

# **SPORT FOR LIFE GLOBAL FORUM**

22 Jan 2022



# Why are you in this Forum?



**It's a family**

**I love the concept of the movement**

**Learn from different colleagues**

**Interact with S4L family from other countries**

**Learn more about S4L**

**Share experiences**

**Empower my ability**

**Learn about other people's work**

**Spread the word about S4L and change a child**

**Network with like-minded people**

**Exchange ideas**

**Be part of spreading S4L**

**Contribute to the S4L movement**



**CELEBRATE!**



**ENERGIZE!**



**MULTIPLY!**





# Country updates



# Global update

# Breakout rooms

Business models   Organizational models   S4L Innovations   S4L Q&A   Other topics?

# Country pledges



# The Sport for Life world (so far!)

2016



Cabo Verde

2021



Guinea-Bissau

2021



Zambia

2018



Mozambique

2015



Timor-Leste



# What is Sport for Life for you?

Is everything to me

Is important for me

It is life-changing  
for our youths

It is my Life

It's life

A life-changing course

Opportunity for  
young people to  
enhance skills  
development

A great learning  
environment with practical  
knowledge and skills

A lifetime movement  
that seeks to develop  
humans through sport

A way of life that children  
and youths should embrace  
in their lifetime to enhance  
personal development

A youth empowerment  
program to help us fulfil  
our purpose in life

Activity to develop  
young ones and myself

Educate through sport

Health and life for children!

Changing people's lives

Getting future  
generations to  
enjoy sport

Holistic growth of an individual

Inspiration

Human development

Platform for talent identification

Human development through sport

# Country updates





**Cabo Verde**





**Mozambique**



**Zambia**

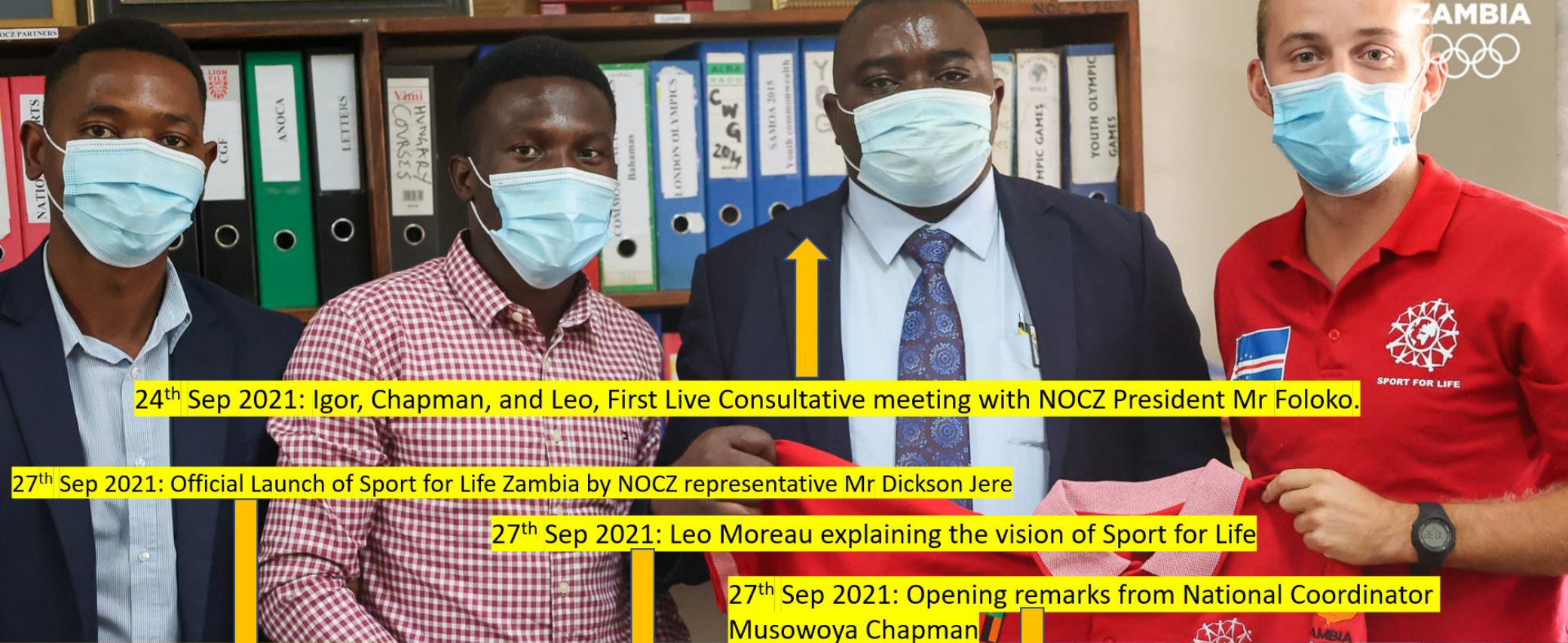


**SPORT FOR LIFE**

# ZAMBIA

HUMAN DEVELOPMENT THROUGH SPORT





ZAMBIA  
Olympic rings logo

24<sup>th</sup> Sep 2021: Igor, Chapman, and Leo, First Live Consultative meeting with NOCZ President Mr Foloko.

27<sup>th</sup> Sep 2021: Official Launch of Sport for Life Zambia by NOCZ representative Mr Dickson Jere

27<sup>th</sup> Sep 2021: Leo Moreau explaining the vision of Sport for Life

27<sup>th</sup> Sep 2021: Opening remarks from National Coordinator Musowoya Chapman



27<sup>th</sup> Sep 2021: Participants during the official launch.



