



Annual report 2007

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Foreword

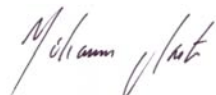
When we founded streetfootballworld in 2002, we had a strong conviction that we would contribute significantly to social change – using football as the tool. Driven by the idea that many other like-minded persons believe in the power of football and dedicate their lives to seeking sustainable solutions for social development, we established the streetfootballworld Network in 2004. The 'other dimension of the game' was proudly presented to the international audience during the 2006 FIFA World Cup™ in Germany, when 22 Network members came together in Berlin and celebrated the achievements of the network at the streetfootballworld festival 06, and 204 schools in Germany featured in the World Cup Schools project. After these four fast-paced years of exciting experiences we decided to dedicate the year 2007 mainly to the consolidation of the organisation.

2007 was in many aspects a much-needed opportunity to prepare for the sustainable and stable future growth of streetfootballworld as a global network and a global social enterprise. Among others, the processes within the streetfootballworld Network have received an official and binding framework through the introduction of statutes and bylaws. Two regional co-ordination units, in South America and Southern Africa, have been established. New projects with the support of the German government and in collaboration with UEFA have begun. FIFA and streetfootballworld started a new dimension of international co-operation and partnership with the creation of the strategic alliance and the initiation of the Football for Hope movement. The Ashoka Fellowship in 2007 was an extra source of pride and energy for streetfootballworld; it also helps us to become more scalable and connects us with other social solutions that reach towards the ultimate goal: a global partnership for development.

Looking at our working cycles, such a year will not occur again before 2011. Until then we are expecting an incredibly fascinating and exciting time ahead. We continue to be convinced that with our commitment and enthusiasm, together with our friends and partners, we will move closer to achieving positive social change worldwide.



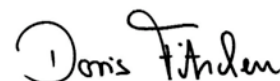
Jürgen Griesbeck
Managing Director
streetfootballworld



Johannes Axster
Project Development
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Network & Research
Director streetfootballworld



Doris Fitschen
President
Youth Football Foundation

1. Internal structure of the social profit organisation streetfootballworld

streetfootballworld is structured into three main working areas. As the managing director of streetfootballworld, Jürgen Griesbeck heads the CEO department. Among other duties shown in the illustration below, the CEO team is responsible for the overall resource management, including finance and controlling, the development of strategic partnerships, communications, advocacy and long-term organisational development.

Vladimir Borković is the director of the NET department, which focuses on the co-ordination and development of the streetfootballworld Network. Beyond this core focus of work, the network management team is also involved in the concrete planning and implementation of specific projects. Furthermore, the team’s responsibilities include the co-ordination and strategic management of all aspects of Football for Hope, the key element of the strategic alliance with FIFA. Conceptualised as a movement, Football for Hope is the basis for unfolding the power of football in order to contribute to the achievement of the UN Millennium Development Goals.

Johannes Axster is the director of the PRD, or Project Development department. One of the main objectives is the development of innovative projects in the framework of the legacy of important football events (e.g. UEFA EURO 2008) to continuously enhance existing approaches and develop new concepts for future projects. The establishment of a German network for Development through Football is one example of the PRD team’s activities.

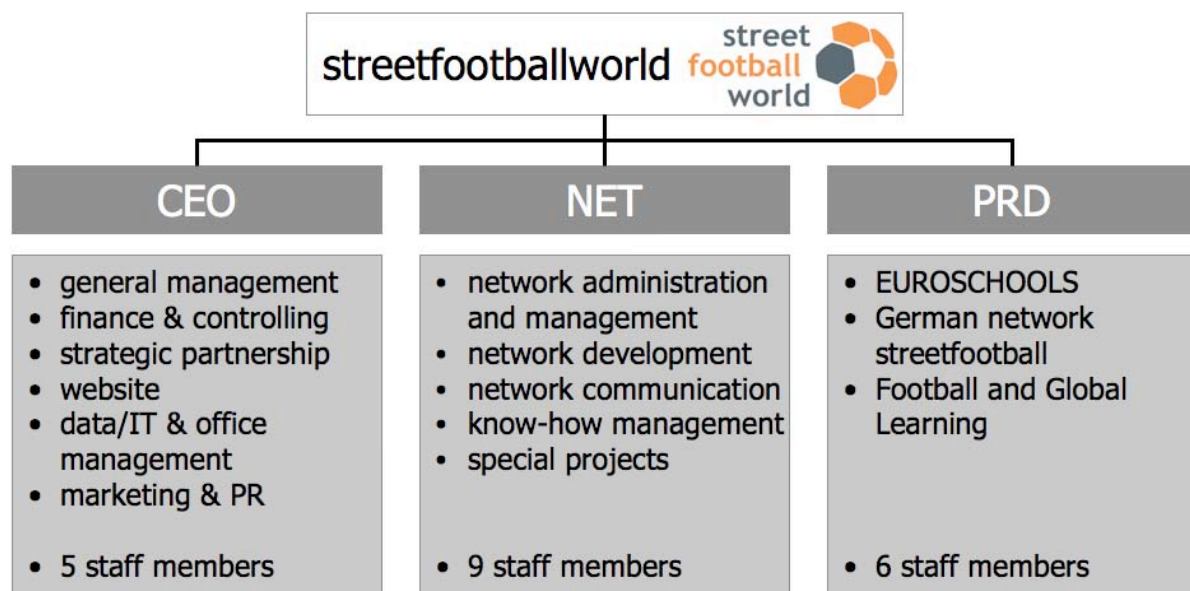


Fig. 1: Internal organisation

2. CEO – Chief Executive Officer department

The CEO department is responsible for streetfootballworld's general management and the systematisation of its organisational development, including the creation of partnerships and new fields of activity.

