

The GIZ magazine

# akzente

## Sport

A boost for society and the economy

### OTHER TOPICS:

Exchange programme for young non-academics from Germany and the US

Combatting violence: South African youngsters play a part.

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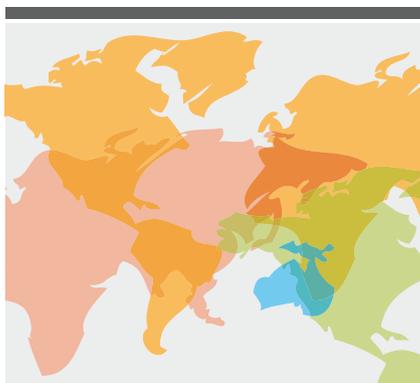




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**giz** COMPANY PROFILE

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH offers sustainable and effective solutions for political, economic and social change processes. GIZ is a federal enterprise that employs more than 16,000 staff members and operates in over 130 countries worldwide.

[www.giz.de/en](http://www.giz.de/en)

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## DEAR READER,

In Germany alone, 28 million people belong to sports clubs under the umbrella of the German Olympic Sports Confederation (DOSB). Sport sets things in motion – not just physically: the clubs affiliated to the DOSB see themselves as a broader social movement and are keen to engage with topics such as the integration of marginalised groups, community learning and social participation by children, young people and adults.

Sport is also an important economic factor. Manufacturers of sportswear, equipment and merchandise employ hundreds of thousands of people around the world and generate billions of euros in turnover. Not least, major international events such as the Olympic Games and the Football World Cup attract a massive audience and are the focus of multi-billion-euro licensing and infrastructure projects.



Both the economic and social aspects of sport are of great interest to GIZ and its clients. An increasing number of projects around the world provide advice on sporting activities for young people and utilise the opportunities that team sports in particular offer for health education, the development of social skills, violence prevention and conflict management. The development of national teams and association structures are a by-product. And more and more often, organisers of major events are asking for advice, with a view to generating sustainable results.

As the World Cup in Brazil draws closer, this issue of akzente therefore focuses on 'Sport and Development'. Other articles take our readers to South Africa and Rwanda. In both countries, violence is a dominant feature of daily life. In South Africa, efforts are being made to involve young people – both the victims and the perpetrators of violence – in violence prevention. Rwanda will soon mark the 20th anniversary of the genocide which tore the country apart in 1994. We report on the Civil Peace Service's commitment to assisting Rwanda in overcoming its trauma and promoting reconciliation.

I hope you find this issue of akzente both interesting and informative.

Dorothee Hutter  
Director of Corporate Communications

## Former US President Clinton praises Nike alliance



(from left) Indio da Costa from the Municipal Secretariat of Sport for Rio de Janeiro, former US President Bill Clinton, Mark Parker, President and CEO of Nike, Daniela Carrera-Marquis from the Inter-American Development Bank and Hannes Bickel, from GIZ's Education, Health and Social Protection Division

**AWARD** Each year the Latin America meeting of the Clinton Global Initiative brings together executives like Nike boss Mark Parker to discuss pressing worldwide challenges and solutions. This year, Bill Clinton paid tribute to the work

undertaken by the German Federal Ministry for Economic Cooperation and Development (BMZ) in promoting sports in Brazil. This work is set to continue within the framework of a three-year development partnership entitled

'Designed to Move School' with sports equipment manufacturer Nike. Under the new partnership, Nike will provide funding for sports and physical activity programmes for children aged between 7 and 12 in Brazil and South Africa. Financial support for the projects will also come from BMZ's develoPPP.de programme, which promotes sustainable business engagement in developing countries and emerging economies. GIZ will provide technical advice and implement the projects.

The programme will focus particularly on Brazil and South Africa. By providing qualified sports coaching in schools, sport, games and physical exercise can be meaningfully integrated into the everyday school routine. In addition to sports opportunities, children from disadvantaged families also receive schooling. The new alliance also adopts a preventive approach by promoting physical activity in general, thus helping the health system to save costs in the future.

[www.clintonglobalinitiative.org](http://www.clintonglobalinitiative.org)

# 26,000

In Afghanistan only 28% of police officers can read and write. That is now set to change with the help of the 'Rebuilding the police force in Afghanistan' programme, implemented by GIZ on behalf of the German Federal Foreign Office.

Since July 2009, a total of 26,000 police officers from the country's 114 northern districts alone have successfully improved their literacy skills. Courses in the other regions have also been underway since 2013.

## Exemplary cross-border cooperation



**CITIES' NETWORK** GIZ has received a commendation for its cross-border Caucasus Cities' Network from the EU-financed Eastern Partnership Culture Congress. In the face of stiff competition from other initiatives, the project took the award for best cross-border cooperation in the 'good governance' category. The Caucasus Cities' Network is part of the Local Governance Programme South Caucasus, implemented by GIZ on behalf of BMZ in Armenia, Azerbaijan and Georgia. The objective is to bring municipalities in the region closer in line with EU standards and to facilitate an exchange of experience on improving municipal services, citizen participation and greater administrative transparency.

[www.epccongress.eu/en](http://www.epccongress.eu/en)



> ECUADOR

## SOUTH AMERICA'S NEW OLD GOLD

Quinoa, the grain of the Incas, meets all the requirements of current nutrition trends: it is low in fat, gluten-free, and high in protein.

Global demand for quinoa has been on the increase consequences are mass production and significant environment as a result of monocultures. Moreover, the inflated prices to such an extent that populations in America can no longer even afford their own traditional food. In Peru, for example, costs have risen by over 40% in the last year and a half. Whereas Peru and Bolivia are already facing the consequences, an alternative route is being taken. Using a combination of sustainable organic farming methods, support for small farmers and efficient food supplies, a pilot project in the province of Cotopaxi has been looking at a range of issues related to quinoa for the last two years. GIZ has also been working on behalf of BMZ in a development partnership with Inagrofa, Ecuador's largest exporter of the grain.

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[www.inagrofa.com](http://www.inagrofa.com)

> NEW COMMISSIONS

## EU rapprochement

**TURKEY** In December 2013, the European Commission asked GIZ International Services to implement two projects designed to bring Turkey closer in line with EU standards. Tourism organisations and training institutions will benefit from special courses allowing them to better advise and train employees and employers. A national emergency hotline and advice centres are being set up in 26 towns, cities and municipalities with the aim of reducing violence towards women. Training is also being provided for advisory staff. The EU is investing a total of EUR 14 million in the projects.

## Dialogue with police

**MYANMAR** As part of a consortium led by the International Management Group, GIZ International Services has been supporting the police in Myanmar since November with its reforms in the areas of crowd management and community policing. GIZ IS received the commission worth EUR 750,000 from the EU.

## Increased area

**HONDURAS** GIZ signed an EU Delegation Agreement worth EUR 20.4 million in late 2013. As a result, the BMZ-financed project 'Communal forest management and adaptation to climate change' now has total funding of EUR 26.4 million, which it can use to expand the sustainably managed forest area to one million hectares. Around 19,000 farming families will benefit from higher incomes.

## Cricket promotes environmental protection

**CAMPAIGN** For football in Germany, read cricket in India – the nation's number one sport. The Indo-German Environment Partnership in Bangalore tapped into this national obsession in early November, when representatives from politics, sports associations and GIZ launched the 'Green Wicket' campaign in front of 50,000 spectators at the test match between India and Australia. The aim of the initiative is to raise awareness for a more efficient use of natural resources. Focusing on the areas of energy, water, waste and hygiene, the information campaign was implemented by GIZ in collaboration with the local cricket association and on behalf of the

German Federal Ministry for Economic Cooperation and Development (BMZ) and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).



Sign of the times: captains of the two teams sign a green cricket stump.

PHOTOS: JULIANA THOMAS PHOTOGRAPHY/CGI (4 TOP), R. BÄCKER/NEVISION-FOTO.DE (4 BOTTOM), DIETER MUTZ (5 BOTTOM)



## FACES AND STORIES

**EXAMPLES OF GIZ'S WORK** A series of video interviews on the GIZ website showcases a selection of brief but memorable success stories using moving images from around the world. Actors include people from Afghanistan, Rwanda and Colombia, indi-

viduals who are taking their futures into their own hands and also making positive changes to the lives of others.

👉 [www.giz.de/en](http://www.giz.de/en) > Worldwide > Faces and stories

## Grounding managers

### INTERNATIONAL CORPORATE VOLUNTEERING

In November 2013, Deutsche Bank employees took up work for a second time at the Mountains of the Moon University in Uganda. Having been given a leave of absence by their employer for four weeks on a placement organised by GIZ, their objective as International Corporate Volunteers was to support the Ugandan-German programme by providing advisory services on the development of financial systems.

Such initiatives are used widely in the United States to develop human resources: IBM alone provides leave of absence to 500 employees each year for international advisory assignments geared to social issues. The companies themselves benefit from the HR development measure – employees return to work motivated, having



Michael Wiemer was one of the first Deutsche Bank employees to begin work at the MMU. He gives a full account of his experiences in his blog: <http://ccp-uganda.blogspot.de>

gained insights into potential markets and established new contacts. A further objective is to 'ground' business managers by giving them experience of foreign working environments.

The Deutsche Bank programme has been in existence since 2007/08. The secondments have now been implemented for the first time

as part of BMZ's develoPPP.de programme. GIZ assists companies in organising such assignments – from selecting suitable employees and planning a stay to providing support during an overseas placement.

👉 [www.mmumf.wordpress.com](http://www.mmumf.wordpress.com)

# Germany in the eyes of the world

**RECOMMENDED READING** Germany should be less diffident about using its creative drive to solve global challenges of the future. That is the view expressed by politicians, artists, entrepreneurs and academics from around the world and published in a survey conducted by GIZ in almost two dozen countries. ‘Try on the larger shoes, you’ll find they fit!’ – is how one respondent neatly put it. Tanja Gönner, Chair of the GIZ Management Board, used the study’s findings as an opportunity to give some thought to what the rest of the world expects of Germany.



Tanja Gönner, *Try on the Larger Shoes!*, available in German and English, Murmann, approx. 160 pages. Also available as an e-book in German.

## Environmental targets achieved

**CERTIFICATION** GIZ’s environmental management system at the head offices in Bonn and Eschborn and the representation in Berlin were certified under the European Union’s Eco-Management and Audit Scheme (EMAS). Requirements for certification include a standardised environmental management system, defined targets set down in an environmental declaration, information for the general public and the involvement of staff members. By setting up local environmental teams, for example, employees are encouraged to suggest how the system can be improved.

[www.emas.de/meta/english-summary](http://www.emas.de/meta/english-summary)

## SUSTAINABILITY

Project results



## TEACHING IN REFUGEE CAMPS

### Education for Afghan refugees in Pakistan

- **Project:** Basic education for Afghan refugees in Pakistan
- **Commissioned by:** German Federal Ministry for Economic Cooperation and Development (BMZ), co-financing through UNHCR
- **Overall term:** 1990 to 2007

**THEN** There is often a lack of educational provision in refugee camps. Long-term camp residents therefore risk being disadvantaged in the labour market and may find it impossible to escape poverty. From 1990 to 2007, non-formal education courses were organised for adults in Pakistani refugee camps. Formal basic education was also provided for boys and girls. After attending first to sixth class, pupils had the opportunity to begin the secondary cycle with a view to entering the labour market. The measure involved 1,200 teachers and the development of specific teaching materials.

**NOW** Five years after completion of the project, an independent evaluation confirmed the lasting impact of the work. The participation of children – and of girls in particular – in basic education increased significantly during the course of the project and was successfully stabilised at a high level after funding drew to a close. On the initiative of the German advisors, a non-governmental organisation was set up to continue the work. It currently employs 950 teaching staff. Adult education figures are particularly impressive: a total of 82,000 women have participated in mother-and-child health classes, and over 71,000 adults have taken advantage of literacy classes.

# VENTURING INTO THE NEW WORLD

There are plenty of exchange programmes for university graduates and young business managers. But thanks to a parliamentary initiative between Germany and the USA, young non-academics can also experience the work and lifestyle of their counterparts by spending a year in each other's country.

**Text** Christine Mattauch

For Leon Bajrami the weeks he spent in Washington were the icing on the cake: as an internee at the US Congress, the bank clerk from Kiel witnessed first-hand the turf wars fought between Democrats and Republicans and the work of the lobbyists. 'I really learned a lot about US politics,' says the 20-year-old. He will never forget the inauguration of President Barack Obama. 'It was a breath-taking time.' The stay was made possible by a scholarship awarded by the Congress-Bundestag Youth Exchange for Young Professionals, set up as a result of an agreement between the German Bundestag and the American Congress. Each year, the programme offers 75 young workers from the manual, technical and commercial professions the chance to spend a year in America and to attend college and undertake work experience with a US company.

Some participants are also given the chance to spend time with one of the politicians – as was the case with Leon Bajrami, who joined the office of Suzanne Bonamici, a Democratic congresswoman from Oregon. Prior to that, he attended Portland Community College and worked in a bookstore. Like most of the scholarship holders, Bajrami lived for most of the time with a host family – another formative ex-

perience. Suddenly he found himself with a younger sister and a new set of rules to get used to. 'Today I find it easier to compromise,' he says. 'My host mother was as stubborn as me.'

The Congress-Bundestag Youth Exchange for Young Professionals, which celebrates its 30th anniversary in 2014, fills a gap left by other programmes: whereas school and university students have a whole range of transatlantic exchange opportunities to choose from, this is one of very few programmes aimed at young non-academics. The maximum age of participants is 24, so for many it will be their first ever trip abroad. In return, 75 young Americans come to Germany as part of the programme.

The programme in Germany is organised by GIZ on behalf of the German Bundestag; its American counterpart is the Cultural Vistas organisation. Established during the administrations of Helmut Kohl and Ronald Reagan exactly 300 years after the first German settlers arrived in Pennsylvania, the programme has lost none of its popularity: there are still at least »



> AT A GLANCE

## Congress-Bundestag Youth Exchange Programme

**Project:** German-American Exchange

**Commissioned by:** Congress of the United States of America and the German Bundestag

**Overall term:** since 1983

The Congress-Bundestag Youth Exchange Programme was established in 1983 by the Congress of the United States of America and the German Bundestag to mark the 300th anniversary of the first German migrants to North America. It targets school students, those already in employment who have completed training or are in the final year of an apprenticeship in the manual labour, technical and commercial professions as well as young farmers and winemakers. German participants travel for one year to the USA, while American scholarship holders come to Germany. During this time, those of school age attend an American high school while those in employment go to college and undertake a lengthy period of work experience with an American company. Scholarship holders live with host families. Members of the German Bundestag are responsible for sponsoring one of the German scholarship holders, members of the American House of Congress for one of the American participants.