2021-10-30:



2021-10-28: Sport for Life Mpika office



2021-10-23: Mpika sport for Life Team



14<sup>th</sup> Sep 2021: Musakanya Primary school.



Sport for Life volleyball team, Mpulungu 20211028



Sport for Life course, Mpulungu



Children practice different sports in different communities .



25-12-2021: Sport for life event, Mpulungu



Sport for life equipment made by the participants







**Timor-Leste**





# SPORT FOR LIFE

TIMOR-LESTE



# HUMAN DEVELOPMENT THROUGH SPORT

OLVIMENTU  
LIU  
SPORTU

I come here  
to steal your  
knowledge  
and experience!





Small-group exercises



Planning the event



Energetic warm-up



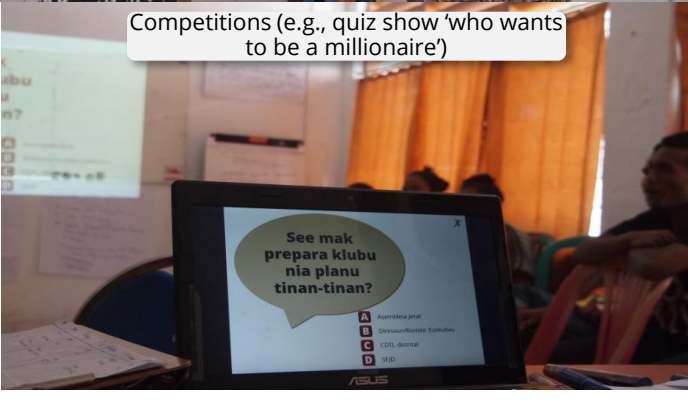
Role plays & simulations



Creation of adapted material



Brainstorming



Competitions (e.g., quiz show 'who wants to be a millionaire')



Individual & group presentations



Other tools & dynamics (icebreakers, videos, etc.)

