

football
for **development**



**Good Practice Guide
on Development Initiatives
through Football**

© INEX-SDA

www.footballfordevelopment.net



Table of Contents

What this Guide is about	3
Criteria for Good Practice	4
Initial Considerations	4
Sustainable Considerations	5
Vienna Action Plan	6
Grass Roots Initiatives and International Partnership	8
Football Governing Bodies, UN and Government Agencies	14
Clubs, Fan Groups, Academies and Anti-racism Initiatives	17
Football Stars and Professional Players	22
Media for Development	24
Corporate Social Responsibility and Fair Trade	26
Summary of Strategy Paper	29
UN Forum on Sport for Development and Peace Recommendations	30
The Project Football for Development	31
Main Partners	32
Associate Partners	33
Feedback Form	35

IMPRINT © 2011

Publisher:
VIDC – Vienna Institute for International Dialogue
and Cooperation, Möllwaldplatz 5/3,
A-1040 Vienna, Austria, Tel. +43 1 7133594,
Fax +43 1 7133594-73, E-Mail: office@vidc.org,
Internet: www.vidc.org, www.fairplay.or.at

Author and editing:
Bella Bello Bitugu

Editing and advice:
Bella Bello Bitugu, David Hudelist, Kurt Wachter

Graphic design:
typothese.at / m.zinner grafik, Sanja Jelic

Print:
Thomas Resch KG, A-1150 Vienna

This guide has been produced with the financial assistance of the European Union. The content of this product is the sole responsibility of VIDC and their respective project partners and can under no circumstances be regarded as reflecting the position of the European Union.



What this Guide is about

Sport, but football in particular, as a medium to address social, community and inequity issues in society, has gained recognition the whole world over in the past fifteen years. This recognition manifests itself in the support accorded it by the United Nations, the European Commission, governments and other development stakeholders. Increasingly endorsement of the sport and development approach comes also from the world of sport. With the UN International Year of Sport and Physical Education 2005 a growing number of football governing bodies such as FIFA, UEFA, national associations and professional clubs as well as other football stakeholders including amateur clubs, fan groups, players and various NGOs have taken responsibility. They became pro-active in implementing educational projects, awareness-raising campaigns and other measures

to address poverty, health issue and exclusion – both in the North and in the South. The strategy is, however, new and still relatively unknown to many outside the field. Often people, even at decision and policy making levels, do not understand what it is really about. Some Sport for Development and Peace Initiatives tend to repeat mistakes which are common in the orthodox development aid approach. This guide will also help to reflect about potential traps and pitfalls. Being a new form of strategy, it is necessary to share exchange and create awareness on this strategy, disseminate information on what is happening and to show cases of success that can serve as models and impetus for existing, new and upcoming initiatives. This is a main purpose of this guide as foreseen by the Football for Development project. It will ensure the sharing of knowledge and experience

gained in this project for posterity. It has as its overarching aim to set out the frame work for projects using sports and football as both a tool and medium for addressing development issues, including the Millennium Development Goals. We hope that this guide will be used as awareness-raising resource which will inspire and encourage associations, leagues, clubs and fan groups to enter partnerships with development activists and community organisations and kick-off new initiatives and projects. This Good Practice Guide brochure is not exhaustive and it is our first attempt in this direction, for coherence in the area of development through football/sport, which we hope other outfits will find useful and build upon.

Bella Bello Bitugu
European Coordinator,
Football for Development project



Kick Off - Football for Development Project and Africa Day in the Czech Republic.

Criteria for Good Practice¹

Initial Considerations

When a programme is in the initial stages of organisational development there are a few guiding principles that, if taken into consideration, will establish a solid project foundation.

The first consideration is having a core competency and being able to define the expertise of the programme. This may be as simple as being a project that provides a safe place for teenage girls to play football. To know the organisational strengths and capabilities and adhering to them can be essential to the success of an organisation. Having the integrity and ability to know when a problem is out of the scope of the organisation's capacity is an essential skill. Taking on too many responsibilities and roles within a community or programme

can lead the organisation away from its core objectives.

Secondly, it is important to look deeply at the sports aspects of the project and to be answering a few questions. What sports are going to be used and why? It is very important to understand the culture of that sport and how it will come into play within the programme. Differentiating between sport plus programmes (sport as the main objective) and plus sport programmes (social/health main objective) is an important distinction to be made initially. This organisational objective should be made clear to all of those involved in order to preserve the mission and values of the project.

The third essential criterion for good practice in the sport for

development field is a thorough understanding of the local people and culture. Whenever working in the realm of development, whether with a sports project or not, it is important to reflect on development ethics and values. An understanding of lives and values for the intended target demographic is essential.

The last component of a comprehensive approach to beginning a sport for development programme is an organised, well-thought out funding plan. This plan should account for a certain length of time for initial funding and have an approach to continue with minimal financial input or locally sustainable financial input. This allows an organisation to be independent from donor funds for the entirety of its operation.

¹ This is an abridged version of the article *The Reality of Sport for Development Projects: A Guide for Understanding a Process-Led Approach* authored by Kelsey Moore and John Nauright of Academy of International Sport, George Mason University, 2011. For the full text please go to: <http://rht.gmu.edu/ais>



Sustainable Considerations

In addition to the initial considerations there are two additional components that are essential for the continuation of a project.

The first is a dynamic monitoring and evaluation process and an outsider exit strategy. Since there is no single agreed upon evaluation system for the sport and development field, unique systems can be tailored to individual organisations. Coalter (2009)² suggests that evaluation systems need a shift from accountability based to a 'formative' approach that addresses sustainability and moves away from pleasing donors. This evaluation system also needs to be fluid and able to change throughout the lifecycle of the organisation.

The other continuation criterion is an outsider exit strategy. This involves a strategic plan to make the organisation locally owned and operated. This allows the "involve-

ment of the local people to increase the sense of ownership and credibility of sports programmes and also a desire to ensure longer-term sustainability" (Coalter, 2009). A crucial consideration related to this is the human resources involved in the programme and the maximising of local people working within the organisation. As well as minimising the involvement of Western people, the reliance on Western funding must also be curtailed. The stability of donor funding is always an issue that can fluctuate depending on the economy or other unforeseeable conditions. This dependency and subsequent cessation of projects after loss of funding is all too common and could be combated with proper planning and sustainability measures put in place.



Workshops with school kids in Czech Republic.



Girls soccer tournament in Vienna at Ke Nako days in Ottakring.

² Coalter, F. (2009). Sport-in-Development: Accountability or Development? in R. Levermore, ed., Sport and International Development. Basingstoke: Palgrave Macmillan.



Closing ceremony of the Vienna Conference.

Vienna Action Plan³

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 63 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 26 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 and 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:

- ▶ Recognise and understand the real contribution football and sport can make towards sustainable social development.
- ▶ Initiate and support development through football 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 encourage the use of football and sport for the attainment of the Millennium Development Goals (MDGs), well after 2015.
- ▶ Make use of the FIFA World Cup 2010 in South Africa and subsequent big sporting events as a medium 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

³ The Action Plan was adopted by the Vienna Conference "Development through Football" (23-24 April 2010), attended by 63 development NGOs and initiatives, football clubs and associations, fan initiatives, players' unions, sport organisations and media, academic institutions as well as governmental bodies including United Nations and European Union institutions, representing 26 different European and African countries.



Joanne Dunn, Senior Protection Adviser, UNICEF at the Opening ceremony of the Vienna International Conference - Development through Football - Sustaining the potential of the first African World Cup from the 23 - 24 April 2010.



A lot of action on the field at the annual Mondiali Antirazzisti in Itlay where people, young and old meet to have fun, play football and take part in workshops, meetings and discussions on anti-racism and anti-discrimination work in football.



Members of the Football for Development project.

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 other sports, with teaching in marginalised communities that are not involved with 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 responsibility, 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, sport bodies and other stakeholders to ensure both males and females have equal access and opportunity to practice all kinds of sports.
- ▶ 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 an 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.
- ▶ Pro-active identification and creation of 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

- ▶ To encourage media 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 sensitising 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 groups, 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.

One of Right To Play grass roots programmes with youths and children.



Grass Roots Initiatives and International Partnership

Context: Learning and imparting skills in an informal way is one of the huge and unique potentials of sports for development which would otherwise not be available to many, especially those from less privileged backgrounds and countries. The following list some grass-roots initiatives, South-South/South-North cooperation and international partnership within the frame work of football/sport for development.

