

The Youth Development through Football (YDF) Project



YDF BACKGROUND

- Implementation: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Timeframe: 07/2007 – 12/2013
- Funding:
 - German Federal Ministry for Economic Cooperation and Development (BMZ): 10.1 million Euro
 - European Union: 6 million Euro
- Partner: Sport and Recreation South Africa (SRSA)
- PPP with NIKE and Volkswagen
- Started as a legacy of the 2006™ FIFA World Cup in Germany
- Implemented in South Africa and in nine other African countries



OBJECTIVES

- The project uses the popularity of football and the social and educational potential of sport to promote youth development.
- The project's major objective is to establish and support youth development initiatives in selected African countries where football training is combined with non-formal education measures and other development activities.
- The target group primarily consisted of disadvantaged young people in the age group of 12 to 25 years as well as NGOs and government institutions on national and provincial level in South Africa and nine other African countries.

Capacity Development

- Policy advice, technical assistance, organisational support, information and knowledge
- Integration of YDF's methods and tools into Policy Framework
- Provision of Grants to partner organizations
- Capacity Development Programme for partner organizations

Sport for Development Networks

- Establish networks of YDF partners to offer opportunities for mutual learning, to exchange experience, local know-how, advice and capacity building and to pool forces and resources on a local, national or international.

Promotion and Events

- Dissemination of YDF approach through media exposure
- Sport for Development and education events
- Presentation of the YDF project and its approach

Tools for Youth Development through Sport

- Development of Sport for Development methods and tools (YDF Toolkit)
- Promotion, support and advice its dissemination and implementation
- Promote the establishment of leagues that link football with social commitment



The Youth Development through Football Concept



Sport is far more than competition, it is more than a way to spend time and it is more than entertainment for the fans. Sport has great potential as a vehicle for development and as a tool for improving the livelihood of individuals and communities. YDF recognises the potential that football and other sports can unleash when systematically integrated into processes of social change.

The role of football

Many children and youths are united in their enthusiasm for sport in general and football in particular. Football, as the most popular sport, has the power to unite people and cultures all over the world, motivate young people to participate as part of a team, assist in their physical development and build character. In addition, football is easy to play and does not require a great deal of equipment. It is for these reasons that YDF focuses on football; nevertheless, most of its benefits can easily be applied to other sports as well.

Sport as a tool for extracurricular education

Apart from the physical dexterity they acquire, with the right training and guidance, children and youths also learn how to behave positively from a social and integrative perspective. Football contains intrinsic elements that teach players about team play, fair play, healthy living and learning to cope with wins and

defeats, among other things. This is why the sport, like other sports, can be used as an educational tool. YDF offers a toolkit for coaches, (sports) teachers and social workers where values, life skills and educational topics are integrated into training sessions or single exercises.

Sport as a tool for participation and inclusion

Youths are at high risk of being attracted by negative role models, which can lead to substance abuse and various kinds of delinquency, including serious crime. Sport can be of high value in this context by qualifying youths in sport structures. Through the YDF Toolkit, young people can be trained as coaches and sports administrators. By 'working' in these positions, youths learn important skills that they can then apply in their professional and/or private lives.

Sport as an important element of a strong civil society

In many developing countries, civil society is relatively weak and often not rigorously supported by governmental structures and policies. With the objective of strengthening civil society in the field of sports and recreation, YDF offers advice to the Department of Sport and Recreation South Africa (SRSA). In addition, YDF supports the development of networks such as the Sport for Social Change Network (SSCN) Southern Africa. Last but not least, YDF offers training on administrative skills and gives organisational-development advice to NGOs.

Sport as a point of encounter

Sporting events have, by nature, the huge potential to bring people from different backgrounds together. It is common for teams to meet and play a match, but leave afterwards without any kind of interaction or activity of exchange. To enforce interaction and exchange in a proactive way, exploiting the full potential of sporting events as points of encounter, YDF offers a sports-event management tool for coaches and administrators that encourages the integration of sport and development topics. In addition, YDF creates and showcases examples that demonstrate the potential of sport as a point of encounter.

The coach as role model

Coaches are role models and persons of trust for the youths they train. To play their part well, they need to be skilled as both coaches and educators and they themselves need to commit to positive values. The YDF manuals for training instructors and coaches illustrate how social competencies can be integrated into football, and accentuate the responsibility of the coach towards the players.



