"...the time is right to encourage governments, development agencies and communities to think how sport can be included... to help children, particularly those living in the midst of poverty, disease and conflict."

KOFI ANNAN
NFF’s involvement has already stretched over many years, but has changed considerably in recent years, from the provision of equipment and materials, to education and organizational development via courses held by both Norwegian voluntary instructors and locally trained qualified personnel.

**EDUCATION** is provided on two levels: activity directed training for coaches, managers and referees, and training of instructors to enable them to carry out local seminars on their own. The latter ensures the sustainability of the education programme.

Disabled football is included in all the courses, and additional expertise on specific disabilities may also be provided to coaches.

The corps of voluntary instructors consists of qualified instructors who have been provided additional training in Norwegian development policy, cross-cultural communication, sports as a development tool, etc.

The corps of instructors has also established various groups: **PROFESSIONAL GROUPS** in the fields manager, coach and referee. Each group is responsible for its professional field, with the development and adaptation of educational materials and methods as its main focus. In addition, all the groups shall ensure that the area of Disabled football and other activities for the disabled is included in all materials the groups develop for their respective fields.

**PLANNING GROUPS** for the projects in Vietnam, Mali and Zambia. These projects are so comprehensive that the NFF administration requires assistance for both year-to-year planning and implementation of project activities. It also relies on the planning groups to contribute to strategic development, as well as drafting reports and applications and drawing up budgets.

NFF’s policy and some projects are described in the book “It’s not about the ball, but the goals - Football and International Development Cooperation”. An English translation of its main chapters may be ordered from the NFF.

A number of manuals and other materials have been translated to English, and several have been quality-controlled by UEFA, and received their “Grassroots” stamp of approval.

The interest and confidence in the use of sports, particularly football, as a development cooperation method has increased dramatically in recent years. Many aid organisations have realised this, and either use sports as a vehicle to impart
values, attitudes and knowledge, or wish to do so in the future.

NFF’s task is to ensure the quality of the football activities themselves, as well as professional training related to this, based on our fundamental values, as well as developing and applying participatory methodology, where the essential aim is to impart values and knowledge.

THE NORWEGIAN MINISTRY OF FOREIGN AFFAIRS has also, through its strategy plan for applying culture and sports in development cooperation, accepted that the development of sports as such in partner countries constitutes useful and genuine social development, replacing the former requirement that activities had to contain components which were not sports related, for instance within health, peace/reconciliation etc. NFF supports this view.

NFF has entered into a number of partnerships in the area, where the partner(s) supply the necessary local knowledge and insight, for instance in relationship to political, historic or cultural conditions, as well as partners with the necessary professional expertise to provide additional components during the courses.

Such additional components may be connected to gender issues, health (hiv/aids, TB, malaria), peace/reconciliation etc. Such non-football related components in training are generally termed “Life Skills”.

The project partners may be Norwegian, international or national organisations, national football associations, national or local authorities etc., together or independently. In this regard, conformity between the fundamental values the organisations are built upon is absolutely necessary.

As of today, NFF has no organisations whose main aims are connected to religion and/or politics as partners. However, NFF may cooperate with organisations who have secondary aims of this nature.

NFF is involved in a number of projects, but in different roles; from NFF having complete ownership of and operating individual projects, to NFF contributing as football training consultants for aid organisations such as Norwegian Church Aid, the Red Cross, Norwegian People’s Aid, the Norwegian Mission Alliance, the Norwegian Association of Disabled, UNICEF and others, as well as local and national authorities and/or football associations.

The Football Association of Norway
The project was established in 2001 in Hanoi, and moved to Hue in 2003. It aims to train instructors, leaders, coaches and referees, primarily in the education system in the provinces of Hue, Haiphong and Quang Tri, as well as forming grassroots football clubs in primary and secondary schools.

It now involves 5 fulltime staff, as well as 2 part-time and one full time expert from Norway, funded by Fredskorpset (FK). Ca 1000 coaches, leaders and referees have bee trained by the end of 2008. Thirteen 23 m x 45 m gravel pitches have been constructed. An artificial mini pitch has been built in a primary school in Hanoi. 86 grassroots football clubs have been established, one of them with activities for children with different disabilities. Integration project for children infected and/or affected by hiv/aids in Haiphong, 7 clubs established.

Tournaments on local, district, provincial, national and international level, all of them with 50/50 boys and girls participation. The project has an Advisory Board, where all partners participate. Life skills component, especially with focus on hiv/aids, in all football courses.

Teams from Laos and Thailand are participating in international tournament, The Cross Border Tournament in Hue. U14 girls teams have participated in Norway Cup in 2007 and 2008. FFAV staff has trained football staff and volunteers from the Mission Alliance in HCMC and East Meets West Foundation in Danang.