2.1. Human resources development

streetfootballworld's growing fields of activities made new investments in the basic structure of the organisation both possible and inevitable. This also included an expansion of the streetfootballworld team. Due to new functions and operating fields, the personnel level was adapted to the upcoming challenges and in accordance with the current requirements new roles were defined. The already existing team of ten was complemented by two new positions (marketing and office management) created within the CEO team. In addition an executive manager joined the existing network management team. Further growth is planned for early 2008.

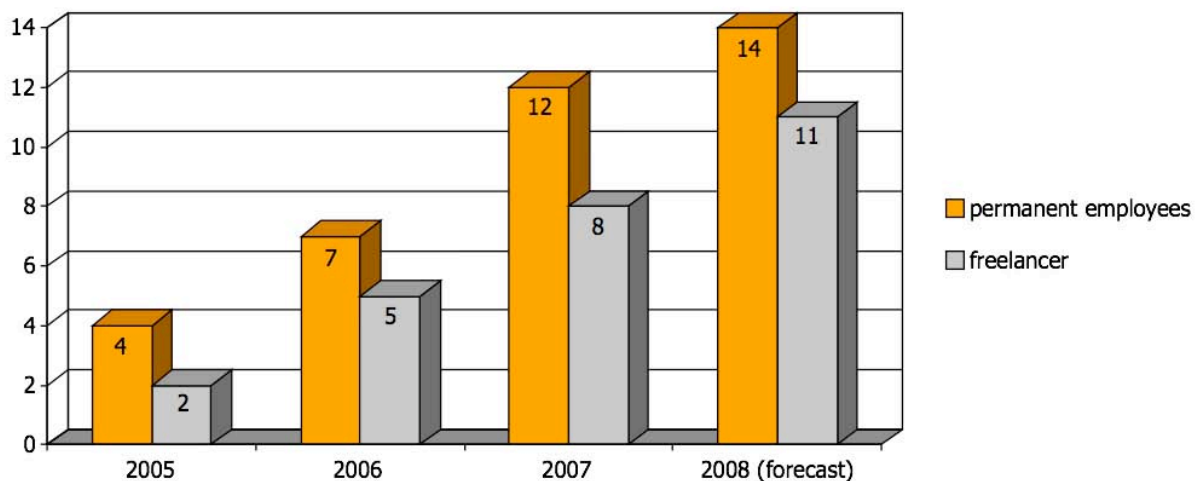


Fig. 2: Number of employees

2.2. streetfootballworld moves offices

On June 1st 2007, streetfootballworld moved into new offices in Waldenserstrasse 2-4 in the Berlin district of Moabit. The new premises were totally remodelled by the raumstar* architects, who were previously involved in developing creative solutions during the streetfootballworld festival 06. The new office has created a whole new working environment, characterised by brightness, openness and improved communication.

After one year in our temporary office at the Mariannenplatz in Kreuzberg, which was the ideal location for organising the festival 06 during the 2006 FIFA World Cup™, the combination of an increase in staff numbers and a desire for more suitable office space resulted in the decision to move. The inauguration of the new office was celebrated with an exhibition of photographs by Jim Rakete, the German star photographer who captured the players during festival 06.



Fig. 3: Office in Berlin

2.3. Social entrepreneurship

Following the recognition of streetfootballworld's work in 2006 through the Laureus Sport for Good Award, 2007 was again a year of distinction. streetfootballworld's Managing Director Jürgen Griesbeck was recognised for his contribution to Development through Football by Ashoka. Ashoka is a global organisation that identifies and invests in leading social entrepreneurs. The fellowship awarded to Jürgen Griesbeck not only integrates him into Ashoka's global network, which is in itself a great benefit for social entrepreneurs, but also offers a stipend over three years, which enables the social entrepreneur to focus on a key area of organisational development. The fellowship also supplies access to services such as pro bono management consultancy and legal advice. These pro bono services are provided by McKinsey and Lovells respectively and constitute essential support to streetfootballworld's development.

In addition to this honour, Jürgen Griesbeck was one of five finalists nominated for the Schwab Foundation's Social Entrepreneur of the Year 2007 Award. Established in 2000, the awards recognise leading social entrepreneurs from all over the world who, through their innovative entrepreneurial approach, make a contribution to the solution of pressing social challenges.

On both occasions, Jürgen Griesbeck was keen to stress that recognition is being paid to the leading work of streetfootballworld and its Network members around the world.

2.4. Information and know-how management

Due to considerable organisational growth, streetfootballworld had to face new challenges regarding its external and internal communication. Several improvements, such as the introduction of a Customer Relationship Management system in September 2007, were made. The software not only allows for better communication and more efficient time management, but also facilitates the greatly improved administration of external contacts and servicing of partnerships. The new system provides a comprehensive overview of all interaction with the streetfootballworld Network members and helps to keep all colleagues updated on various processes.