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The YDF Toolkit – an outstanding tool for social development



From concept to implementation

The development and promotion of the tools and methods of 'Youth Development through Football' represent the cornerstone of YDF. Based on this approach, YDF develops and improves coaching methods and approaches in order to reach children and youths through football, impart life skills to them and contribute to positive behavioural changes, thereby epitomising an innovative and fun learning approach. It was precisely for this purpose that the YDF Toolkit was developed.

Addressing particular topics

The foundation of the YDF Toolkit is composed of the generic YDF Manual for Instructors and the YDF Manual for Coaches. The respective YDF manuals for Violence Prevention, HIV/AIDS Prevention, Gender Awareness, Disability Inclusion and Environmental Awareness form the set of short modules that deal with specific social-development topics in a more detailed way.

A tool in motion

The YDF Toolkit was developed using the experience of the participants — who are consciously and purposefully incorporated to ensure the continuous flow of development of the manuals — and in close cooperation with experts from the specific fields targeted in the YDF Manuals. The YDF Toolkit deals with complex matters in simple, clear and understandable language, and focuses

on football as it is described in the concept of 'Youth Development through Football'; nevertheless, most of its benefits can easily be applied to other sports too.

Implementation process

YDF not only provides the Toolkit, but also promotes, supports and advises on its dissemination and implementation; therefore, YDF facilitates the training of instructors from all its partner organisations. To date, YDF has trained more than 160 YDF Toolkit instructors, who function as multipliers and 'messengers' for the concept of youth development through sport. They themselves have trained more than 1 500 coaches from 375 organisations which are implementing the YDF approach.

The coach as role model

Coaches have a unique responsibility as role models and persons of trust for the youths they train. To play their part well, they need to be skilled as both coaches and educators, and they themselves need to commit to positive values. They need to become aware of the huge responsibility they bear and must also learn to live up to it. This is another area where the YDF Toolkit comes into play, providing the multipliers with social competencies and sociopedagogical skills.

Under the patronage of UNESCO

In 2011, the United Nations Educational, Scientific and Cultural Organization (UNESCO) granted its patronage over the YDF Manuals, prominently emphasising the importance and the potential of sport for youth development and education. The 'YDF Manual for Sports Event Management' provides added value to the YDF Toolkit, offering organisations a handbook on how to organise events with a strong focus on sport-for-development approaches and activities.

The developed YDF Manuals

The foundation module — the 'YDF Manual for Coaches' — still constitutes the first introduction to the each topic of the developed short modules which focus in detail on specific topics. The YDF Toolkit includes the 'YDF Manual for Instructors', the 'YDF Manual for Coaches', and so far five specific short modules beside the 'YDF Manual for Sports Event Management'. All YDF Manuals are equipped with case-study boxes and with training and lesson worksheets. YDF is convinced that every coach needs to build on general basic-training skills in order to implement the methods of the short modules successfully and, as such, needs to be familiar with the content of the 'YDF Manual for Coaches'.



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YDF and the Private Sector



Through engaging the civil society sector and creating partnerships the YDF Project improves its capacity to accelerate the reach and impact of its approach. Therefore, YDF has established two Public-Private Partnerships (PPPs), namely with NIKE and Volkswagen.

Networking with NIKE

NIKE is the world's leading sport clothing and equipment brand. In order to create opportunities for sport as an agent for social change and youth development, in 2007 NIKE created the 'Sport for Social Change Network' (SSCN). The SSCN is a global network that targets organizations at grass-roots level, but is open to a variety of actors in the field of sport for development. Several regional hubs in Brazil, Kenya, South Africa and the UK serve as a mechanism for reaching local organizations and cover a vast range of activities, such as social ventures, capacity-building, product donation and other services.

In 2009 YDF and NIKE entered into an integrated Public-Private-Partnership to support the southern African SSCN, that has since then grown in numbers and scope. The partnership led to the re-structuring of SSCN from a project of NIKE South Africa into a network that will become a sustainable delivery mechanism to more investors in the private and public sectors.

One of the main objectives of the southern African SSCN is to facilitate close working relationships between

NGOs, federations and governmental institutions. Moreover it offers numerous opportunities for sport for development actors to exchange experiences and pool forces and resources to have a stronger impact on youth development in southern Africa. It provides members of the SSCN Southern Africa with access to enabling resources, capacity development and legitimacy thereby enhancing the sustainability of member organisations.

