

1.1 Sport as a force for good

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Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.

Nelson Mandela, Laureus World Sports Awards, Monaco, 2000

Since the eighth century BC when the first Olympic Truce allowed athletes to travel safely to the Olympic Games, sport has been largely regarded as an inspirational force for good.² Sport has helped transcend often divisive geographic, political and cultural differences by bringing people and nations together to celebrate athletic achievements. Surprisingly, concerted efforts to expand sport as a force for good accelerated only in the last two decades. More surprisingly, the youth in Nairobi's Mathare Valley, one of Africa's largest and poorest slums, were pioneers in using sport for community development and peace. Although the initial examples in this article are from that project, today many different sports are now used as a force for good in tackling a remarkably wide range of serious health, social and environmental challenges – and even conflicts – around the world.

Learning life lessons and skills through sport

For me and many other boys growing up in the Canadian town of St. Catharines in the 1950s, school was what we did in between Saturdays. With our fathers as voluntary organisers and coaches, on Saturdays we put on our team uniforms and proudly bicycled through town to play with or against our friends in summer baseball and winter ice hockey leagues. On those eagerly awaited

Saturdays, we won or lost the bragging rights for the next week.

Through sport, we learnt vital lessons and social skills which helped us then and later in life. We learnt that achievement is our reward for self-discipline and constant training, for getting fit and staying healthy and, most importantly, for extra effort and teamwork. We learnt to cope with losing as well as winning, gaining new insights into our weaknesses from our losses and earning new self-confidence from our victories. We also learnt to respect the rules, the referees, our coaches, our team-mates and even our opponents. Our leagues were also a miniature United Nations (UN) in which multiculturalism thrived as many players were young refugees from faraway places such as Estonia, Hungary, Latvia, Slovakia and Ukraine. Once we put on our team uniforms, though, they ceased being foreigners and soon became our team-mates and friends.³

Without those many kind-hearted volunteers and the early life lessons and social skills I learnt while playing in their youth leagues, my character would have had much sharper edges and my life been far less user-friendly. As they made sport such a force for good in my life, I owed them a debt of gratitude that I wanted to repay some day.

Combining sport with community service

Three decades later the Mathare Youth Sports Association (MYSA) became my payback. In August 1987 in the huge Mathare slums near the UN headquarters in Nairobi, I stopped at a little dirt field to watch some barefooted kids excitedly playing with their homemade *juala* football.⁴ Their joy triggered a flashback to my own youth and this thought: why shouldn't these kids also get a chance to play and learn useful life lessons in leagues with real footballs, coaches and referees?

A few days later I met with some young leaders in the slums to start organising a few youth

leagues. I set only one non-negotiable condition, that 'if you do something, I'll do something, but if you do nothing, I'll do nothing'. They agreed and the first MYSA leagues kicked off two weeks later with over 500 youth in 27 boys' football teams and six girls' netball teams.

The Mathare youth leaders and members adopted the same approach which soon transformed MYSA from just a few youth leagues into a self-help community development project using sport as a starting point. For example, the huge piles of uncollected garbage were major causes of disease and deaths in the slums so environmental clean-ups became an integral part of all MYSA leagues. While teams get three points for a victory, MYSA teams also earn six points for each completed clean-up project. Then, and still today, MYSA likely has the only sports leagues in the world where the standings include the points for games won or tied *plus* points for garbage clean-ups.

MYSA's community service activities expanded in response to many different needs and risks in the slums. In 1994, when Adrian, a shy and popular teenager on the Undugu⁵ street kids team, suddenly grew thin and died of an unusual and unfamiliar disease, MYSA started a HIV/AIDS awareness and prevention programme which is still in existence today. Training in AIDS prevention as well as child rights and protection against sexual abuse are embedded in all staff, coaching and other courses in the MYSA Sports and Leadership Training Academy.

