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1 International Swiss U16 Cup

1.1 History and Organisation

The *International Swiss U16 Cup* was established by the Team St. Galler Oberland in 2001. The Team St. Galler Oberland is a football community that supports young football talents from the Swiss regions Sargans and Werdenberg.

It was and still is the aim of the Cup to offer local youth the opportunity to match with international top class youth teams and to gain tournament experience. Furthermore the organisers also want the youth to get to know each other off the pitch, to exchange ideas and to find friends beyond all borders – this social leading principle has been in the focus of the tournament since its establishment.

The tournament has continuously been prospering since 2001 and is now one of the most important and best manned youth tournaments of its age category. Apart from numerous volunteers the Cup is also co-organised by further organisations nowadays.

**Team St. Galler Oberland (SGO)**

The association Team St. Galler Oberland selects talented youth football players and advances them through intensive training. The young players have the opportunity to train and match on a high level. That way, they progress on technical, tactical and personal level.

As the founder of the *International Swiss U16 Cup* the Team St. Galler Oberland and its numerous volunteers have the main responsibility in organising and implementing the tournament.

The revenues of the *International Swiss U16 Cup* are entirely used for the facilitation of the local and social follow-up projects.

**Scort Foundation**

Hanspeter Rothmund, today CEO of the *Scort Foundation*, initiated the regional football talent support “Team St. Galler Oberland” and founded the *International Swiss U16 Cup* in 2001. From 2004 on he encouraged the invitation of *Special Guest Teams* (Peace Team Israel-Palestine and Team Kosovo) to the *International Swiss U16 Cup* and organised social follow-up projects in the respective countries.

The *Scort Foundation* emerged from the social activities of the tournament and is today one of the co-organisers of the tournament. *Scort* is mainly responsible of the *Special Guest Team’s* participation (a team from a crisis region that is invited to the tournament) and the associated project in the respective country.

**FC Basel**

Thanks to the outstanding engagement of the Team St. Galler Oberland (SGO) the FC Basel became one of the partners in the organisation of the tournament. Due to this co-operation local talented youth have the opportunity to receive the positive effects of such a top class partner club.
1.2 Participating Teams in the last Tournaments

The following teams participated in the *International Swiss U16 Cup* from 2001 till 2006:

- Team St. Galler Oberland
- Special Guest Team Kosovo
- Peace Team Israel/Palästina
- FC Basel
- Team Liechtenstein
- RSC Anderlecht
- Grasshoppers Club Zürich
- FC Luzern
- FC St. Gallen
- Team Vorarlberg Österreich
- VfB Stuttgart
- BVB Borussia Dortmund
- Hertha BSC Berlin
- Manchester City FC
- Newcastle United FC
- Chelsea FC London
- Roter Stern Belgrad
- Ajax Amsterdam
- Feyenoord Rotterdam
- U.S. National Team (U16)

1.3 Social Focus of the Tournament

The *International Swiss U16 Cup* became one of the most renowned football youth tournaments in Europe since 2001. The tournament became unique due to its social character. From the very beginning on the focus of the tournament was not only on the competitive element but also on the social and cultural exchange among the young players.

Talented youth players have the opportunity to meet and exchange with other young players. Due to the participation of the *Special Guest Team*, the young players from Switzerland, from the Principality of Liechtenstein and from further European countries have the opportunity to get an insight into the situation of youth living in a crisis region. The understanding of social problems is fostered. The youth can discuss joint interests and problems. That way, they can support and motivate each other.

The tournament, taking place every two years, also sensitises the public for social aspects. The tournament shows how football can bring together children and youth from different countries. Furthermore football is presented as a reasonable leisure time activity that fosters team work and social integration.

The tournament is well known in the public as a social event – this also shows the sustainability of
The organisers and numerous volunteers who are engaged in the two year lasting preparations of this event focus on the social aspects of the tournament. This has a sustainable effect on the public. Each year the amount of volunteers helping with the preparation and implementation of the tournament is increasing – for the good of children and youth.

