

## Report on the Adjustment Conference in the Focus Area Sports within the COMMIT program of the Africa Initiative 3-5 May in Cologne

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The Adjustment Conference in the Focus Area Sports took place from 3 to 5 May 2013 in the Dorint Hotel in Cologne/Junkersdorf. The aim of this event was to use the ideas, suggestions and approaches of participants to further develop the models for German-African partnerships in the area of Sports prepared prior to the meeting. A symposium on the Focus Area Sports took place before the Adjustment Conference to determine the requirements for African-German partnerships.

### Friday, 3 May 2013

#### Introduction to the Africa Initiative, introduction to the working groups and methods

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- Objectives of the initiative:
  - Question traditional images and convey and work with multi-faceted, nuanced images of Africa in Germany and vice versa
  - Stimulate civil society processes and effectively promote community engagement; assuming many people lack the time to become actively involved, the strategy would be to target places where people are already actively engaged on a daily basis (schools, workplaces, clubs)
  - Rather than imposing an external initiative on a particular society, determine the needs within the society and work from the inside out
  - Promote and strengthen civil society in African partner countries as well as in Germany; promote suitable structures through projects that aim to reach individuals within the focus area
- Role of the initiative: a facilitation role of being a service center for the experts consulted as partners to this initiative

A brief presentation of the working groups and concepts followed, including an outline of the discussion points for the individual workshops.

### Saturday, 4 May 2013

On Saturday, participants worked in five different working groups to fine-tune the draft models.

#### Workshop I: German-African Sports Camp

The tasks were addressed in groups of 5:

1. Program & sustainability (suggestions for 3 sporting activities/5 possible themes)
2. Initiating involvement (what form should that involvement take? What means/methods can be used to achieve it?)
3. Partners & countries (suggestions for 3 partner countries/3 potential partner organizations)

#### (1) Program and sustainability

- Football should be included as one of the sports. Football is a popular and effective team sport. One possibility would be to think about including football with modified rules.
- Further brainstorming about the program content led to suggestions that team-building games, traditional games and ice-breaker games could be included and even disciplines like dance.
- Selection of the sports and games should be subject to certain minimum requirements: that the program is simple to reproduce with minimal material input (e.g. all games should be able to be held without any indoor sports facilities)

## (2) Engagement

- The partnerships should be formalized via “signed agreements” or similar measures.
- It makes sense to use local and/or existing structures wherever possible.
- Follow-up camps should be possible at various levels. The program should be designed in such a way that other host nations can simply adopt the organizational and financial structure once it has been developed.
- Create network platforms (social media, blogs etc.).
- To ensure sustainability, the local community (schools, families, parents etc.) should be actively involved right from the conceptual stage.
- One possibility would be to train some “peer leaders” or ambassadors of the program.

## (3) Partner organizations and target countries

- In the search for potential partner organizations, existing internet platforms may be helpful for the purpose of establishing contact.
- As a general rule, the search for partners should not be a call for volunteers, but a search based on a list of certain criteria or a “call for applications”.
- It was also decided that existing partnerships should be leveraged.
- In terms of the search for participating countries, the view was taken that, at the very least, West, East and Southern Africa should all be represented.

## Additional content and ideas

- Address international as well as country-specific challenges and circumstances (youth unemployment, social inequality, violence, drug and alcohol abuse etc.)
- The program should not be designed solely to address challenges but also have a resource focus, i.e. what specific strengths can young people from each partner country contribute?
- The design of the program should reflect the fact that sport is an ambivalent medium
- The program must be fun, have real appeal and be emotionally engaging for the young people participating
- Need to adapt camps to each host country (main content, sports, forms of exercise etc.)

## Open discussion points:

- Review the planned target groups: Are underprivileged participants from Germany and the African partner countries equally suitable targets?
- Paying camp participants is at odds with the idea of encouraging community involvement
- Review the make-up of camp participants:
  - a) Fixed group with the same set of 32 participants at all camps
  - b) Group with new set of participants per camp
- Determine the timeframe of the model and the individual phases of each camp
- Stick to the list of criteria for creating models:
  - a) Must be distinct from any existing projects: run a stock take to determine this, i.e. a search of comparable or similar programs to avoid any overlaps with parallel initiatives; cf. “Youth Leadership Camp” (UNOSDP)
  - b) Generate community involvement
    - develop strategies for doing this as part of the model
  - c) Cooperative partnership: clarify responsibilities
  - d) Finalize the funding plan; approach sponsors; cooperate with internationally active companies (e.g. VW); generate third-party funds; consider self-sustainability of the model
- To what extent can local resources be used to implement the model?
  - a) Cooperation with African communities in Germany
  - b) Cooperation with German communities in Africa

## Workshop II: German-African Football Tournament

After the two concepts were presented by Alfred Zebi (PA Sports) and Victor Boadun (Afrisko e.V.) an attempt was made in the discussion that followed to determine the common aspects that should be upheld and come to a consensus about any differences.