By the mid-1990s MYSA's pioneering sport *for* development activities attracted a few brave partners,⁶ enabling MYSA to add innovative new programmes such as training youth in music, photography, dance and drama which focused on serious health and other risks in the slums; providing leadership awards to help the best young volunteers stay in school; feeding and freeing jailed kids; expanding activities for kids with disabilities; stopping child labour; and creating slum libraries and study halls for members and local school classes.⁷ Today in the Mathare slums, over

30,000 boys and girls⁸ participate annually in the MYSA self-help youth sports and community service programmes. In addition to helping themselves, the Mathare youth also help over 10,000 youth in similar projects in and outside Kenya which receive technical and training support from MYSA.⁹

Linking sport for development with peace

The MYSA youth also became peacemakers outside and later in the Mathare slums. In 1999 inter-ethnic violence escalated among the over 70,000 refugees in the Kakuma Refugee Camp in north-west Kenya. As two-thirds of the refugees were youth, the UNHCR asked MYSA to start a similar self-help youth sport for development project in the camp. Within six months the inter-ethnic tensions and violence had dropped dramatically. Many youth were from South Sudan and, after the 2005 peace agreement, they returned to Rumbek, the then administrative capital, where former child soldiers also demobilised. MYSA therefore helped start another project there that continues today.

Sadly, in late 2006 inter-ethnic violence also flared up in the Mathare slums with hundreds of innocent women and kids fleeing and camping on a field near a MYSA office. As the government and nearby UN agencies initially ignored their desperate situation, the Mathare youth took the funds intended for MYSA's 20th anniversary celebrations and instead used the money to rent tents and buy blankets, clothing, food and medicine for the displaced families. MYSA also organised peace-themed sports activities for the kids and, with later donations from MYSA friends in Norway and UN-Habitat, bought new uniforms and textbooks so that the children could go back to school.¹⁰

During the devastating post-election violence in early 2008 the MYSA youth also organised special Football4Peace tournaments and activities throughout the slums.¹¹ Even the top clubs in the Kenyan

Premier League (KPL), then chaired by Mathare United FC, got directly involved in helping mend the post-election rifts after the government and the Kenya Football Federation (KFF) had both declared that they lacked funds for the national team to join the 2010 Fédération Internationale de Football Association (FIFA) World Cup qualifying rounds. To help heal their divided country, the 16 KPL clubs urgently met in early May 2008 and agreed to fund the national team themselves.¹² Over the next six months national pride and unity rose, and Kenyans packed the stadium to cheer their national team as it climbed an astonishing 52 places in the FIFA world rankings.¹³ Even FIFA acknowledged that it was likely the first time in world football history that a national team had been funded entirely by the clubs.

Expanding sport for development initiatives worldwide

National governments and other international organisations had largely ignored sport as a serious development activity until the early 1990s when MYSA's new approach to sport for development started attracting attention in the Kenyan¹⁴ and international media¹⁵ and even an academic journal.¹⁶ The new approach and potential of sport for development gradually gained international recognition. For example, the 1991 Commonwealth Heads of Government meeting first recognised the unique role of sport in helping reduce poverty and promote development. In 1993, the UN General Assembly adopted Resolution 48/11 on 'Building a Peaceful and Better World through Sport'. Key milestones early in the new millennium included the appointment in 2001 of a new UN Special Adviser on Sport for Development and Peace and the creation in 2002 of the UN Inter-Agency Task Force on Sport for Development and Peace which produced a trailblazing report on how sport can contribute to achieving many of the Millennium Development Goals.¹⁷

New international non-governmental organisations and networks also emerged for supporting and linking sport-for-development projects around the world. The process started in 2000 with the new

Laureus World Sports Academy and Laureus Sport for Good Foundation which adopted MYSA as its first flagship project.¹⁸ Committed to ‘using the power of sport as a tool for social change’, today Laureus has national foundations in eight countries on four continents, and, with additional support from Comic Relief, now assists over 150 sport-for-development projects in 35 countries.¹⁹

In 2004 the streetfootballworld network was inaugurated ‘to change the world through football’ by creating new partnerships for sharing knowledge and experience among the fast-growing number of football for development and peace projects around the world. Headquartered in Berlin, today streetfootballworld has regional offices in Brazil, South Africa and the United States and helps link over 100 organisations and projects in 66 countries.²⁰ Other major global initiatives include Peace and Sport, founded in 2007 for ‘building sustainable peace through sport’, which focuses mainly on long-term peace-building programmes for reintegrating vulnerable children; peace promotion programmes linked to major sports events; and emergency aid for humanitarian disasters through sports.²¹

