



Welcome to Fortaleza

Event Planner:



FLG Network:



Donors and Supporters:

Assembleia Legislativa do Ceará, CUCA Barra, Governo do Estado do Ceará, UFC, UFMA,



Total Coordination:



Festival internacional Fortaleza / Brasil 2014

The international festival "Brazil 2014 – One Game, one Vision, one World" is a milestone in a series of diverse project activities which have been, and continue to take place in ten different countries under the umbrella of the worldwide Football-Learning-Global (FLG) network over the course of the year 2014. The ultimate debate of these projects has to do with Brazil, as well as the question of how football can be used as a vehicle for political participation, education, learning, and development. The countries and organizations participating in the FLG network are as follows: Brazil (Formação), Chile (CHIGOL) and Paraguay (Escuela P'ai Puku) / South America; Rwanda (Esperance) and Kenya (HODI) / Africa; Germany (KICKFAIR), Israel and Palestine (Peres Center for Peace) / Europe, Cambodia (Salt Academy) / Asia. As a basis for the work with adolescents, a collaborative didactic manual – "Brazil 2014 – One Game, one Vision, one World" – was compiled by Formação, CHIGOL and KICKFAIR in four different languages (Portuguese, German, Spanish and English). This manual was then implemented in various schools and communities participating in the FLG network and including participants from all ten participating countries.

The idea for an event in Fortaleza first came about at a planning workshop between KICKFAIR and Formação in Stuttgart in January, 2013. Several reasons were crucial in the decision to choose Fortaleza as the venue for an event:

- Fortaleza is one of the venues for the (Football) World Cup.
- Fortaleza has one of the biggest educational networks in the country.
- The local partners from the municipal government and administration support the idea and can relate well to it.
- The location in the North East of Brazil, near to the northern region of the country where colossal events often take place, but do not nearly receive as much attention from the media as events in the south between Rio and Sao Paulo do.

The international festival also involves "REJUPE – Rede de Adolescentes e Jovens pelo Esporte Inclusivo e Seguro", another (Brazilian) network. This network was founded by adolescents and for adolescents and young adults who fight for more political engagement and participation. REJUPE was initiated and is supported by UNICEF.

Goals of the international festival in Brazil, 2014:

- To create a collaborative room for learning and experiences between adolescents, care providers, and public employees via the FLG and Rejupe networks for the mutual exchange about the educational potential of sports
- To strengthen the FLG and Rejupe networks through further development and an immersion of content and strategies – both in regards to the networks themselves and in relation to the work of the participants on site
- To illuminate the positive and negative effects of the FIFA World Cup on the host country (Brazil) and to develop guidance strategies with the aim of maximizing the positive effects
- To create a space where the dialogue between universities, non-government organizations, and networks relating to Sport and Development can occur, and to create and develop collaborative strategies in theory and practice
- To promote the discussion about which role the state should play in order to make the potential sports have as a vehicle for education and development accessible to everybody in an equitable way – locally, nationally, and internationally
- To strengthen the youth movement worldwide, in Brazil, and especially in the state of Ceará
- To discuss the importance and meaning of political youth movements within the context of the global discourse about demonstrations currently taking place on multiple continents
- An introduction and promulgation of the Northeastern culture of Brazil via the symbol of the event mascot Asa Branca



