GREEN GOAL!

Sport for Environmental Awareness
3 - 9 December 2011
## Green Goal!

### Sport for Environmental Awareness

**Foreword by James Nxumalo**

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

‘Green Goal!’ activities during COP17

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
</tr>
</tbody>
</table>

The launch of a ‘fantastic tool’

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
</tr>
</tbody>
</table>

Raising Environmental Awareness through Football

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
</tr>
</tbody>
</table>

Games, discussions and commitments

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

‘Green Goal!’ opens eyes

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
</tr>
</tbody>
</table>

International dialogue on the football pitch

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
</tr>
</tbody>
</table>

Voices from the field

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
</tr>
</tbody>
</table>

Statement by Sumayya Khan - Chief Officer Sport and Recreation South Africa (SRSA)

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
</tr>
</tbody>
</table>

Statement by Ben Dladla - Senior Education Specialist School Sport, Umzimvubu District Department of Education

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
</tr>
</tbody>
</table>

Statement by Horst Freitag - Ambassador of the Federal Republic of Germany

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
</tr>
</tbody>
</table>

Statement by Roeland van de Geer - EU Ambassador to South Africa

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
</tr>
</tbody>
</table>

Statement by Gerald Gunskowski - YOF Project Manager

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
</tr>
</tbody>
</table>

Statement by Reaxmaz Maaziho - Director Games, liveLife

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
</tr>
</tbody>
</table>
Foreword by James Nxumalo
Mayor Councillor eThekwini Municipality

Through the hosting of the COP17 climate change conference, we have seen that climate change is truly a global problem which requires a global solution. In the awareness campaigns regarding climate change, one often hears the call for urgent action on climate change because we need to safeguard our way of life and the obligation we have to future generations.

The ‘Green Goal!’ event has managed to raise the awareness on environmental issues to 2000 youths from the eThekwini Municipality using football as an educational tool. We must always remember that the youth and children have the right to grow up and live healthy lives in healthy environments. They have the right to voice their opinion and to participate actively in the decision making process. The COP17 gave us a unique opportunity to take effective steps towards fulfilling these rights.

Just like in any other region of the world, girls and boys from disadvantaged communities face complex problems in African countries. They often come from difficult social backgrounds with many families living below the poverty threshold. Due to poor education, many youths lack skills making it difficult for them to find employment. They are exposed to health risks, alcoholism and drugs. Girls and young women especially face violence and crime, more than a few are discriminated and excluded from social life. This is where Youth Development through Football (YDF) comes into play.

We are thankful to YDF and its partners for hosting series of events in Durban, which brought together youth, environment and sport. The eThekwini Municipality saw the need of using football as an educational tool. Firstly, to raise the environmental awareness among youth from the disadvantaged communities of the eThekwini Municipality; secondly, to give the young generation a platform to express their personal views on climate change; thirdly, and finally, to reach personal commitments towards the environment by the youth. And I think that all these goals have been reached during the COP17 conference.

‘Green Goal!’ combines football education and training with development measures for thousands of young people. The global climate crisis is forcing us to live in a sustainable and responsible way. I am grateful that we have amongst us such a strong group of passionate and concerned environmentalists, climatologists and renewable energy advocates who will work with us to achieve this.

We are thankful to several stakeholders for their successful partnership during the special event.
‘Green Goal!’ activities during COP17

In December 2011, Durban stood in the spotlight of the world. The South African government hosted the 17th Conference of Parties (COP17) in the city on the Indian Ocean. From 28 November to 11 December, representatives from 194 states, international organisations and civil society tried to find solutions and to negotiate agreements on how the challenges of global climate change can be addressed appropriately. While international agreements without doubt play a crucial role in this context, initiatives to fight global warming and to preserve the ecosystem must simultaneously be fostered at a grassroots level. And while the older generation will experience the future impact of climate change only partly, the world’s youth must cope with these effects for a lifetime.

