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TECHNICAL COOPERATION PROFILE / REGIONAL

I. BASIC PROJECT INFORMATION

Country/region:	Latin America and the Caribbean (LAC)		
Program title:	Support for football-based social inclusion initiatives for youth		
Project number:	RG-T1563		
Project team:	Team Leader: Rosario Londoño (SCL/SPH); other members: Fabian Koss (CMG/DCM); Kai Hertz (VPC/GCM), Weon-Kyoung Jo (VPC/GCM), Kevin McTigue (LEG/SGO), Gustavo Perochena (SCL/CAR); and Ethel Muhlstein (SCL/SPH).		
Request date:	Bank initiative (under a Memorandum of Understanding with FIFA).		
Beneficiaries:	Regional NGOs committed to the development of youth in Latin America and the Caribbean and to young people living in poverty.		
Executing agency:	Football for Development Foundation (<i>Fundación Fútbol para el Desarrollo</i>), Argentina.		
Amount and source of funding:	Korea Poverty Reduction Fund	US\$	1,000,000
	(KPR)		
	Counterpart (FIFA)	US\$	755,000
	Total	US\$	1,755,000
Technical and basic responsibility:	Technical:		SCL/SPH & CMG/DCM
	Basic:		CSC/CAR
Tentative dates:	QRR:		September 2008
	Approval VPS & VPC:		September 2008

II. BACKGROUND

A. Introduction

- 2.1 Most countries of LAC are confronted with the challenges of widespread poverty and prevailing social inequality. LAC is viewed as the region with the world's most inequitable income distribution. The Economic Commission for Latin America and the Caribbean (ECLAC)¹ reports there are 224 million poor people in the region, of whom 96 million are indigent. Poverty has the tendency of being compounded by other problems such as few job opportunities, lack of access to education, violence, and violations of social and political rights. According to the data, in LAC, 12.6% of the economically active population, or 26.8 million people, are unemployed, and this does not include the underemployed or those who do not make sufficient incomes to meet their basic food and housing needs. These problems have a major impact on the region's youth while it is considered that 60% of youth in the region are poor. Poverty engenders greater exclusion and causes deteriorating living conditions, conflict, and family and community disintegration.

¹ Source: <http://www.cepal.org/cgi-bin/getProd.asp?xml=/publicaciones/xml/0/21230/P21230.xml&xsl=/deype/tpl/p9f.xsl&base=/tpl/top-bottom.xsl>

- 2.2 In this critical situation, civil society is instrumental in the development process, owing to its growing political influence and its new forms of social network organization. Social organizations can play a key role in a community in promoting public sector participation, legitimizing, overseeing or participating in the implementation of public policies, thus contributing to foster community awareness and capacity. To address these problems and move forward with efforts to provide comprehensive care to the youngest population groups, particularly those at risk, a strategic focus is needed that links together all institutional stakeholders (the State, social organizations, international agencies, etc.) to approaches that have proven successful in the past for this age group. In this context, soccer is a promising medium since it has the potential to build bridges for socially excluded groups. It reduces barriers, encourages the inclusion of youth (program's target group), imbues leadership and promotes values and skills for peaceful conflict resolution, teamwork, and solidarity².
- 2.3 In 2005, FIFA (Fédération Internationale de Football Association) adopted a new strategic approach to social responsibility. FIFA decided to contribute materially to the Millennium Development Goals, through the sport for which it is the governing body, in partnership with grassroots and/or community organizations that offer good examples of how soccer can be used as a tool for human and social development. The Association now earmarks 0.7% of its revenue for programs and activities in the area of social responsibility.
- 2.4 Within the framework of the Football for Hope movement, the IDB, the Federación Internacional de Fútbol Asociado (FIFA), the South American Football Confederation (CONMEBOL) and the Confederation of North, Central American and Caribbean Association Football (CONCACAF) established a partnership (MoU signed on May 11, 2007) to create alternative development opportunities for children and young people living in poverty in LAC through the promotion of soccer. The parties recognize that soccer is a powerful tool for the creation of human capital as well as a vehicle for the development of self-esteem, community integration and leadership skills. The project design is being coordinated closely with FIFA, CONMEBOL, and CONCACAF.