2.5. Annual budget

Following a large increase from 2005 to 2006 due to the implementation of festival 06, streetfootballworld successfully consolidated its annual budget in 2007. This consolidation is a reflection of the continued confidence of both Germany's federal government as well as the corporate and associated football community (corporate and strategic funds in the graph below) in the work of streetfootballworld. In 2008, significant growth is predicted as these partnerships develop.

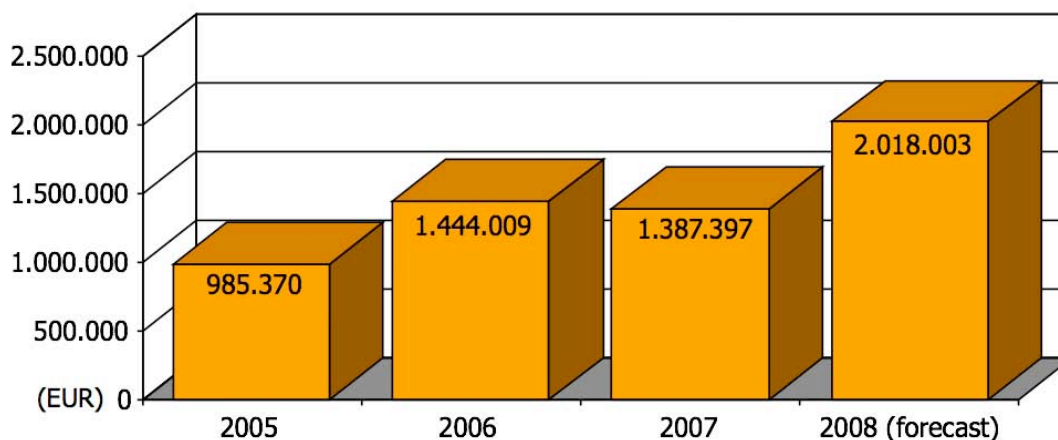


Fig. 4: Overall budget 2005-2008

In addition to the figures given below, streetfootballworld benefited from a number of pro bono and value in kind contributions in 2007. Beyond the funds to the organisation, over EUR 1 million were channelled to Network members through streetfootballworld.

Year	Overall funds	Federal funds	Corporate and strategic funds
2005	985 370	446 848	538 522
2006	1 444 009	625 553	818 456
2007	1 387 397	387 119	1 000 278
2008 (forecast)	2 018 003	340 452	1 677 551

Fig. 5: Annual budgets (EUR) 2005-2008

It is interesting to observe that the kick-off investment by the German government, which represented 45.3% in 2005 and 43.3% in 2006, could be reduced to 27.9% in 2007 and 16.9% in 2008 (forecast), given the amount of corporate and strategic investments.

3. NET – Network department

At the heart of streetfootballworld as an organisation, the streetfootballworld Network connects and strengthens Development through Football initiatives, consolidating an environment of social change on a global scale.

3.1. Network development

2007 was a year of consolidation for the streetfootballworld Network as part of a concerted effort to ensure the quality of its membership. Over the course of the year, the number of Network members declined from 72 to 63, reflecting a more stringent evaluation process.

In 2007, 18 organisations were admitted as new members into the Network and 27 did not qualify anymore for network membership. All new members went through a systematic application, assessment and admission procedure developed and managed by the Network management team, in particular the network development manager. They fulfilled all membership criteria and were confirmed as new additions to the Network by the Network Board, made up of four representatives from the Network.

The main goals of the Network management team are to:

- develop the Network as an institution
- promote the approach of Development through Football
- facilitate know-how exchange and capacity building
- facilitate investment in members and their activities
- influence and counsel decision makers worldwide



Fig. 6: Sites where streetfootballworld Network members are active (as of Dec. 2007)

The Network management team received many more applications than were admitted. Out of a total of between 50 and 60 membership requests, approximately one-third was rejected after the first screening stage, as incongruence with the network's vision and membership criteria was apparent. An evaluation dialogue was entered into with the final two-thirds, involving an in-depth assessment of the respective organisations.

This process not only ensured that all network criteria were fulfilled but also allowed for an exploration of the best ways for organisations to benefit from and contribute to the network. In cases where organisations were not granted membership, an active connection to the network was sought. Organisations were encouraged to keep streetfootballworld informed about their development and to make use of the know-how assembled within the network.

3.2. Information is key

In 2007, particular attention was placed on improving and expanding streetfootballworld's understanding of the Network members. The aim of this process was to strengthen our ability to serve Network members by having a more complete knowledge of their current needs and plans for the future. Two major developments supported this process: the creation of two regional co-ordination positions and the introduction of the Call for Information.

For the first time, streetfootballworld's work has been assisted by regional co-ordinators in South America and Southern Africa. Based in Argentina and South Africa respectively, regional co-ordinators Fabián Ferraro and Kirk Friedrich bring knowledge and experience from the regions and are able to enhance the communication process with existing Network members. They have also provided valuable support in the development of the network by recommending potential Network members and assisting with the evaluation process. Their ability to provide advice and support based on years of regional experience has been a significant step forward for the streetfootballworld Network.

