



Federal Ministry
for Economic Cooperation
and Development



The role of sport in German development cooperation



Dribble, stop, turn over a card – this memory game serves to illustrate key themes such as health and violence prevention.

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FEDERAL MINISTER MÜLLER SETS AN

EXAMPLE: Sport is especially important for the many young children in refugee camps, e. g. as a way of overcoming trauma, rebuilding self-confidence and looking to the future.



‘Sport enables us to reach out to young people. Through sport we can convey our messages about peaceful coexistence, fair play and equal opportunity. We must exploit this.’

Dr. Gerd Müller, MdB



Za'atari in Jordan is the world's second largest refugee camp. Sports activities contribute to youth work, make education programmes more attractive and offer escape from both the difficulties and the monotony of everyday life.



Dear reader,

Sport opens hearts: it inspires not only those living in Germany, but people throughout the world. Sport can teach values and perspectives, it creates a sense of belonging that transcends ethnic and social barriers, it helps to reduce violence and resolve conflicts by peaceful means. Sport strengthens personality and teaches values such as fair play, team spirit, discipline and respect. And sport can be an instrument to raise awareness of sustainable patterns of behaviour. All of these aspects are important in developing countries as well – particularly for disadvantaged children, adolescents and young adults. They are of great personal concern to me. For these are the people who will shape the future of their country.

Sport can make an important contribution to the German Government's development goals, I have no doubt about that. At the same time, we can use sport to recruit new stakeholders in our development cooperation activities and inspire the wider public on a range of development policy issues. For all the above reasons, I see sport as a priority of development cooperation – one which we seek to develop in collaboration with our partners in sport, civil society, business and academia, and with ordinary committed people.

Dr. Gerd Müller, MdB
Federal Minister for Economic Cooperation and Development

1. International consensus – sport contributes to reaching development objectives



Team spirit and fair play are of particular importance in our sports-related projects.

SPORT NURTURES INTEREST:

Our sports camps during the World Cup in Brazil attracted hundreds of children from poor districts of the host cities. German Chancellor Angela Merkel paid a visit to them during the World Cup and was impressed by the young athletes.



For some years now, sport has gradually assumed an ever more important role in development cooperation. 'Sport for development' first received global recognition as a concept when the United Nations appointed its first Special Adviser on Sport for Development and Peace in 2001. Adopted in 2003, Resolution 58/5 of the United Nations underscores the importance of 'sport as a means to promote education, health, development and peace'. In 2013, the United Nations declared 6 April as the International Day of Sport for Development and Peace.

THE IMPACT SPORT CAN HAVE

International involvement in the field of 'sport for development' can be a viable and practical instrument to help bring to fruition efforts geared to achieving the Millennium Development Goals and implementing objectives for sustainable development. Sport can make a contribution to a very wide range of objectives, including combating poverty and hunger, healthy living for all, inclusive education, gender equality, employment promotion, the elimination of inequality and sustainable consumption.

For us, sport means any physical activity that promotes physical and mental wellbeing and social interaction, including mass and recreational sport, games and physical exercise, and traditional forms of culture and expression, such as dance.

The German Government is also keen to use sport increasingly in future for its development policy objectives. German development cooperation can look back on more than three decades of experience in this field. Football, in particular, has been used as an instrument to motivate and raise awareness, in particular through a major project to promote youth as part of the 2010 FIFA World Cup in South Africa.

Sport and sporting events can also be a useful means of bringing development policy to the attention of the German public. Sport enables us to reach out to people who have previously had little contact with the issues of development policy and actively promote our activities with new partners such as the German Football Association (DFB) or the German Olympic Sports Confederation (DOSB). The German Federal Ministry for Economic Cooperation and Development (BMZ) has been working intensively since 2013 to further exploit the potential of 'sport for development'. Since then, we have been implementing pilot projects geared to integrating sport into German development cooperation in various countries and on several continents. The results of these pilots – along with the many years of experience with German and international development cooperation – have been fed into this publication to showcase the possibilities and the importance sport can have in development cooperation and illustrate examples of the German contribution.

2. Development cooperation – a sporting challenge



Participants in our football camps in Brazil learn the importance of cooperation. We, too, rely on partners from sport, civil society, the private sector and the government.

HOW WE SPECIFICALLY AIM TO USE SPORT:

EDUCATION: Sport teaches social skills, values and **life skills** and can put young people in touch with educational and employment opportunities.

HEALTH: In addition to the immediate health benefits sport can have, coaching provides an opportunity for teaching young people about topics such as HIV/AIDS prevention, drug addiction and a healthy lifestyle.

VIOLENCE PREVENTION: Sport teaches respectful behaviour, tolerance, and recognition and appreciation of others – both on and off the field. Racism, discrimination and intolerance have no place. Violence and cheating are marginalised.

CIVIL SOCIETY: Clubs and associations are key stakeholders in civil society. Sport itself provides lessons about making rules that apply to all and playing by them. The objectives are mutual respect and equality of opportunity, as well as strengthening civil society actors in partner countries and their partnerships with German stakeholders.

