

IT'S ALL ABOUT  
SKILLS



**JACK**

**AGE** 27 years

**BORN** Mamelodi, South Africa

'I want to give the children a better childhood than the one I had'.



# BEYOND FOOTBALL

**THE POWER OF FOOTBALL.** Billions of people play football worldwide. This sport gets everyone going: young and old, boys and girls, rich and poor. From a square in Rotterdam to a field in Mumbai, football is alive wherever you are. But football is more than a sport. It helps people develop and become part of society. Children normally on the side-lines are now on the playing field. Whether in deprived neighbourhoods, prisons or in schools: football is the perfect tool to bring people together, contributing to both participation and integration.

This role is especially important in developing countries. Football provides fun and direction to children with few or no prospects. But to become a good footballer you need a good coach. Every player, wherever in the world, deserves such a good coach. So the KNVB trains WorldCoaches in developing countries. Coaches who acquire great football skills, and also know everything about the local Life Skills. Through WorldCoaches, the KNVB puts the power of football into local communities worldwide.

**THAPÉLO**

**AGE** 13 years

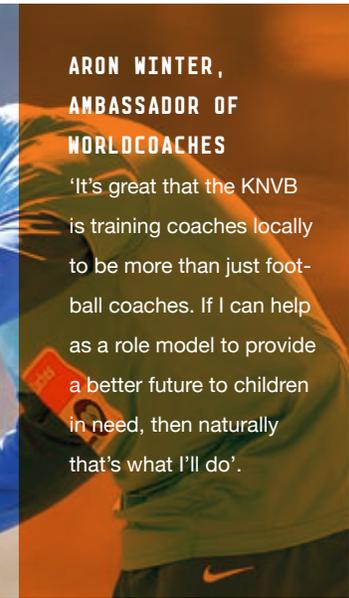
**BORN** Mamelodi, South Africa

'Coach Jack teaches me to always finish my homework before going to football practice. And excellent dribbling and passing, of course'.

**COACH JACK GAVE ME FOOTBALL SKILLS AND LIFE SKILLS**



worldcoaches



**ARON WINTER,  
AMBASSADOR OF  
WORLD COACHES**

'It's great that the KNVB is training coaches locally to be more than just football coaches. If I can help as a role model to provide a better future to children in need, then naturally that's what I'll do'.

**THE WORLDCOACHES PROGRAM:**

**A COACH FOR EVERY PLAYER**

Every footballer, across the world, deserves a good coach. The KNVB's WorldCoaches programme trains football coaches. Coaches who are not only good football trainers, but also know everything about local problems and opportunities, thus strengthening the community. Coaches passionate about using football for social development. Role models - on and off the field.

In 1997, the KNVB started the Coach-the-Coach programme, forerunner of WorldCoaches. Since the start of WorldCoaches in 2009, the KNVB has trained over 3.000 coaches in more than fifteen countries in Asia, Africa, Eastern Europe and Latin America.

WorldCoaches teach in a wide variety of places: in schools and football clubs, as well as slums and

deprived neighbourhoods. From gym teachers to former professional footballers, male or female: virtually anyone can become a WorldCoach.

WorldCoaches serve as role models to the children, providing inspiration and trust. The aim is to help young people discover their passion and talent, increasing their self-esteem.

**LOCAL EMBEDDING**

WorldCoaches are never trained solely by the KNVB: training always occurs in close collaboration with a local partner. Whether through an NGO, municipality, a commercial party or local football association, WorldCoaches training courses are always requested by the country itself.

In fact: the KNVB is keen to eventually make itself redundant. The most talented WorldCoaches are therefore trained to become instructors: they can then themselves train more WorldCoaches in the area. This results in a sustainable model with local continuity.

**FOOTBALL SKILLS AND LIFE SKILLS**

Football is all about rules, technique and tactics. Also essential, however, are respect, teamwork and making choices. All ingredients that can be applied off field too. Life Skills basically.

WorldCoaches often work with young children in developing countries. Children who have not always had an easy life. A WorldCoach is a role model and confidant to these children. The coach does not only teach them to play football, but also motivates them to finish their homework and be on time. Some young children unfortunately have to deal with more severe problems, such as poverty, HIV/AIDS, crime, violence, addiction, discrimination and inequality. Collaborating closely with local partners who know all about the local issues, WorldCoaches receive special training in Life Skills education. The coaches are therefore aware of current problems, and the footballers can always turn to them for help.

In India, for example, one of the problems in a deprived area in Bangalore is litter. Before and after football practice, the coach and footballers take fifteen minutes to clear the litter on their playing field. The children learn as they play. Football, as well as Life Skills.

# WORLD OF THE WORLD COACHES

The KNVB is currently training World-Coaches on nearly every continent of the world. Each country has its own specific programme(s) and partner(s). Four examples.

## MORE INFORMATION ABOUT WORLD COACHES?

Check our website [www.worldcoaches.nl](http://www.worldcoaches.nl) or contact us via [worldcoaches@knvb.nl](mailto:worldcoaches@knvb.nl)



### BRAZIL

In Brazil, the KNVB has trained WorldCoaches since 2010, working, for example, with the municipality of Rio de Janeiro. Here, 36 coaches have already been trained.

#### Coach Alex Arruda

'I am very grateful for the knowledge I have acquired. It will be of perfect use to our social projects at the club'.



### SOUTH AFRICA

The KNVB has trained coaches in South Africa since 1997, collaborating with various partners, including NGOs, but also Bidvest Wits FC, a premier league club from Johannesburg. More than 2.000 coaches have completed their training.

#### Coach John Sibeko

'We need to make sure the children have a better tomorrow'.



### KENYA

In Kenya, the KNVB has been active since 1998, collaborating closely with a local organization named KISE (Kenyan Institute for Soccer Education). As many as 500 coaches have been trained here.

#### Coach Martha Karimi

'In Kenya it is not very common for women to play football. Which is why it makes me so happy to see so many girls on my team'.



### INDIA

Since 2011, the KNVB has worked in India with Ozonegroup, a real-estate developer from Bangalore. Their aim is to found the first social school for football in India, for which the first 33 coaches have already followed an introductory course.

#### Coach Adhip Bhandary

'We realize that this is a wonderful opportunity. For football, but also the community'.



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WORTTRAFFIK