



# Brazil: Football, violence prevention and support for young people

## Context

As one of the world's biggest economies, Brazil has established itself as a major political and economic player on the international stage. Yet the lives of many young people living in the country's deprived urban areas are marked by a lack of educational opportunities and employment prospects, poor living conditions, gang- and drug-related crime and sexual exploitation. The situation has deteriorated even further over the last two years due to the ongoing political and economic crisis.

At the same time sport, above all football, plays a hugely important role in national life and enjoys tremendous popularity, especially among children and young people. As such, football presents an opportunity to reach out to this section of the population, which plays an important role in development processes. A lot more can still be done to harness this national enthusiasm for sport through sport-related educational activities.

## The 'Sport for Development' approach

The United Nations recognise sport internationally 'as a means to promote education, health, development and peace'. German development cooperation also uses the opportunities offered by 'Sport for Development'. Sport allows children and young people to lead healthy lives, and it teaches them to take on responsibility, behave fairly and resolve conflict peacefully. These are key skills that will later help them gain a foothold in the working world. German development cooperation trains coaches for this purpose. They are role models and figures the young people can trust. The coaches give the children and

young people a stronger sense of self-esteem and help them develop prospects for the future. During training, they address health-related topics such as HIV prevention and alcohol abuse. Sport is not just physical exercise, it is part of their education. Together with local and international partners from the fields of policy-making, civil society, business and academia, German development cooperation has built up a sustainable sport portfolio that also helps strengthen civil society and promote democracy. In this way, sport serves as an innovative instrument that drives change and sustainable development – for each individual child and for society as a whole.

Project title	Sports coaching for socially disadvantaged children and young people in Brazil
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project area	Rio de Janeiro and other reference cities in Brazil's major conurbations
Partners	Brazilian Ministry of Sport, Goethe-Institut, Bola pra Frente, Promundo, streetfootballworld, German Football Association (DFB) and others
Overall term	Early 2013 to early 2018

## 'Sport for Development' in Brazil

Together with their Brazilian partners, German development cooperation support efforts to link sport and development goals, using the 'treino social' method, which was developed for use with various age groups. The method combines football coaching with sessions designed to address social issues and teach social skills in areas such as health, gender equality and peaceful con-



*The 'treino social' method combines football coaching with social issues and skills development.*

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flict resolution. In order to maximise the impact of these measures and integrate them into existing structures, they are delivered as part of established governmental and social programmes in the country.

Brazil's international profile recently received a boost when it hosted two major international sporting events, the 2014 FIFA World Cup and the Olympic and Paralympic Games in 2016. German development cooperation organisations made a vital contribution to the debate about the sustainability of mega sports events. They also used the public and media attention directed at these events to establish the concept of 'Sport for Development' more firmly among Brazilian stakeholders and present it to a wider international audience.

## Partners

German development cooperation activities in the field of 'Sport for Development' in Brazil are carried out in cooperation with the following organisations:

- Brazilian Ministry of Sports
- Rede Esporte pela Mudança Social (REMS)
- Promundo
- Bola pra Frente (bpf)
- Goethe-Institut
- German Football Association (DFB)
- German Olympics Sports Confederation (DOSB)
- streetfootballworld
- Strategic alliance with the sports equipment manufacturer Nike in Brazil and South Africa, 'Designed to Move' campaign (up to October 2016)
- Research support from the German Sport University Cologne (DSHS)

## Success to date

- Over 550 coaches from Non-governmental Organizations (NGOs), schools and associations in various regions of the country have been taught how to use the 'treino social' method. Through their activities they now reach around

55,000 young people of all ages.

- Together with its Brazilian partners and the DFB, the programme has provided training for 20 master coaches. They are now working with their respective organisations to establish centres of excellence around the country, where the first basic and advanced courses in the 'treino social' method were offered in 2017.
- A working group has been set up within the NGO network 'Rede Esporte pela Mudança Social' (REMS), which has over 80 member organisations, in order to disseminate and develop the 'treino social' method and embed it permanently into the partner organisations' existing structures.
- In a South-South exchange, sport students and coaches from Mozambique received instruction from Brazilian trainers using the 'treino social' method. The programme's partners in Mozambique event today apply the method in their own day-to-day work.
- During the 2014 FIFA World Cup, football camps involving over 2,000 young people were held at several match locations around the country. The sessions, led by specially trained coaches, also addressed development topics and taught valuable social skills. German Chancellor Angela Merkel visited the camps together with other high-profile figures.
- Working with the DOSB and other partners, the programme organised numerous activities during the 2016 Olympic and Paralympic Games. These included a conference entitled 'Mega-Sustainability', which discussed the sustainability of major sporting events, and a series of meet-up days for young Germans and Brazilians. Britta Heidemann, a successful German epee fencer and 'Sport for Development' ambassador, visited several sports projects and took part in discussions on sustainability issues.
- To encourage children to do more sport and be more active, the programme teamed up with the sports equipment manufacturer Nike and a number of Brazilian partners to organise sessions, in and outside school, for around 3,000 children in Rio de Janeiro.

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