GHANA: 3 YDF Instructors
Current & former partners: ACRO, Play Soccer Ghana, UNHCR, YDF/GIZ Ghana, Youth Development through Sports (YDS)

Kenya: 2 YDF Instructors
Current & former partners: Kenya Community Sports Foundation (KESCO), Mathare Youth Sport Association (MYSA), Moving the Goalposts Kilifi (MGP), Society Empowerment Project (SEP), Vision Amari Pamoja (VAP)

Rwanda: 2 YDF Instructors
Current & former partners: Esperance Kigali City

Zambia: 3 YDF Instructors
Current & former partners: Breakthrough Chiparamba Sports Academy, EduSport Foundation, YDF/GIZ Zambia

Namibia: 5 YDF Instructors
Current & former partners: Nomination Football Association

Botswana: 3 YDF Instructors
Current & former partners: South East District Youth Empowerment League (SEDYEL)

South Africa: 125 YDF Instructors

Lesotho: 7 YDF Instructors
Current & former partners: Kick4Life, Lesotho Network of People Living with HIV/AIDS (LESEMPHA)

Mozambique: 4 YDF Instructors
Current & former partners: Federaçao Mocambicana da Futebol (FMF), Lurdes Mutola Foundation

North West: 8 YDF Instructors
Current & former partners: Early Birds Football Club, Leading Community Development Project

Gauteng: 37 YDF Instructors

Free State: 9 YDF Instructors
Current & former partners: Manganga University of Free State Community Partnership Programme (MUCPP), SAFA Motheo

Northern Cape: 10 YDF Instructors
Current & former partners: Agang Youth Centre

Western Cape: 22 YDF Instructors
Current & former partners: African Footprint for Hope, Grassroots Soccer, Imvomvo, Umzingisi Foundation/United through Sport

Eastern Cape: 18 YDF Instructors
Current & former partners: African Footprint for Hope, Grassroots Soccer, Imvomvo, Umzingisi Foundation/United through Sport

Limpopo: 5 YDF Instructors
Current & former partners: African Youth Development Fund (AYDF), Makopane Academy of Sport

Mpumalanga: 4 YDF Instructors
Current & former partners: Scouts Association South Africa (SASA), Seabe Sports Development Association (SEABE), Siyakhula Youth Health and Development Organisation

KwaZulu-Natal: 16 YDF Instructors
Current & former partners: Ecofuture, Inxuluma, Phinduvuya, Sportslite, Ungungundlovu Sport Academy

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4 / Stories from the Field
Foreword, UNOSDP
Wilfried Lemke, Special Advisor to the United Nations Secretary-General on Sport for Development and Peace, UNOSDP

Recent history has plainly exposed the importance of strengthening participation and inclusion of young citizens into all aspects of society. Fostering child and youth development is essential in order to create responsible citizens, achieve the Millennium Development Goals (MDGs) and promote peace.

Recognition of sport and physical activity as an effective tool for development and peace is growing throughout the world. They are specifically mentioned as such in an impressive and ever more growing number of policy and programme documents by international organisations – including the United Nations – as well as governmental institutions.

Sport becomes especially relevant in the realm of promoting child and youth development, and more so when it touches the lives of vulnerable children and young citizens.

The Youth Development through Football (YDF) project of the German Development Cooperation (GIZ) bridges the gap to those most vulnerable sections of the population, to children and youth for whom access to education, sanitation and health information is not a given, to those surrounded by violence, disease, environmental pollution and more social challenges. It uses the enthusiasm for sport in general – and football in particular – to equip youth with life skills, increase knowledge on HIV and AIDS, encourage peaceful conflict resolution, advance gender equality and promote environmental awareness.

I have myself been exposed on many occasions to the work carried out by GIZ through the YDF initiative, and have visited several of the projects, namely in South Africa, Kenya and Rwanda. Hence I can confidently attest to the high standard of work that has been carried out by GIZ and their partners, and to the strong impact that they have on the ground.

As a matter of fact, the YDF methodology is at the cornerstone of a new youth development project which we are supporting in Ukraine through a financial grant. By adapting the methodology to the Ukrainian context and receiving the support of GIZ, the project aims at leveraging football and football-related training exercises as a means to empower disadvantaged youth across the country and inspire them to become themselves agents of change for their communities.