The aim of this ongoing exchange of young people from both countries is to step up German-American relations, kindle understanding for a different mentality and culture, and help eliminate prejudice and stereotypes. Scholarship holders get to know the historic, economic, political and social development of their host country, while at the same time improving their linguistic skills and professional experience. Over 23,000 young people have taken part in the Congress-Bundestag Youth Exchange Programme since its inception. The German Bundestag commissioned GIZ and its US partner Cultural Vistas to implement the programme for young Germans and Americans. This involves advertising the programme, organising the selection procedure and providing support to scholarship holders before, during and after their year abroad in Germany or the USA.



Tino Lehmann



» INTERVIEW

## International understanding at work



Norbert Lammert has been President of the German Bundestag since 2005 and was re-elected to office on 22 October 2013.

**Mr Lammert, what does the Congress-Bundestag Youth Exchange Programme mean to you as the long-standing President of the German Bundestag?**

The programme is of incalculable value to the personal and professional development of its participants; but it is also vital for the stability of transatlantic relations on which we place such importance in these times of globalisation and new international challenges. The only chance we have of solving these major challenges – from climate change to questions of international security – is by standing shoulder to shoulder. So it is crucial that we get to know each other, understand each other and perhaps most importantly take time to think about our own position. But the true value of this transatlantic bridge of personal encounters really comes to the fore when the official channels of German-American relations turn a little frosty.

**How does the programme work?**

For over 30 years now, young Americans and Germans have been learning first-hand

about each other's country and way of life. This kind of cultural, social and political training is nothing less than international understanding at work. The many thousands of scholarship holders that have taken part since 1984 are cultural ambassadors for their country – as well as ambassadors for the other side after returning home.

**What is your personal impression of the scholarship holders?**

Each year the American participants visit the German Bundestag. The occasion always gives rise to a lively meeting of minds and stimulating discussion – and, by the way, these are usually in almost perfect German. That's quite an achievement, when you consider that most American participants have no German at all at the start of the programme. But all scholarship holders – Germans and Americans alike – have one thing in common: they are on a quest for new experiences, highly motivated and willing to learn.

**Interview: akzente**

six applicants for each place – even though participants are required to invest several thousand euros out of their own pocket. Clearly, even in the internet age, there is nothing better than direct, hands-on experience.

### Saving for university from birth

'I was shocked at how difficult it is for students in the United States,' says commercial clerk Claudia Fest, who attended the William Rainey Harper College in Palatine in the state of Illinois. Some parents begin saving straight after the birth of their child in order to be able to pay the exorbitant fees at universities in the United States. And circumstances are also very different when it comes to working life: 'The hire-and-fire mentality is sometimes quite terrifying.' Claudia Fest loved her work experience at the Robert Bosch Tool Corporation's IT department, where to her amazement, after only a short induction period, she was given the chance to manage projects by herself. 'The trust they showed in me was amazing – that really challenged me,' she says. It boosted her self-confidence and she is now fully motivated to apply the 'American push' approach with her German employer, E.DIS AG in Fürstenwalde. The programme takes care of most of the costs, including flights, accommodation and college fees, but participants are also required to make a contribution. GIZ recommends they have a



Claudia Fest



Leon Bajrami and Fiona Evans from the US Embassy

minimum of EUR 4,000 in reserve. 'I saw it as an investment,' says Claudia Fest.

At the end of their stay, the 2013 scholarship holders meet in Washington to exchange experiences. The entire group gathers in the smart, wood-panelled Lohrfink Auditorium at Georgetown University to listen to a presentation by Greg Delawie, deputy ambassador at the US Embassy in Berlin from 2009 to 2012. He talks about his experiences there ('Hillary Clinton showed up five times, there was always plenty to do') and about returning to America ('It was nice to be able to go shopping on Sundays again').

### A lot to learn – even about your own country

There is no stopping the young people in the question and answer session. They ask about aspects of German politics as seen from the American perspective, conditions of employment in the diplomatic service, the situation in Iran. Nor are the scholarship holders afraid to speak English in front of their colleagues, and they do so virtually like true natives – one of the outcomes of the year abroad. 'Tell your German friends to visit America and spend some time in a foreign country,' recommends Delawie. 'You learn such a lot – about your own country too.' Everyone murmurs in agreement; one admits in a low voice that he only noticed how German he was after coming to America. And then

## 'The trust they showed in me was amazing – that really challenged me.'

Claudia Fest

there are the stereotypes. 'The Americans I met knew lots more about Europe than I expected,' says one young man who spent his year in Pittsburgh. Another participant is amazed at the importance of religion in everyday life in the Midwest states. And a third at how easily gays and lesbians are accepted in the major cities. But for many Germans the attitude of conservative Americans towards guns is a tricky issue – and they find it difficult to accept the values of their otherwise like-minded American discussion partners. 'They listened to what I had to say, but I was unable to convince them of my point of view,' regrets one young woman who spent her year in Texas.

For most scholarship holders, the year abroad is only the start of the process. By telling others about their experiences on returning home, the young people become ambassadors for international understanding. A network has also been created to keep experiences alive. The programme's Alumni Association has a membership of 500 former participants and the

friendship established with the American host family can often last a lifetime. For many, contacts made at the professional level build bridges for a future career abroad.

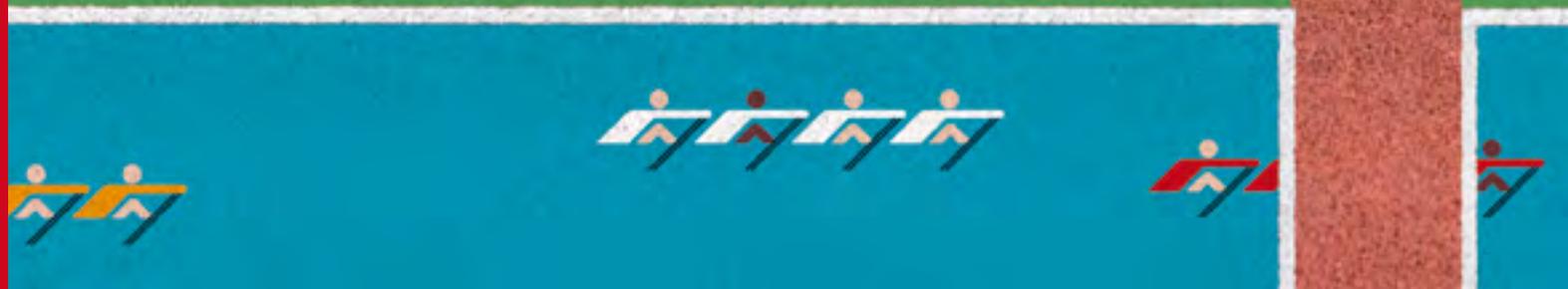
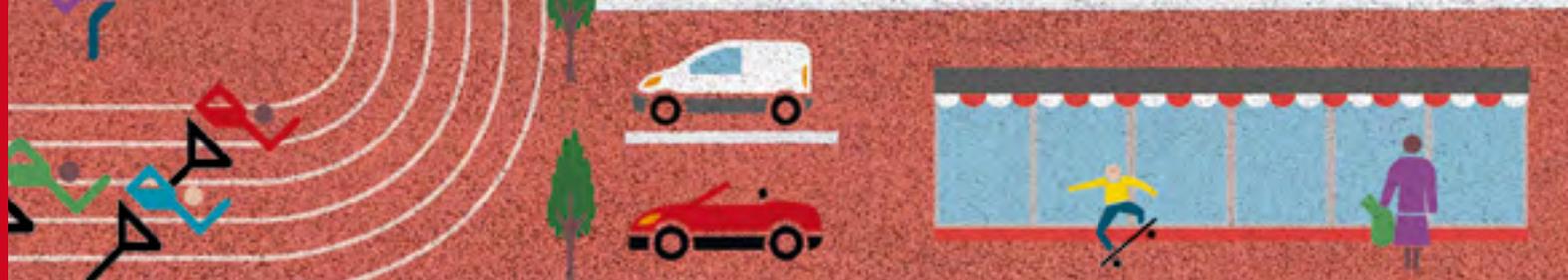
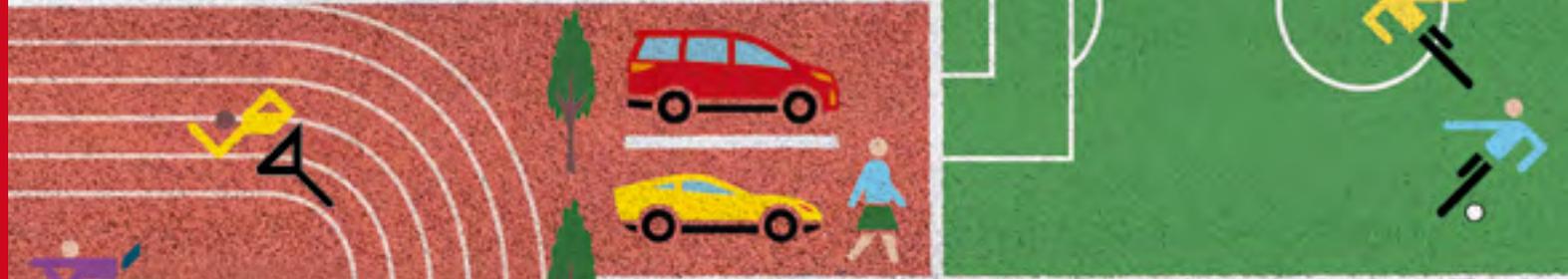
For Tino Lehmann, for example, whose only knowledge of America was 'from the movies', a second visit to the 'Land of Golden Opportunities' is definitely on the cards. The 24-year-old bank clerk from Mecklenburg-Western Pomerania, who spent his year abroad in Chicago, took the spontaneous decision to apply for a green card during his internship with insurance company HDI-Gerling America. It was the best year of his life, he says, even though so much was unfamiliar – from the multiple-choice tests at college to paying with paper cheques. At the end of his stay, Lehmann had Chicago's coordinates tattooed on his torso: 41.8500° N, 87.6500° W. 'It's my personal souvenir,' he grins. ■

### CONTACT

Hanns-Theodor Fuss > theo.fuss@giz.de

👉 [www.bundestag.de/PPP](http://www.bundestag.de/PPP)

👉 [www.giz.de/usapp](http://www.giz.de/usapp)





# SPORT

## THEMES

**IN FOCUS:** Popular sports and major sporting events strengthen social cohesion and provide a boost to the economy.

**INTERVIEW:** Wolfgang Niersbach, President of the German Football Association

**OVERVIEW:** Examples of GIZ's work

**FACTS AND FIGURES:** Sport as a factor for the economy, entertainment and health



Strength in numbers: youngsters from the Craque do Amanha football project in Rio de Janeiro, Brazil

# Sport moves the world

Sport has the power to strengthen character, build communities and promote health. Major sporting events such as the Football World Cup in Brazil also help boost the economy. But long-term planning is required if sport is to change structures for the better.

**Text** Friedhard Teuffel **Photos** Florian Kopp

**F**ootball is known as the beautiful game, and this summer in Brazil it is certain to bring us many more beautiful moments. Sublime individual performances. Goals that bring crowds into the streets and squares and send an entire country into raptures. And matches that will be talked about for years to come and remain part of the collective memory.

These are the stories that make a Football World Cup. But there are also others of a very different nature. These stories are not played out in the eyes of the public. They do not feature legends of the game, but their stars are nonetheless everyday heroes. Some of these stories will have begun long before the opening match ever kicks off, and many will continue long after the last visiting team has departed Brazilian soil. These are the stories of people and projects that tap into the popularity of such mega tournaments in order to bring about social and environmental change.

Nelson Mandela famously said: 'Sport has the power to change the world.' Today governments and organisations that promote international cooperation for sustainable development channel this power, often in partnership with national and international sports federations. Whereas partnerships at one time often involved supplying sports equipment or a football coach to develop a national squad, today the potential and impact of sport is recognised and channelled at many different levels.

Cities and regions undergo change and reorganisation in the run-up to major sporting events. Sport and physical exercise are key factors for health, the concept of fair play can be a model for resolving personal conflicts and social tensions. Sport can help raise awareness of gender issues, as well as of the inclusion and integration of disadvantaged or marginalised social groups. Modern athletes protect the environment. And all this can be used by both governmental and non-governmental organisations. So why sport? Because sport, by its very nature, is about providing fair opportunities. Because everyone toes the same starting line. Because the race distance is the same for all participants. And the goal is the same size for everyone. And because every one of us can contribute to the best of our ability and achieve a sense of fulfilment.

This is what Sascha Bauer has been discovering in Brazil since September 2013. 'The enthusiasm here is enormous, sport provides an ideal platform from which to help people develop,' says Bauer. The 35-year-old is part of the team of foreign coaches from the German Football Association (DFB), seconded via GIZ's Development Service. His assignment is managed by 'Sport for Development', the global programme implemented by GIZ on behalf of BMZ, and is one of many examples of cooperation between sports federations and development organisations. Bauer will continue his work in Rio de Janeiro until the end of 2015 at least. 'I can't think of a better job,' he says. »

His mission is to promote social development through sport – and he has a lengthy list of objectives: ‘Equal opportunity, culture, environmental awareness, vocational training, and a healthy lifestyle’ – and something that has become one of Sascha Bauer’s favourite concepts: a culture of peace. ‘Brazilians love giving things a positive slant. That’s why they talk not about violence prevention but of establishing a culture of peace.’

### Combining social work with professional sport

The Brazil he has come to know is a country with a gaping divide between rich and poor. Football also reflects this fact. No matter how deeply the game is embedded in the fabric of its society, the story of the street boy becoming a footballing superstar is really a myth. Even football at youth level involves selection based on sporting and ultimately social criteria. Sending a child to a football academy to be trained by top coaches or a famous ex-professional comes at a price. And since not everyone can afford it, many young talents remain no more than that – undiscovered and unfulfilled potential.

