



CROSS CULTURES ALLIANCE



PLAYING FOR PEACE IN FRAGILE COMMUNITIES

2022



CROSS CULTURES ALLIANCE

Cross Cultures is an international **Alliance** of non-profit organisations that **PROMOTE** peaceful coexistence, gender equality, and social improvements **ACROSS** Conflicts and social divides **THROUGH** fun sport and dialogue **BASED ON** Voluntarism

Cross Cultures
House of Sport,
Brøndby Stadium 20
2605 Brøndby
+45 27 11 15 19
www.ccpa.eu

Design og medieproduktion Kailow A/S,

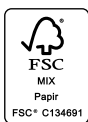
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WHERE DO WE COME FROM?

Cross Cultures' programmes are based on the basic assumption that you can win a war but you cannot win peace. Peace must be built in the self, between people, institutions, and societal structures and systems.

Furthermore, Cross Cultures' programmes are guided by our conflict philosophy and experiences, which centers around the belief that localised violence is what drives conflict by stirring hate and fear rather than the general themes of politics, religion, or ethnicity and that preventing/resolving conflict requires that people can communicate and develop positive relations with each other. Consequently, efficient localised peacebuilding efforts must be organised to foster communication and cooperation between adversarial groups so that they experience having something in common. This, in turn, increases trust and understanding of the "other" and helps people find a way to live together in peace.

Specifically, Cross Cultures uses our community-based Fun Sports activities as a vehicle to bring children, youth and adults living in conflict-sensitive areas together to communicate, interact, play, and collaborate across ethnic, social, and religious divides. Cross Cultures' Fun Sports approach thereby creates a "safe space" within the conflict that breaks down barriers between people by giving them an opportunity to form new perspectives and develop positive relationships that can grow outside the football field. Additionally, Cross Cultures' programmes include our Youth leadership Education that trains young volunteers to become Community Organisers and involves localised add-ons that match the specific context.

CROSS CULTURES' CORE PROGRAMME IS THE OPEN FUN FOOTBALL SCHOOLS. IT WAS FIRST INTRODUCED IN WAR-TORN BOSNIA-HERZEGOVINA IN 1998. THE INITIATIVE HAS PROVEN TO BE SO EFFECTIVE IN BRINGING PEOPLE TOGETHER THAT IT HAS BEEN IMPLEMENTED IN 23 COUNTRIES (OF WHICH 17 ARE ACTIVE TODAY) AND REACHED MORE THAN 1.8 MILLION DIRECT BENEFICIARIES, HERE AMONG 104.000 VOLUNTEERS.



BOSNIA-HERZEGOVINA



BEIRUT



ARMENIA



UKRAINE



GEORGIA



SYRIA



AFGHANISTAN



IRAQ



SOUTH SUDAN



MORROCCO



CROSS CULTURES ALLIANCE

PLAYING FOR PEACE

PURPOSE:
Playing for peace in fragile communities

TARGET GROUPS:
CHILDREN
YOUTH
COMMUNITIES

Parents
Mayors
Ministers
Sponsors/Donors

CORE PRINCIPLES:

- Bringing people together across societal divides
- Gender equality 50:50
- For ALL
- Social responsibility (Min. 30% vulnerable children)
- Voluntarism

www.ccpa.eu



AMBITION 2023-27:

1.000.000	children
20.000	young volunteers
2.000	communities
20	countries

IN FRAGILE COMMUNITIES



CROSS CULTURES ALLIANCE

EFFECTS

CHILDREN

Increase health, local peace, friendship and smiles

COACHES

Organiser-, Education-, Social entrepreneurs, Communication experience

COMMUNITY ORGANISERS

Management, Communication, Local Fundraising

REGIONAL ALLIANCE LEADERS

Leadership, Management, Communication, Donor and stakeholder management

INTERNATIONAL

HQ

REGIONAL

EUROPE

MENA

AFRICA

NATIONAL PARTNERS

LOCAL ASSOCIATIONS

ADDED VALUE

WHAT CAN WE OFFER OUR STAKEHOLDERS TO ACCOMPLISH THEIR GOALS?