SELF-DETERMINATION: Only by knowing your rights and your strengths can you take responsibility for yourself and others. Sport helps individuals to develop the necessary self-confidence to do so.

INCLUSION: Sport can build bridges – between boys and girls, old and young, disabled and able-bodied. Sport brings people together regardless of ethnic origin, social or cultural background or education.

Previous experience speaks for itself: if used properly, sport can be a valuable instrument for promoting the development of children and young people. German development cooperation currently uses sport mainly as a development policy instrument in the fields of education, health and violence prevention. Cross-cutting themes such as gender equality, strengthening civil society, empowerment and inclusion are – wherever possible – a component of our sports-related development projects.

As part of the implementation process, BMZ works with partner governments, non-governmental organisations and sports associations all over the world, for example in the context of pilot projects in Afghanistan, Brazil, Colombia and the Palestinian Territories. Moreover, the BMZ initiative 'More Space for Sport – 1,000 Chances for Africa', engages a whole range of countries in sub-Saharan Africa, including Ethiopia, Kenya, Namibia and Togo.

SPORT SUPPORTS DEVELOPMENT OBJECTIVES

The aim of the funded projects is to use sport as an innovative instrument to support the achievement of development objectives: we do not promote sport in order to train better and more successful athletes, rather we use sport as a transmitter for reaching development policy objectives. Sport-related development projects strengthen civil society and promote the capacity for dialogue; they address disadvantaged groups of the population, such as women and girls, people with a disability or young people from socially disadvantaged backgrounds. They help prepare young people for life and stimulate socio-economic and environmental development processes.

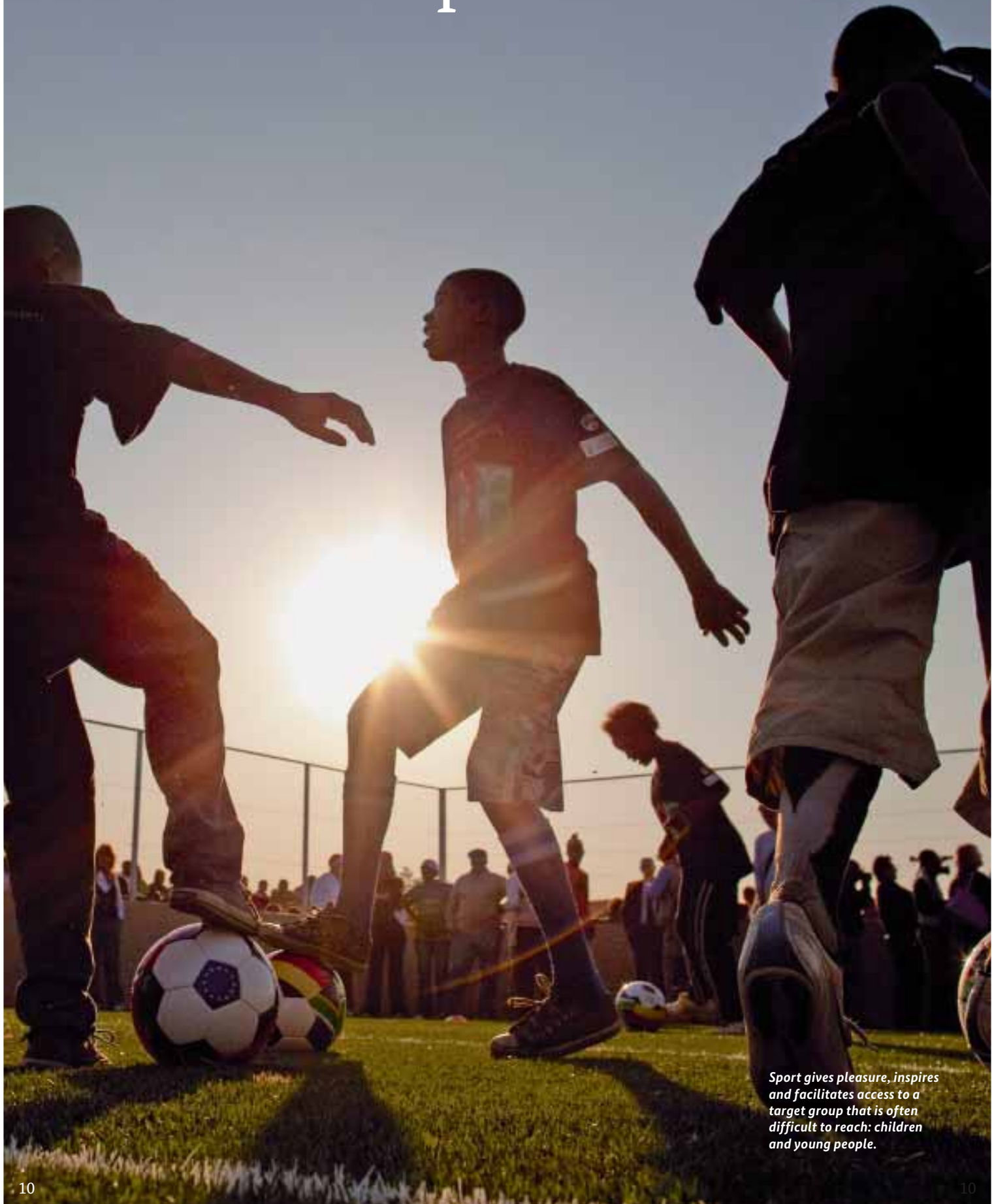
Nevertheless, they can only be sustainable, effective and efficient if they have an influence on the social, cultural and economic circumstances of the partner countries and are implemented both competently and with commitment at the local level. That is why we fund basic and advanced courses for coaches, teaching staff and multipliers – since it is their skills in particular that determine the quality, sustainability and ultimately the development-policy success of our projects.

