

## Press Release

# Support secured for football-based NGOs in Latin America

**Berlin, 21/09/2011 - As part of development policy negotiations which took place in Brazil's capital city, Brasilia, German Development Minister Dirk Niebel announced the ministry's official support for streetfootballworld's future work in Latin America, and for the use of football as an important element in grassroots social initiatives.**

With the World Cup taking place in 2014 in Brazil, streetfootballworld, with the support of the German Federal Ministry for Economic Cooperation and Development (BMZ), will make a major contribution to the sustainable social legacy of the event. The goal of the partnership is to provide young people with access to employment and education and to strengthen local organisations which use football to tackle social challenges within their communities.

The Memorandum of Understanding, which was signed as part of high-level government discussions, paves the way for further support for streetfootballworld network member organisations. The agreement includes initiatives such as seconding experts at local organisations to strengthen their networking and sustainable development. Close networking and regular dialogue amongst all stakeholders will also facilitate partnerships with German companies which are active in Brazil.

Through the love of football, streetfootballworld brings individuals and organisations together behind a common goal: empowering young people to rise above their circumstances. The streetfootballworld network unites 84 organisations that use football to tackle social challenges like HIV/AIDS, crime and homelessness. streetfootballworld also drives an international coalition of private and public sector bodies to strengthen network members, who in 2010 alone reached out to over 600,000 young people worldwide.

streetfootballworld has run social legacy programmes alongside the 2006 and 2010 World Cups, and is committed to the implementation of social programmes and strategies in 2014 in order to create a strong social legacy.

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