And social organisations, popular sports and talent promotion through professional sport often work independently of each other. ‘Football is big business in Brazil too. Thousands of footballers play and make a living abroad, generating additional earnings for agents, clubs and associations. Social organisations are not always keen to be involved in the aspect of talent promotion,’ says Bauer. ‘But our aim is to achieve a situation in which all parties come together and learn from one another – social workers from football coaches and football coaches from social workers.’

His primary goal is to encourage organisations to use football as a tool for developing social values. ‘There’s a lot of drug crime in the favelas, and that is at the root of much of the violence. But being involved in sport in the favelas generates a sense of security. Because sport brings people together. People’s enthusiasm for sport enables them to forget everyday problems.’ It is the same experience Bauer had in Africa, where early on he recognised the link that could be made between football and social issues.

That is why he now not only coaches children in Brazil, he also trains football coaches and support staff and promotes network building between the professional sport and social organisations like the foundation founded by former Bundesliga star Jorginho, which, he says, ‘is highly professional and successful in its approach.’

On the training ground, Bauer also takes a fun approach to teaching children about health and hygiene. The children are made to dribble a ball until the coach asks a question such

as: ‘Is it important to wash your hands before a meal?’ Then the children run in one direction or another, depending on which answer they consider to be correct. ‘All you need is a good range of questions. The exercise is great for tapping into the kids’ passion for football and at the same time it gives them something new to think about,’ explains Bauer. And it works. Recently one of the children asked him: ‘When are we going to do that training exercise with the questions?’ So what expectations does he hold for the Football World Cup in 2014? ‘As soon as the media begins widespread reporting, the attention will be enormous – and hopefully also for all the associated social projects.’

Public awareness generally begins slowly, but really takes off just before the start of the tournament. But all the key strategic decisions have to be made years in advance of the opening ceremony. The host cities have to be well prepared for what to expect and in no doubt as to the true dimensions of a mega sports event. Often they are not, however, since mega events sometimes exceed even the expectations of the political elite.

In the past, the organisers of some major sports events, such as Montreal, host city of the 1976 Olympic Games, continue to suffer the consequences of poor preparation even decades later. Ultimately, it is the organiser who bears the financial risk, not the international federations. Other Olympic cities, like Beijing, put their reputation on the line against charges of involuntary resettlement or, as in the case of Sochi, a combination of involuntary resettlement, degradation of the environment and horrendous costs. This issue represents a new challenge for the international sports federations – in addition to their vested interest in staging an attractive sporting competition and maximising profits, some of which are subsequently distributed among member associations.

Ultimately, mega sports events – in particular the Olympic Games and the Football World Cup – represent tremendous development opportunities. They enable a city or a country to broadcast a message to the entire world, boost the economy, modernise infrastructure, and strengthen social integration and participation. Barcelona underwent a make-over for the 1992 Summer Olympics and is still a city of great beauty to this day. During an eight-year period in the run-up to the Games, Barcelona modernised its transport system, port and wastewater system in a way that would otherwise have taken perhaps 50 years to achieve.

But it takes careful preparation if an event is to become a milestone in urban development. Often, however, the same process is repeated time and again: during the bid phase the sustainability of the event plays a huge role. All candidate cities or candidate countries are keen to showcase the event’s »



Social workers and football coaches work hand in hand as part of the Craque do Amanha project.



Coach Rafael Goncalves at home with Karina and Lucas. He is familiar with the youngsters' social and family environment.



Twins Karina and Lucas da Silva are 16 years old. Playing football is an important part of their lives.



Training on sand is both tiring and challenging.



Learning and having fun together boosts self-confidence.

## FOOTBALL CAN BE A CATALYST

Mr Niersbach, in 2010 the DFB embedded in its statutes the principle of sustainability and in 2012 it collaborated with GIZ on the European Football Championships in Poland and Ukraine. The DFB is now a partner in the BMZ 'Sport for Development' programme. Where do you believe key common values and objectives lie?

The DFB has a long tradition on sustainability issues, which started with Sepp Herberger and later Egidius Braun. Our statutes lay down various parameters for sustainable action in football. In so doing, we wanted to safeguard the integrity and appeal of football in the long term. On the one hand, we are opposed to any threat to the highest level of the game resulting from match fixing or doping; and on the other, we are committed to opening up our sport to women as well as men, from all generations and cultural backgrounds. It would be easy to underestimate the social contribution we make through our widespread and inexpensive football programmes and our volunteers working in nearly 26,000 clubs. The DFB is one of the country's largest organisations, with a membership now bigger than that of the German Confederation of Trade Unions (DGB). While membership of the major political parties has halved over the last 20 years, the DFB has continued to reach record highs. We tap into the popularity of football to communicate values such as fair play, respect and diversity. This is precisely where the objectives of the DFB overlap with those of the German Federal Ministry for Economic Cooperation and Development (BMZ). We are able to develop potential at club level thanks to our affiliated associations in the regions and states. Now through the BMZ 'Sport for Development' programme we can also do the same outside Germany.

What difference can the DFB make? What can be achieved?

The DFB supports the 'Sport for Development' programme by providing personnel, connections and know-how. We are launching joint pilot projects in Brazil, the host country for the 2014 Football World Cup, and in Namibia and Afghanistan. Football can be a catalyst for development, for example, by safeguarding women's rights, strengthening civil society or raising awareness of HIV/AIDS. In so doing, we aim to help these countries as best we can to achieve the Millennium Development Goals. The DFB will also sign a cooperation agreement in the near future with BMZ to promote work in this field.

How can football help to develop social potential and promote fair play, integrity and integration?

It's quite simple really. A lot of the work is done by what actually happens on the pitch. Football transcends linguistic barriers, it is played by young and old alike, and contributes enormously to mental and physical wellbeing. Last autumn we launched 'Our Amateurs, Real Professionals', a campaign which publicises in a lively and modern way the valuable work the grassroots sport of football does in Germany. Then there is the support provided by the various DFB foundations, such as the aid for Mexico provided by the DFB Egidius Braun Foundation, which received a spontaneous donation from Rudi Völler 30 years after his participation in the Mexico World Cup. Or the DFB Sepp Herberger Foundation and the support it provides for the resocialisation of young offenders. Not to mention the disabled football events, which are always a moving experience for me.

In 2006 and 2011, the DFB ran the men's and women's World Cup tournaments in Germany –



Wolfgang Niersbach is President of the German Football Association (DFB). The DFB represents over 25,000 affiliated German football clubs with a total of 6.8 million members. The DFB's outstanding achievements include the wins by the men's and women's national teams in major tournaments: for the women's team, victories in 2003 and 2007; and for the men's team, victories at Bern in 1954, Munich in 1974 and Rome in 1990.

veritable summer fairy tales – and at the same time successfully raised awareness of environmental issues through the 'Green Goal' initiative. What would you say were the major successes and what can future host countries learn from them?

For the first time in the history of the FIFA World Cup, the 2006 event featured an accompanying environmental campaign. In this respect, Germany set new standards for major sports events both at home and abroad: less waste, lower carbon dioxide emissions, and reduced water and energy consumption. Precise values were defined, 16 of the 21 targets set were achieved – which made the

event a huge success in climate and environmental terms. For the Women's World Cup in 2011, we launched the Green Goal 2011 campaign in collaboration with FIFA and the Deutsche Bundesstiftung Umwelt (DBU). Ultimately, both World Cup tournaments were conducted with a neutral effect on the climate, meaning that greenhouse gases in the host country at least were offset. But in 2011, the campaign also targeted the teams, fans in the stadium and spectators in front of the television with a view to bringing about lasting changes in their behaviour. We launched the concept of the Green Goal campaign in South Africa. And for the first time there will be a complete corporate social responsibility team present in Brazil, with a special focus on the World Cup environmental programme. For the 2018 World Cup in Russia, we have been working with GIZ on a study that looks at the challenges facing Russia as regards climate policy. This is how we are helping others benefit from the experience we have accumulated at tournaments.

**Football at the professional level is a huge economic factor. How can this dynamic also be exploited to aid social development and improve international relations?**

The 2006 World Cup was a perfect illustration of how a tournament can be used to boost the image of the home nation. I can still remember, for example, the dramatic shift in perception that occurred in the Netherlands. Prior to the World Cup, we Germans were regarded there as humourless machines. Then the World Cup came along and suddenly we were perceived as being an open-minded, friendly and welcoming country.

**Interview: akzente**

legacy – the seed that will send out shoots and flourish once the event itself is over, whether in terms of environmental conservation, social change or new infrastructure. In so doing, their aim is to bring on board the sports associations, who in turn see valuable publicity in demonstrating not only that they can stage a world-class sporting contest but also bring about lasting change. But once the country has had its bid accepted, the legacy slips into the background once again, as if the organisers are no longer quite so sure about their campaign pledge.

### Organisers must pass on expertise

Each Olympic host city, for example, symbolically hands over a flag to the next host venue. But it rarely passes on its expertise: know-how about the pitfalls that lie in store, what to avoid, and what is of particular benefit. In most cases, the new organiser starts again from scratch. 'Organisational structures are created which have no past and no future,' says Andreas von Schumann of AgenZ, the GIZ agency for market-oriented concepts. One of AgenZ's specialist areas of expertise is the use of mega events for sustainable development – know-how that is often lacking at host venues.

It all started with Expo 2000 in Hanover. AgenZ also played an active support role on behalf of BMZ at the 2006 World Cup in Germany, at the 2010 World Cup in South Africa and in that part of the European Championships hosted by Ukraine in 2012. When it comes to sport, Andreas von Schumann says: 'It is a great way of challenging social and environmental standards and an extraordinary platform for positioning socio-political issues.' AgenZ brings together a package of advisory measures developed by GIZ for mega events. To this day, it remains a relatively unique service provider on the market. While FIFA or the International Olympic Committee ensures that host cities comply with the tender specifications, AgenZ assists the organisers with other details – and in so doing, turns the spotlight on issues that might otherwise rapidly disappear into the background. What long-term impact should the event achieve? How might issues such as transport infrastructure or stadiums benefit large segments of the population in the long term?

GIZ, for example, also puts the host cities of football tournaments in contact with German stadium operators to ensure that new arenas do not become empty 'white elephants' once the mega event is over. This may mean turning them into multi-purpose arenas instead that are equally capable of staging cultural and social events. For the World Cup in Brazil, for example, GIZ is advising host cities on how to install solar panels on stadium roofs. Often GIZ's existing contacts in the country provide a starting point for cooperation.

The key factors here are organisational development, training, transfer of experience. 'We don't do this just for one event, we use the event to achieve many other objectives,' says Andreas von Schumann. It is also a sensitive task in political terms. It begins with the job of convincing governments and organisations in the host countries that they may need assistance. Nowadays, many of the major events are being awarded to emerging economies. The ambitions of these countries do not end with the »

acceptance of their bid. They want to show the world that they are just as capable of staging a World Cup or Olympic Games as any wealthy industrialised nation. They want to join the club of 'first-class' countries, as Brazil's former president Lula da Silva put it.

But the time factor poses a major problem. 'The last year and a half has just been a question of crisis management,' says von Schumann. And when it comes to the key objective of sustainability only one rule applies: 'The later you start work, the smaller the legacy. As with building a house, the later you begin, the more expensive it gets, the poorer the quality.'

In almost all cases, little attention is paid to the post-event phase. And how many sports federations check on how many legacy pledges are kept by the organisers? The federations are already busy planning the next tournament.

Nevertheless, the opportunities to bring about change in the host country appear virtually unlimited. A mega event has the capacity to modernise and reconnect administrative structures. After all, it calls for a close partnership between

government and municipal authorities, as well as cooperation with tourism associations and small and medium-sized enterprises in the service sector. These in turn have an opportunity to encounter international visitors and to broaden and strengthen their range of services. The mega event is a stress test; those that pass it may receive new impetus for further development.

In international cooperation, major events represent the high-profile pinnacle. But a great deal also takes place at grass roots level – projects that have been using sport for years, seconding staff and implementing strategies.

Sometimes international cooperation through sport can offer help in warding off life-threatening situations. Take the Namibian women's football team, for example. Almost all of the players come from Katutura, a former township and poor relation of the capital Windhoek. The population of Katutura is predominantly black. Namibia is regarded as having one of the world's most serious alcohol problems. And alcohol brings with it other problems, including domestic »

EXAMPLES OF GIZ'S WORK > SPORT

## Diversity with broad impact



**Programme:** Sport for Development  
**Commissioned by:** German Federal Ministry for Economic Cooperation and Development (BMZ)  
**Overall term:** ongoing since 2013

**WORLDWIDE** Promoting sports can help achieve general development goals at many levels and in many different ways. Sport in the school context is first and foremost an educational issue on account of its importance in communicating social skills, although it also helps promote health and wellbeing and ward off disease. And because of its deep roots in local communities, sport can also help strengthen civil society and participation in the democratic process. Other important areas in which sport can play a role include gender issues, social inclusion and good governance. Thanks to its professionalisation and mass impact worldwide, sport at the professional level is becoming increasingly important as a means of promoting jobs and boosting the economy. As a result of the

vast amounts of money invested in them, mega sports events such as the FIFA Men's Football World Cup and the Olympic Games – which take place every four years – offer enormous potential for creating sustainable development processes in the host country, with spillover effects for entire continents.

