EAST AFRICA PEACE FESTIVAL 2016

KIGALI, RWANDA - DECEMBER 4TH - 10TH, 2016

SUPPORTED BY
THE STREETFOOTBALL WORLD EAST AFRICA NETWORK COMPRISSES OF 17 ORGANISATIONS FROM EIGHT COUNTRIES: BURUNDI, DEMOCRATIC REPUBLIC OF CONGO, ETHIOPIA, KENYA, RWANDA, SOUTH SUDAN, TANZANIA AND UGANDA.

In 2012, with the support of streetfootballworld, the regional network met in Kigali, Rwanda to formalise a shared vision for using football as a tool for good in the region. The network is guided by a regional coordination team comprising of one person from four of the current network members, each of whom agree to take a leadership role in the coordination of the regional setup.

The overarching vision of the East African network is to create a peaceful society where all young people have equal access to opportunities, healthfulness, education and empowerment. The organisations seek to achieve this by interconnecting and strengthening organisations active in the field of football for good, which then contributes to social justice and the transformation of the lives of disadvantaged young individuals in East Africa.

These goals reflect the underlying challenges faced by the East African region, which has been hampered by conflict and instability for many years. The East African Community (EAC), a regional grouping of countries, acknowledges that the promotion of safety and security is key for regional prosperity, economic growth and poverty alleviation.

Since its inception, the network has conducted yearly meetings in Kigali (Rwanda), Nairobi, Kilifi and Kitale (Kenya) and Iringa (Tanzania) to discuss regional strategy, general cooperation and upcoming events and activities. Organisations regularly participate in each other’s annual events such as Mysa’s leadership course, football for good tournaments at MTG, SEP and SWB, the MTG Girls’ tournament in December, the SEP Education Tournament in August and the Soccer Without Boarder’s festival in February.
The streetfootballworld East Africa Peace Festival, supported by the German Federal Ministry for Economic Cooperation and Development and the Premier League’s International Small Grants Fund, took place December 3 – 10 in Kigali, Rwanda, hosted by the Association des Jeunes Sportifs de Kigali (Esperance). The festival brought together representatives and young people from twelve member organisations of the streetfootballworld network, as well as other sport for development organisations in the East African region, for a seven-day football festival and cultural exchange that incorporated workshops, football3 training and cultural performances. Participants came from across Kenya, Uganda, Tanzania, South Sudan, Rwanda and the Democratic Republic of Congo.

Eight teams with 64 players competed in the mixed-team football3 tournament, with a further 20 young leaders trained in WASH United’s Menstrual Health Management Train the Trainer course, and a further 22 young leaders trained in Premier Skills’ Coach Educator Programme. All the young leaders participated in the inaugural streetfootballworld East Africa Youth Summit, and a further 24 Head of Delegations participated in the inaugural Sport for Development Conference.

The organisations represented were: IDYDC (Tanzania); Jambo Bukoba (Tanzania); Society Empowerment Project (Kenya); MYSA (Kenya); TYS (Kenya); HODI (Kenya); Aangaza (Kenya); Vijana Amani Pamoja (Kenya); Moving the Goalposts Kilifi (MTG); South Sudan Youth Sports Association (South Sudan); The Kids League (Uganda); Soccer Without Borders (Uganda); Youth Empowerment Service (YES), and the Centre des Jeunes pour la Paix (Democratic Republic of Congo).

Other festival participants, including volunteer staff and community members, brought the total number of festival participants to approximately 150.

The primary aims of the festival were:

• To create an opportunity for young people from across East Africa to interact, learn from one another, and play football3 together;
• To train young leaders to be mediators, using the football3 methodology;
• To create a platform for exchange among members of the senior management of local organisations who use football as a tool for social change and, more broadly,
• To promote a comprehensive approach to social development that uses football to communicate messages of peace, respect, and tolerance.
THE HOST: ESPERANCE
AN INTERVIEW WITH
VICTOR EMMANUEL SEWABANA

What does it represent for Esperance to organise this edition of the East Africa Peace Festival?

First of all, organising the Peace Festival was a great sign that there is, from the sponsors and other network members, a big trust and recognition of good experience in event management towards Esperance. Second, it is an opportunity to show local partners and the government how Esperance goes beyond national borders in spreading tools and methods for social development and brings new knowledge and fruitful intercultural exchanges to the country.

What is the main highlight of this year’s program?

Increasing the number of our services’ beneficiaries through regular English courses, Wash United programs and football for good.

What are the main challenges of the region?

Many conflicts hindering the social and economic advancement of the countries in the region which are developing: political issues from the western (developed) countries always dictate the situation in Africa.

What are the priorities of the East African network in the year to come?