THE PARTNERS OF CROSS CULTURES ALLIANCE USE FUN SPORTS TO PROMOTE PEACEFUL COEXISTENCE BETWEEN PEOPLE LIVING IN FRAGILE COMMUNITIES. HOWEVER, WHILE OUR INITIATIVES ALWAYS TAKE POINT OF DEPARTURE IN PEACEBUILDING, OUR PROGRAMMES OFFER A VARIETY OF LOCALISED ADD-ONS THAT FIT THE SPECIFIC CONTEXT AND NEEDS OF THE TARGET GROUP. CROSS CULTURES THEREBY APPLIES A NEXUS APPROACH AND CREATES SYNERGIES AND COMPLEMENTARITY BETWEEN PEACE, HUMANITARIAN, AND DEVELOPMENT EFFORTS.

Cross Cultures is specialised in using grassroots sport and especially the Open fun Football School programme and our Youth Leadership Education to promote:

1. Peaceful coexistence and social integration – creating positive relations, interaction, and dialogue between people from diverse backgrounds through fun sport and other social activities of common interest

2. Youth empowerment – mobilising and enrolling young people in Cross Cultures Youth Leadership Education to provide them with transferable skills, hands-on experiences and wide-spanning social networks that empower them to become active participants in their communities, role models and actors for change, and thereby also enhances their employability and live opportunities

3. Gender equality – providing women and girls with equal opportunities to participate in sports and other social arenas based on their individual dreams and abilities rather than gender

4. Child protection – using our fun sport activities to enable cross sector cooperation between e.g. sport clubs, schools, municipalities, parents, local police, National Sport Associations, and other CSO's that work together and exchange notions and experiences and agree on coordinated actions within the field of child protection

5. Grassroots democracy – facilitating the formation of democratic grassroots sport clubs and other social networks all characterised by voluntarism, inclusivity, community participation and bottom-up organising



SOUTH SUDAN



SERBIA



TUNISIA



UKRAINE



BOSNIA-HERZEGOVINA



BOSNIA-HERZEGOVINA



CROATIA



LEBANON



GEORGIA

YOUTH EMPOWERMENT

CROSS CULTURES' YOUTH LEADERSHIP EDUCATION

Cross Cultures has developed a specific educational leadership education for young people aged 18-30 years which is organized as an action-learning process encompassing three levels. It is a basic requirement that all volunteer leaders and coaches in Cross Cultures activities as minimum have completed the Basic level of 60 hours duration.

The Youth Leadership Education empowers young people, and just like Open Fun Football Schools, the key value of the Youth Leadership Education lies in its ability to facilitate the formation of a mutually reciprocal social network - i.e. a network that empowers the individual to create opportunities and better life conditions for themselves and wherein each individual helps strengthen the network to ultimately impact society.

BASIC LEVEL: 60 HOURS

The young community organisers are trained in theory and practice in how to use our specific fun sport approach as a pedagogical tool to mobilise local resources and create positive relationships between people of different ethnic and social backgrounds.

ADVANCED LEVEL: 120 HOURS

The community organisers are trained in how to bring the social qualities that arise between people when they play "a joyful game" together (friendships, cohesion, and social capital) into play outside the sporting arena.

FINAL LEVEL: 120 HOURS + PROJECT

The community organisers design, plan, organise, execute, and evaluate their own project to meet a special need in their community.



MORE THAN 54,000 VOLUNTEERS HAVE COMPLETED OUR BASIC LEVEL EDUCATION



IMPACT

IN TUNISIA, JORDAN AND MOROCCO, CROSS CULTURES USES THE OPEN FUN FOOTBALL SCHOOLS PROGRAMME TO MOBILISE LOCAL RESOURCES AND EMPOWER UNEMPLOYED YOUTH COACHES.

IN TUNISIA 72% OF THE VOLUNTEERS AND IN JORDAN 61% HAVE GOT A JOB. (N=449)
74% OF THEM INDICATED THAT THE SKILLS AND NETWORKS THEY ACQUIRED THROUGH THE CROSS CULTURES-PROGRAMME HAD A DIRECT IMPACT ON THEIR SUCCESSFUL JOB SITUATION.