Being aware of the latter scenario, several stakeholders in South Africa and especially in the province of KwaZulu-Natal took the initiative and established a partnership leading to the ‘Green Goal!’ activities, where football served as the main tool to achieve the objective of raising the youth’s awareness for environmental issues. From 5 to 8 December, a total of almost 2000 youths from disadvantaged communities of the eThekwini Municipality came to Hoy Park Sports Ground, only 500 metres away from the COP17 venue, the International Convention Centre (ICC). The event was commonly organised by the Youth Development through Football (YDF) project of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the Department of Sport and Recreation South Africa (SRSA), the KwaZulu-Natal departments of Sport and Recreation (KZNDRS) and Education (KZNDOE), the eThekwini Municipality and the non-governmental organisation loveLife.

The ‘Green Goal!’ event consisted of four stations: Football exercises relating to environmental awareness, street soccer games, a youth discussion forum and a ‘Tree of Commitments’ which was created by the youths and featured their personal ideas on saving the environment.

Each morning, students from five schools from the eThekwini Municipality rotated through the course of activities. During the afternoon sessions, four groups from the local community sport hubs that have been created within SRSA’s Mass Participation Programmes (MPP) participated in the event. “The activities include football exercises in which environmental core issues like recycling are being touched. We show the kids in a playful setting, how they can do little things to save their immediate environment,” explained YDF ‘Tshik Hed’ Instructor Lebogang Thamatsane. Both teachers and coaches had been trained in advance on the new YDF Manual for Environmental Awareness. This approach guarantees that the methods and activities were not contrasted to the limited period of time during COP17, but will be used and implemented in the future in schools and community sport hubs.
The launch of a ‘fantastic tool’

On 4 December 2011, YDF presented its “Manual for Environmental Awareness” to the public. Peter Conee, GIZ Regional Director at the Department of Sport and Recreation South Africa (SRSA), handed over a first edition to Rohini Naidoo, Acting Chef Director School Sports at the Department of Sport and Recreation South Africa (SRSA). The handbook will function as a guideline for instructors and coaches who implement at grass-roots level and who reach a large group of children and youth that are threatened by environmental risks, often without being aware of it.

Rohini Naidoo was very confident that this tool will be a great success. “While high ranked international politicians try to find solutions on a strategic level during this conference, it is civil society that is the real implementing agent to respond to climate change. This YDF manual is designed to be integrated into our communities and our civil society,” she said at the event that took place at the German Stand of the Climate Change Response Expo. Ms Naidoo emphasized that the new manual is a great way of reaching out to the children and youths whose lives will be increasingly affected by climate change.

During the presentation, Xolani Banda, a YDF Instructor from Kwa-Dukuza, KwaZulu-Natal, called the handbook “a fantastic tool, which from now on assists us in working with our youth on environmental issues.” In order to give a practical insight into the manual, the coach asked four guests of the event to join him in a short exercise that demonstrated how a disruption of the food chain has severe effects on our planet’s biodiversity. The audience was impressed by the simplicity of the method while the message was being powerfully passed to the youth. After the interactive demonstration, Karthinez Uys from the non-governmental organisation “The Earth Organisation” reminded everyone that “soccer is the heartbeat of our nation! And that’s why it is an appropriate tool to reach out to our communities and change our behaviour.”

In 2011, the Youth Development through Football (YDF) project expanded its ‘ToolKit’ through the introduction of the “YDF Manual for Environmental Awareness”. The target group to be trained and made use of this manual are instructors and coaches who implement at grass-roots level and reach a large group of children and youth that are threatened by environmental risks, often without being aware of it. What appears at first glance to be an extremely difficult notion is presented in the “YDF Manual for Environmental Awareness” in a manner that is both understandable and extremely vivid. The purpose of the manual is to assist and assist coaches - even those with limited experience in environmental issues - with taking important steps towards a healthier environment.