The concept of Afrisko e.V. is very much focused on grassroots sports and would involve Africans living in Germany as well as German and African participants. The concept of PA Sport, on the other hand, is heavily focused on media participation.

During further discussion, an attempt was made to set some initial timeframes. An agreement was reached that the first tournament should take place in the year 2014. There were differences of opinion over the timing of the tournament. Some participants anticipated problems due to the World Cup being scheduled for June of that year in Brazil. It could be difficult to turn the attention of the media and professional footballers to a German-African tournament.

To minimize any such overlaps and avoid the rainy season in West Africa, the Easter holidays were suggested as a possibility for holding a tournament in Germany, and August 2014 for holding a tournament in Africa. It should be possible to draw media attention to the events at those times and thus increase the number of people reached by the event. It would also make them more attractive to potential third-party sponsors, whose contribution would be essential to sustainable planning of the tournaments.

Documentary films about the tournament, individual participants or teams would also increase the publicity effect. Another discussion point was to reduce the number of countries or categories of teams involved in the first tournament, in order to keep the focus on the cultural supporting program.

The workshop participants agreed that the countries should be confined to Ghana, South Africa, Côte d'Ivoire and Kenya and the categories reduced to U17 and U21 male and female teams. The U17s should be selected from school teams and the U21s from club teams. This would ensure the young people involved would act as catalysts and ambassadors for the initiative in their schools and clubs.

The possibility of holding preparatory tournaments was discussed. This would have the advantage of generating greater awareness and more participants. However, it would depend on finding suitable cooperation partners in the participating countries. Some potential cooperation partners include local GIZ offices, embassies or the Goethe Institut.

The suggestion by Alfred Zebi to organize a friendly tournament of former football pros in order to arouse media interest met with open ears in the plenary session. The players would also act as ambassadors in their respective countries.

The duration of the events was also discussed, as all participants felt that 3-5 days were not enough for any meaningful cultural exchange. Suggestions were made to extend the length of stay by accommodating players in host families and expand the opportunities for encounter and engagement through social media like Facebook and Skype.

Some of the next steps to be taken were budget calculation and detailed planning of the supporting program or side events.

### **Workshop III: German-African Traineeship Program for Sports Journalists**

#### **a) Presentation of participants and concept**

##### Idea behind the concept:

- Media representatives are generally involved in intercultural exchange and simultaneously act as catalysts as they exert influence via the content of their articles; journalists convey not only news but also contribute to the process of reflection and exchange
- The same is also true of sports journalists
- In addition, sport plays a special role in that:
  - the rules of sport normally extend beyond national/social/language barriers
  - some initial sporting experience is usually gained during the natural socialization process (school, everyday life...)

- and sport is generally associated with positive emotions
- which means sport has a special inclusive power that will be harnessed by this project

Target group:

- editors, journalists and interns working in print, online and audiovisual media
  - protagonists in the diaspora will also be included as co-organizers and catalysts
  - involvement of the broader public media, sports clubs and associations
- all levels will be addressed

Content and approach:

- Summer Academy:
  - 10 participants envisaged – the number arose from the Leipzig Symposium but was considered too high for an initial project phase
  - Content: intercultural training, language training, local site visits to such places as Deutsche Welle, encounters with sportspeople and media representatives, but the content is open to further discussion and should remain flexible
  - Rotation of the venues envisaged: in view of the visa requirements and proposed start date, the first Summer Academy should take place in an African country
- Followed by a traineeship:
  - Three-month stay in the counterpart country
  - Form of activity: internship or work experience placement
- Evaluation requirement:
  - At least one longer article based on the participant's own research should be published as a concrete outcome
  - Also proposed: creating an internet platform for the purpose of documentation and discussion, with the added benefit of giving the project greater visibility
- Follow-up meeting:
  - Evaluation of the program; it may be possible to obtain some initial feedback here that can be used to improve a second run of the program.

