



Development through Football

MOVE 2009

Development through Football: reaching and empowering diverse urban communities

Examples from the streetfootballworld network

Panos Manoglou – know-how manager, streetfootballworld

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1. What is streetfootballworld?

2. The streetfootballworld Network

3. Implementing the DtF approach in urban settings (a)

4. Implementing the DtF approach in urban settings (b)

5. Implementing the DtF approach in urban settings (c)

streetfootballworld is a social profit organisation with a unique idea: Development through Football.

- founded in Berlin in **2002**
- **30 staff members** from 9 countries speaking more than 10 languages
- **Regional streetfootballworld offices** in Argentina, South Africa and the US
- main **partners:**



Die
Bundesregierung



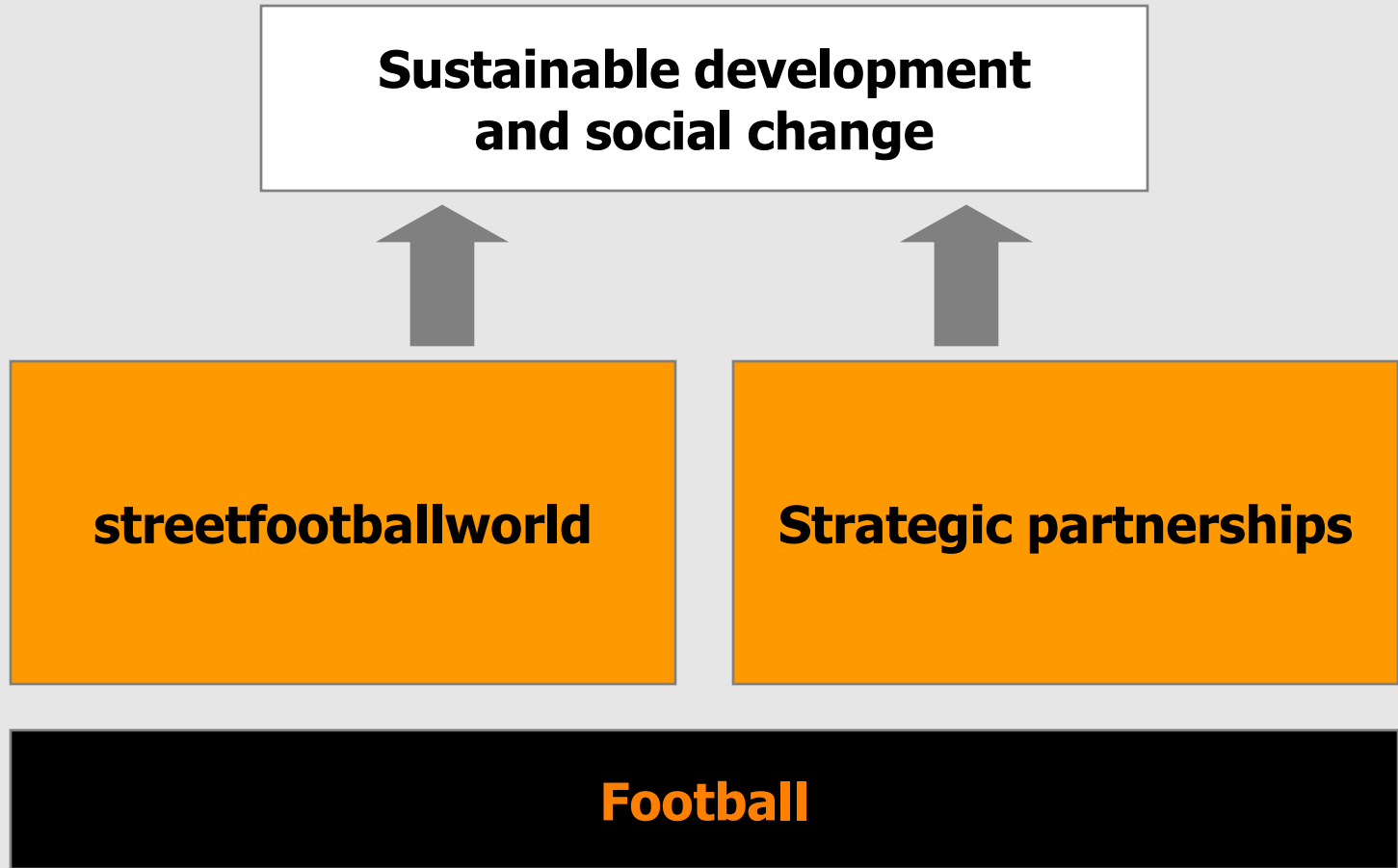
SONY

streetfootballworld's vision

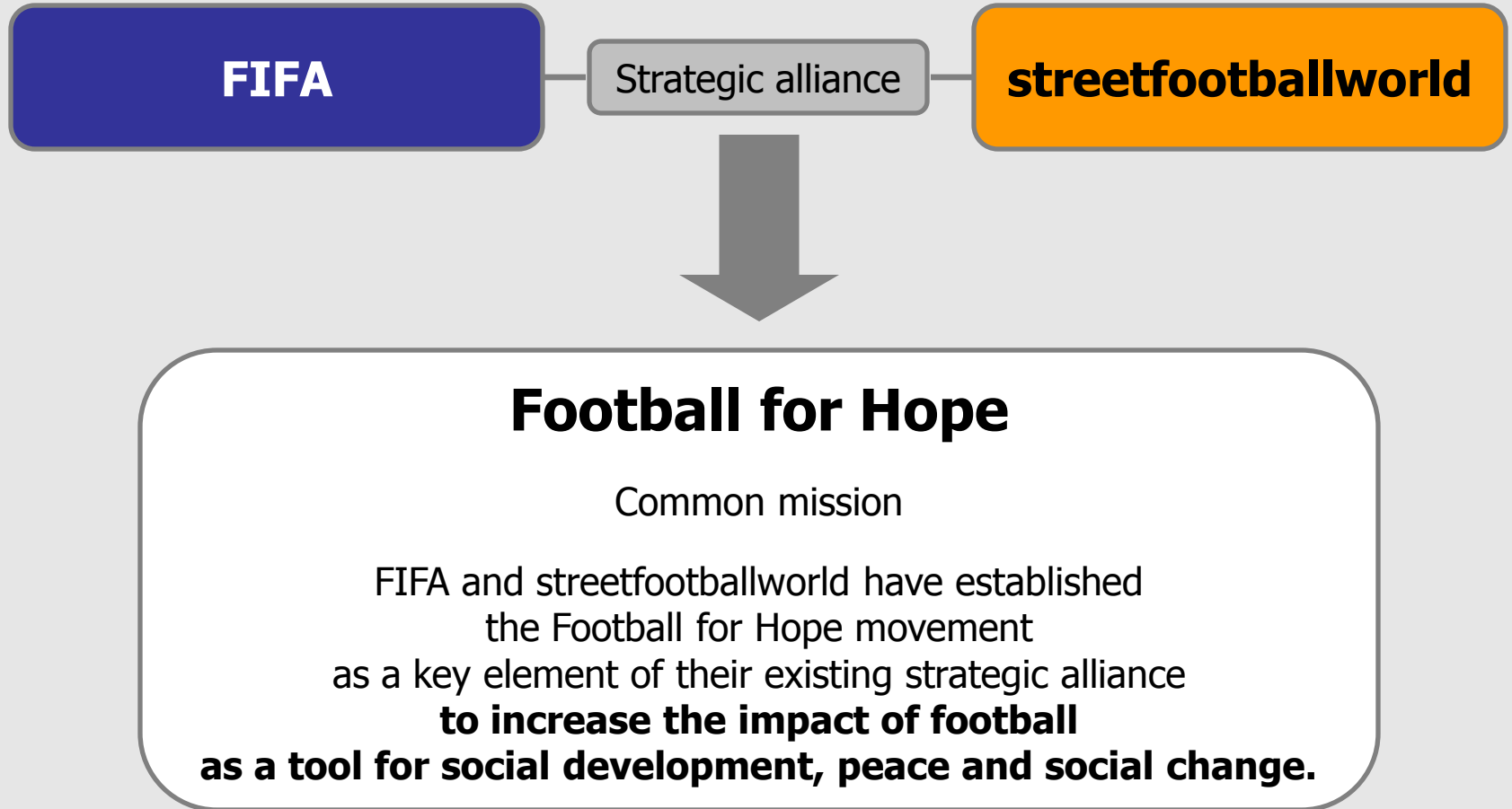
streetfootballworld believes in football's power to promote global partnerships for development, and to contribute to an environment of positive social change on a global scale



Sustainable and long-term success can only be achieved through partnerships.



streetfootballworld and FIFA came together and created Football for Hope.



