



MOLDOVA

Cross Cultures “Open Fun Football Schools” was introduced for the first time to Moldova in 2006 in cooperation with the Football Association of Moldova (FAM).

The project operates in 12 regions and has in the period 2018 - 2019 involved 77.450 children in sport thanks to the involvement of 2.130 coaches and the cooperation with municipalities, schools and police.

The purpose of the project is to:

1. Bring people together and increase interaction, mobility and cooperation between local communities across Moldova, including Transnistria and Gagauzia, in order to promote social integration and peaceful co-existence
2. Increase and consolidate girls’ and women’s active participation in (grassroots) football in order to promote gender equality and combat gender based stereotypes
3. Increase children’s access to sport and their life skills in teamwork, tolerance, integration, and rights
4. Develop the capacity of FAM, the voluntary coaches and related actors (School and Police) to prevent juvenile crimes and promote children’s rights



Cross Cultures work is in particular committed to SDG target 4.7 with the purpose to *promote a culture of peace and non-violence, gender equality, social inclusion, and and appreciation of cultural diversity and of culture’s contribution to sustainable development*

Additionally, we contribute to the following SDG’s:



PROMOTE
RECONCILIATION AND SOCIAL COHESION
 ACROSS
CONFLICTS AND SOCIAL DIVIDES
 THROUGH THE USE OF
FUN SPORT AND DIALOGUE
 BASED ON
VOLUNTARISM



CROSS CULTURES APPROACH

Cross Cultures have received several important international awards. Among others: the Danish Peace Prize (1999), UEFA's Gold Medal for "a special contribution to football" (2001) for successfully pioneering the use of football as a tool to promote peace and reconciliation in post-war Balkans. "Best Sport for Peace Programme in the World" at the Beyond Sport Global Awards (2009).

Our approach is based on the trinity of fun sports, dialogue and rights and based on culture's contribution to sustainable development based on voluntarism. We tailor our work with local partners to enhance social cohesion and development of young people's active engagement in community development.

The voluntary engagement and associational culture underpinning our approach is widely recognised as being instrumental in building resilient societies and enhancing a culture of democratic and peaceful co-existence at grassroots level. Cross Cultures works "with youth, for youth, by youth" and provide the volunteers an anchor in their local communities while stimulating their outlook. Cross Cultures put emphasis on developing a good and safe environment for children's development focusing on stimulating their knowledge, attitude and behaviour and as future citizens upholding values of respect, team-work, fair play, and tolerance.



WHAT DO WE DO?

Our mission is to use fun sports as vector for social change and to bring people together who are living in communities affected by conflicts and social turmoil. We work in close partnerships with national and local sports and football federations. We seek all opportunities to create space for dialogue through sports. We take a "child-centered approach" and we work actively on safeguarding children in sports as well as promoting equal opportunities for women and girls.

FIRST STEP: We offer our designed fun-sport-concept as access point to local communities where we mobilize, train and engage young people as voluntary Fun-Sport leaders, coaches and participants.

SECOND STEP: The volunteers in turn define new and common goals together and implementing joint fun-sport-activities - e.g. Open Fun Football Schools, Sports for All Caravans and Sports & Dialogue Festivals.

THIRD STEP: We mobilize local and national authorities as well as other stakeholders and involve them actively according to their particular mandate in our joint fun-sport, dialogue and safeguarding activities.



WHO ARE WE?

Cross Cultures is a non-profit and politically in-dependent non-governmental organisation with engagements in 17 countries around the world.

Cross Cultures core program is the Open Fun Football Schools (OFFS) that was introduced first time to War-torn Bosnia Herzegovina in 1998. Since then it has been implemented in 22 countries across the world.

By end of 2018 the OFFS program was operational in: Bosnia Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Serbia, Moldova, Ukraine, Georgia, Armenia, Azerbaijan, Iraq, Jordan, Lebanon, Morocco, Tunisia and South Sudan.

From 1998-2018, Cross Cultures has organised Open Fun Football Schools and other community-based fun-sport activities for over 1.4 million direct beneficiaries led and implemented by 78,000 voluntary coaches and leaders.