2007 also marked the first year of the Call for Information (CfI) process, which involved all members of the streetfootballworld Network. The core purpose behind the CfI was to acquire an updated overview of each organisation's status and level of activity up to that point, as well as their plans for the rest of the year. The main tool used by the network management team in order to achieve this goal was the Member Profile Questionnaire, which sought to collect information on the following fields of each member organisation's activity:

- basic and background information including the vision, mission, legal status, thematic/geographical areas of operation and respective target groups, etc.,
- organisational structure/administrative capacity,
- networking potential on the national, regional and global level,
- existing and prospective partner and funding structure,
- overall strengths and weaknesses,
- future vision/plans in terms of the streetfootballworld Network.

In addition to these inputs, and looking explicitly at programme activity and development, each Network member was required to fill out and submit the following two forms:

- a detailed activity report of its football-based programme(s) for the previous six months, and
- an activity plan for 2007.

With this information at hand, and with the assistance of the two regional co-ordinators, the network management team in 2007 was able to support and strengthen the streetfootballworld Network members in a more profound way.

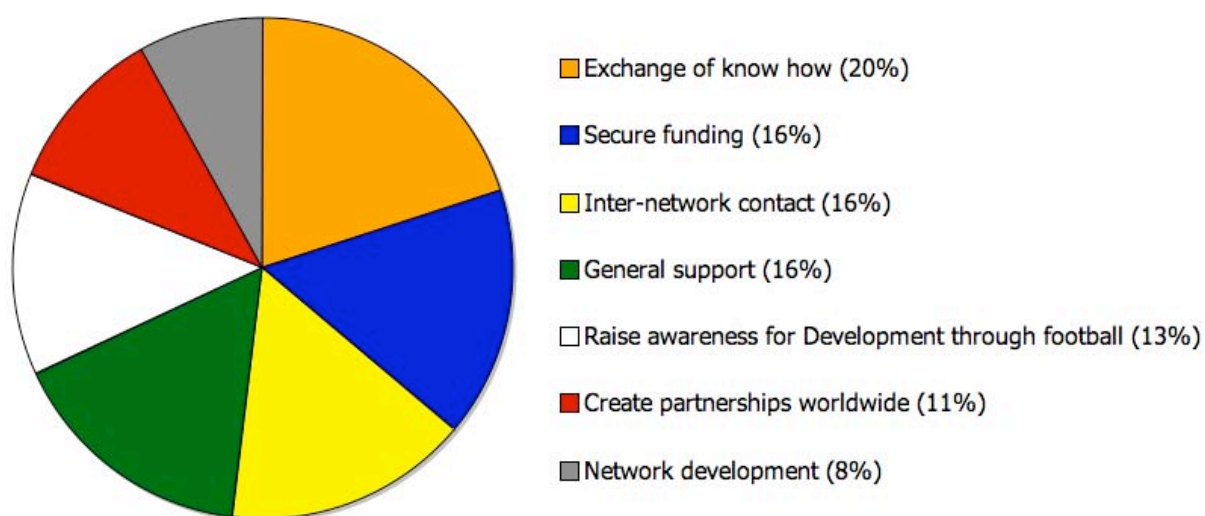


Fig. 7: Results of the 2007 Call for Information: Summary of expectations towards streetfootballworld Network membership (total of 70 respondents)

3.3. Strategic developments

2007 saw the introduction of two important tools for the governance of the streetfootballworld Network and the work of the network management team. Over the course of the year, the statutes and bylaws as well as the strategic development framework were created.

3.3.1. Statutes and bylaws

The development of statutes and bylaws for the streetfootballworld Network represents the beginning of a new development stage for streetfootballworld and the streetfootballworld Network members. Involved in this process were the network management team and the Network Board, elected in 2005 and composed of the Peres Centre for Peace (Israel), MYSA (Kenya), Street League (UK), the Red Sudamericana de Fútbol Callejero (represented by Centro para el Desarrollo de la Inteligencia, CDI, Paraguay), the streetfootballworld Network Director and the streetfootballworld Managing Director.

The statutes and bylaws encompass the entire range of the network's activities, from its shared vision and goals to the various roles and responsibilities of all the actors and bodies involved and active in it. The documents also cover all typical and relevant aspects of the work that an international network is concerned with; in doing so, the foundation was laid for the formal establishment (and registration) of the streetfootballworld Network as a duly constituted, international organisation with its own juridical personality in the future. Currently, legal representation of the network is embodied by streetfootballworld gGmbH, which operates and manages the streetfootballworld office in Berlin.

Following the development of the statutes and bylaws, a phase to collect comments from all Network members is planned for the beginning of 2008. This will then be followed by a request that all Network members accept the documents, thereby confirming their membership within the network.

3.3.2. Strategic development framework

At the beginning of 2007, the creation of a strategic development framework for the streetfootballworld Network commenced based on an assessment of the past development and achievements of the network. This assessment was performed by the network management team and took into consideration the creation of the network statutes and bylaws.

