political as well as personal change. That is where funding from individuals, organisations and aid donors can help make progress to a lasting peace and stability.



The FIC team of local volunteer staffs (women and men) work to keep violence out of society by promoting peace, tolerance and reconciliation through sporting activities. The South Kivu Unity Festival is crucial to this development. Conflict is like an epidemic. When enough local people and activists are inoculated against a disease, it stops spreading. Similarly, when enough local people and activists in area are using non-violent way of dealing with conflict, violence can be halted. Every conflict is different, that is why local people with local knowledge are invaluable and their participation vital to success.

The FIC project managed with its motivated local staffs has a most powerful tool that is the knowledge of the system, the history, the people involved and knowledge of the culture.

We feel the FIC's flagship project, the South Kivu Unity Festival is proving to be a success for the following reasons:

More than two hundred people and delegates from diverse communities and ethnicities, from all territories come together in a very small town of Baraka situated in the South of South Kivu Province, to celebrate the World's most popular game regardless of gender, tribe and religion. This helps to break down barriers caused by ignorance and prejudice in a very positive way. The FIC team, in conjunction with Katanga Youth Centre, have conducted diverse and successful workshops on conflict resolutions and HIV/AIDS awareness as part of the festival. Also, different activities were conducted in diverse schools across the town of Baraka.

Most of these activities have been covered by the (mainly provincial) media. A great compliment to FIC was that tv stations mobilise for the whole week of the festival. The whole country is able to see people and communities which were ripped apart with war and conflict, coming together in a spirit of unity.

At the end of the festival, participants and delegates return to their local communities and shared the experience and knowledge with other local activists.

Here are some of statistics gathered from our last report:

- ▶ 60% of its population still live in displaced areas both within and across the frontiers.
- ▶ More than 50% of young people between the ages of 6-20 years old are orphans from war conflict and disease such as HIV and Malaria.
- ▶ 70% of young people are without access to education.

In summary, the FIC's annual South Kivu Unity Festival has achieved an excellent profile, nationally and internationally, which will be of great benefit to future programmes working both in the DR Congo and other parts of the world poisoned by war, conflict and upheaval.

Synopsis Workshop D - John Esson (University College London)

Local grass roots NGOs feel that larger governing bodies and NGOs do not take them seriously. Could this be overcome by teaching local NGOs how to interact with their larger organisations? One way of doing this could be to help them take advantage of the funding opportunities available, such as where to go to look for funding, how to complete the forms etc.

If politicians are not interested, how do you begin? Traditional community leaders are a good initial contact as they are able to reach a large local audience, and are respected. They are also often not tainted by political ambition. However, once the project gains some public recognition, the politicians and governors who were not initially concerned try to get involved for personal reasons.

Dialogue between politicians and NGOs could be encouraged by holding meetings in neutral locations. Also, to increase cooperation between local NGOs and governments, embassy officials should be invited to conferences such as this in Vienna. This could help the potential of sport for reconciliatory work and override the problem of lack of interest from larger NGOs who sometimes do not show interest or seem to unless there is a personal/corporate benefit.

Sport organisations such as FIFA could commit to contributing 0.7% of their profits to development through Sport- Importantly this should not be for development of the sport! The two should be distinct. Focus on high profile specific projects, but long term (sustainable) projects could be more beneficial. Think globally act locally.

How to gauge the success of projects, when so many are taking place simultaneously? Does there need to be greater cooperation between NGOs?

Sharing good practice and also bad practice advice- letting each other know what is working and what is not working. Transparency and accountability are key to our work.



Conference Day Two

Experiences on the ground: Brief visual presentations on grass-roots initiatives

Tom Colborne, TackleAfrica, UK

Our method is to use football to achieve our goal of reaching young people in Africa to increase their understanding of HIV/AIDS in order to enable them to live safe and healthy lives. Football is the world's most popular sport and in Africa it has attained enormous significance, breaking down barriers and providing opportunities for even the most disadvantaged to shine.

By capitalising on this interest, TackleAfrica and its local partners can create a platform that can be used to as a tool for communicating vital messages, mobilising communities to join the fight against HIV, enabling people to protect themselves properly and challenging the plethora of stigma and misconceptions that surround the disease.

Since 2003 we have been working with expert local partners in 16 sub-Saharan countries, using football as a method of reaching young people and using classroom based activities to deliver HIV/AIDS related information. In January 2007 we successfully took that information out onto the pitch with unique coaching drills specifically designed to inform players about HIV/AIDS as well as improve their football skills.

At the end of 2007 we produced our HIV awareness through coaching manual, and are continuing to work with local partners and young people across Africa. As well as visiting countries across Africa with professional football coaches trained in delivering the HIV/AIDS through football drills, we train local coaches, teachers and partner-employed multipliers to use the manual to extend and continue the reach of our work.

