



COMMON GOAL

PLAYING FOR PEACE
COLLECTIVE PROJECT



PLAYING FOR PEACE

Playing for Peace is a project by Common Goal and YFC Rurka Kalan, implemented by local partners in Africa, Asia, Europe, Latin America and the Middle East.

VISION

Young people are empowered to shape their communities and play a key role in creating peaceful and inclusive societies.

STRATEGY

Educate youth leaders as Peace Agents and football for good coaches, enabling them to tackle intolerance, social hostilities, systemic inequality and violence in their communities.



ABOUT THE PROJECT

GLOBAL GOALS SUPPORTED



According to the United Nations, over 600 million young people across the globe are currently living in “volatile and conflict-prone areas.” The causes of conflict and violence are manifold, such as political tension, drug-related crime or terrorism, and can be locally focused or inter-regional. This situation is compounded by a significant trust gap between young people and their governments and civil society.

Playing for Peace addresses these challenges by strengthening the position of young people in decision-making processes and influencing peaceful conflict resolution towards the creation of peaceful, inclusive societies.

Over the course of three years, young leaders from the participating communities will build strong skills in the areas of leadership, inclusive thinking, non-violent communication and conflict-resolution as well as gain extensive knowledge on the socio-cultural-economic setup of their respective communities and the underlying potential for conflict and injustice.

In addition, these young leaders will be trained as Football for Good coaches through an established, tried-and-tested curriculum. They will become ‘Peace Agents’ and will carry out regular sessions with adolescents between the ages of 15 and 18. As Peace Agents, they will act as role models for other young

people and will engage the wider community through a series of events.

Through this, the aim is to increase intercultural competencies among members of the community, giving space for a greater mental openness and inclusion among people with different cultures, races, religions and/or capacities.

To increase open-mindedness and intercultural competencies, young leaders and players will get the opportunity for international exchange through Football for Good events hosted by the project partners.

Playing for Peace kicked off in July 2021 lead by India-based Football for Good organisation YFC Rurka Kalan. Together with 10 other community organisations from Africa, Asia, Europe, Latin America and the Middle East the project will be rolled out in three year-long phases.

OBJECTIVES



Develop a high-quality youth leadership curriculum, enabling the project partners to train youth leaders to become Peace Agents in communal conflict situations.



Train 45 youth leaders (18-25 years) as local Peace Agents in the areas of leadership, egalitarian thinking, non-violent communication & conflict-resolution.



Engage 1,500 adolescents (15-18 years) in Football for Good sessions to decrease the percentage of youth involved in communal conflict or inter-group violence in target communities.

WHO IS PART OF PLAYING FOR PEACE



Youth will be trained as coaches and Peace Agents to engage with and act as role models for other young people in their communities.



YFC Rurka Kalan is an NGO based in Punjab, North India. The organisation engages children and young people in socially and economically deprived communities to enable them to attain sustainable lifestyles.



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.

LOCATIONS

**YFC RURKA KALAN ,
SLUM SOCCER,
YUWA,
DREAM A DREAM,**
INDIA

**KICKFAIR,
KICK FOR TOLERANCE ,**
GERMANY

SUDHAAR SOCIETY,
PAKISTAN

PERES CENTER FOR PEACE ,
ISRAEL

UFC BEIRUT,
LEBANON

ESPÉRANCE ,
RWANDA

TIEMPO DE JUEGO,
COLOMBIA

GRANJA ANDAR,
ARGENTINA



“It has been a fascinating experience to have met people and children who share the same language, food, culture and history but have been divided by petty regional and international politics. I enjoy my work creating an enabling environment for connecting both sides of Punjab.”

JASPREET KAUR

Project Manager YFC Rurka Kalan, India

HOW IT WORKS

CHALLENGE

Worldwide, over 600 million young people are currently living in situations of violence and conflict. This is compounded by a significant trust gap between young people and their governments and civil society.



Frustration, lack of dignity, psychological trauma, poor mental health and increased social barriers lead to poor living conditions.



Discrimination, lack of social cohesion, tolerance and respect create an environment where young people have fewer opportunities and are hindered in their development.



Deep-rooted societal tension results in violence that can lead to armed conflict, displacing or killing millions of people.

SOLUTION

Tackle the negative effects of conflict on young people and empower them to create the change they need for themselves and their communities.

Young leaders gain skills in leadership, inclusion, non-violent communication and conflict-resolution and extensive knowledge on the socio-cultural-economic setup of their communities.

Young leaders train as coaches and Peace Agents to act as role models to other young people and engage them in regular sessions using the 'football3' and 'streetfootball for tolerance' methodologies.

To increase open-mindedness and intercultural competencies, young leaders and players engage in international exchange through Football for Good events hosted by the project partners.

