FESTIVAL DA BOLA

FOOTBALL SHAPES THE FUTURE 2014
FOREWORD

Sport brings people together, creates values, and strengthens a feeling of community and team spirit. This is why the German Federal Government is committed to promoting sport for development. Experience and success in this area clearly demonstrate that many development goals can be implemented quickly and successfully. Sport can educate people and promote development; it can prevent HIV/AIDS and help curb violence, and in general has a positive impact on the physical and emotional health of children and young people.

In view of this, the German Federal Ministry for Economic Cooperation and Development is integrating the “Sport for Development” approach into worldwide development cooperation. Major events are also an ideal platform for utilising the potential of sport for sustainable development and presenting it to the public. The World Cup in Brazil is bringing the social dimension of and discussions about major events to the forefront. Along with the enthusiasm for sport, these discussions concern the sustainability of the games. Therefore, it is particularly important for German development cooperation actors to work together with the German Football Association in making joint sport projects more visible during the FIFA World Cup 2014 in Brazil. Based on the German development cooperation projects in “Sport for Development” in Brazil, daily sports camps are being held in close collaboration with local partners. At these, and within the framework of the “Festival da Bola”, children and young people acquire lifeskills through football training – skills which help people to cope with difficult situations and to map out a future for themselves.

We look forward to your visit to “Festival da Bola” and welcome your interest in our projects in Brazil – and we very much hope you enjoy this booklet.

“Sport has the power to change the world, the power to inspire, the power to unite people in a way little else can.”

Nelson Mandela

SPORT AS TOOL FOR SUSTAINABLE DEVELOPMENT

Sport is about far more than competing, passing the time or entertaining the fans. Sport is able to assume a role that goes far beyond the acquisition of physical skills. Sport teaches tolerance, fair play, respect and discipline and encourages people to take responsibility for themselves and others. Sport also plays a role in peace-building, social integration and gender equality and helps strengthen civil society structures.

Sport has been recognised as a viable and practical tool to assist in the achievement of the Millennium Development Goals. In its Resolution 58/5, the United Nations recognises “sport as a means to promote education, health, development and peace”.

THE ROLE OF GERMAN DEVELOPMENT COOPERATION

Against this backdrop, German development policy has implemented the past 30 years various sport projects. The projects aim to reach out in particular to disadvantaged children and young people through its sport programmes. However, recognising the many other disadvantages that girls and women face, it specifically focuses on this target group.

Thomas Silberhorn
Parliamentary State Secretary at the Federal Ministry for Economic Cooperation and Development

Helmut Sandrock
General Secretary of the German Football Association
**Sport for Development in Brazil**

Commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been working closely with the German Football Association (DFB), local non-governmental organisation “Bola pra Frente” and local government bodies since 2012 to develop a new training concept for promoting youth development through sport in Brazil. This project builds on the experience gained from the highly successful “Youth Development through Football” project in South Africa and also benefits from the lessons learned in pilot measures implemented around the world by German development cooperation actors, allowing it to pool previous experience, improve networks between actors and strengthen international cooperation.

The “Sport for Development” project in Brazil not only provides this new concept of youth development through football, but also promotes and supports the concept and advises on how best to publicize and implement it. The concept currently focuses on football, but will be applied to other sports in future.

**Coaches and Young People as Role Models**

In order to implement the “Sport for Development” concept, the project works with its partner organisations to train coaches in its new methods. So far, a total of over 150 coaches have been trained in the evolving concept. Coaches have a unique responsibility as role models who build trust with the young people they train. This requires them to be skilled as both coaches and educators. Working as coaches allows young people to gain new valuable skills that they can apply in their professional and/or private lives.

The qualified coaches work primarily in schools, in disadvantaged areas such as the favelas and with other youth-development initiatives in order to reach children and young people, particularly girls and young women, through sports. Through these activities, the coaches function as messengers, disseminating the concept of youth development through football. Even more than this, the participants themselves begin to spread the message throughout their communities and start to be recognised as role models for other people.