Right To Play is an international humanitarian and development organisation using sport and play as tools to effect social change in 20 countries worldwide. Right To Play programmes are designed to develop basic life skills, prevent diseases, teach conflict resolution and instil hope in children affected by war, poverty and disease. Right To Play's Football for Development programmes go beyond traditional games and drills, to provide children and youth with opportunities to gain

knowledge, acquire a wide range of skills and instil the values and attitudes that children and youth need to live healthy lives and contribute to their communities. This programme integrates coaching practices, physical education techniques and Right To Play methodologies to help coaches implement football as a tool for development. Football for Development activities are designed to include community and child/youth based development objectives and are modified to be accessible to all.

They are carefully designed to impart key lessons, such as learning to respect others, to exercise patience and to play fairly. These programmes also focus on developing the participant's ability to strategise and lead, concentrate and focus, communicate and listen effectively and to work independently and as part of a team. Using Right To Play's Reflect, Connect, Apply (RCA) methodology, coaches guide participants through a three-step processing of their experience. On-going monitoring and evaluation of the programmes track progress in addressing participant needs. As such, the programme has proven to be transferable and adaptable.

Contact:
www.righttoplay.com



How it often starts and where the future stars are groomed in many parts of Ghana.

Coaches Across Continents (CaC) was officially launched after years of research in developing communities around the world. A curriculum was created to address a myriad of social needs through sports. This curriculum uses specific soccer drills, but incorporates social messages, fun and learning into a routine training. CaC volunteers work with teachers, coaches and community volunteers to enhance their existing local soccer programmes. This collaborative training takes place over a three-year period in ten day sessions per year and is called the 'Hat Trick Initiative.' The curriculum focuses on four areas: Soccer for Conflict Resolution, Soccer For Female Empowerment, Soccer for Health and Wellness (including HIV/AIDS) and Soccer for Fun. These specialisations are tied into the overall curriculum theme of '**From Chance to Choice**' – A dynamic curriculum

that allows CaC to partner with a variety of sport for development organisations working with different target groups and with varying objectives.

CaC's mission is to train local leaders and community members who in turn work with local children in order to create long-term sustainability in already existing projects. CaC is a unique programme in that they partner with existing grassroots organisations instead of starting their own organisation in a developing country. They assess the needs of a local community and use their expertise to help the project and community to grow. Further, CaC has the ability to identify need and conducting only beneficial interventions. This allows for already locally owned and operated projects to benefit from outside expertise without outside control or expectations.

Overall, CaC provides an example of a process-oriented sport for development organisation that incorporates many best practice criteria during its initial processes, as well as throughout the duration of the project, in order to ensure sustainable and relevant solutions for local sport for development organisations.

Contact:

www.coachesacrosscontinents.com

streetfootballworld (SFW) focuses on strengthening regional networking and South-South cooperation, with the aim of empowering the network members in a region to govern themselves and to lead the regional network development efforts, effectively de-centralising the SFW network infrastructure. This will enable members to better define and communicate their needs, through joint regional

agendas that can address members' needs, thereby having a huge advantage over individual organisations using isolated approaches. By using available resources more effectively and amplifying the appeal, creating closer bonds, more effective collaborations and not least collectively promoting the approach of pairing football and informal education and its successes, a stronger voice and more powerful mechanism for widespread social change will be created, giving a better world for young people. streetfootballworld's regional network in Latin America serves as the model for a successful regional collaboration. Through the streetfootballworld regional coordination, 24 network members collaborate on joint funding proposals, participate in yearly meetings to exchange good practices and develop a joint annual strategy.

Peer-to-peer exchanges allow network members to trade best practises in using football as a tool for teaching and in reaching out to youths who do not have access to quality education.

In Africa there are 32 network members active in 22 African countries. The African network members have been organising themselves in sub-regional networks, specifically East Africa, West Africa and Southern Africa.

The start of an East African network was established in Kenya, with particular focus on improving or expanding programmes, including peer education, working with local schools and communities and reaching out to more youths with informal education activities, vocational training and supporting school attendance.

In Southern Africa, the network of Football for Hope Centre Hosts – which are being developed in partnership with FIFA – have participated in exchanges and meetings to improve educational programmes that have a specific focus on HIV/AIDS.

Thirteen local organisations recently formed the first committee for a West African network. They also began to develop an agenda for capacity building and joint funding proposals to further improve these programmes.

Contact:
streetfootballworld.org

Mathare Youth Sports Association (MYSA) exchange programmes and tour is one of the main activities within the awareness raising project Football for Development, which has been funded by the European Commission since the end of 2009. The core of the MYSA tour is a cooperation between Czech NGDO INEX – Association for Voluntary Activities and the Kenyan NGDO MYSA. The main objective is to raise awareness about development issues (with focus on MDGs) among Czech Republic youths, with emphasis on high school students through football and international cooperation. The exchange started in 2005.

MYSA is one of the biggest and successful initiatives in the area of development through sports in Africa. It provides sports and social programmes for the young people in Nairobi, mostly situated in the slums of Mathare. MYSA is giving a chance to approximately 25,000 kids (both boys and girls) to change their lives. The main engine of their success is a pretty simple philosophy which goes in line with the motto: You do something, MYSA does something for you. Through the active participation within various programmes (football leagues, HIV/AIDS awareness programme, community services etc.) and an active approach, the youth are able to determine their future and role in society.

Since the beginning of the exchange programme in 2005 a group of approximately ten Kenyan youths from MYSA have been going to the Czech Republic every year for an intercultural exchange which consists of 3 weeks stay in various regions/towns within the Czech Republic. Since 2010, this has also happened in Austria due to the partnership with VIDC – Vienna Institute for International Dialogue and Cooperation, which together with UISP in Italy and MGHRO in Hungary are partners of the football for development project.

The Kenyan youths meet their Czech and Austrian (European) counterparts at different occasions such as football tournaments, seminars at schools, public discussions, concerts etc. To allow intensive and first-hand experience, the youth are hosted by private families.



For more information please go to:
www.inexsda.cz;
www.mysakenya.org

Slum Soccer (SC) which operates in six regions in India works with the aim of reaching out to the Indian homeless using football as a tool for social improvement and empowerment. Slum Soccer has found a middle ground by ensuring sports for development and the development of sports through seeking the benefits that sport offers to community development, and development of the sport itself.

The target groups of SC include among others the homeless, recovering drug addicts and alcoholics, children of commercial sex workers, slum dwelling kids and youth, street paper vendors and dealing pro-actively on gender issues. SC has been actively involved in helping the participants to get basic education and trying to put 'drop outs' back into academics. They also encourage them to practice arts and crafts like dance, singing, poetry, drama. To keep tabs on the physical health of the partici-



A cultural display before the campaign of the action - KICK POVERTY OUT - with FC Wacker Innsbruck and FairPlay-vidc.

pants SC organises regular health check-ups by a general physician and a paediatrician. Psychological counselling is regularly done by a professional to assess the situation, observation of instructional response and evaluate behavioural changes. Nutrition talks present simplified facts of health and hygiene in the form of a programme that makes it easy for the beneficiaries to make good choices when it comes to feeding their family. Through books, documentaries, photography and films, SC educates children on topics like wildlife, forests, water conservation, sanitation and recycling so that they become environmentally responsible. SC has also established cooperation with organisations like the Sunshine foundation (Sunshine Kids) aimed at the "prevention of potential second generation trafficking". A technical exchange has also been taking place with 'Dream a dream' to the mutual benefit of all

parties. Partnership with 'United World School of Business' helps SC to identify potential young leaders to contribute to the course of SC. Apart from organisations, individuals who are experts in their own domain are also providing the kind of services that help SC to cover the aspects of psychological health and physical health of the participants, awareness generation on Aids and education on hygiene, nutrition and environment. Slum Soccer in a way has helped bridge that gender divide, by fielding mixed gender teams enabling women to compete with their male counterparts on an equal footing. Furthermore, the male players learn to respect women and value their contribution. Contact: www.slumsoccer.org

