The Story of the Street Child World Cup Moscow 2018
Introduction

JOHN WROE, CEO & CO-FOUNDER OF STREET CHILD UNITED

On 18 May 2018 Juliana from the USA stood in front of a packed audience in Moscow to say: “We are the youth holding the world accountable for the right to life, liberty and the pursuit of happiness.”

She was one of 23 young people speaking on behalf of the teams taking part in the Street Child World Cup Moscow 2018 and the hundreds of millions of street-connected children across the world.

The young people’s statements addressed the situation of street-connected children in their countries. Collectively they called for an end to the stigmatisation of street-connected young people, protection and support from their governments, for all children to receive a legal identity at birth and access to education and healthcare.

The message spread far beyond the people present that day - the Street Child World Cup was reported by media in every country that took part, and many more, reaching an audience of hundreds of millions.

Our objective is to create a global platform for street-connected young people to speak from. We use major sporting events to ensure street children are seen on a level playing field.

This report is full of inspirational young people demonstrating their talent on the football pitch, proudly representing their countries and telling the world that they are, indeed, “Somebody”.

Our events spark change in the way street-connected children are seen and treated. As Roshan from Nepal Boys said: “The hands that were raised yesterday to beat us on the street are now raised to honour us.”

Thank you for your continued support - together we can make individuals, communities and governments listen to what these incredible young people have to say.

Thank you.
The Young People’s Message
STREET CHILD WORLD CUP MOSCOW 2018

At the General Assembly the young people taking part in the Street Child World Cup presented their message to the world about what changes need to be made to create a brighter, safer world for children everywhere. This is what they said:

TEAM INDIA GIRLS: “The present and the future generation of children shall have a society which protects the children from sexual abuse and violence. Every street child should get a birth certificate, community certificate and all documents without difficulty.”

TEAM KENYA BOYS: “We demand that the government of Kenya ends the rounding up of street children and putting them in prison. We also demand that all 12 rehabilitation schools across the country be transformed to education and sports academies.”

TEAM BOLIVIA GIRLS: “The children of Bolivia want to be heard and respected, and we want the laws to be respected too. We want the government to support us so that all street-connected children have the right to identity and receive a birth certificate. Without this identification we can’t access education or healthcare.”

TEAM NEPAL BOYS: “Our vision is to make sure that no child lives on the street, irrespective of caste, creed, religion. All kids, despite their situations, need food, shelter, education, health, family, love and care.”

TEAM ENGLAND GIRLS: “We demand respect, we demand for people not only to hear our voices but to listen and take action. We are strong, independent, resilient people determined to overcome any problem that stands in our way.”

TEAM INDONESIA BOYS: “Every child will be treated equally and without discrimination despite their background. We will have a welfare community so people live in harmony and create a safe space for all children. We demand our government help us to make our vision come true and fulfil our right to legal identity.”
We are Street Child United

THE ISSUE

There are hundreds of millions of street-connected children worldwide; these are children living on, working in or at risk of the streets.

These children and young people are stigmatised, mistreated and marginalised by society. They are routinely denied their basic human rights. Their voices are rarely heard.

WHAT WE DO

We use the power of sport to provide a global platform for street children to be heard, so they can receive the protection, support and opportunities that every child is entitled to.

Ahead of the world’s biggest sporting competitions, we organise international sports events inviting street children to be at the centre of the call for their rights, challenging the way street children are negatively seen and treated around the world.

We are the proud organisers of the Street Child World Cup, the Street Child Games and the Street Child Cricket World Cup.

The Street Child World Cup is at the heart of football, providing a level playing field to street children who have for too long been marginalised. I look forward to following the Street Child World Cup in 2018 when each young person, no matter their background, will tell the world: I am Somebody.”

SIR ALEX FERGUSON

2014 Winner Small NGO Category, The Bond International Development Awards

2015 Winner Game Changer Award, The Football for Good Awards
A WORLD CUP WHICH IS MORE THAN A GAME

The third Street Child World Cup took place in Moscow from 10 - 18 May 2018, bringing more than 200 young people from 19 countries together to campaign for the rights and protection of street-connected children.

The young people played football at Lokomotiv Moscow, the Russian Premier League Champions, were welcomed at the British Ambassador’s Residence, visited Red Square and enjoyed a boat tour of the river Moskva.