**b) Workshop discussion:**

1) Costs, financial framework and key players

- A **scholarship program** is envisaged that would be more tangible for sponsors of the project: through their own contribution (financial or HR), participants undergo professional development (visibility)
- Both minor and major **media players** should be included
  - smaller players may be more open to new projects
  - even among the more established media, it cannot be assumed that all editors/journalists have the necessary intercultural sensitivity, an increase in awareness is desirable

2) Suitability of participants and selection procedure

- The objective of the program should be seen as **professional development** in the wider sense, rather than as training
- Learning goals: gaining background knowledge of the respective sports systems and working conditions and acquiring new language skills
- No need for participants to have prior experience of Germany or Africa; prior training: journalism qualification and/or journalistic experience

**c) Other suggestions, critical points and questions:**

- Duration of the traineeship: one month might be sufficient and easier for participants to incorporate into their work commitments than three months.
- Possible language barriers: how can this problem be addressed?
  - Formation of language tandem teams in editorial offices

- Linking the internship to international/globally active editorial agencies?
- Published articles would have to be translated. This could be a problem for smaller media organizations that lack the financial resources to do this.
- Content of the intercultural learning goal, with regard to “Critical Whiteness”
  - Who will determine what the specific learning goals are in this regard, and should a neutral third party be included to do so? Can German concept developers define the learning goals for African participants?
- Ideas for potential partners:
  - Münster community radio channel (Münster Bürgerfunk) broadcasts content produced by a Lubumbashi community radio
  - Children’s radio channel RADIJOJO! (Berlin)
  - Partnerships with journalism schools would be unlikely to work, since there is a lack of comparable structures on the African side
  - Deutsche Welle: has its own academy for international professional development purposes, and the area of Sport could become an extension of that
  - “Play the Game” (civil society association with a scholarship program): has expertise and international contacts
  - German Sport University Cologne has excellent contacts with German institutions and journalists and the relevant pools could be mobilized here; its experience in training and practice should definitely be leveraged
- Pooling and networking opportunities are foreseeable and feasible
- Three-group concept: (Germans, Africans and members of the diaspora): which role should which group adopt? What sort of teams should be formed? Some ideas:
  - Teams of 2-3 journalists? 3-person tandems – one from each group?
  - Should participants from the diaspora community be sent to a different country than their homeland? Reporting from a different African country → interesting African cultural encounters? Reporting from the homeland → a new look at the supposedly familiar?
- The model must have the potential to be financially self-sustaining after the initial period of funding (“snowball system of engagement”). Reference was made to a long-term existing radio project in Lubumbashi; reference was also made to existing structures that might include sports journalism within their current program; importance of involving the diaspora as sustainable supporters of the network
- The market situation must also be taken into account. Is there sufficient interest in German-African articles in the first place (cf. poor coverage of the *Africa Cup of Nations*)? “Sport” as a subject is meant in the very broad sense here: not “1:0 reporting”, but the full bandwidth of ‘sport and values’, including ‘sport for the disabled’, ‘sports systems’, ‘personalities in the sporting world’ etc. as well as reports about the exchange experience itself.

#### d) Input: new ideas

- Could an income-generating product be developed from the resultant reports/articles?
- Cooperation with exam candidates of film colleges, with someone covering the project as part of a final course assignment (documentary film), for which primarily the college’s own equipment and budget would be used

### Workshop IV: German-African Coach Exchange Program

In terms of the target groups, there was confirmation that preference should be given to committed schools and PE teachers. For this reason, there was a suggestion made to rethink the timing and 2:2 tandem system, since German bureaucracy could make it hard for teachers to be released from classroom duties for long periods.

Resorting to the long school holidays is something that would have to be coordinated with the partner country in each case. On the African side, inclusion of community coaches was strongly favored, as they work in both the schools and the local communities, and thus reach a wide range of people. In the long term, it would be necessary to include as many associations, teams and clubs as possible, in order to ensure sustainability and replication of the effects.

The consensus was that the working language for this initiative should be English, which means the focus should be on secondary schools to ensure the young people involved have the necessary language skills.

Should the model prove successful in Kenya, it could later be applied to other African partner countries.

The basic question of quality management was raised and a heated discussion ensued. While both the sporting and educational side needed to be addressed, the focus should not “only” be on the professional sporting quality of the experience, but also or rather primarily on the degree of intercultural exchange. Emphasis was placed on the development of a common teaching model that combines various differences and strengths.

