



FOOTBALL FOR  
**PEACE**

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CREATING DIALOGUE &  
**UNITING THE WORLD**  
THROUGH FOOTBALL





# WELCOME



*As co-founders of Football for Peace, it gives both Elias Figueroa and I great pleasure to formally introduce Football for Peace through this paper.*

*Both of us feel we are living in a world which has never been so connected, but yet feel so divided and unbalanced with poverty, inequality, climate, environmental degradation, prosperity, and peace and justice.*

*•Coming as we both do from humble upbringings, we understand the fear that comes from isolation, rejection and the unknown. We both relate to young people and their families struggles. Through football our aim is to renew hope, educate, build confidence and find Peace in the midst of local and global threats.*

*•As professional athletes, we consider football to have a unique capacity to reach far beyond ethnic, religious or social differences and challenge divisive narratives. We both also know how dialogue empowers young people.*

*•Our ambition, therefore, has always been to combine football with the power of dialogue and to build a movement of young people able to bring peace one game at a time. We invite you to join us and the global football community, to foster dialogue and propel this unique movement across the world.*

*Kind Regards,*

- Kashif Siddiqi
- Co Founder
- International Footballer

- Elias Figueroa
- Co Founder
- FIFA 100 Greatest players of all time





The Christmas Truce of 1914 is often celebrated as a symbolic moment of peace in an otherwise devastatingly violent war. During WW1, for just one day, all across the front, men from the German and British side emerged from the trenches and met in No Man's Land to exchange gifts and play a football Tournament.



FOOTBALL FOR  
PEACE

# THANK YOU

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UK Registered Charity No. 1146442

## About Football for Peace (FfP)

**(FfP) was established in 2006 at the UN by the late Kofi Annan and FIFA, Chilean legend Elias Figueroa. It was co-founded internationally in 2013 by British South Asian international footballer Kashif Siddiqi.**

Under the Patronage of Royal Families from across the world – (FfP) is a youth sports movement at the forefront using the global football influence as a force for good to intervene and raise awareness of the planets most pressing issues by combining community-based activity with diplomatic impact.

Football for Peace has a global track record of delivering our programmes in some of the hardest to reach communities around the globe.

## VISION

Every country in the world uses football in building an inclusive, sustainable and resilient future for people and planet

## MISSION

Building a youth sports movement to use the influence of football to facilitate global integration through building sustainable practices which create dialogue and build resilient, individuals, families and communities

## OUR PILLARS

•PEOPLE. PLANET. PEACE





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# #FOOTBALLSAVESLIVES



*The Duke of Cambridge launching a #FootballSavesLives campaign in partnership with the UK's Football Association*

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*Football for Peace have given Young Peace Leaders the opportunity to work together, play together and learn to confront pre conceptions, stereotypes and negative ideologies.*

*I am delighted that the Football Saves Lives campaign will see more Young Peace Leaders being trained to bring young people from across the country together."*

- His Royal Highness Prince William
- The Duke of Cambridge

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## The Context - 5 Key Activities

Football for Peace have 5 lines of activities which deliver against the vision, mission and global challenges

- **'Cities for Peace'** is the main initiative through which (FfP) delivers its educational activities, creates 'Youth Peace Leaders' and leaves a legacy of a Peace Centre in the host city
- **'Peace Matches'** delivers symbolic matches that bring together, community youth leaders, dignitaries, statesmen and women, football legends, diplomats in iconic world locations
- **'Coalition Campaigns'** engaging with different footballers, player foundations, clubs, federations and stakeholders to bring awareness to our 5 key challenges
- **'Football Diplomacy Charter'** promotes the efforts of (FfP) by engaging federations, member countries, politicians, diplomats, mayors, football players and their clubs through Symposiums and Diplomatic Peace Balls to convene a conversation on how football can contribute to the world's most pressing issues
- **'FfP Fundraising'** active fundraising programmes engaging corporates, member states, sporting authorities & HNW donors that resource our key aims





# CITIES FOR PEACE

•The City for Peace kite mark programme is the main initiative through which Football For Peace delivers all its grassroots activities

•The programme is focused on facilitating integration through to building sustainable practices for marginalized communities and creating young peace leaders. The aim is to engage a diverse range of young people across key diverse locations to encourage interfaith engagement in a programme of community level activity that equips them with the skills through both football training and life-skills workshops. The workshops are delivered by professional footballers and focus on 2 key elements :

- 1. Increasing sense of belonging, self-confidence and providing educational life skills through the key workshop themes of wellbeing (*mental and physical*), teamwork, roles, leadership and exit pathways which ladder up to the communication objectives.
- 2. Raising awareness and upskilling participants on interconnected local and global challenges we/they face, including those highlighted through the UN SDG's related to poverty, inequality, climate, environmental degradation, prosperity, and peace & justice.

