



streetfootballworld signs Memorandum of Understanding with Confederation of African Football

streetfootballworld officially signed an Memorandum of Understanding (MoU) with the Confederation of African Football (CAF) on September 12, 2014. streetfootballworld is now one of four official CSI partners of CAF - the three others being the African Union, United Against Malaria and UNAIDS.

Founder and CEO, Jürgen Griesbeck and Managing Director of streetfootballworld South Africa, Ian Mills, travelled to Addis Ababa, Ethiopia to mark the occasion. Along with African Union, United Against Malaria and UNAIDS, Jürgen and Ian presented streetfootballworld to a whole host of CAF Executive Committee members. During the visit, activities for the upcoming African Cup of Nations (AFCON), taking place in Morocco in January-February 2015, were discussed and activation planning for AFCON is now underway for CSI partners of CAF.

The gathering in Addis Ababa has strengthened the relationship between CAF and all four partners and has led to the planning and development of a long-term CSI strategy for CAF. When up and running, the CSI strategy, in corporation with streetfootballworld, African Union, United Against Malaria and UNAIDS, will help CAF to fully relish the power of football to change lives. streetfootballworld is very excited to work alongside CAF and its other CSI partners to bring about greater social change through football!