# 1<sup>st</sup> Sport for Life event ever: 28/Mar/2015





Liquiçá



Gleno



Oecussi



Lospalos



Maliana



Baucau



Aileu



Viqueque



Same











X SPORTS  
Supporting tomorrow's  
winners for today

30  
DE  
AGOSTO

DOUBLE HOUSE







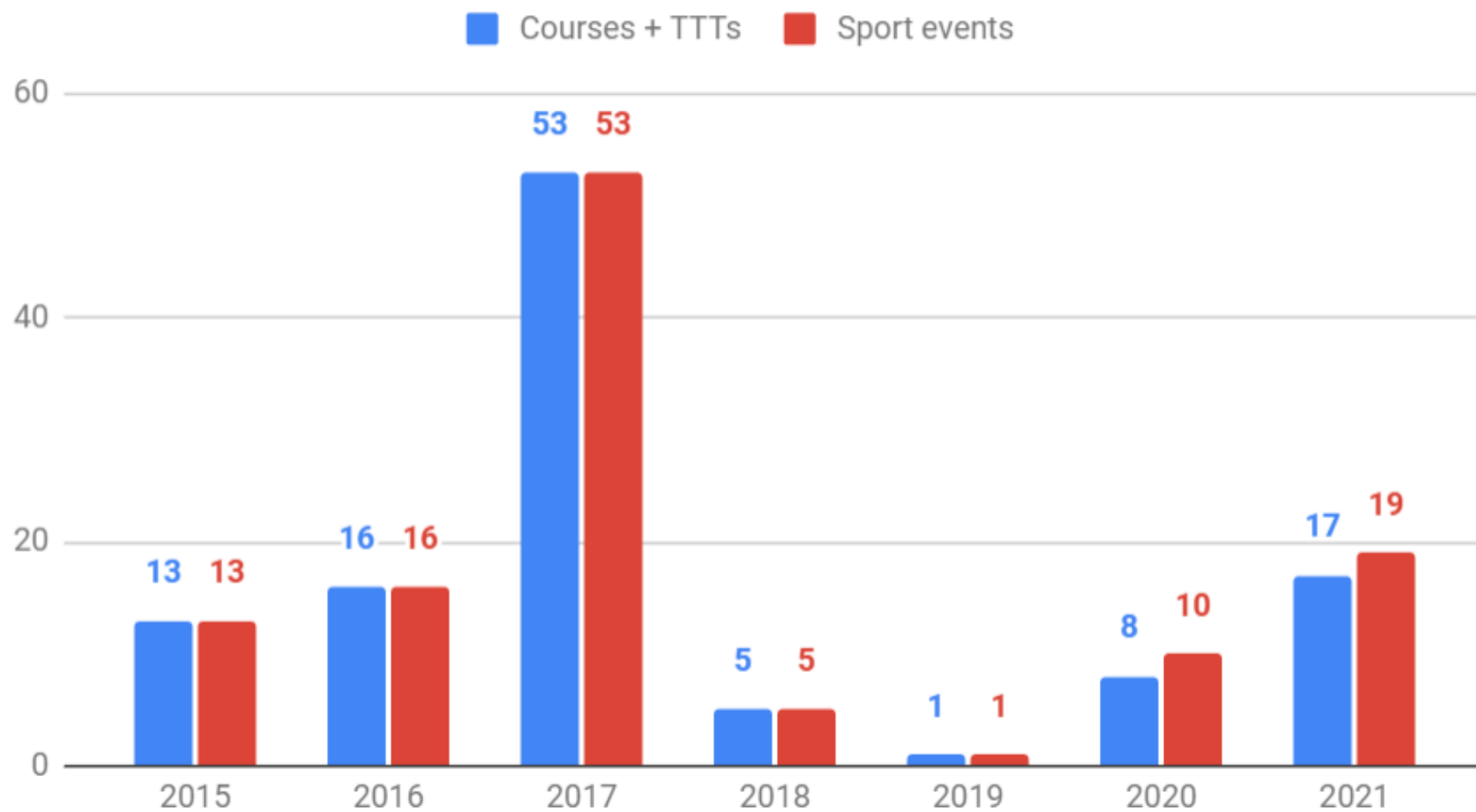








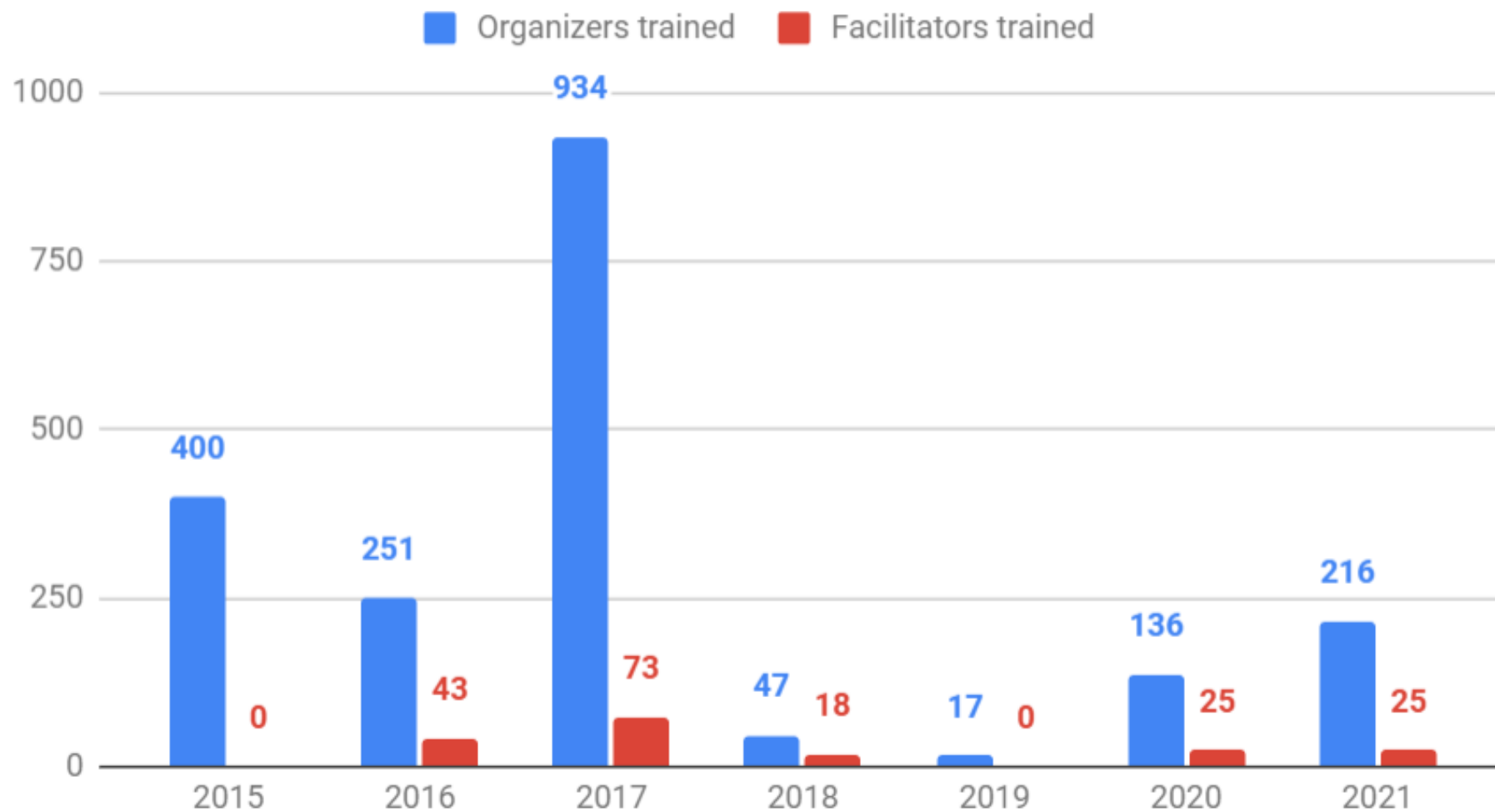
## Sport for Life Timor-Leste: activities







## Sport for Life Timor-Leste: trainees





# 7 years of Sport for Life in Timor-Leste

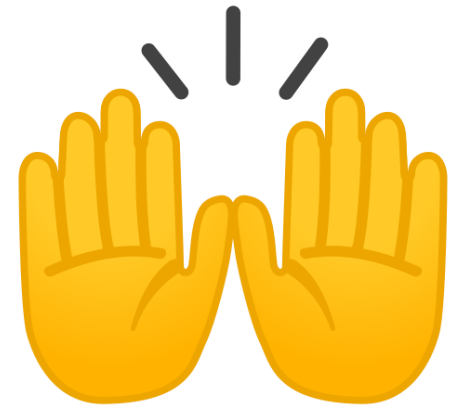




This year we continue and want to invite you to also not to wait to make your dreams come true!



