Project Sri Lanka
2010 / 2011
Mannar District

Football Education Programme in the Former Civil War Region Mannar
Project Sri Lanka 2010

In the North of Sri Lanka (Mannar Region)

Considerations for an initiative of the Scort Foundation in Sri Lanka, in co-operation with Scort’s official partner clubs, the Football Association Sri Lanka (FFSL) as well as the Fédération Internationale de Football Association (FIFA) and other project partners.

The Scort Foundation

The Scort Foundation is an independent non-profit foundation that organises and supports socially-oriented sports activities for children and youth. In so doing, Scort cooperates with football clubs and social organisations. Scort offers them a platform for exchange and co-operation. Our focus is the wellbeing of children and youth in difficult living conditions and the promotion of integration, peace building and development initiatives.

Scort’s Vision

It is the aim of Scort to bring joy and hope to the hearts of young people through sporting initiatives and to open them new perspectives. Core values and confidence shall be taught through targeted football initiatives. Within the education of young people Scort wants to support sustainable development as well as to foster existing engagement. Moreover, Scort pursues the goal of creating cooperation and communication platforms for the support of children and youth together with participating partners.

How does the “Football Clubs for Development and Peace” partnership programme, initiated and managed by Scort, work?

To achieve its objectives, Scort created the “Football Clubs for Development and Peace” partnership programme. In this programme, Scort cooperates with top-class European football clubs to support children and youth in difficult living conditions worldwide. FC Basel, Werder Bremen and Bayer 04 Leverkusen became the first official partner clubs in this programme for peace and development. Additional European football clubs as Liverpool FC play a part in the programme and support numerous projects. In particular, the clubs provide coaches and trainers for coaches who carry out focused sport initiatives to support local development and peace building initiatives. The main focus of Scort’s work is the education of young women and men as coaches and role models for younger children who learn how to use football as a tool for social engagement during the projects. They can then act as disseminators in their surroundings and carry forward the project’s mission – a holistic approach including “capacity building” and “peer-to-peer education”.

The conception of the partnership programme is supported by the offices of the UN Special Adviser on Sport for Development and Peace, Wilfried Lemke, in Geneva and New York. Project content as well as aspects of project realisation (contact of embassies and local UN agencies) are always discussed jointly.
Method of Operation on the Example of the Scort Project Sudan 2009

Within the Sudan Project “Integration and Education through Football” run in 2009, the Scort Foundation cooperated with the Sudanese Football Association (SFA) and five local NGOs. The Football Association and NGOs selected 25 young women and men with different ethnic backgrounds to take part in the social coaching education programme. The young people, educated by Scort’s partner clubs during five project modules, were experienced in social engagement and had already gained working experience in different NGOs. During theoretical and practical lessons they learned how to conduct football training sessions for kids and how to deal with groups. Furthermore they got information about conflict management and learned how to convey core values through football. Through the education programme the young coaches experienced how to use sport as a tool for social engagement. They learnt how to act as role models for younger children as well as how to convey the positive power of sport to their surroundings. Already during the first module their task was to set up their own training groups with children in several NGOs or poor areas of Khartoum. In the course of this, the junior coaches were supported by Scort and Sudanese Football Association.

Background Information about Sri Lanka

Sri Lanka, known as Ceylon before 1972, has got 20 million inhabitants. The main part of the population is Sinhalese, whereas the Tamils, mainly located in the North and East of the country, and many in Colombo, are the largest minority.1 The socio-cultural structure of the political life is determined by the values of the Sinhalese (mostly Theravada Buddhist) majority. The Tamils consider themselves as an oppressed minority on a Sinhalese dominated island. Members of the Christian religion exist in both ethnic groups, but far more are Tamils.2

Education

The education system was adapted to the English standard and guarantees full access to primary school all over the country. The illiteracy rate of 9.2 per cent is uniquely low compared to other regions. Besides the official languages Tamil and Sinhalese, English is increasingly fostered to facilitate the communication between the ethnic groups and to support the young people’s access to international economic and scientific development.3

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Civil war

From 1983 to 2009, there was an on-and-off war of resistance against the Government by the Liberation Tigers of Tamil Eelam (LTTE), a separatist militant organization who fought to create an independent state named Tamil Eelam in the North and East of the island. Both the Sri Lankan Government and LTTE have been accused of various human rights violations. On May 19, 2009, the President of Sri Lanka, Mahinda Rajapaksa, officially claimed an end to the civil war and the defeat of the LTTE.4

The de facto civil war claimed 100’000 lives according to estimations of the Federal Foreign Office of Germany. The most urgent domestic tasks are now the taking care of the originally 272’000 civil war refugees housed in camps, their return to their homes and the economic reconstruction of the highly affected North5. About a year after the victory over the rebels the return home is already advancing. The majority of IDPs formerly held in camps have already received permission to return to their districts of origin where they face different kinds of difficulties.6

Initial Situation “Project Sri Lanka 2010“

In December 2004 major areas of the coasts around the Indian Ocean were hit by a tsunami. The coast of Sri Lanka – especially in the Northern, Eastern and Southern Part of the country – was heavily affected. In the course of the ensuing reconstruction work, the Football Association of Sri Lanka (FFSL) supported by FIFA, built up nine new football centres.