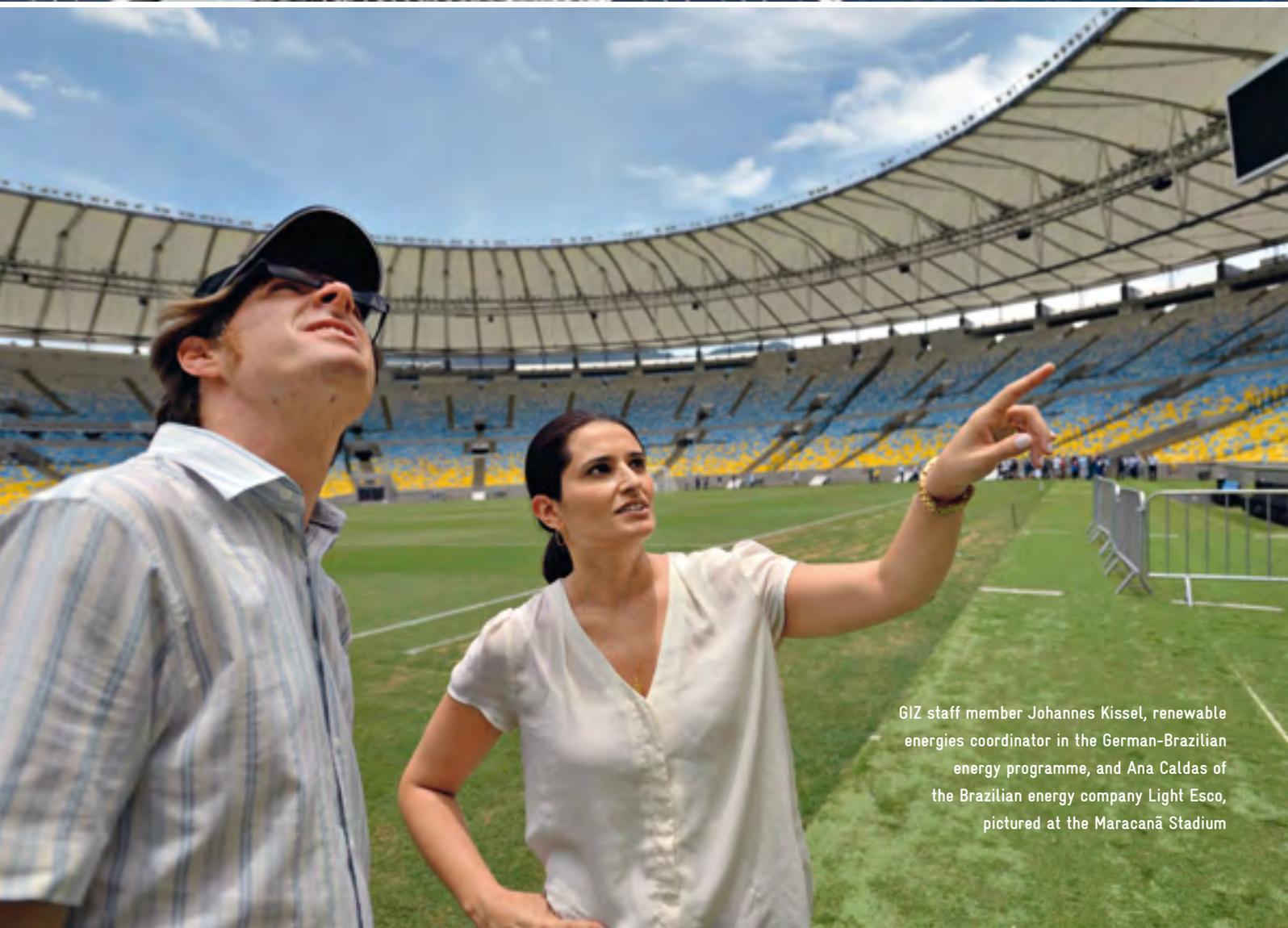
GIZ advises BMZ on the integration of 'Sport for Development' into strategies and projects of German development cooperation. It also implements many specific individual measures, often in close cooperation with German and international sports federations, including the German Football Association (DFB) and the German Olympic Sports Confederation (DOSB). GIZ also generates synergies with the sports promotion measures assisted by the German Federal Foreign Office and other donors. In addition, GIZ ensures that its work has scientific backing, for example by the German Sport University Cologne (DSHS) and the International Council of Sport Science and Physical Education.

» [www.giz.de/sport-for-development](http://www.giz.de/sport-for-development)

> **CONTACT** Gerald Guskowski > [gerald.guskowski@giz.de](mailto:gerald.guskowski@giz.de)



4,000 square metres of photovoltaic modules cover the roof of the Maracanã Stadium in Rio de Janeiro. KfW Development Bank carried out a feasibility study on behalf of the responsible Brazilian electricity provider. GIZ provided German know-how and training for employees as part of BMZ's 'Renewable Energy Sources and Energy Efficiency' programme.



GIZ staff member Johannes Kissel, renewable energies coordinator in the German-Brazilian energy programme, and Ana Caldas of the Brazilian energy company Light Esco, pictured at the Maracanã Stadium



Team meeting 35 metres up



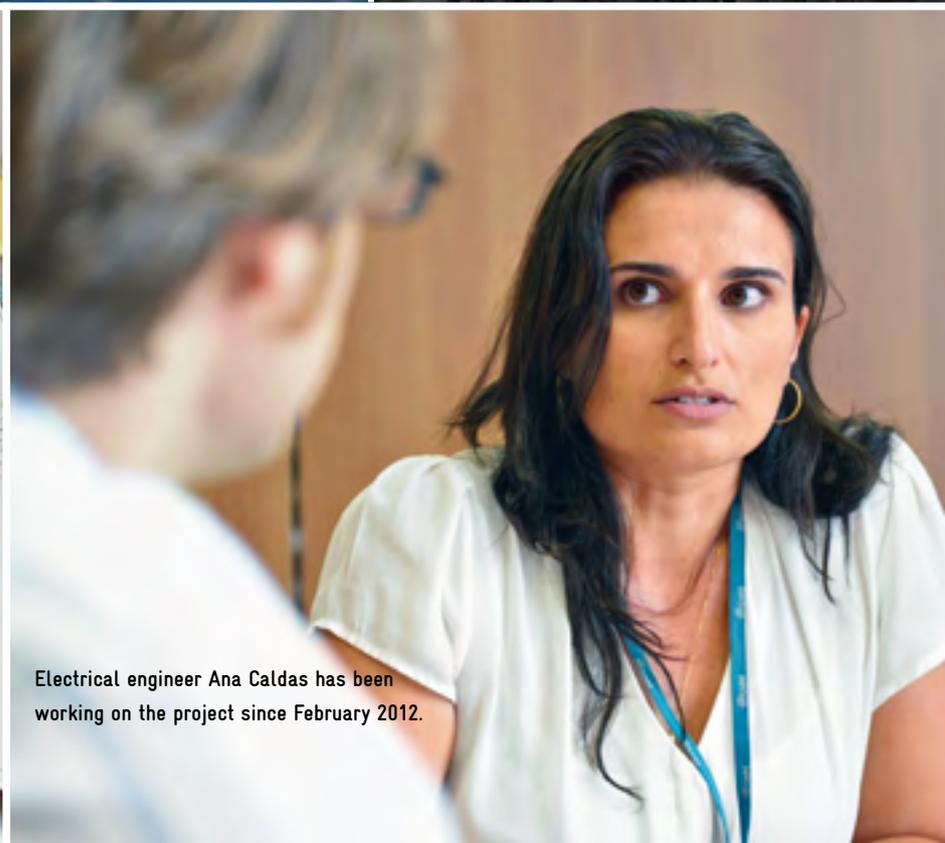
A photovoltaic module and frame are checked for size.



Clean installation for clean energy



On schedule: Ana Caldas checks on progress with the installation of the photovoltaic system.



Electrical engineer Ana Caldas has been working on the project since February 2012.

violence, violence in general and sexual assaults. When the players head home in the dark after training, they too are potential victims for rapists or even killers.

‘We have national squad members who live in tin shacks with no running water,’ says Klaus Stärk. The 60-year-old from Stuttgart has been working as technical director with the Namibia Football Association since 2008, seconded from the German Olympic Sports Confederation with funding provided by the German Federal Foreign Office. His job is to develop a support system and to build the national men’s and women’s teams. Although his aim is to make better footballers out of the women and girls, sport is also the instrument used to promote awareness of health issues such as HIV prevention. Here, this is done by network partners such as UNICEF as well. Stärk sees his role as being about nothing less than saving lives, ‘about protecting each individual child from AIDS or the

effects of alcohol abuse. Football gives us a chance to get to the youngsters relatively early.’

At the Namibia Football Association he has helped develop every aspect of the sport. This includes a youth department, a department for referees and a training programme for coaches. And his pet project – a performance centre predominantly for use by women and girls. In a separate part of the building, the girls can now be provided with a safe space and living accommodation, designed and built by GIZ using funding from the global ‘Sport for Development’ programme, implemented by GIZ on behalf of BMZ (see box on page 20). The safe space is one of the programme’s many and wide-ranging pilot projects, which have an equally wide range of different cooperation partners.

Although in Namibia the work with football begins by providing protection for female players, the goal is still to promote international sport at the elite level. »

## EXAMPLES OF GIZ’S WORK > SPORT

### Catalyst for development

**Project:** Youth Development Through Football

**Commissioned by:** German Federal Ministry for Economic Cooperation and Development (BMZ), co-financing through EU

**Partners:** Department of Sport and Recreation South Africa, non-governmental organisations, private sector

**Overall term:** 2007 to 2013

**SOUTHERN AFRICA** The idea is simple: to use enthusiasm for sport as a tool for non-formal education. Teaching modules were developed and used to integrate topics such as violence prevention, HIV/AIDS and environmental awareness into training sessions. The approach has already reached out to 115,000 young people between the ages of 12 and 25 in nine different countries. UNESCO is patron of the approach, and in South Africa the organisation provides the basis for official teaching materials and licensing for coaches. There was also close cooperation with sports equipment manufacturers and the automotive industry, with the University of Johannesburg providing scientific support. The results: most participants’ self-confidence and social skills improved, with a marked drop in violence and discrimination.

 [www.za-ydf.org](http://www.za-ydf.org)

### Promoting youth

**Project:** 9th UNOSDP Youth Leadership Camp in Berlin

**Commissioned by:** German Federal Ministry for Economic Cooperation and Development (BMZ)

**Overall term:** March 2014

**AFRICA, MIDDLE EAST** In cooperation with the UN Office on Sport for Development and Peace (UNOSDP) and the German Olympic Sports Confederation, GIZ ran the 9th UNOSDP Youth Leadership Camp on behalf of BMZ. Among those involved were the International Paralympic Committee, German Sports Youth (DSJ), sports clubs such as ALBA Berlin, initiatives such as Boxgirls International and Right To Play, and the private sector. Selected for their proven record of involvement in social projects in the field of sport, 30 young people from Africa and the Middle East discussed sport and development, leadership qualities and project management, and learned how sport can help promote gender equality, social inclusion and health promotion. On returning to their home countries, the young participants then pass what they have learned on to others.

 [www.un.org/wcm/content/site/sport](http://www.un.org/wcm/content/site/sport)

This October, Namibia will host the African Women's Championship for the first time. And it will actually be taking part – another first. 'The team used to be district league in terms of standard, but now it could play at regional league level in Germany,' says Stärk with pride.

### Girls' football starts with building trust

Klaus Stärk has discovered just what can be achieved through sport in some of the world's most unlikely places. Before heading to Namibia in 2008, he worked in Afghanistan as successor to Holger Obermann, one of the pioneers of international cooperation through sport. Klaus Stärk took up the reins of the project and continued building the Afghan women's team – in a country where football stadiums were formerly used by the Taliban as execution sites and which once saw no place for women in sport. 'In Namibia, football is much more accepted,' says Stärk, 'but in Afghanistan fathers will say it's out of the question for their daughters to play football.' So girls' football in Afghanistan has to start with trust-building measures. For many families, it is important to use training grounds where the girls cannot be watched by younger men. The sports coaching must be professional and organised by people who are also able to communicate with the families.

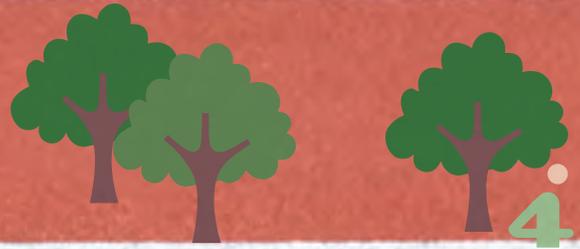
In 2008, to mark the end of his time in Afghanistan, Stärk flew with his newly formed Afghan women's national team to Germany for the first time to take part in a training programme and play a number of friendly matches. He has never forgotten the enthusiasm his players showed for the encounters they made there. 'Those were two of the best weeks of my life,' he says.

The approach is currently being developed and expanded – and it has one prominent supporter in the shape of Nia Künzer, who in 2003 shot the golden goal that brought victory to the German women's team at the World Cup Final in the United States. Since 2013, Künzer has been closely involved with sport and development at GIZ and has sought new opportunities for girls' and women's football in Afghanistan. 'Our aim is to find and train sports teachers so we can launch projects in schools,' she says. But once again the task is not one she has to start from scratch: 'GIZ has had an education programme in Afghanistan for many years. There are already colleges that provide teacher training.' Now they are also allowed to admit female sports teachers and to train them for jobs in sports education. Künzer's experience in Afghanistan has been similar to that of Klaus Stärk: 'Football brings a smile to people's faces. It gives girls a chance to discover their identity and boost self-confidence.' What the football pitch offers is a gateway to inner freedom.

The realisation of social and environmental objectives through sport is also the goal of the major sports federations – and these are coming under increasing pressure to justify themselves. The higher the advertising and rights revenues for major sports events, the greater the interest of the host country's population in knowing what is in it for them. Is it my World Cup? Are these my Olympic Games? Or will such events simply push up the cost of living and inflate house prices? The rejection of Munich's bid for the Winter Olympic Games by the city's residents sent a clear message to the sports federations. These are now gradually striving for greater transparency and social responsibility, as well as seeking to improve communication. After all, the sports federations have only limited options. Although they can put forward conditions for event organisation in the form of a performance specification, they are powerless to control – even less sanction – government action.

If a spaceship carrying players, fans and officials from all over the world were to land in Brazil this summer, then fly off a few weeks later leaving behind a country just waking from a wonderful dream, the beautiful game would be nothing more than just a fairy tale. But government bodies like BMZ and GIZ, as well as non-governmental organisations, are there to ensure that the Football World Cup is no longer left simply to FIFA and the organisers. They are working in different ways towards social and environmental sustainability, investing in popular sports and civil society, organising international fan exchanges and so nourishing the hope that many people will have something to cherish from the experience. Memories that will linger long after the whistle has blown to signal the start of future World Cups in other countries. ■

# SPORT IN NUMBERS



## 6 years

Six years is the average length of time you can add to your life by engaging in regular exercise, for example, jogging for 60 to 150 minutes per week.