• To grow the network by adding new members
• To establish joint projects between members
• To build our capacity and share our experiences

“FOOTBALL IS NOT ONLY A GAME WHERE PEOPLE HAVE FUN, BUT IT IS A GAME CHANGER AS IT IS A TOOL, A METHOD AND A HABIT WHERE IT GOES BEYOND THE PITCH AND PLAYS A ROLE IN THE RECONCILIATION PROCESS.”

How can football be a tool to bring peace to the region?

Football gathers people, makes them interact, discuss, express their own opinion, listen to each other, respect each other, and make decisions. All of that is needed to reach peace. The region is marked by many conflicts and when people meet for playing football, it is a moment where they first think and decide if they play or fight. And always it is about playing, which also brings them to resolve conflict. Football is not only a game where people have fun, but it is a game changer as it is a tool, a method and a habit where it goes beyond the pitch and plays a role in the reconciliation process.

Tell us some words about the Conference.

The conference has been more about, first, the formulation of methods to craft effective sport for development programs in the region, and second, growing and unleashing the partnership between sport for development organisations and private sector through corporate social responsibilities in the region. Third, it was about promoting football as it is an interesting and fruitful method for youth positive development and, fourth, to review of the East African network strategic plan.

What is the value of the festival for the region?

The festival is a channel for awakening the communities on social problems and ways of finding solutions.

ABOUT ESPERANCE

The ethnic groups of Rwanda today still struggle with the legacy of the genocide in 1994. In the search for justice and peaceful coexistence, Esperance bridges the ethnic divides of Rwanda through education and social programmes such as Football for Peace and Anti-AIDS.

The organisation uses football not only to reconcile differences within the population, but also to raise awareness of dire issues that young people and their communities face. Football tournaments are run in conjunction with AIDS awareness activities. Thousands of young people are trained on the football field each year and many more partake in other Esperance activities. Participants are not just educated; they are trained to be educators themselves.
THE INAUGURAL YOUTH LEADER SUMMIT BROUGHT TOGETHER YOUNG LEADERS FROM 12 OF THE 17 NETWORK MEMBERS IN THE EAST AFRICAN REGION TO STRENGTHEN YOUTH LEADERSHIP. IT WAS THE FIRST TIME THAT THE EAST AFRICA FESTIVAL INCLUDED A SUMMIT SPECIFICALLY FOR YOUNG PEOPLE.

The East Africa Youth Summit serves as a platform for conversation and action to make the streetfootballworld network members in East Africa more relevant to the East African youth and to better involve young people in the work of the sports for development organizations.

THE SUMMIT EXPLORED THE STATUS OF YOUTH IN EAST AFRICA AND PROVIDED THE NEXT STEPS FOR MAXIMIZING YOUTH LEADERSHIP POTENTIAL.

The 2016 Youth Summit had two components. First, the summit opened with a plenary session to connect youth representatives and speakers from diverse backgrounds, the private sector, government, professionals, experts, and academia with the objective of exploring new, innovative and sustainable approaches for youth development in the region.

For the Summit’s second component, the youth took part in workshops to explore realistic and practical steps for designing intervention and development that delve into the Summit’s three subthemes, giving participants an opportunity to share ideas and experience, as well as to debate the future of youth engagement in reshaping the destiny of East Africa.

The programme content was designed and implemented by Tony Gitei, Africa’s representative on the Global Youth Council and Young Leader from TYSA. The most important topics discussed during the Summit were:

• Youth and Leadership
• Young people and Livelihood
• Young people and peace
What are the main challenges in the region?

Poverty, unemployment among young people and youth radicalization, as well as violence and war in countries, which leads to internally displaced persons (IDP) and refugees.

What are the most important topics for the youth of East Africa to address through football?

Youth leadership. Young people need to advocate for inclusion in regional leadership structures. Youth unemployment is also an important topic. We must look at different methods of engaging young people in economic activities that will earn them an income and help them to sustain themselves as an exit strategy from different organisations. The young people will also help in sustaining the organisations by giving back in their later years.

What are the project ideas for next year?

To conduct projects that will engage young people in discussing ways of combatting increasing youth radicalization through summit discussions and using football as a tool to reach young people in the region. This project should also work on peace promotion within the countries and the East African region.

Another idea is to conduct social integration projects that will bring together different young people to learn from each other and work together. We will have a “one week in a new community for personal and social transformation” exchange program.

What tools are you going to use to work together as a network?

Educating young leaders through seminars related to football and topics chosen to look at, since these leaders can easily reach out to their communities to pass on important information.

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What is the value of the youth to the network?

We, the youth, are the link between generations, and since kids suffer most of the injustices that are caused by our elders, the youth are a resource to utilize to properly reach out to the incoming and the existing generations.

