



**TOGETHER WE INSPIRE**



**DISCOVER OUR PROJECTS & PARTNERS**

# PARTNERS

## MEMBERS OF THE FOOTBALL CLUB SOCIAL ALLIANCE



## STRATEGIC PARTNERS AND SELECTED SUPPORTERS



# THE FOOTBALL CLUB SOCIAL ALLIANCE

## WHAT IS THE ALLIANCE?

The Football Club Social Alliance (FCSA) is a network of professional European football clubs that team up for social change on a global level. Their engagement has no relation to talent promotion. Instead, it solely focuses on the holistic development of young leaders to enhance their work with the children in their communities.

## WHAT IS THE ALLIANCE'S VISION & MISSION?

The FCSA uses the unifying power and values of football to contribute to the education of disadvantaged young people and to sustainably foster their development. The Alliance's main mission is the Young Coach Education programme.

## WHO RUNS THE PROGRAMME?

The education programme is run by experts of the FCSA clubs, local partner organisations and the Scort Foundation.

## WHAT IS THE AIM OF THE YOUNG COACH EDUCATION PROGRAMME?

The aim is to educate young adults to become coaches in grassroots football for children aged 6-12 years old. Through the education, they will become proactive leaders in their communities.

## WHO ARE THESE "YOUNG COACHES"?

Young adults who already work with children on a voluntary or professional basis can become a Young Coach. Read more about our Young Coaches on Page 13.

## WHERE DO THE PROGRAMMES TAKE PLACE?

The activities take place in post conflict and developing regions, where the FCSA's engagement adds value to pre-existing social projects.

# AMBASSADORS



"When it comes to the social engagement of FC Basel, two points are important to us: To pass on our professional competences to those in less privileged circumstances, and to do this out of conviction. With the Football Club Social Alliance we fulfil this and, in a short space of time, have the chance to achieve something big. I am proud and happy to be part of this, and to support the work of the people behind the projects as an ambassador for FC Basel."

**MASSIMO CECCARONI, FC BASEL 1893**

"Bayer 04 Leverkusen's social responsibility is as important as the daily business of the Bundesliga. The development of young people through a sustainable collaboration with the Football Club Social Alliance is a heartfelt task, which brings great engagement and joy. The experience of participating in team sports makes us stronger as we work for and rely on others.

This sense of belonging should be fostered in all social classes and regions of the world. The Football Club Social Alliance is such a team, supporting one another in its social engagement."

**RUDI VÖLLER, BAYER 04 LEVERKUSEN**



The other ambassadors from our partnering clubs are:

**Jan Delay**  
SV Werder Bremen

**Felix Gasselich**  
FK Austria Wien

**Martin Max**  
FC Schalke 04

**Niko Bungert**  
1. FSV Mainz 05

# YOUNG COACH EDUCATION PROGRAMME

## CENTRAL EUROPE

159 Young Coaches  
(disability football)  
> 900 children

## COLOMBIA

30 Young Coaches  
> 13,300 children

## INDIA

29 Young Coaches  
> 9,400 children

## INDONESIA

34 Young Coaches  
> 12,400 children

## ISRAEL & PALESTINE

16 Young Coaches  
> 1,400 children

## JORDAN

36 Young Coaches  
> 1,700 children

## KOSOVO

41 Young Coaches  
> 1,200 children

## LEBANON

31 Young Coaches  
> 3,600 children

## MEXICO

41 Young Coaches  
> 7,700 children

## RWANDA

85 Young Coaches  
> 6,400 children

## SRI LANKA

56 Young Coaches  
> 4,300 children

## SUDAN

25 Young Coaches  
> 1,200 children

## TANZANIA

41 Young Coaches  
> 3,300 children

## UGANDA

30 Young Coaches  
> 12,500 children

## UKRAINE

39 Young Coaches  
> 19,500 children

## VIETNAM

33 Young Coaches  
> 2,000 children



HOW LONG IS A PROGRAMME?

The implementation phase is within 12 months, in which the professional football clubs and partnering NGOs run 3 to 4 one-week workshops in the respective country/region.

WHAT IS THE CONTENT?

Three equal pillars: Coaching skills, leadership skills, as well as training on how to convey life and soft skills through their activities.



**1<sup>ST</sup> PILLAR**  
**COACHING SKILLS**

**Technical and organisational skills in the field of grassroots / children's football**

e.g. basic football techniques, organisation of football festivals, tournaments, training sessions

**International Instructors of the Clubs**



**2<sup>ND</sup> PILLAR**  
**LEADERSHIP SKILLS**

**Pedagogical and social skills to help Young Coaches work with children on and off the pitch**

e.g. teambuilding, coaching methods, communication, acting as a role model, code of conduct

**International Instructors of the Clubs**



**3<sup>RD</sup> PILLAR**  
**LIFE & SOFT SKILLS**

**Locally relevant topics as well as skills for further personal development**

e.g. health promotion (First Aid, health and hygiene), conflict management, problem solving, PR, strategic planning

**Experts of Partner Organisations and Scort Staff**

**FOOTBALL DEVELOPMENT**

**DEVELOPMENT THROUGH FOOTBALL**

“Looking back to the education four years ago in Indonesia, and seeing the Young Coaches now, I must say I am thrilled. They now have a lot more experience, which you can see when they prepare, plan and conduct a training. It is clear, that our project four years ago was very fruitful.”

