"This is not the end. This is not even the beginning of the end. It is, instead, the end of the beginning"

Editorial by Gerald Guskowski, (departing) YDF Project Manager

Dear Partners and Friends of YDF, it is with a crying and a laughing eye that I am addressing you with this editorial. From 1st January 2013 I will be based in Germany to manage the GIZ Sector Programme ‘Sport for Development’. This newly established project is commissioned to advise the German Government on sport for development programmes, concepts, partnerships and approaches. It aims at promoting sport as tool of the German Development Cooperation and increase the number of GIZ’s sport for development projects worldwide.

Without any doubt, YDF laid the foundations to creating the Sector Project on Sport for Development. Never before had GIZ put into action such a big sport for development project, never before was a project focused exclusively on youth development through sport. YDF’s approach already spilled over to Ukraine, where the YDF Manual on HIV/AIDS Prevention was adapted to the local context and introduced in 2012. Even outside GIZ YDF attracted great interest and acknowledgement. Soon after YDF started, the European Union came on board with additional funding, adding 8 million Euros to the 7.5 million Euros provided by the German Government; in 2011 UNESCO granted global patronage to the YDF Toolkit and Pitso Mosimane, at the time national coach of Bafana Bafana endorsed the YDF Toolkit and emphasized its value. Volkswagen joined the YDF family to increase the impact on HIV/AIDS prevention in the Eastern Cape, while NIKE and YDF cooperated in promoting and strengthening sport for development in Southern Africa through the Sport for Social Change Network (SSCN).

From the beginning, YDF had very ambitious goals: reaching out to more than 100,000 (directly) and 120,000 (indirectly) girls and boys in 10 African countries; making sure 40% of participants and 30% of implementers are female; increasing self-esteem, pro-social behavior and gender sensitivity of more than 50% of the participants. YDF was constantly measured and evaluated against these and many more indicators and was eventually successful in accomplishing most of them, while many indicators were even exceeded.

All these successes wouldn’t have been possible without our partners. I would like to thank all our partners and beg to forgive me if I forget anyone in this editorial. But be assured, even if you are not mentioned here, your commitment and support has been immensely appreciated.

First and foremost, I would like to thank the Department of Sport and Recreation South Africa (SRSA), our main partner, for supporting the project throughout the years and for giving us the opportunity to integrate YDF in SRSA’s structures and programmes. The German Government, specifically the Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union for availing substantial funds and believing in YDF so far as to allow for a continuation of YDF until end of 2013. Prof. Cora Burnett, Prof. Wim Hollander and their research team at the University of Johannesburg for constantly looking at our work, evaluating it and supporting our learning process. Volkswagen and NIKE for the fruitful partnerships, UNESCO and UNOSDP for endorsing and promoting YDF internationally. All past and current YDF staff members, without your hard work and commitment YDF would not have been a success, I enjoyed very much working with every single one of you.

Last but not least, although you could say that YDF supported sport for development NGOs, it is factually only through the NGOs never ending commitment and daily engagement with the young boys and girls that YDF was able to impact positively on the lives of youth across the continent. It was through them that YDF spread across the continent and is spilling from Africa to other parts of the world.

Let me end by reassuring you that although I will no longer be YDF Project Manager, YDF will always stay very close to my heart. Additionally, my new function as manager of the Sector Programme ‘Sport for Development’ will always keep me in touch with YDF.
Pretoria, 04 August 2012. Against the backdrop of the end of YDF’s first project phase, the Mathare Youth Sports Association (MYSA) and Vijana Amani Pamoja (VAP) invited trained coaches, managers, instructors and teachers from various organisations, community centres and schools to share their experiences and discuss the way forward.

In Nairobi, 25 participants came together not only from MYSA, but also from other Kenyan organisations such as the Society Empowerment Project (SEP), Moving The Goalposts (MTG), Vijana Amani Pamoja (VAP) and the Trans Nzoia Youth Sports Association (TYSA). From 24 to 27 July, the focus was on sharing experiences relating to the implementation of YDF’s Manual on Violence Prevention through Football.

