Behind every successful team is a successful coach

Editorial by Henning Schick, YDF Tool Development Officer

When is a coach deemed successful? In public discussions, the answer to this question is conceivably simple: when the team scores many goals and wins. Therefore, is Carlos Alberto Parreira a good coach if Bafana Bafana wins and a bad coach if they lose? Can the quality of a coach actually be reduced to the success of his or her team or must the answer be more comprehensive than that? The coach is undoubtedly one of the most important people in the football sphere; as we have seen, this also holds true for the YDF team. Nevertheless, we measure a coach’s success not only by the number of goals that his or her teams scores, but primarily by the degree of education and support he or she provides the youngsters along their path to becoming responsible-minded members of society.

The kind of coach to whom we devote our attention is not in the spotlight of media attention and public interest. We look at the many coaches who dedicate themselves in schools and communities to young boys and girls with a passion for football, who enable these youngsters to play the game, and who support and encourage them in their natural development.

Football is about far more than just a 1-0 win. It is also a meeting place, a driving force of integration and an instrument of education. Imparting values, teaching social skills and conveying so-called ‘Life Skills’ are therefore at the forefront of the Youth Development through Football project. It is for this challenging task that we want to prepare the coaches. To this end we have devised a coaching concept that strikes a balance between imparting football techniques and teaching social skills to the young girls and boys of the various age groups. With the ‘YDF Manual for Coach Training’, we offer a guide to educating football coaches. We guide instructors in the use of this manual so that they are able to train coaches at a consistently high level countrywide. With the help of football exercises, social behaviour is learned and put into practice, coaches are trained and accompanied as they take their first steps. With the instructor’s support, the coach discovers his or her role and learns about the pedagogical safety required when dealing with children.

The coach can look up all the exercises and their implementation in the ‘YDF Manual for Coaches’. For him or her, the manual is an important tool for planning his coaching unit. Time and again, however, it is also an advisor in his or her dealings with the young girls and boys of the different age groups. In the manual, the coach can find answers to questions asked by the children. At the same time, it helps him or her to prepare for the challenges children face, to offer them specific support on the way to their successful integration into society.

We will use our ‘Strong Youth – Strong Africa’ tour through various African countries to explain, with the support of World Cup Ambassador Desiree Ellis and by means of examples, how we implement our training concept and utilise football in order to support and encourage children in their natural development.

Ultimately, we will then also be able to say:

Behind these successful young girls and boys is a successful coach!
Local Ambassador for YDF in Zambia: William Njobvu

Lusaka, 5 February 2010. Chipolopolo, Zambia’s national football team, arrived back in Zambia on Thursday from the African Nations Cup. The team was welcomed by some hundred supporters at the international airport in Lusaka. The Zambian team played extremely well, only losing to Nigeria in a penalty shootout in the quarter finals.

William Njobvu, one of the Chipolopolo players, agreed to be the local ambassador for the Youth Development through Football project in Zambia. He put on his best performance in the game against Nigeria, where John Obi Mikel from Chelsea FC was his direct opponent. William plays in Israel and is a ‘product’ of the EduSport Foundation, one of YDF’s Zambian sports partners.

William agreed to a video shoot before he left for Israel on Friday. The video will be used to create awareness about health and hygiene in Zambian communities.
** Fit for the World Cup Hype

** Pretoria, 27 January 2010. **“Describe my project in 30 seconds?” – Mohlatse Mokgatho is at a loss. ‘Lucky’, as he is known affectionately by his friends, is one of the youth leaders of Altus Sport Vuma and an expert when it comes to football; but in front of the camera, he experiences a wobbliness that is thus far unfamiliar to him. One day and several hours of intense training later, however, Lucky has regained his confidence and is able to describe the project approach of YDF’s non-governmental partner convincingly. Mokgatho is one of the participants of the media training that YDF is currently offering to team members and partners in cooperation with South Africa-based training company ‘frayintermedia’. Project Manager Gerald Guskowski explains the approach: “The hype around the first Football World Cup on the African continent offers a unique opportunity to showcase our project and promote the idea of youth development through football together with our partner, the South African Department of Sport and Recreation. We want to get our message across as professionally as possible, not only to the media, but also to other visitors.”