1.4 Special Guest Teams

Since 2004 the organisers have been inviting a *Special Guest Team* from a crisis region to the tournament (2004 and 2006 in co-operation with the FIFA and under the patronage of Adolf Ogi, former Special Adviser to the UN Secretary General on Sport for Development and Peace) to offer them the opportunity to participate in such a well-known youth tournament. That way these youths can meet youth from other countries and they can point to the situation in their home country. Apart from the support of the respective young talents the organisers also want to sensitisise the public for the situation of children and youth in crisis regions.

The invitation of *Special Guest Teams* is always linked to social follow up projects in the respective countries. These initiatives are organised by the *Scort Foundation* that emerged from the social activities of the tournament.

1.4.1 2004 – Special Guest Team Kosovo

In 2004 the organisers of the tournament invited for the first time a *Special Guest Team* from a region where it was not self evident for children and youth to play football in a secure surrounding. In addition to that, the “Team Kosovo” was the first football team of the country (at that time still a region with an ambiguous status) to participate in an international tournament. This helped to end the country’s long isolation from international sports.

**Social Follow Up Project in Kosovo**

After the participation of the *Special Guest Team* in the tournament, the organisers initiated a one week project in Kosovo. During this project international football coaches of different European football clubs and associations conveyed the positive values of football to children and youth of different ethnic groups through mixed trainings and matches.

Since 2008 the *Scort Foundation*, together with its two partner clubs FC Basel and Werder Bremen, has been active in Kosovo again. Coaches of the clubs will be several times in Kosovo during the project. Together with coaches of the FC Pristhina they conduct trainings sessions with mixed groups of children from an Albanian and Serbian primary school. At the same time they educate youth from both ethnic groups (aged 14 to 17) as football coaches. The aim of
the programme is to foster the integration and mutual respect among the children and youth. Furthermore the young future football trainers can take over responsibility for the younger ones and act as role models for them.

1.4.2 2006 – Special Guest Team Israel-Palestine

Despite the Israel-Lebanon-War a mixed team of Israeli and Palestinian youth participated in the tournament in 2006. This composition of the team was realized in co-operation with the Peres Center for Peace. This co-operation allowed the youth Palestinian players to train together with their new Israeli team members twice a week. The preparation period for the tournament took more than 6 months and the success of the joint training sessions was not only visible on the sportive level. Mutual respect and understanding was established among the Israeli and Palestinian youth during this period – the key elements for peace, good team work and good results during the International Swiss U16 Cup.

“Now that we are together in the Peace Team, my opinion is very strong: Now there has to be peace, because the Arabic guys are very good guys, guys like me and you and all of us. They are not bad. Now I think there has to be peace. Someday, there will be peace.” (Nadav, Mannschaftskapitän des Peace Teams Israel-Palästina 2006 / Team Captain of the Peace Team Israel-Palestine 2006)

Social Follow Up Project in Jerusalem

In the following year Scort organised the follow up project International Football coaches in Jerusalem. Coaches of various top European football clubs conducted training sessions with mixed groups of Israeli and Palestinian children. Through football these children experienced joy and forgot the differences and discrepancies. The Peres Center, the Palestinian peace organisation Al-Quds and the mixed Israeli-Palestinian football club Abu Gosh-Mevasseret were supported through this initiative.

1.5 UN-Patronage

The social initiatives of the International Swiss U16 Cup are exemplary. From 2004 till 2007 the tournament and its social follow up initiatives were under the patronage of Adolf Ogi, former Special Adviser to the United Nations Secretary-General on Sport for Development and Peace. His successor Wilfried Lemke already took over the patronage for the tournament in 2009.
1.6 The Tournament 2009

The 5th International Swiss U16 Cup will take place from the 30th of July till the 2nd of August 2009.