THE PROJECTS PRIME PARTNERS ARE:
The Football Association of Norway, Lead Agency
Nordic Assistance to Vietnam/Norwegian Church Aid
Department of Education and Training, TT Hue
Vietnam Football Federation
Youth Union and Women's Union
Mothers and Wives Clubs in Doson.
Activities as in FFAV in Vietnam, but on a smaller scale, and mainly focused on women and women’s football. Life skill component linked to gender issues.

The Mali Football Federation is the main partner, and the project forms part of UEFA’s Meridian Project, where western football federations have partner federations in Africa.

Training of leaders, coaches and referees is mainly carried out by Norwegian female instructors. Participants have been recruited from all over Mali. So far, the project has operated in the capital Bamako, but will be extended to the provinces.

Football tournaments have been organized every year, with participating boys and girls’ teams.

A grassroots football club for children and youth, with a special focus on disabled and other marginalized groups was formed in Bamako in 2008.

U14-year old girls’ teams from Mali has participated in the Norway Cup in 2005, 2006 and 2008. The 2008 team won the tournament!

MAIN PARTNERS:
The Football Association of Norway, Lead Agency
The Football Federation of Mali
The Norwegian Church Aid
The SOS Children Villages Mali

www.fotball.no
Together with SOS Children Villages in Norway and in Zambia, NFF members and partners have contributed to a solidarity drive to finance the building and operation of an open Children’s Village for 150 children and youths; with a kindergarten, school and a Family Strengthening Programme in Livingstone in the south of the country.

A little more than 16 million NOK (about 2 million Euros) was raised. The Children Village in Livingstone opened in October 2008.

Football courses for coaches, leaders and referees have been conducted since 2006 in Lusaka and Kitwe.

A number of other organisations who work to promote social development in Zambia using football as a method, and with a main focus on hiv/aids, have participated in the courses.

Football tournaments are organized, both for inhabitants in the Villages, and in near by compounds, with local teams participating.

NFF’s Board donated the penalty funds from 2006 earmarked football education in the project.

PARTNERS IN THE PROJECT ARE:
SOS Children’s Villages Norway
SOS Children’s Villages Trust Zambia
The Football Association of Norway
The Football Association of Zambia
The Thai Burma Border Football Project was initiated by the Norwegian Church Aid (NCA), and is now a joint cooperation between NCA and NFF, organizing football education for coaches, leaders and referees in 2 refugee camps in Mae Hong Son province in the north of Thailand, close to the Burma border.

The first courses were held in 2007, and local Thai people were included in the courses. First aid courses has also been organized.

Gravel pitches have been constructed by volunteers from the camps Site 1 and 2, inhabited by ca 20000 and 3500 refugees respectively.

In Site 1 a total of 20 football clubs has been formed, in Site 2 4 clubs. All of them having at least 4 teams, boys and girls, over and under 16 years old. Leagues and cups are organized all year.

MAIN PARTNERS:
Norwegian Church Aid, Lead Agency
TBBC
KnRC
Local Thai authorities
Open Fun Football Schools (OFFS)

Multi-ethnic football schools which aim to bring children from different ethnic/religious backgrounds together in the peace and reconciliation process (repairing and preventive).

More than 220 children from different backgrounds take part in each of the week-long football schools held across the region, bridging ethnicity, place of residence, religion, language, gender, etc. In 2007, about 30,000 children took part in a total of 145 such schools. 30% of the participants were girls, and about 2,500 coaches and leaders received training through the program. All in all, more than 155,000 children and youths have taken part in the football schools. The initiator of the project is Cross Cultures Project Association (CCPA) in Denmark.

NFF has been an equal partner in the project since 2002, and is represented in the Project Organisation Board. NFF receives substantial financial support from the Norwegian Ministry of Foreign Affairs (MFA) in this project. The project is also supported financially by UEFA and the Nordic governments.
In 2008, NFF launched a project to support football for children and youth in Iraq, Jordan and Syria. The project takes place in cooperation with the national football associations in the target countries, and focuses on football schools, girls’ football, capacity building and development of football fields. In Iraq, the project aims to bring together children and youth across the religious divisions. The project is funded by the Norwegian Ministry of Foreign Affairs.

PARTNERS:
The Iraqi Football Association
Jordan Football Association
The Syrian Football Association
Norwegian Church Aid
Cross Cultures Project Association
When The Norwegian Mission Alliance became involved in football projects in Ecuador, Bolivia and Vietnam, the aim was surely not to create professional players for the top leagues or national teams.