**Daily Training in the Sports Camps**

The Brazilian Government has decided to leave schools closed for the duration of the 2014 FIFA World Cup. That’s where the sports camps come in. Throughout the tournament, German development cooperation actors, DFB and their local partners will run sports camps for more than 100 children and young people a day at the sites. From 12 June to 13 July 2014, over 2,500 young people will take part in football training sessions with a particular emphasis on life skills. The young participants will be trained by 25 coaches who have completed special training focused on using sport for development. Moreover, the children and young people are encouraged to grow into the role of the coaches.

**“Festival da Bola 2014” Focuses on Huge Potential of Football**

By their very nature, sporting events have enormous potential for bringing people from different backgrounds together, generating interaction and drawing a wide range of spectators. During the 2014 FIFA World Cup, German development cooperation actors will use the daily sports camps as a means of leveraging the potential of this major sporting event to promote sustainable development and showcasing the huge potential of sports for development through demonstrations and tournaments.

Consequently, the sports camps will incorporate festival events to coincide with match days. These events will be held close to the venues where the German national team will be playing in Salvador da Bahia, Rio de Janeiro, Recife, Fortaleza and Porto Alegre. The “Festival da Bola 2014” will offer visitors from the worlds of sport, policy-making, culture and media a colourful programme focusing on the enormous potential of football for offering new prospects to the young participants and their communities.
Children and young people need training which is matched to their stage of development, and which tracks their changing physical and mental requirements. This is why the goals, contents and visions differ for each age group, and this has to be taken into account in planning and implementing football activities. The exercises on the following pages of this brochure show how this can be done in practice.

**8–12 YEARS OLD**

Football training with children is very different from training with other age groups, and there is one thing in particular which it isn’t: training with “small adults”. The focus with 8–12-year-olds is on awakening a sense of enjoyment in and enthusiasm for movement generally and the sport in particular, and promoting and maintaining this.

This in turn calls for creativity and imagination on the part of the trainers. Integrating instructive stories into training turns passing on social values into an exciting game. The bar on the field becomes a tree that has to be watched and protected. Team mates become helpers, and children learn that success is only possible with everyone together. The nearer the stories are to the children’s lifeworld, the more understandable and natural the social values become for them. The trainer is a big friend with exciting ideas for games, who likes to join in. Gradually, children learn to take on responsibility – for keeping their football shoes clean and even for their opponents and team mates.

Rules are kept as simple as possible and the emphasis is on versatile movement games, with and without a ball. The children learn basic techniques like dribbling and simple headers, with more and more emphasis on versatility.

**12–15 YEARS OLD**

The onset of puberty involves numerous mental and physical changes for youth. They are looking for their place in the world, want to experience new things, and have different demands of their environment. The highly individual phases in development can be widely separated from each other between 12 and 15. The processes often involve a lot of insecurities, social values are questioned. This is where training and the trainers serve as role models of valuable orientation and stability.

For the young people, goals scored become increasingly important, and hierarchies start to develop in the team. Adherence to and promotion of agreed social values, such as discipline and fairplay, now have to be promoted deliberately. The biggest and strongest is not automatically also the leading player in a team. Every player is given a share of responsibility, and individual initiative is promoted by involving them e.g. in the organisation of the training.

The basics of tactics, such as the power play, are added to football training. The high degree of coordination in 12–15 year-olds is an ideal basis for refining specific football technique.

**OVER 15**

The young adults are increasingly maturing into self-confident personalities with clear interests and ideas about themselves, their environment and their lives. In practice, this also means that they will look for other leisure activities if football training does not live up to their expectations. This makes it particularly important with this age group to include the young people in designing the training, incorporate their wishes and further promote their enjoyment of the sport.

The trainers increasingly involve the young adults in decisions, and strengthen them in their daily activities. In this way, the rising generation have their self-confidence strengthened and learn to accept even more responsibility.

Their tactical understanding is now evolved enough to allow deeper exploration of group and team tactics as well. The emphasis now shifts to training in technique for specific positions and physical fitness for the specific needs of football.

