



SPORT FOR LIFE

GLOBAL FORUM 2024

ENERGIZE THE SPORT FOR LIFE NETWORK
FOR MAXIMUM IMPACT!

20 Jan 2024



TIMOR-LESTE
TLS



CABO VERDE
CPV



MOZAMBIQUE
MOZ



GUINEA-BISSAU
GBS



ZAMBIA
ZAM



SÃO TOMÉ & PRÍNCIPE
STP



BOTSWANA
BOT



MALAWI
MAW

Where are we calling from?

Type on the chat:

your **name**,

city/country from where you're calling

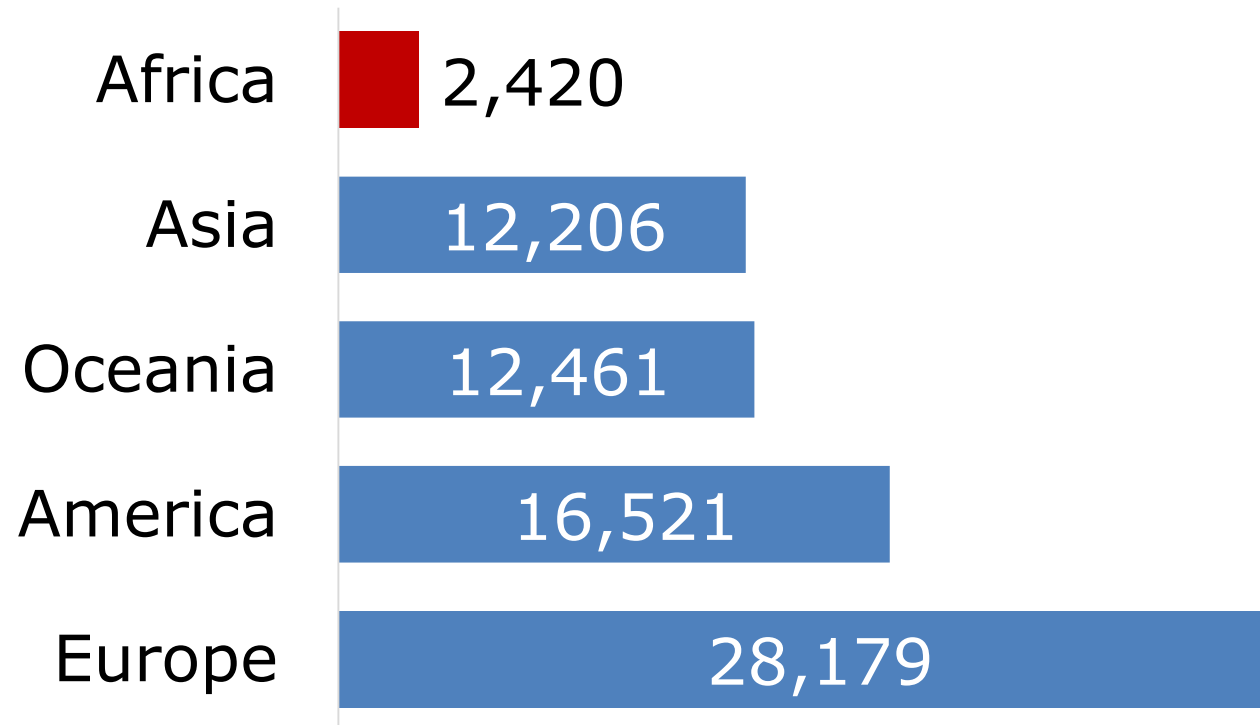
and **nationality**



Africa needs attention



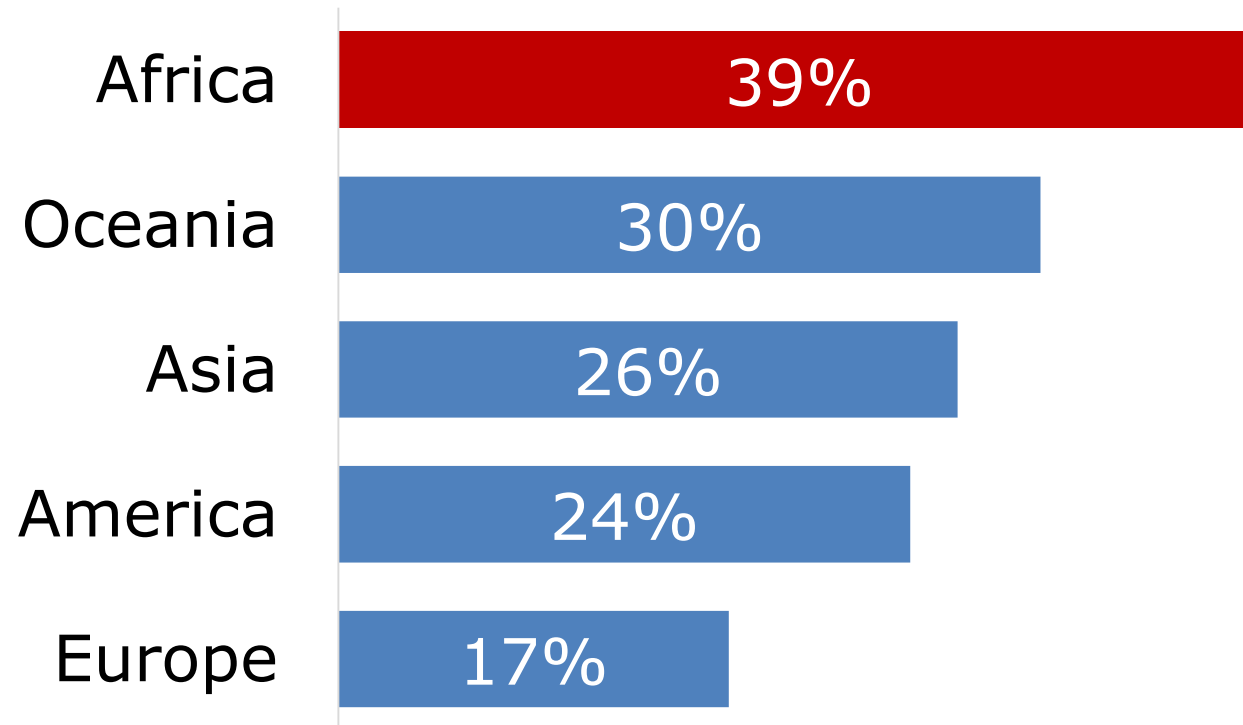
GDP per capita (US\$)



