

Social Entrepreneur from Germany to participate in ASHOKA GLOBALIZER

Berlin, 27.07.2010 – A new initiative brings together Social Entrepreneurs and International Business Leaders to globalize social innovations.

Jürgen Griesbeck, Managing Director of streetfootballworld, from Berlin has been selected as one of only 25 Social Entrepreneurs from around the world to participate at the Ashoka Globalizer. The Ashoka Globalizer is a new initiative that brings together the most advanced social entrepreneurs with leading business entrepreneurs at the Hofburg palace in Vienna, Austria, on August 1st to help them globalize their projects.

Jürgen Griesbeck is driving social change by using football as a tool to engage millions of disadvantaged youth. He built streetfootballworld, a large network uniting over 80 citizen organizations in more than 50 countries that uses the sport to improve the lives of children and young adults aged 10-25. Jürgen believes that football provides an effective framework for establishing a common set of values and a continuous dialogue platform, which are crucial for facilitating long-term behavior change and helping young people develop the skills necessary to lead a healthy and economically independent life. Essential to its success, streetfootballworld works on the principle that social change is created locally but has to be reinforced through global cooperation. The network member organizations are rooted in their communities and share their first-hand knowledge of the local needs and cultural contexts in order to create sustainable solutions. Reaching 1.5 million children with its largest concentrations in Africa, South America, and Europe, its potential reach will be determined by the strength of civil society and the relevance of football in the community. Jürgen now envisions creating a global and replicable value chain for social change through football, reaching up to 25 million children and young adults in Africa, the Americas, Europe, the Middle East and India. Jürgen recently launched regional coordination offices in South Africa, Argentina and the United States and is continuously adding substantial human resource capacity to bring this idea to scale. The expansion process will involve creating new strategic partnerships and continuing work with current ones such as Sony and adidas or the Inter-American Development Bank, that offer expertise in integrated solutions or have convening potential. FIFA, the world's governing body in football, is an investor as well as one of the strategic allies, by providing Development through Football with global visibility at the World Cup 2010. Jürgen Griesbeck was elected Ashoka Fellow in 2007.#

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In cooperation with



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Provided by

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The Ashoka Globalizer

With its new initiative that will run on a yearly basis, Ashoka will bring Jürgen Griesbeck and 24 other social entrepreneurs together with leading entrepreneurs from the private sector, to match social innovations with the resources needed to rapidly achieve global scale. **The Ashoka Globalizer will start on August 1st**, when business entrepreneurs such as Bill Drayton, Paul Bernhard Kallen and Georg Pölz will share their insights into strategies for rapid growth, and draw on their own experiences to help the social entrepreneurs ask the right questions, formulate the best strategies and create the proper partnerships.

About Ashoka

Ashoka is the world's leading network of social entrepreneurs – extraordinary changemakers, who find new solutions for social problems; like Muhammad Yunus, who pioneered the microfinance sector. Founded by Bill Drayton in 1980, Ashoka supports social entrepreneurs with stipends, professional support, and/or access to its large network of global peers. Ashoka has to date elected and supported more than 2,500 social entrepreneurs in 70 countries. For more information, please visit www.ashoka.org.

streetfootballworld is a social profit organisation that promotes positive change through football. Founded in 2002, the non-governmental organisation (NGO) is a leading contributor to the field of Development through Football and continues to work toward social change on a global scale. At the core of streetfootballworld's work is the streetfootball-world network, which connects with over 80 organisations worldwide that use the world's most popular sport to address social issues.