Youth create and develop strategies and tools to best engage the young people today and create a better future for children coming after us.

They drive the change through football, which is the main focus of streetfootballworld.

What is your dream project?

My dream project for East Africa and Africa is to start a streetfootballworld Young Leaders Academy for the network that will train leadership for transformation and teach the youth how to use sports and, more specifically, football for social change.
The first regional ‘Beyond the Touchline’ Conference, which took place on December 7 and 8, brought together the leaders of football for good organisations under the broader themes of football for positive youth development, corporate social responsibility and sport in the community. Small breakaway sessions gave delegates the opportunity to discuss the role of football to promote livelihoods through agriculture and increased security through life skills programmes that engender peace. Young leader representatives from HODI and TYSA also shared their findings about promoting youth leadership in the region as pathway to peace and reconciliation.

The second day focused on corporate responsibility and football and the role football for good organisations can play to imbed the idea of social purpose at the heart of the football industry. The programme opened with a presentation from the Head of Marketing from a global telecommunications company in which the importance of long-term value for the brand was clearly articulated to the group. Breakaway sessions included discussions on partnership development in the corporate space and the role that volunteers play in supporting football for good organisations in the region.

The conference enabled an exchange of information between young leaders throughout the region. It further promoted the continued development of young leaders in the different East African organisations. Young leaders represented at the youth summit also had an opportunity to share their learnings at the conference, further mainstreaming youth leadership into the work of the region. The conference also paved the way for regional organisations to implement joint projects aimed at peace and reconciliation, as well as enabling them to begin the process of updating their regional strategy for the 2017 - 2022 period.
FOOTBALL3 TOURNAMENT

THE FOOTBALL3 TOURNAMENT WAS THE HIGHLIGHT OF THE FESTIVAL AND BROUGHT TOGETHER 80 BOYS AND GIRLS FROM SIX COUNTRIES IN EAST AFRICA, DEMONSTRATING THE POWER OF FOOTBALL TO BRING PEOPLE TOGETHER FROM THE MOST DIVERSE BACKGROUNDS.

The objectives of the tournament were to:

• Promote the values of fair play, equality and peace by uniting delegations from East Africa in mixed teams
• Promote football3 by providing players, young leaders, partners and spectators with exciting insight into how football can be used for social change.

Instead of referees, the young leaders from the festival delegations acted as mediators, enabling the players to take responsibility for their own actions and demonstrate their commitment to working together on and off the pitch. football3 is an educational approach to football that promotes inclusion, gender equality and fair play. A game consists of three halves:

1. First half: Prior to each match, the teams come together to discuss and agree on the open rules they would like to play with. Mediators use visual aids to overcome language barriers and enable the teams to come to an agreement on the rules.

2. Second half: During the match, the players themselves are responsible for playing according to the rules agreed upon. Disagreements are resolved by dialogue - there are no referees! Matches are 12 minutes long without a change of ends and six-a-side.

3. Third half: Following the match, the teams again come together and discuss how fair they felt the game was played and decide on up to three additional fair play points for each team.

After two days of learning and playing, the winning team was the mixed delegation that had named itself after the network members in Kenya, Transforming Young Stars of Africa (TYSA). The kids were thrilled with their team victory.

"PROMOTING PEACE AMONGST MY COMMUNITY IS KEY. SO I SHALL BORROW THE IDEA OF USING THE FOOTBALL SKILLS TO BRING MASSES TOGETHER FOR A SIMILAR CAUSE"

PLULIDE NKWABIKUNZE VOLUNTEER, ESPERANCE
The cultural programme was a highlight of the festival and included a visit to the Kigali Genocide Memorial, a city sight-seeing tour and a cultural dance performance in the evening.

The youth visited all of the three permanent exhibitions. The first exhibition gave an outline of Rwandan society before colonisation, including the unifying features and the harmony that existed before colonisation as well as insight into the hardships of everyday life. The second part detailed the planned nature and horror of the genocide, as well as stories of survival and rescue, and from those who stopped the slaughter. The first part of this section detailed the post-genocide reconstruction that has taken place in Rwanda.

They also visited an exhibition on the history of genocidal violence around the world and a children’s memorial, dedicated to the memory of children killed in the genocide. At the end of the Memorial tour, the youth laid a wreath atop one of the burial sites to pay their respects to those who were killed during the genocide.

After the Memorial tour, the youth were treated to a Kigali city tour in the bus, which allowed everyone a chance to see the beautiful hills and suburbs surrounding the city.