PARTNERSHIPS ARE KEY

To give as many people as possible the opportunity to benefit from these experiences, it is essential for our partners to be well connected. BMZ therefore develops and nurtures partnerships with international organisations and networks and with sports institutions in partner countries. BMZ is also finding new sports partners in Germany from civil society, the private sector and academia, all of whom are mainstreaming the theme of 'sport for development' in their respective institutions.

In order to foster this dynamic, German development cooperation collaborates with organisations such as the German Olympic Sports Confederation (DOSB) and the German Football Association (DFB), which have experience in developing sports structures and coaching courses – both in Germany and abroad. For example, the BMZ initiative 'More Space for Sport – 1,000 Chances for Africa' is working to forge a broad alliance of stakeholders capable of implementing sports-related development projects with a view to improving the future prospects of young people.

3. Sport – a ‘fun’ approach to development



Sport gives pleasure, inspires and facilitates access to a target group that is often difficult to reach: children and young people.

→ OUR ACTIVITIES IN THE PALESTINIAN TERRITORIES

In the Palestinian Territories, German development cooperation uses sport to make vocational education more attractive and therefore broaden access. Through our projects, we help young people, particularly those in East Jerusalem and the West Bank, to compete on the labour market. Sports-related development projects serve to enhance the curricula of non-state vocational training centres. Moreover, by expanding the range of high-quality

sports programmes offered at training centres, the aim is to boost acceptance of and interest in vocational education and training among young people.

Sports and youth camps that involve the participation of civil society organisations and the private sector are not only a way to promote vocational education; they also act as brokers for apprenticeships.



3.1 EDUCATION AND TRAINING – SUPPORT ON THE JOURNEY THROUGH LIFE

Children and young people form the largest segment of the population in almost all developing countries – and they are vital to the future of their country. But they can only advance that country’s political, social and economic development and create prospects for their own lives if they receive proper education and training.

Sports education at kindergartens, schools and vocational training colleges supports the development of motor and intellectual skills and therefore enhances learning ability in general. In addition, sport can help youngsters develop a practical appreciation of educational issues such as the environment, children’s rights and gender equality. In many countries, however, educational institutions are unable to offer adequate sports programmes. This is where German development cooperation can help.

Through sport we can also reach out to those who are sometimes excluded from other educational activities: disadvantaged children and young people, who do not (or no longer) attend school and with few job opportunities have no prospects for the future. Sport can offer these people a route back into educational and training courses and the chance to catch up and reintegrate.

We use sport above all to teach children and young people *life skills*: qualifications for communication, cooperation, organisation and critical thought. Personal and social skills like these help young people to lead independent lives. In addition, specific sports programmes can support the transition to employment, for example when activities are organised at vocational training colleges or by involving businesses.

→ OUR ACTIVITIES IN NAMIBIA

In Namibia, sport offers a great opportunity for girls and young women to develop and achieve their potential. For this reason, the Namibia Football Association (NFA) – with support from German development cooperation, the DFB and the Football and Athletics Association of Westphalia (FLVW) – uses sport to promote the interests of girls and women.

The Namibian ministry responsible for sport and youth is the project's lead executing agency. In mid-2013, it set out with

the goal of improving the status of girls and young women in society and boosting their self-confidence. The approach also involves the teaching of basic knowledge essential to a healthy and independent life: a sports education programme in two regions of the country combines football and basketball activities with measures geared to HIV prevention, health education and promoting social skills. The community centre, built on NFA premises as part of the project, provides a safe environment for the girls and young women to get involved.



3.2 HEALTH – ACTIVELY SHAPING ONE'S OWN LIFE

HEALTH EDUCATION

Sports programmes are an effective and efficient way of improving public and personal health: not only do they promote exercise and keep people healthy, but they furthermore and primarily create a safe space for addressing health education issues.

We exploit this potential, for example, by using HIV/AIDS educational programmes as a 'social vaccine' to combat the disease which is particularly widespread in Africa. We also provide information on hygiene measures to protect

against avoidable illnesses, since diarrhoea remains one of the most common causes of mortality among African children. Sensitive issues such as sex education and family planning, which are of particular relevance to young people, are also integrated into sports-related development projects, and are dealt with in a lively and engaging manner in the context of coaching sessions. The topics are specially prepared and presented for a specific target group and cultural environment. A vital role here is played by the qualified coaches, who either answer questions raised by the young people themselves in a professional manner, or are able to point youngsters in the direction of appropriate health or counselling services.