If over the course of the project, a degree of professionalism developed, in the sense of licensing for coaches/teachers, formation of clubs etc., it would be a welcome side effect, since there was a basic need on the African side for more training expertise.

In that context, mention was made of the programs of so-called “Schools of Excellence” that are already involved in Africa, as well as some of the elite sporting schools. Networking with these schools should be encouraged.

In terms of funding sources, cooperation with sponsors was suggested (like Henkel, VW and various airlines), as well as the embassies in each location, the Ministry of Education and Culture, the DAAD, the Goethe Institut and other organizations, since they offer development programs and have the necessary structures and networks in place that would be very helpful.

In addition, the desire was expressed for other, completely unbureaucratic channels to be explored. People should not be reluctant to pursue direct communication routes.

As a general rule, everyone involved in this project should contribute something to it, though this did not necessarily have to be in a financial form. After compiling a draft business plan, products generated over the course of the project (such as handbooks, videos, photos etc.) could be marketed, and workshops or holiday camps organized (for a small fee). It was also suggested that regional products of the counterpart country could be sold as part of the exchange process.

In conclusion, it was agreed that this project could and should not be about development aid or integration work in Germany.

## **Workshop V: Educational Program in the Area of Fan Projects**

### Project idea

Football clubs and stadiums have a highly integrative effect on young fans, which can be used as the basis for the planned social initiatives and the messages to be conveyed. The relaxed atmosphere should have a positive influence on the learning goals. The target group(s) of this project are young people, including youth with troubled backgrounds, experiences or disabilities. The learning goals and issues should focus on the cultural and personal development and training of these young people. Sports-related courses should be offered that include life skills, career planning, civic education and values that can be conveyed via their football idols and the importance of the club to these young people. The methods used to convey the content will include sports and games, training units, role plays, exercises, group work, the use of new media, documentaries, job application training etc. Suggestions for learning modules include Culture, Racism, Discrimination, Homophobia, Oppression, Social Skills and Social Inequality. September 2013 was the suggested time to begin implementing this project idea with a pilot group in Cape Town. Over that period, an initial meeting with potential partners would take place. The plan is then to select project leaders, approach and select group participants, conduct a partner exchange with the workshop leaders and then begin setting up the “Learning Centers” in the spring of 2014. The aim would be to run continuous workshops in both

countries [with dual mentors in place]. The first (Africa-Germany) exchange will take place in the fall or winter of 2014 and then be evaluated before the next group in Nairobi begins, so that any feedback can be used to help improve the process.

The project idea was supplemented by presentations from two people responsible for existing fan projects in Bremen und Gelsenkirchen, who talked about their work and reported on their experiences.

### Discussion

The fan centers already successfully established in Germany will not be replicated in identical form in the African countries. Instead, the idea will be adopted and then adapted to the local conditions in each case, like the existing infrastructure, current issues facing young people etc. In many cases, the basic elements of central themes can be adopted as they have global relevance. The age of the young people to be addressed by this initiative is 12 to 20, or in some cases even younger, so that values and impressions can be conveyed at an early age. The composition of the groups will depend on the specific subject matter, but there will also a special focus on bringing together young people from different social backgrounds in order to achieve the greatest degree of mutual understanding and break down any prejudices.

The precise details and nature of each initiative are to be determined in a specific concept devised by the cooperation partners and local stakeholders of each African country where the project is to be implemented. The infrastructure, football teams, clubs and NGOs in each case should be taken into account. Regional teams and existing fan bases should be involved in the project. The level of cooperation could be augmented by such things as German-African friendly games, training camps and partner clubs.

Funding has not yet been clarified and this should be investigated, along with a financial calculation once the concept has been finalized. SPA e.V. might be able to supply some start-up funding, provided a financial plan for the project is submitted and the criteria defined by the Federal Ministry for Economic Cooperation and Development (BMZ) for the development of models have been met. Other financial assistance may be able to be secured via European social funds, the Bundesliga Foundation, the GIZ, sponsors (e.g. sporting goods manufacturers) cooperation partners or other organizations in Germany, as well as some of the movers and shakers and football clubs in Africa. The funding situation must be clarified before the project begins, which means the planned start in September 2013 will be postponed to March 2014. The approach to potential partners can occur at the same time as the search for financial resources. Once German organizations have agreed to support the initiative, it will be easier to find cooperation partners for the project in Africa.