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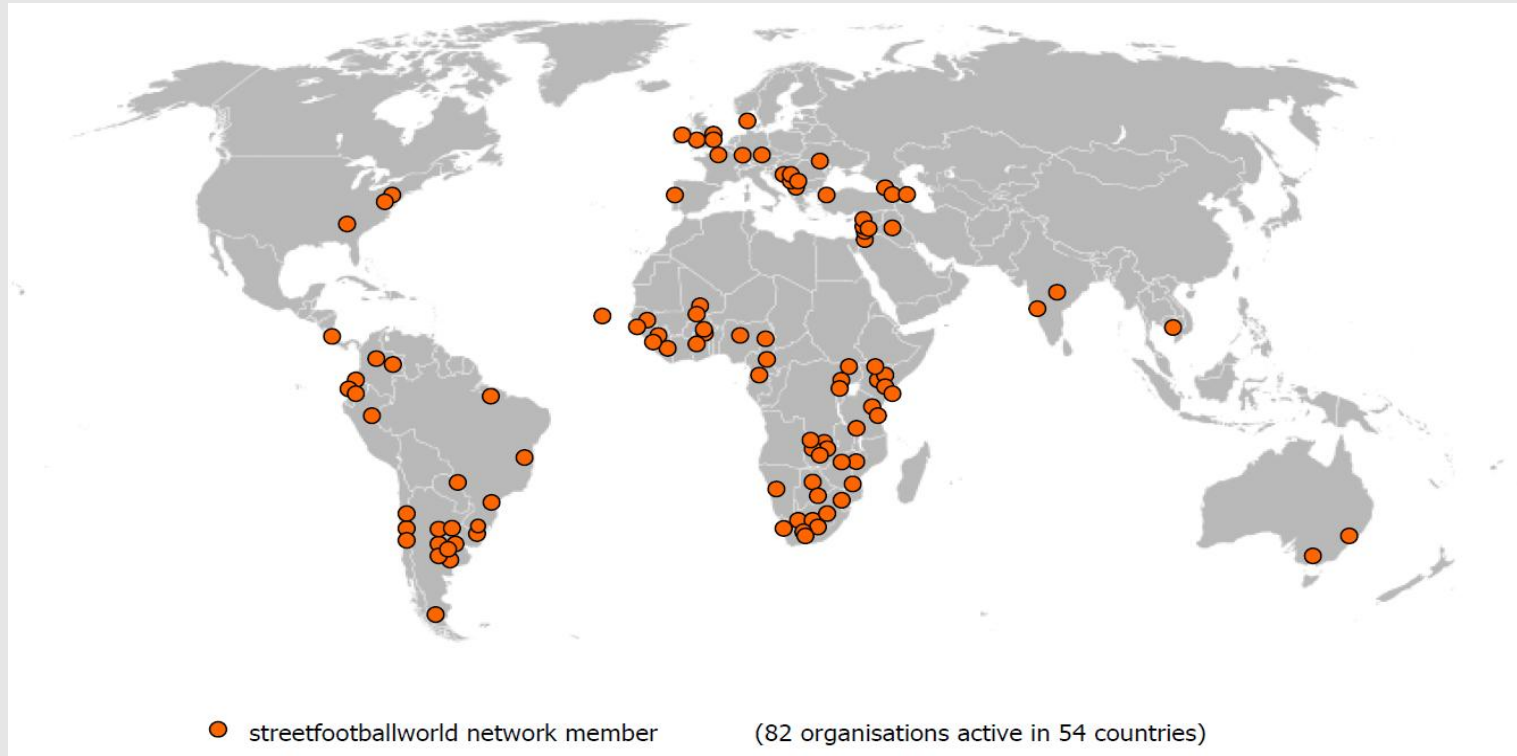
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streetfootballworld leads a network of over 80 organisations using football to change people's lives

- Social issues addressed: **education, social integration, peace-building, health, gender equality, youth leadership, employability, environment.**



Structures of the streetfootballworld network

- **Statutes & By-laws**

adopted in June 2008 by all members of the network: providing the basis for future development of the network's structures

- **Network Board**

composed of representatives of 5 network members, the Network Director, and the Managing Director of streetfootballworld: developing and monitoring the projects and activities of the network

