GLOBAL IMPACT REPORT 2013

WHO WE ARE

streetfootballworld is the world’s leading network in the field of social change through football. We unite close to 100 organisations from over 60 countries that use football to engage young people, teach them important life skills and create opportunities for a better future. By connecting these organisations to partners from the realms of sport, business, politics and philanthropy, we bring global support to local initiatives. In 2013 alone, we reached 750,000 young people.

WWW.STREETFOOTBALLWORLD.ORG

64 countries

750,000 young people empowered

99 local organisations

$1,900,000 channelled directly to network members
IN 2013, OUR NETWORK EXPANDED TO INCLUDE

7 new network members
3 new affiliate members
4 new countries

FOOTBALL FOR HOPE FORUM 2013

Over 200 leading experts from around the world

In June 2013, amid widespread demonstrations in Brazil, the world of development through football gathered at the Football for Hope Forum 2013 in Belo Horizonte. The conference sought to engage with the underlying issues of the protests, prompting an exchange of information and inspiration on how football can be used to create positive social change on a local, regional and global scale. The event is just one result of streetfootballworld’s ongoing, strategic CSR consultancy work for FIFA.

“At the Football for Hope Forum 2013 in Belo Horizonte, we have the who’s who of social development work through football. Especially in the context of what is happening in Brazil at the moment, there is a need for football to be used as a force for good.”

Federico Addiechi, Head of Corporate Social Responsibility, FIFA

“At the forum, streetfootballworld network members from all over the world were able to share their expertise and showcase the wealth of knowledge that exists in their communities.”

Dr. Vladimir Borković, Network Director and COO, streetfootballworld

FOOTBALL FOR HOPE
ADIDAS EXCHANGE PROGRAMMES

“We were thrilled to be able to host and learn alongside our peers who are equally committed to promoting youth development through soccer. We are proud to be part of this impressive and growing community—in the US and around the world.”

Heidi Warren, Executive Director, Starfinder Foundation (USA)

streetfootballworld facilitated two Football for Hope adidas Exchange Programmes in 2013: one in Brazil and one in the USA. Participating organisations had the opportunity to exchange knowledge and expertise, and to improve their coaching skills in an advanced Coerver Coaching seminar.

30 network members
5 countries across the Americas
20 CENTRES FOR 2010

20 Centres for 2010 is FIFA and streetfootballworld’s shared investment in local organisations using football for social change across Africa. The ambitious initiative, which is building 20 community health, education and football centres across the continent, made significant progress in 2013, with the 16th centre opening in the South African township of Alexandra, Johannesburg.

FOOTBALL FOR DEVELOPMENT IN BRAZIL

With support from the German Ministry for Economic Cooperation and Development and in collaboration with the German Agency for International Cooperation, streetfootballworld Brasil began a number of initiatives in 2013. Through projects such as the Learning Community and a youth debate series, we aim to strengthen Brazilian organisations working in social change through football, and ensure that a positive social legacy is left in the host country of the 2014 FIFA World Cup™.

BEYOND SOCCER

Over 140 guests from the worlds of professional football and social development

Beyond Soccer was our first high-profile event to be held in North America, and the first major event in the USA to focus exclusively on the power of football for social change. Further editions are planned for 2014.

“The Beyond Soccer event in Philadelphia is a great sign that soccer for social change in the USA has already made a huge impact on the lives of many people.”

Darius Shirzadi, Executive Director and Co-founder, Project GOAL (USA)

SIYAKHONA GLOBAL

We launched the second edition of Siyakhona Global, an international initiative driven by FIFA and Sony, within the framework of the FIFA Partners’ CSR programme. By providing digital photography equipment and media training to young people, the project enables them to tell their personal stories and boost their employability.
We were granted special consultative status with ECOSOC, which will allow us to promote the concept of social change through football at the highest level of international development.

“This is a huge step forward for streetfootballworld. It’s a chance to embed our work in the thinking of global and regional policy makers, which will contribute to our overall goal—changing the world through football.”

Mike Geddes, Managing Director, streetfootballworld USA

Kicking for Hope at the Zaatari Refugee Camp in Jordan

25 volunteers from Syria and Jordan

The very first youth leader training seminar in the Kick for Hope project was held at the Zaatari refugee camp in November 2013. Carried out by streetfootballworld, the Asian Football Development Project, and Cross Cultures Project Association, the project offers a series of seminars for young Syrian and Jordanian volunteers to learn how to use football to promote peacebuilding and conflict prevention in their communities.

Clinton Global Initiative Latin America meeting in Rio de Janeiro

streetfootballworld Founder and CEO Jürgen Griesbeck presented our joint initiative with Ashoka, the Team Brazil Social Legacy Fund, to a range of global leaders from the private sector, government and civil society.
DEVELOPING A TEN-YEAR STRATEGY FOR FOOTBALL IN COLOMBIA

streetfootballworld became a consultant in the creation of a ten-year strategy to ensure safety and security in Colombian football. It aims to alleviate the violence often associated with the game and to strengthen football’s role as a tool for social inclusion. The strategy is the first of its kind in the world and is intended to become public policy in Colombia, with the potential to be replicated in other countries. It was developed by our network members Tiempo de Juego and Colombiantos, in cooperation with streetfootballworld, the Con-texto Urbano Association and the Colombian Ministry of the Interior.

THE SOCIAL RESPONSIBILITY OF FOOTBALL IN ASIA

streetfootballworld was a consultant for the Asian Football Confederation, the governing body of Asian football, in the development of a ten-year strategic plan for the region. The ambitious plan sets the foundation for the integration of social responsibility into the core of football in Asia.

WORLD ECONOMIC FORUM AND ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM

streetfootballworld continued to advocate the field of social change through football and the work of our network members at a global level. At the 2013 WEF Annual Meeting, Founder and CEO Jürgen Griesbeck spoke on a discussion panel titled “Mega Sporting Events: In Whose Interest”. At the St. Petersburg International Economic Forum, he was part of a debate on “Cultivating the Next Generation of Global Philanthropists”.

LEAVING A SOCIAL LEGACY IN BRAZIL: LOOKING FORWARD

In 2013, we saw Brazilians taking to the streets nationwide to protest the high cost of preparations for the upcoming FIFA World Cup™. It showed us the immense potential of the world’s largest football event to be used as a platform for action. That’s why we teamed up with Ashoka and love.fútbol to create Team Brazil, a unique social legacy campaign around the upcoming FIFA World Cup™ and Olympic Games in Brazil. We are looking for partners who can choose from a portfolio of social projects to support, or invest directly into a social legacy fund that will go towards sport-based development initiatives in the country.

REGIONAL FESTIVALS IN BRAZIL AND KENYA

In December 2013, streetfootballworld network members gathered in Salvador, Brazil and Kitale, Kenya to celebrate the power of football for social change. Network members from across Latin America and East Africa came together in their respective regions to learn from one another, discuss how they can work together and, of course, to play football.
2013 saw much progress in strengthening our international gender working group, a special task force tackling gender inequality in the field of social change through football.

“Gender awareness and the pursuit of gender equality and inclusion are among key parameters for quality work in social change through sport, and particularly in social change through football.”

Steffi Biester, Co-founder and General Director, KICKFAIR (Germany)

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