

Jambo Bukoba e.V. – Empowering Children through Sports



Through Jambo Bukoba (JB), Clemens Mulokozi uses the power of sports to improve education, health and gender equality in Tanzania. The active engagement of additional stakeholders in his model, from the worlds of academia, business and sport, furthers JB's holistic approach and successful impact at the interface of volunteering, developmental cooperation and entrepreneurial responsibility.

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The social entrepreneur

As the son of a Tanzanian father, Clemens Mulokozi spent part of his childhood in the country, experiencing Tanzania's poor perspectives firsthand. Initially, Clemens' career took him into the world of finance where, as manager with a large European bank and head of sports sponsorship, he learned about the commercial potential of sport. His childhood experiences in Tanzania affected him greatly and ultimately motivated him to develop a pedagogical sport concept with the German Sport University Cologne (DSHS). Under the umbrella of the Jambo Bukoba charity organization, this concept aims to improve education, health and gender equality for primary school pupils in Tanzania. What originally began as a part-time voluntary exercise for Clemens quickly grew into a desire to pursue this mission full-time and expand JB's impact.

In the early days of his role as social entrepreneur, Clemens' training and endurance as a marathon runner gave him the strength to confront the daily challenges.

JB's efforts and impact have been recognized by the social entrepreneurship community. In 2015, JB was honored with a national startsocial award by German Chancellor Angela Merkel and Clemens Mulokozi was named an Ashoka fellow.

What does Jambo Bukoba do?

JB improves the quality of primary school education, provides information about HIV/Aids and promotes gender equality in the northwest of Tanzania. Sports teachers receive a pedagogical training using JB's scientifically developed, experiential learning concept, which playfully integrates these topics into the curriculum. Taboo subjects can also be sensitively addressed. Through annual sports competitions, known as "bonanzas", schools compete with each other to win school building projects (with 25% own contribution by the locality). In this way, both teacher know-how and the school infrastructure are improved. The key takeaway for all involved – pupils, teachers, parents and local bodies – is that a positive outcome is only possible through a partnership of equals with the active engagement of everyone.

JB's German headquarters secure the financing of the organization's activities, through fundraising and membership fees, and oversee public relations and accounting. Operational and strategic management are carried out in close collaboration with the local project managers.



Why are JB's activities so important?

Forty-four percent of Tanzanians are less than 15 years old. In striving for a better life, these children must overcome

many obstacles – particularly in the areas of education, health and gender equality.

Despite improving graduation rates (up from 40% in 2012 to 70% in 2016), many primary school leavers can neither read nor write. On the health side, most young people have never heard of HIV/Aids or know to protect themselves from infection: 60% of newly infected HIV patients are aged between 15 and 24 years. Girls in Tanzania are greatly disadvantaged, not only in terms of education and health: the high rate of underage pregnancies and marriages prevent women from leading a self-determined life.

What impact does JB have?

Resources used (2016)

- Total budget: 198.000 €:
 - Tanzania 125.000 € (material costs 94.000 € and personnel costs 31.000 €)
 - Germany 73.000 € (material costs 44.000 € and personnel costs 29.000 €)
- Volunteer engagement: 13,000 hours
- Pro bono services in form of sports materials, office, IT-support and logistic

Services performed (2016)

- 10 workshops trained 255 teachers from 173 schools in the “Life Skills through Games” concept. Over 104,000 male and female pupils were reached in their schools.
- 8 bonanzas, during which 1,440 pupils took part in the “Life Skill Games” school competitions.
- 8 school renovation projects for the winners of the bonanzas, including the building of sanitary facilities, classrooms, teachers’ rooms and furniture
- 8 school WASH (water, sanitation and hygiene) pilot projects incl. water tanks

Impact on society

Research carried out in 2014 by Ashoka and annual regional evaluations showed:

- Increased
 - school attendance levels
 - graduation from primary schools rates
 - female grade averages
 - female participation in sport
 - pedagogical know-how of sports teachers

- number of schools providing sports lessons
- knowledge of HIV/Aids by teachers and pupils
- hygiene- and learning-orientated school infra-structures
- Motivation of local communities to engage through an at least 25% contribution toward the total costs of school building projects in the form of working materials, manpower and funds.
- Support of regional administrative bodies in the fields of sport, health, education and gender equality.

What is the level of dissemination so far?

By the end of 2016, in the northwestern Tanzanian region of Kagera, JB had reached about 1,300 teachers from 717 schools who in turn have access to approximately 482,000 (76%) of all primary school pupils in that region.



What are Jambo Bukoba’s plans?

- The development of the post-graduate JB campus as a non-profit concept for young adults, offering education and health counselling, in cooperation with Tanzanian and international organizations and institutions.
- The expansion of the JB approach to other regions in Tanzania in response to demand and on a cost-covering basis.
- To strengthen local expertise, thereby clarifying the causal chain and enhancing JB’s impact through WASH pilots and HIV/Aids education.