**AGE-APPROPRIATE TRAINING WITH CHILDREN AND YOUNG PEOPLE**


This brochure consists of exercises taken from daily training sessions forming part of the “Sport for Development” project in Brazil. It includes exercises for different age groups, social aims and tournaments.

All that’s left now is to enjoy our “Festival da Bola 2014” programme.
8-12 YEARS OLD

**CHAMPIONS LEAGUE TOURNAMENT**

**TOURNAMENT**

**EQUIPMENT:** Balls, cones, bibs

**DESCRIPTION:** The games are played five-a-side without a referee. The children themselves are responsible for signalling and penalising any breaches of the rules. An observer on the touchline will intervene only “in case of emergency”. The winning team moves one pitch to the right (except for the winners of the final). The losing team moves one pitch to the left (except quarterfinal losers). After three rounds, the tournament winner is the team that wins the final round in the Champions League.

**MAIN FOCUS**

- **SOCIAL**
  - respect, initiative
  - cooperation, communication
  - fairness, responsibility

- **PERSONAL**
  - self-responsibility, coping with defeat
  - memory, concentration
  - fairness, responsibility

- **TECHNICAL**
  - ball control, short passing game
  - dribbling skills

- **PHYSICAL**
  - fitness, responses
  - fitness, speed

**FAIR PLAY**

**EQUIPMENT:** Balls, cones, bibs

**DESCRIPTION:** The game is played four-a-side without a referee. The children themselves are responsible for signalling and penalising any foul play. To do this they must put themselves in the place of the other players, give consideration to all points of view and discuss them with the others. Play is suspended until the teams reach a fair outcome that is satisfactory to all.

**MAIN FOCUS**

- **SOCIAL**
  - cooperation, conflict management
  - communication, social skills
  - fairness, responsibility

- **PERSONAL**
  - fairness, responsibility
  - memory, concentration
  - self-responsibility, coping with defeat

- **TECHNICAL**
  - ball control, short passing game

- **PHYSICAL**
  - fitness, speed

**FAIR PLAY WITHOUT A REFEREE**

**MEMORY**

**EQUIPMENT:** Balls, memory cards

**DESCRIPTION:** Memory cards showing different thematic topics are placed in the centre circle. In each case, two cards have matching words or images that fit together (e.g. wastepaper basket and waste, football and goal, etc.). Each child in a team is given a number. When the coach calls out a number, the player must dribble to the cards and try to turn over two matching cards.

**MAIN FOCUS**

- **SOCIAL**
  - cooperation, communication
  - respect, initiative
  - conflict management

- **PERSONAL**
  - memory, concentration
  - fairness, responsibility

- **TECHNICAL**
  - dribbling skills

- **PHYSICAL**
  - fitness, speed

**WASTE SEPARATION**

**EQUIPMENT:** Balls, cones, bibs

**DESCRIPTION:** Balls, cones and bibs are placed randomly on the pitch. The cones represent glass bottles, the bibs plastic waste and the balls organic waste. The children are required to dribble within the marked area. When given a signal, they then have to collect the “bottles” and provide examples of how they might be used for recycling.

**MAIN FOCUS**

- **SOCIAL**
  - cooperation, communication
  - fairness, responsibility

- **PERSONAL**
  - memory, concentration
  - self-responsibility, coping with defeat

- **TECHNICAL**
  - ball control, short passing game

- **PHYSICAL**
  - fitness, speed

**FAIN PLAY**

Combination of physical activity and exercises to improve concentration. The thematic focus can be varied by selecting different topics on the memory cards.

**MAIN FOCUS**

- **SOCIAL**
  - fairness, tolerance, stamina
  - cooperation, communication

- **PERSONAL**
  - self-responsibility, coping with defeat
  - memory, concentration
  - fairness, responsibility

- **TECHNICAL**
  - ball control, short passing game

- **PHYSICAL**
  - fitness, speed
**12–15 YEARS OLD**

**THREE (HALF)-TIMES**

**TOURNAMENT**

**FIRST HALF**

**SECOND HALF**

**THIRD HALF**

**EQUIPMENT:** Balls, cones, bibs

**DESCRIPTION:** In the first half, the players agree a set of binding rules, e.g., the number of times the ball can be touched and special evaluation criteria for fairness, respect, and tolerance. In the second half, the game is played five-a-side without a referee in compliance with the set of rules agreed. The teams are responsible for penalising any breach of the rules. In the third half, the players jointly assess the game.

