



Common Ground

Play, Lead, Create



THE GOAL

A society where every young person has equal opportunities to play, lead and create positive change for themselves and their communities.



THE STRATEGY

Using street football to enable young people to develop skills and abilities they need to develop positive life perspectives and find their place in society.



launch

2020

funding

€572K

overall

€201K

2021

the team in 2021

10

players / managers / businesses

pledging 1%

1

community organisation



Impact Sponsor

PROJECT OVERVIEW

Not all children and adolescents in Germany have the same opportunities for personal development and active participation in society. The inequalities and social exclusion that these young people face have been exacerbated by the coronavirus crisis.

Led by KICKFAIR, the Common Ground project is addressing these challenges by providing young people most affected by the pandemic with valuable social and learning experiences.

A Common Ground is a safe space consisting of a whole concept of quality education built around a street football pitch and youth organising office where young people can meet, have positive social experiences and develop their potential - and contribute to social change.

As the co-creators of all activities, young people's role and perception shift from beneficiaries to real experts and decision makers, taking on an active role in expanding their learning and changing their individual life circumstances for the better. The methodology underlying the programmes places the personal development of young people and their interaction as an open democratic community at the centre of transformation.

The approach of Common Ground is based on KICKFAIR's educational concept with the structural integration of individual elements in schools and their curriculum and seeks to achieve positive changes, both on an individual level and on a societal level.

OBJECTIVES



Establish Common Grounds across Bundesliga cities and support youth most affected by the pandemic.



Engage up to one thousand young people at each Common Ground through activities promoting social values and active citizenship.



Connect Common Grounds to school curriculum enabling educational institutions to foster equal learning opportunities, personal development and social interaction.

TEAM LEADS



Youth: Regardless of their background and as experts of their life realities, young people design all Common Ground activities and become positive role models.



Local Schools: Schools in Bundesliga locations anchor the locally adapted KICKFAIR concept in their structures and implement it in the long term.

KICKFAIR

KICKFAIR is a non-profit organisation active across Germany and pursues the goal that all young people have the same opportunities to develop their potential and to create society.

COMMON GOAL

Common Goal is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

LOCATIONS



EUROPE

• **Germany:** KICKFAIR

Berlin, Gelsenkirchen, Hannover, Leipzig, Mönchengladbach, München, and Wolfsburg.

CHALLENGE

Young people in Germany have unequal opportunities to develop, realise their potential, and to live a happy life. This can result in:



Unhealthy behaviour

Frustration, resignation, lack of self-esteem and self-confidence among youth, leading to destructive coping strategies.



Undeveloped potential

Loss of talents and potentials needed in all sectors.



Social Exclusion

Threat of our societal cohesion (locally and globally).

SOLUTION

Work against mechanisms and dynamics that lead to unequal opportunities threatening our future society.

New learning opportunities

Transforming the system of learning and foster quality education for all.

Youth become experts

Promoting new leadership models understanding youth as experts.

Enabling equal opportunities

Re-writing narratives about marginalised youth and redefining key indicators for success.

A. Using a holistic football-based educational model

KICKFAIR's educational model enables young people to develop **skills and abilities** needed to access positive life perspectives and to find their place in society.



Street Football

Participants play the game, negotiate rules, and discuss compliance in the 'dialogue zone'.



Implementation

Participants take central role, giving ideas, planning, organising and carrying out the project contents.



Leader- & Mentorship

Participants with more experience become leaders/mentors and share their knowledge and support to younger ones.



Encounter in Diversity

Participants exchange with peers from partner organisations and adopt constructive approaches to diversity - locally and globally.



Social Competences

- Communication skills
- Ability to cope with conflict
- Teamwork skills
- Empathy
- Tolerance of frustration

Personal Competences

- Self-confidence
- Self-reflection
- Self-efficiency

Strategic Competences

- Organisational skills
- Ability to resolve problems

Values & principles of action

- Socially responsible behaviour
- Global competence and cosmopolitan attitude
- Togetherness and value in diversity

B. Creating Common Grounds to Play, Lead, and Create

The 'Common Grounds' promote quality education, new models for youth leadership and societal transformation.