→ OUR ACTIVITIES IN COLOMBIA

The issues of peaceful conflict resolution, violence prevention and strengthening psychosocial resources play a key role in development cooperation with Colombia. The Colombian Government has been using football for a long time to support peace-building in the country, for example as part of the **Colombia Joven** programme. In early 2014 the Government joined forces with **Fútbol y Paz**, a network of non-governmental organisations supported by the German Government, to launch a **Ten-Year Plan for Security, Comfort and Peaceful Coexistence in Football**. Now for the first time government, sports associations and non-governmental organisations are working together towards the goal of curbing violence in Colombian sport.

Our project builds on these efforts. Through sports-related activities we help children and young people develop the required skills to live together peacefully in a democratic society. Football is used to teach values such as tolerance, respect and understanding. For a country whose socio-economic structures have suffered from half a century of violent internal conflict, this is an important building block on the way to national reconciliation.

We process experiences gathered in Colombia in order to use them for our development cooperation activities and make them accessible to other countries and regions, and to other development and sports organisations.



SPORT FOR PREVENTION

It may come as a surprise to learn that even in developing countries many chronic diseases are caused by a lack of exercise. And so-called 'civilisation diseases', i.e. those caused by poor nutrition, including diabetes and obesity, are not only on the rise in industrialised and emerging countries.

Here, our projects contribute directly to prevention and encourage young people to lead healthier lifestyles. This is of particular importance, since childhood and adolescence are crucial in determining to what extent people will choose to lead healthy and productive lives.

THE ROLE OF SPORT IN PSYCHOSOCIAL SUPPORT FOR REFUGEES

Sport programmes can be of particular importance in circumstances where individual psychotherapeutic services are not available to people who have endured violence, civil war and terror.

Experience from refugee camps and work with the traumatised victims of violence show that sport can help rebuild people's confidence and trust. In addition to the positive effect sport and exercise can have on physical health, it can also reduce the paralysing feeling of helplessness.

→ OUR ACTIVITIES IN MOZAMBIQUE

*In addition to funding a sports education programme geared to HIV prevention and a **life skills** training course for children and young people, we are helping members of local partner organisations to develop their organisational structures. This includes the transparent and efficient management of clubs and associations which respond to the needs of the population. We work with sports and non-governmental organisations to develop concepts that combine professional*

sports activities for children and young people with the acquisition of social skills. Together we train coaches in this methodology. In addition, we also promote network-building and exchanges between partner organisations, for example through joint workshops and events, so that the methodologies developed become more widely known and facilities for mass participation in sports are improved.



Among young people in particular, the experience can help victims cast off the mantle of victimhood. Sport offers variety and a change of perspective from everyday difficulties – including those encountered in refugee camps – and makes a further contribution to peaceful coexistence. Furthermore, the protected environment as provided by a coaching group or organised physical activity, offers an opportunity to monitor reintegration processes, for example for traumatised child soldiers. The feeling of security, care and normality help sufferers to overcome trauma and rebuild self-confidence. We aim to use this potential in future as part of our refugee work in receiving countries.

3.3 VIOLENCE PREVENTION – RESOLVING CONFLICT THROUGH PEACEFUL MEANS

Sport alone cannot create peace in (post-)conflict situations. But it provides space for rapprochement and

the development of personal relationships. When former adversaries belong to or support the same team, it is not out of the question for them to develop a sense of a common bond.

Sport can be a suitable instrument for preventing violent conflict or for encounters on neutral ground in the aftermath of violence or in post-conflict situations. Its strength lies in the fact that conflict can be settled by peaceful means on the playing field. A key role is played by mutual respect and consideration, as well as by the observance of rules that are applicable to all. Situations experienced in sport can therefore provide a template for interaction with others.

Nevertheless, a conflict-sensitive educational approach is essential, for without this there is the risk of conflict being unintentionally entrenched. This involves thorough examination of how projects impact upon the interests of various groups, and strict observance of conflict-sensitive

→ OUR ACTIVITIES IN AFGHANISTAN

Many girls and young women in Afghanistan are keen to practise sport. School sport provides them with one of the few opportunities to do this; club activities involving females are rare.

That is why BMZ – in partnership with the Afghan Ministry of Education, the DFB, the Afghan Football Association (AFF)

and other national sports clubs – is committed to expanding school sports programmes for girls in particular and providing coaching courses for female teachers. With their newly acquired knowledge and skills, these teachers provide high-quality sports coaching for girls at schools in Kabul and Masar-e-Sharif.



planning and implementation of aid measures (the 'do-no-harm approach'), which is always fundamental to our activities in fragile and conflict-affected contexts.

