Introduction

Ke Nako Africa

For the first time in its history, the 2010 FIFA World Cup, the world’s largest sporting event, was hosted on the African continent in South Africa. For four weeks, the world focused its attention on football and South Africa, making it the perfect time to showcase a new and modern, a vibrant and colourful Africa, and the perfect time for Africa to present itself together with the international community.

This is why the Ke Nako Africa initiative was established by the Department of Sport and Recreation South Africa. During the World Cup, the initiative presented African and international players from politics, sport, business and culture – with an exciting exhibition and an ambitious programme, including panel discussions, cultural events and youth activities.

Ke Nako Africa took place within the International Football Village at Birchwood Hotel and Conference Centre in Johannesburg. The International Football Village was designed to enable local and international visitors to celebrate the world’s biggest sporting event in a safe and entertaining environment.
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Ke Nako Africa, an initiative to leverage the power of the 2010 FIFA World Cup, has come to an end. And as the World Cup enjoyed resounding success, so did Ke Nako Africa.

This initiative comprised two elements. With the Ke Nako Africa Exhibition, a platform for representatives from Africa and the world, and the Ke Nako Africa Programme, where political meetings, cultural events, youth activities and discussion forums took place, we have managed to link sport with business, culture and development cooperation.

Ke Nako Africa has taken on, amongst others, the role of sport for development and nation-building. It has been proven that sport has social and economic value to society. Sport builds bridges between communities that otherwise would have experienced constraints in interacting socially, and by facilitating improved group relations and mutual understanding, sport promotes national reconciliation.

On behalf of the South African Government I want to convey my sincere appreciation to GTZ, the European Union and the German Government for their contributions and cooperation to ensure the success of Ke Nako Africa. This cooperation serves well for future relations between South Africa and Germany.

Yours sincerely

Rev. Dr. Makhenkesi Stofile
Minister of Sport and Recreation South Africa
Gert Oosthuizen, Deputy Minister of Sport and Recreation South Africa:

“Like the 2010 FIFA World Cup, the Ke Nako Africa initiative has proven to be extremely successful. A distinguishing feature of this project is the important topics that are deliberated upon that can contribute to the strategic positioning of sport to address critical areas after the World Cup.”

SPORT AND RECREATION SOUTH AFRICA

The Department of Sport and Recreation South Africa (SRSA) is the national government department responsible for sport in South Africa. Aligned with its vision – An Active and Winning Nation – its primary focus is providing opportunities for all South Africans to participate in sport, managing the regulatory framework thereof, and providing funding for different codes of sport.

SRSA initiated and led the Ke Nako Africa initiative – and hosted many events, such as political meetings, panel discussions, youth activities and press briefings.
The Southern African Development Community (SADC) has been in existence since 1 April 1980, when it was founded as the Southern African Development Coordination Conference (SADCC). Currently, SADC is implementing a programme aimed at promoting sustainable investment throughout the region and on a regional basis under the slogan “1 Team – 15 Nations for Investment”. Within SADC, there are opportunities for sustainable investment in transport corridors, water, energy, information and communications technologies, manufacturing, trans-frontier conservation areas and tourism development at macro and micro levels.

Dr. Augusto Tomáz Salomão, Executive Secretary of the Southern African Development Community (SADC):

“The SADC region presents vast investment opportunities in the key sectors of infrastructural development and services, tourism, trade and industry. The natural endowments in minerals, oil, abundant raw materials for manufacturing and value addition, coupled with a combined population of about 257 million with an estimated GDP of US$ 465 billion, makes the region an invaluable investment partner.”
ARTISTS TRUST OF SOUTHERN AFRICA

The Artists Trust of Southern Africa (ARTSA) is a network of artists from the 15 member states of the Southern African Development Community (SADC) operating in various artistic disciplines. At Ke Nako Africa, ARTSA coordinated the participation of visual artists (sculptors, painters and crafters) and performing artists (music and dance) from various SADC member states.
Youth Development through Sport is part of the Mass Participation Programme of the Department of Sport and Recreation South Africa, together with the European Union and the German Government. The programme is promoted within schools and communities throughout South Africa and 9 African countries. One part of Youth Development through Sport is the Youth Development through Football (YDF) programme. YDF is implemented by the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) on behalf of the German Government and is co-founded by the European Union.