**JUST DO IT!**  
**E PA FAZI!**  
**HALO DEIT!**  
**NO NA FACYL!**  
**HI TA YENTXA!**  
**TIVICHITE PAMODZI!**





**Guinea-Bissau**

# Preparation of the Kick-Off project



# Kick-Off project



# Since the Kick-Off project...



# Numbers in 2021

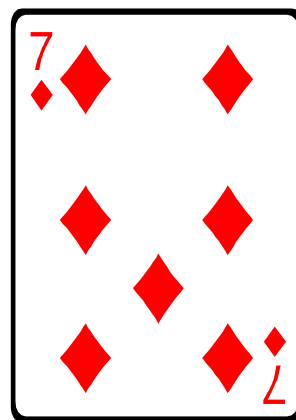
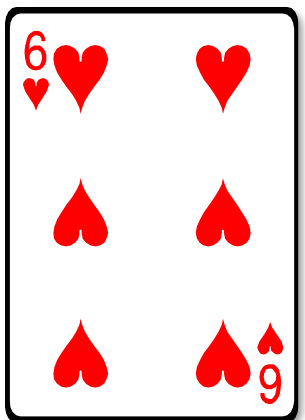
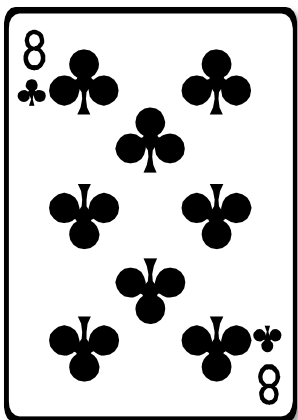
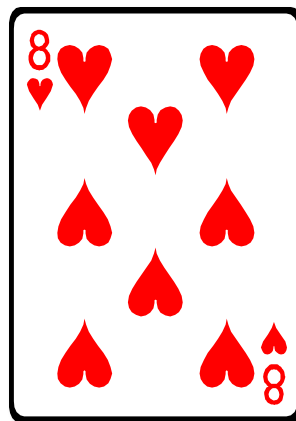
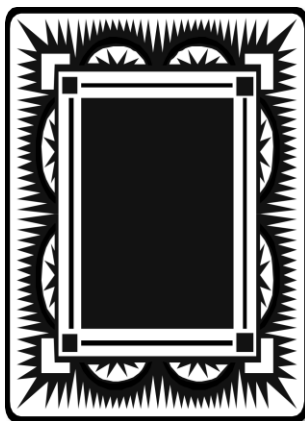
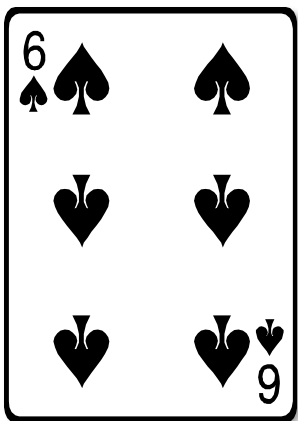
	2021
<b>Number of regions</b>	1
<b>Train-the-Trainers</b>	0
<b>Sport for Life Courses</b>	3
<b>Sport events</b>	2
<b>Children in events</b>	137
<b>Trained facilitators</b>	0
<b>Trained organizers</b>	104



# Global update

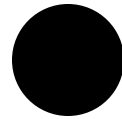


**SPORT FOR LIFE**





The more we focus on one element, the less we notice what is happening around.



# Each country its story!

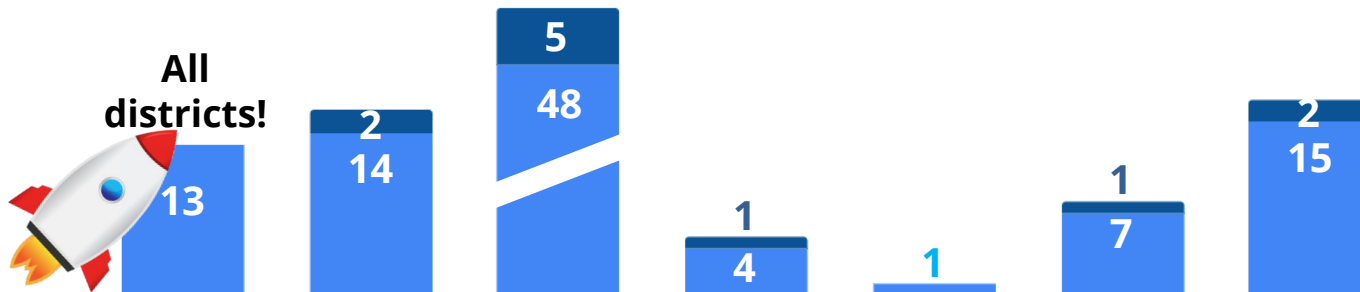
 Train-the-trainers  
 Sport for Life Courses



2013    2014    2015    2016    2017    2018    2019    2020    2021    2022



\*  
First contact



?



\*  
All islands!



?



\*



?



\*



?



\*








?