A summary simply cannot do justice to the thousands of innovative sport-for-development projects not cited above that have also started, and achieved often remarkable results, during the last 15 years. Examples include the use of soccer by Spirit of Soccer to reduce deaths from landmines among children in Cambodia, Iraq, Jordan, Laos and Moldova;²² the use of basketball combined with peace-building and leadership training by PeacePlayers International for youth in divided communities in Cyprus, Israel and the West Bank, Northern Ireland and South Africa;²³ the use of various youth sports to reduce AIDS infections and teach life skills in the Kicking AIDS Out network of 22 organisations on four continents;²⁴ and the use of boxing and martial arts combined with education by the delightfully named Fight for Peace, initially in Rio de Janeiro but now with a network of projects helping over 250,000 street and slum kids in over 25 countries on four

continents.²⁵

The local and global sport-for-development-and-peace projects and organisations are now so numerous and so successful that they even have their own highly competitive annual awards such as the Laureus Sport for Good Award, the Beyond Sport Summit Awards and the Peace and Sports Awards.²⁶

Creating new role models and leaders

Since the first Olympic Games, in 776 BC, sport has created many heroes – but too few role models. While MYSA teams won many tournaments from local to global levels,²⁷ MYSA's greatest achievement by far has been the creation of new heroes *and* role models. With its motto of 'Giving youth a sporting chance on *and* off the field', MYSA provides youth with a chance to test and develop their social and leadership skills so that they can better help themselves and others. MYSA also applies an 11-point Fairplay Code, subtitled 'For those who want to be winners on *and* off the field'. Today the over 125,000 MYSA alumni include doctors, lawyers, marketing executives, bank managers, IT experts, teachers and many other high achievers, who have helped themselves and their families escape poverty.

A major reason for MYSA's success is the fact that it is owned and run by the youth themselves. The more than 200 elected youth leaders, coaches and volunteers are on average only 16 years old and half of the elected leaders are girls.²⁸ Although politicians like saying that the youth of today are the leaders of tomorrow, in the Mathare slums the youth have been the leaders of today for nearly three decades. More than 10 former MYSA leaders have also been elected to municipal and county councils in the last two national elections.²⁹ It would not be surprising if a MYSA graduate even became the president of Kenya someday, and she then included sport for poverty reduction

and peace among her top priorities.

Using sport to tackle corruption

Tackling corruption in sport can reinforce anti-corruption efforts in other sectors. For example, in early 2003 the newly elected Kenyan government inherited several complex mega-scandals that would inevitably involve lengthy investigations. So, as an initial signal of its sincerity, the government also targeted the notoriously mismanaged KFF.³⁰ In February 2003, the government disbanded the national U17 team for fielding over-age players, withdrew from the African youth tournament and launched investigations on corruption in the KFF.³¹ To the surprise of many sceptical Kenyans, in June 2003 several top KFF officials were arraigned in court on corruption charges.³²

Sport can also show the way forward in tackling corruption through stakeholder-led reforms.³³ For example, in 2003 the KFF rejected over 50 reform proposals submitted by its own clubs. Most top clubs then left the KFF and set up their own league and company – the Kenyan Premier League Limited (KPL) – plus a Transparency Cup with the theme ‘Kicking Corruption out of Sport’. In mid-2004 FIFA persuaded the top clubs to rejoin the KFF but also supported continued club management of the KPL.³⁴ As a result, today the KPL is a one of the most corruption-free, highly competitive and professionally managed leagues in Africa.³⁵

Protecting sport as a force for good

In parallel with the rapid growth of so many and different sport for good initiatives, over the last two decades some global sports bodies such as FIFA and the International Olympic Committee (IOC) have also emerged as major geopolitical actors in the international community. Their leaders

are often better known than many heads of state and their decisions on sports rules, disputes and the hosting of major sports events now have significant political, social and economic ramifications within and among countries.