The result was an enhanced and more precise understanding of the various areas of work of the network and the creation of five main goals for the network management team. The strategic development framework also revealed areas of necessary co-operation with other areas of the streetfootballworld gGmbH and the need to develop a pro-active approach in terms of defining the needs of streetfootballworld Network members and involving them in information and project development processes.

The strategic development framework has now reached a stage in which it can be used to develop concrete strategies and plans for various areas and staff members. Its implementation will help staff members to better understand their roles, thereby strengthening the overall development of the streetfootballworld Network.

3.4. Events

Following the organisation of the streetfootballworld festival 06 during the 2006 FIFA World Cup™ in Berlin, 2007 was characterised by a variety of smaller scale events for streetfootballworld and its Network members. The particular focus of these events was on strengthening networking and sharing expertise amongst organisations in the field of Development through Football.

In South America, the positive work of the existing continental network was supported yet further through the organisation of regional events by Network members in Argentina, Brazil, Colombia, Chile and Peru. The culmination of these processes was the second Encuentro Sudamericano de Fútbol Callejero (South American Street Football Encounter) from November 25th to December 2nd in Asunción, Paraguay. The Encuentro was hosted by

Network member CDI and the realisation of the event was supported by streetfootballworld's regional co-ordinator in South America.

In Africa, the momentum of the 2010 FIFA World Cup™ is being used to promote the networking process. Network members in Kenya, Zambia and South Africa held events and meetings that brought together a range of organisations from the field.

The exchange of knowledge and experiences also took place across borders with Kenyan organisation MYSA visiting their opponents from the final game of festival 06, Kick Aids, in South Africa. At the Encuentro Sudamericano de Fútbol Callejero in Paraguay a joint delegation combining three South African organisations, Play Soccer, Grassroot Soccer and Kick Aids, represented the host country of the 2010 FIFA World Cup™.

In May 2008, Europe will witness the first European Street Football Festival. Hosted by Football Friends in Bosnia and Herzegovina, Foča 08 will bring together the European Development through Football community for the first time. In December, the FIFA U-20 Women's World Cup Chile 2008 will form the backdrop for the first South American Football for Hope Festival – Chile 08 – hosted by Chigol in Santiago de Chile.



Fig. 8: 2nd Encuentro Sudamericano, Paraguay, 2007

3.5. Football for Hope

FIFA and streetfootballworld started a new dimension of co-operation in early 2007 with the creation of a strategic alliance. The alliance is the driving force of a worldwide movement that aims to contribute significantly to social change on a global scale: Football for Hope. After the first year of co-operation, the collaborators have been able to consolidate a concrete Football for Hope strategy with a number of key elements.



The Football for Hope movement focuses on several action streams with the objective of establishing a quality seal for sustainable social development programmes working with football as the central tool in the areas of health promotion, peacebuilding, anti-discrimination and social integration, children's rights and education, and environment.

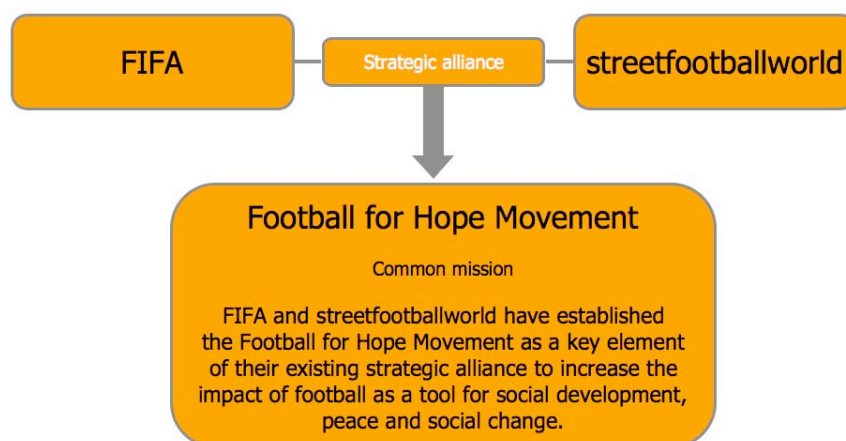


Fig. 9: Strategic alliance between streetfootballworld and FIFA

The activities and achievements in the framework of the Football for Hope movement in the year 2007 can be outlined focusing on the key elements.

3.5.1. Football for Hope Programme Support

Selected best practice organisations in the field of Development through Football receive financial support in the framework of the Football for Hope movement in order to implement locally relevant projects. The co-funded projects are evaluated with a special focus on their relevance within the overall strategy of the applying organisation. Particular emphasis is placed on projects that entail a major step forward in the organisation's development.

3.5.2. Call for project proposals

During the year 2007, the Football for Hope co-ordination team managed two calls for project proposals, in April and September respectively. In 2007, financial support was granted to 49 organisations, with a total of more than US\$1,400,000 dispensed to strategically promote their organisational development. At the same time, the supported organisations also became Football for Hope Implementing Partners. Most of the Implementing Partners are also streetfootballworld Network members.

3.5.3. Call for event proposals

Beyond the support of locally relevant projects, several organisations were directly invited during 2007 to submit proposals for event support. Within this funding stream, four organisations were supported: MYSA for the International Girls Tournament in Nairobi, Kenya; Football Friends for the FOCA 07 Festival in Foca, Bosnia and Herzegovina; Search and Groom for the Street Soccer League Cup in Lagos, Nigeria; and CDI for the 2nd Encuentro Sudamericano de Fútbol Callejero in Asunción, Paraguay.

