



**BEYOND
FOOTBALL**
powered by streetfootballworld

*A new event for all players
with a common goal.*
December 5, 2011, Cape Town

ABOUT BEYOND FOOTBALL

As the planet's most popular game, football has the power to unite people of all ages, cultures and social backgrounds. As the biggest global sports industry, it attracts substantial financial investment from sponsors and businesses, and as one of the most widely used tools for social change, it has the ability to inspire and engage young people and address some of the world's most urgent issues. With all of these assets supporting it, football can bring people together and create a global team working together to achieve a common goal.

Because of this, Beyond Sport teamed up with streetfootballworld to create a special event in conjunction with the annual Summit: Beyond Football. The inaugural event aims to bring together more than 100 representatives from a variety of sectors for a unique, one-day gathering designed to focus on the huge potential of the game as a force that can unite all sectors to achieve social change. The theme of the day focuses on how to build the perfect partnership between practitioners and investors. For NGOs, it's a chance to find out how to attract new partners and build better relationships with existing ones, and for corporates and foundations, it's a chance to find out how to create smart strategies for investment that can go beyond traditional models of social investment.

Beyond Football aims to be different. Instead of a traditional conference format it will create a 'level playing field', where all attendees participate as different players on the same team. The focus is on creating meaningful interactions and finding joint solutions to the most pressing issues that are identified by the participants.

Taking place just ahead of the opening of the Summit, this event is led by streetfootballworld and Beyond Sport, with the support of adidas and Impact International.



THE DAY AT A GLANCE

Crystal Towers Hotel, Crystal Rooms 1-3, Lower Level

8:30 AM

Welcome and introduction

Beyond Sport Founder, Nick Keller, and streetfootballworld CEO Jürgen Griesbeck

9:00 AM

Why football?

An engaging activity to focus on the unique potential of football, the sport that has brought us all together

10:15 AM

Best practice in partnerships

Four case studies that explore diverse approaches to successful partnerships

12:30 PM

Lunch

1:30 PM

Developing mindsets and connections

Small groups will learn and share how to shift perspectives when engaging with partners

3:30 PM

Capturing best practice

Outcomes of the day and what is in store for beyond the event are revealed and discussed

4:00 PM

Official Beyond Sport Summit programme opens

Beyond Football attendees will join other delegates for an energising mixer

6:00 PM

Welcome reception

Attendees are invited to attend an evening gathering

THE CASE STUDIES

In the morning, Beyond Football will focus on four case studies of different types of partnership models. The common thread that runs throughout all of them is the mutually beneficial relationship between the partners involved.

The four approaches are outlined below. Please use these pages to note your thoughts and reflections during each presentation and group discussion.

PARTNERSHIP I

KICK4LIFE

From charity to social enterprise

Highlighted case study: Kick4Life's relationship with Pick n Pay

About: Kick4Life uses football to combat the spread of HIV and AIDS in Lesotho. It has spearheaded a number of innovative social enterprise initiatives designed to create revenue for the organisation to support its programmes, such as a tourism and fundraising programme called the 'All Stars Tour', a recycling project and a partnership with local supermarket chain Pick n Pay.

Reflections and Notes:

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PARTNERSHIP II

KICKFAIR

From competition to cooperation: learning partnerships with same-sector organisations

Highlighted case study: 'Through Life With a Ball'

About: KICKFAIR uses football to address social exclusion and youth development in Germany. The organisation also puts great emphasis on sustainable international, mutual-learning cooperation with organisations from around the world. "Through Life With a Ball" is an example of this approach, fostering intercultural and global learning in a cooperation between KICKFAIR and NGOs from all over the world, all of which use street football as a tool for learning and development.

Reflections and Notes:

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PARTNERSHIP III

ADIDAS

Capacity building and skill support

Highlighted case study: adidas Exchange Programme in Bogota, Colombia

About: The adidas Exchange Programme is an example of how a corporate partner focuses on 'needs-driven investment'. The primary goal of the adidas Exchange Programme (aEP) is to help build the capacity of streetfootballworld network members based on challenges they identify. A specific example of how an aEP event works is that of one held in Bogota in August 2011, where 10 organisations received Coerver Coaching from expert trainers and took part in workshops on financial sustainability and self-sufficiency.

Reflections and Notes:

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PARTNERSHIP IV

BARCLAYS SPACES FOR SPORTS

Corporate social responsibility partnerships

Highlighted case study: Partnership with Grassroot Soccer in Zimbabwe and Zambia

About: Barclays Spaces for Sports' partnership with Grassroot Soccer (GRS) showcases a successful CSR partnership, where the investor has been actively involved in the outcomes and the impact its funding has enabled, and where the practitioner has helped the investor achieve its key goals in terms of its community engagement programme. The key programmes where this is most apparent are the GRS Zimbabwe and Zambia projects, both recently launched.

Reflections and Notes:

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BEYOND FOOTBALL SITE VISIT

In order to bring to life the topic that those gathered at this special event look to address, AMANDLA EduSport will be hosting the official Beyond Football site visit during Day 3 of the Beyond Sport Summit. One of five programmes attendees can choose to visit at the Summit, AMANDLA is an organisation that maximises the ability for football to address social issues. The objective of this site visit is to provide the group with a stimulus to help fuel discussion and connection. We encourage all Beyond Football attendees to consider participating in the visit to AMANDLA to see true Development through Football in action.

ABOUT AMANDLA EDUSPORT

AMANDLA implements football-based life-skills and educational programmes for young people with destabilised, traumatic and non-existent family and community structures in impoverished suburban settlements and residential childcare facilities. Shortlisted for this year's Beyond Sport for Education Award, AMANDLA also manages the Chris Campbell Memorial Field, a large artificial turf facility in Khayelitsha. The field was created in an effort to engage the surrounding township in educational and developmental activities with a focus on generating a positive community spirit and improving the quality of everyday life. To this day the field provides educational football leagues and programming to more than 1,500 children and young adults on a weekly basis.



ABOUT THE ORGANISERS

BEYOND SPORT

Beyond Sport is the global organisation that promotes, develops and supports the use of sport to create positive social change across the world. We carry this out through the Beyond Sport Awards, a global competition that facilitates support worth \$2 million annually to projects that use sport to address issues within their communities, the Beyond Sport annual Summit, which brings together the world's best sport-led social innovators with influential, global leaders in sport, business and government to address sport's role in driving positive social change, and Beyond Sport World, an online networking platform that allows any organisation across the globe involved in sport and development to promote their activities and connect.

STREETFOOTBALLWORLD

streetfootballworld believes in the unique power of football to change lives and bring people together behind a common goal. Its mission is to strengthen its worldwide network of local organisations that use football to help young people overcome challenges like poverty, discrimination and lack of education. The streetfootballworld network unites over 80 organisations in more than 50 countries. In 2010 alone they empowered over 600,000 young people. streetfootballworld strengthens network members through capacity development programmes, and by providing access to funding, sharing expertise and creating new partnerships—because stronger network members mean better opportunities for the young people who need them most.

ABOUT THE SUPPORTERS:

IMPACT INTERNATIONAL

Impact International is a global learning and development business. Since 1980 Impact have been working in partnership with our clients to co-create experiential solutions that drive significant improvements in individual and business performance. We specialise in Leadership and Management Development, Talent Management and Development, Coaching and Accelerating Team performance.

ADIDAS

adidas is the leading football brand in the world and has been inspired by football ever since the 1920s. A firm believer in the power of the sport to create social change, adidas supports Beyond Football as part of their partnership with streetfootballworld.