Willis Jairo, a coach from YMCA, explains what he has accomplished since being trained on putting the YDF Manual on Violence Prevention into practice: “We had no soccer team before, but after the workshop I took the initiative and started one. To my amazement, it has attracted so much attention that the number of young people registering for the soccer team is constantly increasing! Parents are very impressed with the concept of using soccer to educate their children, so I am now receiving support from them and from members of the community.”

Another experience-sharing workshop was organised by Vijana Amani Pamoja (VAP) from 16 to 18 July. In this workshop, 30 participants focused on the lessons they have learned so far in their implementation of YDF’s Manual on HIV Prevention.

Both workshops have been of great value to all the implementing partners and have had an impact on their daily work. The partners in Kenya concluded that they will stay closely connected in the future, and will take the lessons learned from one another back home to inform their training there.
'Moving The Goalposts' achieves great success

YDF partner in Kenya publishes a magazine about the successful cooperation

Kenya, 10 August 2012. This year, Moving The Goalposts (MTG) celebrates its 10th anniversary and looks back on fantastic achievements in tackling gender disparities through the use of football. In 2012, MTG entered into a fruitful partnership with the YDF project to offer girls new prospects by using football to develop essential life skills.

The girls and women living in the Kilifi District of Kenya are some of the world's poorest and most disadvantaged people. The society faces huge gender differences in terms of opportunities in school, health, leadership roles and employment. Now, over 3,000 girls and young women are participating in MTG's programmes, which address topics such as reproductive health rights, HIV/AIDS prevention, business skills, and economic empowerment through the vehicle of football.

The partnership with YDF has focused on increasing the involvement of out-of-school girls in Kilifi. As a result, these girls have become a more integrated group in the MTG family, with more girls registering to join the project. Five out-of-school volunteers have even become MTG staff members and are now valuable role models for the community.

MTG draws the following conclusions in its magazine about the partnership with the YDF project: "YDF has enabled MTG to integrate out-of-school girls into its programmes and adjust its innovations to the needs of those girls and young women. The support from YDF has given us a great start, but it's clear that we've only just begun!"

To read more about MTG's success in implementing the YDF project, please click on this link to the whole magazine.
Best practices from African partner countries

YDF partners from 9 African countries share their experiences

Pretoria, 22 August 2012. With YDF about to close Phase 1 of the project, it was time to invite all partners from the 9 African countries where the project has been active in the last five years, to a joint reflection workshop. A group of 13 participants and members of the YDF team met at Kwalata Game Ranch, north of Pretoria, to share their experiences and the lessons they have learned.

From 19 to 21 August, YDF partners from Kenya, Namibia, Rwanda, Lesotho, Swaziland, Botswana, Ghana, Zambia and Mozambique discussed how their organisations are implementing the YDF approach, what they have achieved so far and what challenges they still face. Moreover, fruitful sessions took place in which they shared their respective experiences with government departments, the private sector and with monitoring and evaluation systems.

The YDF team enjoyed taking part in interesting and lively discussions, particularly those on how YDF-related activities can be sustained in the organisations - an important topic of discussion considering that from now on, YDF will focus on South Africa during its period of consolidation. Taking that into account, the partners shared different approaches on how to ensure the continuity of impact of the YDF project and stay connected to one another in the future.

Dorcas Amakobe, Community Liaison Coordinator of Moving The Goalposts (MTG) from Kenya, summed up the workshop: “I would like to express appreciation for all the YDF partners who will continue to comprise a rich basket from which we shall draw our strength, motivation and ideas for developing youth through football in Kilifi, Kenya and Africa. Although YDF’s first phase has come to an end, the seeds the project planted in MTG’s programmes with out-of-school girls will continue to grow. Lessons drawn from experience-sharing by projects all over Africa will remain MTG’s focus, as will promoting life skills in football coaching.”
COP17 follow-up events attract attention

Once again, YDF brings together youth, environment and sport

Pretoria, 03 September 2012. The spirit of COP17 and YDF’s Green Goal! event, which took place at the Conference of Parties in December 2011 in Durban, was strongly felt at follow-up events in Pretoria (15 August), Soweto (22 August) and Makhado (28 August). Youth leaders from YDF partner Altus Sport demonstrated how to integrate environmental awareness - as it is explained in the YDF Manual for Environmental Awareness - into football sessions with school children who had been invited from surrounding areas.