# Share & Report activities!

## Challenge ourselves & each other!

						
	GLOBAL	TIMOR-LESTE	CABO VERDE	MOZAMBIQUE	GUINEA-BISSAU	ZAMBIA
# of Train-the-Trainers	16	12	2	1	0	1
Trained facilitators	279	200	37	20	0	22
# of S4L Courses	144	103	30	2	4	6
Trained organizers	2,934	2,024	675	41	110	84
# of sport activities	209	119	74	4	2	10
Kids practicing sport*	60,746	18,400	38,219	1,264	137	2,726

- Sport for Life is a **long-term initiative!** It takes time to get impactful! **Keep it up!**
- **Report** every time all new activities! It's key to keep our impact indicators updated
- Challenge ourselves & each other! Let's put our country on top of the list! **WE CAN DO IT!**

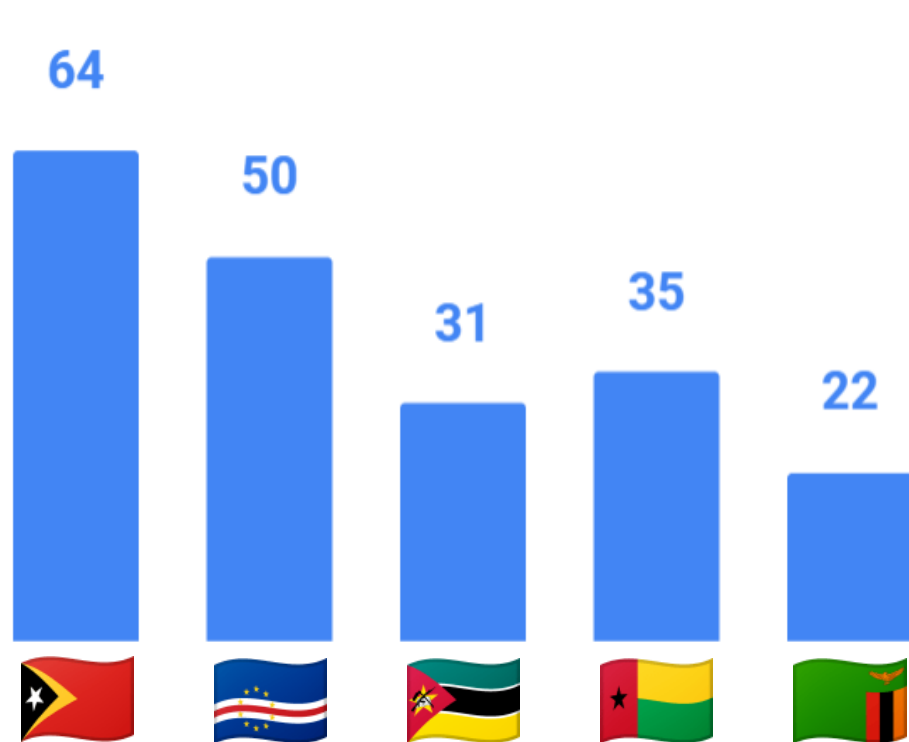
Note: These numbers are based on self-reported information, so not accurate (most likely to be under-reported, as many organizers do not report their activities)

\*Estimated, as it is challenging to count exact numbers



# National and world records!

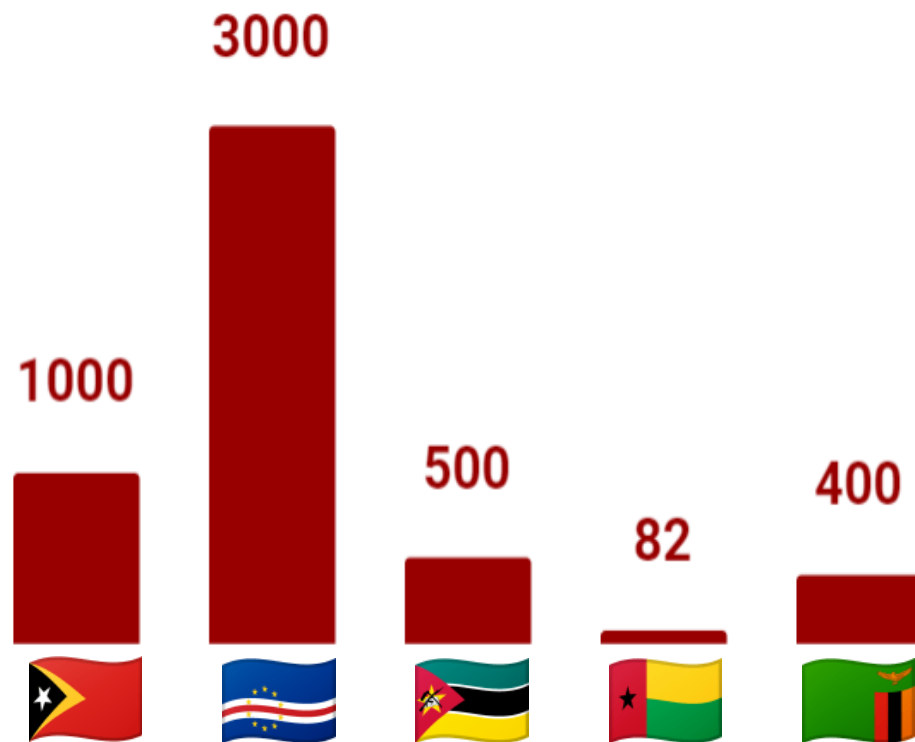
## Participants in one course



Probably too many participants to ensure excellent quality!