Further activities include the support to capacity development measures across a range of issues including: basic organizational development, monitoring and evaluation expertise, and sustainability and/or market based solutions to revenue generation. A baseline survey and subsequent monitoring will form the basis for success measurement and reporting.

Driving HIV prevention with Volkswagen

Volkswagen Group South Africa is a wholly owned subsidiary of Volkswagen Aktiengesellschaft in Germany, which is one of the world's leading multinational automotive manufacturers. In 2009, YDF and Volkswagen formed a PPP to promote HIV prevention among the youth in the Eastern Cape Province. The aim of the cooperation is to raise awareness and improve the knowledge of the youth on HIV/AIDS. It combines peer education through football with life-skills education, linking young people with existing health facilities for HIV/AIDS diagnostics and treatment.

While YDF brings in technical support and its experience in sport for development, Volkswagen mainly assists with the regional coordination of the project, the knowledge of the company's Health Unit and the production of the 'YDF Manual on HIV Prevention'. Moreover, the keys of two Volkswagen buses were given to Umzingisi and Imvomvo. Since then, the so called Ulutsha ('Ulutsha' meaning 'youth' in isiXhosa) enable the coaches of the NGOs to reach out to a larger number of schools and communities.

Apart from the daily programme, the project also includes Voluntary Counseling and Testing (VCT) events that encourage the population to find out its HIV status and to get further advise about how to live as HIV positive or how to keep the negative status. In order to achieve a sustainable impact and to reach out to many communities by using an existing network, the provincial authorities have been included in the Ulutsha Soccer Bus Project as well as the Department of Sports, Recreation, Art and Culture of the Eastern Cape.



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Effectiveness and Impact of the YDF Project



Background

External researchers of the University of Johannesburg evaluate YDF on a continuous basis. All YDF partners are required to complete monthly and three-monthly reporting sheets. Managers, implementers and participants were interviewed, took part in focus group discussions or completed various questionnaires. The reports show that the project has had **a noticeable and measureable impact at various levels**. Clear effects are evident not only among the target group, but also among the organisations with which GIZ works via the YDF approach.

Tools for Youth Development through Football

YDF focuses on the development of resources, offering information through technical support and exchange. The YDF Manual for Coaches is the main tool for realising the objectives of the project. It was developed in 2010 and combines basic football training with life-skills education. So far, **162 YDF Instructors** from different South African provinces and 9 other African countries have been trained. The trained instructors themselves have implemented training courses for more than **1 565 coaches from 375 organisations** which are implementing the YDF approach through the coaching of children and youths.

Target group reached by YDF activities

The YDF approach has directly touched the lives of **62 917 young girls and boys in South Africa** and more than **55 748 in the other 9 African partner countries**. Of these, approximately **40% are girls**. In addition, the number of youths who have been reached indirectly, through the support of partner organisations for example, is estimated at around 14 830 in South Africa and 52 030 in the other countries.

Young people as drivers of social and economic development in South Africa

The YDF approach not only initiates changes in the lives of individuals, but also leads to **long-term social changes** through altered social behaviour and the motivation to become involved in voluntary work. This is because imparted values such as tolerance and fairness are fundamental social skills for democratic development, participation and integration.

The project has had and continues to have a demonstrable effect on the social behaviour of the youth. **Almost 40% of young people involved in or reached by YDF activities display a significant decrease in antisocial behaviour** in terms of demonstrating less violent, unethical and discriminatory behaviour. Just short of a third of these young people are of the opinion that this more peaceful behaviour is also extending beyond the football ground.

More than **73% agree that life skills learnt are transferred to or implemented in everyday life experiences**, for instance in greeting others, respecting elders, or being able to share food, pens or even sports shoes with others.

The researchers have since reported that according to **74% of the young boys and girls, their self-confidence has increased** as a result of taking part in YDF activities. More than **81% of youths** involved in the project see themselves as **role models** and report that they are recognised as catalysts for social change.

The YDF approach provides the participants with important life skills that help them obtain the knowledge necessary for developing healthy attitudes and taking their own futures in hand. It is no wonder then that almost **50% of the peer educators believe that they are more employable**. Furthermore, nearly **80% of young people involved in or reached by YDF activities confirm that they are 'more open to, respect and accept HIV-positive and AIDS sufferers'**.



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