Kenya and South Africa are the pilot partners of this project, but other African countries will be included once it has been successfully implemented. The project is designed to further strengthen German-African cooperation and international exchange between these countries. After its initial implementation, the project will be evaluated and developed further on the basis of the feedback. It is also important, for evaluation purposes, to define the goals and key indicators or values by which the success of the project will be measured.

### Experience of the working group

Those attending the workshop were given the task of making suggestions during a brainstorming session in response to the following questions: 1. How can the sustainability of the project be guaranteed and how can other people and groups be persuaded to become involved in the project? 2. What potential stakeholders and cooperation partners could be involved in the planning and implementation process? 3. What kind of learning content or subjects should be included in this project?

#### 1. Involvement/sustainability

- Encourage famous football players to be patrons of the project
- Obtain testimonials e.g. from the National Coach of RSA (SA) Gordon J
- Encourage African Bundesliga (German Football League) players to be patrons
- Activate the fan base of football clubs in Germany and the African countries

2. Stakeholders/cooperation partners
  - Include clubs involved in some of the learning centers in Germany
  - Encourage the well-organized fan base of German clubs to become involved in social initiatives
  - Encourage clubs, NGOs etc. in Africa to become partners
3. Learning content/subjects
  - Improve existing skills and strengths
  - Identify links and common themes/interests

## **Sunday, 5 May 2013**

On Sunday morning the results of the working groups were presented and discussed in the plenary session. The following open questions and objectives were the special focus of attention:

### **(1) German-African Sports Camp**

Next steps for this concept:

- There needs to be more explicit reference in the concept to the proposed strategy for generating civil society involvement as set out in the list of criteria.
- The type of cooperation should be more precisely defined, i.e. should a) recourse be made to existing partnerships or b) new structures be developed? Both options are possible for this project, so it would be sensible to define the specific criteria.
- The question raised during the workshop of whether to include disabled sport was discussed. Here, it would need to be explored what would be the best way to achieve this goal.
- The proposed program should not emphasize the element of competition, and its success should not be measured by competitive standards. Instead, particular attention should be paid to the individual strengths of the young people involved.
- It would be good to create a link to the Youth Festival planned by the Partnership with Africa Foundation e.V. for the summer of 2014 that is relevant to all Focus Areas.
- Should the same 32 participants be involved three years in a row, so they can be supported and accompanied over a longer period of time, or should 32 new participants be selected each year?
- Include the diaspora communities in Germany and Africa

### **(2) German-African Football Tournament**

- The existing concept suggested two options:
  - a) Three different tournaments: Berlin (06/2014) – Nigeria (12/2014) – Germany (05/2015)
  - b) One annual event
- In the workshop, Option b) was favored, and the following details specified:
  - One tournament a year held over 4 to 5 days
  - Different age categories would apply for the games contested between the countries
  - Football would be used as the starting point for participants to meet as equals on the playing field, with a dual focus on the sporting contest and on education
  - Other events could be combined with these tournaments, including perhaps a relatively big kick-off event and closing celebration.

Questions and suggestions discussed during the workshop:

- The proposed timeframe for running a tournament and sightseeing trips is too tight. The length of stay should be extended. Planning around this point is a little vague, possibly one to two days more, with participants also having the option of spending a week in host families after the event.
- Football stars no longer actively playing the sport could act as ambassadors for this project. On the final day, a match could take place between these former players that would also attract the attention of visiting media.
- Applications from prospective participants should come from schools and be submitted in the form of an essay about the partner country. In that way, many schools would be involved in



the run-up to the event and there would be a learning effect from the research needed to complete the essay. Clubs could be involved in applications from the upper age groups. The youth teams of famous football clubs (such as Bayern München) could play against famous African youth teams.

- Non-cash, project-related prizes are envisaged for the winners (such as participation in a football camp in Germany or a stadium visit during a football game in Germany).
- To increase the learning effect, evening activities were suggested, with presentations made by the participating teams about their home country.
- Contact should be maintained via the communication channels favored by young people (Skype, Facebook etc.).
- Idea: both sides could be accompanied by a documentary film team (“reality show”).
- What is the estimated **cost**? Planning should be based on a specified budget. A more elaborate event is possible if more funds are available, but if funding is limited a more modest event will need to be planned. Those responsible for this concept consider football events to be generally attractive to sponsors and point out that the local costs will be manageable.