The world’s media, politicians, business leaders and the global football community came to hear from the young people what changes need to be made so all children can fulfil their potential.

The message from the young people was clear: “I AM SOMEBODY.”

“The Street Child World Cup is a fantastic event. It’s about using football to make a positive impact and not speaking for vulnerable young people but giving them a platform to speak for themselves. I wish Team England, and all the young people taking part, the best of luck in the football but more importantly in changing the world.”

GARETH SOUTHGATE, ENGLAND MEN’S FOOTBALL MANAGER
The Global Football Community is on Our Side

GILBERTO SILVA, BRAZIL FIFA WORLD CUP WINNER AND ARSENAL INVINCIBLE:

“I’m honoured to be an ambassador for Street Child United. It has been a privilege for me to meet the inspirational former street children involved. They are incredible leaders and I’m delighted to support them on their journey.”

ALAN SHEARER, ENGLAND AND NEWCASTLE UNITED LEGEND

“Congratulations to the young people playing for their countries at the Street Child World Cup. I played to win and score goals. These young people are playing to win lasting change in the way street children are treated. Come on everyone, let’s get behind them!”

Khalida Popal, former captain of Afghanistan Women’s football team

Khalida Popal had to flee Afghanistan after threats to her life from the Taliban because she was promoting women’s football. She now lives in Copenhagen and runs Girl Power, a charity using football to support refugees.

Before the Street Child World Cup Moscow 2018, Khalida travelled to London and Mexico City to help Team England Girls and Team Mexico Girls prepare for both the football tournament and to campaign for the rights of street-connected young people.

Khalida said: “I know what it is being without identity, being without family, being without networks. What always helped me to come through that tough and difficult situation was to play football. It’s all about team building, staying together, having networks, having friendship, happiness and feeling freedom.

“My speech to these amazing women who will play in the Street Child World Cup is telling them my journey and the struggles I faced and to encourage them to stay united and fight for your dreams.”
Meet the teams

FORMER STREET CHILDREN STEP INTO THE SPOTLIGHT

Each country team is organised by a grassroots organisation working on the frontline with street children. These organisations are our partners and form a global network working together to improve the lives of street-connected young people.

Each young person representing their country has benefitted from the vital work of our partners. Our partners select which young people take part and manage the care and psychosocial support to prepare each young person in the lead up, during and after the Street Child World Cup, ensuring they continue in their personal development.

Our partners, and the children and young people they support, are the experts and through their participation in the Street Child World Cup their voices are amplified.
Teams get ready around the world

The teams launched their preparations at the 2017 Street Child United Summit in Moscow. At the Summit, team leaders explored the most frequent rights violations faced by street children, which would become the focus of the Street Child World Cup.

TEAMS PREPARE ON & OFF THE PITCH

As well as training to prepare for the football, the teams were provided with resources to prepare for the arts festival and Congress. The young people arrived in Moscow ready to represent their countries on the pitch and speak on behalf of street-connected children off it.

For the first time we were able to share the stories of the young people preparing for the event through our partnership with FBB Productions and video making platform Seenit. The videos made through the Seenit app are a collaboration of footage sent by hundreds of young people from across the world, giving our audiences an insight into the massive efforts the teams went to on the road to Russia.

A vital part of the preparation is getting passports and legal identities for each young person - often for the very first time. Without a legal identity young people are unable to access support like healthcare and education - being recognised by their government as a citizen is a huge moment for many of the Street Child World Cup participants.

Moscow gets ready

To deliver the Street Child World Cup we partnered with leading Russian telecommunications company MegaFon. Thanks to MegaFon’s support the teams, volunteers and staff stayed at Izmilovo Hotel, a short distance from Lokomotiv Moscow where the football was played. The Peoples’ Friendship University of Russia provided two translators per team, enabling clear communication throughout the event.

Further support came from marketing and events agency Action/Modul Pro, who helped us plan and deliver the General Assembly, and the British Embassy, who hosted a fantastic welcoming party for the young people.

We’re extremely grateful to all our partners and supporters in Russia.

ALL STAR VOLUNTEER TEAM

The Street Child World Cup wouldn’t have been possible without our amazing team of volunteers. The volunteers brought incredible levels of enthusiasm and energy to their roles, be it ensuring the young people’s wellbeing, working in the communications team, helping with arts activities or facilitating workshops.

