



FANS WILL BE FRIENDS

A football and education journey to the European Championships in Poland and the Ukraine

In cooperation with:



// Spirit of Football Germany



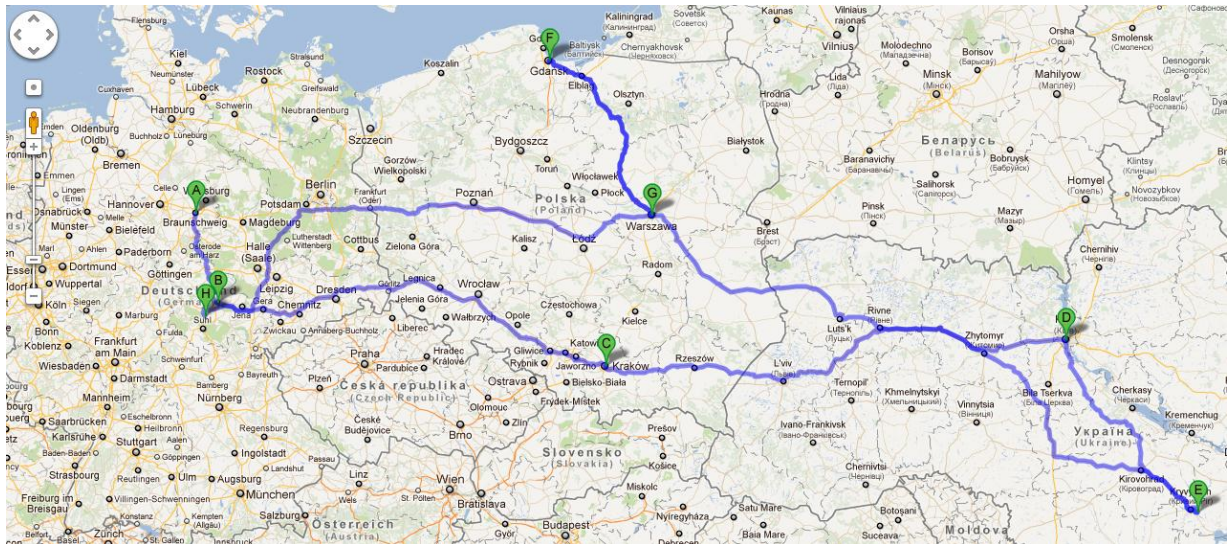
Spirit of Football Germany uses „The Ball“ and its social messages in the context of global learning. The goal is to use the core positive values of team sports - fairplay, team work, respect and fun - to break down borders and to transfer those values from the football pitch into everyday life. Spirit of Football Germany played an important role in The Ball's journey in 2010. The experience gained from this journey and many other projects shows us that football can play an important role in the social development of children and adolescents. Under the auspices of Erfurt's Mayor Andreas Bausewein and professional footballer Clemens Fritz, Spirit of Football Germany incorporates this knowledge in its school project "One Ball: One World". The project is responding to the many and varied social challenges faced in the modern school environment. The project focuses on social integration, conflict de-escalation and global learning.

// The Journey to Euro 2012

This year a Spirit of Football Germany ball will travel for the first time to the European Football Championships. The cradle of German football is Braunschweig at the Martino Katharineum Grammar School. It was there in 1864 that the teacher Konrad Koch used football as a means to motivate his young pupils to learn about English culture and language. He used the imported ball and game from England as a bridge to spread knowledge. In a playful manner valuable elements of football: fair play and team spirit were brought into his classroom. Spirit of Football Germany will begin its journey with a Fair Play Tournament and workshop at the birthplace of German football and continue through Poland to the Ukraine. On the way, in addition to workshops at schools, scheduled meetings with organizations, players and decision makers, many spontaneous actions with spirit and humor will take place. The ball of this trip will be kicked from the street to stadium and wherever the ball rolls it will be called into action: Fans will be Friends!