The two-day training session deals with understanding and engaging the media, interviewing skills, and also with media laws and ethics. There is definitely no lack of success stories among the participants. Lovejoy Mbulumete, another youth leader of Altus Sport Vuma, shares hers: “I love football. In 2006 I was selected to join the FIFA World CupTM in Germany and gained a lot of experience. Today, I take pride in passing my knowledge on to members of my community”. Lucas Maluleke describes himself as a graphic artist who struggled to survive on his skills. Today he is a facilitator for the non-governmental organisation ‘Greenfeet’ which uses football to create environmental awareness among girls and boys in townships around Pretoria. ‘From grassroots to glory’ is one of the headlines created during the media training that resonates strongly with this participant, embracing both his reality and his dreams.

** Photo: © GTZ/YDF
* What makes news? – Members of the YDF team prepare for their interviews

** Photo: © GTZ/YDF
* A challenge: Explain your project in 30 seconds!
In Mint Condition!

Mamelodi, 8 February 2010. Money is always scarce in schools. For this reason, teachers and pupils of Mahlasedi Masana Primary School and team members of GTZ’s Youth Development through Football project decided to take matters into their own hands and paint the fence around their football pitch in bright silver. At 32 degrees, the mission proved to be a sweaty one, but the painters obviously enjoyed their joint effort nonetheless. As a result, the fence that had faded over eighteen months of intense use is shining once again, inviting further street-soccer matches to take place.

The pitch that was funded by the German Government matches international standards. It assists in conveying the idea of youth development through football and in pursuing YDF’s objectives in Mamelodi township. It is used not only for matches by the Mamelodi 8 YDF School League, but also for events hosted by members of the community. As such, the pitch was the starting point for a real community project.
German Journalists-Network visits YDF

Mamelodi, 9 February 2010. Because of its unique power to unite cultures football plays a critical role in the lives of many people in the world. The staging of this year’s World Cup on the African continent, coupled with the awe-inspiring profiles of internationally acclaimed African footballers, brings the sport close to home for many African children. Their enthusiasm emanates from the sheer love of the game and simply because street soccer has always been a part of their lives.

Hosting the world cup comes along with much acclaimed glory of numerous associated social, economic and financial benefits. These claims however, are difficult to substantiate and there might even be doubt whether these benefits will be enjoyed by the ordinary people on the street, particularly in the poor communities. These lingering questions formed part of the reason behind the February 9, 2010’s visit by the German ‘Journalists-Network’ to GTZ’s Youth Development through Football (YDF) project. “It is important to establish exactly how the poor communities will benefit from the world cup” explained Kristina Lasker, an Economics Reporter with Süddeutsche Zeitung, one of Germany’s major national daily newspapers. For this reason among others, ‘Journalists-Network’ included the project on the group’s itinerary, during their 10 day tour of South Africa.

Björn Finke, also of Süddeutsche Zeitung newspaper, and an organiser of the tour, explained that the German Journalists-Network is a non-governmental organisation that has been operating for 15 years, and primarily assists young German journalists below the age of 35, to provide them with the opportunity to work on interesting research or difficult to cover stories in difficult locations. Opportunities they would not normally have because of the lack of financial and other resources. The journalists in this group were from various German print and online media and their mission to South Africa was to get a glimpse of the staging of the FIFA World Cup 2010TM in South Africa, the readiness of the host country, and the potential opportunities or threats ‘if any’, from a political, economic and social perspective.

In-line with this mandate, the journalists visited the YDF project at Mahlasedi Masana Primary School in Mamelodi. Mahlasedi Masana is located in an area described by Joe Vuma, the school’s principal, as the home of “the poorest of the poor”. The school has approximately 1800 pupils, and is the base school of YDF’s ‘Mamelodi 8’ project component.