Example from the plenary: Afrisko e.V. is planning a similar tournament in December 2014. Internal calculations based on 400 participants and a duration of about five days (three days of effective playing time) estimate the required budget to be €500,000 to €600,000. On a note of caution, it was pointed out that companies are less willing to contribute than some might assume, and because of this, it is vital to make arrangements as soon as possible to determine the budget for this event.

- Reference was made to the **visa problems** associated with a stay of just a few days. It was suggested that, with advance planning and sufficient notice given about the program, the visa application process could be simplified by involving the African embassies, who would identify with the objectives of the events. In addition, fewer difficulties are likely to be encountered if the event is organized within the framework of school exchanges.

### (3) Traineeship program for sports journalists

- Further details of the project concept following the workshop:
  - In the initial phase of this project, 12 people will take part in an exchange: 6 participants from Africa, 3 German journalists and 3 members of the African diaspora in Germany will work together in teams of 2 or 3 people.
  - The reasons for including representatives of the diaspora: as bridge builders, go-betweens and supporters of sustainable structures.
  - Application and selection process: interested journalists to apply and send a portfolio that includes a letter of motivation, work samples, résumé and references. Journalism training or journalistic experience is the pre-requisite for participation.
  - Candidates could be asked to name their contacts with media organizations. This could be helpful for building networks, raising awareness among the media and promoting the sustainability of the project.
  - Required language skills: two of the three languages (German, English and French) will be required to keep language barriers to a minimum.
- The Summer Academy should not focus solely on reporting the outcome of sporting events but rather on themes within the wider world of sport
- Online platform: the teams will make their work available online by posting reports, articles, recorded interviews and stories; via this platform, joint reports and written accounts will emerge and contacts will also be maintained; the material should be able to be used for promoting further project phases and also as teaching material for journalistic training.
- From the resultant documentation, an income-generating project could be developed: a book project, publication, calendar or pictorial record.
- On what levels does this project meet the criterion of sustainability?
  - The forms of cooperation in terms of both personnel and subject matter should be established on an ongoing basis.
  - The inclusion of the diaspora: active protagonists forge new contacts, share their knowledge

- and form small-scale, long-term support structures.
- A request was made for the substantive form of involvement to be specified more clearly in the concept, i.e.: precisely how will the sustainability of the project be ensured?
- Implementation phase: first academy in early 2014.
- Criticism from the plenary: Is there not a danger that any documentation of the initiative will end up being aired late at night on a minor channel and have little impact? The main media focus will be on radio as good contacts already exist with Deutsche Welle and Deutschlandfunk. Suggestion: journalists taking part in this exchange program could cover the football tournament; a host of potential synergies here.

#### (4) German-African Coach Exchange Program

- Exchange model: a 3-month exchange is proposed with two participants from cooperating schools in each case  
Critical point: obtaining release from professional (school) commitments over such a long timeframe could be difficult.  
Next step: consult with teachers to see what form of exchange would be realistic for them.  
Option: include more students in the project, as they are usually more flexible when it comes to planning their studies.
- Selection process: While in Germany PE teachers would be the contact people, on the African side community coaches would be more likely participants than school teachers. It was pointed out that the relationship between teachers and their pupils in Africa is very formal and austere. Community coaches tend to have better rapport with young people.
- The project should not focus primarily on the coach as an individual. While the success of the project stands or falls on the person involved in the exchange, the originating school should be the main focus. The coaches will return to their schools after the exchange and talk about their experiences, pass on their insights to the pupils and involve the school in the project.
- Financial matters/sustainability:  
Placing the focus on schools is part of the sustainability concept. Over the long term, such exchanges should be supported by internal donations, and personal contacts should become institutionalized.  
Potential synergies with other organizations should be explored, and the suggestion was also made for a video production to accompany the program that would increase its visibility and help attract donations.
- Sustainability: What happens once the coach exchange has taken place? Is any follow-up or alumni network envisaged?

