



The Forum on Productive Youth
Development Through Sport in Africa



MEDIA PROGRAMME OVERVIEW

WHEN	WHERE	WHAT
Tuesday June 16th	Jacaranda Hotel	
12.00 – 16.00	Hotel Registration Desk	Registration to the Forum and distribution of the conference package
18.00 – 21.00	Hotel Conference Centre	Opening ceremony of the Forum
		Welcome addresses introduced by <i>Poul Hansen, Head of Office, United Nations Office on Sport for Development and Peace</i> <ol style="list-style-type: none">1. Welcome by <i>Geoffrey Majiwa, Mayor of the city of Nairobi</i>2. Welcome by <i>Wilfried Lemke, Special Adviser to the UN Secretary-General on Sport for Development and Peace</i>3. Welcome by <i>Dr. Christian Jacobs, Chairman of the Jacobs Foundation</i>4. Welcome by <i>Hon. Dr. Hellen Jepkemoi Sambili, Minister of Youth Affairs and Sports</i> Buffet dinner and presentation of the MYSA <i>Haba na Haba</i> programme



The Forum on Productive Youth Development Through Sport in Africa



Wednesday June 17th		
7.15	Hotel Lobby	Departure of the buses for the Forum venue
8.00 – 8.30	UNON	Registration at the United Nations Office in Nairobi (UNON)
8.30 – 8.55	Annex Rooms	Open space for the participants' creative presentations
8.30 – 8.55	UNON Lobby	Morning coffee break (in parallel with the creative sessions)
9.00 – 9.15	Main Room	Welcome addresses by United Nations representatives in Nairobi, introduced by <i>Oscar Mwaanga, Southampton Solent University</i> 1. Welcome address by <i>Achim Steiner, Director General of the United Nations Office at Nairobi (UNON) / Executive Director of UNEP, Kenya</i> 2. Welcome address by <i>Inga Björk-Klevby, Deputy Executive Director of UN-Habitat, Kenya</i>
9.15 – 10.00	Main Room	Plenary session on the potential of sport for Productive Youth Development, introduced by <i>Oscar Mwaanga</i> 1. Introducing Sport and Youth Development, <i>Wilfried Lemke, Special Adviser to the UN Secretary-General on Sport for Development and Peace</i> 2. Defining Sport for Productive Youth Development, <i>Constanze Lullies, Program Officer Jacobs Foundation</i> 3. Eye witness report on the Potential of Sport for PYD, <i>Bob Munro and Marrionatte Wanjiru, MYSA, Kenya</i>
10.30 – 12.00	Eastleigh, Komarock	<u>Field Visit 1 : An Introduction to MYSA</u> Tour of the Mathare Slums and the MYSA office in Eastleigh where the resort centre and the library will be visited. The media representatives will then have the possibility to visit the Headquarters of MYSA in Komarock.
12.00 – 13.00	MYSA HQ	Lunch break & Networking opportunities
13.00 – 16.00	Komarock	<u>Field Visit 2: MYSA Kids With Disabilities</u> Since the inception of our organization in 1987, MYSA has been gradually in-cooperating persons with disabilities in unified soccer activities and other disability sport as part of enabling them participate in community development activities. In late 2007 MYSA came with a project to fully engage all persons with disabilities from the Mathare slums and its environs in providing sports activities as a link to community development activities to these marginalized groups in our society.



The Forum on Productive Youth Development Through Sport in Africa



17.00 – 18.00	UNON	<p>Since the inception of the project, many young youth have been reached and involved in adapted sport and community development activities within Mathare slums and neighboring areas which have enable them to join other projects. A good number of the youth have also managed to go back to their studies after earning themselves leadership awards for being outstanding in doing MYSA activities in regardless of their physical status.</p> <p>Working under a good number of objectives below, the project has also managed to educate the community on disability issues and making sure the community becomes a productive team in changing the lives of the most marginalized groups. From 2008 the project has successfully recruited more than 1, 500 participants with disabilities from the Mathare slums, Schools, Institute and other areas. The project has also trained 30 teachers in Adapted physical activities which includes disability soccer and other sports.</p> <p>Since 2007 the project has successfully organized more than 60 weekly recreation activities at the MYSA centre and more than 20 outreach activities to reach persons with disabilities and secured partnerships with disabled Kenyan organizations.</p> <p>KWD has also managed to offer soccer coaches to different schools, Institutes and other centre to improve the skills of disabled persons. A documentation plan has been developed by the staff member and the Council to guarantee the methodical compilation of information about the operation of the project and provide the basis of sharing information with other similar projects.</p> <p><u>Field Visit 3: Mathare Youth Women Team's training</u> The Mathare Youth Women Team was formed with the objective of bringing girl footballers from Mathare to a more competitive level. Since the inception of the team, MYSA has largely contributed to their personal development by engaging them in productive youth development activities.</p> <p>All players from this team work for 60 hours a month in community development activities including clean-ups, officiating MYSA-organised league matches and other community service activities. Because most of these young players are still in school, MYSA helps them pursue their education by contributing a sufficient amount towards their school fees. During this field visit, journalists will get the opportunity to interview these inspiring players and get to know their backgrounds. They will also see the girls training and have the possibility to watch a match.</p> <p>Return to UNON for the poster presentation and the sport activities with the Forum delegates</p>
18.30 – 20.00	Restaurant	Dinner at the United Nations Office at Nairobi
20.15	UNON main entrance	Departure of the buses for the hotel



The Forum on Productive Youth Development Through Sport in Africa



Thursday June 18th		
8.30	Hotel lobby	Departure of the buses from the Jacaranda hotel
9.00 – 11.30	Kabete	<u>Field Visit 4: the MYSA Jailed Kids programme</u> This is one of the MYSA programmes that deal with street children who have been arrested and detained in remand homes. The activities include feeding the children, tracing their relatives and re-uniting them with their families. During public holidays MYSA conducts feeding programmes and counselling sessions for the children at the remand homes.
11.30 – 12.30	Kabete	Lunch & Networking opportunities
12.30 – 14.30	Kabete	<u>Field Visit 5: the “Haba Na Haba” Project</u> In this project, MYSA uses entertainment to pass sensitive messages on social issues within the communities. Through “edutainment” (Education through entertainment), issues such as HIV/AIDS, drug abuse, reproductive health and life skills are addressed. The field visit thus offers an insight to a training session on how to reach the community through music.
15.00 – 15.30	UNON Lobby	Afternoon Coffee Break and snack & Networking opportunities
15.30 – 16.30	UNON Main Room	Panel discussion: advocating PYD through sport to outside partners – using existing resources, moderated by <i>Dr. Auma Obama, Sport for Social Change Network Coordinator, Kenya</i> 1. The role of the media 2. Bi-lateral and Multi-lateral Advocacy for PYD by the UN
16.30 – 16.45	UNON Main Room	Résumé of Day 2, <i>Oscar Mwaanga</i>
16.45 – 17.15	UNON Main Room	Recommendations presented by <i>Wilfried Lemke, Special Adviser to the UN Secretary-General on Sport for Development and Peace</i> , and fair-well by <i>Dr. Christian Jacobs, Chairman of the Jacobs Foundation</i>
17.30		Departure of the buses for the hotel
19.00 – 21.00	Hotel Restaurant	Closing Dinner & Networking opportunities