



Soccer for Active Citizenship

Empowering a new generation of
active citizens



Our Vision is to empower a new generation of active citizens

Soccer for Active Citizenship is a Purposeful Play, Education Outside the Classroom program designed to teach young people about civics and the rights of citizens in a society.

Our goal is to give young people the knowledge, tools and encouragement to participate as more active citizens and help change society around them.

This program has been piloted with UKSD (a Massachusetts- based organization whose mission is to develop community-minded youth leaders) and will now be introduced in Miami and will be implemented in key communities building towards the 2026 World Cup.

We have successfully piloted Soccer for Active Citizenship

Coaches Across Continents and United Kidz Soccer Development (UKSD) formed a partnership that educated young people using Purposeful Play. After just two years of partnership with CAC, UKSD became the first accredited organization in the U.S.



Phase 1: On-field soccer and SDGs

Coaches Across Continents provided 50 educators and youth leaders with Purposeful Play curriculum to educate young people on social issues and the SDGs.



Phase 2: Soccer and Technology

Each young leader selected an issue in their community they are passionate about and align it with a specific SDG and target. Using technology began to create a project. In 2020, with the help of CAC, 20 projects were developed.



Phase 3: Soccer and Active Citizenship

Young people deliver their personal projects. Many of the young people involved have developed their projects to become permanent programs within UKSD, directly impacting 2400 young people.

Expanding Soccer for Active Citizenship to Miami

This August 2021, we roll out Soccer for Active Citizenship in Miami.

We partner with Fútbol Con Corazon to teach young people the importance of civics and the SDGs.

Fútbol Con Corazon and local leaders will be trained in CAC's Active Citizenship Curriculum.

In Partnership with Local Civics and SportSessionPlanner, digital tools will be introduced to educators and young people to bring their projects to life.

Young people will then implement their Active Citizenship Projects in their local communities.



Coaches Across Continents has won 29 Global Awards.

Active Citizenship

Active Citizenship means people getting involved in their local communities and democracy at all levels, from towns to cities to nationwide activity.

Active Citizenship can be as small as a campaign to clean up your street or as big as educating young people about democratic values, skills and participation.

Soccer for Active Citizenship aims to enrich the teachings of civics for students, help students become more engaged and make learning more meaningful.



“There is room to grow in incorporating more participatory civics education into students’ experiences”

Brooking Institute

The importance of learning civics at an early age

“To empower a new generation of active citizens, we need to reach them in their formative years. We need to work with them when they are open to new ideas as they begin to develop their own perspectives and beliefs”

Brian Suskiewicz

Chief Executive, Coaches Across Continents

Students will learn, explore, and ultimately choose topics for their personal projects that appeal to them. Such topics include Climate Action (SDG 13), Education (SDG 4), Gender Equality (SDG 5), Racial Justice (SDG 16), and more.





A customized curriculum and real-world solutions

The Soccer for Active Citizenship curriculum will be complementary to what students are currently being taught about civics at school and customized accordingly.

Moving beyond the textbook, we will teach them real world solutions and give them the tools to become 21st Century Learners to address the biggest issues most important to them.

Curriculum Example

Teaching Climate Change

Earth, Air and Water

Objective: Educating about SDG 13.3: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

Time: 15-30 mins

Fact: Climate change is the biggest existential threat facing the planet today, and it will impact younger people more than the older generations. Science indicates that inaction will be more costly than acting now.

Organization: Two teams playing regular soccer. On each end line there are three small goals. You defend your three goals (Earth, Air and Water) from pollution (the ball). If all three of your goals are scored upon, you have lost your environment and you lose the game.

Progression: Once you 'lose' one of your goals (resources), you can take positive action to bring it back. For example, completing 7 consecutive passes could represent planting a tree and you can regain your earth goal. Develop positive soccer actions within the game that would allow teams to regain their lost resources.



Sample questions:

What are some things that impact each resource in your community ?

What are some things you do as individuals that protect your resources (i.e., steps from ACT Now, or taking political action such as signing a petition)

Timeline

Soccer for Active Citizenship is a year-round program with sustainable impact. Each year new students will become engaged, with Coaches Across Continents continuing to mentor local organizations in subsequent years.



PHASE 1

Delivery: On-field soccer and SDGs

Coaches Across Continents works with the local partner organization to build capacity within their organization and provide on-field coaching education in Soccer for Active Citizenship.



PHASE 2

Soccer and Technology

Each young leader will select an issue in their community they are passionate about and align it with a specific SDG and target. Using this, they will begin to draft their very own project with the help of Coaches Across Continents, Local Civics, Sport Session Planner, and the local organization.



PHASE 3

Soccer and Active Citizenship

Youth Active Citizens formulate and implement their personal Civic Engagement projects, addressing a key local issue and SDG target that is passionate for them, with guidance and mentorship from CAC and their local coaches and organization.

Soccer as a vehicle for education

The curriculum will be taught on the soccer field where learning will be fun, engaging and effective.

Soccer is an inclusive sport for purposeful play. Soccer is accessible for any community regardless of income or demographics, and it's open to all age groups regardless of gender, size or ability.

For over 14 years, Coaches Across Continents has impacted over 26 million children across 132 countries with its soccer-based partnership programs and won 29 awards for its work with Soccer for Social Development.



Building a sustainable national program with local partners

In each city, we will work with an existing local partners such as an NGO, after-school program, or sports club who wants to create active citizens.

Coaches Across Continents will train and support their leaders to be able to effectively implement Soccer for Active Citizenship curriculum, and we will work to support the organizations to effectively manage the initiative and measure its success.



Our local organization partners have won the last 4 FIFA for Diversity awards

Coaches Across Continents

Re-Imagine Soccer

Coaches Across Continents is the global leader in using Soccer, Purposeful Play and Education Outside the Classroom to address the Sustainable Development Goals and the Convention on the Rights of the Child.

Our staff is led by Harvard alumnus Nick Gates, a former executive in the English Premier League. Chief Executive Brian Suskiewicz holds a USSF 'A' license and has worked in over 40 countries. Staff includes current and former USA National team players, Champions League players and players and coaches from around the world.





Getting Involved with Soccer for Active Citizenship

Thank you for your time and interest. For corporate partners or individual donors who would like to learn more about Soccer for Active Citizenship and how to get involved please contact:

Brian Suskiewicz, Chief Executive Strategist at brian@coachesacrosscontinents.org

