



Exchange, Education and Conflict Transformation through Sport for Development

The GIZ Project “Yalla Riyada Bus”

A new initiative to promote sport and inform on site

Can sport have a positive impact on our community? How can children and youth actively contribute to social change? The Project “**Yalla Riyada Bus**” hits the road to promote the *Sport for Development* in local communities in order to encourage schools and community centres to initiate S4D activities for children and youth.

On behalf of the Federal Ministry of Economic Cooperation and Development (BMZ), the GIZ Programme “*Sport for Development (S4D)*” in partnership with the Ministry of Education and the Asian Football Development Project (AFDP) are setting up the sport bus project to facilitate sport festivals for children and youth in schools and community centres all across Jordan.

Objectives:

- **Inspire children and youth**

Children are motivated to get active and integrate sport into their daily lives. Local youth volunteers show an increased desire to contribute and to become role models for others.

- **Support sport educators**

Local teachers and coaches experience how to apply the S4D methods in the field and are encouraged to participate in the S4D qualification programme. They are provided with adequate sport equipment to maintain regular sport activities in their communities.

- **Promote Sport and a healthy lifestyle**

The local community and decision makers can experience first-hand the positive impact of sport on a healthy community development. Their support ensures a long term success.

A day of action:

A visit consists of 2 main components:

- **“Yalla Riyada Bus” Festival**

The children can experience diverse age-appropriate and fun activities that stress social skills on the field. The exercises focus on either team sports (handball, football, basketball, Ultimate Frisbee) or on play-based activities. Local coaches, teachers and youth volunteers facilitate the activities together with GIZ instructors.

- **Information Session**

The debriefing of the practice answers open questions and introduces local partners (teachers/coaches, youth volunteers, principals, other decision makers and local authorities) to the GIZ S4D programme in Jordan after the sport festival. Teachers/coaches and youth volunteers are informed about further qualification programmes of the GIZ and partner organisations.



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Background:

On behalf of the Federal Ministry of Economic Cooperation and Development (BMZ), the GIZ regional Programme 'Exchange, Education and Conflict Transformation through Sport for Development' aims to strengthen children's physical and mental abilities through sport activities regardless of age, gender or social and cultural background. Therefore, it utilizes the safe and protective learning environment of sport to target social cohesion, psychosocial well-being, gender equality and conflict transformation. The GIZ Programme trains teachers and coaches in the S4D methodology and accompanies them on their way of implementation. The Programme also operates in schools and community centres of host communities in Jordan, as well as in camps for refugees and internally displaced persons in North Iraq.

The Project will support the GIZ S4D Programme to:

- Deepen the knowledge about "Sport for Development Programme" locally and internationally, and gain the interest of partners and target groups; and
- Increase participation in the GIZ Programme and ensure a sustainable impact.



For more information, please contact:
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More than sports:

- Professional players and famous personalities promote sports and children's development as guests of the "Yalla Riyadh Bus" events.
- Ideas will be shared on how to adapt games, sport equipment and rules of the game to make them more attractive and easier to access for everyone.
- Topics like waste and water, gender equality, or arts and culture can be highlighted in additional sessions.



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