15 to 35 participants probably help provide better experiences

## Kids in one event



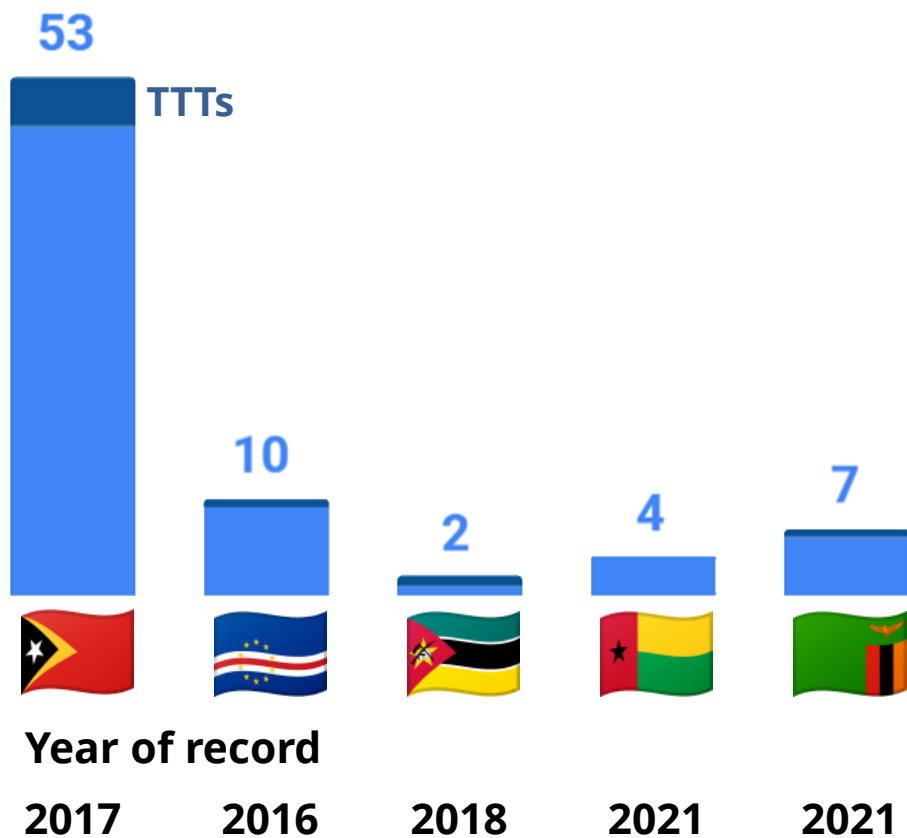
## Number of sports in one event

17 25 11 6 14  
Ideally, instead of many kids in a one-off (punctual) event, we'd have a few kids (e.g., 20) in regular activities (e.g., weekly)

