



International Conference

Development through Football – Sustaining the potential of the first African World Cup

23 – 24 April 2010

Conference Venue:
Urania ('Dachsaal'), Uraniastrasse 1
1010 Vienna, Austria

Contact & Registration

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www.kenako.at / www.fairplay.or.at (in German only)



Introduction

Less than two months before South Africa 2010, the first FIFA World Cup on the African continent, the conference will draw public attention to the positive contribution of football in the fight against poverty and its contribution to development.

This pan-European conference will bring together decision makers in football, sport governing bodies and public institutions as well as key actors in the field of sport-for-development within the EU 27 and sub-Saharan Africa. These diverse groups and stakeholders will kick-off a transnational networking process of exchange of expertise and good practice in the field of sport & development.

The conference will adopt an Action Plan with recommendations addressed at sport and football governing bodies and organisations, football players (role models and pro actors) development agencies and NGOs, corporate sponsors and the media.

Target Audience

- Main European and African NGO stakeholders and experts in the field of sport and development, in particular the African grass-roots initiatives
- Football governing bodies (FIFA, UEFA, World Cup 2010 OC, football associations and clubs)
- Other sport and football stakeholders (player unions', football fans, anti-racism activists as well as referees and coaches)
- Decision-makers from governmental bodies (United Nations, European Commission, aid agencies, national ministries, members of parliament)

At the Vienna 2-day conference we expect delegates representing 30 different organisations from 20 different countries. In total, the conference will gather up to 100 multipliers.

Anticipated results

- Greater understanding and awareness of the link between underdevelopment, globalisation and the positive role football and sport in general can play
- Enhanced networking and increased expertise among grass-root organisations to address and campaign for the stronger use for sport as a resource for achieving the Millennium Development Goals (MDGs) and eradicating extreme poverty
- Stronger usage of the FIFA World Cup 2010 in South Africa as a medium for promoting development education and awareness raising
- Exchange of good practise and knowledge transfer between NGOs and football stakeholders
- Increased media attention on links between sport & development issues and the forthcoming FIFA World Cup

Registration and Hotel Reservation

All participants are required to register for the conference.

Please fill the Registration Form (download at www.footballfordevelopment.net) and return it to registration@vidc.org or Fax 0043 1 7133594 – 73, latest by 24 March 2010.

Registration is free. Please be aware that the organisers do not cover your expenses for attending the conference (travel, accommodation etc.).

We are happy to assist you in making a reservation for a hotel room in Vienna (please indicate your choice on the registration form).





Provisional Programme

(up-date 8 March 2010)

THURSDAY, 22 April 2010

Day of Arrival

19:00 - 21:00 Open Panel-Discussion for the General Public (in English language, no registration required):
“African Renaissance - Gains and Legacies of the World Cup 2010 for African Football”
Venue: Hauptbücherei Wien-Am Gürtel Veranstaltungssaal, Urban-Loritz-Platz 2a, 1070 Vienna

FRIDAY, 23 April 2010

8:30 Registration and display of information materials

9:30 **Opening Session**

Welcome

Barbara Prammer, President, VIDC and Austrian Council (*tbc*)
Austrian Federal Ministry for European and International Affairs (*tbc*)
Austrian Football Association (ÖFB) (*tbc*)

Opening Addresses:

Poul Hansen, Head of Office, UN Office on Sport for Development and Peace, Geneva
Patrick Gasser, Senior Manager Football and Social Responsibility, UEFA
Bella Bello Bitugu, Project Manager, VIDC, Austria & Ghana
and by FIFA, FIFPro and the European Commission (all invited)

Key note address:

Can football deliver development?

Kate Manzo, University of Newcastle

11.15 Coffee & Tea Break

11:30 **Plenary Session 1**

Football in Africa: Development or Exploitation of the continent?

African football stars contribute to the success of European club football but why does nothing flow back to the local African structures? How does African football benefit from football academies set up by European clubs: Are they neo-colonial instruments to export labour for European markets or are they necessary for the progress of the game in Africa? What of the abandoned and forgotten youth trafficked to Europe?

Thulaganyo Gaoshubelwe, Deputy General Secretary, South African Football Players Union
Otto Pfister, former team manager Cameroun, Togo & Ghana
Jean-Claude Mbvoumin, ex- International Cameroun, Culture Foot Solidaire, France,
Raffaele Poli, CIES- Centre International d'Étude du Sport, Switzerland
Chair: *Thomas Haunschmid*, name*it, Austria

12:45 Brief Presentations of the Workshops by the Workshop Chairs

13:00 Lunch Break

14:00 **WORKSHOP SESSION I**

WORKSHOP A: Development Education: Targeting schools and young people

Innovative methods, tools and projects to raise awareness among young people by using sport, presenting new approaches and sharing of experiences across Europe and beyond. How to work with young people in football and development.