Their income has also grown dramatically. For example, FIFA's income of US\$2.1 billion in 2014³⁶ was equivalent to more than 75 per cent of the 2014 UN programme budget³⁷ and larger than the gross national income of over 25 countries.³⁸ FIFA also generated a 'surplus' of US\$2.6 billion from the 2014 World Cup³⁹ which would place it among the top 100 most profitable Fortune 500 companies.⁴⁰

Despite their prominence on the world stage, global sports bodies remain largely a law unto themselves. While UN member states must respect many different *international* treaties, laws and judicial bodies, global sports bodies are bound only by their own internal statutes, the Court of Arbitration for Sport (CAS) and the *national* laws and courts of the countries where they are headquartered.⁴¹ Moreover, unlike the over 30 UN organisations headquartered in over 17 countries under standardised agreements with the host countries, there are no standardised host-country agreements on the rights *and* responsibilities of global and regional sports bodies. Sadly, that autonomy has been abused, as shown by the results of the new *Sport Governance Observer* study which reveals that international sports bodies often lack proper procedures and tools against corruption, undemocratic procedures and other critical poor governance traits.⁴²

The huge rise in revenues and lack of external as well as internal accountability pose a serious threat to sport as a force for good. In too many international sports bodies and their national associations, once elected the officials often handle the organisation as if it is their private property, treat the athletes and teams as if they are the enemy, marginalise them in decision-making bodies

and then ignore or change the rules to perpetuate themselves in power.⁴³ As a result, while match-fixing still poses a serious threat, corruption in sport is more prevalent and destructive off the field than on it. For future reforms, a key challenge is to ensure that the teams, coaches and athletes who make the sport on the field have a much greater role in making decisions about their sport off the field.

Sport has a rare and universal power to transcend the many political, cultural, social and economic differences within and among countries on our still divided planet. For example, for the first time in its 44-year history, the Norway Cup this year will feature a unique ‘Colourful Friendship’ team with half the players from Norway and half from the Mathare slums in Nairobi.⁴⁴ For decades environmentalists have urged the UN and other international agencies and governments to ‘think globally and act locally’. In sport, however, what is needed is for more international sports bodies to act globally more like the way thousands of sport for development and peace organisations are already acting locally.

Today thousands of local and global projects and organisations involve millions of young athletes carrying out sport for development and peace activities. Using many different sports, they tackle a wide range of health, social, environmental and other problems. However, their achievements - and the dreams of millions of young athletes hoping to use their athletic talents to help themselves and their families escape poverty - will be overshadowed and compromised unless the corruption in sport issues highlighted later in this report are also tackled.

Corrupt sports officials are not just stealing money. They are also stealing the future of our youth, the future of our athletes and the future of our sports. This is why no one should stand on the sidelines or remain seated in the stands during the continuing struggle for corruption-free sport and

for sport as a force for good.

Notes

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² See Olympic Movement, 'Olympic Truce', www.olympic.org/content/the-ioc/commissions/public-affairs-and-social-development-through-sport/olympic-truce.

³ Multiculturalism also prevails in many 'national' teams today, especially in Europe. For example, the 2010 FIFA World Cup team from Germany had players with roots in nine different countries on three continents: Brazil, Bosnia-Herzegovina, Ghana, Nigeria, Poland, Spain, Tunisia and Turkey as well as Germany.

⁴ The *juala* balls are made by the children using waste plastic bags tied with old string. In 2010 a made-in-Mathare *juala* ball sold at a charity auction in Dubai for US\$205,000; it is probably the world's most expensive football. The purchaser then donated it to the IOC, and it is now on display in the Olympic Museum in Lausanne, Switzerland.

⁵ Father Arnold Grol, the Undugu Society founder, dedicated his life to helping streetkids and first took the author to the Mathare slums during one of my many UN missions to Kenya in the early 1980s.

⁶ The Mathare Youth Sports Association's first major partners were the Norwegian Ministry of Environment, Norad and the Strømme Foundation. A few years later the new Laureus Sport for Good Foundation and then Comic Relief also became key partners. During the last two decades over 30 bilateral and international organisations and companies partnered with MYSA as well as several Kenyan agencies and companies such as K. D. Wire.

⁷ For more information, see www.mysakenya.org and www.facebook.com/MathareYouthSportsAssociation.

⁸ In 2015 MYSA has 26,420 players in 1,811 teams, including 6,000 girls in 398 teams, playing in over 120 leagues in 16 MYSA zones. In addition, more than 5,000 youths participate in the MYSA community service programmes.

⁹ MYSA leaders and trainers have provided technical advice and assistance to projects in Botswana, India, Mozambique, Senegal, South Africa, South Sudan, Tanzania, Uganda, Vietnam and Zambia.

¹⁰ See Bob Munro, 'Sport for Peace and Reconciliation: Young Peacemakers in the Kakuma Refugee Camp and Mathare Slums in Kenya', paper presented at 6th Play the Game World Communication Conference on Sport and Society, Coventry, UK, 11 June 2009, www.playthegame.org/uploads/media/Bob_Munro_-_Sport_for_peace_and_reconciliation.pdf.