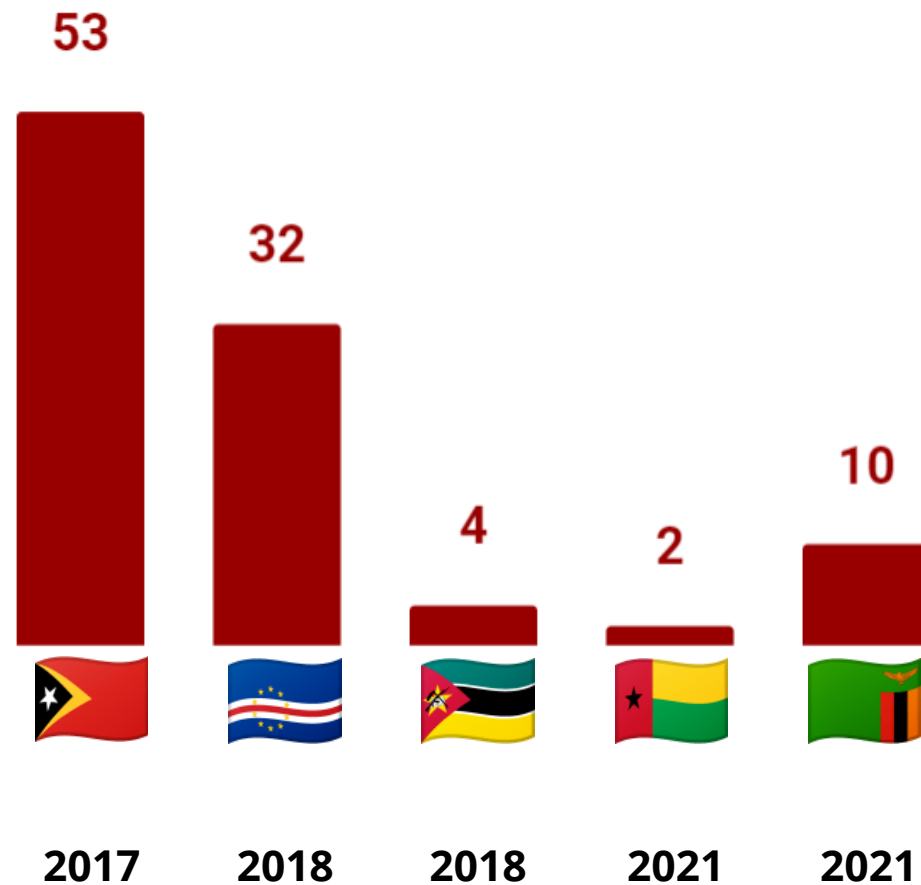
# Activities in one year



## Number of courses in one year



## Number of events in one year

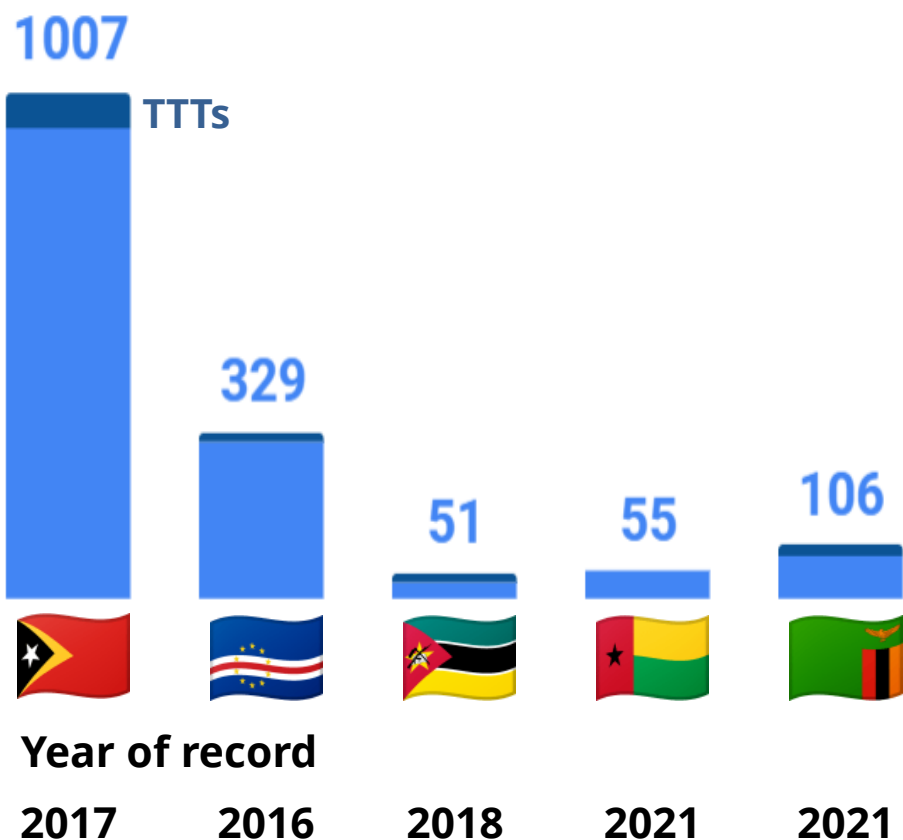


Note: In 2021 Guinea-Bissau only had 1/2 year of Sport for Life, and Zambia only 1/4 year