1. ENABLING YOUNG LEADERS TO CREATE PEACEFUL, INCLUSIVE COMMUNITIES



1. Gaining knowledge of local situation: Youth learn about socio-cultural-economic setup of their communities and underlying potential for conflict and injustice.



2. Acquiring skills for peacebuilding and inclusion: Youth are equipped with skills in leadership, inclusive thinking, non-violent communication and conflict resolution.



3. Becoming Football for Good coaches: Youth are trained as Football for Good coaches based on the project curriculum.



4. Youth act as role models: Youth implement regular sessions with adolescents using the training they have received to decrease the percentage of youth involved in communal conflict or inter-group violence.



5. Promoting peace and inclusion in the wider community: Youth engage diverse stakeholders in their communities through events promoting tolerance and non-violent conflict resolution to contribute to a reduction of violence in their communities.



6. Engaging in international exchange: Young leaders and players gain opportunities to participate in Football for Good events to increase open-mindedness and intercultural competencies.

2. HOW THE PROGRAMME EMBEDS PEACEBUILDING IN LOCAL COMMUNITIES AND CONTINUES TO GROW

PHASE ONE

Knowledge Exchange, Learning & Curriculum Development

Staff from participating community organisations and external experts gather to exchange knowledge and develop curricula - for young leaders, as well as the core curriculum featuring Sport for Development sessions promoting Global Goal 16 through the use of football.

PHASE THREE

Results & Evaluation

Assessment of the learnings and results from phases 1 and 2 of the project, revision of curricula and roll-out in new project locations.



PHASE ONE

Selection of 'Peace Agents'

The project partners select young people from their programmes as 'Peace Agents' (PA) according to previously agreed criteria.

PHASE TWO

Implementation of Football for Good sessions & advocacy activities

The PAs begin implementing regular sessions to adolescents and engage diverse stakeholder in their communities through the events they had planned in phase 1.

IMPACT

SHORT TERM

A learning environment for global citizenship and peacebuilding education has been created with a high-quality curriculum, methodology and dedicated human resources for project partners.

MID TERM

The project partners apply the curriculum and methodology, enabling young leaders to become Peace Agents in communal conflict situations.

LONG TERM

The position of young people in decision-making processes and in the peaceful resolution of conflict has been strengthened and, as Peace Agents, youth play a key role in the creation of peaceful, inclusive societies.

IMPACT IN THE FIELD

PROJECT IMPLEMENTATION

Playing for Peace officially kicked off in July 2021 with the participation of 12 Common Goal community member organisations from 4 continents.

The following graphic provides an overview of the different phases of the project implementation over the course of 2020 and 2021. The budget for the period 2021-2022 implementation is €63,000. The Outlook 2022-2023 offers a preview of the activities planned for the second year of implementation.

PRE-IMPLEMENTATION >> 10/2020 – 11/2021

IMPLEMENTATION PHASE 1 >> 07/2021 – 11/2021

PHASE 2 >> DECEMBER/2021

PHASE 3 >> 01/2022 – 06/2022

OUTLOOK 2022/2023 >>

Conception & Design

In this phase, two project proposals by Common Goal community member organisations YFC Rurka Kalan and Asociación Civil Granja Andar on the topics of conflict resolution and peacebuilding were consolidated to create a single global project targeting Global Goal 16: Peace, Justice and Solid institutions.

Contract Agreement

Common Goal prepared an agreement contract with the lead partner organisation for the project: YFC Rurka Kalan. This includes all responsibilities and the budget breakdown for the first year of implementation (2021-2022).

Curriculum Development & Selection of Peace Agents

GOAL
To bring together expert staff from the participating community member organisations and develop a curriculum for youth leaders as well as the core curriculum promoting Global Goal 16.

- ACTIVITIES
- Identification of Curriculum Development Experts.
 - 14 Curriculum Development (online) workshops.
 - Creation of a training manual based on new curriculum.
 - Selection of 45 young people from the participating community member organisations as ‘Peace Agents’.

Capacity Building Training of all Peace Agents

GOAL
To train the 45 Peace Agents on the new curriculum over the course of two weeks .

- ACTIVITIES
- Establishment of an online platform for knowledge exchange and e-learning for Peace Agents and project partners.
 - 14 capacity building (online) workshops.

Peace Agents train other youth in their communities

GOAL
Peace Agents become active as multipliers of knowledge around peace building and conflict resolution in their own communities .

- ACTIVITIES
- Organisation of Peace Festival in Rurka Kalan, India in March 2022.

200

Peace Agents are running high-quality weekly sessions

1,500

Young people are participating in Football for Good sessions

OUTPUTS

12
ORGANISATIONS
4
CONTINENTS



Playing for Peace Curriculum
Project curriculum developed by the end of November 2021 to train Peace Agents in December 2021.

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)