- **General Assembly**

supreme organ of the network: electing the Network Board and verifying the Network's overall strategy

- **streetfootballworld Office**

Network Management Team (network team): the „engine“ of the network

The streetfootballworld network's strategic goals

- **promote the approach *Development through Football***

monitoring and evaluation | sharing of expertise | partnerships in relevant sectors

- **facilitate know-how exchange and capacity building**

exchange among members | educational opportunities

- **facilitate investment in members and their programmes**

funding | sustainable structures | social entrepreneurship | good governance

- **influence and counsel decision-makers worldwide**

political consultation | global movement of the football world | set agenda in *development through sport*

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Teaching Kids Skills for Life... One Goal at a Time

Using soccer to improve urban families and communities

Soccer in the Streets – The Urban Soccer Model

- Essential values of **quality, consistency & sustainability**
- Programs teach **life skills**
- Facilities are built in locations without access to **play space**
- Create room to **grow**, a progression for the program to grow along with the participants and their families



Atlanta, Georgia, USA



- Partnerships with local governments and community initiatives
- First **Street-Box** built in 2003: abandoned tennis court turned into soccer court used by hundreds per week
- **Positive-Choice Soccer** life skills training program kicks off in conjunction with afterschool program
- Kids progress to organized teams and Streets' League



Today's successes



- **School of Life** program kicked off in 2006, kids are becoming licensed coaches, referees, and gaining valuable hands-on experience in administrative side of sport
- High school graduates are going on to college and technical school



Main Challenges

- Funding; e.g. trained coaches, equipment
- Field space: not many large grass fields in urban environments; in the US, most of them are dedicated to American football or baseball
- Prejudices: in the African-American inner-city, soccer is still seen as a foreign or girls sport; often parents want their kids only playing American football or basketball
- Lack of collaboration:
 - some organizations still resist working together, the Urban Soccer Collaborative has changed this for soccer organizations nationally
 - youth serving organisations often not simple to partner with

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Sport dans la Ville - Mission



Sport dans la Ville helps 2000 children who live in difficult neighbourhoods through an innovative sports and training programme.



Key figures



- Founded in 1998
- Active in Lyon, Grenoble, St. Etienne (France)
- 2000 young participants (6-20 y/o) involved in 2009
- 18 FT professionals
- 50 PT football and basketball coaches
- 1 unique sports and academic centre
- 2009 operating budget: 3mio €
- Biggest sport NGO in France