Play Soccer (PS) operates in six African countries. Their year-round, integrated educational curriculum focuses on health, social, and soccer/football skills. While children learn to play the game, they also learn social skills like teamwork, fair play, peaceful solutions, health topics like HIV/AIDS and malaria prevention, good nutrition, hygiene and clean water. Each weekly session is a building block in an activity-based 48-week programme that encourages children to put these new skills into practice on the playing field and in their daily lives at home and in the community. The programmes of PS are led by volunteers recruited from the grassroots communities where SC works. The volunteers are primarily youth and young adults trained as instructors to teach the programme. They teach through activity-based games that empower children by helping them experience, practice and acquire new healthy habits, attitudes and social skills, while they play the game. The sessions take place right on the playing field in a fun, safe environment after school and on weekends, at the times that parents support and when children can most fully participate. Each child is actively involved in these free sessions, regardless of his or her initial skills, girls are encouraged to play and learn together with boys; each and every session is holistic; every time children play the game, they also learn health and

social skills while the children are made to enjoy a free, healthy snack and clean drinking water which teaches good nutrition and supplement their diets. PS also fosters global solidarity among children and youth and supports the **United Nations Millennium Development Goals** through activities like the **Global Peace Games**. Contact: www.playsoccer-nonprofit.org

The Community Street Soccer Programme is part of the The Big Issue Australia project. The big issue Australia project is an independent organisation that develops and operates social enterprises and creative, sustainable solutions to homelessness; providing opportunities for homeless and marginalised people to positively change their lives. This is achieved by using various mechanisms to connect people with the community, such as the **Street Magazine Enterprise**, the **Community Street Soccer Programme**, the **Women's Subscriptions Enterprise** and **The Big Issue Classroom**. The people who participate in these programmes come from a range of backgrounds including those suffering from mental illness, homelessness, long-term unemployment, intellectual and physical disability, drug and alcohol dependency, family breakdown and others suffering from social isolation, such as refugees. **The Big Issue Australia's Community Street Soccer Programme uses sport as a mechanism to engage homeless and marginalised people and promote social inclusion.** It involves males and females, 16 years old and above with varying ability and fitness levels, getting together once a week, training and playing matches. The heart of the Community Street Soccer Programme is weekly training sessions at permanent pitches located in underprivileged communities across Australia, where playing equipment and a dedicated soccer coach are provided. Participants get fit, make new friends and seek support and advice. Support staff also work closely with players, linking them to services that address their homelessness, substance abuse, family breakdown, grief and loss and mental illness.



A female football match in the Middle East as part of the Right To Play programme to empower female players.

Street Soccer values participation over football skills and competition, engaging people who in many cases have given up on counselling and traditional support systems and services. It puts the person at the centre of the solution and provides them with the support and tools necessary to help themselves make positive changes.

Contact:
www.thebigissue.org.au

Spirit of Soccer (SoS), a Non Profit Children's Charity was Founded in 1996. It is dedicated to the administering of **MRE (Mine Risk Education)** to youths and their communities in post conflict zones. Through Football Clinics SoS are able to alert participants about the dangers of living alongside these indiscriminately killing **Explosive Remnants of War (ERW)** that pollute and endanger their neighbourhoods. They operate in Bosnia and Herzegovina, Kosovo, Moldova, Cambodia, Jordan and Iraq. Programmes are modelled upon previous successful methodologies

with enhancements specific to the areas of implementation tailored as needed. Spirit of Soccer works alongside De-mining Organisations, International Peacekeeping Forces, the Humanitarian Community and other Charitable Organisations complementing the existing MRE programmes of NGOs. Spirit of Soccer's ERW/MRE programme is unique in its approach, utilising Football to deliver its message. Its programmes are focused at those most directly at risk; primarily youths (boys and girls) aged between 8 and 16 years old, living in close proximity to these destructive debris of war. Approx. 90% of project staff members are nationals of the country of implementation, staffed by people residing in the mine infected areas of the world and where the MRE is conducted. This aspect of "self-ownership" secures first-hand knowledge, promotes community pride, responsibility, and creates a sustainable component to SoS programmes.

Contact:
www.spiritofsoccer.net



Football Friends (FF) in cooperation with organisations such as the British Council and various municipalities, FF facilitates educational initiatives in conjunction with non-formal educational institutions to enhance youth development. The organisation currently runs football programmes across Bosnia and Herzegovina, Montenegro and Serbia which have served more than 15000 participants since 2005. FF mission is to act regionally across the Balkans by involving NGO's, educational organisations & individuals and relevant institutions to achieve the common goal of effective social development through football. FF vision is to develop a regional network of social development projects and initiatives which will help improve lives of socially deprived children from the Balkans and the area of South-East Europe using the medium of football as a universal language and very similar common language that all participants understand.

Contact:
www.football-friends.org

Recommendations: Organisations operating in this area believe that effective Football for Development programmes have clear development objectives, are inclusive of all and modify activities to suit the developmental needs of the participants and communities. They are also designed and implemented to avoid physical, psychological and emotional harm to participants and to combine fun, challenge and the satisfaction of making progress. Football for Development programmes must be implemented by well trained coaches and actively involve the community, sport and local authorities, experts and youth workers and teachers. By harnessing the power of sport and play and ensuring the optimal conditions are in place, organisations and governments globally can create unique and joyful opportunities for children and youth to develop, grow and learn.



Members of the top Austrian football league club FC Wacker Innsbruck and Bella Bello Bitugu, Coordinator of the Football for Development project during the stadium action day against hunger.



Aids prevention workshop through football.



Tournament with schools in Vienna during the FIFA World Cup 2010 programme of Ke Nako.



Football Governing Bodies, UN and Government Agencies

Context: The strategy of using football/sport in addressing social issues needs the support and cooperation of sport governing bodies and government agencies to give it the legitimacy and space for operation and dissemination of message and initiatives. Below are some good practice examples of such initiatives.

Confederation Africaine de Football (CAF) founded in 1957 is the football governing body of Africa with 53 member associations. CAF has in the past years entered into partnership with organisations and initiatives aimed at addressing the issues of food, hunger, poverty, health, HIV/AIDS, environment and life skill training and development, gender etc. on the African continent. Among them are 1Goal and United Nations FAO. 1GOAL is an educational campaign using the power of football to get all children into school and learning. It is calling on world leaders to make education a reality for 69 million children worldwide by 2015. The United Nations Food and Agriculture Organisation deals with issues

concerning food and hunger and acts as a neutral forum where all nations meet as equals to negotiate agreements and debate policy. A memorandum of understanding was signed between CAF and 1Goal. The memorandum is supposed to help CAF meet its social education objectives and emphasise its dedication to education to create more awareness of Education for All in Africa. The memorandum foresees each partner using its contact among its members and partners to spread the message and deal with the issue of education. **CAF also entered into an agreement with FAO. The cooperation envisages that football will help promote humanitarian causes, with the ultimate goal of improving**

living conditions for the world's poorest people.

Under the terms of the agreement, CAF undertakes to promote a series of initiatives together with FAO, involving its members, affiliated football clubs and professional football players. The aim is to increase public awareness on issues of food security and the fight against hunger and poverty. CAF will then support solidarity campaigns mounted by FAO, including a number of initiatives such as national or regional Food Security Programmes, TeleFood projects and cultural and sporting events to promote development of agriculture, nutrition and the environment.

Contact:

CAF – www.cafonline.com
FAO – www.fao.org
1Goal education campaign - www.join1goal.org



**Poul Hansen,
UN Office
on Sport for
Development
and Peace.**

The United Nations Office on Sport for Development and Peace (UNOSDP), assists the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace in his worldwide activities as an advocate, facilitator and representative of sports' social purposes. The office provides the entry point to the United Nations system with regard to Sport for Development and Peace, and works at bringing the worlds of sport and development together. One of its wings – The Sport for Development and Peace International Working Group (SDP/IWG) is an inter-governmental policy initiative whose aim is to promote the integration of Sport for Development and Peace (SDP) policy recommendations into the national and international development strategies of national governments. The SDP IWG promotes and supports the adoption of policies and programmes by national governments to harness the potential of sport to contribute to the achievement of development objectives, specifically the Millennium Development Goals (MDGs), and peace.