Africa is very young



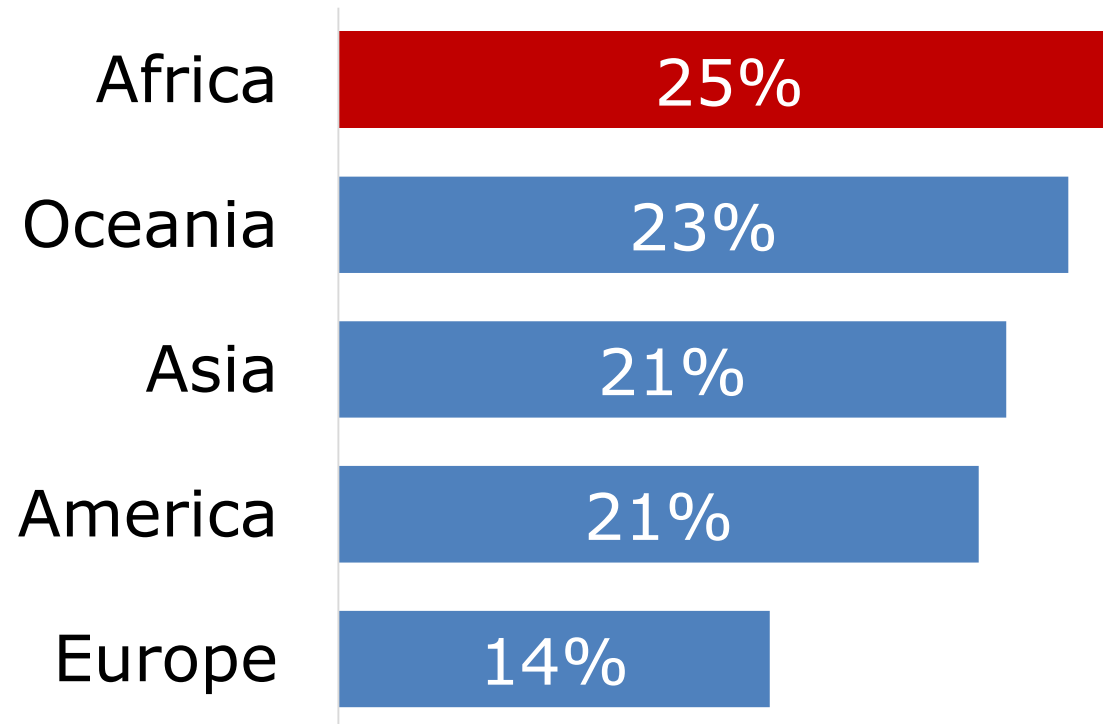
% of the population under 14 years old



Youth need engagement



% youth Not in Employment, Education or Training





SPORT FOR LIFE

Human development through sport

How has Sport for Life helped you develop?

RESPOND ON THE CHAT



disempowered



empowered

How has Sport for Life helped you develop?

- *Sport for Life has inspired me by seeing the effect it has on others, it has made me more accountable to myself, and more confident that I can do whatever I decide I truly want to do!*
- *It helped me develop professionally, improving my skills and creating new one, combining the requirements of running projects with high-quality standards and the creativity of mobilizing solutions instead of excuses*
- *Melhoramento na comunicacao, capacidade de gerenciar grupos e auto empoderamento*
- *Sport for Life inspired me to become more aware of the status of the world and what my daily contribution can be to make it a little better!*
- *Sport for Life developed me from Regular Virginia to be Super Virginia, it's been amazing years almost a decade life has giving me chances to contribute to this amazing mission.*
- *Sport for Life is an incredible organization which provide and enhance our Skill. We learn and share so Sport for Life is help me to develop my self make me more independent women in my country. I can do a little contribute to my national development in my country.*
- *Development on how to plan and achieve my plans and becoming a good leader*



For me, the best Sport for Life moment in 2023 was...

In-call messages



SHARE ON THE CHAT

Send a message



For me, the best Sport for Life moment in 2023 was...

- *Sport for All event in early december in Praia, achieving a one week training and opening an ambitious Olympic Values promotion program for all islands (it was not a "proper" Sport for Life event, but I consider it a Sport for Life moment because of the spirit and philosophy)*
- *Olympic Day - Santa Cruz*
- *Last year 2023 is the best thing we developed more our Skill. So I have did one TTT course and it enjoyed.*
- *Two moments for me! :)*
 1. *Being in Guinea-Bissau in May and seeing the course participants organize an amazing Sport for Life event for kids in the community, with kids super happy, as always!*
 2. *Watching Feliciano, Evalina and Natalia present their projects at the end of the first-ever pilot of "Business for Life" in Timor-Leste*
- *2023, for me the best sport for life moment was, having group of amazing young volunteer facilitators that formalize the Sport for Life Association and were empowered to lead sport for life activity in Timor-Leste.*
- *Working with my team online and we achieved it*



Let's focus on the positive!

What was **well done**

What can be done **even better**

What **inspiration** we take for our projects & lives

...



CELEBRATE!



ENERGIZE!



MULTIPLY!





