



## Fair Play

### Youth Development Through Football

#### Context

According to official data, over 1 percent of the population of Ukraine is affected by HIV. Against the background of rapid rates of HIV transmission in Eastern Europe, such factors as violence, unprotected sex as well as drug and alcohol abuse are the major key factors of HIV transmission especially among adolescents and young people.

Euro 2012 to be held in Poland and Ukraine opens up new opportunities not only for economic growth, but also for the effective implementation of social initiatives aimed at building a healthy society. The *Fair Play* project is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in cooperation with the State Service of Ukraine for Youth and Sports within the national social initiative *Let's Do It Together*, and the State Service of Ukraine on HIV/AIDS and Other Socially Dangerous Diseases as part of the national awareness raising campaign *Don't Give AIDS a Chance!*

The *Fair Play* concept is based on the successful BMZ financed and GIZ implemented *Youth Development through Football* project launched and centered around the 2010 Football World Cup.

#### Objective

The *Fair Play* project serves to use the magnitude of Euro 2012 to create a safe social environment for children and youth providing them with assistance to break harmful habits and develop a responsible attitude towards their decisions and actions, inculcate a spirit of a healthy lifestyle and fair play. Girls and boys aged between 10 and 20 years are invited to participate in the project.

The project is being implemented in Kyiv, Poltava, Kharkiv, Donetsk, Luhansk, Lviv, Dnipropetrovsk oblast, and the Autonomous Republic of Crimea.

#### Outcomes

The *Fair Play* project supports the development of local initiatives that combine teaching the basic techniques of football and specific life-skills education, promotion of the development of tolerant attitude, prevention of violence and HIV transmission.

The activities under the project include:

#### a) Guidance Materials and Education

To help teachers of physical training, children and youth football team coaches and other workers in the field of education and sports who were engaged in the implementation of the project, a series of *Fair Play* teaching materials has been developed, including a manual for coaches *Fair Play: Guidelines for Teaching Football Techniques and Life-Skills Education*, educational materials for coaches *Fair Play: Preventing Violence and HIV/AIDS*, and practical guidance materials for instructors *Fair Play: Guidelines for Teaching Football Techniques and Life-Skills Education*.

Also, in December 2011 and February 2012, five workshops were conducted in Kharkiv, Donetsk, Kyiv, Lviv oblast and the Autonomous Republic of Crimea, where 121 volunteer instructors from among teachers of physical training and children and youth football team coaches had an opportunity to participate in special training sessions. At present, volunteer instructors are conducting lessons, demo lessons and workshops according to the *Fair Play* teaching notes based on combining elements of football training and knowledge of how to preserve and protect life and enhance human health with a special focus on HIV/AIDS prevention.

#### b) Cooperation and Capacity Building

To share experience, collaborative learning and capacity building in the field of sports and social education of children and youth, training sessions for volunteer instructors are conducted in close cooperation with the Football Federation of Ukraine as part of such projects as *Respect Your Health* and *Open Fun Football Schools*. The project is supported by local authorities at a regional level: the Memorandum of Understanding and Cooperation with the Ministry of Education, Youth and Sports of the Autonomous Republic of Crimea, Lviv, Kharkiv and Donetsk city councils, as well as ICC Artek has been signed.

#### c) Promoting a Healthy Lifestyle

The *Fair Play* project under the national awareness raising campaign *Don't Give AIDS a Chance!* involves famous people in sports and art, who give children and youth a lead in motivating informed choices in favour of a healthy lifestyle. Prominent Ukrainian football player Anatoliy Tymoshchuk

and famous Ukrainian singers Gaitana and Alyosha are Goodwill Ambassadors for the project.

In late November 2011, an annual charity concert dedicated to World AIDS Day under the slogan *Don't Give AIDS a Chance!/Fair Play* was held in Kyiv for the third time. Stars of the Ukrainian and Spanish pop and rock music addressed an audience of 10,000 people with the slogan *Don't Give AIDS a Chance!*

In November 2011 in Kyiv, and in January 2012 in the Autonomous Republic of Crimea, the national awareness raising campaign *Don't Give AIDS a Chance!/Fair Play* with the participation of Anatoliy Tymoshchuk was launched. Anatoliy Tymoshchuk, a star of Ukrainian football, on posters, billboards and city lights calls upon children and youth to take responsibility with their own health as follows: 'I am a leader on the pitch, be your own leader in life! Play

fair!' A social video targeted at HIV prevention, which features Anatoliy Tymoshchuk, is broadcast on the local TV channel.

## Plans for the Future

In June, the *Fair Play* project dedicated to Euro 2012 will be presented during the large awareness raising event *The European Village*, the event initiated by GIZ, the EU Delegation to Ukraine, and the Kyiv City State Administration.

Also, at the end of summer, a second round of training for volunteer instructors is scheduled to take place.

For more details please refer to the website at [www.fairplay-ua.org](http://www.fairplay-ua.org)

## Imprint

Published by:  
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