Stories from the Field provides us with an exciting insight into this innovative approach and on the impact of YDF on individual beneficiaries. This extensive collection of case studies is a very valuable publication. It gives us even more strength to pursue our path and to continue promoting and using sport to change the lives of young boys and girls worldwide.
Sport is far more than mere competition, it’s more than simply spare time and it’s more than just entertainment for the spectators. While its intrinsic values, such as fairness, mutual respect, and healthy lifestyle have always been known, the potential that sport can unleash when systematically included in processes of social change has only recently experienced a rise in recognition.

More than any other sport, football exerts an exceptional power on the people, more so on the youngest ones. While Germany experienced the positive power of football by hosting a memorable FIFA World Cup™ 2006, the prospect of the first FIFA World Cup™ ever to be staged on the African continent filled many Africans with great pride. It is against this background, that the idea of “Youth Development through Football” (YDF) was born.

The Youth Development through Football (YDF) project started in 2007 as a legacy of the 2006 FIFA World Cup™ in Germany, envisaged to contribute to the legacy of the 2010 FIFA World Cup™ in South Africa. The project uses the popularity of football to promote youth development, especially of disadvantaged girls and boys. The project’s major objective is to establish and support youth development initiatives in selected African countries where football training is combined with non-formal education measures on life skills and relevant development issues. The project is funded by the German Government through the Federal Ministry for Economic Cooperation and Development (BMZ) and co-funded by the European Union (EU) with a total of 36 million euros. YDF is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, in partnership with the Department of Sport and Recreation South Africa (SRSA).

Additionally, YDF entered into two public–private partnerships with prominent companies: the partnership with Volkswagen South Africa supports HIV/AIDS prevention in the Eastern Cape, while the cooperation with Nike South Africa aims at strengthening the Sport for Social Change Network (SSCN) Southern Africa, offering support to its secretariat as well as capacity development for SSCN member organisations. More than any other sport, football exerts an exceptional power on the people, more so on the youngest ones. While Germany experienced the positive power of football by hosting a memorable FIFA World Cup™ 2006, the prospect of the first FIFA World Cup™ ever to be staged on the African continent filled many Africans with great pride. It is against this background, that the idea of “Youth Development through Football” (YDF) was born.

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The development and promotion of tools and methods of youth development through football represent the most crucial cornerstone of YDF. The YDF Toolkit was developed in close cooperation with experts from the specific fields targeted in the YDF manuals. The foundation of the YDF Toolkit is formed by the generic YDF Manual for Instructors and the YDF Manual for Coaches. The two manuals on teaching football and life skills uncover the possibilities of integrating non-formal life-skills education in football training sessions, thereby creating an innovative and fun learning approach on the field. The YDF Manuals for Violence Prevention, HIV/AIDS Prevention, Gender Awareness, Disability Inclusion and Environmental Awareness, form the set of short modules that deal with specific social development topics in a more detailed way. In 2013 the United Nations Educational, Scientific and Cultural Organisation (UNESCO) granted its patronage over the YDF manuals, prominently emphasising the importance and the potential of sport for youth development and education. The YDF Manual for Sports Event Management serves as added value to the YDF Toolkit, offering organisations a handbook on how to organise events with a strong focus on sport-for-development approaches and activities.

Through numerous partnerships with government institutions, non-governmental organisations and football associations as well as other GIZ projects and offices in Africa, YDF is reaching out to more than 120,000 children and youth in 10 African countries (see map on page 4). Additionally, ahead of the UEFA Euro 2012, GIZ established a project based on the YDF approach and methods in Ukraine, focusing primarily on HIV/AIDS prevention among youth. After having concluded its first project phase, YDF will continue its work until December 2013, concentrating first and foremost on strengthening the quality of YDF Instructor and YDF Coach trainings and youth activities, as well as on ensuring sustainability of the YDF approach within its partner organisations from grass roots up to national and international levels.
‘The benefit of teaching life skills is that I also changed. If I can make a difference in the life of just one child, I will be happy’

Mamello, Umzingisi Foundation, South Africa

Mamello is a peer-educator and coach for the Umzingisi Foundation, where he combines life skills education and football training. The 29-year-old grew up in Port Elizabeth’s township of New Brighton and is still living there with his three uncles, his grandmother, his aunt and three cousins. His mother only stays over at weekends as she is a domestic worker and has a live-in job.