#### (5) Education Program in the Area of Fan Projects

- Possible partners would initially be the youth centers of famous football clubs (e.g. Werder Bremen): existing structures, contacts and facilities can be used as well as their many years of experience with youth exchange programs.
- The target group was defined as young people aged 12 to 20, although adjustments for certain locations are always possible.
- The learning goals of the project in general terms are education and training, setting life goals and learning how to plan a successful career and personal future.
- Other themes for this project aside from the umbrella theme of sport include health and nutrition, the question of what culture is, as well as discrimination and racism. It is not appropriate to finalize the content at this point, since one advantage of this project is its adaptability to the location and the pressing issues in each case.
- Cape Town is proposed as the location for the pilot project.
- A long-term module on the subject of "My image of Africa"/"My image of Germany" is planned as part of the implementation process, and a need was identified to establish long-term groups for this project. As well as examining existing perceptions, one of the aims would be to establish (virtual, quick and affordable) encounters between young people via Skype, Facebook and Twitter.
- Some aspects of implementation have deliberately been left open to preserve the flexibility of the program:
- The learning centers of Bundesliga clubs in Germany are seen as potential partners (Werder, Schalke) as they are already very well equipped.

- A long-term module would include an actual exchange element; a pilot project in Cape Town to set the basic framework is planned, followed by an evaluation phase and then projects in Kenya and Germany.
- Content of the module: experience has shown that discussions about democracy are unlikely to capture the hearts and minds of the participants and the degree of information about the current state of democracy in each country is relatively high in most cases anyway. Problem areas must be addressed of course, but the actual conditions of German/African everyday life would be a more worthwhile topic.

### Presentation of the road map (Nicola Gutiérrez)

- Further work will need to be done on each project, with a focus on determining the type of involvement, including the details of the strategies for this in each case: in what way can as many people as possible be included and motivated to become involved?
- Timeframe:
  - May: adjustment of the models
  - Then: fine-tuning, including the involvement of the appropriate networks and establishing the organizational structure for the impending tasks
  - July: the models will be subjected to a review process and a decision made on their implementation: Have the criteria been met? Is there a chance of the project becoming self-sustaining after a certain period of funding? Selection of countries – which project would work in which country? Can synergies be created between certain projects?
  - Fall/ late 2013: Start of actual project implementation
  - **Specific assignment:** by early July the **input of the conference** will have been worked into the concepts (ideas as well as new suggestions and approaches)
  - Based on this result, each working group should compile and submit a **financial plan** (including mention of any potentially marketable products)
  - N.B. It must be possible to achieve the goals of the Africa Initiative through the models:
    - **Innovation:** The working groups must indicate whether any similar projects already exist and make a plausible case for the distinctiveness of their project. Otherwise there can be no justification for financial assistance.
    - **Partnership details:** the substance and the demand is clear, but the concepts must be able to show specific, identifiable consequences. Which partners are involved on the African side, and what form of cooperation is proposed? This aspect is essential for budgetary reasons and will be scrutinized.
    - **Underlying political conditions:** the feasibility of the projects will be checked by the GIZ and the Foreign Office. The will to cooperate must be there at a political level on both sides to ensure smooth and constructive cooperation between partner countries.
    - **Financial framework:** No indication given of the available funds, so that the long-term self-sustainability of the initiatives is not undermined. The financial calculations must stipulate a framework that can later be realistically achieved. It is possible to submit two versions – one based on a modest financial plan and one on a more generous budget. A template for cost calculations was made available to the working groups.

### Presentation of completely new concepts in the sense of an “elevator pitch”:

1) Kerstin Emma Finkelstein (ADFC): suggested a project based on the bicycle as an economic and environmentally friendly form of transport. Compared to Germany, many African countries have a very high percentage of “everyday cyclists”. Unlike many other subject areas, this is an opportunity to present Africa as the role model. With minimal financial expense, many traffic-related projects could follow on from such an initiative. A link with the “Traineeship for Sports Journalists” concept is conceivable via the ADFC’s own magazine and the influence of the association as a whole.

(2) Ghasem Spili (German Ju-Jitsu Association): pointed to the association's own "Social Competence via Martial Arts" program. Given the philosophy behind martial arts, this would be a focus area with the potential to take the heat out of conflicts in a simple manner. Potentially 7 "multipliers"/catalysts could be trained in such martial arts. Cooperation partners of the Ju-Jitsu Association include the universities of Hamburg and Heidelberg. A program for parents would be combined with the martial arts program to raise awareness of children's rights.

(3) Samson Tessema (FC Walia e.V.): presented the popular Ethiopian Football Festival in Nuremberg (Ethio-Nuremberg 2011 – a five-day festival attracting 10,000 visitors) with Ethiopian players and German referees. Many of those visitors suggested having a mixed tournament. Mr. Tessema was critical of the fact that the concept of a German-African football tournament ignored the large number of active footballers in Germany, and he suggested organizing a Football Cup that would bring together Germans and Africans already living in Germany.