What We Do

Fund activities organised by our partners in Africa including youth football tournaments, peer education training, HIV/AIDS awareness football events and projects to encourage safe behaviour amongst young people.

Build the capacity of local partners with coaching projects, football tours and by distributing our HIV/AIDS awareness through football coaching manual.

Train local coaches, youth workers and leaders to deliver HIV/AIDS messaging through football.

Train UK football coaches to deliver HIV messaging through football in Africa, raise funds for our partners and raise awareness in the UK of the HIV pandemic in Africa.

TackleAfrica has successfully used imaginative coaching and adapted game situations to educate participants about their immune system and aids prevention. They feel the football coach, as a healthy, motivated individual, is a good role model through which the prevention message can be delivered.

Erwin Hinterholzer, Jugend Eine Welt, Austria.

Jugend Eine Welt means Youth One World, therefore we want people to get closer to form ONE WORLD. The aim is to support children and young people worldwide. We work together closely with the Salesians of Don Bosco and the Salesian Sisters. They have projects in more than 180 countries worldwide and can guarantee to be partners on the spot.

Examples of activities

Voluntary services: Organisation, preparation and accompanying young people who commit themselves for 12 months to work with children and young people in a selected project of the Salesians of Don Bosco or the Salesian Sisters. They get involved with street working, street children, professional training schools or oratories. They do this service voluntarily without payment.

Fundraising: Jugend Eine Welt tries to collect funds in Austria/Europe to support projects of the Salesians of Don Bosco and the Salesian Sisters worldwide. Therefore Jugend Eine Welt is also partner of the Austrian Development Agency which is the agency of the Austrian Government.

Project Financing: The project department discusses projects sent in by partners and evaluate them. They prepare them for fundraising activities in Austria/Europe. They are in contact with donors and official departments (e.g. Austrian Development Agency).

Educational work in Austria/Europe: To bring the problems and the situation of people in our partner countries to a wider public, Jugend Eine Welt does educational work in Austria/Europe. We offer workshops, go to school classes and organise big campaigns. Topics dealt with include for

example fair trade or the Millennium Development Goals of the United Nations.

Current programmes include “Football for Streetchildren”, “Fair Trade Soccer Goals”, “Campaign Kickfair 08” and “Champions for South Africa”.

Yomi Kuku, Search and Groom, Nigeria.

Search and Groom, a sports and peace development project focusing on youth, started in 2003. It organises programmes using sport as a tool for social harmony and community regeneration.

Search and Groom as a non-governmental and non-partisan organisation, is committed to indigenous people’s development and rehabilitation. It has a mandate to defend, protect and promote universally recognised human rights in Nigeria, in accordance with international human rights standards. These objectives are pursued through research and publications, campaigns, human rights education and self-empowerment projects.

Its implementation stage started in Ajegunle, a slum in the Lagos suburb, with its high crime rate and low-income earners. Today, the project has spread its message across to Ipaja, Agege, Ikeja, Ikorodu areas of Lagos where it has gained acceptance.

Search and Groom focuses on vulnerable groups such as youth, homeless, displaced, unemployed and those in drug and prison rehabilitation.

Search and Groom is strongly focused towards contributing to the global poverty solution strategy with our sight on the 2015 target set by the United Nations towards eradicating or at least reducing Poverty to the barest minimum.

Various awareness campaigns and programmes are held concurrently with football tournaments and social events. The programmes always, which include Citizenship Responsibility; National Orientation, HIV/AIDS awareness etc are handled by qualified resource persons. Examples of our programmes and activities include the following.

Street Soccer League Cup is an annual tournament meant to select Nigeria’s team to the annual Homeless World Cup whilst using soccer as a driver of youth involvement in personal and social development activities.

Holiday Camp Programme: The goal is to keep young children and people busy during the long vacation from schools. Programme implementation is planned and activated by ASA/ GLEN interns from Germany and Czech Republic. It features football, drama, Arts, Music, Health Education, Civic Studies, Training on Multimedia and film show on Aids/HIV awareness etc.

Samsung NextHero: A programme put together by Search and Groom with support from Samsung (through their CSR platform) for vulnerable, less privileged kids (male) between the ages of 14 -18 years. To help develop their football skills through quality training and competitions within the communities where we operate in Lagos in the hope they become heroes of the game at a global level.

Project Excel: Aimed at addressing child abuse and raising the consciousness of the participants (kids) on children’s rights. It also educates kids on how they could make a positive change in the society and illustrating the danger inherent in anti-social behaviour, education and reading habits being the fulcrum.