Background

Several of Mamello’s immediate family members have passed away due to AIDS, a disease which is still affecting the family profoundly. His eldest uncle – initially the main caretaker of the household – tells a story of poverty, disease and a belief system that provides them comfort, as much as it serves as a tool of how to deal with all these “calamities”.

‘Since my younger sister died of AIDS, the disease has been in the family. Both her children also died from AIDS, and also my twin brother. It is as if the devil wants to destroy our home. I am also HIV positive and am getting a grant for it. I do not know how this could happen.’

My skin was burning and I decided to pray and go to church to be cleaned. As I wanted to go to church and went for a drink of water to the tap in the yard, a woman stopped to talk with me. She saw snails on the ground and said that the devil has willed the demons to enter my body. I went inside and looked in the mirror. I saw that I was cursed and that my face had purple patches where the snails entered. Now I am going to the pastor to pray for me.’

In addition to the “terrible infliction”, the family is mostly dependent on welfare grants, the eldest uncle’s AIDS grant, Mamello’s contribution and that of his mother. Mamello dropped out of high school, but finished his education at night school, as his best friend took care of him and encouraged him to finish his matric.

In the past 11 years, life has not been easy as Mamello was not able to find any kind of steady employment, except to earn some “contract money” or a stipend – first as a volunteer with the NGO Grassroot Soccer and then with Umzingisi. Mamello’s greatest wish is to become economically independent and stay on his own, especially since he is going to be a father in the near future. ‘But I don’t have the money and I can’t find other work. However, I find my current job very valuable as I can make a difference in the lives of children.’

I am to be a father soon and I had some relationship issues. Now it is better and my girlfriend will stay with her parents and I will go and see my family as often as possible. I want to be part of her life, but cannot do so much with R2,500 per month [246 euros / US$325]. I have to pay lobola of about R20,000 [2,000 euros / US$2,600] to R30,000 (3,000 euros / US$3900). It will be a long time for me to save this amount of money. I will pay this in instalments and have to feel the pressure on my own.’

The additional financial burden of lobola (i.e. the payment of a “price for the bride” in Xhosa tradition as to replace the woman’s labour by acquiring another) adds to fragmentation of family life for young parents.

Community life

New Brighton is an impoverished township, but it poses a vibrant sporting culture as many sports are offered in the community. Many local sport clubs offer regular activities and weekend matches for the community.

Problems in the community are mostly associated with youth drinking out of control and committing crimes. They often “hang..
out around shebeens and rob people at night’. According to Mamello, these youths will not necessarily join their sport activities. He sees as the key solution to address this issue recruiting the youth and to ‘integrate them into the church activities, as well as in sport educational programmes’.

The YDF programme

Mamello has an active sporting background. In primary school, he also took part in judo, rugby, cricket and soccer. Later, his friend who was a manager at Grassroot Soccer recruited him as a coach, for which he would earn some income. It is with this organisation that his journey as a “life skills coach” started:

I started to take life more seriously when I became a coach. I became a role model and was very caring. I found inner peace and then I started reading motivational books like David Mlapo's “I Can Foundation”.

I wanted to go back to school to be able to study further. My uncles had been disappointed when I left school because they had put their faith in me for studying. I never wanted to disappoint anybody again.’

This attitude of care spilled over in Mamello’s current involvement with Umzingisi and as a peer-educator in the YDF programme. His stepsisiter bears witness to his increasing maturity in terms of him ‘applying his knowledge to teach me to take responsibility for my choices. Mamello always gives me good advice. A weight gets lifted when I talk with him, as he is our role model in the family. Mamello is ambitious and will make it in life’.

Mamello sees his current work as a calling and expresses his commitment to answer in the needs of his “constituency” in relatively philosophical terms:

What I like most about my current job is that I can give spiritual support. I am resilient and can teach the children to be the same. I have learnt so much and can also teach them some new tricks of life.

The benefits of teaching life skills is that I also changed.

If I can make a difference in the life of just one child, I will be happy. One of the older children phones me often. I changed his life and took him to the church with me. Christianity is a lifestyle.

Some kids do not have a father and I try to assist them as a male role model. Another friend is an alcoholic, but now I am looking after him. His friend’s brother participates in Umzingisi’s programme “School of Excellence” and I try to keep them all out of trouble.

He is keenly aware of teenage girls whom, he feels, need to be warned against having sexual relations with boys. ‘I always remind the girls of the “Seven Bs”: Books before boys because boys bring babies.”