With the increasing number of eligible organisations, the intention of the strategic allies is to redefine the Football for Hope Programme Support in order to assist the strategic and complex development of the Football for Hope movement, thematically and geographically.

3.5.4. Football for Hope Toolbox

The Toolbox is conceptualised as a resource centre for practitioners in Development through Football. Intended to be available online and as a hard copy, it will offer a range of tools to help programme co-ordinators to improve their existing Development through Football community programmes and/or create new ones. All resources available in the Toolbox are drawn primarily from the extended knowledge and practical experience within the Football for Hope movement and the streetfootballworld Network. The first phase of the Toolbox development will be finalised by the end of 2008.

3.5.5. Football for Hope Online Community

In early 2007 the Football for Hope team decided to create an Online Community for all people involved in the Football for Hope movement, based on the need for ongoing exchange of information and discussion of relevant topics. In the course of 2007, the concept for this Online Community was developed in co-operation with an internal technology team at FIFA. The main tools of the platform will be discussion forums, a news centre, a database to store documents and an address book with the contact details of all community members.

3.5.6. Football for Hope Monitoring and Evaluation System

In order to guarantee quality programmes on the ground, to accurately measure the results and impact of the various programmes supported in the framework of the Football for Hope movement, and to generate a global picture of the impact of football on social development based on scientific data, a comprehensive monitoring and evaluation system is being developed and implemented. The Swiss Academy for Development (SAD) and Aqumen Sports Consulting have jointly developed an M&E system to ensure that the monitoring and evaluation requirements in the field of Development through Football are fully satisfied, both now and in the future. The joint approach – combining content delivered by SAD and an IT-based infrastructure (“Sport+ platform”) developed by Aqumen Sports Consulting – will be piloted in a 14-month project, starting in April 2008.

3.5.7. Football for Hope Forum

In a four-year cycle and in the framework of the FIFA Confederations Cups, practitioners and researchers will gather to discuss the future paths and concrete solutions to challenges in the field of Development through Football. The Football for Hope Forums offer practical training opportunities and give every participant the chance to contribute to the “bigger picture” during several plenary sessions. A detailed concept for the FFH Forum 2009 has been developed and the preparations for this event will begin during the first quarter of 2008.

3.5.8. Football for Hope Campaign and Football for Hope Centres

In the past, FIFA launched large awareness-raising or fund-raising campaigns for good causes in the framework of the World Cup. In 2010, and in strategic alliance with streetfootballworld, football itself will be the driving force behind the Official Campaign. The “Football for Hope – 20 Centres for 2010” Official 2010 FIFA World Cup™ campaign, including the FFH Festival 2010 as a highlight event, was officially presented in the framework of the Preliminary Draw to the 2010 FWC in Durban, South Africa. The presentation was made during a press conference held by FIFA President Joseph S. Blatter, Local Organising Committee CEO Danny Jordaan, and FFH Ambassador George Weah.

A working group was formed in order to unify the expertise of FIFA and streetfootballworld with the know-how of Architecture for Humanity (responsible for the management of FFH Centre construction) and Greenfields (responsible for the construction of the small pitches). Furthermore, the communication with the first six FFH Centre Hosts was established and maintained: the Football for Hope Implementing Partners and streetfootballworld Network members in Mali, Rwanda, Ghana, Kenya, Namibia and South Africa are eagerly awaiting the start of the complex development process.

The first FFH Centres will serve as pilots for the Centres to follow not only in Africa but also within the framework of future World Cups, including 2014 in South America. In the long run, the FFH Centres are meant to become social development hubs, potentially including appropriate income-generating activities and training centres.

3.5.9. Football for Hope Festival

Every four years the world of Development through Football comes together to celebrate the social dimension of the game. The Football for Hope Festival will make its debut as an official event of the FIFA World Cup™ in 2010 in South Africa. The Festival aims to bring together delegations representing 32 outstanding organisations in the field in 2010.

Festival 2010 will be a major step forward for the world of Development through Football in general, and for the Football for Hope movement in particular. Additionally, it will be the highlight of the 2010 FIFA World Cup™ official campaign. Festival 2010 will take place during the last week of the FIFA World Cup™ (July 3-10, 2010). The preparations have already begun.

4. PRD – Project Development department

The Project Development department systematises successful experiences in the field of Development through Football and develops new and innovative solutions for social challenges.

4.1. Projects

4.1.1. EUROSCHOOLS 2008



In 2007, EUROSCHOOLS 2008 was launched as the official school programme of the UEFA EURO 2008. The programme is supported by UEFA, the Swiss and Austrian governments as well as the Austrian and Liechtenstein football associations. It is developed and implemented by streetfootballworld in partnership with the Swiss Academy for Development (SAD) in Switzerland and the Vienna Institute for Development and Co-operation (Fair Play-vidc). streetfootballworld, with its experience of running the 2006 World Cup Schools project, is co-ordinating EUROSCHOOLS 2008.