One for One: “1 – for – 1” explores practical solutions to gender inequality engaged primarily with females between 10-16 years of age. This project gives prominence to leadership training programmes to induce self confidence in girls (participants) whilst creating an atmosphere of acceptance by males (boys). Our target groups are inhabitants of the communities where we have run previous projects, including street kids being rehabilitated in reception centres (in partnership with “The

Harbour” managed by Inspire Africa Foundation in partnership with Search and Groom), school drop-outs, disadvantaged kids, physically challenged people, young individuals with learning disabilities.

Vote to Score: To create safe and informal spaces to discuss and understand the electoral process. It also endeavours and shows how active participation through sport and games can help youths learn steps they can take to be an active player in building good governance, accountability, transparency, tolerance and fair play.

Search and Groom has also international programmes such as the Homeless World Cup, Football for Hope Festival 2010, ASA Exchange Programme and Ambassadors. In this last programme we try to reconnect successful Nigerians in Diaspora back to their roots. Recently, Nigeria-born Navina Omilade, a German International female footballer has been working in this capacity to highlight the problems related to women and children. Beijing Olympic silver medallist and player at Boulogne in France, Olufemi Adebayo, is also an Ambassador.

To help publicise its work Search and Groom has a media support group comprising newspapers Punch, Daily Sun, Daily Independent, Vanguard, Guardian and ThisDay. Also other media such as the Nigerian Television Authority, Africa Independent Television (AIT), Channels Television, Gotel TV, MBI, Radio Nigeria, Ray Power fm, Cool fm, Rhythm 93.7fm are supporting us. Since its formation Search and Groom has achieved a number of milestones including:

- ▶ 10 participants were selected from “Free Kick” (the pilot phase of the Street Soccer League Cup) and played at the 2006 Homeless World Cup.
- ▶ 10 participants from the Street Soccer League Cup were selected and played at the 2007 Homeless World Cup in Denmark.
- ▶ 10 participants from the Street Soccer League Cup were selected and played at the 2008 Homeless World Cup in Melbourne, Australia.
- ▶ 2 players from the Street Soccer League Cup have graduated from the National Institute of Sports (N.I.S) with the Advanced Coaching Certificate.
- ▶ 2 players from the Street Soccer League Cup have gained admission into the National Institute of Sports (N.I.S) and now studying for the Advanced Coaching Certificate.
- ▶ 4 participants have gained full time employment.
- ▶ 1 Nigerian from the Project was in Germany for an all expenses paid (by the German Government) three-month internship with the streetfootball Festival 06 and the 2006 World Organising Committee on an annual exchange programme.
- ▶ 10 participants embarked on a trip to Australia to take part in the Homeless World Cup.

Panel Discussion: The Exploitation of Sex Workers during Football Events. Issues and initiatives.

Presentation by **Raffaella Chiodo**, Benny Nato Antiracist Center, Italy and **Oria Gargano**, Be Free Association, Italy

Chair: **Layla Mousa**, UISP

The biggest traffic in the world is of sex workers. Be Free believes in the slogan “real men don’t buy sex”. The World Cup in South Africa poses potentially enormous problems of sexual exploitation and concomitant health issues surrounding diseases such as HIV/Aids. In this context the Benny Nato Centre in Rome has developed its Red Light 2010 campaign.

The Red Light Campaign is a group of organisations working together to combat human trafficking exploitation and abuse of women and children in Southern Africa. The goal is to prevent the violation of the rights of women and children through human trafficking, exploitation and abuse. We are focusing our attention



on the 2010 FIFA World Cup that will be held in South Africa; so take a stand and join us in the anti- trafficking campaign. The Red Light is a call to action, we challenge all the citizens of the world to act against human trafficking; to stand together and reject the exploitation of women and girls. Women are not for sale, women's right to freedom and right to life must be respected by all.

The speaker reminded the audience that the Egypt football team celebrated after their Confederations Cup performances with hiring prostitutes who they then accused of stealing property from their hotel rooms!

Much of the work of "Be Free" has involved disrupting the trafficking of, and violence and discrimination against, African women in Europe, especially Italy. It has set up a front desk for psychological, social and legal counselling and assistance inside Ponte Galeria C.I.E, within the framework of the Project "Prendere il Volo 2". Be Free having had the exclusive responsibility of running the front desk in the female sector of the C.I.E, it had the opportunity to enter into a stable relationship with 111 women. Each of these women has a dossier, structured in one or multiple interviews, that evidences several important issues. (Fifty nine per cent of the women met are Africans and within them, 43% are Nigerians. Chinese women constitute another significant presence (15%).

The approach with the women is facilitated by the assistance of cultural mediators from China, Russia, Former Yugoslavia, Romania, Nigeria and Italy, and English and French speaking social workers.

