



RESPECT

#EQUALGAME

Cross Cultures and the Open Fun Football School program has been core partner to the UEFA Football and Social Responsibility (FSR) portfolio since 2001 under the FSR pillar Peace and Reconciliation.

The purpose of the partnership is to use the Open Fun Football Schools as platform:

- to bring people who are living in communities affected by conflicts and social divides to play and interact together
- to bring football to all children and provide a pipeline from the OFFS into the grassroots football clubs and in particular girls
- to facilitate cross sector cooperation between Sport + School + Police + Parents (OFFS+SSP) that work together to safe guard children in football and their local communities at large

In 2019 the OFFS program is operated by the National Football Associations in Armenia, Georgia, Moldova and Ukraine:



And with local Cross Cultures partners in cooperation with the National Football Associations in: Azerbaijan, Bosnia, Croatia, Kosovo, Montenegro, Northern Macedonia and Serbia:



4 QUALITY EDUCATION



Cross Cultures work is in particularly related to SDG target 4.7 with the purpose to *promote a culture of peace a non-violence, gender equality, social inclusion and incorporation of culture's contribution to sustainable development.*

Additionally, we contribute to the following SDG's:



PROMOTE

RECONCILIATION AND SOCIAL COHESION

ACROSS

CONFLICTS AND SOCIAL DIVIDES

THROUGH THE USE OF

FUN FOOTBALL AND DIALOGUE

BASED ON

VOLUNTARISM



WHO ARE WE?

Cross Cultures is a non-profit and politically independent non-governmental organisation with headquarters in Denmark. Our mission is to bring people together who are living in communities affected by conflicts and social divides.

WHAT DO WE DO?

Cross Cultures is using our community-based fun-sport-approach as a tool for creating social change, and we are firmly convinced that voluntarism and inter-community social networks can help to unite people and promote peace and social cohesion.

We use our specially designed fun-sport-concept as access point to local communities where we mobilize, train and engage young people as voluntary Fun-Sport leaders, coaches and participants.

Thereby Cross Cultures create community platforms for meetings across ethnic and social barriers that are characterized by joy, togetherness and equity – platforms where the participants meet as ‘human beings’ irrespectively of their backgrounds.

It is in this meeting that inter-community social networks arise and common goals are formed.

HOW WE DO IT?

Cross Cultures follow a four-step methodology:

FIRST STEP: We bring people to play and interact together across ethnic and social divides at our volunteer seminars.

SECOND STEP: The volunteers define and develop new and common goals/activities together

THIRD STEP: The volunteers organise joint fun-sport-activities together creating an environment of joy, togetherness and equity and in a setting that has ‘friendship potential’.

FOURTH STEP: We mobilize local and national authorities as well as other stakeholders and actively involve them with their special function in our joint fun-sport activities.



OPEN FUN FOOTBALL

By end of 2018 the OFFS program was operational in: Bosnia Herzegovina, Croatia, Kosovo, Montenegro, Northern Macedonia, Serbia, Moldova, Ukraine, Georgia, Armenia, Azerbaijan, Iraq, Jordan Lebanon, Morocco, Tunisia and South Sudan.

Participants at OFFS are voluntary leaders and coaches and children aged 6-12 from different ethnic and social backgrounds of which:

- minimum 50% of must be females;
- minimum 33% of the children must come from vulnerable groups (refugees/idp´s, orphans, street children, children with special needs, disabled children etc);
- minimum 50% must not yet be members of a football club;
- all voluntary leaders and coaches are trained on seminars of 3-days duration in the specific child centred and community based fun football approach.

From 1998-2018, Cross Cultures has organised OFFS and other community-based fun-sport activities for over 1.4 million direct beneficiaries led and implemented by 78,000 voluntary coaches and leaders.