The manual shows many different ways of how to contribute to protecting the environment through both individual activities and actions taken by the football team and community. YDF offers and organizes training and qualification measures for social workers, educators, coaches, trainers or team captains. It intends to transform coaches into social workers and social workers into coaches to exploit the educational potential of sport. Additionally they are trained on specific topics - in this case environmental issues. These contents are provided in the YDF ‘ToolKit’, so that the trained trainers’ will be capacitated to pass the knowledge to their respective communities.

Ahead of COP 17, YDF trained 50 coaches and educators on the YDF methodology, who participated actively in the ‘Green Goal’ event and will continue to use the ideas of the manual for their sessions.
Games, discussions and commitments

I know that COP 17 is about climate change and the environment,” said Simphiwe when asked about the topic of the high-level conference. “But I’m not sure what the politicians are exactly doing there,” the 12-year-old girl explained at the Youth Discussion Forum, which took place in the loveLife Mobile Youth Centre, a bright colourful tent behind the goalposts of the football pitch at Hoy Park. That Monday morning, over 50 students from the Phakalane Primary School sat around a small-sized football pitch that had been integrated into the tent. Two beanbags with a football pattern were placed near the centre circle; the atmosphere almost resembled that of a stadium.

The facilitator of the dialogue with the youth, Stephen Leluka, brought up Simphiwe’s question to the forum and asked the other participants whether they can help their classmate. Step by step, with each student adding a part of the puzzle, the image became clearer: at COP 17, international politicians and experts argued about the right way to mitigate the effects of climate change on a very large scale with each country having its own perspective. “We, as normal citizens of Durban, can hardly influence these larger agreements,” Leluka emphasized. “So what can we, what can you do to help save our environment?” Thabo, a 13-year-old from the township of KwaLantzi raised his hand, jumped onto the beanbag in the centre of the circle and took over the microphone. “We can pick up the trash around our house and separate the waste.” Stephen Leluka was satisfied with the boy’s knowledge and asked the youths why this behaviour was so important. “Because plastics can be toxic and damage the soil,” answered Thabo’s classmate Nokwazi and added: “If the
soil is polluted, we cannot use it any more to grow food. And when our football pitch is full with broken pieces of glass, we’ll get injured.’

After half an hour, Novaczi and her classmates moved on to the next station of their ‘Green Goal’ course. In the shade of a beadouin tent, the wooden structure of the ‘Tree of Commitments’ awaited them. The art piece displayed the youths’ ideas and commitments to save the environment. The students from Phakathi Primary School looked curiously at what others had written on the small boards, then Smangetle and Thando, two groundBREAKERS from LoveLife, divided the group into two.

While Simphiwe and her friends were performing fun games outside of the tent with Thando, the rest of the class was carefully listening to Smangetle’s instructions: ‘We are part of a greater system, which means that if one part of it fails or is damaged, we will have to cope with the consequences.’ In order to visualize this interconnectedness of the world, the youths stood in a circle, slowly bent their knees and sat on each other’s laps. When one student was taken out, the stability of the circle was damaged, just like the ecosystem breaking down if one of its components is damaged. Novaczi liked the exercise. ‘It is a lot of fun and makes us understand how important it is to treat our environment in the right way and take into account the larger effects of our own way of living. This personal behaviour waste centre of attention now: what is each one of us willing to commit to save the environment from further damage? The youths broke up into small groups, put their heads together, discussed and finally wrote their commitments on one of the boards. ‘Do not have a tap running’ said one, ‘Don’t pollute water’ said another. Piece by piece, the Tree of Commitments was growing.

The power of football to motivate youth and to get their attention could not be overseen at Hoy Park.

Wherever the ball was rolling, dozens of eyes quickly followed the movement and youths were participating with great passion. A quarter of the football pitch had been marked as the area where the YDF Tool ‘Environmental Awareness through Football’ was being implemented. LoveJoy Mbulumule, who also trains coaches on the YDF Tool-kit all over South Africa, led the activities on the pitch. ‘We practice technical football exercises, which we then link to ideas regarding the conservation of our environment,’ explained the 25-year-old. ‘The team sport of football makes you aware of your responsibilities for others. Therefore I find it an excellent opportunity to talk about the impact of an individual regarding the global ecosystem.’