¹¹ To help reduce pre-election tensions, the MYSA Football4Peace tournaments had special rules. For example, all the teams had to include at least five girls and only the girls were allowed to score.

¹² I chaired this meeting, which became one of my proudest moments in sport. After only 10 minutes all the top clubs unanimously agreed to use their limited funds to pay for the Kenyan national team.

¹³ In May 2008 when KPL started funding and helping the national team, Kenya was 120th in the FIFA world rankings. By the end of 2008, Kenya was ranked 68th in the world. On that 2008 national team which achieved the best results in Kenyan football history, over half the players and both the head coach and team manager were from MYSA and Mathare United FC.

¹⁴ See, for example, Standard (Kenya), 'Youth clean up Mathare', 23 April 1989; Inter Press Service, 'Football sets development rolling in slums', 29 November 1989.

¹⁵ See, for example, *The New York Times* (US), 'In Nairobi slums, soccer gives poor youths hope', 14 October 1991, www.nytimes.com/1991/10/14/world/nairobi-journal-in-nairobi-slums-soccer-gives-poor-youths-hope.html; *Christian Science Monitor* (US), 'Soccer playing youths clean up: Nairobi program combines sports and community service', 31 August 1992; *Reader's Digest* (US), 'Miracle in the Mathare slums', April 1994.

¹⁶ 'Children and the Environment: A New Approach to Youth Activities and Environmental Cleanup in Kenya', *Journal of Environment and Urbanization*, vol. 4 (1992).

¹⁷ See United Nations, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals* (New York: UN, 2003).

¹⁸ In 2004 MYSA also won the Laureus 'Sport for Good' award at the World Sports Academy Awards in Lisbon.

¹⁹ The eight Laureus national foundations are in Argentina, Germany, Italy, the Netherlands, South Africa, Spain, Switzerland and the United States. For more information on Laureus, see www.laureus.com/home.

²⁰ For more information on streetfootballworld, see www.streetfootballworld.org.

²¹ For more information on Peace and Sport, see www.peace-sport.org.

²² For more information on Spirit of Soccer, see www.spiritofsoccer.org.

²³ For more information on PeacePlayers International, see www.peaceplayersintl.org.

²⁴ For more information on the Kicking AIDS Out network and projects, see www.kickingaidsout.net.

²⁵ For more information on Fight for Peace, see www.fightforpeace.net. To fully understand and also stay updated on the special and still growing power of sport as a force for good worldwide, go to the international platform on sport and development (www.sportanddev.org) built and hosted since 2003 by the Swiss Academy for Development. It includes a comprehensive history and links to many good local and global sport and development projects, as well as a series of excellent project case studies on key issues such as sport and disability, disaster response, education, gender, health and peace building. Moreover, for those tempted to start a project in their own community or country, it also includes a detailed toolkit with practical advice on implementation, along with references to other helpful and reliable manuals.

²⁶ In addition to the annual Laureus Sport for Good Awards, at the Beyond Sport Summit annual awards are given in a wide range of categories, including sport for education, for environment, for health, for social inclusion, for conflict resolution and for overall leadership in sport, and include organisations in 145 countries from 37 different sports. See www.beyondsport.org. The Peace and Sport Awards have eight distinct categories. See <http://www.peace-sport.org/en/forum/awards/presentation/les-categories.html>

²⁷ For example, MYSA is second to a club from Brazil for the most gold medals won at the world's oldest and largest international youth tournament, the Norway Cup. MYSA teams also won the first two FIFA Football for Hope tournaments, held during the 2006 and 2010 World Cups.

²⁸ Mathare Youth Sports Association internal governance statistics, see <http://www.mysakenya.org/resources.html>. In 2009 FIFA acknowledged that the youngest elected football official in the world was probably the 11-year-old MYSA girl Charity Muthoni, the elected chairman in Kayole, one of MYSA's largest zones with over 2,000 players. See FIFA.com, 'Charity elected as youngest MYSA chairman', 4 November 2009, www.fifa.com/sustainability/news/y=2009/m=11/news=charity-elected-youngest-mysa-chairman-1128176.html.