1.6.1 Programme

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, July 26th 2009</td>
<td>Arrival of the Special Guest Team &amp; the future Sudanese football coaches (cf. Project description Sudan, 2nd part of this paper)</td>
</tr>
<tr>
<td>Monday, July 27th till</td>
<td>Programme Special Guest Team (training sessions, cultural programme, coaching education)</td>
</tr>
<tr>
<td>Wednesday, July 29th 2009</td>
<td>start of the tournament</td>
</tr>
<tr>
<td>Thursday, July 30th 2009</td>
<td>Opening Ceremony of the tournament</td>
</tr>
<tr>
<td>Friday, July 31st 2009</td>
<td>group matches</td>
</tr>
<tr>
<td>Saturday, August 1st 2009</td>
<td>play-offs, semi-finals, final</td>
</tr>
<tr>
<td>Sunday, August 2nd 2009</td>
<td></td>
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</tbody>
</table>

The guests from Sudan (Special Guest Team and future football coaches) will be staying at the Principality of Liechtenstein and in Switzerland for one week. Normally the coaching education of the young Sudanese men and women takes place in Khartoum, Sudan. During the International Swiss U16 Cup one part of this coaching education will be conducted in Liechtenstein and Switzerland. That way the project work, normally implemented in Sudan, can be observed on local level. In addition to that the future football coaches gain important practical experience during their coaching education and at the International Swiss U16 Cup.

1.6.2 Participating Teams

All participating teams (12 teams in total) will be presented at a press conference on May 7th 2009.

1.6.3 Opening Ceremony

Numerous well known personalities and honorary guests will be present during the opening ceremony of the 5th International Swiss U16 Cup.

A speech by the Special Adviser to the UN Secretary General on Sport for Development and Peace, Mr. Wilfried Lemke, who is giving his patronage for the event, will mark the official opening of the 5th International Swiss U16 Cup in 2009.

Gigi Oeri (President of FC Basel and President of the Scort Foundation) and Hanspeter Rothmund (CEO of the Scort Foundation and OC President of the International Swiss U16 Cup) will follow giving an address on the Special Guest Team Sudan during the opening ceremony.

After the above mentioned speeches the opening match of the Special Guest Team Sudan will take place.
In addition to that the participants of the International Forum on Football for the Community, also taking place on July 30th and July 31st in Bad Ragaz, will be present during the tournament’s opening ceremony. The opening ceremony of the Forum will take place afterwards in the Grand Resort Bad Ragaz.

1.6.4 Special Guest Team Sudan 2009

In 2009 the organisers of the International Swiss U16 Cup invited a Special Guest Team from Sudan to the tournament. The participation of this Special Guest Team Sudan is integrated into a one-year project of the Scort Foundation in Sudan which will be described on the following pages.
2 Scort Project Sudan 2009

When: March till December 2009
Where: Khartoum, Sudan & one part of coaching education in Liechtenstein/Switzerland

2.1 Organisation and Partners

The project is organised by Scort through its Partnership Programme Football Clubs for Development and Peace, which unites professional football clubs in social activities, especially for the benefit of young people. The clubs FC Basel, Bayer 04 Leverkusen and Liverpool FC will support the Scort Project Sudan by sending football coaches and coaching educators who conduct the project’s training sessions.

The Sudan Football Association (SFA) will provide its technical centre in Khartoum as main site for the programme’s coaching education. The Sudanese NGO Youth Care will be the second local partner. It provides recreational activities (especially football) for children and youth in deprived areas. Youth Care will provide training material. SFA and Youth Care will select project participants from Youth Care’s and SFA’s social football activities and the other partaking NGOs.

The Sudanese Red Crescent Society will send two project participants and take part in the coaching education, delivering lessons in „Health Education for Children“ as well as a first aid course.

St. Vincent de Paul Society, a Sudanese NGO working with youngsters and street children, will send two participants of the coaching education programme.

Tayba Centre for Rehabilitation and Child Development, a Sudanese NGO working with street children, will send two participants and deliver a lesson on “The Role of Sports in Child Education in Developing Countries” through its psychologist Prof. Shamsel Din Z. Abdin (International University of Africa, Khartoum).

Two further local NGOs (Warchild Netherlands Sudan & SOS Children in Sudan) also send two participants for the coaching education.

Liechtenstein Development Service (LED), a foundation of the Principality of Liechtenstein’s government and people which conducts the country’s international development co-operation, will be the main financial supporter of the project.
2.2 Activities

2.2.1 Coaching Education

Coaching education for young Sudanese men and women will be delivered in five modules, taking place every 2-3 months. It is planned to conduct 3 modules in Khartoum, 1 module in Juba (Southern Sudan, tbc) and one module in Switzerland/Liechtenstein in the framework of the International Swiss U16 Cup 2009. Each module in Sudan will consist of 4 days of classes (except for the first module). The module in Switzerland/Liechtenstein will contain a week of theory and practice teaching and the opportunity to witness the preparation week of the Special Guest Team Sudan for the International Swiss U16 Cup. For the coaching education modules in Khartoum, the Sudan Football Association provides its academy, where practical training classes as well as theory classes will take place and participants will be accommodated. Some trainings will also take place on the football grounds of Sudanese NGO Youth Care. Coaching education will be conducted by 5 experienced coaches and coaching educators of the European football clubs FC Basel (1 coach), Bayer 04 Leverkusen (2 coaches) and Liverpool FC (2 coaches). Contents will be similar to the “Level 1 Certificate in Coaching Football” (L1CCF) of the English Football Association. Some theory classes will be held by the involved local NGOs, specialised in health education and in social work. By teaching the young coaches social and health skills these NGOs have the opportunity to present their contents to future multipliers who can contribute positively in their communities as role models for younger people. Theory classes will include training theory, tactical knowledge, medical skills (first aid, hygiene, disease prevention) and social skills (value education, group leadership, conflict prevention).

Practical classes will be held by the international football coaches of Scort’s partner clubs. Partly they will be combined with training sessions for Sudanese children of the age group 12-15. During these trainings, the young Sudanese coaches will have the opportunity to witness how the international coaches work with the children as well as to lead training sessions themselves. The last module of coaching education will contain a final exam and successful participants will receive a coaching certificate.

2.2.2 Integrated Football Trainings for Youth

Between the coaching education modules, each of the young Sudanese coaches will have the responsibility to set up a football training group in his/her community. They should conduct 1-2 training sessions per week with approximately 25 children and youth up to 15 years of age. These training groups will become part of existing social football programmes (under supervision of
Sudan Football Association and the Sudanese NGO Youth Care) or be delivered in the context of the work of other locally based NGOs. The Sudanese coaches will report upon their experiences in running coaching sessions. These feedbacks will be discussed as an integral part of the next coaching education module. The children and youth will train in mixed groups, representing all aspects of Sudanese society. The young Sudanese coaches will thereby gather experience in acting as positive role models for the children and teach them football skills as well social skills. The progression of the training group of each coach will be controlled by the NGO that recommended the coach for the programme.

2.2.3 **Special Guest Team Sudan at the International Swiss U16 Cup 2009**

The international coaches and coaches of the Sudan Football Association will select 20 young footballers among the participants of the training sessions to participate as **Special Guest Team Sudan** at the *International Swiss U16 Cup* in Switzerland. It will be ensured that the team consists of youngsters representing all parts of Sudanese society. Before the tournament, the team will attend a preparation week in Switzerland and Liechtenstein to get prepared for the event and to be involved in some sightseeing in the Alps.

The *International Swiss U16 Cup* is organised by the Swiss youth football selection St. Galler Oberland and Scort. Since 2004, Scort has been inviting Special Guest Teams from Kosovo (*Team Kosovo* in 2004) and Middle East (*Peace Team* of Israelis and Palestinians in 2006) who had the opportunity to play against youth teams of top European football clubs during the tournament. The appearances of the Special Guest Teams were followed up by football projects for development and peace in those regions. The invitation of a **Special Guest Team Sudan** will mark the next step, for the first time the Special Guest Team is directly integrated into a project in the framework of sports for development and peace.

From 2004 to 2007 the *International Swiss U16 Cup* and the respective follow-up projects were held under the patronage of Adolf Ogi, former Special Adviser to the United Nations Secretary-General on Sport for Development and Peace. His successor Wilfried Lemke already agreed to taking over this patronage for the *International Swiss U16 Cup* and the *International Forum on Football for the Community* in the year 2009.

The *1st International Forum on Football for the Community* is organised by Scort and takes place in 2009 parallel to the *International Swiss U16 Cup*. Representatives of high-level football clubs and federations, NGOs and international organisations will take part, as well as personalities in the fields of sports, media, economy and politics. Its aim is to discuss how football, the world’s most popular sport, can be used as an effective and sustainable tool for development and peace building initiatives. The *Scort Project Sudan - Education and Integration through Football* will be presented at the forum.
2.3 Aims

2.3.1 General Aims

- Capacity building: Education in football coaching, core values and social skills for 20 young Sudanese to enable them to pass on their knowledge to younger Sudanese children (peer to peer education)
- Social integration: Teaching values and tolerance through football
- Integrated Special Guest Team Sudan: Creating a symbol for tolerance and integration in Sudan (and Switzerland/Liechtenstein) through the participation of youth of all groups of Sudanese society as Special Guest Team Sudan at the International Swiss U16 Cup

2.3.2 Specific Aims

Coaching education for young Sudanese adults (age 16-20)

- Coaching education corresponding to the “Level 1 Certificate in Coaching Football” by coaches of the partner clubs, teaching practical training, training theory, tactics, basic medical skills and social skills
- Further education in health and social aspects (hygiene, disease prevention, anti-racism, equal opportunities, team leading etc.) by local NGOs
- Education of core values through football
- Enable the youth to act as role models for younger children in their own football groups and in their communities (peer to peer education)
- Integration among youth of different communities (ethnic/religious groups)

Integrated trainings for Sudanese youth (age 12-15)

- Integration among children of different communities (ethnic/religious groups)
- Education of core values through football
- Basic teaching in health issues and social skills
- Improvement of football skills
- Opportunity for players to participate at the International Swiss U16 Cup

Special Guest Team Sudan at the International Swiss U16 Cup

- Encouragement of the social integration by the participation of youth of different Sudanese communities
- Creating a symbol for tolerance and integration in Sudan with a mixed Sudanese team
- Giving talented youth from a crisis region the opportunity to participate at an international tournament and to meet youth from different countries
- Sensitising the European public to the situation of children and youth in Sudan
- Improvement of football skills
2.4 Participants

In the coaching education, young Sudanese of 16-20 years of age will participate. They will be selected by locally based NGOs in co-operation with the Sudan Football Association. They should have football skills and they must be willing to take part in youth work through sports in the future. Participants will include members of different communities of Sudan (the Khartoum region has a very mixed population), including internally displaced persons (IDPs) from conflict areas (Southern Sudan, Darfur). Sudan Football Association offers three women the opportunity to participate in the coaching education. Female participants will come from recently set up female football teams in Sudan.

The children and youth participating in the training sessions conducted by the international coaches will be chosen by local NGO Youth Care (which already runs football trainings for children, especially in deprived areas) and Sudan Football Association. Scort will ensure that they represent all groups of Sudanese society – 20% of the participants will be girls.

2.4.1 Selection Criteria for the 25 Participants of the Coaching Education Programme

1) Social Commitment – the person is active in social projects / works with children in the field of sport or has the will and potential to do so

2) Interest in Football

3) Agrees to stay in the project until December 2009 – attends the coaching sessions in March, May, September and December 2009 as well as a first aid course offered by Sudanese Red Crescent

4) Agrees to travel to Switzerland for coaching education for 8 days from approx. 27th of July 2009 till approx. 3rd of August 2009

5) Set up a football group with younger children (minimum 25) and train them at least one time per week (ideally 2 times per week)

6) Read and write in Arabic and/or English

7) Recommended and trusted by dispatching organisation

2.4.2 Selection Process

Selection of 25 young Sudanese adults to participate in the coaching education programme will be done by Sudan Football Association and Youth Care Organisation according to the criteria listed above. Participants and a parent/responsible person sign an agreement confirming their commitment of to the project and the acceptance of their duties within the project (stay with the project, set up a football group).