The reason for the follow-up events, which were organised by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in cooperation with the Department of Environmental Affairs, environmental agency Indalo Yethu, the British Council, German Embassy and South African National Institute for Biodiversity, was to engage once again with the public in environmental-dialogue workshops, giving the Climate Train initiative sustainability. Moreover, the photos from the photo competition on climate change along the route of the train ahead of COP17, which were taken by 75 socially disadvantaged young people from 5 different communities, were brought back to the people.

Adding to the ‘Tree of Commitments’, which has been growing since YDF’s Green Goal! event during COP17, children, visitors and public representatives were once again asked to write down their ideas for and commitments to saving the environment on pieces of art, thereby building the tree up again.

In addition, the Altus Sport youth leaders engaged 250 children in football exercises to raise environmental awareness. The children were asked, for example, to collect different-coloured bibs spread out on the field and bring them back sorted in their colour groups so that the session could continue. This exercise made it clear that everyone can contribute to saving the environment by collecting and separating waste.

Once again, the follow-up events used football, and particularly the YDF short module on the environment, as the main drivers of environmental awareness among young people in Pretoria, Soweto and Makhado.
3rd UNOSDP Youth Leadership Camp successfully concluded

‘The Youth Leadership Camp is the best! It teaches self-discipline and leadership skills,’ says participant from Soweto

Pretoria, 17 October 2012. On 25 September, the 3rd UNOSDP Youth Leadership Camp kicked off at the Swiss Federal Office of Sport in Macolin/Magglingen with 26 participants from 16 countries in sub-Saharan Africa and the Palestinian territories. After the successful camps held in Qatar and Germany, this camp again provided the youth access to training on how sport can be better used to effect positive change in their communities.

Wilfried Lemke, the UN Secretary-General’s Special Adviser on Sport for Development and Peace, welcomed the youth leaders (aged 18 to 25) on the first day of the eleven-day camp: ‘They know better than anyone else what their needs and the needs of their communities are. What we do is give them the skills, tools and confidence they need to fulfil their potential in a way that works for them and the people around them.’

Catherine Margaret Wilson from YDF partner organisation Grassroot Soccer in Soweto also took part in the camp, where the 25-year-old coach presented one of Grassroot Soccer’s methods on HIV/AIDS prevention known as Risk Field. ‘With Risk Field, the participants have to dribble around the cones which display the dangers of getting HIV. They have to make sure they don’t hit the cones because otherwise they would be at risk of having HIV. The coaches also explain how HIV/AIDS affects families, communities and the whole nation,’ related Catherine.

The youth leaders learned much about the Millennium Development Goals, as well as how to deal with people from different backgrounds, promote gender equality and empower women. They also learned about the importance of including people with disabilities.

The Grassroot Soccer coach took the opportunity to learn from and meet the other youth leaders from all over the world: ‘It was great that the participants came from different countries and backgrounds. Meeting people from different countries helps you to understand other people and put yourself in their shoes.’ Her favourite story from the camp was that of one participant, Annon Thompson from Liberia, whose home country is characterised by a wide range of stigmas. Catherine was ‘impressed to listen to his fight against the stigmas and how he is standing up to fight for the equality of gays and lesbians’.

Read more about the Youth Leadership Camp in Germany at UNOSDP.
YDF launches Manual for Disability Inclusion

YDF holds workshop in Cape Town to launch and pilot the new concept

Pretoria, 30 October 2012. After months of work, all those present at the first Youth Development through Football Workshop for Disability Inclusion were excited to cast an eye over the newly published short module. Hot off the press, the ‘YDF Manual for Disability Inclusion’ has been developed to provide coaches with the social model of disability, information about different physical and intellectual impairments, as well as with the knowledge on how to involve people with disabilities into football sessions.

