

COMMON GOAL

COMMON GROUND
COLLECTIVE PROJECT



COMMON GROUND – PLAY, LEAD, CREATE

Common Ground is a project of Common Goal and KICKFAIR, which is implemented in cooperation with local partners at Bundesliga locations.

VISION

A society where every young person has equal opportunities to play, lead and create positive change for themselves and their communities.

STRATEGY

Using street football to enable young people to develop skills and abilities they need to develop positive life perspectives and find their place in society.



ABOUT THE PROJECT

GLOBAL GOALS SUPPORTED



The coronavirus pandemic is challenging the world in unprecedented ways. Only if we all play our part and show solidarity with those affected most can we overcome this crisis and emerge as an even stronger society.

Not all children and adolescents in Germany have the same opportunities for personal development and active participation in society. The inequalities and social exclusion that these young people face have been exacerbated by the coronavirus crisis. School closures and the suspension of activities offering participants a sense of belonging and positive social experiences have resulted in an increasing number of young people feeling frustrated, helpless, apathetic and alienated.

The Common Ground project is addressing these challenges by providing young people most affected by the pandemic with valuable social and learning experiences.

Led by KICKFAIR, the project aims to implement Common Grounds in Bundesliga cities in the years 2020-2021 with a follow-up plan for sustainable growth and local ownership. A Common Ground is a safe space consisting of a whole concept of quality education built around a street football pitch and youth organising

office where young people can meet, have positive social experiences and develop their potential - and contribute to social change.

As the co-creators of all Common Ground activities, young people’s role and perception shift from beneficiaries to real experts and active decision makers, taking on an active role in expanding their learning and changing their individual life circumstances for the better. Common Grounds will be closely connected to schools and their curricula fostering holistic, potential-oriented learning. The methodology underlying the programmes carried out in these locations places the personal development of young people and their interaction as an open democratic community at the centre of transformation.

The approach of Common Ground is based on KICKFAIR’s educational concept with the structural integration of individual elements in schools and their curriculum and seeks to achieve positive changes, both on an individual level and on a societal level.

OBJECTIVES

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Establish Common Grounds across Bundesliga cities and support children and adolescents throughout Germany most affected by the consequences of COVID-19.
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Engage up to 1,000 young people at each Common Ground through activities promoting social values and active citizenship.
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Connect Common Grounds to school curriculum enabling educational institutions tackling the consequences of COVID-19 to foster positive experiences, equal learning opportunities, personal development and social interaction.

WHO IS PART OF COMMON GROUND

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Youth: Regardless of their background and as experts of their life realities, young people design all Common Ground activities themselves and become positive role models.
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Local Schools: Schools in Bundesliga locations anchor the locally adapted KICKFAIR concept in their structures and implement it in the longterm.
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KICKFAIR is a non-profit organisation active across Germany and pursues the goal that all young people have the same opportunities to develop their potential and to create society.
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Common Goal is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

“A Common Ground is a place where young people can meet and create positive experiences for themselves and the community. More than a physical space, it is a whole educational concept where young people can create their own opportunities.”

AYDEL HAJI

Young leader, KICKFAIR



COMMON GROUND - PLAY, LEAD, CREATE

HOW IT WORKS

CHALLENGE

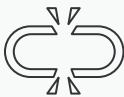
Not all children and adolescents in Germany have equal opportunities to develop, to unfold their potential, to co-create society and to live a happy life.



Frustration, resignation, lack of self-esteem and self-confidence among youth, leading to destructive coping strategies.



Loss of talents and potentials needed in all sectors.



Threat of our societal cohesion (locally and globally).

SOLUTION

Work against mechanisms and dynamics that lead to unequal opportunities threatening our future society, by:

Transforming the system of learning and foster quality education for all. (Goal 4)

Promoting new leadership models understanding youth as experts.

Enabling equal opportunities by re-writing narratives about marginalised youth and redefining key indicators for success. (Goal 10)

1. USING A HOLISTIC FOOTBALL-BASED EDUCATIONAL MODEL

The educational model developed by KICKFAIR is based around the game of street football. It includes thematic modules that enable young people to develop skills and abilities they need to develop positive life perspectives and find their place in society. In parallel, young people understand the value of diversity, become part of a democratic community and are encouraged to co-create society.