Koos Richelle, Director-General of the EU’s EuropeAid Cooperation Office:

“We have a responsibility to provide children with the life skills they require for responsible citizenship. This is true throughout the world. The Youth Development through Football programme contributes to turning young people into responsible and morally strong members of society.”
GERMAN DEVELOPMENT COOPERATION

For many years, Germany has, in partnership with the South African government, contributed to South Africa’s development. Under the leadership of the German Government, the most important players are the German Development Service (DED), the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, Capacity Building International InWEnt, and KfW Development Bank.

DED is one of the leading European development services for personnel cooperation. Since its formation in 1963, DED has assigned over 16,000 experienced and committed technical advisers to improve the living conditions of people in Africa, Asia and Latin America. GTZ is a federally owned organisation that works worldwide in the field of international cooperation for sustainable development. GTZ provides viable, forward-looking solutions for political, economic, ecological and social development in a globalised world. InWEnt is dedicated to human resource development, advanced training and dialogue. Its capacity building programmes are directed at experts and executives from politics, administration, the business community and civil society.

Dieter W. Haller, German Ambassador in Pretoria, South Africa:

“Since 2006 numerous Germans – experts from host cities, the German organising committee and fields such as policing, emergency services and disaster management, to name just a few – have come to visit their South African counterparts and provide on-site advice and assistance, thus making a contribution to the success of this massive event.”

The Ke Nako Africa Partners
WASH UNITED is a unique coalition of international and African civil society organisations, United Nations agencies, governments and leading role players from the world of football. Together, they harness the power of sport to promote safe drinking water, sanitation and hygiene (WASH) for all people, everywhere. At the moment WASH United focuses its work on eight countries in Sub-Saharan Africa: Ghana, Kenya, South Africa, Burkina Faso, Mali, Lesotho, Uganda and Tanzania.
The New Partnership for Africa’s Development (NEPAD) offices were established with the formal adoption of The NEPAD Strategic Framework at the 37th Summit of the Organization for African Unity (OAU) in July 2001, as a programme of the OAU. The document arose from a mandate given to the five initiating Heads of State (Algeria, Egypt, Nigeria, Senegal and South Africa) by the OAU to develop an integrated socio-economic development framework for Africa.

NEPAD’s primary objectives are to eradicate poverty; to place African countries, both individually and collectively, on a path of sustainable growth and development; to halt the marginalisation of Africa in the globalisation process and enhance its full and beneficial integration into the global economy and to accelerate the empowerment of women.
“TIME TO SHOW THE NEW AND MODERN, VIBRANT AND COLOURFUL AFRICA”
The Southern African Development Community (SADC) is holding several promotional activities during the 2010 FIFA World Cup in South Africa in its efforts to promote the region as an investment destination under the slogan “1 Team – 15 Nations for Investment”.

Launched on 8 September 2009, at the SADC Heads of State and Government Summit in Kinshasa, the Democratic Republic of Congo (DRC), the initiative is aimed at promoting sustainable investment into the region against the backdrop of the 2010 CAF Africa Cup of Nations and 2010 FIFA World Cup.

“SADC EXECUTIVE SECRETARY Emphasises Investment Opportunities in Southern Africa

“We must produce a conducive environment to attract investment, especially in regional infrastructure. Infrastructure is the key factor to facilitate trade and the movement of goods in order to improve the lives of people in our region”, the Executive Secretary of the Southern African Development Community (SADC), Dr. Augusto Tomáz Salomão, stated at Ke Nako Africa – and met a lot of approval from international development experts.

“There is ample opportunity for a whole range of industries to invest in the region. The availability of doing business in Southern Africa is improving steadily – not least because it’s a stable region. This is why DFID supports regional integration programmes”, Helen Mealins, Director of the UK Department for International Development Southern Africa (DFID), stressed – and affirmed that the UK’s support for SADC will not lessen due to the recent change of government in the UK.
Australia’s Deputy High Commissioner Peter Budd added that the high level of Australian investment in Southern Africa also encourages other Australian companies to invest: “Australian businesses should invest in the region because others are already there and they are doing very well.”

In this regard, Stephan Ohme from the German Embassy Pretoria pointed out the importance of the reputation of the SADC region: “The constituencies in Europe are far away, and this is why it is crucial that the question of image and public relations in the region is addressed.” An issue well understood by SADC which is currently running a campaign for further investment in the region – a move praised by Mealins who commended the way SADC is promoting concrete investment opportunities.

