



Federal Ministry
for Economic Cooperation
and Development

More Space for Sport – 1,000 Chances for Africa



bmz.de





Dear reader,

I am convinced that sport does not only open hearts; it also opens up new perspectives. Nelson Mandela once said 'sport has the power to change the world'. With this in mind we set up the initiative 'More Space for Sport – 1,000 Chances for Africa' to harness precisely that potential. Young people engaging in sport and games acquire important life and social skills and new knowledge. Sport can boost our confidence and increase our willingness to take on responsibility. It can therefore form an important foundation for building a self-determined life, especially for children and teenagers whose lives are marked by poverty and a lack of prospects. To ensure the success of this important initiative, I have forged a broad alliance of stakeholders from the world of sport, civil society and the private sector. With the help of a strong team of partners, we want to give children and young people a chance to literally get moving and start building their own lives.

Dr Gerd Müller

Federal Minister for Economic Cooperation
and Development



Expanding the playing field – Sport and development cooperation

Sport is taking on an increasingly important role in German development cooperation. The United Nations has explicitly recognised the importance of ‘sport as a means to promote education, health, development and peace’.

To promote and harness the potential of sport to achieve development goals, Germany’s Federal Ministry for Economic Cooperation and Development (BMZ) establishes partnerships with international organisations and networks, and with sport institutions. Through sport, BMZ has forged new cooperation arrangements with partners from civil society, business and the academic world who spread the message of ‘sport for development’ within their own organisations.



Sport-related development projects help young people to get ‘fit for life’ while teaching values such as teamwork, tolerance and responsibility.

Sport can also create an enjoyable setting for tackling what are generally held to be difficult issues. In this way, ‘sport for development’ projects make a valuable contribution as part of the wider effort to achieve diverse development goals.

The initiative



Sport is central to the culture of African societies, and the continent is passionate about football in particular. However, there are not enough sport grounds or courses combining sport with education, especially for those children who need them most of all – those with very few prospects whose lives are marked by poverty and violent conflicts.



1,000 Chances for Africa
An Initiative of the Federal Ministry
for Economic Cooperation
and Development (BMZ)

Together with local and international partners, the 'More Space for Sport – 1,000 Chances for Africa' initiative wants to harness the power of sport to bring about positive change in sub-Saharan Africa.

The long-term success of wide-ranging sport-related development programmes that involve creating new infrastructure to promote sport depends very much on finding viable strategies, people with the required skills and dedicated partners.

The initiative has teamed up with organisations in very different countries across the entire sub-Saharan region, such as Ethiopia, Kenya, Namibia and Togo.

It follows that individual projects and measures can only be sustainable, effective and efficient if they take account of the social, cultural and economic context in the relevant partner countries.





The initiative 'More Space for Sport – 1,000 Chances for Africa' was launched in 2014. It aims to provide a framework in which the various partners – policy-makers, private sector organisations, sport organisations and civil society – can work together to open up new opportunities for disadvantaged children and young people. We are implementing sport-related programmes in several areas – especially education, health, violence prevention, inclusion and gender equality.

EDUCATION

As well as teaching social skills and values, sport provides opportunities to acquire more general life skills and can even improve access for young people to education and employment.

It also offers a chance to discuss wider issues such as the environment, children's rights and inclusion. Good sports programmes complement and enrich existing school and vocational educational provisions and make participation in them more attractive for young people.

-  In Ethiopia the wide range of quality physical education courses offered by our partners at vocational schools help to prepare young people for the demands of working life.
-  Qualified coaches teach vital skills such as teamwork, the ability to deal with criticism, and sense of responsibility. This improves the prospects of their vocational students within the labour market.

'When I was three years old, I came to Addis Ababa from my home town of Gonda. No one looked after me there, and I ended up on the streets. When I was nine, a friend took me to the Don Bosco Children Center, where I could go to school. Now I have a job coordinating



the local production of footballs at our vocational school and the sports activities at the centre. I want to use sport as a way of giving street kids a chance to do vocational training – in the same way that I was given a chance.'

Kindalem Kassa Tadesse, social worker,
Don Bosco Children Center, Addis Ababa, Ethiopia

Don Bosco Mondo e.V. provides holistic education and training for disadvantaged children and young people all over the world. In Ethiopia it carries out sport-based measures in partnership with the 'More Space for Sport – 1,000 Chances for Africa' initiative.

HEALTH

Sport promotes physical and mental well-being and is part of a healthy lifestyle. Sensitive issues such as HIV and AIDS, sexual education and preventing addiction can also be addressed in games, both during training and off the field. Coaches pass on their knowledge to specific target groups and highlight other sources of help and information on health topics.



Together with our partners we have supported various programmes combining sport and education in Mozambique that link football and basketball training with measures to prevent HIV and promote healthy lifestyles. In the Faculty of Physical Education and Sport at the Pedagogical University in Maputo, trainee physical education teachers learn to incorporate health topics into their teaching. Local coaches also receive training in this integrated approach.





VIOLENCE PREVENTION

Both on and off the field, sport teaches respect, tolerance, recognition and appreciation. It provides a neutral platform for dialogue and mutual understanding.