Among the women we kept track of, and those who had the right to apply for Art. 13 or 18, 11% denounced the traffickers and were included in a social recovery project.

The increasing number of Nigerian women arriving from Lampedusa to Ponte Galeria C.I.E. becomes of the utmost importance to understand the mechanisms of a developing phenomenon as the trans-national trafficking for sexual exploitation. The majority of the women who came to us asking for help have been sexually exploited (25%), but many of them have, also, been exploited on the labour market.

Among the Nigerian women that suffered sexual exploitation, 25% declared to have been exploited in Libya.

Summary provided by Layla Mousa (UISP)

The aim of this session was to illustrate and to discuss the trend of sexual exploitation increasing during big events, and in particular, within the context of the Football for Development



project, during big sport and football events such as FIFA World Cup and UEFA European championships.

During FIFA 2006 and UEFA Euro 2008 several organisations such as Amnesty International, revealed the increase in young women coming from surrounding countries to work, who became victims of organised crime, and Confederation Cup 2009 gave similar signs for the South Africa World Cup. Also some European parliamentarians took care of the issue presenting some interrogations.

Outputs

The issue faced by this session was not very easy to discuss, because on the one hand in the football world there is a kind of "resistance" to identify sexual exploitation as a real problem or as violence against women. The phenomenon is quite hidden, is something which the football world doesn't like to officially to speak about.

Many participants were very surprised about the mass of the data, and they were very interested in the argument. Many of them, after the discussion, contacted the speaker to learn more and to plan common action to study and face the problem.

There were also presentations to the full conference from delegates: **Gal Peleg**, Mifalot, Israel; **Peter Karanja**, MYSA, Kenya; **Usha Severaju**, Swiss Academy for Development and International Platform for Sport and Development, all of whose work has been detailed above.

Closing Plenary Session

The way forward: What is Sport and Development Agenda beyond South Africa 2010

Future perspectives, Action Plan and Open Floor

Bella Bello Bitugu, VIDC, **Ivor Hopkins**, MHC International, **Robin Ujjalusi**, INEX-SDA.

Chair: **Kurt Wachter**, VIDC-FairPlay

The session begun with tv news item on Austrian tv channel ORF (news programme ZIB 24) featuring VIDC representative **Bella Bello Bitugu** talking about the conference, its aims and objectives as detailed above.

He was followed by **Ivor Hopkins** of MHC International, a company advising on corporate social responsibility. His pres-

entation had five components: who am I and why am I here?; definitions of corporate social responsibility (CSR), social development (SD) and stakeholders; the World Council for Business Development; a case study of CSR and what he termed the 'outro'. Beginning with a light-hearted game of meet your neighbour and name badge recognition, he followed this by putting the case for more responsible business practices, with NGOs using their local knowledge to get the best out of corporations.

Robin Ujfalusi, of INEX-SDA said sport, and particularly football, is able to connect people in a way which is entirely natural for youngsters. Games organised in a positive spirit connect kids as well as volunteering trainers. Sport programmes that focus integration, reconciliation and informal education of youngsters are hugely beneficial.

INEX – SDA is a non-governmental non-profit organisation founded in 1991 whose primary activities are in the area of international voluntary work. Our main objective is, through international voluntary work, enabling people to help where the help is most needed whilst at the same time making it beneficial for the volunteers in terms of obtaining new life and work experiences which they can use later in their careers.

Every year INEX-SDA sends more than 600 volunteers to all the corners of the world to participate in the voluntary projects. Development education is one of the main programmes. It unites GLEN (Global Education Network of Young Europeans) – a programme of 12 European NGOs, sending 7 selected applicants for 3-months internship in a developing country within the context of Football for Development which takes place every June in different regions of Czech Republic, including participation of a youth team from Kenya. Development education should enable people to understand better the relations between their own lives and lives of people across the world. More and more young people travel to developing countries to participate in volunteer projects, they come back with interesting and valuable experiences, and they feel like sharing it after coming back.

We see the main aim of global development education as raising awareness of how global issues and processes affect everyday life of individuals, local communities and societies and how at the same time each of us can influence these processes as a result. In other words and more simply: development education should enable people to understand better the relations between their own lives and lives of people across the world.

Yomi Kuku, "Search and Groom", Nigeria, thanked the conference for enabling him to confirm old friendships, make new ones, gain new ideas and share knowledge. He felt we should build upon contacts and links made at the conference and at the 2010 World Cup in South Africa to foster improved relations between Africa and South America, Central America, North America and the Caribbean.