Infrastructure development is of special importance in the water sector due to the challenges posed by climate change: “Studies are showing that water will be the medium through which climate change impact will be most felt. You cannot deal with climate change if you don’t have the adequate infrastructure”, Reginald Tekateka, TAC Chair from the African Water Minister Council, emphasised, underlining the progress SADC is making in water infrastructure development.
Dirk Niebel, German Minister for Economic Cooperation and Development:

“The World Cup has brought more than new roads and stadia to South Africa. Not just South Africa, the entire continent is in the spotlight of world-wide attention – and it was proven that Africans are very capable of organising such mega events. Africa has developed from a continent of crisis into a continent of opportunities.”

Vuvuzelas and Makarapas: these days, football is king in South Africa – as it is at Ke Nako Africa, the platform created by the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH on behalf of Sport and Recreation South Africa (SRSA). During his visit at Ke Nako Africa, the German Minister of Economic Cooperation and Development, Dirk Niebel, expressed his confidence in the German development cooperation in South Africa: “Together with other German organisations, GTZ implements fantastic, ambitious projects and makes a valuable contribution to the development of the South African society.”

In cooperation with local NGOs, the German development cooperation uses football as a catalyst to foster youth development, teaching young people conflict resolution without violence, fair-play and HIV/AIDS prevention. Niebel adds: “In South Africa alone, we have reached more than 20,000
children and teenagers through the ‘Youth Development through Football’ programme.”

Other core areas of the German development cooperation with South Africa will increasingly be the fields of energy and business development, Minister Niebel announced. “Germany’s leading role with regard to renewable energy and energy efficiency should benefit Africa as well.”

At a meeting with Minister Niebel, the Executive Secretary of the Southern African Development Community (SADC), Dr. Augusto Tomáz Salomão, underlined the importance of investments in regional infrastructure: “Infrastructure such as roads and telecommunications are critical factors for strengthening the Southern African economy – which improves the living conditions of the people in the region.”

“The World Cup has brought more than new roads and stadia to South Africa”, Niebel said. “Not just South Africa, the entire continent is in the spotlight of world-wide attention – and it was proven that Africans are very capable of organising such mega events”, Niebel stated as a first impression of the World Cup for Southern Africa. This performance will also be recognised by private businesses which are going to increasingly invest in Africa after the World Cup: “Africa has developed from a continent of crisis into a continent of opportunities.”
THE WISHING TREE AT THE KE NAKO AFRICA EXHIBITION
Football has taught me:

Character + Leadership + Other Skills = Good Relationships.

Love & Peace

World Peace

Bongi Phezulu

5 June 2010

Nelson Mandela Ayoba...

La bokana bokana lo...
THE POWER TO MAKE A DIFFERENCE

Around the South African Youth Day on 16 June, an ambitious programme at Ke Nako Africa combined youth activities with over seven hundred school children from Southern Africa with the establishment of the first African Sport for Social Change Youth Forum and two major press events, presenting SRSA’s activities as they relate to the World Cup.

On 15 June, youth from countries across Africa were engaged in a vibrant discussion on the challenges they face as young people. During the first session of the Youth Forum on 16 June, participants from Kenya, Swaziland, Lesotho, Namibia, Ghana, Zambia, Mozambique, Botswana, South Africa and Rwanda discussed the relevance of sport for social change and presented tools to combine sport activities with life skills training. The Deputy Minister of the Department of Sport and Recreation South Africa, Gert Oosthuizen, praised the approach of using sport for youth development: “Sport is a vehicle that teaches youth life skills. It teaches you to accept rules, and it has the power to make a difference in the lives of young people – for instance by promoting HIV/AIDS prevention and gender equality.” As part of the Youth Day programme at Ke Nako Africa on 15-17 June, over seven hundred South African school children came to Ke Nako Africa to participate in Youth Development through Football activities that leverage the enthusiasm for sport to promote life skills and development issues like HIV/AIDS, gender equality and hygiene.

Football stars from Southern Africa such as Lesotho national player Kabelo Mosothoane and Happy Jele, Joseph Makhanya and Isaac Chansa from Orlando Pirates were involved in football games of the NGO initiative WASH United who promotes the necessity of safe drinking water as well as the health benefits of a hygienic lifestyle.