**WILLY SCHMID, INSTRUCTOR FC BASEL 1893**



“It is really nice to see that in whichever location we are, we can do so much good with such a project. Also, it is great to see how much motivation the Young Coaches have to create opportunities to offer different activities to children.”

**STEPHAN BANDHOLZ, INSTRUCTOR 1. FSV MAINZ 05**

“The Young Coaches got a lot of ideas for practical exercises and educational games from us. They have learnt a lot and received many suggestions about how to put their newly acquired knowledge into practice with the kids. Through this, the Young Coaches have the opportunity to improve lives in their communities.”

**MARIE-LOUISE ETA, INSTRUCTOR SV WERDER BREMEN**



“It is very important that the local people here in Mexico know how they can work with refugees. From us, they receive a specialised training as coaches, so that they can confidently offer meaningful activities to the children.”

**ROBERT URBANEK, INSTRUCTOR FK AUSTRIA WIEN**





# YOUNG COACHES

The target group of the FCSA Young Coach Education programme is young adults (18-28 years of age) who already conduct social activities for underprivileged children in their communities. Through their work they may address different locally relevant topics, such as WASH (water, sanitation, hygiene), inclusion and female empowerment.

The programme adds value to the activities of these young adults (Young Coaches) by educating them on how to apply sports/football during their own activities. By offering attractive programmes to children and using their enthusiasm for sport, the Young Coaches are able to work with the kids on a variety of social issues.

Young Coaches are more than just football coaches. During the education programme, they learn about grassroots football trainings for children aged 6-12, and how to organise festivals; but more importantly, the training empowers them to become leaders and role models.

The life and soft skills training includes topics such as children's rights, inclusion, communication, fundraising, conflict management and health. The topics vary according to the local situation. For example, in Tanzania these included alcohol abuse, malaria prevention, child protection and child psychology, while in Mexico, tolerance, reduction of xenophobia and promotion of integration and peaceful coexistence were some of the topics addressed.

The Young Coach Education programme is designed to "train the trainer". This also implies that the Young Coaches share their new knowledge and expertise with peers in their communities. According to the latest evaluation (2007-2020), one trained Young Coach will pass on his/her knowledge to five peers on average.

# IMPACT SINCE 2007



23



**PROFESSIONAL  
FOOTBALL CLUBS**  
(FCSA Members & Guest Clubs)  
engaged in our programmes

411



**MISSIONS**  
carried out by instructors  
of the professional clubs

2,455



**DAYS**  
that have been committed by  
instructors of the professional  
clubs to our programmes

59,023



**HOURS**  
of educational value delivered to  
Young Coaches by instructors of  
the professional clubs, Scort staff  
and partnering NGOs

726



**CERTIFIED  
YOUNG COACHES**  
are now able to transform the  
lives of thousands of children  
and young people due to  
our programmes

29%



**AVERAGE FEMALE  
REPRESENTATION**  
on our Young Coach  
Education programmes

5



**PEER YOUNG COACHES**  
on average are educated  
by 1 Young Coach

3,710



**YOUNG LEADERS**  
(Young Coaches &  
Peer Young Coaches)  
have benefited  
from our programmes

>101,400



**DISADVANTAGED  
CHILDREN**  
are directly benefiting  
from their activities  
and mentor support

# VIETNAM

October 2018 - July 2019  
Hue and Ben Tre

Despite the strong economic progress following the end of the war in Vietnam in 1975, ethnic minorities from rural regions and those living in poor urban centres are still facing a number of health-related issues such as general hygiene, HIV/AIDS or alcohol and drug misuse.

In addition, children and youth from these areas regularly encounter various forms of discrimination and abuse due to their cultural and socio-economic backgrounds. They often lack positive role models in their communities, while girls in particular have limited opportunities to play sports such as football.

Aiming to address these problems, the FCSA collaborated with the Asian Football Confederation and various local partners. The Alliance educated 33 young adults from 13 different regions to become grassroots football coaches. The Young Coaches are now equipped with skills to offer fun, meaningful activities to local children in their communities and know how to make their activities inclusive for children with disabilities.