Through the international EUROSCHOOLS 2008 project, pupils from schools in Austria, Switzerland and Liechtenstein are becoming experts on Europe. For an entire year, they will be ambassadors for the 53 UEFA countries and of Fair Play, both on and off the pitch. Pupils will experience various aspects of intercultural dialogue and in 2008 will compete for the European champion title according to the Fair Play rules in teams of girls and boys. Using football as a means of education and learning, EUROSCHOOLS 2008 offers a year of exciting encounters and experiences for football-loving youths.

Work on the design of the programme took place from the outset with the overall 'look' for all elements being completed in March 2007. Along with flyers, postcards and other items, the design included the website www.euroschoools2008.org, the project's major communication platform. In July 2007 a handbook was distributed to all participating schools, which included detailed information about the EUROSCHOOLS 2008 programme and offered practical exercises, tips and suggestions for how the project could be implemented in schools.

EUROSCHOOLS 2008 was officially launched on June 7th, 2007, exactly one year before the start of the European Football Championship at the UEFA 'One-Year-To-Gala' in Interlaken, Switzerland. Following the launch, the project kicked off at participating schools in September and October with eight regional opening events taking place. Students and teachers came together in Zuchwil, Trogen, Zürich, Geneva, Vienna, Salzburg, Klagenfurt and Innsbruck alongside prominent figures from the worlds of sport, politics and culture to receive words of encouragement and information about the school project. The participants were then ready to commence their role as football ambassadors.

The project partners in Austria and Switzerland are primarily concerned with supporting the participating schools, while streetfootballworld is responsible for both internal and external communication as well as for the concrete preparations for the major event to be held in the EURO year 2008. Across Austria, Switzerland and Liechtenstein young pupils are preparing for an exciting year ahead.

4.1.2. German Network for Youth Development through Football

From 2007 to 2010, streetfootballworld, with the support of the German Federal Ministry of Family Affairs, Senior Citizens, Women and Youth and the Youth Football Foundation, is committed to initiating a Germany-wide network of projects that are active in the field of Development through Football. The systematic foundation of this network is a natural step which reflects streetfootballworld's special ties to Germany. It takes advantage on the one hand of the knowledge and experience from the global streetfootballworld Network and on the other of the well-established contacts with a variety of German-based experts and organisations from the field.



The search for potential Network members and the definition of the network's activities in 2007 were directed by the following questions:

- Which projects and organisations in Germany work with football?
- Which of these use football as a sustainable tool for social development and where is it focused on long-term social and intercultural learning processes?
- Which projects and organisations are set up in a sustainable fashion?
- What expectations and desires do projects and organisations have towards a German network and what contribution can they and would they like to make?

Additional goals in 2007 include disseminating the approach of Youth Development through Football among various decision makers and bringing the German Football Association (DFB) into direct contact with the idea of the German network.

Following intensive preparatory discussions with individual organisations and a planning meeting in October, the founding meeting of the German Street Football Network took place on December 6th, 2007 in Berlin. The following projects and organisations took part:

- KICKFAIR, Baden-Württemberg
- Bunt kickt gut, Munich
- Sportgarten Bremen
- Dynamo Windrad, Kassel
- Köln kickt, Cologne
- Projekt Straßenfußball, Brandenburgische Sportjugend, Brandenburg
- Straßenfußball für Toleranz, Hamburger Sportjugend/ Nestwerk e.V., Hamburg
- klickkicker.de, Berlin

The day-long event aimed to present and discuss the idea of a common network as well as to identify the needs and connected expectations that are linked with such a model of future co-operation. In addition, next steps and tasks were distributed among the participating organisations.

Within this group, streetfootballworld's official mandate of network co-ordination was confirmed – a role that it will fill in co-operation with KICKFAIR, a long-term member of the streetfootballworld Network. Tasks include implementing the agreements made at relevant meetings, developing concrete concepts and liaising with Network members.

In 2008, there are two major events planned for the network: a street football festival in the summer and a common forum in the fall. In addition, it is important to continue the discussions that were commenced in 2007 with the German Football Association and to represent the network in relevant discussions and at appropriate events.

4.1.3. Football and Global Learning

The initiative Football and Global Learning, which began in May 2007, is supported by the German Federal Ministry for Economic Co-operation and Development (BMZ) and is being implemented in co-operation with KICKFAIR and the Institute for Peace Education in Tübingen (IFT). The goal is to strengthen the approach of Education through Football and to explore the willingness of schools to embrace the interplay between football and learning content.



Parallel to the approach of schools, the IFT produced a report on the current level of knowledge in the specific field of activity. The first results of this investigation were presented in November 2007 at a conference on the topic of "Football as Gateway to International Development Co-operation". More than 20 specialists from the fields of education, development co-operation, sport and media took part in the discussion, which was hosted by the Berlin headquarters of the BMZ. The discussion and the results of the IFT report provided important input for the direction of the initiative.

By the end of 2007 around 200 school contacts had been processed, four training courses had been run on the implementation of the Fair Play Football methodology, numerous consultation meetings had been held and two publications in the Football and Global Learning series had been published.

Since November 2007, schools and interested individuals have been able to access information on the project's website, which features material on using football for education in schools, the educational approach and tips on relevant literature and other mediums.