- 1. Playing Street Football:** Boys and girls play with each other, negotiate the rules before each game and discuss compliance with them after the game in the dialogue zone.

2. Mediating & Organising: Participants take on central roles in the implementation of the projects. They contribute ideas, plan, organise and carry out the project contents.

3. Mentors & Youth Leadership: Participants with past experience in the project become mentors for other pupils. They pass on their knowledge and experience and offer support to younger ones.

4. Encounter in Diversity: Participants are exposed to positive experiences of 'foreignness' and adopt constructive approaches to diversity - locally and globally through exchange with youth leaders from international partner organisations.

SOCIAL COMPETENCES

- Communication Skills
- Ability to cope with conflict
- Teamwork skills
- Empathy
- Tolerance of frustration

PERSONAL COMPETENCES

- Self-confidence
- Self-reflection
- Self-efficiency

STRATEGIC COMPETENCES

- Organisational skills
- Ability to resolve problems

VALUES & PRINCIPLES OF ACTION

- Socially responsible behaviour
- Global competence & cosmopolitan attitude
- Togetherness and value in diversity

2. CREATING COMMON GROUNDS TO PLAY, LEAD, AND CO-CREATE SOCIETY

The project creates Common Grounds to foster quality education, promote new models for youth leadership and co-create society. As the co-creators of all Common Ground activities, young people develop and co-create social transformation in their surroundings to promote equal future perspectives for all.



IMPACT

SHORT TERM

The project enables positive learning environment for youngsters to develop and unfold potential.

MID TERM

Young people find belonging through active co-creation of living surrounding and develop personally and in social interaction.

LONG TERM

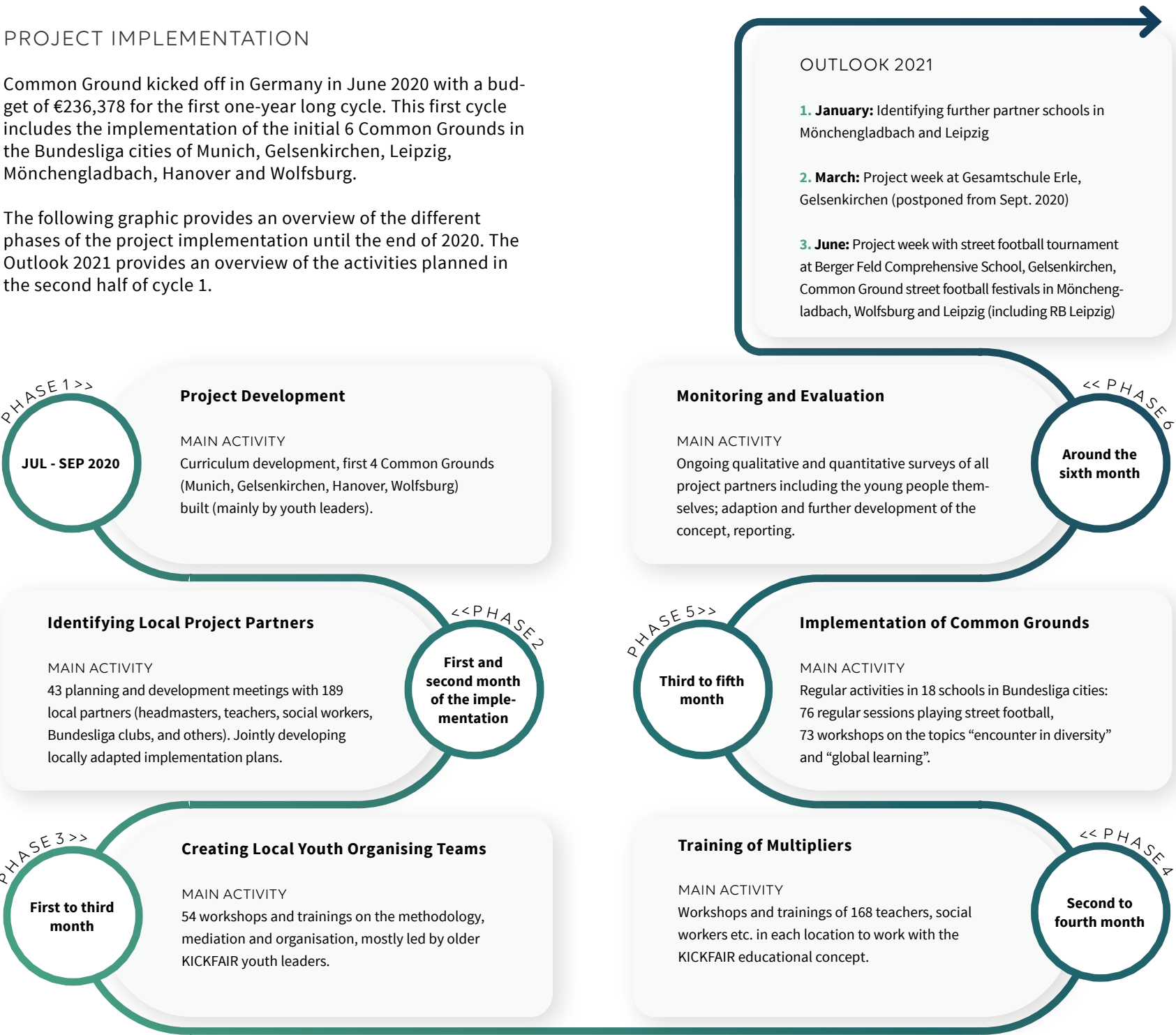
Equal opportunities and changed perspectives for youth and society to live a happy life.