## MY STORY HIEN

*"I grew up in a town close to an SOS Children's Village and had a passion for football since I was young. I went on to study psychological education and after graduation I started working at the SOS village as an educator.*

*Before this education, my duty was to see how the children are doing at school. But after the first module, I had more ideas of how to organise activities and how to get more children involved. Since the Young Coach Education, I have been organising activities every afternoon for the children so they can come together and play. I learnt how to properly organise and structure activities and how to include more fun and educational games.*

*The thing that has made me most proud during this education programme is that it has helped me be more confident when I do the activities with children. I feel so happy and proud of being a Young Coach."*



33

Young  
Coaches



39%

Females



1:2

Multiplier Effect



50

Peer Young Coaches



>2,000

Benefiting Children



# TANZANIA

April 2019 - October 2019  
Iringa and Tanga

Tanzania has recently experienced a reasonable economic growth, however, some parts of Tanzania still struggle to provide basic facilities to the population. The country is faced with many health and educational challenges. Tanzania has an exceptionally young demographic. With 45% of the population aged 15 years or younger, there is a need to build capacity and provide safe and meaningful activities.

With these societal problems and the development potential in mind the FCSA and Scort delivered a Young Coach Education in cooperation with various local partners. 41 young adults were educated between April and October 2019 to become role models and leaders in their communities.

Furthermore, there was a participation of around 50% female Young Coaches in the education. The training of female Young Coaches helps promote the participation of girls and young women in sport-based activities in their communities.

## MY STORY KURUTHUM

*"When I was young, I was not allowed to play football. In Tanzania, it was not normal for girls to play football. The only thing that was important for my parents was that I went to school."*

*After graduating college, where I studied community development, I decided to take up football. I also started to coach children. In the beginning, I wasn't sure if I was able to teach children. However, due to my education as a Young Coach my confidence has grown and now, I know that I can do it. Although, one of my main challenges is that parents don't trust female coaches but I hope this will get better.*

*One thing that I have learnt and that I really appreciate is how to deal with kids with disabilities. Before the education I didn't know exactly how I should train them but, in the meantime, 3 kids with disabilities come to my training and it works well."*



41

Young  
Coaches



46%

Females



1:3

Multiplier Effect



113

Peer Young Coaches



>3,300

Benefiting Children



# MEXICO

May 2019 – February 2020  
Tapachula and Mexico City

Extreme violence, poverty, political instability and a lack of perspectives in Central and South American countries force hundreds of thousands to flee their homes. In hope for a better life, they make their way north and eventually cross one of Mexico’s southern borders.

Due to the strenuous journey, many remain in the south, one of the country’s poorest regions. The influx of refugees and asylum seekers, combined with the already scarce resources of the state, puts a strain on the local communities and increasingly intensifies social tensions.

In cooperation with the UN Refugee Agency (UNHCR) and the Refugee Education Trust (RET), the FCSA aimed to reduce this potential for conflict and xenophobia. The Alliance educated 41 young adults to become community leaders. The Young Coaches learned how to use football and educational games to pass on important values such as acceptance, openness and tolerance and thus promote integration and peaceful coexistence.

## MY STORY EULISES

*“I grew up with my parents in Tapachula. Our town is near the Guatemalan border, where many migrants come through.*

*I have a football school and I’m also the coordinator of all sports activities for RET International in Tapachula. Since I applied the new methods I’ve learned during the education, there has been a big change to my work with children. First of all, there has been a change in my personal attitude and to the relationship I have with the children. Instead of a “trainer-student” relationship, we are now a team. I have become closer to them. Also, I noticed a change in my work. I gained much more trust from the children and their parents.*

*I will implement all the activities and exercises I’ve learnt from the Young Coach Education. I’d like to create a programme for other coaches, so I can share all the knowledge with them. I think sport is such a useful tool to fight the discrimination and other conflicts, which the children face every day, especially the migrant children coming from other countries.”*



41

Young  
Coaches



63%

Females



1:8

Multiplier Effect



321

Peer Young Coaches



>7,700

Benefiting Children





# SCORT FOUNDATION

The Scort Foundation believes that every child has the right to learn and play, irrespective of their gender, background or ability. Children need people who they can turn to for advice and guidance. People who inspire them and create hope for a better future. With this in mind, in 2007, Scort established the Football Club Social Alliance, an innovative way for professional football clubs to get sustainably engaged in international development work.

Through the work of the foundation, motivated young adults learn to use sport and play to improve the health and wellbeing of underprivileged children. These young people become mentors and leaders within their communities.

Scort is responsible for all conceptual and organisational tasks, including the project management, fundraising and partnerships of the Football Club Social Alliance. Furthermore, the curriculum of the Young Coach Education programme was developed by Scort. Evaluations ensure that programme quality is maintained, and social impact is maximised.

For programme implementation and evaluation, Scort cooperates closely with both governmental and non-governmental organisations in the respective countries. By connecting experts from the footballing world to those involved in development allows the foundation to address a myriad of social challenges in the most efficient and powerful way.

With this experience, Scort sensitises and consults different stakeholders on Corporate Social Responsibility.



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