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.
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.

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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.
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.

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.

1. Identifying interested schools and local partner organisations.

2. Assessing needs, objectives and expected impact with the local partner organisation.

3. Developing a short-, mid- and long-term implementation and transformation plan digging into the local curriculum.

4. Creating local Youth Organising Teams as key implementors supported by elder, experienced KICKFAIR Youth Leader.

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

As the co-creators of all Common Grounds, young people understand youth as experts. They participate in all stages of the project, from identifying interested schools and local partners, assessing needs and objectives, to implementing and transforming the plan, designing the Common Ground. The Common Ground is set up and activities such as tournaments and workshops are implemented by the Youth Organising Team. 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.

1. Local partner receives a Common Ground - mobile football pitch and adapted concept for implementation.

2. Workshops and training of local Youth Organising Team on KICKFAIR methodology supported by elder Youth Leader.

3. Youth Organising Team designs the journey of the Common Ground.

4. Common Ground is set up and activities such as tournaments and workshops are implemented by the Youth Organising Team.

5. The journey of the Common Ground continues. Next destination to be defined by the youth.

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

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

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

OUTLOOK 2021

1. January: Identifying further partner schools in Mönchengladbach and Leipzig
2. March: Project week at Gesamtschule Erle, Gelsenkirchen (postponed from Sept. 2020)
3. June: Project week with street football tournament at Berger Feld Comprehensive School, Gelsenkirchen, Common Ground street football festivals in Mönchengladbach, Wolfsburg and Leipzig (including RB Leipzig)

IMPACT IN THE FIELD

COMMON GROUND COLLECTIVE PROJECTS

Creating positive learning environments for young people to develop
92% of Youth Leaders feel that KICKFAIR changes the way teachers see them.

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.

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

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