Sports programmes run by German development cooperation teach values inherent in sport, such as the ability to work in a team, tolerance and integrity, as well as discipline and responsibility; they give young people the experience of respect, fairness and belonging to a community. Acquisition of the rules of sport is as important here as the experience of learning how to lose sometimes. Personal contacts in a defined framework can help bridge social, cultural and economic differences and enable individuals to see their counterparts as other human beings.

In our projects we use sport and reflective dialogue about what happens on the field to encourage young people to talk with one another about their lives and living together, their shared fears and hopes for the future.

3.4 CIVIL SOCIETY AND DEMOCRACY – MOVING FORWARDS TOGETHER

Well-organised grass-roots sport promotes talent and includes those who are unable or unwilling to practise sport at elite or competitive level. It is often the underlying base for the success of individual sportsmen and women. These are important role models for young people – in developing countries and elsewhere.

Government sports policy in developing countries generally focuses exclusively on promoting elite sport, however, since that is what holds out the promise of inflating international prestige. At the same time, progressive commercialisation of sport increases the risk of manipulation – for example through corruption. Sports events can be exploited by a country's political elite as instruments to secure and retain power or for propaganda purposes. Moreover, with the award of associated infrastructure projects and the potential for collusion and



WHAT WE HAVE ACHIEVED IN SOUTH AFRICA

Youth Development through Football (YDF), a programme initiated by BMZ and run from 2007 to 2014, shows how sport – particularly a mass sport like football – can be used for development purposes. It left behind lasting structures in South Africa: developed in collaboration with local partners, the coaching courses and series of handbooks on issues such as violence prevention, HIV/AIDS education and inclusion of people with disabilities, were placed under the patronage of UNESCO in 2011. The concept was taken up by the South African Football Association (SAFA) as the basis for its C and D-licence coaching courses and is now part of the official mass sport programme of the Government's Sport and Recreation South Africa (SRSA) department.

The YDF programme reached around 60,000 young people in South Africa and 55,000 in nine other countries. Almost 40% of these were girls. The project received support from the University of Johannesburg. As shown by analysis of the results, the project increased the self-confidence of the children and young people taking part: around two thirds of them are committed to bringing about change as multipliers in their own environment. The social behaviour of many of the boys and girls who took part in the programme improved, while violent and discriminatory behaviour declined.



manipulation of results, mega sports events harbour the risk of corruption. Our aim is to help ensure that sports events benefit society as a whole and that civil society is involved in decision-making processes on awards and investments.

HOW ORGANISED SPORT SUPPORTS OUR GOALS

Mass sport or sport as an instrument for education, health or violence prevention rarely receives support from public sports policy. The integration of sport into community life promotes social and political participation and can also foster understanding of the fundamentals of democracy and an inclusive society without exclusion, racism and discrimination. The potential for this is greatest where clubs and school sport are promoted and given financial support at municipal level.

Sport offers opportunities for shared participation, promotes initiative and provides lessons on making rules and playing by them. At the same time, sport-related development programmes are an instrument for conveying and enacting basic values such as integration of all participants, transparency, respect, tolerance and peaceful negotiation processes. In this way, organised sport also helps to strengthen civil society. Representatives of sports clubs and associations can bring their influence to bear on the social and political debate and can open themselves up to public opinion. For this reason, we encourage interministerial cooperation in our partner countries, for example between the ministries responsible for sport, education and health. Furthermore, we promote cooperation between sports associations in Germany and our partner countries, and we advise these countries on developing and expanding sports-related development programmes and organisational structures contributing to an active civil society. At the same time, the sports associations themselves must introduce key steps towards greater transparency and prevention of corrupt behaviour.

3.5 EMPOWERMENT AND INCLUSION – FAIR PLAY BOTH ON AND OFF THE FIELD

Human rights are the key to sustainable poverty reduction and inclusive development. Sport can play a part in highlighting this and making young people aware of their rights and the rights of others. For this reason, our sports projects focus on inclusion, equal rights and empowerment, for example by incorporating measures aimed at groups that are disadvantaged – on account of gender, cultural or ethnic background, poverty, physical or intellectual disability or any other reason.