How the Common Ground concept is adapted to targeted communities



1. Identifying interested schools and local partner organisations.



2. Assessing needs, objectives and expected impact with the organisation.



3. Developing a short-, mid- and long-term implementation plan digging into the local curriculum.



4. Creating local 'Youth Organising Teams' as key implementers supported by KICKFAIR's Youth Leaders.

How young people lead social transformation in their surroundings



5. Local partners receive mobile football pitch and adapted concept for implementation.



6. Organising Teams are trained on KICKFAIR methodology supported by a Youth Leader.



7. Organising Teams design the journey of the Common Ground.



8. The pitch is set up and activities are implemented.



9. The journey continues with next destination to be defined by the youth.

IMPACT

Young people are able to unfold their potential and co-create social transformation in their surroundings to promote equal future perspectives for all.

Supportive learning environment developed

The project enables positive learning environment for young people to develop and unfold potential.

Young people feel belonging and purpose

Young people find belonging through active co-creation of living surrounding and develop personally and in social interaction.

Society's perception of youth is positive

Equal opportunities and changed perspectives for youth and society to live a happy life.

OUTPUTS SINCE THE LAUNCH



7
cities in Germany



29
implementing schools



269
teachers & social workers trained



13
Common Goal members
actively involved in activities

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021**Train and exchange through the digital space**

ACTIVITIES

- ▷ Youth Leaders exchanged in digital meetings and further developed Common Ground on site.
- ▷ KICKFAIR staff and young leaders trained to provide support around the pandemic and school closures.
- ▷ Digital workshops due to nationwide school closures.

OUTPUTS

- ▷ **33 Youth Leaders exchanged and further developed Common Ground in digital meetings.**
- ▷ **21 KICKFAIR staff members trained.**

2ND QUARTER >> APR - JUN 2021**Bringing the team together in Wolfsburg**

ACTIVITIES

- ▷ "Team Talk" between Youth Leaders and Common Goal members from VfL Wolfsburg.
- ▷ KICKFAIR educational concept trainings for teachers and social workers.
- ▷ Implementation of one new Common Ground and leave out the precise location.

OUTPUTS

- ▷ **Common Ground activities in 9 further schools in Wolfsburg.**
- ▷ **38 local teachers and social workers trained to work with the KICKFAIR educational concept.**

3RD QUARTER >> JUL - SEP 2021**Celebrating at the festival in Munich**

ACTIVITIES

- ▷ Festival in Munich with all participating schools and other local partners .
- ▷ Street football and workshop days in all local Common Grounds across Germany, welcoming youngsters back to school after summer break.
- ▷ National Youth Leader meeting in Stuttgart.

OUTPUTS

- ▷ **252 participating youth at the Festival in Munich, mainly implemented by 16 Youth Leaders.**
- ▷ **20 Youth Leaders developing perspectives of Common Ground.**

4TH QUARTER >> OCT - DEC 2021**International experts contribute at Common Grounds**

ACTIVITIES

- ▷ Festival in Wolfsburg with Common Ground schools from the northern part of Germany.
- ▷ Street football and global learning days with Youth Leaders from international partner organisations.
- ▷ Regular project implementation of Common Ground in 2 new locations.

OUTPUTS

- ▷ **6 Common Goal members actively involved in different Common Ground activities.**
- ▷ **386 youngsters learned with international Youth Leaders at eye level.**

IMPACT IN 2021

3,490

youth playing street football on Common Grounds in Germany.

100% of youth agree that through Common Ground they learned that diversity is positive.

100% of teachers agree that Common Ground contributes to a positive learning climate and peaceful coexistence at their school.

393

mentors and youth leaders engaged in Common Ground.

97% of youth agree that through Common Ground they can help shape society.

100% of teachers agree that through Common Ground the image of their school is changing positively.

17

schools hosted a Common Ground in 2021.

“Parent are totally grateful that their children can have such experiences. Since we put the pitch in the schoolyard, there is real enthusiasm!”

TIL K.

teacher, Common Ground Hanover