**MAIN FOCUS**

- **SOCIAL**
  - fairness, tolerance, negotiation skills
- **PERSONAL**
  - self-responsibility
- **PHYSICAL**
  - fitness, speed
- **TECHNICAL**
  - ball control, short passing game

**BLINDFOLD**

**EQUIPMENT:** Balls, obstacles, blindfolds

**DESCRIPTION:** A variety of obstacles are placed randomly on the pitch, including a number of balls. Players are divided into pairs, one of whom is given a blindfold. This player is then guided to the balls by the voice of his/her partner. The goal is for the pair to work together to collect all the balls.

**MAIN FOCUS**

- **SOCIAL**
  - taking responsibility
- **PERSONAL**
  - building, earning and receiving trust
- **PHYSICAL**
  - fitness, coordination
- **TECHNICAL**
  - ball sense, orientation

**TRUE OR FALSE**

**EQUIPMENT:** Balls, cones

**DESCRIPTION:** The pitch is divided into TRUE, FALSE, and NEUTRAL. In the neutral area, the players dribble the ball in and around each other until the coach asks a question, e.g., “Girls are better at football than boys,” or “HIV and AIDS are the same thing.” The children must now decide whether the statement is “true” or “false” and dribble to the corresponding area. The coach discusses the correct answer with the children and provides further explanation if necessary.

**MAIN FOCUS**

- **SOCIAL**
  - respect, tolerance
- **PERSONAL**
  - self-reflection, ability to make decisions, critical faculties
- **PHYSICAL**
  - fitness, concentration
- **TECHNICAL**
  - football rules

**PLAYERS AS REFEREES**

**EQUIPMENT:** Balls, cones, bibs, whistle

**DESCRIPTION:** The game is played four-a-side with a referee in accordance with a previously agreed set of rules. The referee plays his role and penalises any foul play. In any game, a given situation will give rise to ambiguity and disagreement among the players. The referee must resolve such disputes and implement his or her own decisions.

**MAIN FOCUS**

- **SOCIAL**
  - communication, tolerance
- **PERSONAL**
  - self-reflection, ability to make decisions, critical faculties
- **PHYSICAL**
  - fitness, concentration
- **TECHNICAL**
  - football rules

**WARM UP**

- **20 MINUTES**

**COOL DOWN**

- **20 MINUTES**
OVER 15 YEARS OLD

CHANGING TEAMS

TOURNAMENT

EQUIPMENT: Balls, cones, bibs

DESCRIPTION: The game is played four-a-side without a referee. The children themselves are responsible for signalling and penalising any breaches of the rules. After each round the composition of the teams changes in line with an agreed system. This means a player who was an opponent a few minutes earlier can become a teammate in the next round. The results are evaluated for each individual player. Consequently, the winner of the tournament is not necessarily the best football player on the pitch.

MAIN FOCUS

SOCIAL skills
- fairness, cooperative skills
- personal tolerance, adaptability

TECHNICAL skills
- physical control, short passing game

PERSONAL skills
- fitness, speed

PERSONAL skills
- social skills

PHYSICAL skills
- coordination

THREE-LEGGED RACE

This form of restricted movement promotes coordination. At the same time it calls for excellent communication and cooperation between the individual players.

EQUIPMENT: Balls, obstacles, cloths

DESCRIPTION: A variety of obstacles are placed randomly on the pitch, including a number of balls. Players are divided into pairs, and each pair ties their left and right leg together with a cloth. Their task is now to run around the obstacles and collect all the balls from the pitch.