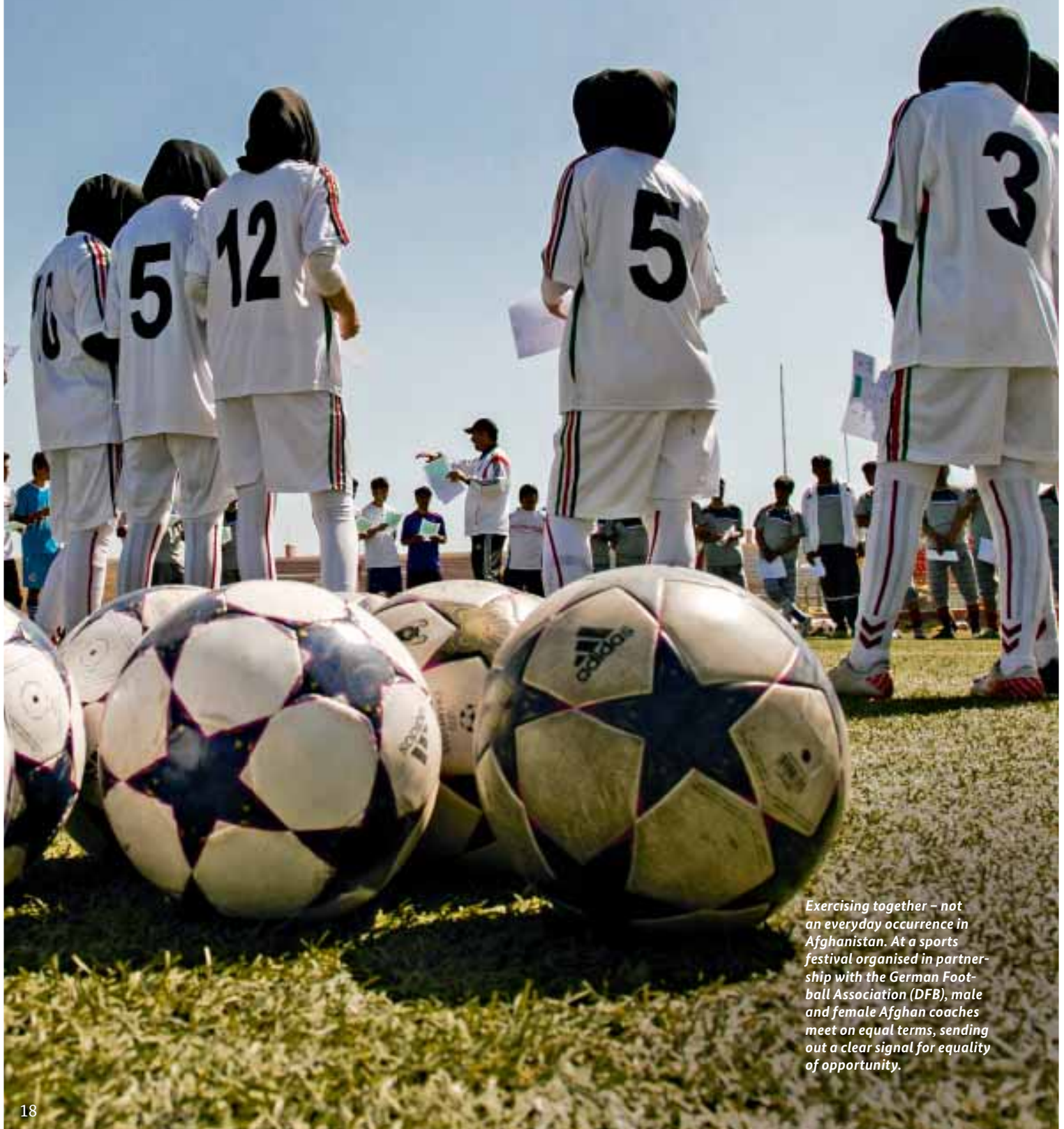
Our ‘sport for development’ projects are designed to help create an environment in which people can develop individual skills, take their own decisions and explore constructive coexistence. This approach promotes the empowerment of young people and contributes to the integration and mobilisation of disadvantaged groups.

Coexistence in the community is a key part of professional educational sports provision. Inclusive sports-related development projects, which appeal to disadvantaged young people and at the same time are also attractive to other youngsters on account of their quality, therefore support social cohesion and dialogue. Our aim is to promote inclusion through sport, particularly in schools, but also in sports clubs and associations, and to raise awareness of this issue among policy-makers.

In this way, sport can be used to boost the self-confidence of girls and young women in particular and strengthen their role in the community. In many countries, girls are barely visible in public and it is difficult for them to take advantage of sports programmes. That is why our projects always place a specific focus on involving this half of the population in sports programmes, thereby providing them with an opportunity – rarely realised in many societies – to achieve greater autonomy.

People with disabilities are also often excluded from sports programmes. Our future efforts aim to make participation easier for them. Sport can play a part in actively countering the stigmatisation and isolation that people with disabilities suffer – and not just in developing countries.

4. Sustainability beyond the sports ground



Exercising together – not an everyday occurrence in Afghanistan. At a sports festival organised in partnership with the German Football Association (DFB), male and female Afghan coaches meet on equal terms, sending out a clear signal for equality of opportunity.

NEW HORIZONS: Protection from violence, boosting self-confidence and ‘life skills’ training – with the ground-breaking ceremony for a girls’ centre in the grounds of the Namibia Football Association (NFA), German development cooperation and its partners are opening up new perspectives for young girls.



Sport affects many areas of life. For instance, many people in developing and developed countries alike enjoy wearing sports clothing even when not taking part in sport. The environmentally, socially and economically sustainable manufacturing of sports clothing is one example of how closely sport and development are interdependent/inter-linked even off the sports field.

In 2015, BMZ developed the consumer portal www.siegelklarheit.de and associated smartphone app to encourage more sustainable shopping. The portal evaluates the credibility of the textile industry’s most common environmental and social labels and provides a list of relevant companies – including sportswear manufacturers.