One of the exercises began with dozens of bibs of different colours being spread out on the pitch. When LoveJoy blew her whistle, the youths collected the red, blue, green and yellow bibs as quickly as possible and brought them to the wideness of the pitch. ‘We then cleaned the bibs, the bibs, that represent waste of different material, were sorted and the session could continue. The exercise made it clear: if everyone fulfills his or her small part in separating waste, which can be partly recycled, the negative impact on the environment is limited. LoveJoy Mbulumule is convinced that the new approach is suitable for youths: ‘They don’t scratch their heads and guess what this is all about. It is what they experience on a daily basis. They know that every day they can actively do something for a better future!’ At the end of the training day, LoveJoy felt happy. ‘Both sides benefited from this event. I enjoyed the excitement in the kids’ faces, the way they laughed, their bright smiles. At the same time I could feel that they were damaged what we were doing and that they loved their time at the event.’
‘Green Goal!’ opens eyes

‘This event was a revelation to both sports coaches and educators,’ said Khaya Butheko, Senior Education Specialist – Sport at the KwaZulu-Natal Department of Education. ‘The YDF approach to raise environmental awareness is one of the best tools to capacitate our learners.’

From the beginning, the Provincial Departments of Education and Sports and Recreation had realised the great opportunity that COP17 meant for raising environmental awareness through sports. ‘In the past years, climate change was not a priority issue in the educational sector. But as soon as the decision was made that Durban would host the summit in 2011, the authorities noticed that the conference was a chance to foster environmental education. And the ‘Green Goal!’ event is a special part of this strategy,’ explained Khaya Butheko.

One of the teachers that had been trained on the YDF Toolkit ahead of COP17 is Pragasan Sivalingam. He is a sports teacher from Glen Heights Primary school and summed up his excitement about the approach in a few words: ‘As a teacher, I would give it a 10 out of 10’ Sivalingam was very impressed by the YDF workshops that he attended. ‘At first, we were trained on the general manual to understand the overall idea of youth development through sport and what our role as coaches meant. At a second workshop, we specifically practised how football can be used to raise environmental awareness. I was impressed by the methodology and it really exceeded all my expectations,’ he said.

At Hoy Park, Pragasan Sivalingam led the group of students from his school from station to station and assisted during the exercises. He felt that the youths could very easily relate to environmental issues. ‘What I liked about the programme at Hoy Park was, that the kids could start implementing their commitments immediately after they returned to their homes. And it is a brilliant idea to include football. Everywhere on our planet, even more so in Africa, kids gather quickly if you just throw a ball into the air. As soon as football is part of an activity, participation is guaranteed!'
International dialogue on the football pitch

After observing the different stations of the ‘Green Goal’ event, Michael Keuch, a member of the German parliament and the party’s spokes-
person for environmental affairs, concluded: “This project makes clear: you can do something yourself!” Not only high-level conferences and international agreements can lead to saving our environment, but also personal involvement and taking action. “You don’t have to wait for the politicians,” he continued.

While negotiations at the climate change conference COP17 were coming to their final round, Michael Keuch took a short break on Thursday afternoon and visited the activities at Hoy Park. Laboengi Thomtstane from the YDF Africa Team explained the methodology of the new YDF Manual for Environmental Awareness to the visitor from Germany and facilitated the inter-
cultural dialogue between the guest and the youths by translating from Zulu to English. Michael Keuch also participated in the youth discussion forum where he emphasized that the effects of pollution and the destruc-
tion of nature do not stop at border posts but rather affect the whole human population in his own home-
town of Dortmund, as well as in Durban.