On 17 June, the three most high-ranking officials of Sport and Recreation South Africa – Minister Rev. Dr. Makhenkisi Stofile, Deputy Minister Gert Oosthuizen and Director-General Vernie Petersen – spoke about the legacy of the World Cup for South Africa, generating extensive media coverage.
THE SADC REGION IS RIPE FOR INVESTMENT

“The time to invest in the energy infrastructure of the SADC region is now. The region is ripe – particularly regarding the legal and regulatory framework we have put in place”, Remmy Makumbe, Director Infrastructure and Services at the Southern African Development Community (SADC), said at the Energy Day at Ke Nako Africa, hosted by SADC and the German Development Cooperation. Together with international representatives from politics, business and civil society, Mr. Makumbe discussed investment in energy infrastructure and renewable energy in Southern Africa.

“Of course, we are ready to invest”, Harald Gerding from KfW, the German development bank, stated. A major advantage of the Southern African energy market is the Southern African Power Pool (SAPP), connecting the electricity grids of nine countries: “This is a big success story”, Alison Chikova, Deputy General Manager of the SAPP, explained. “8% of all energy in the region is traded in the Power Pool. In terms of connectivity, Southern Africa is number one on the African continent.” Significant growth potential in this sector in Southern Africa is in the market for renewable energy. “The German technology for renewable energy is applicable all over the world. Our companies are prepared to invest, and they are prepared to build the skilled workforce to operate the plants”, Mr. Bodenberg from the German Chamber of Commerce declared. Stephan Ohme, First Counsellor for Development Cooperation at the German Embassy Pretoria, confirmed the importance of capacity building in this area: “Green skills are needed in Southern Africa.”

Mr. Ohme explained that the rapid growth of renewable energy in Germany is in the main due to guaranteed feed-in tariffs for renewable energy providers – a model he recommended for Southern Africa. A representative of the National Treasury South Africa explained that the South African government is currently exploring numerous initiatives in this field, including a formal renewable energy programme, feed-in tariffs and a strategy on the right energy mix. An important step according to Mr. Gerding: “Every society has to enter the discussion about the advantages of renewable energy – and solutions have to be found.”
“STRENGTHENING THE VALUE OF SPORT FOR DEVELOPMENT”

What have been your main aims with regard to your SRSA-YDF partnership within Ke Nako Africa? Did you achieve them?

Kelly Mkhonto:
SRSA wanted to share the concept of development through sport with the world at Ke Nako Africa. This was a perfect platform to showcase the value of sport with regard to development indicators, including social integration. With the Youth Development through Sport Morning Talks, we were able to cover a whole range of topics from the role of Public-Private-Partnerships in sport to women empowerment through football.

Gerald Guskowski:
With Ke Nako Africa, we wanted to create a platform that enables us to make the case for sport for development – by linking participants from various backgrounds and by showcasing positive role models in this field. There is no doubt that we were successful in this regard, bringing together high-level representatives from the South African and German governments, from the EU, the UN and SADC.
So what were your personal highlights of the initiative?

Gerald Guskowski:
My personal highlight was to see two young female football players from Mamelodi interacting with two female national players from Germany and South Africa in one of our panel discussions. It was great to see how football positively influences the lives of these young girls. And certainly, it was a unique opportunity to have the top four representatives of SRSA listening for two hours to young role models from our programme who explained their successes and challenges in promoting youth development through sport.

Kelly Mkhonto:
I agree that the discussion forums with the youth involved in sport as a catalyst for change was a great experience because they really described the highlights and the challenges of their involvement in the programme. And sharing the space and the excitement of the World Cup with the youth from the communities in KwaZulu Natal, Gauteng and the Northern Cape was amazing.

The World Cup and Ke Nako Africa are both coming to an end now – but what do you see as the legacy of this initiative? How do you see the future of the SRSA-YDF cooperation?

Kelly Mkhonto:
The project has strengthened the value of sport for development, and the SRSA relationship with EU and GTZ partners has moved to a higher level. The involvement of youth as the champions of sport as a catalyst for change has worked out very well – and we have to continue to cooperate with our partners to take this concept even further.