Facts:

Duration: 21 days
Total distance: 4.371 km
Itinerary: (A) Braunschweig – (B) Erfurt – (C) Krakau – (D) Lviv – (E) Kiev–
(F) Danzig – (G) Warsaw – (H) Erfurt



(Quelle: Google Maps)

From the cradle of football in Germany to Europe's biggest event. Football is not only the sport with the most active players, but also with the highest number of fans. Although fan culture varies in conjunction with country specific cultural differences, the general perception of Eastern European football is usually negative. It is not surprising, as violence and hooliganism dictate the headlines in western media coverage. But this is only one side of the complex culture and history of football in these parts.

The 2012 trip will investigate two key issues: the origins and history of football in socialist influenced Eastern Europe, and the development of fan culture in these very political circumstances. In collaboration with the Erfurt fan project of PERSPEKTIV e.V., fan culture in Germany, Poland and the Ukraine will be playfully experienced and documented. The team will meet with children, mayors, famous players, former hooligans, fans, boys and girls, old and young, light and dark, and carry out joint activities based around football. Everyone is invited to participate and have a kick about. By kicking and signing the ball, each person on the journey makes a contribution to the idea of worldwide solidarity in the name of football. Fans will be Friends!

Preliminary Itinerary

8. June 2012	Braunschweig; Kick off workshop Martino Katharineum Grammar School
9. June 2012	Erfurt; Erfurt, kicks the ball
10. June 2012	German-Polish border; fair play football match
13. – 14. June 2012	European Championship venue Kiev; Workshop with German School Kiev
15. June 2012	Lviv; Visit the birthplace of Polish and Ukrainian football
21. June 2012	Warsaw; European Championship quarter-final
22. June 2012	Gdansk; European Championship quarter-final
23. June 2012	Gdansk; Fair Play Football tournament with Erfurt Fan Project
25. June 2012	Wilga; Publiczna Szkoła Podstawowa school workshop
29. June 2012	Erfurt; Johannes School Workshop
1. July 2012	Erfurt; Final game of European Championship - public presentation

// The roots of the spirit

If football is the world's language then „The Ball“ is the word. „The Ball“ is football's Olympic Torch: since 2002 the team from Spirit of Football CIC has traveled overland with one ball to the Opening Ceremony of the FIFA World Cup. The kick-off of every journey is in the home of football, Battersea Park in London, where in 1864 the very first game of football with modern rules was played. „The Ball“ explores and celebrates how football enriches lives and shares that passion and excitement with a global audience.

// „The Ball“ 2010



On the way to the World Cup in 2010 „The Ball“ traveled on an epic adventure through 32 countries in 5.5 months to Johannesburg, South Africa. It was a fairly made African ball and it interacted with all kinds of people including street kids, religious leaders, presidents of nations, famous actresses and footballers like Brazil's Julio Cesar. It became not only the most signed football of all time but it is a grassroots symbol for the boundless connectivity of football.

Further information:

- Spirit of Football CIC:
www.theball.tv
- Thüringer Allgemeine Online (German newspaper):
http://www.zgtonline.de/ta/australien/index.php?article_id=56

//Our Partners:



Spirit of Football CIC

Spirit of Football CIC is a community interest company based in England that has set itself the task of using „The Ball“ to break down borders and bring people from around the world together.

(www.spiritoffootball.com)



Alive & Kicking

Alive & Kicking is a football for development NGO based in Kenya and Zambia that fairly produces hand-stitched footballs. The ball of the 2012 journey will be made by Alive and Kicking.

(www.aliveandkicking.org.uk/)



Freestyle Football Federation

F3 is the global network of freestyle football. Freestyle football is the art of creatively juggling a football. F3 promotes the sport as a healthy lifestyle choice for young people. Freestylers en route in 2012 will support the journey at planned events and spontaneous freestyle sessions.

(www.freestylefootball.org/)



PERSPEKTIV e.V.