One of these new centres, the City Centre Complex in the Capital, Colombo, is under the patronage of Gigi Oeri (President of the FC Basel) and the club FC Basel. In the middle of October 2009, the FFSL invited Gigi Oeri and representatives of the FIFA Development Department to the opening ceremony of the football centre in Colombo. The football centre in Mannar in the North of Sri Lanka was also inaugurated during the same visit. With this playing field the FFSL wants to offer both a venue and vision to the population hit by the civil war and the tsunami. Gigi Oeri was also invited to this opening ceremony and travelled, from Colombo to Mannar, together with Urs Kluser, Development Director of the FIFA, and Ruth Flint, Ambassador of Switzerland to Sri Lanka.

Scort staff accompanied their President to get an impression of the present postwar situation in the North of Sri Lanka and to evaluate the location for a possible Scort Project in 2010. For this reason, Scort initiated talks with the local NGOs “SOS Kinderdörfer in Sri Lanka“, “Future Peace” and “Sport Access for All” together with the Swiss Academy for Development (SAD) and FFSL.

Considerations

Through football as a neutral means it is possible to convey such basic values of social coexistence as tolerance and respect. During the football education programme young, highly motivated, women and men learn how to act as role models for younger people as well as to take positive influence on their development as responsibly-minded coaches. In a region where society is characterised by the effects of civil war and inter-ethnic tensions, football can offer a non-

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political, non-partisan aid to supporting people in their different living conditions.

During the conflict numerous refugees of the civil war were held involuntary in government run camps. The return back to their home villages has currently started. According to representatives of the international community it is now the best moment to offer vital new perspectives to these people, by offering them education programmes, amongst other measures. Using sport (especially with the help of representatives of top European football clubs) we can get through to the local population. Local and international NGOs and organisations can profit from the positive effect of sport, which helps to foster positive feelings toward development and peace building. Through its partnerships within this project Scort aims to foster development in this direction.

**Preparation Trips**

During two preparatory trips in October 2009 and March 2010, the Scort team was able to get a general idea of the situation in Sri Lanka – especially in the District of Mannar and could then develop the project concept in cooperation with local project partners.

A visit to Mannar in March 2010 showed that the majority of IDPs who had already returned to their districts of origin were facing different problems like unemployment or loss of their former homes. The district is dominated by Christian Tamils, but also some Muslims returned to Mannar. The returnees are committed and want to contribute to the development and reconciliation in their region after the conflict period. However, most of them in this remote area feel a bit left out and rejected and hope to receive national and international support in achieving their aims. The Scort Foundation wants to support this process in cooperation with other local project organisations.

Based on insights from discussions with different local bodies, during both preparation trips, the following concept was designed for the Scort-Project Sri Lanka starting in May 2010.
Project Concept

**Scort Project Sri Lanka (District Mannar) 2010/2011**

**Timeframe**
May 2010 to February 2011

4 project modules (each 4-6 days in May, August, November 2010 and February 2011) in the District of Mannar (Northern Sri Lanka)

**Venues**
Sri Lanka
Mannar City and Mannar District
Arrival and departure via Colombo

**Organisation**
*Scort Foundation*

“Football Clubs for Development and Peace”
### Potential Project Partners

**Participating international football clubs:**
- FC Basel, Switzerland
- Tottenham Hotspur FC, England

Local main project partner:
- Football Federation of Sri Lanka (in close cooperation with the Mannar District Football League)

Further local project partners:
- Holcim Ltd. Sri Lanka (Vocational Training Mannar)
- British Council Colombo
- International Committee of the Red Cross
- Future Peace Sri Lanka

Shared funding by:
- Scort Foundation and “Football Clubs for Development and Peace”
- Liechtenstein Development Service (LED)
- Premier League
- FIFA
- Holcim Ltd. Sri Lanka
- Football Federation of Sri Lanka

### Short Summary

Approximately 25 young women and men with different ethnic backgrounds from the Mannar District in the North of Sri Lanka will take part in a coaching education programme to become football coaches for children’s and grassroots football with specific responsibilities and competencies in the social field. The participants are educated as role models for younger ones during the year-long initiative and implement the newly learned skills directly when working with their own children’s football groups.