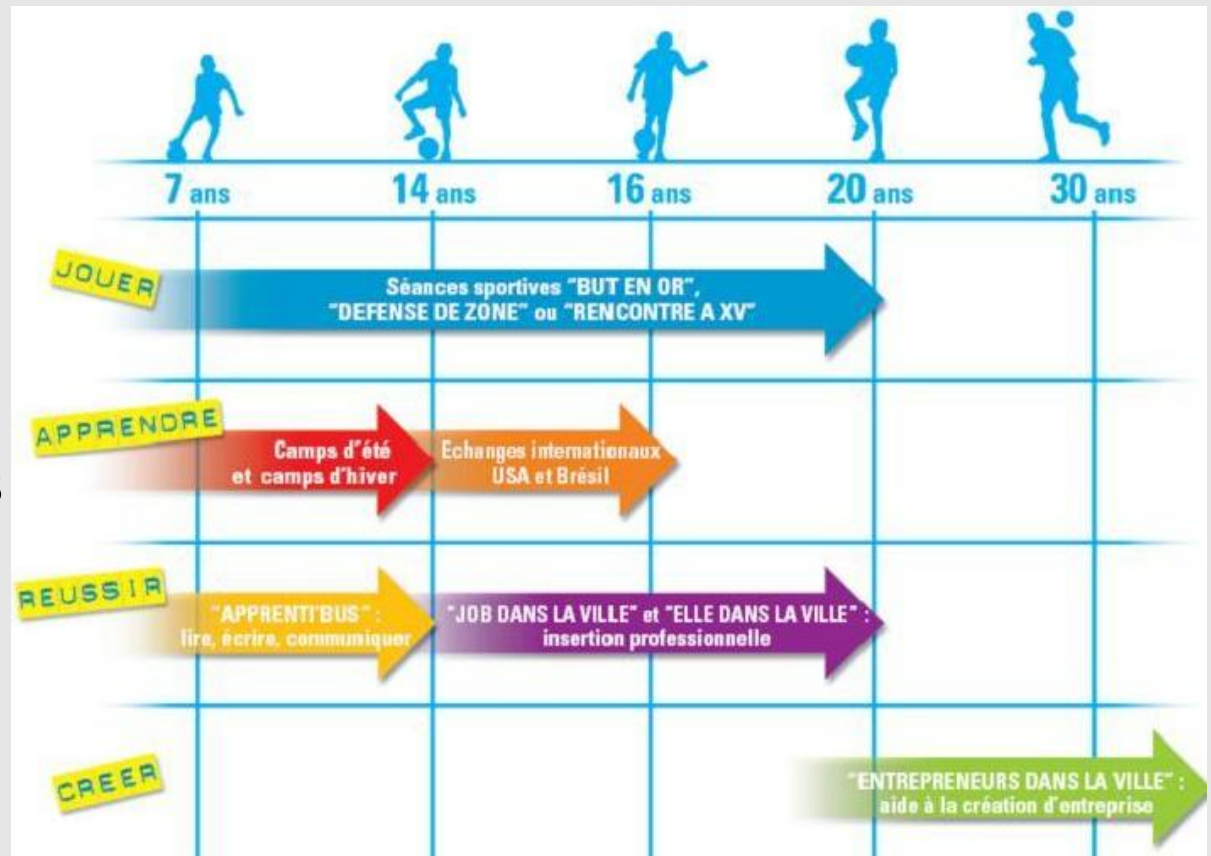
The SDLV programme model



- Football as a „hook“

Core components:

- football (sport) clinics
- job training/support
- summer/winter camps
- international exchange programme
- corporate events



Main challenges



- To be accepted by the local state-owned or state-funded organizations
- To be accepted by all the inhabitants of the neighbourhood
- To have top-quality sports coaches to create a strong link with the youth



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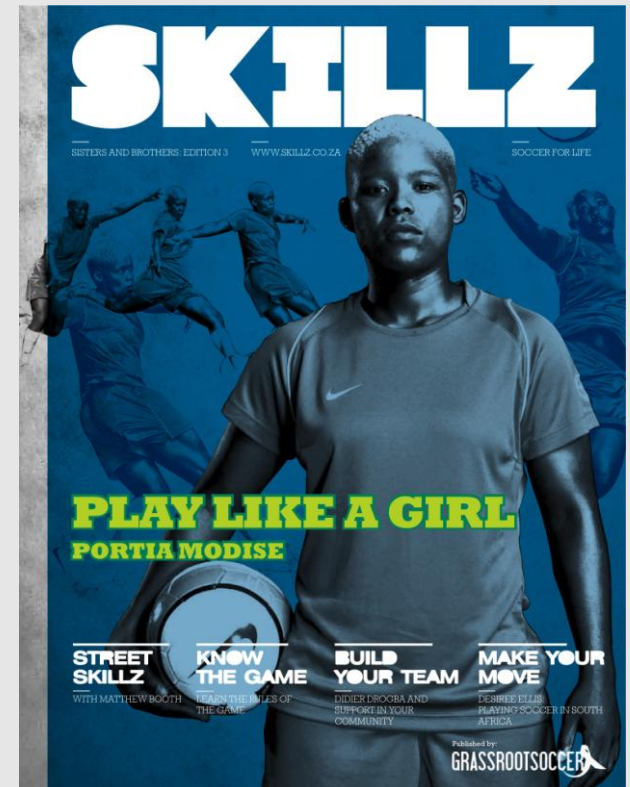
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Using the power of Soccer in the fight against HIV/AIDS