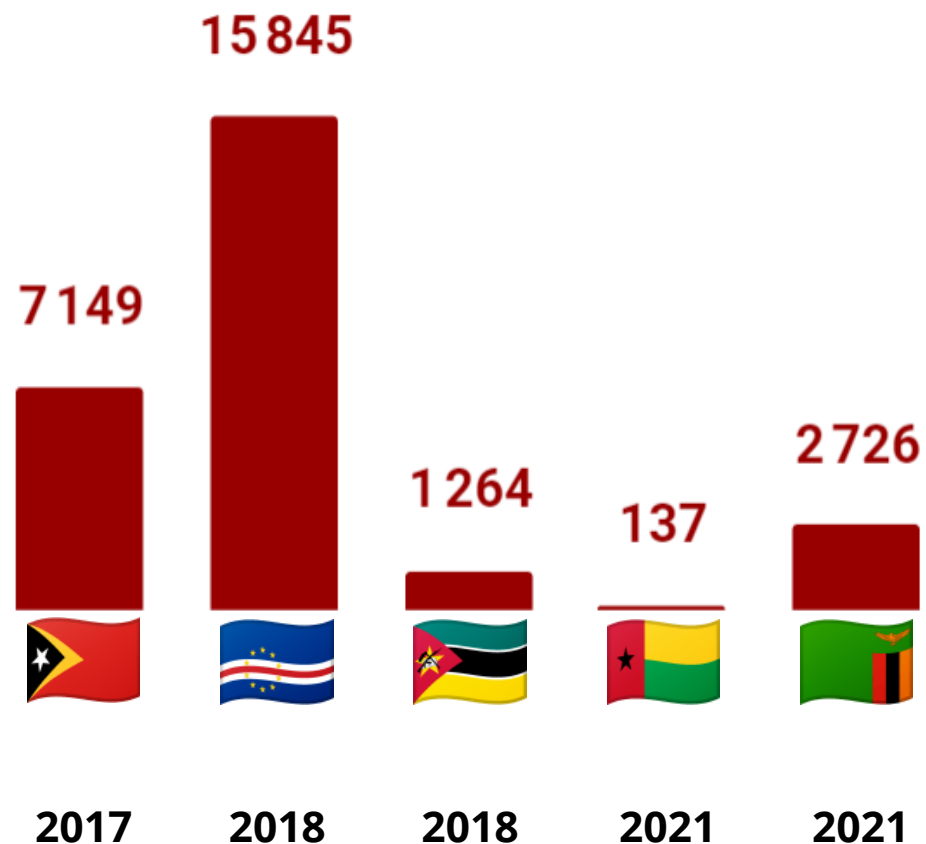


# Participants in one year

## Course participants in one year



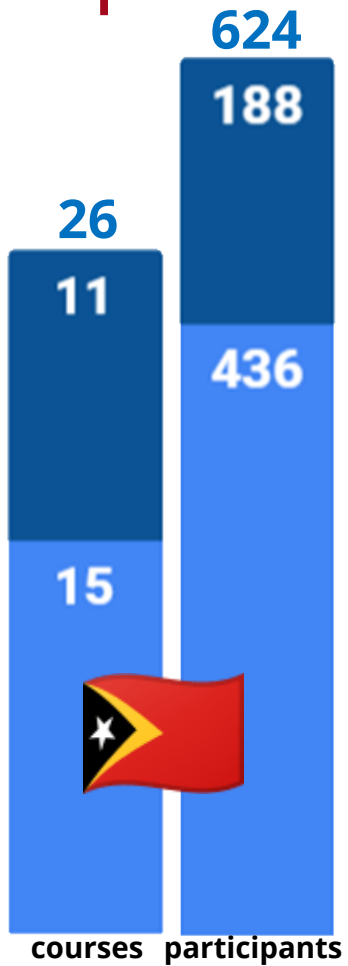
## Kids in events in one year



Note: In 2021 Guinea-Bissau only had 1/2 year of Sport for Life, and Zambia only 1/4 year



# Top facilitators per country





# Next launches



**Senegal**

**2022**



**Sao Tome  
& Principe**



**Kenya**

**2022**



**Angola**



**Botswana**



**Lesotho**



# Let's do it: Spread sustainably to multiply impact!



# Breakout rooms



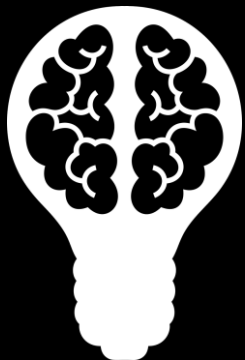
## Business models

How to implement self-sustainable activities



## Organizational models

How to organize the movement in our country for maximum impact?



## Sport for Life Innovations

New ideas we've been experimenting that create great impact

## Sport for Life



## Q&A

Ask anything!

# Breakout room: Business Models



## Notes from brainstorming

### Zero-dollar/ Partnerships

- **At the grassroots level**, spread activities based on human energy (no excuses!)
- Work with **government, federations and associations** to help with resources, capacity building and equipment
- Look for **organizations that focus on children** (child protection) and engage them, asking them to provide education to children (e.g., health, sexual education), using their own resources, but also helping to fund our activities
- Work hand-in hand with **schools** (e.g., to organize courses or events, or train teachers)
- ...

### Low-cost

- Identify specific olympic games/sports in the country to implement
- Prioritize **sports that can easily be implemented** with limited resources for example: introducing water sports
- ...

### “Micro”- business ideas

- **Charge a small fee for taking part in the Sport for Life Course** (e.g. from Timor-Leste, \$1 per participant in the Course, \$25 per participant in the TTT)
- **Membership fee** from Sport for Life **participants** (facilitators & event organizers)
- **Membership fee from kids** (e.g., \$0.25 per kid per week)
- ...

### “Macro”- business ideas

- **Fundraise** - e.g., obtain traditional grants, subsidies from national and international organizations, government, etc.
- **Sell products** from local resource materials, (balls, bats, boxing gloves, etc.)
- Selling Sport for Life **educational literature** (e.g., books from a Sport for Life library)
- **Sell consulting** services to public or private sector organizations (e.g., selling our expertise on facilitation, youth, sport development, sport for development, etc.) - we've done this in Timor-Leste and Cabo Verde
- **Sell facilitation** services - e.g., run workshops for other organizations and/or on other topics to obtain funds for Sport for Life
- ...

# What is your vision of S4L for the future?



A very big program  
for society  
transformation

Change people's lives

A way for a better life

Grow it and empower  
many children

Grow to reach  
all the children

All young people are empowered  
and become Great Leaders to  
lead our country for the better

Expand in my country  
and also at a global level

Gives a chance  
to identify  
people's talent

Establish S4L in different  
communities

Known in our province and  
the country at large

Help the world  
eradicate poverty

Every child gets to experience  
the fun of sports no matter how  
far they are from the main cities

People aware that we  
can play sport even if we  
don't have much money

Produce the  
best athletes in  
the country

More and more young people  
volunteering to join the movement

Promote sport and playful  
activities, and teach children

Spread the positive thoughts that  
we can do whatever we want by  
giving the first step

Sport for Life become regular practice  
in every school in my country

# How will you contribute to the vision?



## Expand S4L in my country

Bring in people who can contribute to the S4L vision

Train others

Training other trainers to continue spreading the movement

Organizing events, training in communities, and interacting with partners

Organize S4L in my community

Working hand-in-hand with relevant authorities

Promote all the great things of S4L in my community

Promote the benefit of S4L in schools nearby my community

Network and facilitate S4L activities

Through commitment sacrifice and dedication to the movement

Will do all I can to help

Will use my skills from the course and share them to my community and friends

Through hard work, commitment, dedication, persistence and innovation

# Country pledges







# Thanks!



United Nations  
Educational, Scientific and  
Cultural Organization



COMITÉ OLÍMPICO  
CABO-VERDIANO



ZAMBIA



Fountain of Good Sport Community



OLYMPIC  
SOLIDARITY

And everyone else who has  
provided generous support,  
cheered and sent good vibes



**Thank us all!**



**Let's do it!**

**Halo deit!**

**Tivichite  
pamodzi!**

**Hi ta  
yentxa!**

**No na  
facyl!**



**Epa fazi!**