



**PLAY**  
INTERNATIONAL

---

PLAY IT HUMAN

ANNUAL REPORT 2018

KOSOVO



**“A child has the right to recreational pastimes, to play and to engage in cultural and artistic activities”**

*Article 31 of the International Convention on the Rights of the Child (UNICEF, 1989)*

**“Sports programs promote social integration and foster tolerance, and so contribute to reducing tensions and generating dialogue”**

*Report on sport for development and peace (UN, 2003)*

**“Physical education, physical activity and sport can play an important role in the realization of objectives for development, peace and recovery after a conflict or disaster”**

*Article 11 of the International Charter of Physical Education, Physical Activity and Sport (UNESCO, 1978)*



# SUMMARY

## KOSOVO MISSION

WORKING TOGETHER FOR SOCIAL IMPACT .....	04
MAP & KEY FIGURES .....	05
EDUCATIONAL APPROACH .....	06
KEY PROJECTS .....	07
EVALUATION .....	09
PERSPECTIVES .....	10
TESTIMONY .....	11
PARTNERS .....	12



# WORKING TOGETHER FOR SOCIAL IMPACT



Through sport, PLAY International fosters collective solutions to promote the education, inclusion and wellbeing of all. Its action on the ground strengthens its deep conviction that sport is both a right and a mean to resolve issues faced by our societies. Since its official creation on 23 October 1999, PLAY International has implemented humanitarian and educational projects in over 20 countries for over 850,000 beneficiaries.



# KOSOVO

PLAY International works in Kosovo to foster interethnic reconciliation and social inclusion of young people, especially the most vulnerable (rural areas, minorities, etc.). In 2018, the mission diversified its work by joining forces with organisations from neighbouring countries in the Western Balkans through the Sport4Youth programme; by promoting the civic participation of young people in debates of national importance by means of Human Rights clubs; and by improving the educational skills and opportunities for sports teachers thanks to the Sport4Education programme. The Kosovo Mission instigated the adaptation of Playdagogy and other methods to the specific challenges faced by the Western Balkans region. In 2018, it began working directly with national authorities in charge of education in order to integrate the unique PLAY International educational approach in the formal education system.

## PRIORITY REGIONS





**17,038**

young beneficiaries



**127**

coaches trained in inclusive and educational methods through sport by PLAY International (49% of whom come from minority communities and 41% of whom are women)

**703**

inclusion and educational sports activities organised by coaches trained by PLAY International

**17**

centers set up that are active all year round

**5**

Human Rights clubs opened in 5 different localities

**18**

partnership agreements entered with local stakeholders, including municipal councils, ministries and national sports agencies

## EDUCATIONAL APPROACH

In Kosovo, the educational content concentrates mainly on community life and cooperation. The kits and games developed are tools to tackle social issues such as discrimination and exclusion in a fun, active and educational way. During 2018, this educational approach was illustrated through initiatives on the ground and partnerships developed with local institutions.

The Playdagogy method and more especially the “fight against discrimination” kit gained impetus by becoming a tool used in school and university curriculums:

- As part of the ‘Sport4Education’ project, Playdagogy first appeared in Kosovar primary schools.
- Playdagogy took its first steps at Pristina University, as part of a training module in the use of sport as an educational tool for future physical education and sports teachers.
- The educational kit was selected by the Ministry of Education, Sciences and Technologies to contribute to the interdisciplinary “Education for Peace” curriculum that will be implemented in secondary schools in 2019.

A catalogue of scalable games was developed within the Sport4Youth programme. It includes 24 cooperative games and 10 socio-sports sessions each tackling a different theme, such as cooperation between communities or between boys and girls, and respect for the environment. Coordinated by young volunteers, the cooperative games provide children, from different communities and speaking different languages, with an opportunity to meet and exchange. As for the socio-sports sessions, they encourage both reflection and discussion on a societal subject as well as the acquisition of life skills.

Finally, a project raising awareness of disability and inclusion was implemented in partnership with two local NGOs, Balkan Sunflowers and The Ideas Partnership. Following a training course given by PLAY International, adapted physical activities (APA) and disability awareness were proposed to mixed groups of children (both disabled and able-bodied) in “educational support centres”.



### Human Rights clubs

After a pilot phase in 2017, PLAY International continued its partnership with the United Nations Mission in Kosovo in order to extend the project of clubs defending human rights to other localities in Kosovo. The aim of the project is to give young Kosovars the means of raising awareness of human rights among their peers and promote a more democratic and respectful society.

Based on the success of the pilot phase, 38 young volunteers (54% of whom were girls) from the municipalities of Sthime/ Štimlje, Skenderaj/Srbica, Mitrovicë e Veriut/Severna Mitrovica, Mitrovicë/Mitrovica and Pejë/Pec received support for the creation of five Human Rights Clubs. Members of these five clubs were trained and able to acquire new skills and experiences with regard to the promotion of human rights among their peers. It especially involved designing and carrying out an evaluation of the respect of human rights in Kosovo among their peers through the use of a questionnaire. It also included activities of advocacy of media covering popular sports and arts in their locality.