OPEN FUN FOOTBALL SCHOOLS



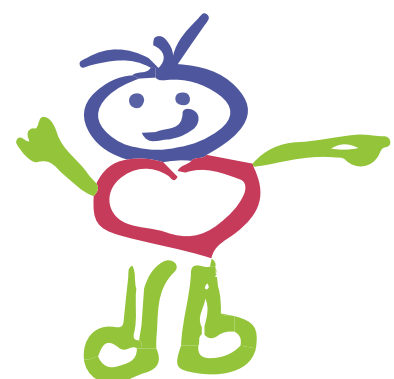
Open Fun Football Schools, is a big fun-football-camp of five-days duration (minimum 24 hours) that are organised with the purpose to bring people to interact together across boundaries and societal divides;

AN OPEN FUN FOOTBALL SCHOOL ACCOMMODATES

- 200 GIRLS AND BOYS AGED 6-12 YEARS
- 2 OFFS-LEADERS (VOLUNTEERS)
- 12 OFFS-COACHES (VOLUNTEERS)
- 12 OFFS-COACH ASSISTANTS (VOLUNTEERS)
- 3 CLUB OFFICIALS/PARENTS (VOLUNTEERS)

The children are divided into 12 groups of approx. 16 players, one coach and one coach assistant and they are all accommodated at the same time on the same football pitch.

The Open Fun Football Schools are all tailored by the voluntary leaders and coaches to address their particular local context. Therefore, the Open Fun Football Schools differs from place to place.





THE TRAINING GROUND

Example:

FUN + FOOTBALL Basic football skills turned into a fun football game	FUN Basic Ball games (e.g. ball controle, passing or running/dribling with the ball etc.)	FUN + FOOTBALL Coordination games turned into a fun football game	FUN Coordination games
FUN + FOOTBALL Finishing / heading and volley	FUN FOOTBALL MATCH/ TOURNAMENT E.g.: Small side games, 3v3 of four goals etc.		FUN + FOOTBALL Finishing/shooting fun goals
FUN Perception games/ drill	FUN + FOOTBALL Perception games turned into a fun football game	FUN Orientation games/drills	FUN + FOOTBALL Orientation games turned into a fun football game
			FUN Traditional games

FUN SPORT FESTIVALS / CARAVANS

Fun Sport festivals / Caravans, is a one-day festival organised in accordance with the same fundamental principles as the Open Fun Football Schools. The Fun Sport festivals / Caravans are often organised on specific occasions to celebrate specific days of attention such as for example: UEFAs week of grassroots football; the European week of Sports, International Women Day, World Diabetes Day, The World Heart Day, The UN Peace Day or specific sponsor events financed by UEFA CL-partners or others.

ASSOCIATION BUILDING, AND DAY-TO-DAY FUN SPORT ACTIVITIES

An outcome of Cross Cultures programmes is that volunteer leaders and coaches form their own grassroots democratic associations/clubs that amongst other organise after-school and day-to-day Fun Football activities which amongst other is paying attention on localised life-skill education and children with vulnerable backgrounds.



OPEN FUN FOOTBALL SCHOOLS

- FUNDAMENTAL PRINCIPLES:

1. The Open Fun Football Schools must promote football for all. Consequently minimum 50% of all participants must be children aged 6-12 who are not yet members of a football club, but who would love to play football with their peers.
2. The Open Fun Football Schools must promote girl's football and our goal is a 50:50 gender balance on all levels: OFFS-players, OFFS-coaches and OFFS-leaders.
3. The Open Fun Football Schools must bring children and their OFFS-leaders and OFFS-coaches together across societal divisions. Consequently, to secure inter-ethnic integration the Open Fun Football Schools must be organised in compliance with Cross Cultures so-called "twin-city-approach" to secure that children and youth are playing fun football together in mixed groups and always together WITH each other and never against each other.
4. The Open Fun Football Schools must show social responsibility. Consequently, minimum 30% of all participants must be children and youth from socially disadvantaged groups, e.g. children with special needs, orphans, refugees/idp's, social cases etc.
5. The Open Fun Football Schools must be organised by voluntary OFFS-leaders and OFFS-coaches, who as a minimum has completed the Cross Cultures OFFS-leaders- and OFFS-coach education of minimum 60 hours duration.
6. The Open Fun Football Schools must be organised in close cooperation with the National Football Association and shall be democratic and transparent in its local anchoring (e.g. the Open Fun Football Schools programme in Moldova, Ukraine, Georgia, Armenia, Azerbaijan and South Sudan are all operated by the grassroots departments of the national FA).