After meeting the youths in the forum, the politician moved on to the next station where he observed how the youngsters constructed a ‘Tree of Commitments’. Wooden boards are fixed together to display the youths’ commitments to save our en-
vironment. Being impressed by the diverse ideas of the participants, Michael Keuch added his own commitment: ‘using public transport’.
Voices from the field

Dondré and Amanda from Cottingwood Primary School have already learnt about the effects of climate change at school. But the ‘Green Goal’ activities have strengthened their understanding. ‘I enjoyed that we could run and play outside,’ said Dondré. And her friend Amanda echo’s. ‘I like our “Tree of Commitments”, which shows that each one of us can do something to save our nature. We have to act, as we are the future leaders of the country.’
Statement by Sumayya Khan
Chief Operating Officer Sport and Recreation South Africa (SRSA)

With the Department of Sport and Recreation South Africa (SRSA) being part of the ‘Green Goal’ initiative, the South African government has shown its strong dedication towards raising environmental awareness among its citizens, especially its youth.

SRSA regards sport as a suitable medium to change behaviour and to present a different educational approach to learning. While young people look at sport as a fun activity, it is also a vital and critical tool in social change. I believe through the medium of sport there are various elements within society that we can have an impact on. At the ‘Green Goal’ event, we have been using sport in a fun way to bring about environmental awareness to young people.

We see sport as a great opportunity for schools to educate their learners in various ways. School sport is one of the key and critical strategic priorities of Minister Fikile Mbalula. In November 2011, SRSA launched its school sports programme, which will be rolled out in the next school year and culminate in a National School Sports Games, taking place in October 2012.

At the ‘Green Goal’ event, we were able to witness the power of sport to bring young people together and encourage them to take action. Together with our partners, SRSA will continue to spread the approach and develop further tools.
Statement by Horst Freitag
Ambassador of the Federal Republic of Germany

“Sport has the power to change the world, to inspire, to unite people in a way that little else can. It speaks to youth in the language they understand. There is no better way to capture the magic of sports than these words by President Nelson Mandela. And there is no better way to ignite the magic of sports than South Africa did when hosting the Soccer World Cup in 2010 – a firework of passion and excitement, a testimony to the generous and warm hospitality of the South African people, and a display of unity in victory and defeat.

Football knows no geographical, no ethical and no physical boundaries. It is fun to play and watch, it is good for your health and it seals friendships. But there is much more to it: football builds character, teaches responsibility and moral courage, to lead by example and to encourage others to do the same. It is an essential contribution towards building a strong diverse civil society.

In this way football can be used as a tool for learning and communication well beyond the game itself. This applies in particular to the linkage between football and environment. Many young people are passionate about football, which is central to their lives. Communicating with them through what they enjoy doing can promote the message that the environment is just as important as sport is in their lives. YDF has done this in an impressive manner through its “Manual for Environmental Awareness”. Just imagine all the carbon emissions produced by a team, any pollution generated by football games – from travel to the burning of stadium lights – are offset by modes of carbon reduction such as reforestation, solar power and wind power. It is not a dream. During the Women's World Cup in Germany in 2011, the initiative “Green Goal 2011” turned many stadiums and games into carbon neutral events.

Football did not end with the wonderful World Cup in 2010 and the protection of the environment did not end with the successful Climate Conference in Durban in 2011. To the contrary: both events laid the groundwork for new projects promoting youth football while raising the awareness of the youth for their own community and environment. I congratulate Youth Development through Football for its dedication, skills and enthusiasm. Your excellent programme – which Germany is proud to support – may seem like a small step now, but it will loom big for South Africa as well as for our future in sustainable development and for our friendship.”
Statement by Roeland van de Geer

EU Ambassador to South Africa

As has been widely reported, the European Union played a leading role in the successful outcome of the COP17 conference held in Durban in early December 2011. During the conference it was emphasised at many different occasions that more is needed to be done to sensitise the general public, particularly the youth, to the need for action to reduce carbon emissions and to save energy wherever possible.

