

**PERSPECTIVES FOR CHILDREN – SOUTH AFRICA 2010**





SOUTH AFRICA 2010

**OCCASION** THE 2010 FOOTBALL WORLD CUP WILL TAKE PLACE IN SOUTH AFRICA. ON THIS OCCASION, THE EYES OF THE WORLD WILL TURN TO SOUTH AFRICA WHILE SOUTH AFRICA IN TURN WILL FACE THE WORLD.

**SITUATION** South Africa has the world's largest number of HIV-infected people. The virus affects a disproportionate number of people in the age group 24-35, who represent the greatest economic force in the country and who are also the foundation for family continuity. They count no less than 5.2 million people, or 21 percent of South Africa's adult population. When they become ill or die, their families often struggle considerably.

Due to the death of often both parents there is an increasing number of orphans, currently around 2.3 million or 12 Percent of the children living in South Africa. By 2015, this figure will increase to 3.1 million. Even extended families are no longer able to take care of and educate all the orphans. This leads impoverishment of families, a weakening of solidarity and a breakdown of social structures. The transfer of knowledge from parents to children is interrupted, the children have hardly any opportunities for education, and their future is uncertain.

**IDEA** WE WANT TO EXPLOIT THE POTENTIAL OF THE 2010 WORLD CUP ABOVE AND BEYOND ITS SPORTS DIMENSION IN ORDER TO HELP A TOTAL OF 2010 SOUTH AFRICAN CHILDREN GROW UP UNDER HUMANE CONDITIONS, AND TO ENSURE THEIR EDUCATION AND TRAINING.



SOUTH AFRICA 2010

**STARS OF  
TOMORROW**

## **PRIMARY PARTNERS** ALREADY ON BOARD!

Development assistance: \_CARE International Germany

Media: \_ZDF  
\_MTV

Online: \_AOL

Public relations: \_Hill & Knowlton

## **ADDITIONAL PRIMARY PARTNERS** TALKS ARE CURRENTLY UNDERWAY WITH THE FOLLOWING POTENTIAL PRIMARY PARTNERS:

Media: \_Frankfurter Allgemeine Zeitung  
\_Axel Springer AG  
\_Gruener + Jahr AG  
\_SPIEGEL-Verlag  
\_Süddeutscher Verlag  
\_Verlagsgruppe Georg von Holtzbrinck  
\_Hubert Burda Media

**SOUTH AFRICA 2010**



**Sports:**

\_FIFA

\_DFB

\_Hertha BSC

**Government/Organisations:**

\_UNAIDS, UNICEF

\_South African government

\_Nelson Mandela Foundation

\_BMZ – German Ministry of Economic Cooperation and Development

**FURTHER SUPPORT FROM:**

**Lawyers:**

\_Merle&Albl

**Business Consultants:**

\_PHIUS – Prof. Alexander Huber

**Online communication:**

\_uhura - agency of communication

SOUTH AFRICA 2010



## TIME SCHEDULE

The first major point on our schedule is the World Cup in 2006. This Football World Cup in Germany will serve as the emotional springboard for \*stars of tomorrow. Identifying with one of the world's greatest events will open hearts in Germany, and build bridges to the problems of the future and the disadvantaged continent of Africa.

**2006**

**ACQUIRING SPONSORS**

May 10  
Primary  
partner meeting

May 24  
Press conference

June  
Pilot team 1  
"Atlantis"

July 9  
Symbolic  
announcement  
World Cup  
final

July  
Pilot team 2  
"Limpopo"

Project 1  
Social ("Atlantis"  
shelter)

Project 2  
Business  
(microbusiness)

Project 3  
Medical (prev./  
treatment)

**2007**

**PROJECT LAUNCH ON-SITE**

Start teams 3-10

Generate projects  
"on demand"

1st quarter  
Project decisions  
(standardization)

Evaluation (modern  
monitoring matrix)

**2008**

**FORMING ASSISTANCE NETWORK**

Start teams 11-20

**2009**

Set up projects

**2010**

**CULMINATION**

2010 children attend  
the Football World Cup

Speech by patron



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**PROJECT FOCUS** BOTH THE URBAN AND RURAL AREAS OF SOUTH AFRICA ARE MARKED BY POVERTY, HIV/AIDS, INSUFFICIENT MEDICAL FACILITIES AND INADEQUATE EDUCATION. THE CHILDREN SUFFER MOST. \*STARS OF TOMORROW WILL THEREFORE FOCUS ITS ASSISTANCE ON 2010 ORPHANS AND VULNERABLE CHILDREN IN SOUTH AFRICA.

The project structure allows for individual analyses of selected areas and for assistance to be adapted specifically to the needs of children living in these areas.

**OUTLINES** his flexibility lends dynamism to \*stars of tomorrow and enables assistance to be implemented multifaceted, even after the 2010 World Cup.

The project is designed for:

- \_Simplicity,
- \_Efficiency,
- \_Effectiveness,
- \_Relevance,
- \_Sustainability,
- \_Substitutability and
- \_Reproducibility.

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**STARS OF TOMORROW  
SOUTH AFRICA 2010**

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