Most of the children at this school, and no doubt those at the other schools in this township, face complex social problems brought about by among other things, a high rate of unemployment, and the HIV/AIDS pandemic. As a result they have either lost one or both parents and now live in the care of their grandparents or other relatives. Addressing these children suffer on multiple fronts and face numerous challenges every day, it is important to keep them occupied.

YDF doesn’t reinvent the wheel, but identifies suitable organisations to partner with and build on existing initiatives and structures throughout Africa. These initiatives help to address social challenges faced by children, through the development of life skills that will ultimately empower them to manage their challenges in the best way possible, thereby improving their future prospects. In Mamelodi, YDF is in partnership with Altus Sport Vuma, Greenfeet, and Karos & Kambro and collectively they provided the visiting journalists with an opportunity to observe and interact with the children, during practical sessions of the project.

The journalists watched and heard the beating of the drums at the hands of the young children, in a theatre performance that uniquely combines the football frenzy, with the cultural love for the performing arts that exists here in South Africa. Karos and Kambro an organisation that uses the performing arts to develop and equip football teams with life skill tools, does not coordinate these performances for the mere purposes of pleasure and entertainment, but rather enhances the capacity of these young people to reach out to their team mates, coaches, educators, families, and the broader community.
Shouts and laughter came from the playing field, where in a session run by Greenfeet the children played Putt-Putt with a homemade ball, and a putting stick made from plastic soft drink bottles.

The idea behind Greenfeet’s work is to raise awareness of environmental issues and especially about waste, which is a serious problem in townships. In art and craft workshops in the schools, the youth make ‘something beautiful’ out of waste. Soccer inspires most if not all the art and craft work - a testimony of what the world Cup has brought to Africa.

Finally, the journalists joined the group of children that was shouting and cheering as they watched two teams battle it out on the street soccer football pitch under the training of Altus Sport. It is difficult to miss the pleasure and energetic determination displayed by the players as they skilfully dribbled the ball and tackled their opponents in a quest to out manoeuvre, and ultimately win the match. Altus Sport Vuma as an organisation strives to promote moral values and strengthen leadership skills in communities. They also have fun filled educational programmes that aim to assist children and coaches to expand their sporting environment and equally equip the children with skills that will help them make positive choices in life. These programmes introduce HIV/AIDS awareness through games that assist in caring and compassion, encouraging attitude changes and promoting high moral values to reduce the risk of spreading the disease.

From watching these children it was evident how these activities seem to provide the children with a source of momentary escape from the pressures and challenges in their lives. Laughter, smiles and giggles came from the children when they watched the visitors from far away Germany take to the pitch and play a game of street soccer.

Hence, up close, the YDF project shed light on some of the social benefits brought by the World Cup, and confirmed the fact that football has indeed provided a vehicle that helps address the social challenges faced by the less advantaged communities. In a broader sense YDF supports the planning and implementation of country programmes on football and youth development addressing relevant and country specific programmes, such as conflict and violence, HIV and AIDS prevention, drug abuse, discrimination and environmental issues. Within this context even though the world cup is nearing its climax, the youth-development-through-football idea will continue long after the final whistle is blown.
Windhoek, 3 March 2010. "It is a great honour for me today to be present at this momentous occasion, which I would call history in the making. It is history in the making because we have been able to unite various nations through the power of football. I have always maintained that sport - particularly football - is a powerful tool, which we must use to unite people and nations on our various continents."

It was not the first FIFA World Cup™ on African soil that Namibia’s Minister of Youth, National Service, Sport and Culture, Willem Konjore, was referring to in his speech, but the 'Youth Development through Football Mini World Cup', that kicked off on 3 March 2010.

100 days before the soccer greats meet in South Africa for the opening match, representatives from embassies and consulates were present at the Mini World Cup launch in Namibia’s capital of Windhoek. Heads of mission and representatives of the World Cup qualifying nations; Jean Benezet, Technical Director of FIFA; and Ashford Mamelodi, FIFA’s Development Officer, were welcomed as special guests. The German Embassy made use of the opportunity, officially handing the Namibia YDF footballs to the Namibian Football Association (NFA). The Mini World Cup finals will be played on 5 May 2010. The Mini WC is sponsored by the South African Embassy in Namibia and South African Airways and will see teams from schools in Windhoek competing for the ball. Each school is backed by an Embassy that supports it with tricots, for example. Each Embassy also conveys the culture of its country to the pupils. Although Namibia will not be at the World Cup in South Africa in a few months' time, according to Minister Konjore the initiative has created an umbilical cord linking the country to what is going to happen in South Africa.