SOURCE: COPENHAGEN CITY HEART STUDY

## 28 million



The German Olympic Sports Confederation (DOSB) represents almost 28 million members in 91,000 sports clubs. In 2013, overall membership grew by 218,000 compared with 2012. The German National Paralympic Committee, one of 98 DOSB member organisations, signed up 32,000 new members alone, making the DOSB Germany's largest citizens' movement at present.

SOURCE: GERMAN OLYMPIC SPORTS CONFEDERATION (DOSB)

## 60.9%



Sports lessons are often cancelled at German schools, at vocational schools in particular. During the 2011/2012 academic year in the federal state of Rhineland-Palatinate, for example, 60.9% of sports lessons did not take place at vocational schools with no preparatory year.

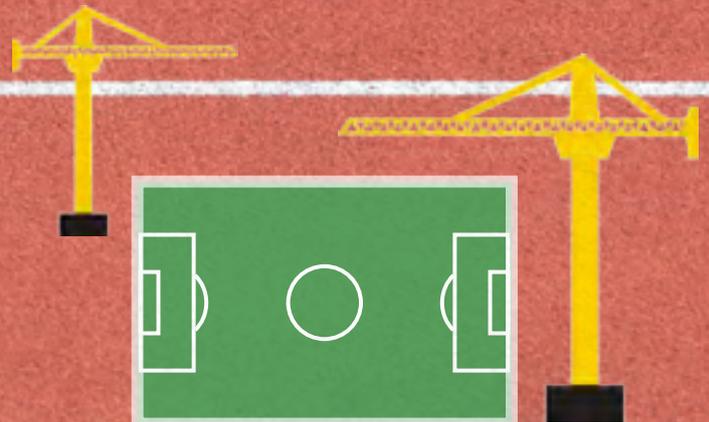
SOURCE: WWW.ALLGEMEINE-ZEITUNG.DE



## 800 million

800 million television viewers worldwide tuned in to watch the 2014 Super Bowl, the final between the winners of the American National Football Conference and the American Football Conference.

SOURCE: DEUTSCHE WELLE



## 1,400



Over 1,400 short and long-term projects have been implemented in more than 100 countries as part of the international sports funding provided by the German Federal Foreign Office since 1961.

SOURCE: GERMAN FEDERAL FOREIGN OFFICE

## 6 billion

South Africa spent EUR 6 billion on building, organising and hosting the 2010 Football World Cup.

SOURCE: WWW.ZEIT.DE



# » Outside view

## THE ARENA AS A CASINO

### The French-Senegalese novelist Fatou Diome on the commercialisation of sport

Sport? The French dictionary *Le Petit Robert* first introduces the idea of a 'pastime', then gives this definition: 'Sport: a physical activity undertaken for play, competition and exertion, and whose practice requires training and involves respecting certain rules and disciplines.' Defining something confines it, sets out a semantic perimeter which can itself evolve with passing time.

It is clear that in modern day life, sport – whether individual or collective – oversteps succinct dictionary definitions. If we imagine contemporary thinking as a vast ocean into which we could throw the word 'sport' as a net, we would haul in at random the following concepts: physical effort, relaxation, meeting people, team spirit, event, competition, confrontation, victory, wealth, celebrity, dreams, challenges, doping... Everything becomes more complicated and the thematic scope broadens when we explore the imaginary world revolving around sport.

In a century whose culture focuses on appearance and performance, for many people involvement in any form of sport has become a

way of staying in the race. Some people do adhere to the famous phrase attributed to Churchill, 'no sport', but there are countless medical and aesthetic considerations that transform even couch potatoes into conscientious sports men and women.

Amateur sport may well still have its element of play, but is there any sense of a 'game' left in professional sport? The very word profession presupposes work, hence exercising an activity with certain constraints, even if merely the promise of remuneration. Accepting that sport has become just another economic sector means implicitly acknowledging that the lure of financial gain has supplanted the heroic values of old. This evolution is happening all around the world, but its effects vary from one geographical area to the next.

Right back to the gymnasias of ancient Greece, our forefathers the world over engaged in physical activity for exertion, pleasure and the challenge. In return for their prowess they hoped only to feel pride in exceeding their own expectations, and to earn the admiration of their community. In Senegal, for example, tradi-

#### » PROFILE

Fatou Diome was born in Senegal in 1968 and has lived in Strasbourg, France, for 20 years. After studying literature, she taught at the University of Strasbourg and Karlsruhe University of Education. Fatou Diome has published five novels and a collection of short stories. Her debut novel, *The Belly of the Atlantic* (2006), deals with immigration: it tells the story of Madické, a young boy who cannot read and write but who dreams of a career as a footballer in Europe.

tional wrestling among the Serer people was a rite of passage. Through this ancestral sport, which required technique and endurance, young men made the transition to adulthood by demonstrating vigour, skill and courage in combat. They were eligible to fight only after an initiation process, a training period during which the elders instilled in them the community's ethical values. From one tournament to the next and one season to the next, the best in each age range would emerge. For a long time the most important trophy for a champion was a simple flag and a rope; the rope represented the ox he had won. Modest returns we might think from our financially motivated perspective, but that would be forgetting that these wrestlers fought primarily for honour. The greatest rewards for them were praise and singing and the handsome hand-woven fabrics that the women festooned them with during the victory dance.

Nowadays sponsors and television channels transform every wrestling match into a po-

## Drawn to the instant wealth of big name wrestling, they join wrestling 'stables' in cities, condemning themselves to a thankless future.

tential jackpot. The arena has become a giant casino in which gladiators, crazed by enormous fees, pulverise each other without a second thought. In Africa and Europe alike, new demands are changing the social function of sport, and athletes' aspirations are not what they once were. Long gone are the days when Pindar's lyrical poetry celebrated the heroic spirit more than the hero, praising the winner with his crown of laurels for his moral qualities above all else.

The mercenary aspect of present-day sport is changing the very nature of some disciplines. Traditional Senegalese wrestling, for example, now includes punches, integrating the codes and violence of boxing in order to be more of a spectacle, but flouting the ethical values it once promulgated. With their traditional initiation invalidated, boys are abandoning school and

deserting rural communities. Drawn to the instant wealth of big name wrestling, they join wrestling 'stables' in cities, condemning themselves to a thankless future. And, because the huge sums involved in professional football still fuel dreams, some see illegal immigration as a way of profiting from their well-turned calves.

Transfers, buying, selling, lending, contracts – this commercial lexicon has become familiar in football, and other sports are following in its wake. Most of these transactions take place in the Western world, but in an age of globalisation when information is available worldwide, the stratospheric sums involved in sports contracts engender fantasies and a sense of vocation. Many players are prepared to risk their lives to reach this supposed El Dorado in the West. Speculators exploit this, trawling Africa to recruit young talent, luring them with the promise of lucrative careers. Footballers have become merchandise, and agents take a punt on their African recruits as others might on a

far from closing the North/South divide, its current financialisation is accentuating this economic imbalance.

We do have the Olympic Games as a remnant of the sporting agons in Ancient Greece, but Polyclitus' Diadumenos is no longer enough to justify present day tendencies in sport. Citius, Altius, Fortius... perhaps but Coubertin would be disappointed to see that his motto now galvanises only gold diggers. Cups and medals look pretty on television but it's their financial value that makes people sweat. Once worshipped before altars to the gods, the athlete's body is now profane, offered up to big brands who transform it into a sandwich man for advertising. Like film actors, champions are now stars, and they fascinate more for their wealth than their virtues. In a way, their questionable behaviour even helps build their legend, as if celebrity granted absolution. It is no longer the exploit that towers over us but the podium, and so disproportionately so that spectators beneath it are crushed, not by the athletes themselves, the objects of their admiration, but by the infrastructure crowning them.

When sportsmen train today, others think for them, evaluate them and negotiate their talents. What if Rodin's amputated sculptures, his headless athletes, were an allegory for our contemporary sportsmen? ■

Translation: Adriana Hunter

horse. A handful from poor countries might achieve success in Europe, but the majority of football exiles are bitterly disillusioned. There are frequent discussions about plundering Africa's raw materials, about the brain drain and emigration, but the question of a sport drain also warrants consideration. Of course the stampede of young men towards European clubs is not the only motive for emigration but it is now a more than negligible factor. There are many aspiring young footballers not taken on by clubs who end up with no papers, reduced to abject poverty in Europe. If the dividends of sport are welcome in Africa, the continent can develop its potential effectively only by favouring education and training geared towards a genuine policy for integrating the young. It is said that sport helps bring nations together but,

## FISHING FOR GOLD

IN MANY OF THE WORLD'S COUNTRIES, natural fish stocks are under threat, partly from the legal or illegal wildlife trade. Breeding ornamental fish for aquariums can help to protect natural biodiversity and also creates income-generating opportunities. Our photograph was taken in Viet Nam. Here and in many other countries throughout the globe, GIZ is working on behalf of the German Government to support the conservation of biodiversity and the designation and management of protected areas.

Photo: Martina Pipprich



400  
200  
200

# TOGETHER AGAINST VIOLENCE

In South Africa, young people are particularly affected by violence: they are its most frequent victims and perpetrators. Young people are now taking action in an effort to improve safety, especially in the townships, where there is a high level of social deprivation.

Text Dagmar Wittek





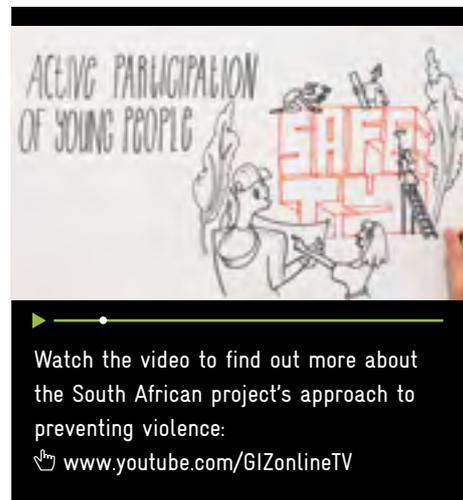
United in song: young people record the 'Youth for Safer Communities' project theme song.  
[www.youtube.com/watch?v=Qt\\_oqS2NXbM](http://www.youtube.com/watch?v=Qt_oqS2NXbM)

Sarah turns the key and rattles the front door to make sure that it is securely locked. She crosses the yard, where her little niece is playing. Sarah kisses her on the nose. 'See you later,' she says as she leaves. But it's a phrase that always fills her with dread, for they were the last words she ever spoke to her best friend. Last year, Sarah said goodbye to her and never saw her again. Her friend was abducted, raped and strangled by a young man from the local neighbourhood. Her body was discovered by the neighbours.

'I never feel safe,' says 17-year-old Sarah Fina. Not even at home. 'Here in Walmer Township, anything can happen to you, anywhere, anytime,' as she herself knows from bitter experience. When she was just six years old, her father was shot dead by an armed gang in a break-in. Since then, she has lived with her mother, who is disabled and cannot work. Sarah's sister and her little daughter – Sarah's niece – and Sarah's twin brother also share the house, which is tiny – just 30 square metres. Sarah's sister is the only member of the family who brings in a wage: she works as a receptionist for a small business. Otherwise, they live on welfare, amounting to around EUR 250 a month. To boost the family income, they also receive a small amount of rent from five sub-tenants, who live in huts and tiny rooms built from corrugated iron and cardboard next to the house.

### 60% unemployment

'There are days when I get nothing to eat because there's no food in the house,' says Sarah, her eyes downcast. She finds it difficult to talk about life here in the township in Port Elizabeth in the Eastern Cape, South Africa's poorest province. 60% of the township's 50,000 inhabitants are unemployed and only around half the homes have electricity and water. Rapes, assaults, break-ins, stabbings and drug abuse are all part of daily life in Walmer Township. No taxis venture out after nightfall. The risk of being robbed is simply too high. But Sarah has had enough of sitting around doing nothing, always paralysed by fear. 'My friends and I decided that we had to play our part and become



change-makers.' The determination is audible in her voice. Sarah is convinced that the situation would improve if everyone took more responsibility, refused to tolerate injustice, and worked together to create a more cohesive community. So together with the non-governmental organisation Masifunde and 45 of her peers, Sarah launched the 'Youth for Safer Communities' initiative.

They've already achieved some successes: a professionally produced, catchy song featuring one of the most popular local bands, which is now getting plenty of airtime on local radio. They also have a Facebook page, a film about young role models in Port Elizabeth and a youth magazine, and they have launched a programme of events which reached 2,000 school students in a single year and made them advocates for safer communities.

Sarah, who is 17, is talking to a Year 10 class at Alexander Road High School in Port Elizabeth. She is brimming with confidence and enthusiasm. The topic is 'safer communities'. She looks smart in her blue and black school uniform. She always starts the sessions with the same question: 'Where do you feel safe?' Zimasa, a tall, slender girl with long braids, answers: 'I feel safe at home because my father's a police officer. But if I walk home alone after 7 o'clock at night, I don't feel safe because there's a good chance I'll be mugged.' Her classmate, 15-year-old Fabian, says that he doesn't even feel safe at home. 'There »

are so many break-ins in our neighbourhood. Car radios get stolen and there are so many assaults – and the attackers are armed.’ Fabian admits that he lives in a permanent state of fear and tension. Not even the journey to school is safe. ‘I’ve been attacked on my way to the bus. They shoved a knife in my face and stole my phone.’ Many of his classmates know how he feels: they say that similar things have happened to them.

‘These are traumatic experiences,’ says Linda Zali, a psychologist and Masifunde facilitator, who provides social work support for the workshops. Assaults, violence and threatening situations are everyday occurrences in Port Elizabeth. The city registered 551 murders in 2011/2012, and according to a police report, there is one carjacking and five reported sexual assaults every day.

So how can the situation be improved? Most of the workshop participants suggest that more community solidarity is needed. ‘If we always go around in groups, we can reduce the amount of crime,’ says Zimasa: she thinks that a group is less likely to be attacked than a person on their own. Sarah encourages the class to think about why young people become violent and start stealing and mugging people. ‘Because they have nothing better to do,’ says Fabian. Everyone laughs – but he’s right. That is indeed the reason, as studies have shown, says youth worker Linda Zali.