The official launch of the new manual took place at the first ‘YDF Workshop for Disability Inclusion’ from 22 to 26 October in Cape Town. Most of the 15 participants, who hailed from Gauteng, the Eastern Cape, Free State and the Western Cape, were previously trained as basic YDF instructors. Among the participants were those with hands-on experience in the field of disability sport, as well as people and coaches with disabilities who participate in disability football.

The workshop was facilitated by Norman Brook, Coaching for Hope Programme Manager, and accompanied by Anja Arnemann from the YDF team. Moreover, Ulrich Pfisterer, head coach of the German national blind football team, added enormous value to the sessions. His wide hands-on experience in the field had a beneficial impact not only on the football field, but also during the theoretical sessions off the field.

The atmosphere both during the practical sessions at the Amandla Edusports football pitch in Khayelitsha and during the workshop as a whole was fantastic. Fruitful discussions took place every evening, and the YDF team took home constructive suggestions for future workshops.

To download the new YDF Manual for Disability Inclusion, please click on this link: YDF Manual for Disability Inclusion.
Stories from the Field

YDF Footprint in Africa


When we think about Africa, we often recall pictures of a wild countryside, rivers, forests, deserts, buzzing markets and media stories of poverty, devastation and hunger – a prime continent where branches of human justice are still thin and often absent. Those of us who have made Africa our destination are witness to a different experience as we meet people who charter a life of resilience and construct a social world of their own. Extended family ties stretch far and deep and so do family feuds, political turmoil and the many manifestations of poverty – painting a human canvas on which development programmes (including sport-for-development) need to blend in strokes for reciprocal change.

The GIZ/YDF programme is possibly one of the most significant programmes in terms of philosophy, methodology and scope that sheds light on development work as it is embraced, transformed and assimilated into real-life experiences. It is at this embedded level of social uptake that the selected 15 stories in the text and the detailed 45 stories on the CD articulate real-life experiences as told by programme participants, peer-educators and YDF partners who took up the responsibility and challenge to change lives for the better. Multiple voices give an expression to the meaning and dynamics of sports-related interventions as they affect individuals within a myriad of social relationships and contexts.

The uniqueness of this publication is that it not only captures all these voices to constitute stories from nine African countries, but validates a ripple of impact where context is a prism for seeing and knowing. How do real people see and benefit from a sport-for-development programme? How does the North meet the South in partnership and trust? After reading these stories, you will not merely see young boys or girls kicking a ball and appreciate the novel aesthetics, but you will smell the dust and know it is a family and community at play. You will realise that aspirations and expectations are born from a need for entitlement in a field where the pitch is only the beginning of a journey. May this brief encounter do justice to all who shared their lives with such honesty and hope.

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Stories from the Field is sold with an attached CD containing
Stories from the Field (uncut version by UJ)
Impact Assessment Report - Executive Summary and Figures
Stories from the Field (PDF version)
Selection of pictures

Stories from the Field will soon be available for sale in bookstores and through online book retailers, for 265 Rands. Get a preview (PDF-file) following this link. All royalties derived from the book will be donated to the NGOs represented in the book.

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Stories from the Field cont.

“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.”— Wilfried Lemke, Special Advisor to the United Nations Secretary-General on Sport for Development and Peace, UNOSDP

“YDF has so far reached over 50,000 children and young people, hopefully offering them better prospects for their future lives.”— Dirk Niebel, German Federal Minister for Economic Cooperation and Development, BMZ

“... that has turned a modest programme seeking to integrate girls and boys from different backgrounds and ethnic groups, into a towering example of how commitment and cooperation can build a lasting legacy for a country, a continent, and a partnership for progress.”— Andris Piebalgs, Commissioner for Development, EU

“... the present case studies complement the research and represent a valuable certificate of the impact on the personal lives of individuals. They give us a feeling of what it really means to use sport to attract, reach out and impact on the lives of young boys and girls.”— Andreas Proksch, Director General, Africa Department, GIZ