Experienced football coaches from professional European football clubs will conduct the coaching education sessions. Apart from theoretical and practical skills in the field of grassroots and children’s football the participants also learn social skills through football. Further non-football related sessions will focus on regionally relevant social topics (e.g. first aid, team building, reconciliation and tolerance, further vocational training opportunities, integration). The participating local project partners will contribute their specific knowledge to these sessions.
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<tr>
<th>Programme Content</th>
<th>Coaching Education Programme</th>
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<td>• Educating football coach for grassroots and children’s football</td>
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<td>• Educating role models for youngsters and the multiplier effect on that</td>
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<td>• Conveying socially important topics and ethics not directly related to football via local partner organisations</td>
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Football training sessions for children in the city of Mannar and in the Mannar District – jointly conducted by the international coaches and the participants of the coaching education programme.

Setting up of children’s football teams in the Mannar District by the participants in the coaching education programme (1 to 2 training sessions per week)

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<th>Aims</th>
<th>Education, Capacity Building and Mobilisation</th>
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<td>• Education as coaches for “children’s and grassroots football” (theoretical and practical know-how about didactical and methodological aspects in children’s and grassroots football);</td>
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<td>• conveying social aspects through football (sport specific values like respect of the opponent, acceptance of rules, teamwork, fairness; handling of aggressions, tensions, victory and defeat);</td>
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<td>• teaching socially and locally relevant non-football related topics (First Aid, team training, tolerance, conflict resolution, trauma coping etc.);</td>
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<td>• educating participants as confident and pro-active individuals that will form role models for youngsters (role model education);</td>
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<td>• teaching multiple skills, ranging from managing groups of children, football skills and social competences to pass on to children and youth in the local environment. This offers a fresh and innovative approach, which uses football as a medium to convey messages (peer-to-peer education).</td>
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**Health Promotion**

• Promoting physical and mental well-being while also teaching greater understanding of their own body through sport.

**Communication and Mutual Respect**

• Fostering communication and mutual respect among children and youth with different religious, social and ethnic backgrounds through combined sporting activities;

• enhancing mutual respect among girls and boys as well as women and men through sport.
Setting up local and international cooperation for the support of children and youth in Mannar District

- Fostering cooperation among European football clubs in the framework of their international engagement in Mannar;
- building new international and local cooperative networks during the project;
- using the positive impact of football to extend networks to support the implementation of the Millennium Development Goals;
- fostering the cooperation between different local organisations to implement sustainable development work (local leagues, schools, NGOs etc.).

Participants

Approx. 25 young women (about 20-30%) and men 16 to 25 years of age from the Mannar District. The participants are selected by the Football Federation of Sri Lanka in cooperation with further local project partners.

Selection criteria:

- Love for football and high social involvement
- Participants with different ethnic, religious (Hinduism, Buddhism, Christian) and social backgrounds from Mannar District
- Regularly working with children or having access to them
- Motivation to participate in all modules of the one-year initiative and to set up own football teams for children

The participants come from different organisations with different backgrounds (socially oriented NGOs, football clubs and associations). By passing the coaching education programme they act as multipliers in their organisations and strengthen the network between the different stakeholders.

These participants pass on their acquired skills to children groups. In doing so they take over responsibility and act as role models for the younger ones in terms of “peer-to-peer-education”.

Realisation

Project staff per module

- 1-2 coaches/coaching educators from every participating football club
- 1 FIFA-Instructor
- 2-3 Scort project staff members
- 1-2 experts of local partner organisations

Organisation

- Scort Foundation in close cooperation with the FFSL
- Arrival in Colombo, transfer to Mannar by car/bus
- Overnight stay in Puttalam and/or Mannar
Message of Support by Mr. Wilfried Lemke
Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

“Scort Foundation”

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

As the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, it is with great pleasure that I offer my support to the Scort Foundation and its initiative Football Clubs for Development and Peace (FCDP) for the period of one year.

The Scort Foundation specifically supports underprivileged youth in five countries involving partnering professional football clubs in the implementation of its projects. It is thereby contributing intelligently to the promotion of sport as a vehicle for positive social change and making good use of sport in a development context. FCDP focuses on the education of youth as coaches and role models strengthening local communities and consciously fostering social development in an exceptional way. Linking football clubs, governmental and non-governmental organisations the initiative is a great example of multi-stakeholder partnership providing for concrete action towards development and peace.

With the support of young role models being one of the priorities in my work, I eagerly await the project’s evolution and results. I wish you every success in this endeavour and all the best in your continuous efforts throughout the coming year.

Geneva, 10 January 2011

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