Malini, a Street Child World Cup Volunteer, said: “Being part of the Street Child World Cup was a truly inspirational and memorable experience. For 10 days in Moscow, I witnessed young people from all corners of the globe being brought together creating a melting pot of languages, cultures, attitudes and pastimes. Communication and laughter had no language barrier and it was a joy to watch them forming friendships which I hope stand the test of time and borders. The young people I had the privilege to spend time with are truly heroes.”

Street Child World Cup Moscow 2018 Volunteers
The Congress

GIVING A VOICE TO THOSE WHO HAVE GONE UNHEARD FOR SO LONG

At the core of the Street Child World Cup Moscow 2018 was the Congress, delivered in partnership with StreetInvest, our Official Child Participation Consultant and Facilitator for the Congress.

In Congress workshops the young people shared their experiences, hopes for the future and barriers to achieving them. Through these workshops the young people crafted the messages they delivered at the General Assembly.

The Congress focused on three key rights from the United Nations Convention on the Rights of the Child (UNCRC) identified by our partners as those most frequently denied to children living and working on the streets:

The Right to Protection from Violence
The Right to Education
The Right to a Legal Identity

SCU Alumni

The Street Child United Alumni are young people who attend our events, having taken part in SCU events previously. The Alumni act as role models for the young people taking part in the event, as well as acting as spokespeople to maximise the campaigning impact.

Eight Alumni joined us in Moscow: Boudi (Egypt Boys), David (Brazil Boys), Drika (Brazil Girls), Innocent (Burundi Boys), Kannados (India Boys), Liya (England Girls), Ronalyn (Philippines Girls), Sadock (Tanzania Boys).

Sadock, now working as a family social worker and studying at university, said: “I represent the organisation now. They are my family. It’s becoming a big event - we are touching every corner of the world. It’s a way to send a message - yes, this is a world cup … but there are street children and we need the world help too and their love and their cheers.

“One of my teachers, she never believed that street children could be good people. She never knew I was one before … [when I told her I was travelling] she asked me where I was going. She was stunned to find out that I was a street child and I was a part of this event. Now she believes and is preaching to other people.”
Engaging the young people in the arts at the Street Child World Cup allows them to express themselves, build confidence and communicate beyond the language barrier. Arts workshops ran throughout the event and the young people shared aspects of their cultures with each other every evening at the Late Show. The Festival of Arts culminated in exhibitions at the General Assembly and at Action’s Loft during the FIFA World Cup:

**Vicky Roy, Photography**
Vicky Roy experienced life on the streets in India. He is now a professional photographer. His work at the Street Child World Cup Moscow 2018 received an honourable mention from the International Photography Awards.

**Tim Vyner, Digital Illustrations**
Tim Vyner is an artist and a visual journalist. He creatively documents events and produces visual digital narratives in illustration and animation form. He worked at the 2002 World Cup in Japan and Korea, 2008 Beijing Olympic Games and 2012 London Olympic Games.

**Mr Penfold - The Print and mural**
Mr Penfold is a UK-based artist who has been influenced by skateboard geometric graphics and classical abstractions. Penfold has worked for record labels, clothing brands and marketing campaigns. We commissioned Mr Penfold to create the limited-edition print and a mural in Moscow.

**Wembley to Soweto**
Wembley to Soweto is an educational programme providing underprivileged young people with photographic training and work experience. At the Street Child World Cup 2018, four young people from Moscow learned photography skills from David Westhead and professional photographer John Cole.
The Festival of Arts: in pictures

Tim Vyner’s depiction of the teams visiting Red Square.

Photography by Vicky Roy.

Team Tanzania enjoying the General Assembly arts exhibition.

Art made by the young people at the Street Child World Cup Moscow 2018.

The Street Child World Cup Moscow 2018 print.
The teams played in the Street Child World Cup Moscow 2018 football tournament over the course of five days at Lokomotiv Moscow’s Sapsan Arena.

Brazil won the Girls final 1-0 after a close match against Tanzania and Uzbekistan won the Boys final after a penalty shoot out with Pakistan. The games were streamed live on Goal, with 122,000 people tuning in.

Taisa, Brazil Girls Captain, said: “I was very nervous but I’m so happy to be celebrating with my friends. It was very important – because of this we can have more opportunity to participate in other championships.”