The Mini World Cup is part of a project by the various role players not only to add to the hype around the 2010 Football World Cup, but also to create a legacy and a sense of affinity for those countries that will not be competing in South Africa. The teams of the Mini World Cup will comprise both boys and girls, thereby promoting the notion of the concurrent development of Namibia’s boys and girls in football.
**NEWSLETTER: APRIL 2010**

**‘Free’ becomes YDF Namibia’s theme song**

**Football-passionate Gazza is dedicated to youth development**

“’I’m gonna be free and learn to fly away’ - these are the lyrics from the song ‘Free’, made popular by award-winning Namibian musician Gazza, who sings it with Namibian singer Tequila. YDF Namibia has chosen ‘Free’ as the theme song for its project because it deals with similar topics, pursues similar objectives and reaches out to the youth as football does.

When asked by Nthabiseng Moseki, PR Assistant of YDF in South Africa, what inspired him to write this song, Gazza says: “This song is inspired by the mental slavery, caused by poverty, limited opportunities and HIV/AIDS, among the youth in Namibia. I want the youth to know that they can achieve anything they set their minds to, and need not allow circumstances to stop them from pursuing their dreams”.

Born Lazarus ‘Karandu’ Shiimi, he earned his nickname ‘Gazza’ on the soccer field as his team-mates likened his playing style to that of famous English footballer Paul Gascoigne, ‘Gazza’. Lazarus ‘Karandu’ Shiimi has also been dubbed the ‘King of Kwaito’ by his fans.

Besides being a lyricist, performer and an avid soccer fan, Gazza serves as an ambassador of education, sanctioned by the Namibian Ministry of Education, and as an ambassador for Namibia’s national soccer team. Gazza uses music to reach out to young people and promote the importance of education as well as knowledge about HIV/AIDS.

Nthabiseng: What made you choose ‘Free’ as the title for your song?

Gazza: Young people in this country face so many socioeconomic challenges on a daily basis that they end up losing sight of their dreams and focusing on drug abuse, unsafe sex, lack of opportunities and a bleak future. My song is a way of encouraging them not to lose hope, but to have a positive mindset and outlook on life. It is far easier to focus on goals and achieve them when you are free from negative influences.

Nthabiseng: When and why did you get involved with the Youth Development through Football project?

Gazza: I love football because it unites people and creates a sense of belonging. When YDF entered into a partnership with the Goethe-Centre in Windhoek and the Namibia Football Association in 2009, I was very glad to be asked to get involved with the project.

Nthabiseng: Not only are you a singer, but you are also involved with the national soccer team and you are an ambassador for education. What is the link there?

Gazza: I want to reach out to the youth. Music is my ‘tool’ and I am passionate about education as it opens doors and opportunities. I am a kind of role model for my mostly young fans, and use this opportunity to create awareness about education and stress its importance. Like music, football is able to reach out to girls and boys. That is why I work with the national soccer team.

Nthabiseng: How do you feel about the World Cup coming to Africa for the first time?

Gazza: I am very excited about it, and I believe that Africa’s time has come. We need to take full advantage of the opportunities presented by the World Cup, and at the same time enjoy the event.
Joint action for a better life for disadvantaged girls and boys

Extended South African-European partnership launched in Gugulethu Township

Cape Town, 18 March 2010. The sun shone brightly and the silhouette of Table Mountain provided a distinctive background setting when the European Union joined the successful South African-German Youth Development through Football (YDF) partnership, contributing another six million euro or 60 million rand to the 7.5-million-euro funding by the German Government. The launch took place at the Iikamva Labantu Rainbow Community Centre in Cape Town's Gugulethu Township on 18 March 2010 with the Directors-General of the EU's EuropeAid Cooperation Office, Koos Richelle, and of the Department of Sport & Recreation South Africa, Vernie Petersen; GTZ Country Director South Africa, Peter Conze; EU Ambassador to South Africa, Lodewijk Briët; and YDF Project Manager, Gerald Guskowski, present. The launch was hosted by Soccer 4 Hope, one of GTZ's partners in the Youth Development through Football project. An EU-Delegated Cooperation Agreement had been signed by the partners at Loftus Versfeld Stadium, in Pretoria, ahead of the launch.