III. PROJECT OBJECTIVES AND DESCRIPTION

A. Objectives

- 3.1 The main objective of the program is to facilitate the development and social inclusion of the poor youth through soccer-based activities.

B. Project components and activities

- 3.2 The program is divided into three main components: (a) funding for projects that promote social inclusion through sport (soccer) as their main tool, (b) identifying and extracting issues of relevance/knowledge that should be noted in the context of social inclusion challenges, and (c) monitoring the progress in project selection and allocation and subsequent project execution.

² See also latest VIVA Trust Case Study: "Defensores del Chaco: El Futuro lo Construimos entre Todos". Morgan Impresores, Chile 2008.

1. Soccer-based social inclusion initiatives

- 3.3 This component involves the selection and the funding of soccer-focused initiatives for the social inclusion of the youth. Social exclusion is a phenomenon that is fueled by a series of discriminatory factors, including: (a) poverty, (b) ethnic origin, and (c) gender. The impact of these factors leads to inequalities in access to basic services (education, health); incomes and job opportunities; the availability of physical infrastructure and housing; and political representation, social protection, and security.³ The initiatives to be funded by this program will target the three main discriminatory factors identified above.
- 3.4 Basic features of initiatives. The executing agency will issue call for proposals to select initiatives. Each initiative must: (a) directly address groups discriminated on the basis of poverty, ethnic origin, or gender; (b) include measurable indicators showing the extent to which the objectives have been fulfilled; (c) directly benefit young people aged between 10 and 30 years; (d) the amount per initiative may not exceed the equivalent of US\$80,000; and (e) meet the eligibility requirements and guidelines set out in Football for Hope's standard call for proposals and this Program's Operating Manual. Given the importance of the social organizations in attaining the goals of this program, efforts will be needed to strengthen and increase their capacity for project management. This component therefore includes training, skills acquisition, and technical assistance activities for organizations in the region receiving financial support.
- 3.5 As the primary donor to this initiative the Korean Logo will be featured on all items for this program. Furthermore, should initiatives contemplate the purchase of sport uniforms, shoes or other soccer related sport items, preference may be given to products made by Korean companies.

2. Knowledge generation

- 3.6 This component seeks to identify lessons learned in order to generate knowledge about development through soccer and about the areas of civil society (forms of organization, strategies, lines of action, experiences) where the initiatives are carried out. This involves a coordination unit that will serve as an interface between local project implementation, the investment, and regional and global development plans; the unit will also be a regional repository of knowledge that identifies organizations and their experiences, assesses the scope of their interventions, monitors their impact, and reports back to the funding partners and the general public. This component will also involve exchanges between football coaches and members of NGOs from LAC and Korea. In many occasions such as soccer matches for the purpose of this component, sponsorship by the KPR will be indicated and promoted.

3. Monitoring and evaluation

- 3.7 The purpose of this component is to generate information on the progress of program-supported projects, assess the extent to which the outcomes match the goals and objectives, and create a monitoring mechanism to identify challenges and difficulties with project

³ See: Inter-American Development Bank (2007), *Outsiders? The Changing Patterns of Exclusion in Latin America and the Caribbean*. Washington, DC.

implementation with a view to taking such steps as are necessary to correct any problems encountered.

C. Expected outcomes

- 3.8 It is expected that at least 15 soccer-based social inclusion initiatives will be funded, monitored, and assessed by this initiative. It is expected to reach 5,000 beneficiaries between the ages of 10 and 30. The program should become firmly established as a development strategy as the Football for Hope movement expands in the region. It is also expected to benefit from the visibility generated by Football for Hope festivals in the region and the worldwide festivities marking the occasion of the next FIFA World Cup in 2010, as well as to promote new institutional partnerships that contribute to the sustainability of the program.