²⁹ In the 2007 national elections, 25-year-old Joel Achola, a leader in the MYSA 'Jailed Kids' project, became the youngest elected councillor in Kenya. See *Sunday Nation* (Kenya), 'Age has nothing to do with it', 27 January 2008.

³⁰ See, for example, *The People* (Kenya), 'KFF lands in serious trouble as government disbands U17 team', 15 February 2003; *Daily Nation* (Kenya), 'Prosecute soccer crooks', editorial, 17 February 2003.

³¹ *Ibid.* This may be another Kenyan first in world sport, as friends in FIFA could not recall any government ever voluntarily withdrawing its national team from an international tournament because of age cheating.

³² See *Kenya Times*, 'KFF officials appear in court to face corruption charges', 7 June 2004.

³³ See Bob Munro, 'From Grassroots to Gold Medals: Are Stakeholder-Led Reforms and Ownership a Way Forward for African Football?', paper presented at 1st African Football Executive Summit, Accra, Ghana, 27 May 2011.

³⁴ This may be the first time FIFA ever supported clubs over their national association member. Had it not been for FIFA, and especially its then deputy general secretary, Jérôme Champagne, the KPL would not have survived the attacks by an unholy alliance of corrupt football officials and politicians.

³⁵ *The Guardian* (UK), 'Kenya leads the way in ending blight of corruption in African football', 11 July 2010, www.theguardian.com/football/2010/jul/11/kenyan-premier-league.

³⁶ For access to all FIFA's *Financial Reports*, see www.fifa.com/about-fifa/official-documents/governance/index.html#financialReports. See 2014 FIFA Financial Report, page 142.

³⁷ The 2014 UN programme budget was US\$2.7 billion: United Nations, *Proposed Programme Budget for the Biennium 2014–15: Foreword and Introduction*, document A/68/6/Introduction (New York: UN, 2013).

³⁸ See World Bank, *World Development Report 2014: Risk and Opportunity: Managing Risk for Development* (Washington, DC: World Bank, 2013), pp. 296–298.

³⁹ See www.fifa.com/about-fifa/official-documents/governance/index.html#financialReports. See 2014 FIFA Financial Report, page 36.

⁴⁰ See 2015 List of Fortune 500 Companies: <http://fortune.com/fortune500>.

⁴¹ Many global sports bodies are headquartered in Switzerland, including seven of the ten largest for football (FIFA), volleyball (FIVB), basketball (FIBA), hockey (FIH), handball (IHF) and the Olympics (IOC). Those for cricket (ICC), rugby (IRB) and athletics (IAAF) are headquartered in Dubai, Ireland and Monaco respectively.

⁴² Developed by Play the Game/Danish Institute for Sports Studies and the University of Leuven in cooperation with other partners, the *Sports Governance Observer* is a new benchmarking tool for assessing how well sports organizations perform on the basis on 38 key governance indicators. See www.playthegame.org/news/news-articles/2015/0056_most-sports-federations-fail-to-meet-basic-principles-of-good-governance/ and Arnout Geeraert, 'Indicators and benchmarking tools for sports governance', in this report.

⁴³ For example, in 2012 the Congress of the Confederation of African Football (CAF) blatantly changed the rules so that only elected members of the CAF Executive Committee could run for the CAF presidency. At a subsequent Congress, the 70-year age limit for members of the CAF Executive Committee was also lifted, primarily so that the ageing incumbent, already in power for 27 years, could run yet again in the next CAF elections. See Inside World Football (UK), 'African rule changes ensure there will be no change', 15 April 2015, www.insideworldfootball.com/osasu-obayiuwana/16821-osasu-obayiuwana-african-rule-changes-ensure-there-will-be-none.

⁴⁴ With over 30,000 boys and girls playing on over 1,500 football teams from 50 countries during the last week of July every year, the Norway Cup is one of the world's best examples of the truly "beautiful game" and 'Colourful Friendship' through sport. Before the 2015 Norway Cup, the under-16-year-old Norwegian and Mathare players on their combined Colourful Friendship team spent a week training together at the MYSA Football for Hope Centre in Nairobi and another week living and training together in Norway. The Colourful Friendship team's sponsors and partners include the Norwegian Football Coaches Association (NFT), Norwegian SANA Foundation, Norwegian Football Federation (NFF), Norway Cup and MYSA's Friends in Norway (MVIN).