Vernie Petersen has no doubt that sport is increasingly being used in a wide variety of ways to promote social inclusion, prevent conflict, and enhance peace within and among nations: "Although sport alone cannot prevent conflict or build peace, it can contribute to broader, more comprehensive efforts in a number of important ways." He expressed his hope that the extended partnership will go a long way towards contributing to peace on the African continent, as sport in general has the power to unite people and cultures all over the world.

Koos Richelle got directly to the point when he emphasised the collective responsibility of providing children with the life skills they require for responsible citizenship: "This is true throughout the world. I believe that this programme will contribute to turning young people into responsible and morally strong members of society." Through sport, youths gain valuable life skills and, among other things, learn how to deal with conflict in a peaceful manner. Football, being a team sport, is well suited to promoting tolerance and mutual understanding, overcoming gender boundaries, and contributing to the positive development of personality and character.

"The prospect of the first FIFA World Cup™ ever to be staged on the African continent in 2010 has led to football's taking on a new standing", noted Peter Conze. "Four years ago we hosted the FIFA World Cup™ in Germany. One of the lessons learnt was that football can serve to approach the youth and motivate them to engage in social topics." The Youth Development through Football project was created to tap into this spirit. By establishing lasting structures with both governmental and non-governmental institutions, as well as with the private sector, the project has become an ideal vehicle to empower disadvantaged girls and boys.

YDF kicked off in 2007 as a South African-German partnership project that involves socially disadvantaged girls and boys in expanded life-skills programmes, and that assists them in shaping their future through the medium of football. YDF seeks to integrate girls and boys from different backgrounds and race groups. Together with the South African Ministry of Sport and Recreation (SRSA), YDF aims to create enduring structures that will remain in place long after the final whistle of the World Cup has blown. The project is currently active in four South African provinces and eight other African countries, and can now be rolled out across the whole of South Africa and into nine other African countries by 2012.
Clean water for a healthy world

YDF and its Zambian partners commemorate World Water Day 2010

Lusaka, 22 March 2010. On 22 March YDF, together with its Zambian Partners - the GTZ Water-Sector Reform Programme, the National Water Supply and Sanitation Council (NWASCO), the Development Trust Fund (DTF) as well as sports partners EduSport Foundation and Breakthrough Sports - commemorated World Water Day. The theme for this year was 'Clean Water for a Healthy World'.

The tournament took place at Ng'ombe Sportsfield in the peri-urban area of Lusaka. The orphanage and women's project Chikumbuso were great hosts, sending two teams into the tournament. EduSport and Breakthrough also had two teams each in the tournament.

Activities kicked off with a joint lunch at Chikumbuso, prepared by the women's project. Afterwards the women and the football teams marched to the football pitch where the games started. A small pitch was used, with 7 players playing at a time. The age group was 10-12 and the teams were of mixed gender. HIV/AIDS-awareness activities were provided through the Join-In Circuit for the women and other adults around the pitch.

For the children not participating in the tournament and those resting between matches, the newly developed J-WASHE (Join In Water and Sanitation Education) tool was used for the first time. At five stations, children got interactively involved in health and hygiene issues and the event was a great success. More than 80 adults joined in the HIV/AIDS activities and more than 300 children in J-WASHE.