Global update

Country updates



MALAWI



BOTSWANA



SÃO TOMÉ E
PRÍNCIPE



ZAMBIA



GUINEA-BISSAU



MOZAMBIQUE



CABO VERDE



TIMOR-LESTE



Sharing time



Q&A / Other topics

Global update



SPORT FOR LIFE

Different countries, with similarities



Key people



Virginia



Ivete



Igor



Laurindo



Debby & Gracious



Edsolange



Molefhi



Gracious++



Timor-Leste



Cabo Verde



Mozambique



Guinea-Bissau



Zambia



São Tomé
& Príncipe



Botswana



Malawi

Official language



Population	1.3	0.6	29.8	1.9	17.9	0.2	2.3	19.5
Area ('000 km²)	15	4	802	36	753	1	582	118
Pop. density (inhab./km²)	86.6	148.8	37.2	52.6	23.8	199.8	4.0	164.6
GDP	4.8	2.4	24.4	1.5	36.7	0.4	18.3	9.3
GDP per capita	\$3,700	\$4,300	\$820	\$800	\$2,050	\$1,800	\$8,000	\$480
HDI value	0.541	0.654	0.461	0.474	0.516	0.547	0.696	0.499
Regions	13 municip.	9 islands	11 provinces	8 regions	10 provinces	2 regions	14 districts	28 districts
Capital	Dili	Praia	Maputo	Bissau	Lusaka	Sao Tomé	Gaborone	Lilongwe
Capital Population	200,000	131,000	1,100,000	535,000	2,200,000	72,000	231,000	738,000

The Sport for Life world (so far!)

|| PAUSE, to strengthen existing countries and identify more effective impact models

2016

Cabo Verde

2021

Guinea-Bissau

2022

São Tomé & Príncipe

2021

Zambia

2023

Malawi

2022

Botswana

2018










Mozambique

2015

Timor-Leste

Impact in numbers: all years












	Start year:	2015	2016	2018	2021	2021	2022	2022	2023	
										
		GLOBAL	Timor-Leste	Cabo Verde	Mozambique	Guinea-Bissau	Zambia	São Tomé & Príncipe	Botswana	Malawi
# of TTTs		26	20	2	1		1	1	1	
Trained facilitators		440	317	37	20		22	20	24	
# of S4L Courses		211	150	32	4	5	10	4	4	2
Trained organizers		4,403	3,128	727	73	133	139	70	78	55
# of sport activities		336	175	79	28	4	20	9	8	13
Kids practicing sport*		83,062	22,140	39,835	6,506	595	7,018	2,300	1,811	2,857

Note: Based on self-reported information, so not accurate (most likely under-reported)

*Estimated, as it is challenging to count exact numbers

Impact in numbers: 2023











	Start year: 2015	2016	2018	2021	2021	2022	2022	2023	
									
	GLOBAL	Timor-Leste	Cabo Verde	Mozambique	Guinea-Bissau	Zambia	São Tomé & Príncipe	Botswana	Malawi
# of TTTs	3	3							
Trained facilitators	25	25							
# of S4L Courses	13	5	1	1	1	1	1	1	2
Trained organizers	269	118	29	13	23	10	10	11	55
# of sport activities	47	8	2	16	1	3	4	1	12
Kids practicing sport*	10,346	301	1,180	3,300	403	1,820	580	205	2,557

Note: Based on self-reported information, so not accurate (most likely under-reported)

*Estimated, as it is challenging to count exact numbers

Impact in numbers: 2022



	Start year:	2015	2016	2018	2021	2021	2022	2022	
									
		GLOBAL	Timor-Leste	Cabo Verde	Mozambique	Guinea-Bissau	Zambia	São Tomé & Príncipe	Botswana
# of TTTs		8	6					1	1
Trained facilitators		152	108					20	24
# of S4L Courses		52	40	1	1	1	3	3	3
Trained organizers		1,182	933	23	19	35	45	60	67
# of sport activities		77	47	3	7	1	7	5	7
Kids practicing sport*		11,488	3,407	436	1,792	55	2,472	1,720	1,606

Note: Based on self-reported information, so not accurate (most likely under-reported)