Football is an international tool to communicate with disadvantaged young people the world over to encourage them to live a life of integrity, self dignity and to realise their full potential. We use the instrument of fair play football to achieve that. We have been doing that for the lifetime of our project in Lagos, Nigeria.

We have taken about 50 extremely disadvantaged boys (formerly homeless) out on international trips to Europe, Australia and South Africa and not a single one has absconded. They have always returned to Nigeria.

In summary, Yomi Kuku argued delegates should: Seek commitment of sustainable partnerships with participat-

ing NGO's with a purpose of knowledge/expertise sharing. It is however important to put in place monitoring and compliance in this aspect.

Build extensively via lobbying, on topics discussed during the conference especially on trafficked players. The European Union, African Union, FIFA, NGO's and other global players to take an active lead, beyond conference halls, to the field and on the streets.

Follow up on the train/chain: Europe – Africa – Latin America. This is more sustainable with sharing of experiences and creates a platform for a South-South rapport in view of destination 2014, which halts momentarily in Latin America.

Build a broad based strategy to support and help court friendship with a major partner like the media.

Bella Bello Bitugu presented the conference with a preliminary draft of the Action Plan. He stressed it was not finished but merely "a bridge to where we want to get to".

The session was then opened up to contributions, questions and observations from the floor.

A conference delegate from KwaZulu University, South Africa, **Julian Azzopardi**, argued the Action Plan should focus on what could be achieved practically. It should also make a distinction between NGOs and governments. Working to bring about different experiences and possibilities. The AP also needed a timescale.

These concerns were answered by **Yomi Kuku** who emphasised the need for South-South co-operation.

An **anonymous questioner** from the floor directed his question to Ivor Hopkins. He asked why companies, when working with grassroots organisations, often override their needs of development but follow the company's own paternalistic agenda and/or programme?

Ivor Hopkins replied that corporate social responsibility was uneven, there were some good, some not so good companies. It was a learning curve for his organisation as much as the people, communities and groups who have to deal with them on the ground. He mentioned the example of Shell in Nigeria who appear to use CSR as "greenwash" in that region.

The same **anonymous questioner** said his question, in its widest sense was asking what do we do with those companies whose activities are detrimental to the planet?

Another **anonymous contributor** from the floor observed that the Action Plan needs to reflect its impact upon and usefulness to Africa.

Bella Bello Bitugu answered that the Action Plan should not be patronising toward Africa, thus it is general not specifically directed toward the South African government or NGOs. He agreed with Yomi Kuku that North-South and South-South dialogue needs to be encouraged.

Martina Hillbrand from Women Win offered the services of Women Win as co—ordinator of suggestions for the Action Plan related to women and gender issues.

An **anonymous contributor** from the floor said the Action Plan needs to state anti-racism as a definite objective.



A delegate from the Mahatma Gandhi Human Rights Organisation, Hungary, **Kaddy Conteh Ceesay** requested a conference on women's issues and the need for a football academy for girls in Gambia.

Yomi Kuku replied he would like to work with Women Win in relation to women's issues in Nigeria and with the Mahatma Gandhi Organisation on developing a conference on women's football in Gambia.

Bella Bello Bitugu replied that VIDC-FairPlay would not have the resources to fund a conference on Gambia but perhaps those on the platform and floor could look around and suggest ways in which it could be funded.

Closing Remarks by Franz Schmidjell of VIDC

He raised the question of who was doing the agenda-setting for development arising out of the 2010 World Cup, arguing it was a priority in such a context to push for an agenda that was similar to the Action Plan.

Instead of making a summary of the conference he read a parable which was written by Mike van Graan, General Secretary of the African wide network ARTERIAL: "There was Francine, sitting in Rwanda, minding her own – micro – business and creating her traditional cow dung paintings, when along came a Belgian development agency worker and suggested to her that she could get some funding to support her work if she could just frame her application in the language of culture and development. She was still working through the various definitions of development and wondering whether it was a good thing to be 'developed' or not, when another Belgian consultant dropped by and asked if she knew about the Convention for the Protection and Promotion of the Diversity of Cultural Expressions since cultural diversity was the new language through which to access funding. Francine had just learned the full title of the Convention when a German expert was parachuted in to explain to her that what she was doing was a cultural industry, and that cultural industries were now the next big thing in development-speak. No sooner had she learned how to spell 'entrepreneur' when she was approached by an international NGO to participate in their intercultural dialogue project, which they said, was on the cutting edge of contemporary cultural discourse. She was

trying to tell them that this was something they were doing in Rwanda ever since you could say Hutu and Tutsi, when a guy in a raincoat flashed in front of her, urging her to participate in a culture and climate change project which had just received a flood of funding! Just then, along came a European theatre troupe to train Francine, a painter, in cultural diplomacy."