### Broken families

South Africa’s townships rarely have decent play areas and there are very few youth centres and sports clubs. As a result, young people often have nothing to do after school so they just spend the time hanging around. Bettina Silbernagl, Project Manager of a violence prevention project implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), reels off a long list of risk factors for youth violence. As she explains, youth unemployment in South Africa is extremely high compared with other emerging economies. In most of these countries, 80% of young people of working age



Young people as ambassadors – a workshop at a school in Nelson Mandela Bay (top)

Community police officers talk to township residents (bottom).



(14-34) are employed, compared with just 46% in South Africa. And apartheid has left a bitter legacy: family breakdown is the outcome of a policy which forced fathers to leave their wives and children and move to wherever there was

work. For most South Africans today, it is quite normal for children to grow up without a father. According to official figures, unemployment in South Africa is running at 27%. Alcohol and drug abuse are other major problems,

and one person in six has a family member in prison. ‘South Africa’s young people are growing up in a dangerous and fragile environment,’ says Bettina Silbernagl. What’s more, attitudes are still very repressive – also a legacy of apartheid. ‘Safety and security are generally outsourced to private security services or left to the police – and they rely on repression, not prevention.’ Moreover, they are overstretched: on average, there are 38 police officers for every 10,000 people. The private security companies employ around 400,000 people across the country, and have also been contracted to provide security in public institutions such as police stations and prisons. ‘We don’t have the resources,’ complains Lee-Anne Meiring, a local government officer who is responsible for community safety in Port Elizabeth. The city is bankrupt. But there are other problems as well, including mismanagement and a lack of awareness of how an integrated security strategy for the city might look and how it could be implemented together with the various stakeholders.

## Everyone round the table

Good governance and administration are priority areas of German development cooperation with South Africa. ‘It’s obvious to everyone that 12,000 social workers for the whole of South Africa are not enough,’ says Bettina Silbernagl, GIZ’s expert in violence prevention and youth work. Nonetheless, more cooperation between the government agencies of relevance to security could help to bring about some improvements. ‘South Africa has very good experts, but the problems lie in the practical implementation of policies, especially at local level.’ But now, efforts to bring urban planners, social workers, the police and the education sector together around the table have been successful – and everyone views the Masifunde project, which is based on peer involvement in the prevention of youth violence, very positively. ‘And that’s encouraging,’ says Bettina Silbernagl, for as she explains, it shows that there is now a greater awareness among all stakeholders, not only the agencies that have customarily been responsible for security.

## > SOUTH AFRICA



### > VITAL STATISTICS

**Capital:** Pretoria  
**Population:** 51.7 million  
**Population growth:** -0.5%  
**GDP per capita:** USD 7,525<sup>1</sup>  
**Unemployment rate:** 25.1%  
**Number of violent crimes against women solved:** 151,115<sup>2</sup>  
**Human Development Index ranking:** 121 (out of 187)

Sources: Germany Trade & Invest; CIA – The World Factbook; <sup>1</sup>estimated figure, <sup>2</sup>South African Police Service, 2012/2013

## Creating more security

**Project:** Inclusive Violence and Crime Prevention for Safe Public Spaces (VCP)

**Commissioned by:** German Federal Ministry for Economic Cooperation and Development (BMZ)

**Overall term:** 2012 to 2017

Due to decades of neglect of South Africa’s poor majority population, ongoing social deprivation, young people’s lack of prospects for the future, a high rate of family breakdown and major social inequality, violence dominates daily life for many people in South Africa. In order to address the consistently high levels of violence, GIZ has been implementing a violence prevention programme in South Africa on behalf of the German Government since 2012. The primary goal is to make the prevention of violence a community task, rather than simply leaving it to the police and justice system. The project encourages the government and administration, especially at local level, to bring together all the relevant stakeholders and develop lasting solutions to conflicts. There is a particular focus on strengthening young people’s involvement in preventing violence. Young people are especially affected by violence, both as victims and as perpetrators, so they have an important role to play.

GIZ’s support for Masifunde is funded by a BMZ programme on violence prevention in South Africa.

Sarah collects up the paper and pencils. She is happy with the workshop and thinks that ‘the participants now understand that they are not powerless or defenceless.’ What does Fabian think? ‘The workshop was great because it made us realise that together, we can be change-makers.’ His class now wants to organise a fun-run in Port Elizabeth, to promote community cohesion and raise aware-

ness of safety issues. Youth worker Linda Zali is delighted: ‘We now have a few more kids who are taking positive action to shape their futures, which means that they are less likely to get onto the wrong track.’ ■

### > CONTACT

Bettina Silbernagl > [bettina.silbernagl@giz.de](mailto:bettina.silbernagl@giz.de)



# UNEASY NEIGHBOURS – RECONCILIATION AFTER GENOCIDE

Twenty years after the genocide against the Tutsi, the event still dominates life in Rwanda. GIZ's Civil Peace Service is helping to heal the wounds.

Text Hauke Friederichs Photos Thomas Imo

The photos are densely packed on the walls. They show happy couples on their wedding day, mothers with newborns in their arms, young men, and schoolchildren. Today, every one of the people in the photos is dead. They died 20 years ago – shot, beaten, burned or stoned to death, victims of the slaughter that tore Rwanda apart in 1994, one of the worst genocides since the Second World War.

The photos are on display at the Kigali Genocide Memorial in Rwanda's capital. The Memorial is situated in a park where some 250,000 victims of the genocide – including the people shown in the photos – are buried in mass graves. In the Museum, information boards attempt to explain the unexplainable: why neighbour turned against neighbour, why churches became slaughterhouses, why death lists were compiled with pedantic accuracy, why the Hutu were determined

to wipe out the Tutsi – even though the two groups speak the same language, share the same culture, and have lived side by side for centuries.

These are all questions which preoccupy Freddy Mutanguha, Director of Aegis Trust in Rwanda, which is responsible for the Memorial. His father and four sisters were murdered during the genocide. He still finds it difficult to talk about the loss of his family. During the trial of his sisters' murderers, he couldn't bear to listen



Daniel Kanamugire witnessed the genocide. Behind him, the names of hundreds of thousands of dead are inscribed on boards in the Kigali Memorial Centre.

to their confessions of guilt – it would have been far too painful.

Why do genocides happen? It's a question which the Aegis Trust plans to investigate in future with its own newly established institute. It is setting up a regional research centre focusing on the prevention of crimes against humanity. The project is supported by GIZ's Civil Peace Service (see article on page 42). A peace expert will advise Aegis on establishing the centre. The Civil Peace Service has been dealing with the impacts of the genocide for 13 years, ever since it began working in Rwanda. It provides support for victim groups, young radio producers who report on the impacts of genocide, and organisations that aim to prevent a renewed outbreak of violence in this Central African country.

The genocide started on 6 April 1994 – the day when Rwanda's President Habyarimana was killed in a plane crash. The plane was shot down by a missile. It is still unclear who was responsible. Radical Hutu blamed the Tutsi. The Hutu government was already preparing a campaign to destroy the Tutsi. Radio broadcasts urged supporters to 'kill the cockroaches'. The slaughter began less than an hour later. Hutu militias – who

had been training for months – and the police and troops launched a full-scale campaign against the Tutsi. With their machetes, axes, hammers, pistols and rifles, they murdered around one million people. The victims included Hutu who were opposed to the government's racism or who had Tutsi friends or spouses. Even GIZ's predecessor organisations, GTZ and DED, lost at least 39 local staff in the slaughter.

### Failure of the international community to act

Although the United Nations had deployed 'blue helmet' troops in Rwanda, they did not intervene. The international community failed Rwanda. Finally, a Tutsi rebel group, the Rwandan Patriotic Front, launched a campaign against the Hutu militia and the Rwandan army in order to stop the genocide, and civil war erupted. The rebels proved to be the stronger force and, on 4 July 1994, seized control of Kigali. Around one million people died in the genocide and the civil war, and two million fled to neighbouring countries.

'Since then, a great many Tutsi have returned,' says Ulrike Maenner, GIZ's country di-

rector in Rwanda. The Tutsi are now an influential minority. But some of them fear that genocide could happen again. The Rwandan government is determined to prevent any fresh outbreaks of violence between the ethnic groups – with Germany's assistance. 'We are supporting reconciliation in the countryside, in the small villages,' says Ulrike Maenner. 'The impact of the genocide is still felt today.' Although more than half the population was born after 1994, their parents and grandparents are still suffering, and this affects the children and grandchildren. Not a single family in Rwanda is untouched by the genocide.

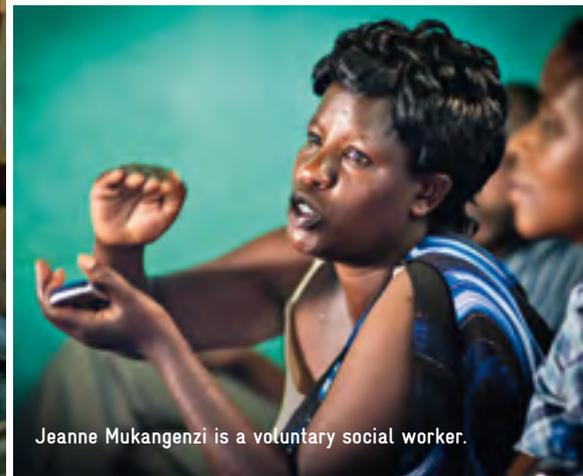
Rwanda is one of the most densely populated countries in Africa, so victims and perpetrators cannot avoid each other. This leads to renewed suffering, hatred and conflict. Several Rwandan organisations are attempting to bring about reconciliation. The Civil Peace Service supports these endeavours, providing six peace workers as well as funding; this comes from the German Federal Ministry for Economic Cooperation and Development (BMZ), which is providing a total of EUR 584,420 between January 2012 and December 2014. The aim is to secure a lasting peace, by overcoming enemy »



Regine Nyirakamana and Jean Ntamuhanza regularly attend the reconciliation group.

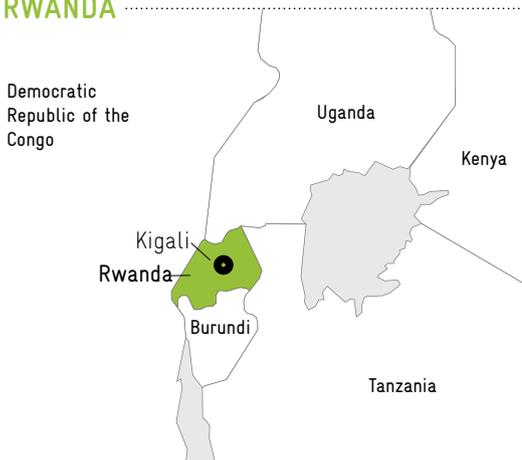


Freddy Mutanguha heads the Trust which set up the Memorial.



Jeanne Mukangenzi is a voluntary social worker.

> RWANDA



> VITAL STATISTICS

- Capital: Kigali
- Population: 11.5 million
- GDP per capita (2013): USD 723<sup>1</sup>
- Percentage of the population under the age of 15: 42.3%<sup>2</sup>
- Percentage of the population living below the national poverty line: 44.9%<sup>2</sup>
- Human Development Index ranking: 167 (out of 187)

Sources: <sup>1</sup> Germany Trade & Invest, estimated figure for 2013; <sup>2</sup> CIA – The World Factbook

## Remembering the victims

Rwanda has a population of around 11.5 million. The largest ethnic group, the Hutu, make up around 85% of the population, the Tutsi 14% and the Twa 1%. The Hutu, Tutsi and Twa speak the same language and share the same culture. The differences between them date back to pre-colonial times and were primarily social in nature: the Tutsi were wealthy cattle-owners, while the Hutu were poorer farmers. The Belgian colonial authorities based their rule on the Tutsi and created divisions between the two groups. When the Tutsi elite began to strive for independence in the late 1950s, the Belgians allocated posts in the administration to the Hutu. The first outbreaks of violence between the Hutu and Tutsi erupted in 1959. In April 1994, a 100-day genocide against the Tutsi began. One million people were killed. On 25 April, GIZ will hold its own ceremony of remembrance in Kigali in honour of the staff from its two predecessor organisations, the Deutsche Gesellschaft für Technische Zusammenarbeit and the German Development Service, who were killed in the genocide.

stereotypes, promoting non-violent conflict resolution and addressing the causes of the genocide. ‘We mainly work with young people,’ says Judith Baessler, GIZ’s Civil Peace Service coordinator in Rwanda. ‘Our aim is to strengthen and empower civil society for the long term.’ The Civil Peace Service is therefore working with the youth radio show Heza, and with Never Again Rwanda, a human rights and peace-building organisation which works with young people in schools, with Vision Jeunesse Nouvelle, which facilitates cross-border encounters between young Rwandans, Congolese and Burundians, and with the victims’ organisation IBUKA.

IBUKA, which means ‘remember’, is an umbrella organisation for the groups that aid survivors of the genocide and is committed to promoting reconciliation among Rwandans. IBUKA and the Civil Peace Service have provided trauma counselling and conflict transformation training for 90 social workers in Rwandan villages. They have already provided services to more than 2,000 people. The social workers no longer deal solely with the victims; they also reach out to the perpetrators.

In Nyakagezi, a village in Central Rwanda, two and a half hours from the capital, murderers and victims’ families are once again living side by side. It’s early February, and the home of social worker Jeanne Mukangenzi, 41, is the setting for



Betty Ndayisaba, Nadine Uwamahoro and Maxime Rindiro (from left) are reporters and anchors at Radio Heza.

a meeting between Christine Makajambere, 44, who lost her husband, and Daniel Kanamugire, 65, who spent nine years in prison for crimes committed during the genocide. Christine, widowed by the slaughter, explains how difficult it has been to live in her home village after the genocide. Like everyone else in Nyakagezi, she knew which of her neighbours had become killers. If she saw one of the murderers or looters in the distance, she ran away. Soon after the genocide, she gave birth to a child, but for years, she hid the child away, out of sight of the Hutu – for she had heard the Hutu saying that they wanted to wipe out all the Tutsi children. Christine explains that she had once attended a ceremony of remembrance for the victims, but she had collapsed screaming, before running out of the building. She felt as if she was losing her mind. It was social worker Jeanne who finally helped her. When Jeanne suggested that she should join a group which included some of the perpetrators, Christine was appalled. But later, she decided to come to the meetings. Now she feels better, she says. As she speaks, Daniel Kanamugire stares down at the concrete floor of the little house, which has a corrugated iron roof. He sits on a wooden chair, his hands in his lap, nervously kneading his fingers. He doesn't say why he was sent to prison. He claims that he saved some Tutsi children. There are an awful lot of gaps in

his story. It's only when he talks about the reconciliation group that he smiles briefly.

