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

“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 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

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

Data as of February 2020
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.

1ST 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

2ND 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

3RD 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
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.
CERTIFIED YOUNG COACHES are now able to transform the lives of thousands of children and young people due to our programmes.

AVERAGE FEMALE REPRESENTATION on our Young Coach Education programmes.

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

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

IMPACT SINCE 2007

726
CERTIFIED YOUNG COACHES

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

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

Data as of February 2020
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.”
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.”
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.”
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.