MAIN FOCUS

SOCIAL skills
- cooperation, communication
- personal tolerance, responsibility, trust

TECHNICAL skills
- physical coordination, strength

PERSONAL skills
- fitness, speed

PERSONAL skills
- social skills

PHYSICAL skills
- concentration, empathy

TWO TOUCHES

EQUIPMENT: Balls, cones, bibs

DESCRIPTION: The game is played four-a-side with a referee in accordance with an agreed set of rules. He or she signals and penalises any foul play. The fundamental rule of this tournament is that only two touches of the ball are permitted. This means the ball must be played immediately after it has been received.

MAIN FOCUS

SOCIAL skills
- cooperation, teamwork, communication
- personal helpfulness, decision-making skills, critical faculties

TECHNICAL skills
- physical fitness, concentration

PERSONAL skills
- concentration, empathy

PHYSICAL skills
- ball handling, sidestepping

BACK AND FORTH

EQUIPMENT: Balls, cones

DESCRIPTION: The players line up with a ball at their feet along opposite edges of the playing area, e.g. opposite touchlines. When the coach gives the signal, they begin dribbling at the same time. The objective is to reach the opposite side without bumping into or getting in the way of opposing players.

MAIN FOCUS

SOCIAL skills
- consideration for others, sense of responsibility
- personal empathy

TECHNICAL skills
- dribbling skills, sidestepping

PERSONAL skills
- concentration, critical faculties

PHYSICAL skills
- fitness, concentration

WARM UP

COOL DOWN
FORTALEZA

MUNICIPALITY OF FORTALEZA
The municipal coordination office for youth policy of Fortaleza is responsible for implementing projects and initiating policy decisions relating to the young people themselves and their rights. The goal is to reduce inequality in the region by offering diverse social, cultural and intercultural services and promotional and educational measures. A further aim is to enable young people to lead their own lives and develop new prospects for themselves.

CENTRO URBANO DE CULTURA, ARTE, CIÊNCIA E ESPORTE (CUCA)
The “Centro Urbano de Cultura, Arte, Ciência e Esporte” (CUCA) is organising youth centres in the Fortaleza region which develop and manage artistic, cultural and sporting programmes for young adults between 15 and 29. These are developed jointly with the young people and make possible new forms of social integration. They also promote critical thinking and constructive discussion of young people’s situation and lifeworld.

RECIFE

MUNICIPALITY OF RECIFE
The Department for Sport and the World Cup of the Municipality of Recife is utilising the extraordinary potential of the sport to promote social integration in the region. The Department’s activities focus on universal access to sport as an established right of the individual and a responsibility of the state.

CENTRO INTEGRADO DE ESTUDOS E PROGRAMAS DE DESENVOLVIMENTO SUSTENTÁVEL (CIEDS)
The “Centro Integrado de Estudos e Programas de Desenvolvimento Sustentável” (CIEDS) is a centre for integrated studies and programmes promoting sustainable development. Formed 16 years ago, the CIEDS has carried out over 350 of its own projects at national level promoting new approaches to enhance the effectiveness of policy and social engagement. The aim is to contribute towards sustainable development by acquiring and sharing knowledge and empowering citizens.

SALVADOR DA BAHIA

MUNICIPALITY OF SALVADOR DA BAHIA
The Directorate General for Sport and Leisure of Salvador da Bahia develops its own programmes and projects, e.g. construction of sports facilities with local companies, ensuring the sustainability of the facilities. The Directorate General’s own sports projects are intended to contribute to the social integration of young people and promote their health and quality of life.

INSTITUTE FAZER ACONTECER
Founded in 2004, the “Institute Fazer Acontecer” (IFA) in Salvador da Bahia integrates sport into educational and cultural projects for young people from disadvantaged areas. The goal is to use sport for sustainable development, with the focus on social and political issues, expanding personal activities and promoting young people as multipliers for this programme.

IMPRINT
Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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Design and layout
EYES-OPEN, Berlin
www.eyes-open.de

Printed by
Gráfica Qualytá, Brasilia
www.qualyta.com

Photo credits
Caio Vilela, Brazil

As at
June 2014
GIZ is responsible for the content of this publication.

On behalf of
German Federal Ministry for Economic Cooperation and Development (BMZ)

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