SUSTAINABILITY OF MAJOR SPORTING EVENTS

In addition, we help developing countries and emerging economies to plan and organise mega international sports events in a more sustainable way. In Brazil, for example, German development cooperation funded the installation of solar panels on the roofs of stadiums for the 2014 FIFA World Cup; and South Africa was provided with advisory

services on planning and implementing the 2010 FIFA World Cup. In both these countries, we contributed to social sustainability by offering accompanying sports programmes for children and young people. But this is only the first step in making mega sports events more sustainable. An ongoing concern is to underline the message that adequate political participation of the population and observance of the highest standards of integrity and transparency are fundamental to the success of awarding international sports events.

Only if these conditions are met mega sports events – in keeping with the Olympic ideal that focuses on the human being untroubled by conflict and crisis – can serve as the fertile soil for nurturing a consciousness for shared values. Another related aspect is the objective of German development policy to contribute to a world without hunger, poverty and destitution. Our aim is therefore to use mega sports events such as the World Cup or the Olympic and Paralympic Games to raise awareness of development policy issues through information campaigns, events and other initiatives, and to encourage the wider public to get involved in development policy activities.

5. New partners, new approaches



We need partners if we are to fully exploit the potential of 'sport for development' – such as here at this sports camp for young coaches, organised jointly by BMZ and the United Nations Office on Sport for Development and Peace (UNOSDP).

The appeal of sport transcends geographic, social and cultural barriers. This means BMZ is able to use sport to recruit new partners for development cooperation – from civil society, business and academia – and to try out new forms of cooperation. We also work closely with a number of partners at the political level in order to raise awareness in Germany, in our partner countries and worldwide for the potential of ‘sport for development’.

These many and varied stakeholders help advance our work through their specific expertise. They include:

- **sports associations** with experts to oversee the development of sports structures and coaching courses;
- **non-governmental organisations** that are active in our partner countries, know the realities of life for local people first-hand, and can often facilitate long-term cooperation through partnerships;
- **international organisations** which have discovered for themselves the potential of ‘sport for development’;
- **companies** which support sports and social projects as part of their efforts towards sustainability.

5.1 WORKING WITH OTHER FEDERAL MINISTRIES TOWARDS A COHERENT POLICY

Other federal ministries that deal with the topic of sport in addition to BMZ include the Federal Foreign Office (AA) and the Federal Ministry of the Interior (BMI). The BMI is responsible for matters of sports policy in Germany; the AA promotes the development of sport abroad – in the context of cultural work and in cooperation with the DOSB and sports associations such as the DFB or the German Athletics Association (DLV); BMZ on the other hand uses sport to advance development work.

In practice, however, the boundaries are fluid, which is why ministries work closely together in this field, keeping each other informed and coordinating activities. The BMI for example assumes responsibility for sports policy on international bodies on behalf of the German Government; the other ministries – including BMZ – provide support.

5.2 WORKING WITH GERMAN SPORTS ASSOCIATIONS IN DEVELOPING COUNTRIES

As the umbrella association for organised sport in Germany, the German Olympic Sports Confederation (DOSB) with its member organisations promotes the development of sport for people of all ages and all levels of ability. BMZ uses the national and international expertise of the DOSB for joint projects; in turn, the DOSB benefits from the development-policy expertise of BMZ.

Other sports associations are also active in developing countries and emerging economies. This is true in particular for the DFB as a key partner of BMZ. Football is played throughout the world. By adopting the principle of sustainability into its statutes in 2010, the DFB made a commitment to promoting social development through football projects. On the basis of this shared understanding, the DFB and BMZ collaborate to raise public awareness for development policy issues and jointly implement projects in developing countries and emerging economies.

The overarching link surmounting/overlapping/out-playing any specialist interests, however, is a common understanding of the code of conduct and the need for transparency, respect and tolerance.

5.3 WORKING WITH THE UNITED NATIONS FOR DEVELOPMENT AND PEACE

Sport falls under the remit of UNESCO within the organisational structure of the United Nations. Furthermore, on matters concerning development through sport, the agency responsible is the United Nations Office on Sport for Development and Peace (UNOSDP). UNOSDP acts as a mediator between the United Nations, its member states, individual (sports) organisations, civil society, the private sector, academia and the media.

Like BMZ, UNOSDP is confident that sport can make a vital contribution to achieving development objectives. For this reason, BMZ and UNOSDP work hand in hand where possible to lend greater weight to the concept of ‘sport for development’ on the international development agenda. As a major organisation representing the rights of children and young people, UNICEF is also a key partner of BMZ – both at the political and implementation level.

5.4 WORKING IN PARTNERSHIP LOCALLY WITH NON-GOVERNMENTAL ORGANISATIONS

Non-governmental organisations and foundations work directly with local populations in developing countries. They, too, use sports programmes to support and reach out to young people in particular. They are extremely well networked in the partner countries, are familiar with local conditions and have invaluable practical experience. They use this know-how to further strengthen existing civil society partnerships and enhance joint projects with BMZ. The excellent work of both international and national non-governmental organisations is a prerequisite for the sustainable contribution of sports-related development projects to community, social and individual development in our partner countries.