Two and a half years ago, social worker Jeanne Mukangenzi set up a support group for 40 of the villagers. They talk, help each other in the fields, and assist each other through illness and problems. 'We have become really good friends,' says Daniel Kanamugire. Christine Makajambere nods in agreement. In Nyakagezi, reconciliation is a success.

### Youth radio for reconciliation

Reconciliation is also a key issue for Radio Heza. Heza means 'bright future'. The show is produced by young journalists aged between 16 and 26 and is broadcast three times a week. Once a month, it is broadcast beyond Rwanda's borders into the Great Lakes region and reaches 700,000 listeners. This regional broadcast brings together young journalists from Rwanda, Burundi and the Democratic Republic of the Congo and, since 2006, has reported on topics of interest to young people: problems at home and at school, relationships, sexuality, contraception, unemployment – and parents' silence about the genocide. During the genocide, radio journalists played a particularly appalling role, inciting racial hate and urging Hutu to kill the Tutsi. Today's programme

makers want to show that radio journalism can bring people together. The 17 reporters and anchors are supported by German peace expert Johanna Wild. A professional journalist, she advises on topics for the next show and trains the team in conflict-sensitive journalism and impartial reporting. 'We broadcast a story about a young man who has forgiven his parents' killers,' says 25-year-old student Nadine Uwamahoro. 'Our listeners then discussed how that was possible and asked how they can learn to forgive.' Heza also profiled some Hutu-Tutsi couples and broadcast a feature on the role that football can play in promoting peace.

Heza focuses intensively on the genocide, other than in April, when Rwanda's period of official mourning begins. The bars, nightclubs and cafés close and no loud music is played. On 7 April, the Kwibuka Flame – the symbol of hope, which has been travelling around the country since the start of the year – returns to Kigali and arrives at the Genocide Memorial, where the main ceremony of remembrance will take place. Freddy Mutanguha will be there to remember his sisters and his father – like so many other Rwandans who lost loved ones in the genocide. ■

### ➤ CONTACT

Judith Baessler > [judith.baessler@giz.de](mailto:judith.baessler@giz.de)

# JUST 18 – AND HIS FAMILY’S PRIDE AND JOY

India is setting up training centres, modelled on the German vocational training system. They offer unskilled young people great prospects for the future.

**Text** Dietrich Alexander **Photos** Money Sharma

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Santosh Kumar (left) is 18 – and his family’s top earner, thanks to the welding skills he acquired at a training centre in the Indian state of Karnataka.





Santosh Kumar is a success story. ‘Yes, I am very happy,’ says the 18-year-old Indian from Bangalore, with a beaming smile. The young man is carving out a stellar career for himself – especially considering where he came from. He is a welder and earns INR 350 a day – equivalent to around EUR 4. He works six days a week, sometimes up to 10 hours a day, with overtime paid for Sundays.

In India, where most of the 1.2 billion people live on a dollar or less a day, INR 350 is a lot of money – even here in the southern Indian state of Karnataka, which is dominated by the sprawling city of Bangalore, India’s Silicon Valley. Santosh Kumar is his family’s top earner. His father is a painter and decorator and his mother cleans offices. His older sister (24) is married, and his 22-year-old brother works as an untrained motorbike mechanic. ‘I’m a respected person now,’ says Santosh, pushing up his welding mask. ‘My father is proud of me.’

Someone else is proud of Santosh as well: his sponsor, Jyothi Vanan. The 35-year-old welder spent three years working and perfecting his skills in Dubai in the Persian Gulf. After returning home to India, he started working for Ramaswamy, who had set up an SME with 24 permanent employees. Santosh worked there as an assistant. His job was to hold the tongs and metal for the skilled welders. He earned around EUR 1 a day.

### The family pays in instalments

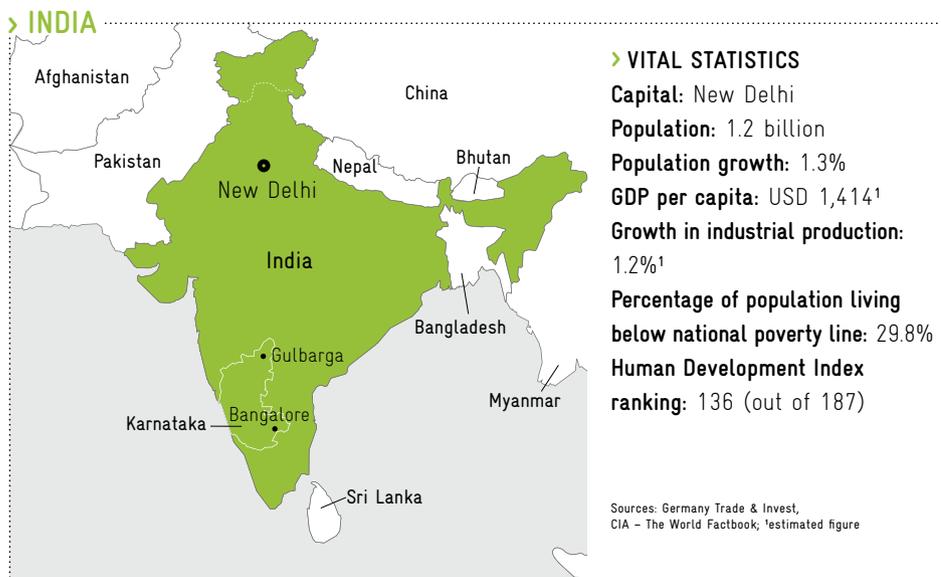
But then Jyothi Vanan was given the chance to join a training centre and become a trainer in welding technology. Jyothi, who has a young daughter, didn’t hesitate for long. His new employer is the Karnataka German Multi Skills Development Centre in Bangalore, one of two training centres currently being established by GIZ International Services in the state of Karnataka under an action plan to empower people through improved skills and training. Since joining the Centre, Jyothi Vanan has been providing training for young people, using a welding simulator to develop their theoretical and practical skills. It’s a good job – and he doesn’t have to get his hands dirty. But he has never forgotten where he came from, »

and of course, he also remembered his former assistant. He suggested that Santosh should do some training. It cost INR 25,000 (around EUR 300), which Santosh's family is paying to the Centre in instalments. It's quite common in India for the entire family to club together to give at least one child the chance of a better education. Santosh successfully completed the course and is now welding electricity pylon components for the French energy giant Alstom – thanks to his sponsor, his family and the Karnataka German Multi Skills Development Centre.

Besides welding, the Centre provides six-month intensive courses in various other disciplines: milling, IT, mechatronics and envi-

ronmental engineering. The trainees must be at least 16 years of age and must have attended school for 10 years. 'Basically, we are completing their schooling,' says Shrikant Bansal (44), the Technical Director of GIZ International Services, who is responsible for this training centre and four others in Karnataka. 'We are autonomous, flexible and geared to companies' needs,' says the engineer. 'We fill the gap between traditional training and specialisation. In some ways, we are equipping young people for their first day at work. And our model is Germany's dual system, which we're adapting to meet India's needs.' A dynamic academic, Bansal has worked for GIZ for 18 years. He has also spent time in Germany,

studying its world-renowned and highly respected dual training system – a mix of public and private-sector training provision. Trainees who complete his courses don't attain the same standards as a German master craftsman, but their expertise far outstrips the usual standard in India and they are in great demand on the job market, says Bansal. GIZ has recruited qualified trainers and, in some cases, given them extra training. It has also launched sponsorship programmes with a number of major corporations, including VW, Festo and Bosch, and, very importantly, it has secured the wholehearted support of the state government in Bangalore, which recognises the importance of training and is providing joint funding for the programme together with the central government in New Delhi. This funding amounts to EUR 12 million for the first four years, including EUR 2.8 million for GIZ's advisory services. And the next step is about to be taken: in December 2013, work began on setting up a further three training centres in Belgaum, Mangalore and Hubli – again, with support from GIZ.



### Growing interest from the Indian states

Other Indian states are starting to take an interest as well. Punjab, in the north-west of the country, now has its own training centres and is keen to establish four more, and several of the other 28 states are following suit. As Montek Singh, Chairman of India's Planning Commission in New Delhi, recently emphasised, 'We need hundreds of these centres.' India has set itself the target of skilling about 500 million people by 2022. That target is still a long way off.

The reality is that India, whose economy is outstripping its social development, faces an ongoing skills shortage. Only 5% of adults have vocational qualifications and 93% of all Indians still work in the informal sector. Generally, they are unskilled temporary workers and day labourers who work in an economic and social grey area. Their skills level is sufficient to meet the needs of India's many thou-

## Up to 4,000 skilled workers a year

**Project:** Multi Skills Development Centres in Bangalore and Gulbarga, Karnataka  
**Commissioned by:** Directorate of Employment and Training, Government of Karnataka; Indian Ministry of Labour and Employment  
**Overall term:** 2010 to 2015

On behalf of its Indian partners, GIZ International Services is setting up vocational training centres in Bangalore and Gulbarga. The aim is to produce up to 4,000 skilled workers annually. Since 2011, the centres have run courses in line with international standards in a range of disciplines, including industrial automation, welding, electronic maintenance, IT hardware and networking, construction, and environmental engineering.

sands of microenterprises and family businesses, but it falls a long way short of what is required by the multinationals based in India. Graduates of the Multi Skills Development Centres, on the other hand, have very good prospects: everyone who has looked for a permanent job after completing the training has found one very quickly.

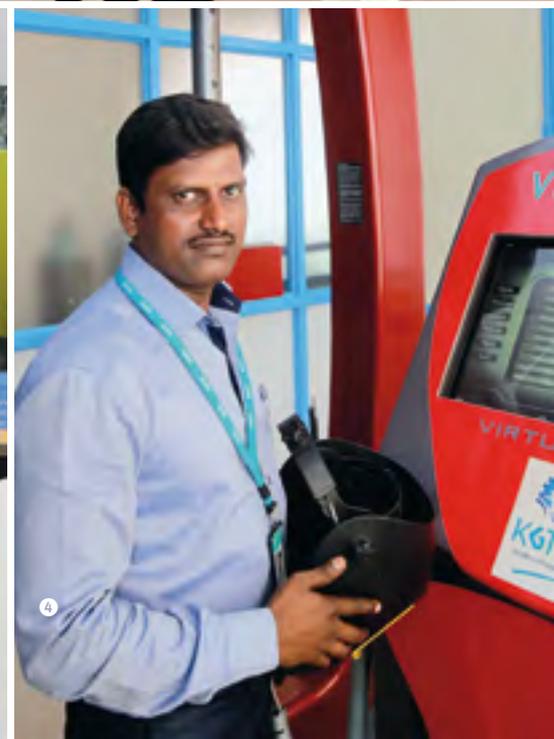
That being the case, it is logical that the training centres in Bangalore should be moving into new, more spacious and better-equipped premises at the end of 2014. The building is almost finished, and will enable capacity to be more than doubled from the current figure of around 1,000 graduates per centre per year. And Karnataka's state government is delighted, for the companies in the greater Bangalore area are constantly in need of highly skilled new recruits. ■

> CONTACT

Christina Rentzmann

> christina.rentzmann@giz.de

- ❶ 18-year-old Nishanth Rajashekhar (left) is learning machine operating skills at Karnataka German Technical Training Institute (KGTI) in Bangalore. His instructor Suresh is just two years older than Nishanth.
- ❷ The KGTI is being expanded and will be able to admit around 2,000 trainees from the end of 2014.
- ❸ 23-year-old Supriya Patki and her fellow trainees have modern technology to practise on at the KGTI.
- ❹ Jyothi Vanan works as a welding engineer at the KGTI in Bangalore.



# ALLIANCE FOR PEACE

Conflicts can only be resolved if state and society support the peace process. GIZ's Civil Peace Service programme mobilises civil society's capacities to prevent or defuse conflicts.

**Text** Romy Stanzel

Civil societies make major contributions to non-violent conflict transformation – and these are contributions which cannot be made by governments,' says Matthias Ries, Director of GIZ's Civil Peace Service programme. The Service mobilises civil society's capacities to prevent, mitigate and resolve conflicts and thus build a lasting peace. It is supported by a consortium comprising GIZ and various German church-based and civil society organisations that deploy experts in the field. The German Federal Ministry for Economic Cooperation and Development (BMZ) provides funding for the Civil Peace Service, for the work carried out by its experts helps to achieve Germany's development, peace and foreign policy goals.



## Strength through diversity

'The individual members of the Consortium utilise a variety of approaches and have a wealth of experience and access to partners in the countries of deployment,' Matthias Ries explains. Combined with a joint strategic approach and shared values and principles, this is one of the Civil Peace Service's particular strengths. Even at the international level, the consortium structure is unique. Its hallmarks are as follows:

- strategic cooperation between GIZ, a federal enterprise, and non-governmental organisations in the individual countries of deployment and in Germany,

- joint organisation and coordination of missions,
- deployment of experts at the scene of social conflicts,
- the option of obtaining funding from partner organisations for personnel and project activities.

Through their work, the experts aim to bring about a change in attitudes, relationships, structures and behaviour in crisis and conflict regions. They identify alternatives to patterns of behaviour that encourage violence, and actively promote respect for human rights and political participation for all sectors of society. In the crisis and conflict regions, the experts operate on an independent and non-partisan

basis. 'As outsiders, they offer a fresh perspective on often entrenched and deadlocked conflict scenarios,' explains Matthias Ries. They also advise on ways of assisting traumatised victims of violence, provide training for local people in civil conflict management, and encourage partners to publicise the issues of concern to disadvantaged groups and dismantle enemy stereotypes.