In the evening, the youth went back to the centre and performed cultural dances that reflect the history and culture of their home countries.
FESTIVAL HIGHLIGHTS: PREMIER SKILLS

PREMIER SKILLS IS AN ORGANISATION THAT SEEKS TO EDUCATE YOUNG COMMUNITY LEADERS ON HOW TO USE FOOTBALL AS A TOOL FOR THEIR DEVELOPMENT. IT IS PART OF AN INTERNATIONAL PARTNERSHIP WITH THE PREMIER LEAGUE AND IS CURRENTLY OPERATING IN 19 COUNTRIES ACROSS ASIA, AFRICA AND THE AMERICAS FROM AFGHANISTAN TO ZAMBIA.

Since it began in 2007, 7,600 coaches and referees have been trained in 29 countries, who in turn have reached a further 1.2 million young people. 6,000 teachers have received training in the use of the Premier Skills English materials, with 3.5 million views of the materials online.

Through Premier Skills, young people, are given opportunities to become better integrated into their local communities, to develop their skills for employability and to raise their self-esteem. Teachers and learners of English are given free, compelling learning materials, drawing on football-based content from the most exciting football league in the world.

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Believing that football can deliver messages of peace and reconciliation, Premier Skills conducted a program within the festival that aimed to benefit young leaders and their communities. It encouraged a player-centred approach to coaching so as to coach people, not just football. As such, players learn skills and commitment through trial and error, reflecting on mistakes and adjusting accordingly so as to be successful in their following attempts.

The first two days of the Premier Skills program consisted of practical coaching and workshop sessions. In the workshop sessions, young leaders were introduced to different coaching methods and the ways in which they could be adapted to be more inclusive and promote the message of peace through the STEPS approach, or "steps, talks, equipment, people, and speed." Through using any combination of these factors, coaches were able to develop drills that consisted of messages relevant to the community’s needs.

On the third day, the coaches put these lessons into practice, resulting in short coaching sessions followed by constructive feedback.

These workshops enabled young leaders to learn how to plan a safe, inclusive, purposeful and enjoyable football session for their communities. It also taught them to observe and analyse the performance of groups and individuals so as to better respond to the individual needs of participants. The sessions also equipped coaches with the ability to provide encouraging feedback to participants so as to inspire them to progress and contribute to the evaluation of a coaching session.

Ultimately, Premier Skills’ program taught young leaders to be coaches who would make football sessions accessible to people of various abilities, fitness levels, ages, and access to resources. It instilled values of communication, fairness, and proactivity in the young leaders, further allowing them to contribute to the development of their communities back at home.

I AM GOING TO USE THE SKILLS TO PROMOTE GIRL CHILD EDUCATION, ADDRESS EARLY MARRIAGE CHALLENGES AND DEVELOP MY COACHING SKILLS FURTHER

HAMI FATHIME
MTG, STAFF KENYA

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Driven by a passionate, multidisciplinary team that brings together WASH experts with creative professionals, WASH United develops cutting-edge solutions in the fields of WASH advocacy and campaigns, behaviour change communication and the human rights to water and sanitation, and they partner with strong organisations that can implement at scale.

**SINCE 2010, WASH UNITED AND PARTNERS HAVE USED THEIR TRADE-MARK PLAY-BASED APPROACH TO TRAIN MORE THAN 200,000 CHILDREN IN SUB-SAHARIAN AFRICA AND SOUTH ASIA**

Their campaigns and media work have reached more than 500 million people with critical WASH messages. Their advocacy work has helped to facilitate policy change at country level and catalyse commitment towards the realisation of the human rights to water and sanitation.

"WASH United is a strategic partner of streetfootballworld Network Members," Alfred Mtuli of WASH United told us, "We engage with the members, providing them with technical support in washing. This year, we added a component regarding menstrual hygiene management, and we’re currently building the capacity for sports for development to incorporate this component. This festival is a great chance to train young leaders in this area, and it was great seeing how the network members are utilizing the power of sports to address a myriad of social, cultural, and economic issues."

Menstruation is a normal biological process and a key sign of reproductive health, yet in many cultures it is treated as something negative, shameful or dirty. The continued silence around menstruation combined with limited access to information at home and in schools results in millions of women and girls having very little knowledge about what is happening to their bodies when they menstruate and how to deal with it. The workshop aimed to address these issues by providing skills to the workshop participants, which they can disseminate in their communities.

WASH United delivered its Menstrual Hygiene Management curriculum to educate young people about taboos, hygiene and reproductive health. Using an approach that promotes fun games and positive communication, the curriculum is designed for the training of teachers/trainers as well as of adolescent girls and boys.

WASH United’s programme thus informed young leaders on the safe and hygienic management of menstruation. It broke the silence on the issue and contributed to the normalisation of its discussion. It also provided young leaders with effective strategies for changing the behaviours and attitudes on menstrual hygiene in their own communities.
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