In addition, it provides a forum for governments to benefit from each other's experiences and share best practices; supports the implementation of policy recommendations and sustains momentum with regard to government awareness and take-up in SDP. Its activities include undertaking outreach and engagement activity to expand the number of governments that are actively engaged in SDP dialogue and to strengthen existing SDP initiatives of governments; supporting the integration of SDP/IWG recommendations into national and international development strategies and programmes; encourages regular, voluntary reporting on the progress of national governments in developing and implementing sport for development-related policies; to inform policy development and to create a sense of peer momentum; supports governments in policy development and implementation and promotes the use of development principles in SDP policies and programmes and sensitises sport actors to these principles

Contact:
www.un.org/sport





Friendly game between the MYSA group and referees of the Football Association of Vienna.

Streetfootballworld and FIFA have had a strategic alliance since 2007. Together they have developed Football for Hope, a major component of FIFA's corporate citizenship activities. Football for Hope is a multifaceted initiative that includes the development of 20 community centres for health, education and football across Africa; milestone events on Development through Football during the FIFA Confederations Cups and the FIFA World Cups; a scheme for on-going financial support to local organisations; and several other programmes. This alliance coordinates programmes and projects within the realms of football for development in all continents. The alliance is based on a common understanding of football as an effective tool for positive social change worldwide and a shared desire to leverage the potential of associated football and the global mega events in football.

Recommendations: The activities of initiatives through football and sport have up until now not included the sport and football world effectively. The activities of initiatives through football and sport have up until now not been included in the sport and football world effectively. This has been partly due to the sport and football world "dragging their feet" to get to pro-actively engage in these activities. The success of these initiatives needs each other with cooperation from governments and other agencies to recognise the huge potential of this development model and strategy.





Clubs, Fan Groups, Academies and Anti-racism Initiatives

Context: Clubs, fans, academies and initiatives against discrimination in accessing and participating freely in sport are at the core to the success of using sport as a tool to address issues in society. The selected examples that follow in this section should serve as impetus for other programmes within the framework of development through football/sport and antidiscrimination work in and through sport.

FC Barcelona (FCB) has been engaged in social projects through football in such a way that one cannot help but reiterate their slogan – FC Barcelona, more than a club. The projects are overseen by the Barcelona foundation known as Fundacio FC Barcelona. It has been the implementing agent of FCB’s social programmes and the channel through which FCB gives back to society what the peoples’ game has made FCB to become. In 2006 for example, FCB gave the United Nations Millennium Development Goals an impetus by donating 0.7% of the clubs output. This is a feat which was expected of developed nations for international cooperation since the 1970s but was hardly met by 5 countries. This gesture has strengthened the alliance between FCB and the three UN

agencies with whom FCB has been working. FCB was accordingly bestowed a membership of ECOSOC (Economic and Social Council of the United Nations). The alliance with UNICEF entails an annual donation of 1.5 million Euros dedicated to the projects in favour of the struggle against AIDS. The programmes cover the prevention of mother-to-child transmission, the paediatric treatment, the prevention of the transmission of HIV/AIDS and the sensitisation campaigns and protection of orphaned kids. UNICEF also appears on the jersey of FCB. There is also the cooperation with UNESCO which intends that both entities unite their efforts in the fight against racism, the sensitisation against doping and the promotion of education and alphabetisation.

“Youth Voices Against Racism” is the first programme that has emerged from this partnership, and it has enabled teenagers throughout Europe to present – after many months of debate – ten recommendations to the European Parliament in order to fight against racism and violence. The third cooperation with a UN agency is UNHCR/ACNUR to establish educative and sports programmes in favour of refugees and displaced people. Apart from these, the foundation also operates several projects using football as a driver of social issues in more than ten countries from four continents.

Contact:
www.fcbarcelona.cat/web/Fundacio/english/premsa/index.html

The Tottenham Hotspur Foundation (THF) is the community responsibility wing of Tottenham Hotspurs football club which uses sport and, in particular football, as a vehicle to create life changing opportunities for children, groups



and individuals in communities. This is achieved by working with a wide range of partners including central and local government departments, schools, colleges, businesses and charitable trusts to design programmes that engage with all sections of the community. The Tottenham Hotspur Foundation has established over 100 partnerships and currently delivers a wide range of programmes throughout the year to create life changing opportunities for children, young people and adults within communities. **THF is also involved in international programmes.** THF has for instance travelled to Sri Lanka in Summer 2010 to become involved with the Swiss club FC Basel 1893 in a new social football initiative. Tottenham Hotspur Foundation and teachers from Haringey Council, Children and Young People's Service have also embarked on educational exchange trips to South Africa with groups of young people, aged between 12 and 17 years old. The project is built on existing international links between Tottenham Hotspur and the London Borough of Haringey connections with schools in Gauteng. Funding was provided by the Premier League's International Good Causes Fund and Haringey Council. The Tottenham Hotspur House is

a strand of the club's long-term international charity partnership with SOS Children's Village. The Tottenham Hotspur House in Rustenburg is uniquely and completely funded by monies received from players' fines and aims at providing orphaned children in South Africa with a family that they can call their own as well as supporting a variety of community development projects in and around Rustenburg.

In Poland THF continues to work with Special Olympics at all levels through a range of partnerships at local, regional and international levels that form part of Tottenham Hotspur Football Club's Global Football Ambassador Role. During the summer of 2010, coaches from Tottenham Hotspur flew out to China to deliver the Premier Skills programme.

The course was delivered in partnership between BODA (Beijing Olympic Development Agency), the British Council, the Premier League and China Club Football.

Contact:
www.tottenhamhotspur.com

Right To Dream (RTD) in Ghana is a football academy by name, but not the classic football academy associated within the continent of Africa, merely interested in sourc-

ing out talents for the European and foreign market, while those young players who could not make it are abandoned without any form of training, vocation or education. Of course RTD is an Academy and for that matter is on the lookout for talents. The fact that it has the support of Manchester City FC in England also adds to the talent aspect of the academy.

However the academy combines school education, vocational training, and leadership programme and community services. It is an example of a bottom up programme based on local leadership recommended in sport for development programmes. Admission into the academy is also not solely on the basis of football talent but rather and in addition to that the character and the potential of the student in terms of cognitive development. After five years education, the kids have three options depending on their performance, luck and fortune. If they are able to make it, they join a football club in Ghana and in rare cases a club in England or Belgium. The second option is for them to be trained in vocational expertise through the vocational scholarship programme of the academy which may help them to become football coaches or teachers. Those who excel in the final exams may



get the opportunity to study in a high school, college or university in the UK or the US where RTD has partner educational institutions. The curriculum in the academy is according to the Cambridge international examination and so the certificates are recognised all over the world. The youths in the academy are also integrated at their early lives in the activities of the community where the academy is. The youth therefore interacts with the people in the local community and the local community also accepts them as members, but they are not seen as the spoilt privileged youth in the academy getting everything they need for their education. RTD plans to expand into other forms of sport and to involve girls in their programmes.

Contact:
www.righttodream.com

The Diambars Sport Institute/ Project in Senegal; "Giving to football what it has given us"

The basic philosophy behind this project is in the words of the founders, Former LOSC and RC Lens teammates Bernard Lama and Jimmy Adjovi-Boco "to give back to football what it had given them" by building a school and using the passion for football as a driving force for education contribute to the development of their countries and the African continent. The project uses the communal passion for football as an incentive for children to come to school, and provide them with new professional opportunities and a brighter future.

Through its infrastructure and personnel, Diambars ambition is also to **create a community centre where children and young adults can easily get to know each other**, share their passion for sports, and feel fully integrated within the community. The intention is once the kids from different ethnic and religious backgrounds can come together, tension and conflict will be reduced among their parents and even among the children themselves when they grow up. Diambars also teams up with other initiatives and organises both awareness campaigns and educational programmes (Campus, Stade Sup, Keep the ball moving...) to promote academic and vocational training in Senegal.

One unique element of this institute is that Diambars does not focus solely on polishing raw soccer talent; the young stars at Diambars Institute are offered the opportunity to pursue academic objectives as well. Sports take just 30% of the time with 70% devoted to the academic formation of the future stars. This is to ensure that should the dream of emerging as top flight stars fizzle out along the line for one reason or the other, the education achieved will brighten the chances of a better future for the young stars.

In addition, the project is run by cooperation ranging from private, public, commercial and community sectors. The founders are former stars of French football – Lille and Lens' Jimmy Ajovi Boco and Bernard Lama, the Franco-Guyanese who has a passion for Africa.