Mr. Schmidjell asked: "What, you may be wondering, are the points implied in this little parable in connection with our conference?"

First, he raised the question of who was doing the agenda-setting and ownership. Are the Northern donor agencies or the community based organisations in the South making the priorities? 2010 football is 'en vogue' in the international development discourse. But what will happen in the following years, he asked. The importance of a lively network was emphasized and that it was a priority in such a context to push for an agenda that was similar to the Action Plan.

Secondly, he asked about the efficiency of knowledge sharing and exchange. Especially the African partner organisations have a lot of experiences in football for development, because they know the realities and the local context. He stressed the need for a stronger inner-African exchange and that more research is needed as well as local capacity building, monitoring and evaluation.

Thirdly, he emphasized that equal partnership is, a fundamental prerequisite for a positive working relationship between organisations and this has not been achieved at the conference because of the disproportionate number of European representatives compared to African. However, this was no fault of the organisers rather the difficulties presented by rigid EU visa regulations. Maybe, Mr Schmidjell said, that a similar conference should take place on the African continent.

He mentioned that the Vienna Action Plan will be sent out soon for comments. A report will be prepared and should be ready in June. The website www.footballfordevelopment.net will be online. A draft of the teachers' manual for awareness-raising is available at the info desk.

He concluded by thanking all the organisations, contributors, participants and wished a safe journey home to all.

Appendix

Conference Presentations Online

The Power Point presentations of the conference speakers can be downloaded on www.footballfordevelopment.net and www.sportanddev.org

Vienna Action Plan – Football for Development

Football is the world's most popular sport with an enormous potential for social and economic development. We do not see it as a goal in itself but rather as a powerful tool for development. Football engages and excites people across the vast divides of national, regional, racial, religious, ethnic, gender, age, ability, social and economic differences. It is a universal language which, when given the chance, most people speak freely, one of the few times when they can understand each other.

We, representatives of 66 development NGOs and initiatives, development through sports organisations, football clubs and associations, fan initiatives, players' unions, sport organisations and media, academic institutions as well as governmental bodies including national development agencies, United Nations and European Union institutions, from 27 different European and African countries, gathered here at the Vienna Conference "Development through Football" from 23-24 April 2010, affirm our strong commitment to make full use of the potential of football and other sports to overcome underdevelopment, poverty, address gender inequity, all forms of discrimination and social exclusion.

We are dedicated to engage and involve in a networking process to exchange experience and good practice.

I. We call for football governing bodies including federations, associations and clubs as well as the international and national governmental bodies, development agencies and sport sponsors to:

- ▶ Recognize and understand the real contribution football and sport can make towards sustainable social development
- ▶ Initiate and support development through football and activities, in particular educational and awareness-raising programmes
- ▶ Challenge racism and all forms of discrimination in sports and foster the inclusion and involvement of minorities and migrants through and in sport
- ▶ Design and adopt Social Responsibility policies
- ▶ Support and drive the use of football and sport for the attainment of the Millennium Development Goals (MDGs), well after 2015
- ▶ Make use of the of the FIFA World Cup 2010 in South Africa and subsequent big sporting events as mediums for creating awareness on social and development issues
- ▶ Pro-actively address the trafficking and exploitation of young and under-aged players, vulnerable groups and sexual exploitation within the context of sport
- ▶ Encourage and support initiatives in the area of development through sport, especially at grass-roots level and make use of current and past players and athletes from the South as role models for young people
- ▶ Establish partnerships with organisations committed to use football as a means of fostering development, eradicating poverty and raising awareness on the environment and global inequity and encourage South-South cooperation
- ▶ Assign at least 0.7% of the total revenues to Social Responsibility initiatives promoting development and anti-discrimination

II. Practical Recommendations

Development Education through sport: Targeting schools and young people

- ▶ Use non-formal education to link football, as well as others sports, with teaching in marginalised communities that are not involved with the mainstream education system or may not learn effectively in a conventional classroom environment
- ▶ Design educational strategies which incorporate sport to attract young people by introducing them to important issues in the areas of health and sanitation, civil responsibilities, discrimination and overcoming social barriers
- ▶ Include development through sports and anti-discrimination in the curricula of educational institutions

Tackling Gender Inequity and Raising Gender Awareness

- ▶ Raise awareness among teachers, coaches, media, sports bodies and other stakeholders to ensure accessibility to all kind of sports by males and females alike.
- ▶ Adopt strategies against stereotyping based on gender, sexual orientation and other forms of discrimination and protect all people who challenge social norms by their free choice and exercise of sport.
- ▶ Assess the socio-cultural context and select adequate type of sports (gradual steps) specifically adapted to various target groups.
- ▶ Ensure pedagogical and didactical considerations with regard to co-educational and other group dynamic forms with regard to gender.
- ▶ Pro-active identification and creation of (especially) female role models and involving them in a systematic and conscious way.
- ▶ Claim and ensure safe and adequate spaces especially for girls and women to play sports
- ▶ Identify and involve the main "gatekeepers" (people who prohibit female participation) and include in every stage of the planning, implementation and evaluation process.