→ YOUTH LEADERSHIP CAMPS

BMZ supports the Youth Leadership Programme (YLP) of UNOSDP. In this context, adolescents and young adults from developing countries, who have demonstrated particular commitment to local sports and youth organisations in their home countries, are invited to take part in a Youth Leadership Camp lasting several weeks. Through practical and theoretical sports programmes they acquire leadership and social skills. This approach supports not only their personal development, but also their ability to initiate positive

social change. The camps have specific themes, which are supported by the expertise of organisations from sport and development cooperation. Contributors to the BMZ-funded YLC held in Berlin in March 2014, for example, included the International Paralympic Committee (IPC), the International Table Tennis Federation (ITTF), German Sports Youth (dsj) and the non-governmental organisations Right to Play and Boxgirls Berlin e.V.



5.5 WORKING WITH PRIVATE ENTERPRISE TOWARDS CORPORATE SOCIAL RESPONSIBILITY

A key concern of BMZ is to recruit commercial enterprises – primarily from Germany – to the theme of ‘sport for development’ and develop sports-related development projects in partnership with them. The economic importance of sport in Germany and developing countries is growing, which is why enterprises with activities in this area are of particular interest to us as important potential partners. Companies, in particular those with production facilities in our partner countries, can make a contribution towards sustainable development as part of their commitment to corporate social responsibility.

A good example of this is the strategic alliance set up by BMZ and NIKE. As part of the ‘Designed To Move’ initiative, the alliance campaigns to improve exercise and sports provision particularly for children and young people in Brazil and South Africa, to some extent as a way to prevent future costs to the health system.

5.6 WORKING WITH SCIENCE AND RESEARCH TOWARDS GREATER SUSTAINABILITY

Academic institutions such as the German Sport University Cologne (DSHS), one of the leading centres of sports science research, and the International Council of Sport Science and Physical Education e.V. (ICSSPE), the largest interdisciplinary organisation in sports science, work with and on behalf of BMZ. They examine the potential of ‘sport for development’, promote teaching in this field and advise us on developing global networks. In addition, they support implementation of our pilot projects and our involvement in Africa with independent monitoring and evaluation. This enables us to identify opportunities for optimisation and to rapidly implement improvements on the ground. This way, we are able to guarantee the quality, the effectiveness and therefore the sustainability of our work. Scientific monitoring and evaluation of our projects also provides recommendations as to how ‘sport for development’ can be integrated into regular cooperation with countries and regions.

COACHES: are organisers, sports experts, friends, advisors and fulfil many roles at the same time: they are invaluable role models, particularly for children and young people in their most formative years. That's why we prepare them fully for this vital task with basic and advanced training.



6. 'More Space for Sport – 1,000 Chances for Africa'



Sport can offer a fun approach to discussing sensitive topics such as HIV/AIDS prevention. This is the approach used by the BMZ-funded project 'Free Throw – Basketball Artists Against HIV and AIDS' in Namibia.

→ OUR ACTIVITIES IN OUR PARTNER COUNTRIES IN AFRICA

We are planning the following measures to help children and young people get involved in sport and achieve new goals:

Development and expansion of sports grounds. Sports grounds are not just venues for training sessions and competitive events; they are also places for social gatherings and exchanges – that is why their development and expansion is so important.

Provision of equipment. Goals, nets, baskets, balls – there can be no attractive sports activities without decent equipment.

Training for coaches. Trained staff and multipliers from local partner organisations are a source of inspiration;

they are able to lead sports activities that provide a link to development policy issues. They are also important role models.

Promoting dialogue and contact. Coaches, teaching staff, non-governmental organisations, associations, clubs and governments – they all have the same objective and valuable experience from which all sides can benefit.

Organising sports events. Sports camps and festivals reach out to larger target groups, promote awareness of measures such as voluntary HIV testing, and build a bond of trust with parents.



EVEN BETTER TOGETHER.

The BMZ initiative 'More Space for Sport – 1,000 Chances for Africa', launched by Federal Minister Gerd Müller in 2014, is an example of how BMZ complements its work through new partnerships with trusted partners, creating a broad and effective alliance between sport, civil society and the private sector.

Our objective is to pool existing expertise and utilise resources. This calls for cooperation between many different actors, including companies, foundations, associations, non-governmental organisations, sports clubs and federations, and international organisations. These actors bring to the table many years of experience at the local level, sports educational expertise with coaching courses or know-how in developing and expanding sports structures, all with a view to creating 'More Space for Sport – 1,000 Chances for Africa'.

THE 'RULES OF THE GAME'

We can only exploit the potential of sport to help achieve development policy objectives in the long term if we take into consideration the specific conditions in our various partner countries in Africa. That is why local organisations take responsibility for designing the content of the programme and consequently for the basic and advanced training of coaches, for sports grounds and for equipment. We help to kick things off – but the game is played in our partner countries in Africa.



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