The tournament attracted a great number of people and the total audience was well above 1000. At the end of the day Chikumbuso managed to win the final in a penalty shoot-out, accompanied by the cheer of their supporters. All participating teams were awarded and given footballs, school kits and soap.
Soccer and education: It’s all about the qualification of the coach

Cape Town, 25 March 2010. What does fair play mean in the context of the game of soccer? Does the training of a coach affect the value system of the players in street football, for instance? How can we overcome discrimination and promote gender equality using football as a tool? In order to answer these and other pressing questions, the German Academic Exchange Service (DAAD) launched ‘Extra Time: A German – South African Lecture Series on Soccer’ in the run-up to the 2010 FIFA World Cup™. The series kicked off on 25 March at the University of the Western Cape (UWC) with a lecture on ‘Soccer and Education’, in which YDF presented its approach to using football for youth development. It was jointly opened by UWC’s Rector and Vice-Chancellor, Professor Brian O’Connell, and the Consul General of the Federal Republic of Germany, Hans-Werner Bussmann.

Keynote speakers Professor Gunter Pilz (Leibniz University of Hannover, Germany), and Professor Cora Burnett (University of Johannesburg) questioned how soccer could be used as an instrument to prevent crime and strengthen core values such as fairness, respect and fair treatment in particular. Like them, Henning Schick, who is responsible for developing the Toolkit within YDF, underlined that the qualification of the coaches must be a major focus if the goal to “use football as an instrument” is to be taken seriously.

Sedick Isaacs, a member of the Makana Football Association, established by a group of former political prisoners on Robben Island, was the guest of honour. DAAD Head of Office Johannesburg, Dr Ralf Hermann, chaired the discussion in which an audience of 70 guests - including students, academics and the public - actively took part.
Wewe and the German Development Minister

Cape Town, 10 April 2010. ‘Football has powerfully and positively impacted my life’ stated 22-year-old Wewe (Nomawethu Sokoyi), animatedly explaining her involvement in youth development through football to a clearly impressed German Development Minister. Dirk Niebel had come to South Africa to attend the sixth meeting of the Binational Commission together with German Foreign Minister, Guido Westerwelle. He was accompanied by a strong delegation of political and economic representatives from Germany. The Binational Commission is the crucial forum for political dialogue between the governments of the two countries.

The meeting in Pretoria was opened by South Africa’s Vice-President, Kgalema Motlanthe, and secured EUR 112.5 million in the form of German funding to South Africa. The prevention of, and fight against, HIV and AIDS is one of the topics that will dominate the cooperation for the time being. As HIV/AIDS prevention is also an integral part of YDF’s life-skills programme, it was obvious for Dirk Niebel to visit the project, among others. The idea of youth development through football was strikingly presented by Wewe and some 60 other girls from Soccer4Hope, a non-governmental organisation and one of YDF’s partners in the Western Cape, on a pitch in the township of Khayelitsha. YDF Project Manager, Gerald Guskowski, commented on the project’s success and added to Wewe’s experiences: ‘Like Wewe, more than 20,000 youths in four South African provinces and eight other African countries have so far benefited from the YDF project. The results clearly indicate that sport in general, and especially football, is exceptionally suited to educating young girls and boys and to positively influencing their lives’.

Photo: © GTZ/YDF
YDF Project Manager, Gerald Guskowski, explains to German Development Minister, Dirk Niebel, what YDF is all about.

Photo: © GTZ/YDF
Wewe from Soccer4Hope tells Dirk Niebel how football has changed her life.

Photo: © GTZ/YDF
German Development Minister, Dirk Niebel, holds the YDF Football that symbolises the South African-German FIFA World Cup 2010™ cooperation.
For the second time in only 14 months, all eyes will be on Rwanda's capital Kigali, when the YDF Africa Tour embarks on a 15-day tour through seven African countries on 1 May 2010. In February 2009 Kigali was the starting point of the YDF Peace Caravan that toured the countries of the Great Lakes Region. ‘Strong Youth, Strong Africa’ is the message that the Africa Tour will convey this time to the citizens of YDF’s partner countries Rwanda, Zambia, Namibia, Botswana, Lesotho, Swaziland and Mozambique ahead of the first FIFA World Cup™ on African soil. It will use the power of the ball to promote the unique and holistic approach of youth development through football and to address social and political priorities in the respective countries. YDF has recorded best practices on youth development through football in a training curriculum for coaches, with none other than football legend Desiree Ellis introducing it during the tour. ‘We are proud that we could win the former Banyana Banyana captain and current World Cup Ambassador over to test the YDF tool, help coaches to encourage and strengthen the social behaviour of children and youths, and assist social workers in meeting the expectations of children with a passion for football’, says GTZ Country Director Peter Conze.