Gerald Guskowski:
After the World Cup, the focus will be on the implementation of the YDF programme in all South African provinces and the nine African partner countries. The cooperation with the private sector has to be further explored. We have to utilise the current enthusiasm for sport, and we have to further develop the entire political framework for sport for development. SRSA and GTZ can play an important role to jointly promote the concept of sport for development in other African countries as well – if we achieve that, then this would be the greatest of all legacies of the World Cup!
Youth Development through Sport Comic
“SPORT HAS CHANGED MY LIFE”

“Sport is teaching life skills such as tolerance, cooperation and respect”, Wilfried Lemke, UN Special Adviser on Sport for Development and Peace, explained at the first day of Ke Nako Africa – a conviction shared by the “Youth Development through Football” (YDF) programme which had invited Mr. Lemke for a panel discussion. Together with Deputy Minister of Sport and Recreation, Gert Oosthuizen, Mr. Lemke discussed the power of sport with youth from Southern Africa who work in the YDF programme.

The intimate atmosphere of the discussion led to a close encounter between political decision-makers and young sport coordinators from Southern Africa. The combination of the more abstract, political approach of Mr. Oosthuizen and Mr. Lemke and the personal experiences of the young sport coordinators enabled a fruitful discussion. “Sport has changed my life”, acknowledged the 25 year old Kitsu Masi from Ramotswa, Botswana. “I was part of a gang. We were into drugs, violence and gangsterism. One weekend, my gang killed a person while I was out of town for a football match. That was a turning point for me, and I got involved in a football programme.” Today, Kitsu Masi works as a sport manager for the South East District Youth Empowerment League.

“Sport teaches us discipline which assists us lifelong”, Deputy Minister of Sport and Recreation South Africa, Gert Oosthuizen, added. He underlined that people like Kitsu Masi are role models for the younger generation: “We have the responsibility to involve as many young people as possible in sport activities. This is why we want physical education back as a compulsory subject in schools.”

An aim supported by Ms. Cora Burnett, Professor for Sport and Movement Studies at the University of Johannesburg: “We have statistically proven that crime rates decrease by more than 16% for young people involved in sport programmes. Young people who do sport are also more dedicated to work – they even have a 6% higher pass rate at university exams!”
The 2010 FIFA World Cup will soon be history – it’s time to tally the score. The South African Government invested heavily in the construction and renovation of roads, airports, public transport and hotels, as well as in sport facilities such as the 10 World Cup stadia. “An investment that will benefit South Africa for decades to come”, South Africa’s Minister of Sport and Recreation, Rev. Dr. Makhhenjesi Stofile, emphasized during a discussion at Ke Nako Africa.

The economic impact of the World Cup is estimated to be R 93 billion. Dr. Stofile: “And more than 100,000 workers have been employed directly or indirectly through the 2010 construction programme.” He added that many workers have improved their skills level, which will benefit their employment opportunities after the World Cup.

“The World Cup has sustainably changed the image of South Africa and the entire African continent”, adds Andreas Proksch, Head of Africa Division of the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH. “The successful organisation of the tournament will motivate companies, especially medium-sized ones, to invest in Africa. Many international businesses will try to expand to African countries – with South Africa as their base.” According to the GTZ Director, this process will bring opportunities for development cooperation: “In German development cooperation, there is a trend towards a closer link between business and development cooperation. With an increased engagement of the business sector, we are gaining more opportunities to implement projects in South Africa.”
Other benefits of sport cannot be measured in monetary terms. "The World Cup brings us South Africans closer together, more than we have ever expected," states the Deputy Minister of the Department of Sport and Recreation South Africa (SRSA), Gert Oosthuizen. "With more and more South Africans flying the flag, wearing their football jerseys and proudly singing the national anthem, I have no doubt that the beautiful game will further build national pride and unity," Miller Matola, CEO of the International Marketing Council of South Africa (IMC), affirms. A crucial factor according to Mr. Oosthuizen: "The major legacy of the World Cup is that we have succeeded in actually building a South African nation."

The Department of Sport and Recreation South Africa plans on utilizing the enthusiasm for the World Cup to involve as many people as possible in sport and recreation activities. Oosthuizen: "Sport enables people to stay vital all their life, and it teaches children and youth valuable life skills: social interaction and cooperation, motivation and initiative, fair-play and conflict resolution without violence are all lessons learnt on the sports field." To realize their vision of an active and healthy nation, SRSA is establishing sport in schools, developing sport clubs all over the country and assisting federations in establishing formal supporters' clubs. Through the Mass Participation Programme, SRSA will assist the established hubs in forming non profit organisations or community based organisations.