“Stories from the Field just couldn’t be published at a better point in time. The case studies collected by the University of Johannesburg offer a unique view on the positive change sport can bring to the lives, not only of young girls and boys participating in YDF, but also to their peers, friends, families and communities. We hope that Stories from the Field will be able to spread the belief that we have in sport as an innovative, effective and exciting tool to bring about social change and hope you enjoyed the narratives as much as we do in working to offer youth a better future.”— Kelly Mkhonto, Director: Community Sport, SRSA, and Gerald Guskowski, YDF Project Manager, GIZ

For more information download the information sheet of Stories from the Field, or contact davide.fiedler@giz.de
Leaving Footprints in Africa

Celebrating three years of successful cooperation with the European Union

Soweto, 10 November 2012. From 5-9 November 2012 the European Union (EU), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, the Department of Sport and Recreation South Africa (SRSA) celebrated three years of successful cooperation on the Youth Development through Football (YDF) project.

The end of YDF’s first phase in 2012 also means the end of co-funding by the European Union. YDF took this opportunity to reflect on the work done so far and on the role partnerships with different stakeholders played in making YDF a success. Besides the EU co-funding the project with the German Government, YDF partnered with many NGOs and two private companies, namely Volkswagen and NIKE to create synergies and so have a greater impact on youth.

During the last five years, the Youth Development through Football Project (YDF) has changed the lives of approximately 120 000 girls and boys throughout South Africa and nine other African countries. More than 70 per cent of the youths that participate in YDF activities report improved self-confidence; over 80 per cent see themselves as role models; and more than 40 per cent display a significant decrease in antisocial behaviour in terms of demonstrating less violent, unethical and discriminatory behaviour. The first four days of the event series ‘Leaving Footprints in Africa’ that took place at the NIKE Centre in Soweto, comprised of workshops, while the last day was envisaged for exchange and celebrations. Four workshops were held, targeting different topics and target groups.

- Workshop on YDF Manual for Coaches.
- Combined workshop on YDF Manuals for Gender Awareness and Violence Prevention.
- Fundraising skills course in cooperation with the Sport for Social Change Network (SSCN) Southern Africa.
- Workshop on impact of sport for development with youth leaders from South Africa and other African countries.

On 9 November Coaches, academics and partners of the YDF project held a conference to debate sport for development issues, particularly sport and its relation to girls’ empowerment and violence prevention, partnerships in sport for development, and the impact of sport for development. At the same time, local youth participated in fun soccer tournaments on the pitches outside the venue.

The conference and football activities on 9 November saw an impressive number of guests join the discussions, interacting with representatives of the EU, GIZ, SRSA, UNWomen, the German Football Association (DFB) and sport for development NGOs.

In addition, Pitso Mosimane, former Bafana Bafana coach, and Desiree Ellis, former Banyana Banyana captain and South African football legend played an active role in the panel discussions and activities interacting with coaches, youngsters and visitors.

Kamogelo Sepubua, from the non-governmental organisation Lesedi la Batho, participated in this week’s YDF Coach Workshop. ‘Our communities are in great need of such methods as contained in YDF’s Toolkit. Tolerating and accepting our unique differences have become a serious issue among young and old. Therefore, coaching in particular children and youth in gender awareness and violence prevention is crucial and will give hope to form a better generation.’

‘Although the project ends next year, the crucial social role that YDF has played in social development, especially in terms of violence prevention and promoting gender awareness, will continue,’ emphasised Christiane Kalle, GIZ Country Director for South Africa and Lesotho, at a media briefing on 8 November. ‘The newly established Violence and Crime Prevention programme that aims to create safe public spaces, and the Multisectoral HIV/AIDS Prevention Programme that recognises the relation between gender-based violence and HIV/AIDS infections will in the future pursue some of YDF’s major objectives. YDF is already cooperating closely with both programmes in order to ensure the knowledge transfer.’

Sumayya Khan, Sport and Recreation South Africa’s Chief Operations Officer, is also convinced by the project’s approach. ‘Sport has proven a strong tool if it comes to developing youth. As SRSA we will drive the YDF approach beyond the project’s end’.

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