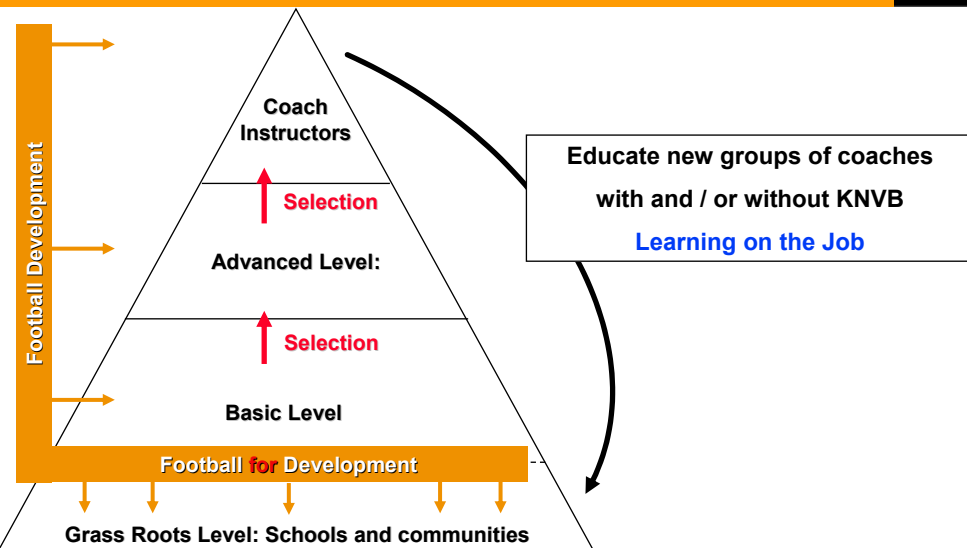


KNVB Football For Development



Johan van Geijn - KNVB Academy International Projects

Coach the Coach Programs



Football for Development= Capacity Building



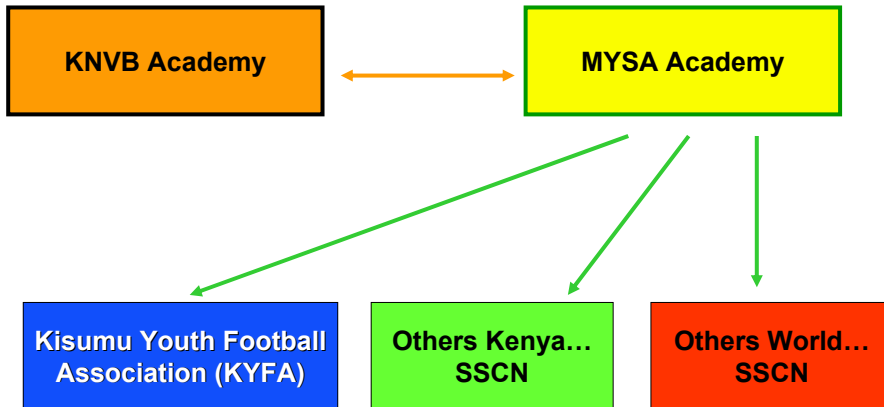
- **Local capacity building: educate youth leaders, coaches, referees and administrators**
- **Social Development: local social issues as part of the curriculum**
- **Strengthening Community Based Organizations**
- **KNVB is not important, the CBO is important (no branding)**
- **Football as the tool to mobilize youth**
- **Boys and Girls, Men and Women**
- **Creating and using Role Models**

Social Issues in the Courses



- **Football and Social Development (MYSA Structure)**
- **Football and Environment (Football and Community services)**
- **Football and Health Care (HIV/AIDS Prevention and information through Football)**
- **Football and Leadership (importance of youth leaders)**
- **Football and Women Participation / Gender Equality**

Example Kenya:



Method



- **KNVB to transfer football knowledge to local coaches and referees**
- **4 to 6 years 'investment in people'**
- **focus is local 'instructors' on football with specific knowledge of using football activities for social and community development**
- **'learning on the job' in own area, other communities and in co-operation with KNVB in other projects (National and International)**

KNVB Partnerships - WIN³



- Mathare Youth Sports Association in Kenya (1997)
- **Ministry of Youth/Sport and Mozambique FA (1999)**
- Kalusha Foundation in Zambia (since 2003)
- Burkina Faso (1999-2003)
- Rumbek Youth Sports Association South Sudan (2005)
- Stars in their Eyes/South Africa (2007)



The idea is that:

- Partners learn from KNVB (WIN)
- Partners learn from Partners (WIN)
- KNVB learn from Partners (WIN)



Learning on the Job Examples (2006-2007)



- **Martinho Fernades (Mozambique)** co-instructor at KNVB Course in Cape Verde (April-May 2007)
- **Kalusha Bwalya (Zambia)** lecturing on his community programs for Stars in their Eyes project coaches (S-Africa)
- **David Ouma (MYSA Kenya)** co-instructor at KNVB Course in Kisumu (Kenya) for Kisumu Youth FA and in Cape Verde
- **Mory Sanou (Burkina Faso)** co-instructor at KNVB Course in Senegal at DIAMBARs
- **Peter Serry (MYSA Kenya)** conducts KNVB Course in India (Mumbai) at the Magic Bus.
- **Ajay Shetty (India/Magic Bus)** assisting and learning at KNVB Courses in Vietnam

Local Partner Choice



- **The right Local partner has to be available**
- **Community based or a National organization with long lasting ties in communities**
- **Corruption free, transparent relationship**
- **A beautiful Website does not automatically make a good program**
- **'Marketing' and huge fundraising does not automatically mean good and economic spending of funding (we prefer a weekly tournament of 4v4 for 1,000 children over a 4x4 vehicle for the Program Director)**

Using Role Models?



- **A heroe is not automatically a Role Model**
- **Identification is important**
- **Within reach of the local participant (Tico Tico is closer than Ronaldinho)**
- **Gender (Is Maria Mutola for young Mozambican boys as big a Role Model as for girls?)**
- **Maqulate (MYESA Kenya) is a Role Model for the other Girls in the Mathare Slums in Nairobi. She is a Referee!**