EFFECTS



CHILDREN:

Increased physical and mental well-being, peaceful coexistence, friendships, smiles, and social cohesion

VOLUNTARY COACHES:

Project-based collaboration and how to work with other like-minded individuals or groups to lead the broader community toward positive change, friendship, smiles and enhanced civic and social engagement.

COMMUNITY ORGANISERS

Enhanced skills in project and sport event management, community mobilisation, how to work with other like-minded individuals or groups to lead the broader community toward positive change, friendship, smiles, enhanced civic and social engagement, and design and implement their own initiatives to meet a special need in their community.



GENDER EQUALITY

Cross Cultures give special priority to female participation in all our activities. Our goal is to achieve an equal gender balance throughout all levels of our organisation. We wish to provide women with access to a domain that is still, by many, seen as a male domain.

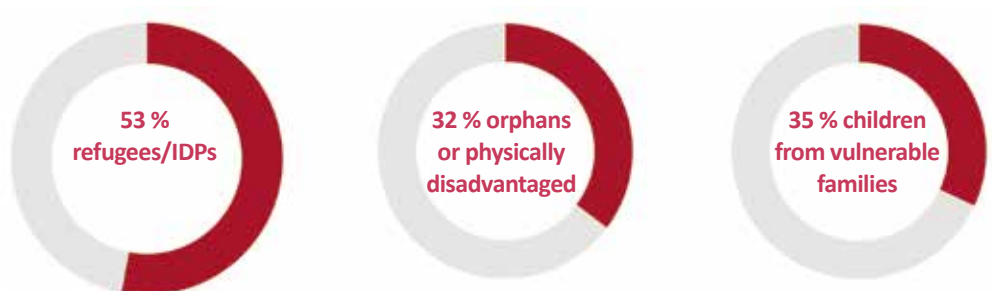
When we make girls and boys play football together, establish female football teams, and recruit and train female coaches and volunteers, we do not only

enhance the well-being and active community engagement of the participants, we also provide girls and women with alternative roles and opportunities. In this way, girls and women's participation in football becomes a valuable tool in combating gender-based stereotypes while at the same time stimulating women's well-being and active civic participation.

DIVERSITY



2021



IRAQ



AZERBAIJAN

IT IS A BASIC PRINCIPLE THAT THE OPEN FUN FOOTBALL SCHOOLS MUST BE ORGANISED TO SECURE DIVERSITY IN TERMS OF THE SOCIAL BACKGROUND OF THE CHILDREN AND THE VOLUNTEERS

LOCAL PARTNERS INVOLVED IN OPEN FUN FOOTBALL SCHOOLS 1998-2018

To secure social and ethnic integration at Fun Sport Activities, all our activities are organised in compliance with our so-called twin-city approach. Thus, prior to the organization of an Fun Sport Activities we always contact the relevant Football clubs and community stakeholders and negotiate and sign a cooperation agreement with them, which is specifying the specific objective of the Fun Sport Activities, the demography of the participants (gender, ethnic, social backgrounds etc) and how the different actors should all bring their expertise and commitment to the actual implementation.

Thereby, we secure that the Fun Sport Activities do much more than build relations among children,

OFFS-coaches and their sport clubs. They also build a local structure for cooperation and community engagement. In this way, the programme gathers a number of stakeholders and actors around a mutual interest and always seeks to actively involve parents, municipalities, school teachers, community police, local sponsors, national and regional football associations, local and national media, ministries of youth and sport etc.