The European Union is thus particularly proud to be associated with the “Green Goal” initiative of the part-EU funded Youth Development through Football (YDF) programme. Under the logo of Sport for Environmental Awareness youths are made aware of the global threat to the environment and the urgent need for climate action across all sectors of society. With a number of studies pointing towards Africa as most likely being worst affected by climate change, the YDF initiative is well-timed and well placed geographically.

I take this opportunity to wish our partners well with this wonderful programme, may it grow from strength to strength.
Statement by Gerald Guskowski
YDF Project Manager

As football is an outdoor activity, it is linked to nature and exposed to the changes that are taking place in our environment. The sport offers the opportunity to actively perceive and experience nature. Therefore it is only consistent that the Youth Development through Football (YDF) project has also been targeting the area of raising the youth’s environmental awareness through football. After a period of research and planning, the new “YDF Manual for Environmental Awareness” was launched successfully at COP17 in Durban.

By developing this new tool and implementing, together with local partners, the approach for the first time during COP17 in Durban, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) emphasizes its strong dedication to foster non-formal education in a global challenge that is highly affecting the regions of Africa where YDF is active. During the ‘Green Goal!’ events we have once again witnessed that the youth’s passion for football serves as a great starting point to further develop the life skills of the future generation. But Durban was only the beginning: together with the Department of Sport and Recreation South Africa (SRSA), YDF will spread the new approach of raising environmental awareness through sport.
Statement by Ben Diadla
Senior Education Spokesial School Sport, Umzazi District Department of Education

Umzazi district education schools were very happy to participate in the ‘Green Goal’ programme. The aim of this programme was among many things, to promote healthy lifestyle among our youth, to be environmentally aware, to promote active participation in sport and to take care of their environment so that the environment will in future take care of them as well. The programme was applauded by the educators who had a rare opportunity to participate in the ‘Green Goal’ activities.

The programme started when educators were trained in the use of the YDF toolkit, which empowered them to train the learners at their schools. Although only a thousand learners ended up attending the fun filled festival during the last week of school in the year 2011, more than 12000 learners actually took part in the programme.

The learners were invited to participate in the discussion about the greening of their environment and the cleanliness there-of. Learners were very happy to have some programme that kept them busy during the last week of school. They were not only entertained but educated as well. The friendly facilitators made it easy for the learners to enjoy themselves.

Educators who were also trained in the environmental awareness were so excited that they were looking forward to the re-opening of schools in 2012, because they had learned some interesting methods to tackle the subject ‘life orientation’, as most of the things they learnt will be useful in this subject.

On behalf of the schools, I would like to thank GIZ, the Department of Sport and Recreation South Africa (SERSA), loveLife, the KwaZulu-Natal Department of Sport and Recreation, the eThekwini Municipality and everyone who made the ‘Green Goal’ a success that it was.
Statement by Raxmax Mashigo
Director Games, loveLife

As part of its initiatives, loveLife, South Africa’s largest HIV prevention programme for young people, is using sports events as a platform to raise environmental awareness among youth. The reason for this is because a variety of sports are popular among large numbers of them.

loveLife also believes that sport and taking care of the environment are all part of healthy lifestyle living, which the organisation promotes in all its sexual health, lifetskills, sports and arts and culture programmes.

loveLife is happy to have been part of the ‘Green Goal’ event as it is a unique initiative that blends sport and issues around the environment. ‘Green Goal’ was a great way to reach large numbers of youth, many of whom come from disadvantaged areas, where they may not always be able to access quality information on the environment at school.

The ‘Green Goal’ event was successful because together with other partners loveLife was able to help young athletes understand that they need to take responsibility for issues and have a contribution to make in addressing environmental issues within their communities.

As loveLife, we believe in building complete young leaders for an HIV free future. By using sporting events to engage deeply with youth, we can link them directly to social issues, such as the environment. We can also make them better understand that they are just as affected by challenges in our environment as the broader community and world.
GREEN GOAL!