The purpose of Football Crosses Frontiers is strictly to empower local communities and in fact – empower a new generation in slum areas in Guayaquil, Ecuador, and in poor rural areas in Bolivia and Vietnam. Training in football skills – and in human sound values - may create a generation who will be responsible and credible in building civil societies and create a better life and future for the poor population. We often see that access to quality football fields and training facilities means magic moments for the young boys and girls.

The term Football Crosses Frontiers explains what it’s all about: to cross the frontiers of poverty and marginalism and enter into a life of self respect, dignity and reliability.
Together with the football club Tesfa in Asmara, the Norwegian Association of Disabled (NAD) and Norwegian People's Aid (NPA), NFF’s volunteer instructors train former soldiers with war injuries to become referees, leaders and coaches for children's football in Asmara.

As of today, the project has ca. 100 wheelchair users who have three teams each (about 3,000–4,000 players). The effort provides football opportunities for children and youth, as well as improving the self-respect of the disabled, and changing society’s view of the disabled from that of a liability to a resource.
Norway Cup is the words largest tournament for boys and girls, and has since the start in 1972 had teams from more than 60 countries participating.

For many years, the Norwegian Olympic and Paralympics Committee and Confederation of Sports (NIF) has in close cooperation with NFF had the responsibility for evaluating teams who wish to be considered as NORAD funded Ambassador Teams in the exchange programme, while at the same time recruiting Norwegian host teams.

The Ambassador Teams will stay one week in a host club in Norway, and then spend Norway Cup week together. Bonds and friendship are created, and the exchange programme will be a memory for life for all involved.

NFF encourages long term commitments for both teams and organisations from the south and host clubs in Norway.

Since 2008 NIF and NFF favour girls U14 teams for participation.
PROJECTS UNDER PLANNING IN NFF AND/OR UNDER CONSIDERATION BY THE MINISTRY OF FOREIGN AFFAIRS AND OTHER PARTNERS:

**Football For Peace in Sudan.**

Preliminary survey concluded, partnership with Norwegian Church Aid, with project sites in both north and south. Elements from the football schools in the Balkans, and elements from FFAV in Vietnam, as well as influencing the curriculum of physical education teachers is planned.

**Football for All in Laos (FFAL)**

The Norwegian Church Aid has initiated a Football for All in Laos project in Laos, commencing in 2009. Instructors from Norway and Vietnam will contribute, and the project will be closely linked to Football for All in Vietnam (FFAV).

**Football for Peace in Afghanistan**

An initiative from the family of Kristoffer Sørli Jørgensen, who was tragically killed serving as a peace keeping soldier in Afghanistan. The project aims to fullfill Kristoffers dream for using football as a tool for respect and understanding between the different parts in the war.
The Football Association of Norway (NFF) is seeking cooperation with commercial companies who believe they have an obligation to contribute to the development of civil society.

Most of the funding for the projects described in this hand out come from the Norwegian Ministry of Foreign Affairs/ NORAD, but long term commitment and funding from other partners is needed for the sustainability of the international work.

Please contact NFF if this is of interest to your company or organisation!
“GO WITH THE PEOPLE
LIVE WITH THEM
LEARN FROM THEM
LOVE THEM.
START WITH WHAT THEY KNOW.
BUILD ON WHAT THEY HAVE.
WITH THE BEST OF THE LEADERS,
WHEN THE JOB IS DONE,
THE TASK IS COMPLETED,
THE PEOPLE WILL SAY
– WE HAVE DONE THIS
OURSelves.”
(LAO TSU, CHINA, 700 BC)

Litterature list:

Translated football manuals and materials in English:

Football and International Development Work (book)
Coach 1, UEFA approved (4 books)
Coach Co-ordinator, UEFA approved
Football Administrator 1, UEFA approved
Football for all – a course on inclusion and anti-discrimination
Network of Competence for Sports Clubs
(club development)
Kicking Aids Out through Movement Games and Sports Activities
Facilitator Resource Manual
(tips on participatory methodology)
Traditional Zambian Games
Five-a-side Football
(brochure promoting five-a-side games)
Fair Play goes for everyone! (brochure)
Parental guidelines (hand out card)
The Gravel Pitch, construction and maintenance
Assessment FFA in Vietnam, report 2006

Kicking Aids Out!

Kicking Aids Out! Network of sports organisations in the Northern and Southern Hemisphere who primarily use sports as a tool in the fight against hiv/aids.

www.kickingaidsout.net
“SPORT has the power to change the world, the power to inspire, the power to unite people in a way that little else can. It speaks to young people in a language they understand.”

NELSON MANDELA

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