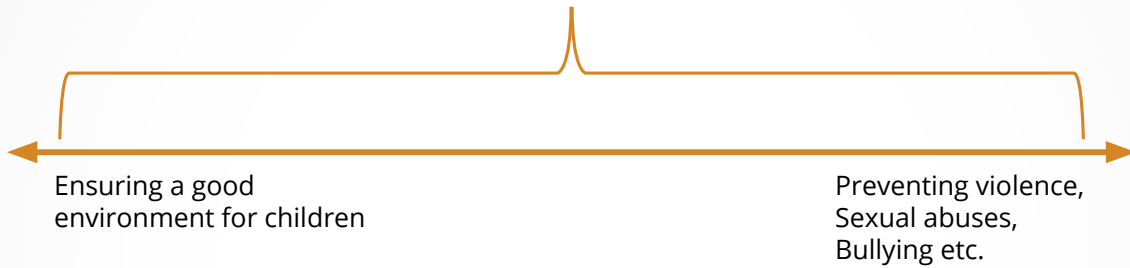
It is in this sense that our approach to children's football constitutes an important informal platform in civil society, where people of different backgrounds can meet and bond while discussing a common purpose: *children – welfare – future*.

LOCAL PARTNERS INVOLVED IN OPEN FUN FOOTBALL SCHOOLS 1998-2018

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Open Fun Football Schools	156		145	153	124	124	117	150	165	152	151	161
Number of municipalities involved	269	162	247	246	190	262	208	220	230	320	325	328
Number of football clubs involved	184	121	212	217	154	228	201	273	244	361	384	380
Number of primary schools involved	721	415	642	694	634	755	546	524	548	504	464	642
Others (NGO, police a.m.)	299	239	229	303	290	405	200	200	150	385	111	-

	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998
Open Fun Football Schools	150	138	127	140	126	113	78	50	45	32	20	12
Number of municipalities involved	404	293	302	287	252	253	173	142	128	66	24	14
Number of football clubs involved	437	403	356	542	400	277	264	248	181	127	-	-
Number of primary schools involved	480	393	290	-	-	-	-	-	-	-	-	-
Others (NGO, police a.m.)	-	-	-	-	-	-	-	-	-	-	-	-

CHILD PROTECTION



At the Open Fun Football Schools child protection spans from creating a good and safe environment for children where they can thrive, prosper and develop, to the protection from, and prevention of, violence, neglect, sexual abuse, bullying etc. Our objective in safeguarding is to

- Strengthen knowledge, attitudes and behaviour among Cross Cultures voluntary youth coaches conducive to child safeguarding in sports

- Establish cooperation and referral systems with national protection units to protect children's rights

In essence the approach focuses on a) breaking the taboo around child abuse in sports; b) doing no harm; and c) taking due action in cases of concern by cooperating with national child protection units and having internal procedures in place.

