



Stories from the Field
YDF Footprint in Africa
Youth Development Football (YDF) & Prof. Cora Burnett, BH Impact
Assessment Services

When we think about Africa, we often recall pictures of a wild countryside, rivers, forests, deserts, buzzing markets and media stories of poverty, devastation and hunger – a prime continent where branches of human justice are still thin and often absent. Those of us who have made Africa our destination are witness to a different experience as we meet people who charter a life of resilience and construct a social world of their own. Extended family ties stretch far and deep and so do family feuds, political turmoil and the many manifestations of poverty – painting a human canvas on which development programmes (including sport-for-development) need to blend in strokes for reciprocal change.

The GIZ/YDF programme is possibly one of the most significant programmes in terms of philosophy, methodology and scope that sheds light on development work as it is embraced, transformed and assimilated into real-life experiences. It is at this embedded level of social uptake that the selected 15 stories in the text and the detailed 45 stories on the CD articulate real-life experiences as told by programme participants, peer-educators and YDF partners who took up the responsibility and challenge to change lives for the better. Multiple voices give an expression to the meaning and dynamics of sports-related interventions as they affect individuals within a myriad of social relationships and contexts. The uniqueness of this publication is that it not only captures all these voices to constitute stories from nine African countries, but validates a ripple of impact where context is a prism for seeing and knowing. How do real people see and benefit from a sport-for-development programme? How does the North meet the South in partnership and trust? After reading these stories, you will not merely see young boys or girls kicking a ball and

appreciate the novel aesthetics, but you will smell the dust and know it is a family and community at play. You will realise that aspirations and expectations are born from a need for entitlement in a field where the pitch is only the beginning of a journey. May this brief encounter do justice to all who shared their lives with such honesty and hope.

Prof. Cora Burnett was born in Cape Town, South Africa. Through her extensive research throughout sub-Saharan Africa, and prolific publications on sport as a catalyst for social change, she is regarded as a prominent luminary in this field. She is currently the research professor in the Department of Sport and Movement Studies, University of Johannesburg. Her research interests include sport, gender, development, violence prevention, and research methodologies. *Stories from the Field* is a result of her research on the YDF project.

Youth Development through Football (YDF), started in 2007, is a project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in partnership with the Department of Sport and Recreations South Africa (SRSA), on behalf of the German Government and co-funded by the European Union. The project uses football to change the lives of disadvantaged youth through life-skills education and supporting local sport for development organizations with advice, funding and training.

MARKET:

- Everyone interested in child & youth promotion and sport for development
- Development institutions and implementers, both local and international
- Anyone who loves Africa and harbours hope for the continent

SELLING POINTS:

- First and most extensive collection of individual impact studies in sport for development
- Royalties will be donated to NGOs
- Includes CD-ROM with additional, extensive material

“Stories from the Field provides us with an exciting insight into this innovative approach and on the impact of YDF on individual beneficiaries. This extensive collection of case studies is a very valuable publication. It gives us even more strength to pursue our path and to continue promoting and using sport to change the lives of young boys and girls worldwide.”

— **Wilfried Lemke, Special Advisor to the United Nations Secretary-General on Sport for Development and Peace, UNOSDP**

“YDF has so far reached over 50,000 children and young people, hopefully offering

them better prospects for their future lives.“ — **Dirk Niebel, German Federal Minister for Economic Cooperation and Development, BMZ**

“... that has turned a modest programme seeking to integrate girls and boys from different backgrounds and ethnic groups, into a towering example of how commitment and cooperation can build a lasting legacy for a country, a continent, and a partnership for progress.”

— **Andris Piebalgs, Commissioner for Development, EU**

“... the present case studies complement the research and represent a valuable certificate of the impact on the personal lives of individuals. They give us a feeling of what it really means to use sport to attract, reach out and impact on the lives of young boys and girls.” — **Andreas Proksch, Director General, Africa Department, GIZ**

“Stories from the Field just couldn't be published at a better point in time. The case studies collected by the University of Johannesburg offer a unique view on the positive change sport can bring to the lives, not only of young girls and boys participating in YDF, but also to their peers, friends, families and communities.

We hope that Stories from the Field will be able to spread the belief that we have in sport as an innovative, effective and exciting tool to bring about social change and hope you enjoyed the narratives as much as we do in working to offer youth a better future.” — **Kelly Mkhonto, Director: Community Sport, SRSA, and Gerald Guskowski, YDF Project Manager, GIZ**

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