Patrick Viera recently joined the campaign. Saer Seck, known in Senegalese football circles, facilitated the establishment of Diambars in the Nord Pas de Calais Region in 1997. The region became the first partner of the project followed by the Ministry of Cooperation and then later by the Government of Senegal led by President Abdoulaye Wade who donated a 38 acre site on which the first Diambars Institute was built.

The project has meanwhile since its inception attracted the support of UNESCO, the Government of Norway, Adidas, Cadbury and the French Government.

Contact:
www.diambars.org

The fans of FC Wacker Innsbruck in the federal region of Tyrol in Austria are a classic example and model of how football fans can be responsive to societal and community needs, demands and synergy – in short connecting football to the world outside the stadium.

The fans of FC Wacker Innsbruck operate under the umbrella of the Faninitiative (FI). FI is the coordinating point for the activities of the fans, but each fan group operates independently and designs its own annual programmes.

Apart from the classical fan work of organising, advising and assisting fans, FC Wacker fans are very much engaged in antiracism and antidiscrimination work in foot-





ball. Their antiracism work is not only limited to the stadium but also the organisation of discussions, workshops and seminars. These programmes are conducted by the fan groups alone or in partnership with other organisations. The fans have also, for example, established the LISA Liga (league for integration, sport and antiracism). LISA Liga is the main implementing channel for antiracism and integration activities of the fans. The Innsbruck supporters have also established direct partnerships and a dialogue with organisations in West Africa (Ghana and Burkina Faso) to create awareness in the countries of origin of the foreign players in the team. The fans did not only establish contact but also visited these countries and shared know how and expertise in the form of technical and infrastructural support for youth football, Fair-Trade, education, training, environment and computer know how. The activities of the fans are in the next planning stage and the intention is to go into schools and have direct dialogue with the youth, including women and girls in their activities and to strengthen the organisation and mobilisation of the fans towards football for the sake of football and not football as a means to social exclusion and violence.

Contact:
www.tivoli12.at

The Vienna Institute for International Dialogue and Cooperation (VIDC) launched the "FairPlay. Different Colours. One Game"

campaign in the European Year against Racism in 1997 in Austria. The objective of this first and only nationwide intercultural sports project is to use the popularity and integrative power of football to fight racism and other forms of discrimination by means of pro-active methods. The FairPlay team carries out joint activities with football clubs, fan groups, migrant organisations and schools. Within these activities FairPlay emphasises the unequal relationships between European and African soccer, such as the issue of trafficking young African footballers.

FairPlay is a founding member and coordinating agency for the European network **Football Against Racism in Europe (FARE)** until 2010. Since 2001, FairPlay has been a continuous partner of **UEFA** through the framework of FARE. FARE links local and national initiatives throughout Europe, exchanging experiences and to jointly become active against all forms of discrimination in football. FairPlay has been conducting such campaigns in Austria and for the past five years, FairPlay has included sport for development in its programmes. This department uses the strength and potential of sport as a platform to address social and community issues in Austria, Europe and other parts of Africa. FairPlay is currently the lead agency for different EU financed projects in the areas of sport for development and against discrimination and exclusion in sport.

Contact:
www.vidc.org



© FairPlay-vidc | Bildagentur Zolles



Top left: The quarter finals match between Ghana and Nigeria at the 2008 African Cup of Nations.

Top middle: An anti-racism campaign at the friendly between Austria and Ghana in Graz.

Top right: Players of FC Wacker Innsbruck warming up in front of a fan choreography on the KICK POVERTY OUT - Action day with FairPlay-vidc.

Left: Members of the national team of Côte d'Ivoire in a Show racism the red card campaign just before the kick off at the friendly against the Austrian national team.



The Bündnis Aktiver Fussballfans (BAFF) is a nation-wide association of supporter organisations in Germany. It is made up of some 40 groups representing fans of various clubs (independent supporters associations, fanzines, fan projects) and more than 150 individual members, who act as multipliers amongst the supporters at their own clubs. Since BAFF was formed in 1993 supporters of different clubs have worked together on a national basis against racism and discrimination in football grounds, against the excessive commercialisation of football, and for the retention of standing places. The organisation is open to all fans that identify with these objectives. BAFF drew up a symbolic nine-point plan featuring proposals for clubs – an early template for the programme recommended to clubs by the German FA in 1998 and the anti-racism paragraphs in the Specimen Stadium Regulations. Currently, there is an exhibition on these themes running all over Europe organised by BAFF. The exhibition Foul Play in the Stadium. Racism and Discrimination in Football, organised in association with the European Commission, provides an overview of racist and discriminatory incidents and developments in and around football grounds since the 1980s. The exhibitions aim at recollecting football, racism and society, introduction to discrimination like homophobia, sexism, anti-Semitism etc. racist tendencies, incidents, attacks and slogans of the 1980s to the present day.

© FairPlay-vidc

Besides the focus on football fans, the exhibition also deals with the activities at clubs, national associations and players. The exhibition also documents the opposition mounted by fans, clubs and national associations. Furthermore, it also deals with the work of local independent supporters groups to integrate them further in the Football Against Racism in Europe network. The exhibition targets among others football fans and followers, youths/school pupils (preparatory and follow-up work in schools and youth centres), sport policymakers in national associations, political institutions and sport media.

Contact:

www.aktive-fans.de and
www.tatort-stadion.de

Recommendation: Just as involving football and sport authorities is necessary to bring the positive aspects of football to society, it is even more important for those who make up the sport; fans, clubs, academies etc., who need to support these initiatives and come out with innovative strategies to connect the world of football and sport to the world outside of the stadiums and playing fields. What happens on the playing fields are the reflection of society and the bridge can be built by these groups to bring the field closer to communities, the general public and give back what the public has given them, so as to fulfil their social and community responsibilities.

Etienne Eto taking part in the FairPlay campaign "bursting prejudices" during the FARE Action Weeks 2011.



take care of the health issues of children in Liberia. The long term objective is to establish a model clinic in Liberia for harnessing indigenous knowledge and practices. Scholarships are awarded to local primary and secondary institutions of learning for orphans and less fortunate children throughout the country. Training facilities for vocational training are established for those children and young adults who did not have the advantage of basic primary and secondary education. College Scholarship Programmes are also available for qualified students traveling to Europe for studies in disciplines that are in demand in their home countries, so that they can return and help their home countries. In addition, the foundation provides immediate nutritional substance to orphanages and various charity organisations for the less fortunate children, with the long term objective being to promote agricultural development through training and macro-financing. The foundation also addresses the healthcare concerns of the less fortunate children who are without access to adequate healthcare of any kind.

Contact:
www.georgeweahchildrenfoundation.org

Football Stars and Professional Players

Context: Football and sport stars are seen as role models in society especially for young people. Celebrities and stars are effective and suitable channels for the spread of messages and creating awareness on issues that are dealt with by development initiatives through football. The roles of stars are not only limited to spreading of messages and serving as ambassadors. Rather, and in addition, it is hoped that these stars, most of whom come from modest and underprivileged backgrounds, could start their own projects tackling diverse issues in society. Here are a few examples.

George Weah Children Foundation (GWCF) was founded by the legendary Liberian footballer to help rehabilitate his civil war torn country of Liberia. Wining the Golden Ball award (for the best European player) and the Italian National Championship with AC Milan in 1995, he was awarded the world player award and FIFA's Fair Play Award in 1996. Aside from providing employment, community development and training in basic

skills, his foundation intends to ensure that every child will have the basic necessities of life (food, shelter, clothing and health) and is given equal opportunity to achieve a higher standard of living through education and job training. GWCF also builds shelters, schools, hospitals, and recreational centres for the children, to help prepare them for a brighter future. It also brings in physician assistants from the United States and Europe to

The Kalusha Foundation (KF) was established by Kalusha Bwalya. He was the former captain of the Zambian national team, African footballer of the year 1998, nominated for the 1996 FIFA World Player of the Year and a top striker at Cercle Brugge in Belgium and Dutch giants PSV Eindhoven. He founded KF in 2003 partnering with the Royal Dutch Football Association (KNVB), sponsor NIKE and sister project MYSA in Kenya to see through development initiatives through football to give back to society what society has given him during his long successful career. KF has the core objective of using football to raise HIV/AIDS awareness and to promote health education among the youth, empowering girls and women to participate fully in community life to serve as role models for other girls; assist girls to join the fight against child and sexual abuse and early motherhood through community and



Top: Tomáš Ujfaluši former captain of the Czech national team in a chat at a demonstration match with the players of Mathare Youth Sport Association (MYSA) during their European exchange tour.