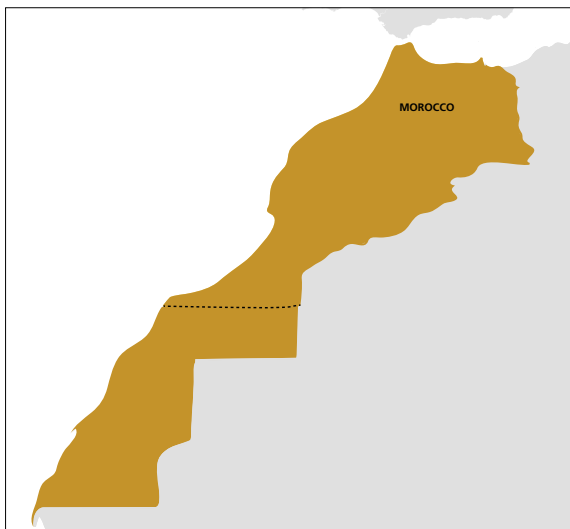
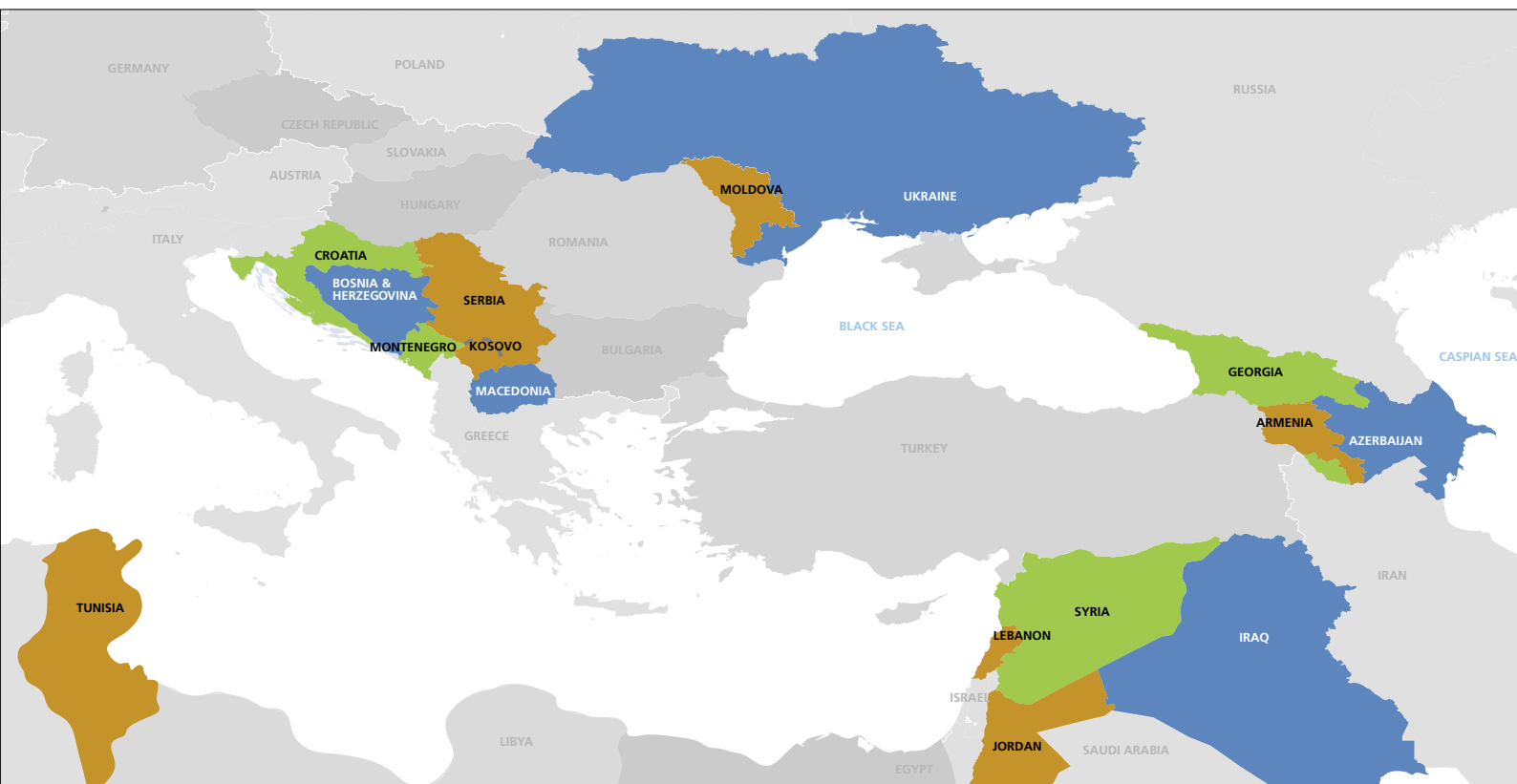