The Civil Peace Service does not wait to start work until after a conflict has broken out: its remit also includes early warning and early response. GIZ is implementing the Civil Peace Service programme in Africa, Asia and Latin America, the aim being to engage state and civil society in dialogue at all levels. GIZ's

Civil Peace Service programme thus acts as a bridge – in Germany and in the field. It mainly operates in countries where at least one sending organisation is already engaged, and coordinates its activities with other peacebuilding programmes undertaken within the framework of German development cooperation.

In light of Germany's history, not least, the emphasis is on promoting social dialogue, e.g. in Bolivia, Ethiopia and the Philippines, and on supporting 'dealing with the past' and reconciliation processes, as in Cambodia, Rwanda (see article on page 34) and Guatemala.



The Civil Peace Service is a successful model. For example, the editors of Peace Report 2012 recommend that: 'State diplomacy should make use of the experience gained in numerous conflict mediations which give greater weight to civil society. (...) For peacebuilding we need experts in conflict counselling all the way to the UN. We regard the Center for International Peace Operations (ZIF) and the institutions of the Civil Peace Service (ZFD) as exemplary in this regard; they deserve to be expanded at European and UN levels.'

At various places in its coalition agreement, the new German Government expresses its commitment to strengthening civil approaches to conflict management and to involving civil society organisations in consultations on foreign and security policy. The Civil Peace Service is therefore becoming increasingly important. ■

[www.giz.de/ziviler-friedensdienst](http://www.giz.de/ziviler-friedensdienst)  
[www.ziviler-friedensdienst.org/en](http://www.ziviler-friedensdienst.org/en)

## > CAMBODIA

### Dealing with the legacy of genocide

The Extraordinary Chambers in the Courts of Cambodia (also known as the Cambodia Tribunal) were set up to try serious crimes committed during the Khmer Rouge regime. Thanks to the outreach activities supported by the Civil Peace Service, which utilise radio programmes, documentary films and other formats, around two thirds of the Cambodian people are now aware of the Chambers' work. In all, 3,850 joint plaintiffs are permitted to give evidence, most of them women, in order to ensure that as many survivors as possible are involved in the proceedings. Sexual violence has been recognised as a crime requiring prosecution and redress. Men and women are now speaking out about the horrors of the Khmer Rouge regime and are accessing counselling programmes. In addition to the work of the Civil Peace Service, the Centre for International Migration and Development (CIM) has placed a German legal expert with the Tribunal. He is advising the Cambodian judges who are overseeing the trial of surviving senior leaders of the Khmer Rouge.

#### CIVIL PEACE SERVICE CONSORTIUM

Besides GIZ, eight other civil society and church-based peace and development organisations are members of the Civil Peace Service Consortium:

- Action Committee Service for Peace (AGDF)
- Association for Development Cooperation (AGEH)
- Bread for the World/Protestant Development Service
- EIRENE International Christian Service for Peace
- Forum Civil Peace Service
- KURVE Wustrow
- Peace Brigades International (PBI)
- Weltfriedensdienst e.V. (WFD)



#### GIZ'S CIVIL PEACE SERVICE PROGRAMME

**100** international and **100** local experts

The Civil Peace Service has **18** partner countries: Afghanistan, Bolivia, Burundi, Cambodia, Ethiopia, Guatemala, Kenya, Lebanon, Nepal, the Niger/Burkina Faso/Benin, Palestinian territories, Peru, Philippines, Rwanda, Uganda and Zimbabwe

Civil Peace Service/  
GIZ budget, 2013:

**EUR 10.7 million**

Civil Peace Service  
budget, 2013 (total):

**EUR 29.0 million**



> **ESCHBORN DIALOGUE 2014**

## World in motion

**EXPERT MEETING** Mobility, migration and digital change are the topics of this year's Eschborn Dialogue. Launched in 1998, the Eschborn Dialogue brings together around 400 experts from politics, business, industry and science from various regions of the world for an exchange of views and ideas.

This year's topic has many diverse aspects: Transport and infrastructure are becoming more important as a result of globalisation. At the same time, climate change is challenging us to respond with sustainable, environmentally friendly strategies. Growing numbers of people are moving from rural areas to urban centres, and from one continent to another. Digital innovations connect the centre with the periphery, bring buyers and sellers together, and make knowledge transfer easier. Political upheavals across the world have shown us the potential for

digital media to stimulate change and enable participation. The state, society and the private sector are now facing transnational challenges that require new, interconnected solutions. How can we ensure that greater mobility will help drive progress around the globe and not become an ecological risk? What political, social and economic changes will be possible as a result? What impact do these innovations have on reform processes, transparency and participation? These issues will be discussed in Eschborn.

### eschborner **fachtag** eschborn **dialogue 2014**

**When and where:** The Eschborn Dialogue will take place on 17 and 18 June 2014. Registration opens on 3 April.

👉 [www.giz.de/eschborn-dialogue](http://www.giz.de/eschborn-dialogue)



> **RECOMMENDED VIEWING**

## Wadjda

When Wadjda walks to school in Riyadh, she passes a shop that is selling a green bicycle. Every time she sees it, her heart skips a beat, for if the bicycle were hers, she would be able to stand up to Abdullah, the boy next door, and get away from him. In Saudi Arabia, girls are not allowed to ride bikes, but Wadjda crafts a cunning plan to earn some cash through illicit deals in the schoolyard. In her debut film, Saudi director and scriptwriter Haifaa Al Mansour tells the story of a 10-year-old who, with courage and ingenuity, finds a way to make her dreams come true in the face of stringent social constraints.

*Available on DVD and Blu-ray*

## GIZ PUBLICATIONS

These publications can be downloaded or ordered free of charge from [www.giz.de/publications](http://www.giz.de/publications).



### Nachhaltigkeit leben (Living sustainability)

Available in German

Various authors

GIZ's first-ever Sustainability Report complements existing reports such as the Company Reports and the Monitoring and Evaluation Reports and is based on quantitative data from the period 1 January 2011 to 31 December 2012.

However, it is not only retrospective: it also looks ahead to the issues on the agenda up to 2015. The GIZ Sustainability Report will be published every two years.



### The Effects of Education on Development

Available in German and English

Margarita Langthaler

A total of 43 publications were evaluated to determine the effectiveness of education measures. It was found that there is sufficient literature available covering the effect of education on the economic and health sector, gender relations, the development of democracy and conflict prevention to derive valid findings. Interestingly, until the 1960s, investment in the primary school sector proved to be most fruitful, whereas today this applies to the tertiary sector.



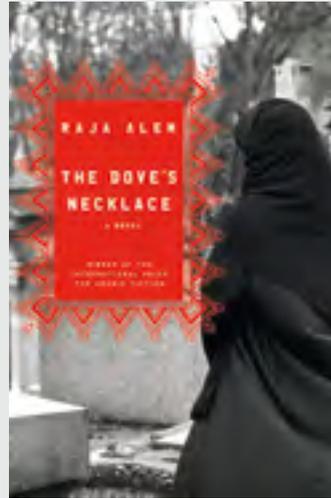
> RECOMMENDED READING\*

## Aux frontières de la soif

**Kettly Mars, Haiti**

A country needs help, but instead, it gets NGOs: At the Borders of Thirst – that is novelist Kettly Mars’ bleak vision of Haiti after the 2010 earthquake. The confusion that reigns on the island is embodied in the figure of Fito, an author suffering from writer’s block and sexual woes. Kettly Mars sheds light on the dark side of NGOs in this dense, exciting and erotically charged novel.

*Ruthard Stäblein, arts editor*



> RECOMMENDED READING\*

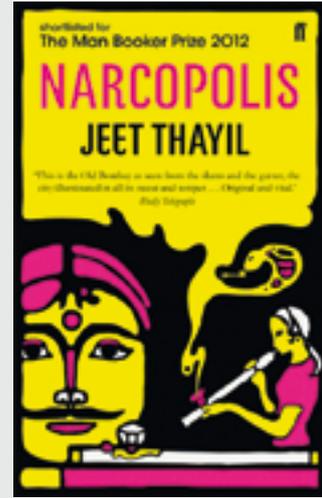
## The Dove's Necklace

**Raja Alem, Saudi Arabia**

Translated from Arabic, due for publication in September 2014

This is a novel from Saudi Arabia – and what a novel it is! Sensual, exciting, polemical – and very clever. Raja Alem has written a crime novel, a literary study of the female body in Islamist society – and an insight into the underbelly of the holy city of Mecca.

*Karl-Markus Gauß, writer*



> RECOMMENDED READING\*

## Narcopolis

**Jeet Thayil, India**

A compelling big-city novel and a grandiose memorial to the Bombay of the 1970s, which has disappeared along with its inhabitants. We meet drug lords, eunuchs, beggars, down-and-outs, refugees and addicts, peer into the abyss of human existence, and recognise, behind the filth and opium smoke, the cosmos of the City of Dreams and its people in search of happiness.

*Cornelia Zetzsche, literary editor at Bayerischer Rundfunk*

\* litprom – the Society for the Promotion of African, Asian and Latin American Literature – provided the reviews for akzente. The titles were selected from litprom's list of best new novels. [www.litprom.de](http://www.litprom.de)



### Jugendbeschäftigungsförderung in Zeiten der Krise (Promoting youth employment in times of crisis)

Available in German  
Tetyana Lutsykr

Since 2008, many European initiatives have aimed to reduce youth unemployment – often with limited success, according to the author. Successful programmes are based on individual needs analyses,

combine several different types of action, and differentiate between young people as a target group. Interestingly, work is often more effective in developing countries, although little research has been undertaken to find out why.



### Rice cropping systems and resource efficiency

Available in English  
Simone Kathrin Kriesemer

Globally, rice is the most important staple crop and is grown on more than 15 million hectares of land. The study investigates the cropping methods used and considers their benefits. Key

criteria for the analysis are the socio-economic significance of the cropping methods and their environmental impacts. Water-saving technologies are also examined in this context.



DAVID NGUYEN-THANH,

## FINANCE EXPERT

'PUBLIC FINANCE in developing countries and emerging economies doesn't sound very exciting,' says David Nguyen-Thanh. 'But if we consider that without tax revenue, effective governance is impossible and that the manner in which the taxation system operates has been a key issue in social discourse since antiquity, perhaps you'll understand why my team and I find the topic so fascinating, especially in the development context.' David and his colleagues are internal advisors, making significant contributions to the design, realignment and measurement of results of projects relating to tax and budget reform, financial control, administrative reform, anti-corruption and good governance in the resource sector. They follow the international debate and contribute to knowledge management and the development of ideas. An economist and financial expert, David studied in Munich and the US and took his PhD in Heidelberg. His thesis looked at tax policy. From 2007 to 2010 he worked for GIZ in Ghana, where he advised the Ghanaian Government on its major reform of the tax system and on financial policy issues.

Photo: Dirk Ostermeier

👉 GIZ regularly recruits experts in public finance. Interested? Why not visit our 'Jobs and Careers' page: [www.giz.de/en/html/jobs.html](http://www.giz.de/en/html/jobs.html)

## AUTHORS AND PHOTOGRAPHERS FEATURED IN THIS ISSUE



**DIETRICH ALEXANDER** is the Deputy Foreign Policy Editor of the Welt group of newspapers. He visited the training centres in India (page 38).



**ADRIANA HUNTER** has worked as a literary translator since 1999. She has translated over 50 books and the article of Fatou Diome (page 26).



**FLORIAN KOPP** is a freelance photographer and lives in Brazil. He visited projects in the host country of this year's World Cup (page 12).



**DIRK OSTERMEIER** is a freelance photographer. He took the photograph of David Nguyen-Thanh, with Frankfurt am Main in the background (page 46).



**MONEY SHARMA** works as a photographer for economic and daily newspapers in India. He took photographs of the training centres for akzente (page 38).



**FRIEDHARD TEUFFEL** is the sports editor of the Berlin newspaper Der Tagesspiegel. He wrote the article about sport and international cooperation (page 12).



**HAUKE FRIEDERICHS**, a freelance journalist, visited Rwanda. He described how Tutsi and Hutu are living together 20 years after the genocide (page 34).



**THOMAS IMO** owns the 'photothek' agency. The photographer took the photos for the article on Rwanda (page 34). [www.photothek.net](http://www.photothek.net)



**CHRISTINE MATTAUCH**, a journalist in New York, spoke to participants in the Congress-Bundestag Youth Exchange (page 8). [www.mattauch-online.de](http://www.mattauch-online.de)



**MARTINA PIPPRICH** is a freelance photographer and photography lecturer at Mainz University of Applied Sciences. She took the photo on page 28.



**ROMY STANZEL** works as a specialist for GIZ's Civil Peace Service programme. She offered some insights into its work (page 42).



**DAGMAR WITTEK** is a freelance journalist and lives in South Africa. She talked to young people who are working to prevent violence (page 30).

## AKZENTE

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 • Friedrich-Ebert-Allee 40, 53113 Bonn, Germany  
 Tel.: +49 228 44 60-0, Fax: +49 228 44 60-17 66  
 • Dag-Hammarskjöld-Weg 1-5, 65760 Eschborn, Germany  
 Tel.: +49 61 96 79-0, Fax: +49 61 96 79-11 15  
 Dorothee Hutter, Director of Corporate Communications  
**Email:** [akzente@giz.de](mailto:akzente@giz.de)  
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## PREVIEW

akzente issue 02/2014

**THE DIGITAL REVOLUTION** E-governance and industry 4.0 – digital technology is profoundly affecting the way we work and live. Companies are networking their production, and reform and transformation processes have accelerated. Do the internet, mobile devices and digital

media promote transparency, citizens' participation and more efficient administration? What are the impacts of the digital revolution, and what is an appropriate response to them? The next issue of akzente turns the spotlight on the 'work in progress' that is the digital society.





Scheduled to host seven matches, the Estádio Jornalista Mário Filho in Rio de Janeiro, better known as the Maracanã Stadium, is the principal venue for the 2014 Football World Cup in Brazil. Originally built between 1948 and 1950, the stadium has been undergoing renovation since 2010. Among its new features is a roof with 4,000 square metres of photovoltaic cells – sure to send a clear signal for the development of solar energy in Brazil.

Photo: Florian Kopp

[www.giz.de/en](http://www.giz.de/en)