Date		Venue in Fortaleza	Program
27 de Mayo 2014	8-12h	Assembleia Legislativa	Accreditation (All)
	9-12h	Assembleia Legislativa Sala 01	FLG Meeting (FLG Members)
	9-12h	Assembleia Legislativa Sala 02	REJUPE Meeting (Rejupe Members)
		Assembleia Legislativa Sala 03	Non-party Network Meetings (open)
	12-14h		Lunch
	14-15:30h	Assembleia Legislativa Sala 01	FLG Meeting (FLG Members)
		Assembleia Legislativa Sala 02	REJUPE Meeting (Rejupe Members)
		Assembleia Legislativa Sala 03	Non-party Network Meetings (open)
16h	Auditório Assembleia Legislativa	Grand Assembly / Official Opening: Ministry of Sport, German Embassy, Ceará Government, State Parliament, Fortaleza City Administration, REJUPE, FLG, UNICEF, GIZ,	
16:30h	Sala de Exposição Assembleia	Football-Learning-Global Exhibition, Introduction of mascot ASA Branca, Introduction of ASA Branca Soundtrack	
18:30-20h		Dinner	
20-22h	Dragão do Mar	Cultural Evening	
28 de Mayo 2014	9-10:50h	Auditório Assembleia Legislativa	Podium 1: Brasil 2014: One Game, one Vision, one World – Perspectives and the importance of learning cooperatives and networks for the development of collaborative content and strategies with the goal of effecting social change and supporting individuals Participants: Carsten Röss (Kickfair), Daniel Macedo (REJUPE), Fabio Alessandro Sousa Cabral (Formação), Rodrigo Fonseca (UNICEF), Ministério do Esporte, Secretaria de Estado do Esporte, Moderation: Diane Pereira Sousa (Formação)
	11h	Auditório Assembleia Legislativa	Podium 2: Sport und Social Development: Dialogue between universities and NGOs Participants: Dr. Amauri A. B. de Oliveira (Ministério do Esporte/ Segundo Tempo) Prof. Dr. Karen Petry (Universidade de Colônia), Hans-Jurgen Fiege (GIZ – FpD), Maria Regina M. Cabral (Formação), Steffi Biester (Kickfair) Moderation: Sergio Souza (UFMA)
	12:30h		Lunch Break
	14:30-16:30h	Auditório Assembleia Legislativa	Podium 3: Generations in Movement: Perspectives from Youth Leadership (Youth Leaders and young professionals) Participants: Diane Pereira Sousa (Formação), Juan Burgos Catalan (CHIGOL/FAG), Julia Wohrle (Kickfair/FAG), Marina Saldanha (REJUPE CE), Secretaria de Juventude de Fortaleza Moderation: UNICEF
	16:30-18:30h	Assembleia Legislativa Sala 01	WG 1 – Sport and Social Development from the Perspective of Politics and Economy (Ms. Andréa Nascimento Ewerton (Diretora do Departamento de Desenvolvimento e Acompanhamento de Políticas e Programas Intersetoriais da SNEELIS/Ministério Educação); Dr. Petrin Karen (SpoHo–Colônia); Dr. Amauri Aparecido Bássoli de Oliveira (Universidade Estadual de Maringá); Ms. Sergio Augusto Rosa de Souza (Universidade Federal do Maranhão); Ms. Adalberto Pereira da Silva (Universidade Estadual do Vale do Acaraú); Ms. Lorena Nabanete dos Reis (Universidade Federal do Ceará); Regina Cabral (Formação); Steffi Biester (Kickfair); Ms. Francisco Irapuan Ribeiro (Professor Secretaria de Educação de Fortaleza) Esp. Thiago Tavares Soares (Professor de Educação Física da Secretaria de Educação de Fortaleza)
		Assembleia Legislativa Sala 02	WG 2 – The Importance of Gender Equality in Sports (content and strategies for the development of a collaborative agenda).
		Assembleia Legislativa Sala 03	WG 3 – Inclusion of Handicapped Persons through Sports (UNICEF)
	Auditório Assembleia	WG 4 – Mediation in Sports with 3 Halftimes (Kassiana Pessoa / Formação, Julia Wohrle / Kickfair, REJUPE)	
19-22h		Jantar	
29 de Mayo 2014	8-9h	CUCA Barra	Reception in CUCA Barra for the third Brazilian Mediation Meeting
	9-10h		Taking a look back at previous mediation meetings
	10-12h		Opening of the REJUPE Exhibition – The Entry for Inclusion and Security in Sports
	12-13h		Podium 4: Youth networks for a more secure and more inclusive sport – Activities and practical examples for political participation and generational change: perspectives from Youth Leadership Participants: REJUPE AM; REJUPE CE, REJUPE SP, REJUPE MG, REJUPE RS, REJUPE BA, REJUPE RIO Moderation: REJUPE
13-17:30h	CUCA Barra CUCA Momdubim CUCA Jangurussu Vila Olímpica Messejana	Workshop 1 a 8 Workshop 9 a 11 Workshop 12 a 14 Workshop 15 e 16	Children and Youth Protection within the framework of colossal events (Workshop 1); Political Participation of adolescents and young adults for one sport for all (Workshop 2); Brazil 2014 – one Game, one Vision, one World– Dialogue initiated by FLG Network (Workshop 3); Communications plans for youth organizations in the educational and sport spheres (Workshop 4); Football for Development (Workshop 5); Mediation and game plans for Street Football (Workshop 6/ 9/ 12/ 15); Xadrez Humano (Workshop 7); Futebol para o Desenvolvimento (8); Slackline (10); Volleyball (11); Handball (13); Badminton (14/ 16)
30 de Mayo 2014	7-8h	Praia de Iracema	Reception of the teams and the general public in the Praia de Iracema
	8-17:30h		International Tournament Football-Learning-Global
31 de Mayo 2014	8-12h	Auditorium Landesparlament	Podium 5: The FIFA World Cup and the Olympian Legacy, Effects, and Collaborative Agenda Participants: Ministério do Esporte, Assembleia Legislativa, Secretaria de Estado do Esporte, CUCA Barra, REJUPE, Daiany França, Atletas convidados Moderation: REJUPE
	9-10:30h		
	10:30-12h	Sala de Exposição Assembleia	Closing Ceremonies, cocktail reception/ Distribution of the certificates of participation
	14-18h	Hotel Holiday Inn	FLG Meeting – Follow-up