ACTIVITIES 1998 - 2021

	OFFS Children	Festivals Children	Day-to-day	Children	Days of training
Balkan					
Bosnia & Herzegovina	72.824	51.913	0	124.737	416.033
Croatia	44.102	30.718	0	74.820	251.228
Kosovo	20.590	14.271	0	34.861	117.221
North Macedonia	62.979	54.123	0	117.102	369.018
Montenegro	12.369	1.793	0	14.162	63.638
Serbia	58.921	55.352	1.662	115.935	404.579
Regional events	0	42.064	0	42.064	42.064
Total	271.785	250.234	1.662	523.681	1.663.781
Eastern Europe					
Moldova	33.800	63.285	0	97.085	232.285
Ukraine	64.502	253.799	5.946	324.247	592.491
Total	98.302	317.084	5.946	421.332	824.776
Caucasus					
Armenia	31.488	33.014	2.796	67.298	296.478
Azerbaijan	35.076	26.774	0	61.850	202.154
Georgia	45.471	27.859	0	79.276	255.214
Regional events	0	9.465	0	15.411	9.465
Total	112.035	97.112	2.796	223.835	763.311
MENA					
Iraq	16.083	29.814	68.031	113.928	247.600
Jordan	5.140	6.742	14.928	26.810	265.274
Lebanon	5.681	30.460	16.399	52.540	304.426
Morocco	0	113.900	0	113.900	113.900
Tunisia	5.709	62.983	4.712	159.096	159.096
Qatar	1.000	1.130	0	2.130	6.130
Oman	0	3.861	3.601	7.462	83.086
Syria	5.077	1.853	393	7.323	35.098
Regional events	0	2.398	0	2.398	2.398
Total	38.690	253.141	108.064	485.587	1.217.008
Central Asia					
Afghanistan	448	1.132	0	1.580	3.372
Bhutan	0	1.536	0	1.536	1.536
Tajikistan	200	200	0	400	1.200
India	0	442	0	442	442
Total	648	3.310	0	3.958	6.550
East Africa					
South Sudan	5.528	18.221	17.613	41.362	347.170
Total	5.528	18.221	17.613	41.362	347.170
Grand total	526.988	939.102	136.081	1.695.797	4.816.046

* Day to day activities in Armenia, Jordan, Lebanon, South Sudan and Tunisia recorded total of 333.660 daily show-ups of enrolled children. Number of attending children is derived from total number of show ups and total number of held activities throughout the year.

PARTNER COUNTRIES



SPONSORS & DONORS

TOTAL INVESTMENTS 1998 - 2021

In-Cash	Sponsorships and donations	37.252.294 €
In-kind	Transport, provision & stadium	6.552.784 €
Social input	Voluntary work: 1 hour equals 2,5 €	11.311.715 €
Total	In-cash + in-kind + social input	55.116.793 €

NB: From 1998-2021 **local contributions** alone made up 43% of the total investments (in-cash + in-kind + social input)