Participants need to represent Sudanese society and include persons with origin from Southern Sudan, Darfur and other parts of the country (incl. Internally Displaced Persons).

- 15 participants from Sudan Football Association and Youth Care Organisation (among them 3 female participants from Sudan Football Association)
10 participants from other locally working NGOs: Suggestions by these organisations, election of participants by SFA/Youth Care in close co-operation with the sending NGOs

- 2 participants from Tayba Centre for Rehabilitation and Child Development
- 2 participants from St. Vincent de Paul Society
- 2 participants from Sudanese Red Crescent Society
- 2 participants from SOS Children in Sudan
- 2 participants from Warchild Netherlands in Sudan

2.4.3 Registration of participants

Sudan football association registers each participant, providing the following information:

- Name
- Place (town and state) and date of birth
- Gender
- Family background (area of Sudan, e.g. Khartoum, Darfur, Southern Sudan, Northern Sudan)
- Residence (address and specification, e.g. private home, IDP Camp, protective)
- Dispatching organisation
- Football group to be set up: Training place, target group (e.g. in an organisation or community) and training times (e.g. each Wednesday, 18pm-19.30pm)
- Clothing size (shirt, shorts)

2.5 Resources/Contributions

- Scort and “Football Clubs for Development and Peace” (European Football Clubs)
  - International football coaches and coaching educators
  - Project management
- Liechtenstein Development Service (LED)
  - Travel expenses
  - Funding of organisational costs
- Sudan Football Association
  - Disposal of the SFA technical centre in Khartoum as main site for the coaching education
  - Use of football training grounds
  - Use of seminar rooms and board room for theory classes
  - Academy dorm facilities (accommodation for up to 20 young coaches from Sudan)
• Refectory

Other Non Governmental Organisations (Youth Care Org., Sudanese Red Crescent Society, St. Vincent de Paul Society, SOS Children in Sudan, Warchild Netherlands in Sudan)

• Contribution to coaching education (e.g. health, conflict solution)

• Co-operation in the selection of participants and children for the project

Further donors

• Travel expenses

2.6 Monitoring/Evaluation

Scort will receive reports from the two local partners Sudan Football Association and Youth Care, independently of each other.

Sudan Football Association will control the continuation of football trainings for children and the development of the young Sudanese football coaches for Scort. During two monitoring trips (planned for April and September 2009) Scort will exchange views with its local partner organisations – and implement corrections to the programme if necessary.

The success of the coaching education programme can be measured by the participants’ success in a final exam to get the course certificate. The exam will be similar to the one for the English FA’s Level 1 Certificate in Coaching Football (L1CCF). It will focus on community and youth football coaching and contain a first aid exam and the verification of appropriate social skills.

In addition, Scort will conduct a survey to measure the programme’s effect on participants, both young coaches and children and youth participants.
Message by Mr. Wilfried Lemke
Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

International Swiss U16 Cup
International Forum on Football for the Community
2009

The United Nations considers sport as a powerful tool to promote education, health, development and peace. Sport unites people of all social classes, cultures and religions in a fun and educational way.

As the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace and successor to Mr. Adolf Ogi, it is with great pleasure that I offer my patronage to the International Swiss U16 Cup and the International Forum on Football for the Community in Bad Ragaz, Switzerland to take place in summer 2009.

The participation of a “Special Guest Team” is a unique and valuable aspect of the International Swiss U16 Cup. Talented footballers from disadvantaged regions are provided the opportunity to compete at the international level while raising awareness about the situation in their home countries. The integration of the “Special Guest Teams” into long-term development projects is commendable. The International Forum on Football for the Community, taking place in parallel to the International Swiss U16 Cup, will provide an important platform for new ideas and the development of sustainable initiatives. The Forum gives European football clubs the possibility to present their social engagement projects, to exchange ideas and to establish partnerships for social responsibility. Such initiatives encourage exchange and mutual learning among youth and support the achievement of the Millennium Development Goals.

I wish you success and all the best for the tournament and the Forum in 2009!

Wilfried Lemke
Under-Secretary-General
Special Adviser to the Secretary-General on Sport for Development and Peace