For 2008, the first football festival featuring a selection of the participating schools is planned. In addition to the consultation already provided, four schools will be assisted in establishing a learning partnership with schools or youth organisations in so-called developing countries.

4.2. Co-operation

4.2.1. UEFA

2007 marked a new level of co-operation between UEFA and streetfootballworld. As mentioned above, EUROSCHOOLS 2008, the official school project of the EURO 08 in Austria and Switzerland, was successfully launched. Over the coming two years, streetfootballworld and UEFA, including representatives of the UEFA EURO 0 and the Football and Social Responsibility division, will be working together closely to ensure that schoolchildren from Austria, Switzerland, Liechtenstein and across Europe will benefit from the continent's largest football event.

4.2.2. The Youth Football Foundation (SFJ)

2007 was a year of both consolidation and realignment for the SJF. As a result, the SJF now focuses activity and funding on two main areas: Development in football, managed by FD 21 and Development through Football headed by streetfootballworld. FD 21 has also taken on a new organisational form and the foundation has set up the Gesellschaft zur Förderung des Jugendfußballs mbH (Association for the Development of Youth Football) with individuals from related fields. Its office is housed in the headquarters of streetfootballworld to allow a regular exchange of ideas between the association and streetfootballworld. Particular focus of the co-operation of the two organisations will be on the establishment of a German Street Football Network, a project that SJF is supporting.

4.2.3. BMZ and BMFSFJ

streetfootballworld and the German Federal Ministry for Economic Co-operation and Development (BMZ) have developed a strong working relationship. Following the support of the World Cup Schools project that concluded in 2006, the BMZ has committed to supporting Football and Global Learning. Beyond this, it is envisaged that streetfootballworld's increased engagement in South Africa will lead to further contact with the Federal Ministry for Development.

The German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) is a long-standing supporter of streetfootballworld. Following the successful co-operation for festival 06, the BMFSFJ has now agreed to contribute to the establishment of a national network for Development through Football. This will see the continuation of a strong relationship and regular exchange that began back in 2002 when the BMFSFJ were the first body to back streetfootballworld with financial support.

4.2.4. buw

streetfootballworld has entered into co-operation with the association Lernen fürs Leben, which was founded by buw employees. buw is the biggest owner-run service company in the customer care industry. The creation of Lernen fürs Leben testifies to the engagement of both employees and management of buw in the field of Education through football. Through Lernen fürs Leben, buw is currently funding a streetfootballworld Network member project in South Africa. The aim of the founded project of Network member Grassroot Soccer is to develop a football pitch and educational centre called Ubuntu Stadium. Grassroot Soccer will

use the new space for football activities, disseminating educational messages and attracting community members, particularly youth, to social development and HIV/AIDS prevention programmes. streetfootballworld is acting as an interface between the two stakeholders, ensuring that the co-operation runs smoothly.

4.2.5. Mercedes Benz

Daimler Chrysler has funded a youth project run by streetfootballworld Nnetwork member Grassroot Soccer. Daimler Chrysler sponsored Grassroot Soccer by providing vehicles and financial support to enhance their projects in The Western Cape and Gauteng Provinces in South Africa. The funding of the project included the development of recreational football training sessions combined with interactive life skills education elements on HIV/AIDS prevention, as well as several educational workshops and various tournaments focusing on HIV/AIDS prevention and peacebuilding initiatives. The role of streetfootballworld was to support Daimler Chrysler and the exchange between stakeholders, as well as to monitor the activities being funded.

4.2.6. InWEnt

The Service Agency Communities in One World (SKEW) is responsible for Capacity Building work taking place in South Africa for the 2010 FIFA World Cup™ and receives funding from the BMZ. As well as the exchange of specialists, the activity also includes holding information fairs in Germany to highlight developments taking place in South Africa for the next World Cup. In this area, InWEnt (Internationale Weiterbildung und Entwicklung gGmbH) and streetfootballworld have agreed to co-operate and provide two-way support for the work taking place in Germany.

5. Financial statement

Profit and loss statement for the financial year 2007 (01.01.2007 - 31.12.2007)

	Reporting year		Previous year	
	EUR	EUR	EUR	EUR
Turnover				
sport/football confederations	963 228.38		265 479.66	
governmental	387 118.69		625 552.52	
non governmental	37 049.44		552 977.22	
		1 387 396.51		1 444 009.40
Other operational income	111 819.83	111 819.83	279 046.73	279 046.73
Salaries and wages	-285 586.32	-285 586.32	-139 142.04	-139 142.04
Social security contributions, pension costs and benefits	-51 709.79	-51 709.79	-18 925.09	-18 925.09
- thereof for pension plans				
expenses relating to pension plans	-4320.00	-4320.00	-3240.00	-3 240.00
Amortisation	-16 754.13	-16 754.13	-119 069.03	-119 069.03
Other operating expenses	-1 145 401.88	-1 145 401.88	-1 445 505.82	-1 445 505.82
Interest and similar income	1710.11	1710.11	1631.74	1631.74
Interest and similar expenses			-879.91	-879.91
Income taxes	-640.71	-640.71	-578.21	-578.21
Other taxes	-342.54	-342.54	-308.00	-308.00
Profit for the year		491.08		279.77