PERSPEKTIV e.V. is an independent organization offering social youth services. Under its umbrella, the „Erfurt Fan Project“ promotes positive fan culture in Erfurt and supports the fan scene as part of preventative child and youth work. Together we will organise a fair play fan football event in Poland during Euro 2012.

(www.perspektiv-erfurt.de/)



GLEN-ASA

GLEN is a training program for Global Learning and forms multipliers for Global Education in Europe. We will lead a Workshop on the spirit of football and global learning with GLEN participants.

(www.glen-europe.org/)



BazookaGoal™

BazookaGoal is the first truly portable solid frame portable goal that operates with a unique telescopic feature within a self-contained carry bag and net, unfolding in seconds. Its' light weight portable design means it can be used almost anywhere giving it complete versatility and therefore, small sided games, street football, futsal or just pure recreational play, Bazooka Goal provides complete freedom of play, just add ball!

(<http://bazookagoal.com>)

// Be part of the game!

As a non-profit organization we depend on support for all of our activities. This is not only on the pitch, but also from our supporters and fans off the field of play. Our network partners are helping to spread the word about the "FANS WILL BE FRIENDS" journey and have committed to multiplying Spirit of Football Germany's message through their own communication channels.

The trip will be reported in regional and national print and online media - supporters of the project will be (re)presented accordingly. (Expected press coverage: The Thüringer Allgemeine [equivalent to the (video) blog of The Ball's journey in 2010], Spiegel Online, regional radio and TV coverage). A press conference at City Hall in Erfurt with Spirit of Football's patron Mayor Andreas Bausewein is being planned. Following the tour, events are scheduled, including a lecture / diashow evening and the integration of the journey in future education projects at educational institutions is planned.

Spirit of Football will regularly share content (video blog) through its own (social) media channels and those of its partners. Through our extensive network we reach a large international target group. The network of the association is mainly based on three levels:

1. Erfurt (local)
(events in Erfurt pre-and post-travel, liaising with schools, Fanprojekt Erfurt)
2. Regional network in the places we travel to
(Braunschweig, Berlin, Poland, Ukraine)
3. Worldwide network (online)
(Spirit of Football CIC, Spirit of Football Brazil, Alive & Kicking, F3, ASA- GLEN)

Voices from the touchline



„It is a great idea, to bring people together through a common love of football. I know this from my Bremen team - football unites. It does not matter where you come from, what religion you believe in or what kind of character you have.“

— *Clemens Fritz, Werder Bremen captain and patron of Spirit of Football Germany*



„Football can inspire people like no other sport. The project, “One Ball - One World” uses that enthusiasm to encourage children to learn about other cultures and to be tolerant, peaceful and fair citizens on the football field and in everyday life.“

— *Andreas Bausewein, Mayor of Erfurt*



„The Ball is our passport to the peoples of the world.“

— *Christian Wach and Phil Wake, Founders of Spirit of Football CIC*



„BazookaGoal will accompany the trip to Poland and Ukraine. The goals are simple and quickly to build up. Therefore we can kick on every single court and help Spirit of Football to spread the positive values of teamsports – Fun, Fair-Play, Respect. So we can bring the spirit alive, on every single spontaneously match.“

— *Anders Wennesland, Erfinder von BazookaGoal*

Support Spirit of Football Germany

The projects that Spirit of Football Germany undertakes carry a lot of positive social messages. Everytime we spread our idea of cross-border human understanding - in the framework of „FANS WILL BE FRIENDS - the names of our partners and supporters will automatically be included and publicized to a broad audience.

As a non-profit organisation we want to establish sustainable mutually beneficial partnerships with organisations and people that believe in the grassroots goodness of our work.

We invite you to share in our passion and enthusiasm for the beautiful game and the social values we stand proudly for. Please come and join us, as we search for the „spirit of football“ en route to the 2012 European Championships. We look forward to hearing back from you.

Fans will be Friends!

// Contact



SPIRIT OF
FOOTBALL
G E R M A N Y

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