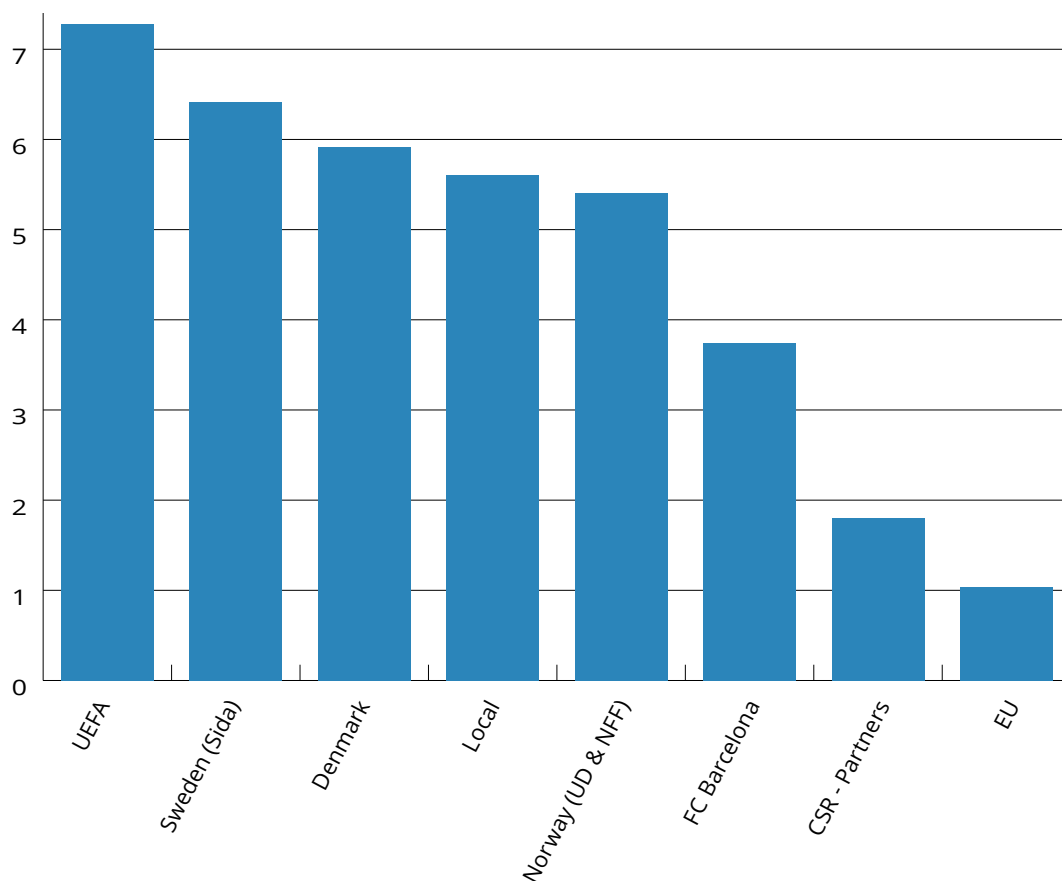
SPONSORSHIPS SEASON 2021-22

Local contributions (in-cash, in-kind and social investments) from approx. 240 municipalities, Ministry of Youth and Sport, and...



CROSS CULTURES - DONOR RECORD IN-CASH 1998-2021

Since 1998 Cross Cultures has turned around a total of EUR 37.252.294 mil.



Donor	Euro	%
UEFA	7.284.417 €	20
Sweden (Sida)	6.414.179 €	17
Denmark	5.920.457 €	16
Local	5.612.735 €	15
Norway (UD & NFF)	5.416.290 €	14
FC Barcelona	3.747.378 €	10
CSR-Partners	1.808.244 €	5
EU	1.048.594 €	3
Total	37.252.294 €	100

PRIZES AND AWARDS





- 2022** The Tunisian youth organisation ATSL which is a partner association in the Cross Cultures Alliance, and which was formed as a result of the Cross Cultures Youth Leadership Education was awarded the Gold-medal for best Youth Sport for Change programme in the Arab world among 228 nominated organisations.
- 2005-2018** 14 times our Open Fun Football Schools programme and our local partners have been awarded: UEFA Most Valuable Grassroots Football Event of the Year Award
- 2010** Open Fun Football Schools in Moldova received UEFA Gold Medal's for Best Grassroots Football Programme in Europe; Open Fun Football Schools in Armenia received UEFA Bronze Medal's for integrating the Open Fun Football Schools Fun-Football-approach in the national P.E. Curriculum in the primary schools.
- 2009** Best Sport for Peace Project awarded by Beyond Sport, UK (in the jury was among others Prime minister Tony Blair and Archbishop Desmond Tutu)
- 2006** The National team shirt of Brasil
- 2005** Special contribution award NOC Bosnia Herzegovina
- 2004** Honoured Sport leader of the year in Bosnia Herzegovina
- 2003** The Danish National Football team's Charity Cheque
- 2003** The Gerlev Sports prize Gerlev Sports Academy
- 2002** UEFA charity check (1 mio CHF)
- 2001** UEFA gold medal's for a Special Contribution to Football
- 2000** The pioneer price
- 1999** The Danish Peace Prize
- 1998** Michael Laudrup Award





CROSS CULTURES BOARD OF DIRECTORS



CHAIRMAN:

Ulrik Andreas Federspiel
Former State Secretary of
Prime Min. Office and
Ambassador to US

Pernille Haarder
Football player, Chelsea

Poul Skytte Christoffersen
Former Danish Ambassador
to EU

Niels Ersbøll
Former Secretary General
of the EU Minister Council
and Ambassador

Niels Nygaard
President NOC Denmark (DIF)
Vice-pres. of the European
Olympic Committee

Thomas Bach
Vice-President NOC Denmark
(DIF)

Annika Åberg Darell
Swedish Football Federation

Bent Clausen
Vice-President of the Danish
Football Association

Allan Hansen
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Former President of the
Danish FA

Finn Berggreen
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Former president of
Gerlev Sports Academy

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Danish Female Nat. Team

Goran Fazlinovic
Streetworker

Sven Riskær
Former CEO
IFO

Special Adviser
Connie Hedegaard
Former Minister and
EU Commissioner for
climate change

Anders Levinson
Founder and
Managing Director



Cross Cultures work is in particularly related to SDG target 16 and 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:

