

Press Release

Beyond Football successfully launched in Cape Town

07/12/2011 – What can football achieve if we all work together? What are the criteria for successful partnerships? These were the two central questions at Beyond Football in Cape Town where 100 representatives of NGOs, corporations, foundations, football institutions and governments came together to discuss football's potential for social change.

Beyond Football was organised by streetfootballworld and Beyond Sport with the support of adidas and Impact International. With 30 streetfootballworld network members and many of streetfootballworld's longstanding partners and friends present, the event provided the necessary trust base for a sincere dialogue on a level playing field.

"It was amazing to see the streetfootballworld network members, friends and partners fill Beyond Football with energy," said streetfootballworld CEO Jürgen Griesbeck.

"We hope that everyone will take home the pledges they made at the end of the conference and put the ideas that have emerged here into action. Beyond Football showed that intelligent partnerships are the next big challenge we need to tackle – and we believe football can do this. Together with Beyond Sport we are excited to develop this format further in the years to come."

Nick Keller, founder of Beyond Sport, added: "We are delighted to be working with streetfootballworld on Beyond Football, and its first year has been a great success in highlighting how effective football can be in promoting social change. Bringing together those involved for such great face-to-face networking opportunities is an incredible opportunity for all participants."

The core programme consisted of four case studies of successful partnerships, which were discussed by the participants in smaller groups. Participants shared their thoughts on a range of topics, including collaboration between NGOs, partnerships between NGOs and corporations, social enterprise approaches, and regional collaboration.

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In cooperation with



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Beyond Football included discussions within the entire group, as well as in-depth conversations in smaller circles. Regardless of the format, one idea in particular emerged time and time again: there is a huge potential that is yet to be unlocked when it comes to developing and fostering new partnerships. It quickly became clear to everyone involved that there is still room for new concepts around collaboration in the football sector, as well as a need for innovative thinking in order to reach a point where football changes the world.

This year's highly successful event is the first – but certainly not the last – of its kind. streetfootballworld and Beyond Sport plan to develop Beyond Football in the months to come.

For more information please contact:
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streetfootballworld drives a network of local organisations that use football to provide opportunities to disadvantaged young people and builds a coalition of powerful partners to create social change. For more information visit www.streetfootballworld.org

Beyond Sport, whose global partners include Barclays Spaces for Sport, TIME International and Unicef, is a global initiative that seeks to celebrate and support any organisation or individual with the goal to drive positive social change through sport. For more information on Beyond Sport and the Beyond Sport Summit and Awards, visit www.beyondsport.org

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