IV. BUDGET

- 4.1 The total cost of the technical-cooperation project is estimated at US\$1,755,000. The Bank will contribute US\$1,000,000 in nonreimbursable funding from the Korean Poverty Reduction Fund (KPR). FIFA will contribute US\$755,000. The estimated budget is set out below.

Consolidated Budget

Item	US\$		
	IDB	Counterpart	TOTAL
1. Support for social inclusion initiatives	820,000	600,000	1,420,000
1.1 Social inclusion initiatives (16 initiatives @ US\$50,000 – average)	800,000		
1.2 Youth Advisory Group (5 consultants @ US\$4,000/each)	20,000		
2. Knowledge Generation	50,000	35,000	90,000
2.1 FFD to Korea	10,000		
2.2 Korean experts to LAC	10,000		
2.3 Issue Briefs & knowledge dissemination events	30,000	35,000	
3. Monitoring and evaluation	80,000		80,000
3.1 System set-up	10,000		
3.2 Monitoring consultancy	30,000		
3.3 Final Evaluation	40,000		
4. Audited financial reports	10,000		10,000
5. Additional project implementation expenses	20,000	120,000	140,000
6. Contingencies	20,000		20,000
Total	1,000,000	755,000	1,755,000

V. ORGANIZATION AND EXECUTION

A. Project organization / execution

- 5.1 The Football for Development Foundation will be in charge of the project's technical and administrative execution, representing FIFA's Football for Hope movement and Streetfootballworld. The Foundation is a non-profit organization based in Argentina and a strategic partner of FIFA and Streetfootballworld GmbH in promoting the Football for Hope movement in the region. This movement brings together best practices in soccer for

development and now has over 70 programs in place throughout the world. FIFA and Streetfootballworld entered into a strategic partnership to promote the Football for Hope movement, with the aim of making a significant contribution to the Millennium Development Goals through soccer-based initiatives.

- 5.2 Calls for proposals will be sent to organizations meeting the eligibility requirements. The proposals will be selected by a committee comprising the general project coordinator, the Football for Hope strategic development team (FIFA-Streetfootballworld), and one representative from the CONCACAF and CONMEBOL associations. The guidelines and requirements for proposals will be set out in the Program's Operative Manual.

B. Execution and disbursement period

- 5.3 The execution period for the technical-cooperation project will be 30 months, and the deadline for the last disbursement will be 36 months after the date on which the agreement is signed.

VI. MAIN ISSUES

- 6.1 The Plan of Operations will cover: (a) the Operating Manual for program execution, (b) details of the specific functions of the participating agencies in the execution process and the instruments formalizing them, (c) a review of the executing agency's execution capacity in Argentina.

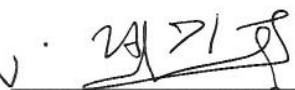
VII. PLAN OF ACTION

- 7.1 The following will be required for the Plan of Operations: (a) an assessment of the executing agency's institutional capacity in Buenos Aires, (b) an Operating Manual, prepared in conjunction with the initiative's main stakeholders, (c) details of the participating entities' functions and responsibilities, and oversight of the formal instruments of association between the executing agency and the program, (d) the logical framework (and the basic criteria of the program's M&E system), itemized budget, and procurement plan for the first 12 months, and (e) the terms of reference for the Program Coordinator.

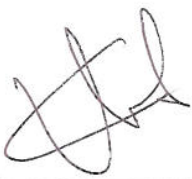

VIII. ENVIRONMENTAL AND SOCIAL STRATEGY

- 8.1 The present project will have no effect on environmental conditions in the region. In terms of social impact, it is expected that the project activities will address particular causes for social exclusion of youth. In accordance with the "Safeguard Policy Filter Report" (2008-07024722-2), the project will not require complementary social and environmental actions. Similarly, according to the "Safeguard Screening Form" (SSF # 2008-07025013-2), this technical cooperation operation was classified as a category "C" project.

IX. APPROVAL

Concurrence:  9/12/08
Michael Jacobs, Chief SCL/SPH

Approval:  9/15/08
 Kei Kawabata, Manager SCL

 9/15/08
 Carlos Hurtado, Manager CSC