Aziz, Uzbekistan Boys Captain, said: “It’s an incredible feeling to be the first team from Uzbekistan and to play for the first time in Moscow. It’s emotional but the best feeling. It is the first time we have won anything and so to become champions means a lot for us.”

The solidarity felt between the young people was emphasised after the finals, as players from all teams made a big effort to commiserate with Tanzania Girls and Pakistan Boys and congratulate them on their performance.
The Football: in pictures

Fans fill the Lokomotiv Moscow stadium.

Brazil Girls lift the Street Child World Cup trophy.

Burundi Boys prepare for a match.

Egypt Boys celebrate a goal.

Kenya Boys vs Tajikistan Boys.

Handshakes between Brazil Girls and Russia Girls.

Brazil Boys and Bolivia Girls make friends between matches.

India Girls add to the fantastic atmosphere at the stadium.
Our Impact

Using the power of sport to provide a global platform for street children, we aim to effect change at three levels:

- **Individual:** empower former street children as ambassadors for the rights of all street children.

- **Local:** raise awareness of and increase support for our partner organisations working in-country to protect and support street children.

- **Global:** highlight the issues faced by street children and change the negative perceptions and treatment of street children worldwide.

**WHAT WE’VE ACHIEVED**

- **2010 Street Child World Cup** acts as a tipping point helping end illegal Police round-ups of street children in Durban.

- **2014 Street Child World Cup** results in:
  - Brazilian Government invites our partner to participate in summit for a first National Policy for street children,
  - Street Child United secures funding to rebuild a derelict community, football pitch in Complexo da Penha, Rio de Janeiro, providing local at-risk-children a sustained alternative to the violent drugs trade.

- **2015 Street Child United Leaders Summit** identifies three specific rights most frequently denied to street children: the right to education, identity and protection from violence.

- **2016 Street Child Games** open in Rio de Janeiro, resulting in the development of the Rio Resolution by former street children delivering a strong set of recommendations for change.

- **2017 The UN publishes its General Comment on Children in Street Situations**, including input from the young people at the 2016 Street Child Games.

- **2018 Street Child World Cup Moscow** brings our campaign to Europe and six new countries join our movement.

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SCWC 2018 Impact So Far

Feedback from young people and teams after the Street Child World Cup has show that:

Participants have positive attitudes to the future and improved aspirations - **99.4%** felt their experience at Street Child World Cup made them feel more confident about their future. **70.3%** felt that representing their country would change things for them in their own communities. **72.6%** felt that they could change things in their community compared to **48.5%** before the event.

Reasons they gave were:
- “Because street children have potential too”.
- “This gives us the courage to face problems in life”.
- “It shows change is possible. It encourages us to move forward”.

**79%** of participants felt very confident expressing their opinion to other young people

**85%** of participants felt they were very confident engaging with people from other countries compared to just **62%** at the start of the event.

**100%** of participants felt that the ‘I am somebody’ statement represents them.

22 partner organisations have increased their network - they have formally and informally affiliated with other organisations like SCWC participant teams, Consortium for Street Children, StreetInvest, British Council, sponsors, the UN, the Malala Foundation.

12 partner organisations have more relationships with the media or are strengthening existing relationships: Media organisations have proactively contacted them for comment or advice on street-connected children.

14 partners have increased their fundraising capacity engaging with new/more corporates and individual donors.

Two SCWC Moscow 2018 participants, Rose Ann (Philippines Girls) and Marianna (Mexico Girls) were invited to speak at the UN’s Day of General Discussion on Children Human Rights Defenders.
“For Nzenge, the official from Mombasa who accompanied the Kenyan team, spending a week with the teenagers has been a profoundly affecting experience. He says: ‘When I go back to Kenya, I will make it my mission to help these children.’”

“Hosny founded Nafas after he helped put together a team of boys for the last Street Child World Cup in 2014 in Brazil, when he was part of a smaller NGO. With its main football pitch and a youth centre at Al Abageyah, Qism El-Khalifa in Cairo and several smaller pitches around the area, the Egyptian social enterprise helps children at risk in Cairo and Giza.”

“We can do everything on the same level as boys. If girls are not allowed to participate in sports, it’s not right, we are human beings, and we are supposed to be happy and do anything the makes us happy. We need to access all our rights.”

“Fourteen-year old Somad had never traveled far from his house in Bekasi until, that is, he seized a precious opportunity to fly to the capital city of Russia. Sukaesih, 55, the mother of Somad, said it was unbelievable to see her son play soccer in the name of the country.”