Middle: An interview with one of the players of the MYSA team.

Bottom: Anthony Baffoe in a chat and interview with youths and children at the 2008 Football for Peace and Social Development co hosted by SOS Childrens Villages Ghana in the run up to the 2008 African Cup of Nations in Ghana.



national awareness and advocacy programmes. The foundation also works in sensitisation projects on gender problems and issues, providing life skills education, voluntary programmes and training the trainers' courses. The foundation operates 224 teams (168 boys' and 56 girls' teams) spread across 20 communities in Zambia.

Contact:
www.kalushafoundation.org

Anthony Baffoe was the first Ghanaian expatriate-player to play for and captain the Ghanaian national team the Black Stars. He played with clubs in four continents including FC Cologne, Fortuna Düsseldorf, Metz, OGC Nice, Hong Kong Golden and Caracas FC. During and after his career, Baffoe championed the cause of minority footballers in the fight against racism and other forms of discrimination. After his retirement from active football, he was appointed and is active in campaigning for the network Football Against Racism in Europe (FARE). He highlights in particular the fight against racism towards black players especially those from Africa. Currently Baffoe occupies several functions for the African Football Confederation (CAF), as well as for FIFA. He also serves as a Match Commissioner and General Coordinator for CAF and FIFA sanctioned tournaments. In February 2006 he was named "Director for International Relations" for the Ghana national football team. He is the founder and General Secretary of the Professional Footballers Association of Ghana. In that capacity he is in close contact with the FIF-Pro Players' association and works in collaboration with the Ghana Football Association to assert the rights of footballers in Ghana and their future after retirement. He is also SOS Children's Villages ambassador working for the rights of underprivileged children at the periphery of society. He is also an ambassador for Play Soccer Ghana which uses the strength of football to address social, education and health issues at grass roots level.

Contact:
www.pfag.com.gh



A kick off discussion to the Vienna conference on the theme: „African Renaissance“ - What will the World Cup 2010 bring to Africa and African football - Gains and Legacies of the World Cup 2010 for African Football.

Media for Development

Context: The media is conventionally concerned with reporting and covering issues in sport and development. In the recent past however and with the emergence of new electronic and social media, there is a movement away from Media on Development to Media for Development. These initiatives, some of which are listed below, show that the strength of the media includes potentials for initiating, supporting and spreading information on development initiatives through football and sport.

The International Platform on Sport and Development (sportanddev.org) is the leading information resource and online community for the field of Sport and Development. It was established in 2003, after the first international, high-level conference dedicated to the role of sport in reaching development and humanitarian objectives – the Magglingen Conference. Since then, sportanddev.org has emerged as the leading ‘one-stop-shop’ for information about ‘what’s going on’ in Sport (including football) and Development. sportanddev.org not only provides information resources, tools, and support for researchers, practitioners, donors and others, but it also provides a crucial service – communicating about developments within the Sport and Development

sector and sharing this with a wide, interested audience. From a media perspective, sportanddev.org provides news from the field, to policy, to research and amplifies these messages, reflecting the diversity of and progress made within the sector.

Since the most recent version of the website was launched in 2008, more than 3,000 articles have been published on the site. This means close to three articles per day! In the lead up to, during and post the FIFA World Cup 2010, sportanddev.org published 70 articles, specifically related to the developmental aspects of the FIFA World Cup 2010. Since 2010, sportanddev.org has provided coverage and exposure to a range of other football events, including the FIFA Women’s



Workshop in Hungary of Football for Development partner Mahatma Gandhi Human Rights Organisation (MGHRO).



Peter Karanja, the director of MYSA and Jean-Claude Mbvoumin, ex-international of Cameroon and now of Foot Solidaire, France, during a podium discussion at the Vienna conference.



World Cup, the East Africa Cup, the Norway Cup and many others.
Contact:
www.sportanddev.org

The Katine Project (KP) is a sport for development project in Katine, a rural district in North East Uganda. The three year KP was started in 2007 by the Guardian and Observer newspapers of the UK to support development work carried out by the African Medical and Research Foundation (Amref) and Farm-Africa in Katine. The project was launched by the editor of the Guardian newspaper, Alan Rusbridger. The £2.5m project was funded by donations from Guardian and Observer readers and Barclays Bank.

The project focuses on addressing problems in five key areas in the district namely; education, health, water, governance and livelihoods. An important part of the Katine project is listening to its residents – finding out about their lives and giving them a forum to express their views, not only on the work of Amref and Farm-Africa in their communities, but also on the decisions made by Ugandan politicians in Kampala that could impact their lives. Over the course of the project, Guardian and Observer journalists visited Uganda to report on progress. The award-winning senior staff writer from the Weekly Observer newspaper in Kampala, Richard M Kavuma spent two weeks each month in Katine to write regular news reports. In 2009, the Katine football tournament was organised to first serve

as a legacy to the maiden FIFA World Cup in South Africa and secondly but most importantly to link football, in partnership with the media to establish the relationship between football and development on the continent of Africa. As Kate Manzo points out, **The Guardian’s partnership involvement in Katine raises important questions about the implications of a shift from media reporting and fundraising to direct development action. The distinction between “media about development” and “media for development”⁴ captures that shift.**
Contact:
www.guardian.co.uk/katine

Recommendation: Sport’s positive role in development remains under-reported and under-represented in mainstream media. Stories discussing sport’s role in development are often deemed successful, and for those that are not, open, transparent discussion of their failures is needed. As such, sportanddev.org for example, provides the platform on which such stories can be showcased and on which discussion takes place. The media should not only cover stories from mainstream sports events but also those events and initiatives that are often ‘hidden’ or undiscovered, namely community events and projects that take place in developing countries and communities. The media should direct efforts to meet the need for coverage of football-for-development initiatives, projects and events as well as the organisations and individuals that run them.



INEX-SDA ambassador Tomáš Ujfaluši at the press conference in Prague, June 4th 2010, held in the Information Centre of the United Nations to present the kick-off of the MYSA tour in the Czech Republic.



A group of MYSA team with Oliver Prudlo, Director of sport at FC Wacker Innsbruck, Richard Strohmayr, professional footballer of First Vienna FC and Bella Bello Bitugu, Coordinator of the Football for Development project at a seminar on development initiatives through sport held in Vienna.

4 Davison, J. (2008) “Media and Development – Where’s the Gap?”, see www.charliebeckett.org/media-and-development---where-s-the-gap/



Corporate Social Responsibility and Fair Trade

Context: Patronising sport means getting the materials and equipment needed for that. Fairness in terms of those who work in the production, manufacturing and selling of these products are not always ensured – there are often complaints about child labour, exploitation of workers, lack of safety standards, medical care and many other issues. Exploitation in sport is therefore not only limited to the hiring and treatment of sports women and men but also in the production of the items that make the sport possible in the first place – balls, shoes, dresses, equipment (training and competition) etc. Most of the footballs produced for instance come from Pakistan and India and involves a lot of hand work of sewing and stitching – women and children are the major sources of labour, but they do not earn enough to sustain their lives and futures. It is imperative that companies and organisations involved in this business do more to stop the exploitation of workers and also give the society something back through their corporate social responsibility initiatives. Below are some examples and efforts in this direction.

The adidas Exchange Programmes provides streetfootballworld network members with a unique opportunity to meet face-to-face and develop the expertise and capacities that are vital for ensuring that programmes and operations run smoothly. The initiative is part of the FIFA Partners CSR Programmes, collaboration between adidas and FIFA that is

implemented through Football for Hope, a movement led by FIFA and streetfootballworld which uses the power of the beautiful game for social development. The programme offers a perfect opportunity to connect organisations working in the area of development through football and help them strengthen their work on the ground. The adidas Exchange Programmes

comprises of two main elements: the first one is the delivery of quality football coaching skills based on the Coerver Coaching model. Training sessions by experienced Coerver Coaching staff help coaches of local organisations improve their capacities in football training, with the idea to further teach their skills to other coaches and to direct participants in their respective communities. The second element is the so called “peer-to-peer” exchanges – regional and international face-to-face knowledge exchange and capacity development for staff members of the participating organisations. This happens through relevant workshops delivered by experts on topics that are decided directly by the participants in each exchange programme, but also through formal and informal sessions led by the organisations with expertise on various issues.