Media and Campaigning

- ▶ Ensure consciousness raising coverage that does not reproduce prejudice and stereotyping and report success and positive stories to provide a balanced perception on vulnerable and under-privileged groups
- ▶ Establish cooperation with private and public media to report on sport for development issues and make information accessible especially to marginalised societies
- ▶ Design a strategy to build media capacity by training and sensitizing journalists in the area of development through sport
- ▶ Consult and actively exchange with development NGOs and experts from the South; and build partnerships with projects, using platforms such as the International Platform on Sport and Development or Football for Hope

Sports and Conflict Resolution

- ▶ While sport in itself cannot solve conflicts it should be used as a tool for preventing violence, ethnic and regional tensions and war
- ▶ Use sport as a resource for dialogue and cultural exchange in post-conflict areas
- ▶ Establish long-term programmes through sports to reconcile former war and conflict parties, including child combatants soldiers and other victims
- ▶ Engage, consult and cooperate with local grass root NGOs and local political actors
- ▶ Train and advise local NGO's in order to take advantage of the funding opportunities available

List of Participants

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Bukasa Di-Tutu | Austria | FC Sans Papiers Die Bunten
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Colborne Tom | UK | Tackle Africa
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Karanja Peter | Kenya | MUSA
Kikandu Makengo Alain | DR Congo | LISPED
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Koffi Leon | Austria / Côte d'Ivoire | Artist
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Kuku Yomi | Nigeria | Search and Groom
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Žwak Pavel | Czech Republic | INEX-SDA

Media

Bukasa Madge Gill | Bunte Zeitung (Community magazine)
Chmelar Gottfried | Photographer
Deichsel Katharina | Name*it – Media Office
Foschi Clemens | Name*it – Media Office
Gächter Martin | Austrian Press Agency (APA)
Hackl Christian | Der Standard (daily newspaper)
Kalcsics Monika | Name*it – Media Office
Mauricio Mejía | Canal 22 TV (public Mexican TV broadcaster)
Moser Max | Photographer
Mostbauer Rainer | Austrian Broadcasting Cooperation ORF, ZIB 2
Neumann Alexis | Radio Afrika TV
Raabe Julia | Der Standard
Radovanyi Stefan | Photographer
Rosner Simon | Wiener Zeitung (daily newspaper)
Wurmbrand Gustav | GNS Press

Football for Development Project

football for development



In the run up to the first African FIFA World Cup on the African continent, a group of development NGOs from four European countries and five African countries came together to design a project using football to address development themes in line with the Millennium Development Goals. The project within the realms of development education through football intends to create awareness on diverse social, development and community issues, and also motivate the youth to get involved and be proactive in these topics. Our intention is to leave a legacy behind in our own little ways for those on the ground both in Africa and elsewhere. The project, called "Football for Development – Exploiting the potential of sport as a tool for awareness raising and generating public support" has the following objectives;

- ▶ Contributing to the Millennium Development Goals (MDGs) by exploring the potential of football as an effective and sustainable cost effective tool for development
- ▶ Using the popularity of football as a medium for promoting awareness, participation and support for development among young people, football stakeholders and (sport) media

In addition to the international conference in Vienna under the theme **Development through football – Sustaining the potential of the first African World Cup**, different activities were organised including, a cross-border school programme and the production of a teachers manual, visit tours of a team of young people from Mathare Youth Sports Association, MYSA, journalist training workshops in Austria and Italy and Media exchange programme for (sport) journalists from Europe and Africa. A highlight have been the activities at African Fan Zones during the FIFA World Cup in June and July 2010 in five inner cities in Austria, Czech Republic, Hungary and Italy.

To sustain and compliment the results of the conference in Vienna, an expert NGDO meeting will be organised within the realms of this project in Prague in March 2011 which hopes to come out with an adopted **Good Practice Guide** for initiatives in the area of development through football.

www.footballfordevelopment.net

Project Partners & Contact

vidc - Vienna Institute for International Dialogue and Cooperation (VIDC) - Austria

The VIDC, founded in 1962, is a non-profit, international non-governmental organisation (NGO) active in the fields of international dialogue and cooperation, awareness-raising on global issues, culture and public relations as well as anti-racism and anti-discrimination in sport. VIDC has three departments: Dialogue and Policies (social and political policy tasks), Moving Cultures (cultural exchange and management) and FairPlay. Different Colours. One Game (anti-discrimination in European football).