“It’s all about team building, staying together, having networks, having friendship, happiness and feeling freedom. It empowers every woman around the world who plays this game.”

“It was very difficult, because the girls did not have IDs; Singh says, adding that in order to make any identity proof for a minor, the parent’s ID proof is required as well-which is something that is very difficult with these kids, who have lived on the streets with their families.”

“Through sharing these stories other children who are still in a vulnerable environment can be inspired.”

More than 140,000 people watched a live stream of the Street Child World Cup Moscow finals on Goal’s Facebook page.

More than 500,000 people saw SCU tweets during the event.

17,110 views of Street Child World Cup Moscow 2018 videos on SCU Facebook page.
A Global Platform

Through taking part in the Street Child World Cup Moscow 2018, seven teams (Bolivia, Burundi, Indonesia, Mauritius, Nepal, Pakistan and Tanzania) have been able to take their message directly to their government.

Legacy Projects

The Street Child World Cup Moscow 2018 wouldn’t have been possible without the Vitol Foundation. As well as providing core unrestricted funding to deliver the event, Vitol launched a Global Employee Challenge, tasking 1,400 employees in 42 offices around the world to raise legacy funding for the teams taking part in the SCWC.

The Vitol staff raised $218,414, which will be used for projects focusing on access to education, protection from violence and legal identity - not just for the young people who travelled to Moscow but for the 10,000 street children our partners support across the world. Here are some examples of our partners’ legacy projects:

**Team Kenya Boys**
Glad’s House are organising workshops, discussion groups and football matches to bring the young people they work with together with the police, government stakeholders and business people to challenge the stigma and discrimination street-connected children face.

**Team Bolivia Girls**
Alalaya Foundation are organising a legal identity and birth registration campaign called ‘I Count as a Citizen Like You.’ The campaign will include the production of a video about the importance of access to health and education services, the organisation of a Forum with relevant Bolivian institutions, training workshops and a public mural.

**Team Philippines Girls**
Fair Play For All will use the SCU legacy funding, combined with funding from the Kulczyk Foundation and their own funds, to provide the nine players who took part in the Street Child World Cup Moscow 2018, five other young people and their Head Coach - Ronalyn - who took part in the Street Child World Cup Rio 2014, with university scholarships.

**Team Burundi Boys**
Legal Assistance for imprisoned children, trainings about rights, advocacy to change laws, assist those who desire to be reintegrated in their families. We will also support those who desire to join schools or start income-generating activities.
Thank you

YOUR SUPPORT IS HELPING IMPROVE THE LIVES OF STREET CHILDREN

Because of you, we can continue to provide a global platform for street children to change the way they are negatively seen and treated.
THE STREET CHILD CRICKET WORLD CUP LONDON AND CAMBRIDGE 2019

With the world looking to England and Wales for the ICC Cricket World Cup, the Street Child Cricket World Cup, in May 2019, will provide a level playing field for street-connected children to be seen and their voices heard – inspiring their countries and communities to better protect, respect and support street children everywhere.

On the pitch national teams (mixed boys and girls teams) will represent their countries whilst playing at Lord’s, the home of cricket. Off the pitch, the young people will make their voices heard and make recommendations to help improve the lives of street children worldwide.

Sir John Major, Street Child Cricket World Cup Patron: “I’m extremely proud to be a part of the first Street Child Cricket World Cup. It will give these young people a platform, so that the whole world can listen to their stories, and work together to ensure a much brighter and safer life for them now – and in the future.”

Guy Lavender, MCC CEO and Secretary: “Sport can play a valuable role in raising the profile of important causes, and we are delighted Lord’s will be hosting SCCWC 2019, to help bring the world’s attention to what changes need to be made to protect street-connected young people.”

You can provide a vital and continued platform for street children’s rights by volunteering, donating or taking part in a fundraising activity. Organisations can support the event through sponsorship or staff engagement programmes.

This is more than a game.
“The hands that were raised yesterday to beat us on the street are now raised to honour us.”
Roshan - Team Nepal Boys
Street Child World Cup Moscow 2018

Share the young people’s message

#IamSomebody
streetchildunited.org

FOR MORE INFORMATION
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The Street Child World Cup
Moscow 2018 is a Street Child United initiative.
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