### Sport 4 Education

With the support of the United Nations Mission in Kosovo, the objective of "Sport 4 Education" is to create a more inclusive Kosovo by raising awareness among the public of human rights, and especially the rights of minorities. With the help of the new innovative Playdagogy kits on themes of stereotypes, discrimination, acceptance and inclusion, 21 physical education teachers and 8 young volunteers were able to take part in specialised training prior to the implementation of activities with the children. In all, 282 awareness-raising activities were carried out during the project's second phase, targeting 1,691 children in primary schools in Prishtinë / Priština, Fushë





Kosovë / Kosovo Polje and Mitrovicë / Mitrovica. All the activities were carried out in partnership with municipal departments for education and culture, youth and sports and with Kosovo's National Olympic Committee. In the final phase of the project, PLAY International brought together over 140 children in the Prishtinë / Priština centre in order to raise public awareness of the project's advantages. The event was supported by the French judo champion and PLAY International ambassador, Ugo Legrand.

## Sport4Youth

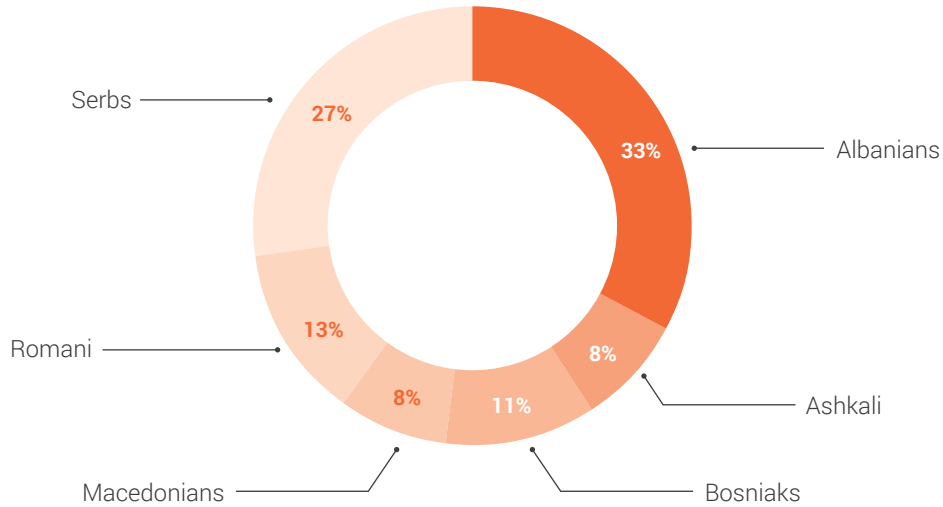
PLAY International's flagship project, Sport4Youth continues to spread its wings by building on the achievements of the last ten years. The project has set up a multi-ethnic network comprising hundreds of young sports instructors and new recruits continue to provide inclusive sports activities for children from different communities: an important foundation for constructing a tolerant and peaceful future in the Western Balkans.

In 2018, the Sport4Youth programme was extended to Novi Pazar in Serbia and Skopje in Macedonia. This regional outreach has been made possible thanks to financing from RYCO, the regional youth cooperation office. The Western Balkans PeacePlayers project emerged and enabled PLAY International to transfer its knowledge and expertise to local NGOs in Macedonia and Serbia so as to generate a snowball effect and attain even broader and more sustainable objectives. The project has proved to be a great success with the creation of intercultural bonds between young people in the Western Balkans and the use of sport as a tool for development and peace within the region.





Sport4Youth volunteers



**95% of the young participants** stated that they had established new bonds with young people from other ethnic communities

**85% of the young participants** stated that playing with their peers from other communities was a good thing

**80% of the children** stated that PLAY International activities gave them the impression of being more positive with regards to their friends of the opposite sex

**79% of the children** stated that PLAY International activities gave them the impression of being more positive towards members of other communities



The year 2019 is a structural watershed for PLAY International in Kosovo. With new projects in the education sector on the horizon, combined with the solid foundations of a portfolio of existing projects, the mission intends to continue making an impact on a large scale.

With the new Play'In Together project focusing on the situation of disability, a project that emphasises active and inclusive education for children and the continuation of our Sport4Youth project: 2019 will be a busy year packed with on-the-ground activities!







The summer camp was the best experience of my life. I discovered and learnt a lot of things about people from other communities. I'm very sad to say that, until this summer, I had never spoken to people who lived nearby, particularly in Kosovo. We don't talk about them at all here, even though it's very important for me. At the end of the summer camp, I was so much more open-minded and all I wanted to do was to discover more people from different cultures.



**Maida**  
18 years old and Sport4Youth volunteer reflects on her experience at PLAY International during an interview for the annual news report



# FINANCIAL PARTNERS

---

**ADA Austrian Development Cooperation, French Embassy in Kosovo, Embassy of the Grand Duchy of Luxembourg in Kosovo, World Bank (Kosovo), Canada Fund for Local Initiatives in Kosovo, Limak Kosovo International Airport, Ministry of Culture, Youth and Sports (Kosovo), Pristina Municipal Council, Regional Youth Cooperation Office in Western Balkans, UNHCR (Kosovo)**





# PLAY

## INTERNATIONAL

— GROUPE SOS —

### KOSOVO MISSION

( + ' L \ U j ] ha ] rfcj ] Wz%\$ '\$\$ ' Df]gh]bUž' ++ 'f\$Ł( ) ' - +% ) % + ' ]bZc4 d' ( m]bHyfbUh]cbU' k k k "d' (m]bHyfbUh]cbU

 @playinternational

 @play.international

 @pl4y

 @PL4YInternational

 @PL4YInternational

Design by Seenk