Input: *Peter Karanja*, Mathare Director, Youth Sport Association (MYSA), Kenya
Samanta Musarò, COSPE, Italy

Panos Manoglou, Know-How Manager, streetfootballworld, Germany

Rapporteur: *Tom Colborne*, Tackle Africa, United Kingdom

Chair: *María Casas*, Fundación Red Deporte y Cooperación, Spain

WORKSHOP B: Campaigning and the media: Exploring the potential of the first World Cup in Africa for raising –awareness on sport and development

Advocating for Sport and Development and “getting the real story” by tapping into the potential of the FIFA 2010 World Cup in South Africa. How to use media platforms as resource for information on “who is doing” what in the field and on the ground. Opportunities and challenges in reaching different types of stake holders in the field of sport for development. Best practice in campaigning, awareness-raising and public events with football stakeholders.

Input: *Usha Sevaraju*, Swiss Academy for Development (SAD)

Cristina Desco, Fundació FC Barcelona, Spain (tbc)

Rapporteur: *Robin Ujfalusi*, Director, INEX-SDA, Czech Republic

Chair: *Yomi Kuku*, Search and Groom, Nigeria

WORKSHOP C: Tackling gender inequity and raising gender awareness through sport & development initiatives

How can projects and initiatives ensure that they address issues of gender and equity? Which are the stereotypes and prejudices which pose a barrier to the equal participation of girls and women in development through sport activities? And which are effective strategies and practices to tackle discrimination based on gender and sex?

Input: *Kojo Mattah*, Director, SOS Children's Village Ghana,

Marianne Meier, Swiss Academy for Development (SAD)

Rapporteur: *Elisabeth Zimmermann*, Delta Cultura, Austria

Chair: *Kaddy Conteh Ceesay*, Mahatma Gandhi Human Rights Organisation Gambia

WORKSHOP D: Sports and Conflict Resolution

Is sport the missing link for inclusion and overcoming deep-rooted divisions in post-conflict situations. Can sport and football in particular act as a tool for reconciliation and peace-making? What has worked and where are the limitations? What else is needed in addition to provision of appropriate infrastructure to make a project sustainable? How can local grass-roots projects secure funding?

Input: *Alain Makengo*, LISPED, DR Congo

Desbon Bushiri, Football Unites Racism Divides (FURD), Sheffield, UK & Burundi

Rapporteur: *tba*

Chair: *Martin Náprstek*, Deputy Director, Czech Development Agency, Czech Republic (tbc)

15:15 Coffee & Tea Break

15:30 **WORKSHOP SESSION II**

Repetition of **Workshop A**
Workshop C
Workshop B
Workshop D

16:45 **Football for Development Minifair:** Display of materials and visit of information stalls, screening of videos etc.



17:00 - 18:00 **Plenary Session 2:**
Reports from the workshops and discussion

19:00 **Ke Nako Afrika Evening (with Buffet Dinner)**
Key note speech by African academic

Dance performance „Don't step on my jersey” by *Elisabeth Bakambamba Tambe* (DR Congo & France)

DJ Line

Venue: Strandbar Herrmann (next to Urania)

SATURDAY, 24. April 2010

9:15 **Experiences on the Ground: Visual presentations on grass-roots initiatives**

9:45 **Plenary Session 3**
The exploitation of sex workers during football events: Issues and Initiatives
Dealing with the issue of organised crime of luring innocent girls and women for commercialised sex to serve guests and visitors.

Raffaella Chiodo, Benny Nato Antiracist Center

Almut Sülzle, University of Marburg (tbc)

Chair: *Layla Mousa*, UISP, Italy

11:00 Coffee & Tea Break

11:15 **Plenary Session 4**
The way forward: Which Sport & Development Agenda beyond South Africa 2010?
Future perspectives, Action Plan and Open Floor

13:15 **Closing remarks**

13:30 **End of Conference / Departure of delegates**

Partnership

The conference is organised within the framework of the European Commission funded project “Football for Development - Exploiting the potential of sport as a tool for awareness raising and generating public support”, which kicked off in November 2009.

Project Partners:

VIDC - Vienna Institute for International Dialogue and Cooperation (Austria)

INEX - Association for Voluntary Activities (Czech Republic)

UISP - Unione Italiana Sport per Tutti (Italy)

Mahatma Gandhi Human Rights Organization (Hungary)

Associated Partners:

MYSA - Mathare Youth Sport Association (Kenya)

SAFPU - South African Football Players Union (South Africa)

LISPED - Ligue Sportive pour la Promotion et la defence des droits de l'Homme (DR Congo)

Search and Groom (Nigeria)

SOS Children's Villages Ghana

Name*it – Media Office (Austria)