Youth Development through Football (YDF) is a supranational programme implemented in ten African countries with its hub in South Africa. The project started in 2007 and will run until 2012. It is operated by the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) on behalf of the German Government and in partnership with the Department of Sport and Recreation South Africa (SRSA). The project forms an important part of the South African–German FIFA World Cup 2010TM cooperation, and is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and co-funded by the European Union (EU). YDF uses the popularity of football to promote youth development, particularly that of disadvantaged girls and boys, and involves them in non-formal education and other support measures to keep them off the streets and help them influence their future prospects in a positive manner. YDF cooperates with governmental and non-governmental institutions and also with the private sector. The prevention of HIV and AIDS and of crime and violence are core topics. In addition, the project raises environmental awareness and fosters values such as friendship, team spirit and gender equality.

YDF regards the qualification of the coaches as crucial to its development objective. Vernie Petersen, Director General of SRSA, explains why: ‘Coaches serve as role models and have a major impact on the future of the girls and boys they train. We want football coaches to learn how to be social workers too; likewise, we want social workers to become football coaches’.

The Africa Tour aims to create an attractive platform for YDF’s partners to showcase their achievements thus far within the project to a broad audience, thereby increasing their motivation and dedication in the wake of the World Cup. The tour features one-day events in each of the countries, with partner country Ghana taking part in the Rwandan event. All events comprise the introduction of the YDF Manual for Coaches with a one-hour training session for coaches conducted by Desiree Ellis, a football tournament and a life-skills programme. Nevertheless, the life skills that are taught and the messages that are conveyed will differ, as each of the participating countries has chosen a theme according to its own social and political priorities and resulting needs. ‘Different, but one’ is therefore the common thread running through the Africa Tour. To represent this unity, each country has chosen a defining symbol characteristic of that country, which will be passed on to the caravan’s subsequent partner country - similar to the torch that is relayed ahead of the Olympic games.

‘Sport in general, and especially football, has turned out to be a powerful tool for youth development’, concludes YDF Project Manager Gerald Guskowski. ‘The Africa Tour that kicks off in Kigali on 1 May 2010 aims to build momentum and create a buzz in communities that will remain long after the final whistle of the World Cup has blown. It will offer the participating countries a platform to show the world what Africa is capable of achieving. Together, we will seize the moment and plant seeds of growth, development and sustainability that will grow and flourish far beyond the World Cup.’

The schedule of the Africa Tour is as follows:

Kigali, Rwanda - 1 May 2010
Livingston, Zambia - 3 May 2010
Windhoek, Namibia - 5 May 2010
Ramotswa, Botswana - 7 May 2010
Maseru, Lesotho - 9 May 2010
Mbabane, Swaziland - 11 May 2010
Manica, Mozambique - 15 May 2010

For further information on the YDF Africa Tour please contact:

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We heartily invite you to follow the tour on our YDF website, http://www.za-ydf.org/!
Strong Youth, Strong Africa

Example Training Session taken from the "YDF Manual for Coach Training"

The YDF Manual for Coaches is the YDF-tool to realise the football-targets of the project. It is aimed at Footballers and Social Workers. Target of this Manual is to combine the different perspectives of both, to make social workers out of football coaches and football coaches out of social workers.

To realise this, the Manual combines football basic training with life skills. The first of the Manual contains training sessions for the target groups: children, youths/teenagers, girls and goalkeepers. The second part focuses on general demands like football and health (HIV/AIDS, Water Sanitation), football and environment, youth participation, and violence prevention, and shows how to combine these topics with football exercises.

Click here to download the Example Training Session >>