VIDC - Vienna Institute for International Dialogue and Cooperation

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INEX-SDA - Association for Voluntary Activities - Czech Republic

INEX-SDA, founded in 1991 in the Czech Republic, is a non-profit NGO active in the field of international volunteerism, education & campaigning. Since 2006, it runs a national awareness-raising campaign Football for Development. The involvement in the field of development education of INEX-SDA dates back to 2004 when INEX-SDA started to be involved in North-South exchanges due to the cooperation with the ASA-Programme (GLEN network) and CCIVS (**Coordinating Committee for International Voluntary Service**). It also co-operates at the national level with The Czech Forum for Development Co-operation (FoRS) and the Czech against Poverty campaign.

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Uisp - Unione Italiana Sport per Tutti - Italy

The Italian Sport for All Association UISP is a national sport association with the aim of extending the right to practice sport by everyone and connects it to health issues, life quality, education and social relations. UISP has currently more than one million members active in 14.000 UISP sports clubs in all 20 Italian regions and has 160 local committees engaged in 26 sports disciplines..

Uisp Nazionale

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Mahatma Gandhi Human Rights Organisation - Hungary

The Hungarian Mahatma Gandhi Human Rights Organisation has been operating since 1992 in the area of integrating refugees and combating intolerance. MGHRO is a part of the minority committee of the Hungarian Football Association MLSZ. Its sister organisation MGHRO-Gambia uses sport to eradicate poverty. The two most important MGHRO projects are the Tolerance Education Programme for high-school students and the Football Against Racism campaign.

Mahatma Gandhi Human Rights Organisation

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Associate Project Partners

Mathare Youth Sport Association (MYSA) | Kenya



MYSA was founded in 1987 in the Mathare area, one of Africa's largest and poorest slums located just a few kilometres from the central business district of Kenya's capital, Nairobi. From an initially small self-help youth sports project, MYSA rapidly became a community development project using sport as the starting point. Today over 20,000 youth on over 1,600 teams participate in the MYSA programmes. www.mysakenya.org

La Ligue Sportive pour la Promotion et la Défense des Droits de l'Homme (LISPED) | DR Congo



LISPED was formed in 1999, the objective of LISPED is to enhance and protect human rights in sports and to promote understanding among ethnic groups and people, social tolerance and the issue of war, peace and violence. It uses sport as a multiracial integration tool and attempt to shape the national as well as international opinions about sports values – notably fair play, tolerance, non-violence and anti-racism. The mission is also to mobilise women and girls on gender equity and the empowerment of women and girls. www.lisped.org

South African Football Players Union (SAFPU) |

South Africa



SAFPU is an affiliate of COSATU – Congress of South African Trade Unions. The trade union represents professional football players in South Africa. It is also a member of the International Players' union FIFPro (Federation of International Professional Footballers). Currently, SAFPU has nearly 600 members. In the past decade, several South African football players have died from AIDS-related illnesses. Since football is the most popular sport among black South Africans, SAFPU have used the appeal of professional footballers to convey key social messages. www.safpu.org

Search and Groom (S&G) | Nigeria



Search and Groom, a symbol of Nigerian youth, sports and peace development was founded in 2003 as a project meant to organise its own programmes with the background knowledge of exploiting sports' vast acceptance as a means of social campaign, harmony and community regeneration. It seeks to provide capacity building programmes, training, rehabilitation, employment, sports and recreation opportunities for youth, homeless and displaced people, rehabilitated and other vulnerable persons. www.searchandgroom.org

SOS Children's Villages | Ghana



The SOS Children's Villages Ghana, is an independent, non-governmental and social development organisation active in the field of children's needs and was established in 1974 with currently four villages operating in Tema, Asiakwa, Kumasi and Tamale. There are over 500 children in these villages and over 2000 pupils in the supporting educational facilities. In 2007 and 2008, SOS Ghana organised a "Football for Peace and Development" festival for over 750 young people from six African countries including Ghana. The project was organised to coincide with the African Cup of Nations. www.sosghana.org

Name*it | Austria

NAME IT
positive media

Is a nonprofit organisation based in Vienna, Austria. They produce features, documentaries and reports for radio, print media, TV and web media mainly about underrepresented issues. In 2008 they organised the "Peace Kicking Mission" in Kosovo. Their experiences in Africa include the production of a radio feature about the music festival in Timbuktu (Mali) and Cooperation with South African Media. During the FIFA 2010 World Cup in South Africa, they produced a media website about development issues, civil society and the effects of the FIFA World Cup 2010 in South Africa. www.kaptransmissions.org

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