IMPACT IN THE FIELD

PROJECT IMPLEMENTATION

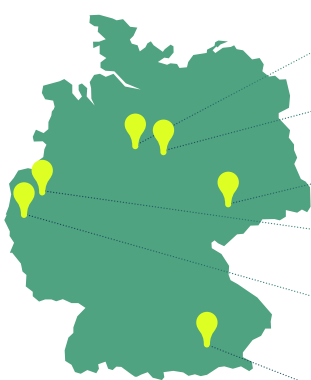
Common Ground kicked off in Germany in June 2020 with a budget of €236,378 for the first one-year long cycle. This first cycle includes the implementation of the initial 6 Common Grounds in the Bundesliga cities of Munich, Gelsenkirchen, Leipzig, Mönchengladbach, Hanover and Wolfsburg.

The following graphic provides an overview of the different phases of the project implementation until the end of 2020. The Outlook 2021 provides an overview of the activities planned in the second half of cycle 1.



OUTPUTS 2020

6 MONTHS **6 LOCATIONS** **18 SCHOOLS**
44 WORKSHOPS **168 PEDAGOGICAL STAFF TRAINED**
1,440 PARTICIPANTS REACHED
189 YOUTH LEADERS IN YOUTH ORGANISING TEAMS



- Hanover:** Common Grounds implemented: Local Youth Organising Teams meet regularly to prepare future project implementation.
- Wolfsburg:** Common Grounds implemented: Local Youth Organising Teams meet regularly to prepare future project implementation.
- Leipzig:** First meetings with RB Leipzig, connecting KICKFAIR with the local school authority and interested schools.
- Gelsenkirchen:** Common Ground implemented: Local Youth Organising Team meets regularly to prepare future project implementation.
- Mönchengladbach:** First meetings with Borussia Mönchengladbach, connecting KICKFAIR with the local school authority and interested schools.
- Munich:** Common Grounds implemented: Local Youth Organising Teams meet regularly to prepare future project implementation.

IMPACT 2020

Creating positive learning environments for young people to develop

92%
of Youth Leaders feel that KICKFAIR changes the way teachers see them.

94%
of educators created and designed holistic learning environments for youth.

Young people create positive change for themselves and their communities

93%
of Youth Leaders are confident in their ability to overcome challenges in their lives as a result of their experience with Common Ground.

97%
of Youth Leaders see the opportunity to shape social developments at and with Common Ground.

FOOTBALL IS A TEAM GAME,
AND SO IS SOCIAL CHANGE.

COMMON GOAL



Leaders
Sports Award (2019)



Fast Company Most Innova-
tive Companies (2018)



WeWork Creator
Award (2017)



UEFA Foundation for
Children Award (2016)



UN ECOSOC
Consultative Status (2014)



European
Citizen's Prize (2013)



UEFA Monaco Charity
Award (2011)



SCHWAB FOUNDATION FOR
SOCIAL ENTREPRENEURSHIP
WEF Social Entrepreneur of
the Year (2011)



Ashoka Fellowship
(2007)



Laureus Sport for
Good Award (2006)



FIFA Fair Play Award
(2006)