- The programme is an initiative which enables participants to become Young Peace Leaders within their community and join a growing sports youth movement to continue its work
- The project is designed around community-based initiatives that use Football to connect and empower young people from different faiths, cultures, genders and socio-economic backgrounds by identifying a relevant suburb schools as candidate for the 'City for Peace' programme
- Key outcomes include an increased sense of belonging and civic participation and understanding of sustainable practices both at the local and international level, fewer people holding attitudes, beliefs and feelings that oppose shared values and more resilient mindsets for the community and planet
- Key outputs young people, through dialogue, to become role models, mentors and young peace leaders and support the ongoing work of the programme
- Once over 3,000 young people have been engaged in on-going training and life-skills workshops the hosting City or Government is awarded Football for Peace's 'kite-mark' of success and given a 'City of Peace' status



# PEACE MATCHES

• **Football for Peace, deliver highly symbolic Peace Matches in Iconic locations around the World to raise awareness of Football as a force for good**

• Peace Matches show the power of Football to overcome political, religious and social barriers, often representing a unifying gesture which bring together two competing sides, nations or communities.

• Each Peace Match has the ability to generate national and international level media attention by bringing together country-based teams, patrons, diplomats, faith leaders, world leaders and national professional footballers.

## • High profiled Peace Matches

- 2006 - Inaugural Futbol Por La Paz Match launched, Porto Alegre, Brazil. Global South American superstars such as Carlos Alberto Torres, Pele, Ronaldhino, Alexis Sanchez played and endorsed the cause passionately.
- 2011 - 60,000 sell out Attendance. Fans bring a non - perishable food item and donate to the game to support the great cause. USD\$400K donated to feed the hungry
- 2013 - A Peace Match was played on Easter Island with Pelé to unite the Rapa Nui Tribes across the island who had previously been living in isolation and conflict. It brought together the indigenous tribes on Easter Island
- 2015 - A Peace Match brought together the Afghanistan National team in partnership with the Royal NAVY to London to play on the same side as Great Britain against a team of UN ambassadors. The Peace Match was a powerful symbol of reconciliation
- 2016 - A Peace Match broke a Guinness World Record. More than 30 women from 6 continents met in Tanzania to raise awareness of equality by climbing Mount Kilimanjaro in the highest altitude FIFA approved football match ever





# FOOTBALL DIPLOMACY

## •Football for Peace aims to convene high level discussions

•Inviting member states, federations, politicians, local and national, statesman, mayors, diplomats and influencers across the world to convene on how football can deliver positive social change, saves lives and empower young people to sustain it.

•These events are either hosted in a high level dinner gathering or symposium assembly format. The aim is to open up a dialogue with communities, their leaders, clubs and players about how effective Football can be in tackling social harms.

•By combining the power of this grassroots activity with diplomatic impact with leading sports and football bodies, including FIFA, The Football Federation and the United Nations.



**"SPORT IS OUR TOOL AND  
PEACE IS OUR GOAL."**

- Kashif Siddiqi

VATICAN2016



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ON SPORT & FAITH**

# #FOOTBALLSAVESLIVES



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I was exposed to the cruel acts of others in our own community, and I was shocked. It's scary knowing that people hurt innocent people just because they're different.

The one thing that I will always remember during the programme was a statement made by one of the Young Peace Leaders. He said: **"Equality means celebrating our differences"**. What makes us different shouldn't be a reason for hate, it should be a cause for celebration. ”

Venus Ashu

YOUNG PEACE LEADER | LUTON

# MESSAGE OF SUPPORT



SPECIAL ADVISER  
TO THE UN SECRETARY-GENERAL  
ON SPORT FOR  
DEVELOPMENT AND PEACE

## Message of Support by Mr. Wilfried Lemke

Special Adviser to the United Nations Secretary-General  
on Sport for Development and Peace



The United Nations considers sport to be a powerful tool to promote education, health, development and peace. Sport unites people of all social classes, cultures, religions and backgrounds in a positive and educational way.

As the Special Adviser to the Secretary-General of the United Nations on Sport for Development and Peace, it is with great pleasure that I offer my support to the "Football for Peace World Tour" (World Tour)

Football for Peace harnesses the global popularity of football to promote peace through its World Tour. The overall aim of the World Tour is to open dialogue, build awareness, and promote the role of sport in contributing to peace building objectives. The organization also uses the World Tour to raise funds which go directly to its two legacy programmes. First, "tool kits" are given to local NGOs, schools, and orphanages and consist of tools required to deliver football and health sessions to all participants. Second, the funds raised help fund their football academies in the UK which highlight peace, cultural exchange, and promote equality and inclusion.

The World Tour shows the commitment that Football for Peace has to using sport to help create a better world. This World Tour is a good example of how sport can contribute to world peace and demonstrates that football can be a very powerful tool to create a positive change.

I welcome this initiative which uses sport to promote a culture of peace. With my support for the World Tour, I trust its momentum can be maintained and further developed. I wish you great success and all the best for the continuation of your valuable efforts throughout the coming year!



*W. Lemke*  
Wilfried Lemke

Under-Secretary-General

Special Adviser to the Secretary-General  
on Sport for Development and Peace