Top: Bella Bello Bitugu Coordinator of the Football for Development project presenting the Vienna Action Plan to the Minister of Youth and Sports **Mr. Nii Nortey Dua**, the Minister for Women and Children's Affairs, **Ms. Juliana Azumah Mensah** and the Minister of State at the Presidency, **Ms. Hajia R. H. Alhassan Dubie** in Ghana.

Right: One of the MYSA youth taking a rest after a long training session.

Bottom: Penalty shoot out at the Mondiali Antirazzisti in Italy.



The purpose is to offer the managers of the organisations practical knowledge that they can ideally apply in their everyday operations and overall management of their organisations. Throughout 2010, a total of 10 adidas Exchange Programmes were implemented across five continents.

The intangible success of the exchanges, especially the ones containing an element of capacity development/peer-to-peer exchange, was the unique opportunity for the organisations to come together at horizontal levels to exchange know-how and experiences. The prospects for more effective collaboration among organisations in the various regions was strengthened through the Exchange Programmes and in many cases (e.g. Middle East, India) followed up via meetings and further informal exchange such as bilateral site visits. The innovative mixture of professional training in both organisational development and football coaching empower the organisations to develop their own and unique business expertise and improve their training sessions in order to attract, motivate, retain and win over new and young participants.

Contact:

www.streetfootballworld.org

EZA Fairer Handel (EZA Fair Trade*) was the first and the biggest importing organisation and supplier of fairly traded products in Austria. In 1998 EZA for the first time offered a variety of footballs made in Pakistan under fair conditions. The supplier – Talon Sports – is FAIRTRADE certified and committed to ensure certain social standards for factory workers as well as for women working in the stitching centres. Child labour is prohibited. Part of the higher prices paid by EZA as a premium is used for welfare activities. The “Talon Fair Trade Workers Welfare Society”, a body consisting of workers representatives and management staff, jointly decides on how to use the premium money. Investing in health care, education or other community activities enable producers to improve their lives and those of their families.

Contact:

www.eza.cc

RASENREICH are distributors of certified FairTrade innovative balls called CORPUS which are offering ground breaking methods of training that improves the skills of football players. RASENREICH emphasises that the attitude of fair play and mutual respect – cited over and over again in the world of football – must go beyond the bounds of the football pitch. For this reason, RASENREICH products are certified with the FairTrade-label. Function and design are important, but fairness and a forward-looking attitude carry equal weight. The company's approach to transport the idea of Fair Trade onto the football grounds goes beyond what other Fair Trade sports goods suppliers do – RASENREICH offers an additional benefit to football teams; to improve the skills of their players. The aspect of Fair Trade production is not used as a sales argument, but rather as part of the responsibility of the world of sport for equity and respect in society.

Contact:
www.rasenreich.com

Recommendation: The private sector and sport equipment producers should give back to the community through their corporate social responsibility activities what the community has given them in one way or the other. It is the grass roots that sustain the business that sport has been turned into, but unfortunately the people who sustain it get the least back. This trend must change if anything significant should happen in plus sport.

*FAIRTRADE standards guarantee fair payment for workers, independent from the usual prices on the world market. In addition to the higher prices, an extra bonus for social projects is paid out. The whole process of fair traded products and production is certified by the independent FAIRTRADE labelling organisation with its unique label.



Top: The photo shows a Fair Trade Women's group in Pakistan sewing footballs under Fair Trade terms.

Middle: CORPUS training 'ball' from Rasenreich, Austria.

Bottom: An international football tournament based on fair play principle.



Brainstorming session of Football for Development multipliers and facilitators on conducting workshops in schools, youth centres and football clubs with youths and children.



Summary of Strategy Paper⁵

In the run up to the FIFA World Cup 2010 in South Africa, a strategy paper was published under the theme: The FIFA World Cup 2010 in South Africa as an Opportunity for Development Education and Awareness-raising.

The analyses as well as the theoretical input resulted in the following recommendations which formed the core of the Austrian wide "Ke Nako – Afrika Now!" activities before, during and after the 2010 FIFA World Cup.

- ▶ It is strongly recommended that the government and its institutions especially those dealing with projects in information, education, sports, culture, integration, the youth and development policy tasks should include sports as a strategy and medium in their activities. This should be a permanent and not just a one off strategy. With regards to Austria, Austrian Development Agency (ADA) has been mentioned as an institution which

can take up this responsibility especially in terms of finance.

- ▶ It is recommended that the government should also promote these ideas on governmental levels not only nationally but also in other continents, within the EU, the United Nations and other regional bodies.
- ▶ Include migrant groups as much as possible and at the same time involve policy makers and people in authority and power in carving out these strategies.
- ▶ Training of multipliers (not only in the strategy itself but general project management from design to application, implementation, monitoring, evaluation and reporting) especially among people with migration background, fans, the youth, teachers, girls etc., so that this type of strategy can have a base of capable people who understand what is involved and what it is all about and who can further disseminate it.
- ▶ The strategy in this area should be multilateral and multi-agency

since the targets are cross cutting. It is thus important that the actors and players must strive to include as many experts from diverse backgrounds as possible. This will range from sports clubs, fan groups, football and other sport authorities, the media, migrant groups, sponsors etc.

- ▶ People from Austria and other parts of Africa could be made ambassadors for sport for development and sport against racism. These could range from sports women and men, former stars as well as artists, social workers, philanthropists etc.
- ▶ African players who played mainly in Europe or are playing in Europe should be contacted and encouraged to support, initiate or fund development through sport initiatives.
- ▶ African communities living in Europe should be exposed by the media about their lives and activities and also involved in local activities. This will give the Austrians a better picture of Africa and its diversity. This will go a long way to help the integration of Africans as well as acceptance by the majority of the society.
- ▶ In terms of activities towards mega events like the FIFA World Cup in South Africa, it is recommended that the activities and projects to be organised must be undertaken under one umbrella to give the programmes national and collective identity.
- ▶ Organising of intercultural football tournaments. Such tournaments could be with other neighbouring countries as well as politicians playing against African teams, bringing the youth from various backgrounds and cultures together etc.
- ▶ Before showing any World Cup match on TV, show case a project or programmes that uses football and sport to address issues in Africa that deal with education, cultural exchange, health, governance, youth and gender issues etc. Reports on some African countries at least the six that have qualified should be shown.

⁵ For a full version of the article (German) "Die Fußball-WM 2010 in Südafrika als Chance für die entwicklungspolitische Informations- und Bildungsarbeit" (2009) authored by Bella Bello Bitugu go to: www.fairplay.or.at



UN Forum on Sport for Development and Peace Recommendations⁶

The 2nd International Forum on Sport for Peace and Development held at the United Nations office in Geneva on 10 and 11 May 2011 – **Calls** for major efforts to reinforce partnerships between the Olympic Movement, governments, the UN system and civil society on sport for development and peace and

- ▶ **Invites** all concerned parties to strengthen the use of sport as an effective policy tool for development and peace-building, and to mainstream it in a holistic and cross-sectorial manner to contribute to the achievement of the Millennium Development Goals;
- ▶ **Urges** UN Member States to strengthen grassroots synergies for community support mechanisms and resource mobilisation with a view to implementing long-term, sustainable and cost-effective sports programmes;
- ▶ **Encourages** governments, and particularly donor countries, as well as international organisations, to include sport in Official Development Aid, and encour-

ages the United Nations system to include access to sport and physical education as an indicator in its human development indexes;

- ▶ **Requests** governments to increase their support for the development of quality physical education and sports for all;
- ▶ **Stresses** the need for closer cooperation with the business sector and international and regional financial institutions as key partners in social development and peace-building strategies;
- ▶ **Further calls for** the strengthening of common evaluation and monitoring tools on the impact of sport in social and economic development and for more interdisciplinary research to develop scientific evidence and good practices in these fields;
- ▶ **Urges** International Sports Federations, National Olympic Committees and other entities of the sports movement to strengthen their activities as partners for

development and social change, in close cooperation with governmental institutions, the private sector, and civil society organisations;

- ▶ **Encourages** International Sports Federations to organise world sports events in developing and emerging economies which can contribute to the building of a sustainable legacy for development;
- ▶ **Calls upon** UN Member States to cooperate with the International Olympic Committee in its efforts to promote the Olympic Truce in the framework of the Olympic and Paralympic Games in London in 2012, and to abide by it, individually and collectively; to pursue the peaceful settlement of all international conflicts, in conformity with the purposes and principles of the Charter of the United Nations.