A strategy that gains momentum through the current excitement about football – one of the many legacies of the 2010 FIFA World Cup in South Africa.
Ke Nako Africa Programme

Official Opening (10 June)
On 10 June 2010, South Africa’s Minister of Sport and Recreation, Rev. Dr. Makhenkesi Stofile, officially launched the Ke Nako Africa initiative together with the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, Wilfried Lemke, the EU Ambassador to South Africa, Lodewijk Briët, the German Ambassador to South Africa, Dieter W. Haller, and the SADC representative in South Africa, Ambassador Bene L. M’Poko. Hundreds of visitors and over 20 media representatives from Africa and Europe followed the opening ceremony before the speakers explored the Ke Nako Africa Exhibition.

First Day of the World Cup (11 June)
The first day of the World Cup drew ten thousand visitors to the Ke Nako Africa Exhibition. The strong interest and the high involvement of the visitors showed that the joint presentation of the different partners from diverse backgrounds who share the aim of promoting a strong Southern Africa was an appealing and valuable concept.

Panel Discussion on “The Power of Sport” (11 June)
“Sport is teaching life skills such as tolerance, cooperation and respect”, Wilfried Lemke, UN Special Adviser on Sport for Development and Peace, explained at the panel discussion “The Power of Sport” at Ke Nako Africa. Together with Deputy Minister of Sport and Recreation, Gert Oosthuizen, Mr. Lemke discussed the power of sport with youth from Southern Africa who work in the “Youth Development through Football” programme. The intimate atmosphere of the discussion led to close encounters between political decision-makers and young sport coordinators from Southern Africa.

Youth Days (15-17 June)
Around the South African Youth Day on 16 June, an ambitious programme at Ke Nako Africa combined youth activities with over seven hundred school children from Southern Africa with two major press events featuring the Minister and the Deputy Minister of Sport and Recreation South Africa and the establishment of the first African Sport for Social Change Youth Forum. One of the highlights was a two-hour informal conversation between South Africa’s top sport politicians and youth who are involved in sport for development programmes.
Youth Development through Sport Morning Talk on “Drama on the Playground – Football and theatre as tools of youth development” (23 June)

Emotion, passion and an excited audience – football and theatre have more in common than one might think. Both attract a lot of attention which can be used to raise awareness and disseminate educational messages on development issues. The lively panel discussion between government representatives, development facilitators and theatre artists displayed the potential of both football and theatre for development – and the opportunities for closer cooperation between the two fields.

Visit of Dirk Niebel and Dr. Augusto Tomáz Salomão (24 June)

On 24 June, Ke Nako Africa served as a platform for political visits and bilateral meetings of significant politicians from Africa and Europe. The German Minister for Economic Cooperation and Development, Dirk Niebel, visited the Ke Nako Africa Exhibition with the Executive Secretary of the Southern African Development Community (SADC), Dr. Augusto Tomáz Salomão, and dozens of international journalists. The Ke Nako Africa Exhibition was packed, with hundreds of visitors experiencing the Ke Nako Africa spirit.

SADC Panel Discussion on Regional Cooperation (24 June)

Also on 24 June, the Southern African Development Community (SADC) hosted a panel discussion on “Benefits of regional cooperation to improve the socio-economic development in Southern Africa”. The high-ranking international panelists – including SADC Executive Secretary Dr. Augusto Tomáz Salomão – discussed, amongst other things, investment opportunities in the region. “There is ample opportunity for a whole range of industries to invest in the region. The opportunities of doing business in Southern Africa are improving steadily”, Helen Mealing, Director of UK Department for International Development Southern Africa (DFID), stated.

Entertainment: Lira concert (24 June)

World-class singer Lira performed at Ke Nako Africa under the auspices of the Public-Private-Partnership between Volkswagen and the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH. Lira was on top of her game, coming down from the stage to sing and dance with the excited audience.
**Ke Nako Africa Programme**

**Youth Development through Sport Morning Talk on “Is it a Man’s Game? – Empowering girls through football” (26 June)**

Empowering girls and young women is one of the key factors of development. Young women are often faced with the attitude that females should not participate in male-dominated activities – be it in school, at work or in the family. The intimate atmosphere enabled a frank discussion between the German Member of Parliament Dagmar Freitag, Kylie-Ann Louw, captain of the South African women’s national football team, German superstar Nia Kuenzer and young female footballers from the township of Mamelodi.

