



**The Forum on Productive Youth
Development through Sport in Africa**



Plenary Session on the potential of sport for PYD

Defining sport for Productive Youth Development

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Nairobi, 16-18 June 2009





Overview

- What does PYD mean?
- How can Sport support PYD?
- JF's objective in funding PYD through sport programmes in Africa
- Two examples of JF funded projects in Sport for PYD in Africa





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What does PYD mean?

Productive Youth Development (PYD)

- seeks to maximize a young person's potential, healthy personal development and her/his ability to contribute positively to society;
- focuses on the “whole” child, including her/his intellectual, social, emotional and physical development.





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How can sport support PYD? (1)

Sport refers to

“all forms of physical activity that contribute to physical fitness, mental wellbeing and social interaction, such as play, recreation, organized or competitive sport and indigenous sports and games”.*



* UN Inter-Agency Task Force on Sport, Development and Peace





How can sport support PYD? (2)

When used as part of a holistic approach to larger capacity-building interventions, sport can help to equip young people with the skills and knowledge they need for PYD.





How can sport support PYD? (3)

For instance, sport can support PYD by:

- contributing to physical and psycho-social health and development;
- contributing to identity formation and build self-awareness, self-esteem, and confidence;
- improving concentration, problem-solving, judgment and decision-making;
- facilitating the acquisition of positive values (e.g. commitment to lifelong learning, personal responsibility and active citizenship) and provide second-chances to marginalized youth.





How can sport support PYD? (4)

Values and criteria for effective sport for PYD programs:

- Focus on holistic youth development
- Commit to quality
- Use integrated approaches
- Focus on mentoring
- Prioritize the development of life skills and positive social values
- Encourage youth participation and leadership.





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JF's objective in funding PYD through sport programmes in Africa

Sport

- sport can be a particularly effective instrument to attract – especially marginalized – children and youth to PYD programs and
- sport itself can be an instrument to transmit important values, attitudes, and behaviors which foster PYD in general.





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Examples of JF sports for PYD projects in Africa (1)

- The Cup of Heroes – Youth Transforming Communities Through Sport SCORE (Southern Africa)
- Football for hope centers, streetfootballworld/ FIFA (Africa)





Examples of JF sports for PYD projects in Africa (2)

The Cup of Heroes – Youth Transforming Communities Through Sport SCORE (Southern Africa)

- Overall objective: to increase social cohesion and good citizenship in disadvantaged communities through using sport as a locus for community youth activity and an instrument for individual empowerment.
- Location: South Africa and Namibia.





Examples of JF sports for PYD projects in Africa (3)

Football for hope centers, streetfootballworld/FIFA

- Framework : Football for Hope Centres, part of the official FIFA World Cup 2010 Campaign;
- General objective: to collect best practice Education through Football experiences and know-how;
- Location: 4 first FFH Centres: Grassroot Soccer, South Africa; AMPJF, Mali; MYSA, Kenya; Special Olympics, Namibia.





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Thank you for your attention



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