⁶ For more on informations the United Nations Office on Sport for Development and Peace and their cooperation with the International Olympic Committee please go to; www.un.org/sport



**Stadium Action Days
in Hungary to create
awareness on the MDGs.**

The Project Football for Development

In 2009 a group of development NGOs, sport organisations and human-rights initiatives came together to design a project proposal aimed at awareness-raising and educational work around the first FIFA Football World Cup on the African continent in 2010.

The bid "Football for Development" attracted European Commission funding and the project kicked-off in November 2009. It brings together European NGOs from Austria, Czech Republic, Italy and Hungary with experienced sport & development initiatives from Africa including Kenya, South Africa, Ghana, DR Congo, Nigeria and the Gambia.

The initiative aims 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. The action brings together football stakeholders (football clubs, national associations, players, sport spectators and fan groups), sport-for-development actors and (sport) media from Europe and Africa to increase the

knowledge and expertise about the potential impact of football to promote the Millennium Development Goals (MDGs) as a positive medium for social change in sub-Saharan Africa and elsewhere.

This grass-roots initiative applies a multi-agency approach. Previous activities included an international conference "Development through Football", which passed the Vienna Action Plan; an NGO expert meeting; production of a teacher's manual on sport for development and using it as the guiding medium for cross-border school programmes, linked with exchange tours of mixed Kenyan youth teams from Mathare Youth Sports Association (MYSA); training and exchange programme for sport journalists; activities at African Fan Zones during the FIFA World Cup 2010 in inner cities and action days with national teams, professional and grass root clubs inside stadiums. The production of this Good Practice Guide is part of the project and depicts the overall perspective of the project and its vision.

www.footballfordevelopment.net



MYSA youth teaching their European counterparts how to create balls out of recycled materials.



Participants at the Experts' Non Governmental Development Organisations meeting in Prague.

Main Partners

Vienna Institute for International Dialogue and Cooperation (VIDC)

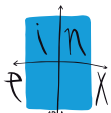


The VIDC, founded in 1962, is a non-profit, international non-governmental organisation (NGO) active in the fields of international

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 FairPlay. Different Colours. One Game (anti-discrimination in European football).

Contact: www.vidc.org, www.fairplay.or.at

INEX-SDA – Association for Voluntary Activities (INEX-SDA)



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-Programmes (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. The mission of INEX-SDA is to assist the development of a tolerant and open society and to encourage an active and responsible approach to the world around us both locally and globally.

Contact: www.inexsda.cz, www.fotbalprorozvoj.org

UISP – Unione Italiana Sport per Tutti



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 and its NGO Peace Games held educational and sport activities in Palestine, Bosnia, Chiapas, Lebanon, Brazil, South Africa, Mozambique, Senegal and the Arab Democratic Republic of Saharawi.

Contact: www.uisp.it

Mahatma Gandhi Human Rights Organisation



MAHATMA GANDHI EMBERI HUMAN RIGHTS ORGANIZATION

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 Programmes for high-school students and the Football Against Racism campaign.

Contact: www.gandhi.hu

Associate Partners

The Mathare Youth Sports Association (MYSA) 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. In 1988 MYSA was the pioneer association to link sports with slum garbage and environmental cleanups, AIDS prevention, tackling drug abuse and alcoholism, using music, drama and dance to highlight key social problems, feeding and freeing jailed kids, providing leadership training with awards to help young leaders stay in school and other community development programmes. Today over 20,000 youths in over 1,600 teams participate in the MYSA programmes. MYSA leaders are also helping to implement projects in Botswana, Southern Sudan, Tanzania and Uganda. The most distinctive feature of MYSA and the main reason for its success is that it is organised and run by the youths themselves.

Contact: www.mysakenya.org

Search and Groom (S&G), 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. It believes that access to and participation in sports is a human right and an ideal learning ground for life's essential skills. It acknowledges the possibilities and values sport offers. Search and Groom is a non-governmental and non-partisan organisation, which 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 the international human rights standards. These objectives are pursued through research and publications, campaigns, human rights education and self-empowerment projects.

Contact: www.searchandgroom.org

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 2,000 pupils in the supporting educational facilities. In 2005, SOS Children's Villages launched the Family Strengthening Programme. This programme is aimed at prevention of child abandonment and is currently operating in 12 communities in three of the ten regions in Ghana. 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. It was their version of the African Cup and was used to expose the children to different cultures, development and social issues like peace, violence and health. There is a current cooperation with the Feyenoord Rotterdam football academy in the northern region of Ghana.

Contact: www.sosghana.org

South African Football Players Union (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. Football clubs have given little official acknowledgement or guidance on the issue. Against this backdrop SAFPU has started an HIV awareness campaign and has run a peer-group advice programme. Since football is the most popular sport among black South Africans, SAFPU have used the appeal of professional footballers to convey key social messages.

Contact: www.safpu.org

La Ligue Sportive pour la Promotion et la Défense des Droits de l'Homme (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. In January 2008, during the African Cup of Nations in Ghana, LISPED participated in the SOS Ghana led programmes under the theme Sports for Peace and Social Development. An African network of sports for peace was established during this programme bringing together organisations and individuals from Ghana, Kenya, Rwanda, Burundi, Tanzania, United Kingdom, Austria, Algeria, Madagascar and Tunisia.

Contact: www.lisped.org

Name*it – Production and distribution of underrepresented issues in the media:

NAME IT positive media Produces features, documentaries and reports for radio, print media, TV and web media mainly about underrepresented issues. It organised in 2008 the "Peace Kicking Mission" in Kosovo.

Experiences in Africa: Production of a radio feature about the music festival in Timbuktu (Mali) and Cooperation with South African Media Production of a media website about development issues, civil society and the effects of the World Cup 2010 in South Africa.

Contact: office@nameit.at



Friendly game after a workshop at the stadium of FK Austria Vienna.



Workshop with a school in the Czech Republic.



Tournament at the Mondiali Antirazzisti.



Feedback Form

Thank you for reading this product and we hope you will take off a few minutes to give us your feedback. This feedback is very important for us to enable us improve our future publications as well as to know what actors, stakeholders, interested parties and experts like you think of such a product.

1. How did you get to know of the Good Practice Guide?

Website Per post Via email Personally from the project team

From colleagues at my organisation

please give name of the organisation here

Others: please explain

2. Is Good Practice Guide (GPG) known within your organisation?

I don't know anyone else who is familiar with it It is known among few colleagues at the organisation

Most of the people at the organisation know about GPG

3. Would you promote/disseminate the GPG within your organisation and partners?

No, it will not be promoted/disseminated

Yes, we will disseminate the GPG within our organisation and among partners

4. Briefly state why your answer in question 3 above

5. Is such a guide useful for you and/or your organisation?

Very useful Useful Not useful Don't know

6. Please state the reason for your answer above in question 5.

7. In terms of good initiatives integrating sport and global development, what would you like to see in the subsequent editions of a Good Practice Guide?

8. Would you recommend the Good Practise Guide to others?

No Yes I don't know

9. Any comment if you want:

Please, provide statistical information

Country: Gender: M F

Organisation:

If you want to be personally contacted for follow-up please provide your contact address below:

Return to:

VIDC-FairPlay

Möllwaldplatz 5/3

A-1040 Vienna

E-Mail: fairplay@vidc.org

Fax +43 1 7133594 73

Contact

Bella Bello Bitugu

(European Project Coordinator)

VIDC – FairPlay

Möllwaldplatz 5/3

A-1040 Vienna, Austria

E-Mail: bitugu@vidc.org

Tel. +43 1 7133594

Fax +43 1 7133594 73

Mobile +43 650 6831842

Skype: drbellabello1964

www.FootballforDevelopment.net

www.fairplay.or.at



THE FOOTBALL FOR DEVELOPMENT
PROJECT IS CO-FUNDED BY THE
EUROPEAN UNION.

Project Partners



MAHATMA GANDHI EMBERI HUMAN RIGHTS
ORGANIZATION



National Co-funders

financed by
Austrian
Development Cooperation

