KNVB Football For Development

Johan van Geijn - KNVB Academy International Projects

Coach the Coach Programs

Educate new groups of coaches with and / or without KNVB

Learning on the Job

Grass Roots Level: Schools and communities

Football for Development

Basic Level

Advanced Level:

Coach Instructors

Selection

Football Development
Football for Development = Capacity Building

- Local capacity building: educate youth leaders, coaches, referees and administrators
- Social Development: local social issues as part of the curriculum
- Strengthening Community Based Organizations
- KNVB is not important, the CBO is important (no branding)
- Football as the tool to mobilize youth
- Boys and Girls, Men and Women
- Creating and using Role Models

Social Issues in the Courses

- Football and Social Development (MYSA Structure)
- Football and Environment (Football and Community services)
- Football and Health Care (HIV/AIDS Prevention and information through Football)
- Football and Leadership (importance of youth leaders)
- Football and Women Participation / Gender Equality
Example Kenya:

**Method**

- KNVB to transfer football knowledge to local coaches and referees
- 4 to 6 years 'investment in people'
- Focus is local 'instructors' on football with specific knowledge of using football activities for social and community development
- 'Learning on the job' in own area, other communities and in co-operation with KNVB in other projects (National and International)
KNVB Partnerships - WIN³

- Ministry of Youth/Sport and Mozambique FA (1999)
- Kalusha Foundation in Zambia (since 2003)
- Rumbek Youth Sports Association South Sudan (2005)
- Stars in their Eyes/South Africa (2007)

The idea is that:
- Partners learn from KNVB (WIN)
- Partners learn from Partners (WIN)
- KNVB learn from Partners (WIN)

Learning on the Job
Examples (2006-2007)

- Martinho Fernades (Mozambique) co-instructor at KNVB Course in Cape Verde (April-May 2007)
- Kalusha Bwalya (Zambia) lecturing on his community programs for Stars in their Eyes project coaches (S-Africa)
- David Ouma (MYSA Kenya) co-instructor at KNVB Course in Kisumu (Kenya) for Kisumu Youth FA and in Cape Verde
- Mory Sanou (Burkina Faso) co-instructor at KNVB Course in Senegal at DIAMBARS
- Peter Serry (MYSA Kenya) conducts KNVB Course in India (Mumbai) at the Magic Bus.
- Ajay Shetty (India/Magic Bus) assisting and learning at KNVB Courses in Vietnam
Local Partner Choice

- The right Local partner has to be available
- Community based or a National organization with long lasting ties in communities
- Corruption free, transparent relationship
- A beautiful Website does not automatically make a good program
- 'Marketing' and huge fundraising does not automatically mean good and economic spending of funding (we prefer a weekly tournament of 4v4 for 1,000 children over a 4x4 vehicle for the Program Director)

Using Role Models?

- A hero is not automatically a Role Model
- Identification is important
- Within reach of the local participant (Tico Tico is closer than Ronaldinho)
- Gender (Is Maria Mutola for young Mozambican boys as big a Role Model as for girls?)
- Maqulate (MYSA Kenya) is a Role Model for the other Girls in the Mathare Slums in Nairobi. She is a Referee!