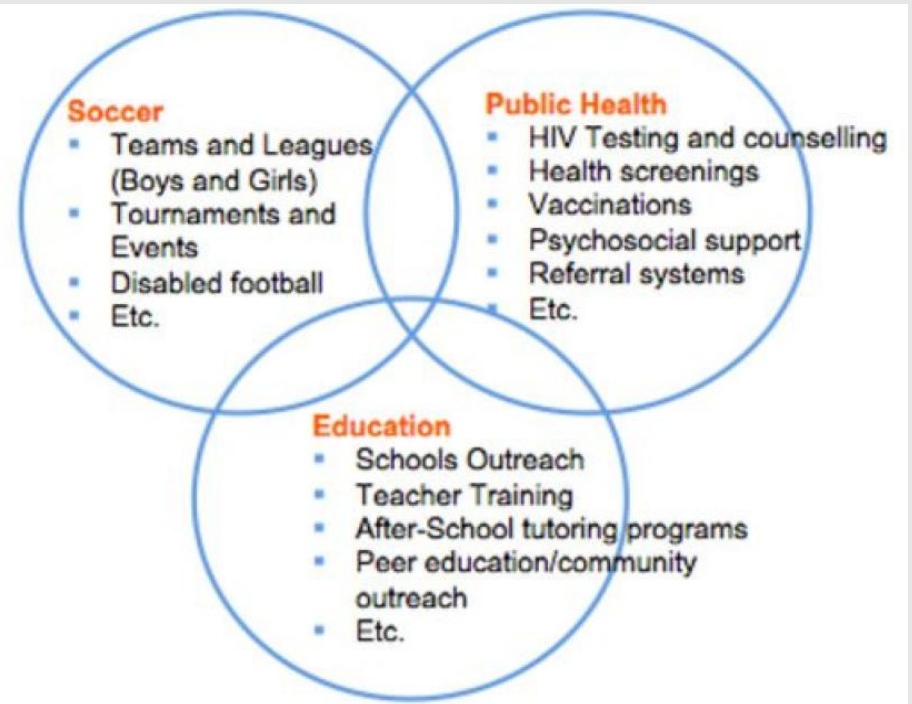
The GRS Model

- Interactive HIV/AIDS and life skills curriculum
 - Targets boys and girls 12-18 years
 - Uses soccer language, metaphors, drills
 - Discovery-based learning
- Flagship (ongoing, direct) programmes in SA, Zimbabwe, Zambia since 2003
- Main tools: „Skillz“ Curriculum / Coach’s Guide / Magazine
- Training community educators and role models
- 61 full-time staff / 300 volunteers



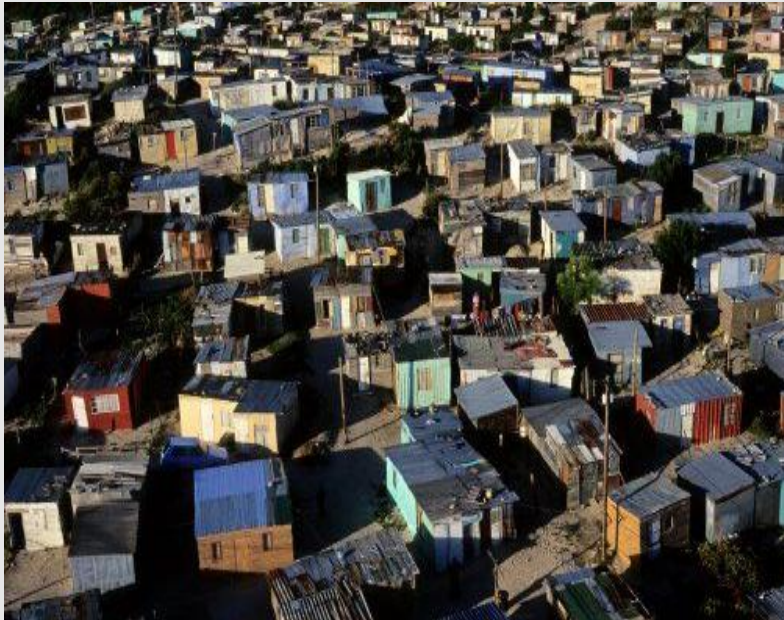
Football for Hope Centres – Khayelitsha

- FFH Centres: football, education and public health
- GRS to be host of the FFH Centre in Khayelitsha, a township in Cape Town, SA.
- Part of Cape Town's regeneration programme for Khayelitsha; „Violence Prevention through Urban Upgrading“
- 5-year hand-over plan



ZOOM in on Khayelitsha

- SA's 2nd largest township
- 1.5M residents: 80% live in shacks
- ~30% antenatal HIV prevalence



- GRS currently works in 17 schools
- >1,000 graduates in 2009
- FFH Centre opens in Dec 2009
- *Partners:* CoCT, Youth AIDS, New Start, MSF, Khayelitsha Development Forum

Main challenge: community buy-in

1. Establishing contact: KDF and local sports council; existing NGOs, etc.
2. Understanding interests, resources, concerns
3. Identifying Community Contributions

...these principles are broken down in a series of measures towards effective community engagement



Thank you!

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