In Kenya we are helping to bring about peaceful coexistence in the country's various regions, including the refugee camp in Kakuma and the surrounding areas. If sport is used in an appropriate manner, it can bring people together from many different ethnic groups, for example by frequently changing the composition of the team during the game and through shared positive experiences. Well-trained coaches teach the young participants how to deal with stress, frustration and conflict in a reasonable way.

INCLUSION AND GENDER EQUALITY

Sport unites people regardless of their ethnic or social background, their culture or their education, and it helps to break down prejudice and barriers. Sport is also a great way of developing confidence.

By creating more opportunities for girls and women to take part in sport, we can promote gender equality, support them to become more independent both socially and in the workplace and as a result strengthen their overall role in our partner countries.

-  Together with the Namibia Football Association (NFA) we built a girls' centre in Windhoek where girls and young women can take part in sport in a safe space.
-  We worked with the NFA to develop a teaching manual that combines sports courses with measures to prevent HIV, improve health and provide important qualifications.
-  In collaboration with partners in the tourism sector we are also setting up further education courses for young women.

Namibia's national women's football team plays a crucial role in the success of our work. The 'Brave Gladiators' are important role models as well as coaches.

'Taking part in the programme has not only taught me to live a healthy lifestyle; it has also shown me how to act as an ambassador and role model for so many young girls within and outside my own community. I'm proud of the enormous change you can see in their personal development.'

Stacey Naris,
member of the
'Brave Gladiators',
Namibia





Getting sport and play up and running

If we wish to harness the potential of sport in a sustainable way to help achieve development policy objectives, we must take account of the social, cultural and economic context in each of our partner countries.

For this reason, our local and international partner organisations design the programmes and initial and ongoing training courses for coaches and make arrangements for the use and maintenance of sports grounds and facilities.

Clubs, associations and non-governmental organisations (NGOs) are important stakeholders in the areas of sport and civil society. By supporting the creation of a transparent and professional sports infrastructure, e.g. in sports clubs and community centres, we can provide opportunities for people to help out in their community through sport.



In Mozambique we advise sports associations and clubs on how best to establish transparent and democratic structures within their organisation.



In Togo we support the work of local authorities to provide sport-based development opportunities that reach out to many citizens.



The initiative assists its partner organisations in creating the basic facilities needed to allow proper training. First and foremost, this means having the right equipment and an area that is actually suitable for playing on. Sometimes all you need to do is put up a couple of goalposts or basketball nets, or flatten out a rough surface.

Most importantly, however, you need coaches who can implement the 'sport for development' approach effectively. They also act as key role models and respected figures whose advice is trusted not only by the children and teenagers themselves but also by their parents and other members of the community.

Well-trained and well-equipped coaches can be equally effective whether they are working on a sports ground at a refugee camp in Kenya, in the playground at a vocational school in Ethiopia or at a community-run playing field in Togo.

'Football helped me to gain respect from others in my community.'

Merashid Nyawa Mwanzika,
participant, Moving the Goalposts, Kenya



*Sport moves and educates.
Workshop participants.*

Moving the Goalposts, Kenya, is an NGO in Kilifi that uses the sport for development approach to improve the lives of girls and women through football. It forms part of the international network created by streetfootballworld, one of the BMZ initiative's partners.

Together. Even better – become a partner of the initiative!



The initiative is driven by the know-how and experience of sports associations and clubs, private-sector companies, government bodies, public-sector multipliers and non-governmental organisations. Without their commitment, 'More Space for Sport – 1,000 Chances for Africa' would not be possible.

Some of the initiative's partners:



- **Sport associations** can channel their expertise into the training of coaches, spread the ‘sport for development’ approach and strengthen their international partnerships.
- **Private-sector companies** can integrate sport into their site development plans or support quality physical education programmes and infrastructure projects as a way of demonstrating social responsibility. By doing so, they can make a sustainable contribution to training a new generation of skilled workers and help to strengthen their local community.
- **Government bodies and public-sector multipliers** can help to establish the ‘sport for development’ message on committees from local to international level and include sport in their development cooperation toolbox.
- **Non-governmental organisations** can draw on years of local experience and the links they have established with local communities in the partner country to develop and implement sport and physical activity programmes in the framework of the initiative.



Contact us about ‘sport for development’ at:
sport-for-development@giz.de

PUBLISHED BY THE

German Federal Ministry
for Economic Cooperation and
Development (BMZ), Division
for culture; creative industries;
media; sport

EDITED BY

Deutsche Gesellschaft für
Internationale Zusammenarbeit
(GIZ) GmbH, Sector Programme
Sport for Development

DESIGN AND LAYOUT

EYES-OPEN, Berlin

PRINTED BY

BMZ

PHOTO CREDITS

Cover: BMZ/Oliver Becker
P. 2: Michael Gottschalk/
photothek.net
P. 4: BMZ/Ralf Bäcker
P. 9: BMZ/Benedikt Kreuz
P. 10: BMZ/Katrin Bauer
P. 11: BMZ/Ralf Bäcker
P. 13: BMZ/Stefan Oosthuizen
P. 14: BMZ/Oliver Becker
P. 16: Auma Obama Foundation –
Sauti Kuu
P. 17: BMZ/YDF

AS AT

November 2016

CONTACT

poststelle@bmz.bund.de
www.bmz.de



www.bmz.de/sport