**Youth Development through Sport Morning Talk on “Sport and Development – A promising future?” (28 June)**

Sport has established itself as a field of development cooperation – especially with regard to the 2010 FIFA World Cup in South Africa. But what is the future of sport within the development cooperation arena? The discussion with Dr. Agostinho Zacharias, United Nations Resident Coordinator, touched upon one of the core topics of the Ke Nako Africa initiative and revealed that sport is certainly more than a mere trend of development cooperation – but that joint efforts are needed to strengthen the role of sport for development on the entire African continent.

**Sport, Business and Development Day (29 June)**

“The 2010 FIFA World Cup in South Africa will create significant direct and indirect economic benefits for the country’s economy”, Gert Oosthuizen, Deputy Minister of Sport and Recreation South Africa, said at the Sport, Business and Development Day at Ke Nako Africa. Andreas Proksch, Head of Africa Division of the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, stressed that besides the direct economic effects of sport, large sporting events such as the World Cup can bring crucial long-term benefits for a country’s image, triggering an increase in foreign direct investment.

**Energy Day (2 July)**

More than 60 energy experts met at Ke Nako Africa to discuss one of the most dynamic and important development issues in Southern Africa. Hosted by SADC and the German Development Cooperation, high-ranking international representatives from politics and business discussed renewable energy and investment in energy infrastructure – with exceptionally lively participation from the audience. “The time to invest in the energy infrastructure of the SADC region is now. The region is ripe – particularly regarding the regulatory framework we have put in place”, Remmy Makumbe, SADC Director Infrastructure and Services, explained.
Northern Cape Youth at Ke Nako Africa in cooperation with Nike (2 July)
As part of the Public-Private-Partnership between Sport and Recreation South Africa, the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH and Nike, 120 school children and programme managers from Northern Cape Province came to Ke Nako Africa on 2 July to participate in activities that combine football and life skills training. The day picked up on the successful approach of the Youth Days at Ke Nako Africa.

Youth Development through Sport Morning Talk on “Reaching Kids – HIV/AIDS prevention through football” (7 July)
A main objective of the football for development approach is the prevention of HIV/AIDS. Several organisations use football to educate children and youth on the risks of HIV/AIDS and the measures to prevent the disease. The discussion brought together the sport and the health community, represented by officials from the Department of Health and the National AIDS Council – stimulating new partnerships between the two camps.

Official Closing Ceremony of Ke Nako Africa (10 July)
The day before the final of the 2010 FIFA World Cup, Deputy Minister of Sport and Recreation South Africa, Gert Oosthuizen, spoke about the legacy of the World Cup and the Ke Nako Africa initiative, and awarded the winners of the Gauteng Street Soccer Tournament which took place at Ke Nako Africa.
One of the objectives of Ke Nako Africa was to raise media awareness in order to offer the key partners a platform for delivering their message. Due to a varied programme and the presence of high-profile personalities such as heads of international organizations, ministers and business representatives, this aim could be achieved. Not only key events such as the Official Opening Ceremony with the Minister of Sport and Recreation, Rev. Dr. Makhensiki Stofile, and the visit of the German Development Minister, Dirk Niebel, and the Executive Secretary of the Southern African Development Community, Dr. Augusto Tomáz Salomão, responded with the media, but also many of the partner events and panel discussions.

About 100 journalists visited Ke Nako Africa, representing South African and international TV, radio and print media such as:

SABC
SABC Sports
ARD
ZDF
RTL
DW-TV
Deutsche Welle Online
Daily Sun
Rai Media
Move Magazine
Sports Focus
Supersport TV
RBS Brazil
Sowetan
Beeld
Business Day
SABC Sports
Sunday Sun
Sunday World
Y-FM
E-Channel News
Kaya FM
702 Talk Radio
Radio East Coast
RSG
E-News
Ikhwekhwezi FM
Motswedeng FM
Caxton News
Radio 2000

More than 25 personal interviews have been arranged for officials of Sport and Recreation South Africa, SADC, the Youth Development through Sport programme, the German Development Cooperation and other partners.
“SPORT BUILDS BRIDGES BETWEEN COMMUNITIES”