

The streetfootballworld Network: Global Partnerships, Chances and Challenges

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Development through Football

1. What is streetfootballworld?

2. The streetfootballworld Network

streetfootballworld is a social profit organisation with a unique idea: Development through Football

- founded in Berlin in 2002
- 25 staff members from 10 countries speaking more than 10 languages
- 2 regional sfw offices in Buenos Aires and Cape Town (5 staff members)
- main partners:
FIFA, German government, UEFA, Inter-American Development Bank (IADB)



streetfootballworld's vision

- streetfootballworld believes in football's power to promote global partnerships for development, and to contribute to an environment of positive social change on a global scale.



We focus on football because it is an effective tool for social change through sport

Football...

- is the planet's most **popular** sport
- imparts **values** such as fair play, team spirit, self esteem and discipline
- brings people together and creates spaces for **dialogue**
- is an ideal medium of **communication**



streetfootballworld is the international competence centre in the field of Development through Football

- streetfootballworld uses the power of football to drive positive social change worldwide.



streetfootballworld implements various projects

- German Festival 2008 (Partner: DFB)
- EUROSCHOOLS 2008 (Partner: UEFA)
- Festival 06 (Partner: FIFA)



- Foca 08 – European Festival (Partner: European Commission)
- World Cup Schools, 2006 (Partner: German Government)

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streetfootballworld's strategic goals

- **promote the approach *Development through Football***
monitoring and evaluation | sharing of expertise | partnerships in relevant sectors
- **facilitate know-how exchange and capacity building**
exchange among members | educational opportunities
- **facilitate investment in members and their programmes**
funding | sustainable structures | social entrepreneurship | good governance
- **influence and counsel decision-makers worldwide**
political consultation | global movement of the football world | set agenda in *development through sport*

Examples of Network Members

Street League, UK:

- education for homeless people
- promoting social integration and non-formal education



Defensores del Chaco, Argentina:

- targeting young people with limited resources
- football as a tool to support development, citizen participation and integration of youths

Examples of Network Members

Mathare Youth Sports Association, Kenya:

- football training and tournaments in deprived areas of Nairobi
- youths involvement in environmental cleanups, HIV/ AIDS prevention programmes, etc.



Grassroot soccer, South Africa:

- utilizing football to reduce HIV transmission among youth
- life skills education

The Football for Hope Movement is the key element in the strategic alliance between FIFA and streetfootballworld (1)

"Football's Commitment to Social Development "



„20 Centres for 2010“

Construction of 20 Football for Hope Centres across Africa that combine sport, health and educational facilities

FFH Festivals (2006 and 2010)

Tournament with Network Members teams from all over the world

FFH Forum (2009)

Key players from the field of development through football coming together to discuss the future paths of the sector

The Football for Hope Movement is the key element in the strategic alliance between FIFA and streetfootballworld (2)

“Football’s Commitment to Social Development ”



FFH Programme Support

Provision of financial support to NGOs worldwide, following evaluation process: administrative costs, programme development, events

FFH Toolbox

Systemization of the existing know-how (online & hard copy) in order to help continuously improve the quality of the programmes

FFH Monitoring & Evaluation Tool

Trans-national system to guarantee quality M&E in the field, transparency of results and measurement of impact on a global scale (start 2008)

Challenges ..on all levels! (1)

Within the Network:
Communication/technology
Connectivity
Binding agreements
Understanding of networking
Conflicts of interest



Challenges.. on all levels! (2)

Within the partnership:

Organisational culture: communication and expectation management

Lack of understanding (definition) of CSR

Governance structures

„Building a car while you drive it..“



Thank you!

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