



HISTORY

- Created in 1996 by youth in Kigali, two years after the genocide, ESPERANCE's fundamental objective is to support the peace building process in the Great Lakes Region and to strengthen the inner Rwandan reconciliation.

Mission

ESPERANCE is aiming to use the power of sports - especially football - for social inclusion of vulnerable groups such as disadvantaged children and youths of both sexes. On top of that we strategically support youth organisations to increase their competences in order to actively participate in national youth policies.

Some objectives of Association ESPERANCE

- Integrate children and youth in social and economic development programs: formal and informal education, music, traditional dance, games, health, including the fighting against pandemics such as HIV/AIDS,
- To make the whole of Rwanda, and the surrounding regions, familiar with the concept of Football for Peace and using it as a pedagogic way to solve social conflicts.

Key Areas of Operation:

- Education through Sports
- Unity & Reconciliation / Conflict Management
- Gender Balancing
- Health
- Promotion of Culture & Creativity

Activities of Association ESPERANCE

- Football for peace
- Football for Hope
- Football forum theatre
- Football anti AIDS
- Cultural activities

Partners

- **FIFA**
- **Streetfootballworld**
- **German Technical Cooperation (GTZ)**
- **German Service of Development (DED)**
- **KICK FAIR**
- **Swiss working group**
- **Local Organisations (football federation, football clubs, schools, local authorities)**

What is Partnership?

A *general partnership* (or simply *partnership*) is an association of two or more people carrying on a business with the goal of results maximization. A partnership is viewed as being one and the same as its owners. There is little formality involved in creating a partnership. In fact, if someone can establish that you are in business with somebody else, then there is a general partnership. The intention or lack thereof of having a formal partnership is not important.

Model of cooperation used

Decentralized cooperation is an agreement between non governmental entities (civil society, private sector,...) and/or local authorities or again it is a way to improve local actors participation linked to central state by a “up bottom up ” relationship.

It has been referred to as the more rapid, the more goal oriented, more useful to citizens and closer to the problem to be addressed.

Partnership advantages

- access to increased resources and funding, including to build capacity
- opportunity to further the core mission by improving the engagement of the corporate sector — with that mission
- heightened public exposure, which may improve the ability to attract additional funding from new areas in the future
- exposure to corporate expertise in internal reporting and external accountability, further building capability
- exposure to corporate management, leadership and communication skills

Typical obstacles encountered in the field working with partners

- Partners not well organised
- Lack of communication and mobilization: activities postponed
- funds based transfer , but not involving knowledge and technical transfer by taking into account local specificities
- Limited funds for projects regarding the target group
- Looking for money: they see ESPERANCE as a rich organisation and ask money for implementing its projects

Success through Partnership

- Time saving: As all stakeholders know each their duties, activities are well undertaken.
- New ideas: Being working together with local government and other CBO, it broadens the space of performance and communication pass well as information is shares.
- Influence on the policy making for youth pertinent issues as one of the objectives of ESPERANCE is to serve for reference to youth associations (Network).
- Sustainable development through multiple-activity service which empowers and inspire the youth in general.

Thank you for your attention