*Estimated, as it is challenging to count exact numbers

Women in Sport for Life Timor-Leste

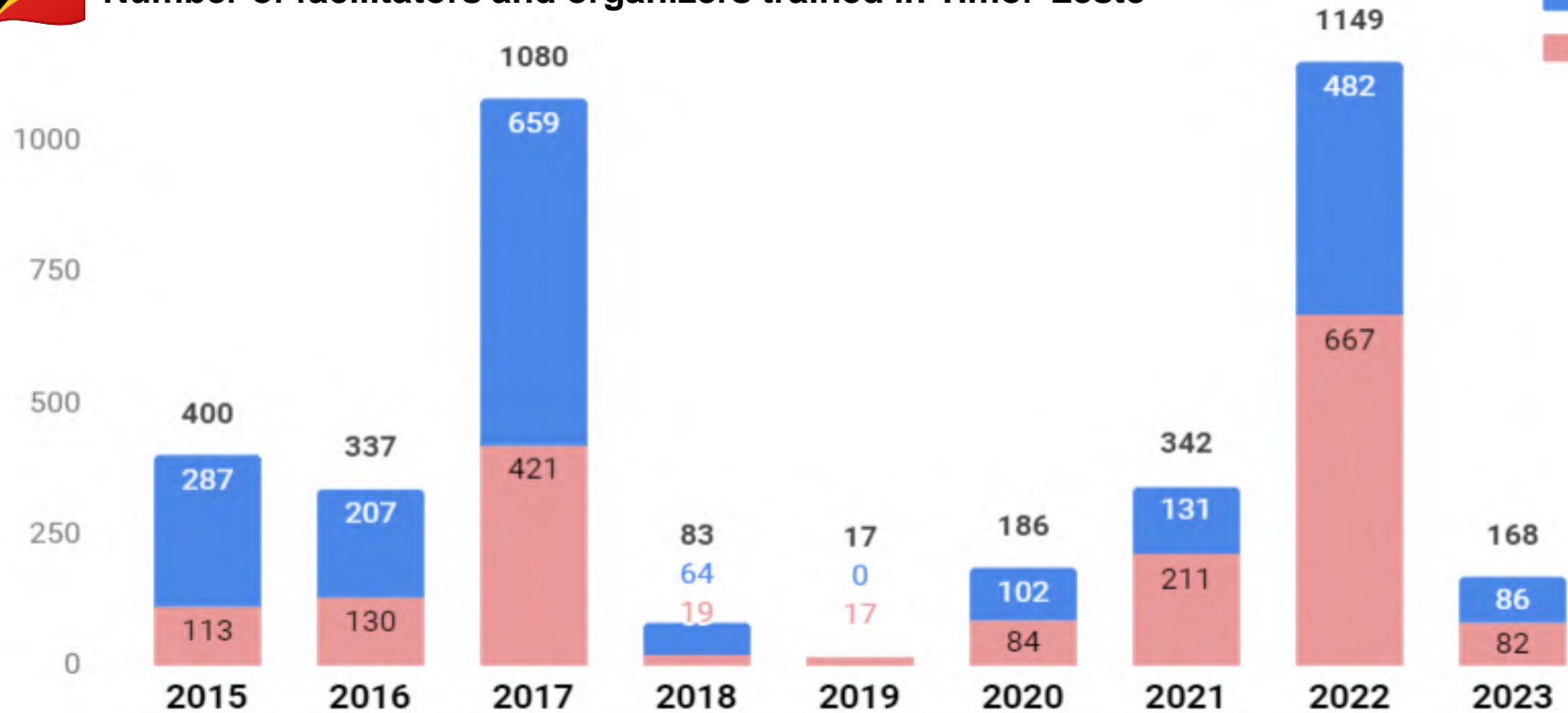


Increasing gender balance: 57% women since 2019



Number of facilitators and organizers trained in Timor-Leste

Men
Women



% women 28% 39% 39% 23% 100% 45% 62% 58% 49%

Key partners



Timor-Leste



Cabo Verde



Mozambique



Guinea-Bissau



Zambia



São Tomé & Príncipe



Botswana



United Nations
Educational, Scientific and
Cultural Organization



COMITÉ OLÍMPICO
CABO-VERDIANO

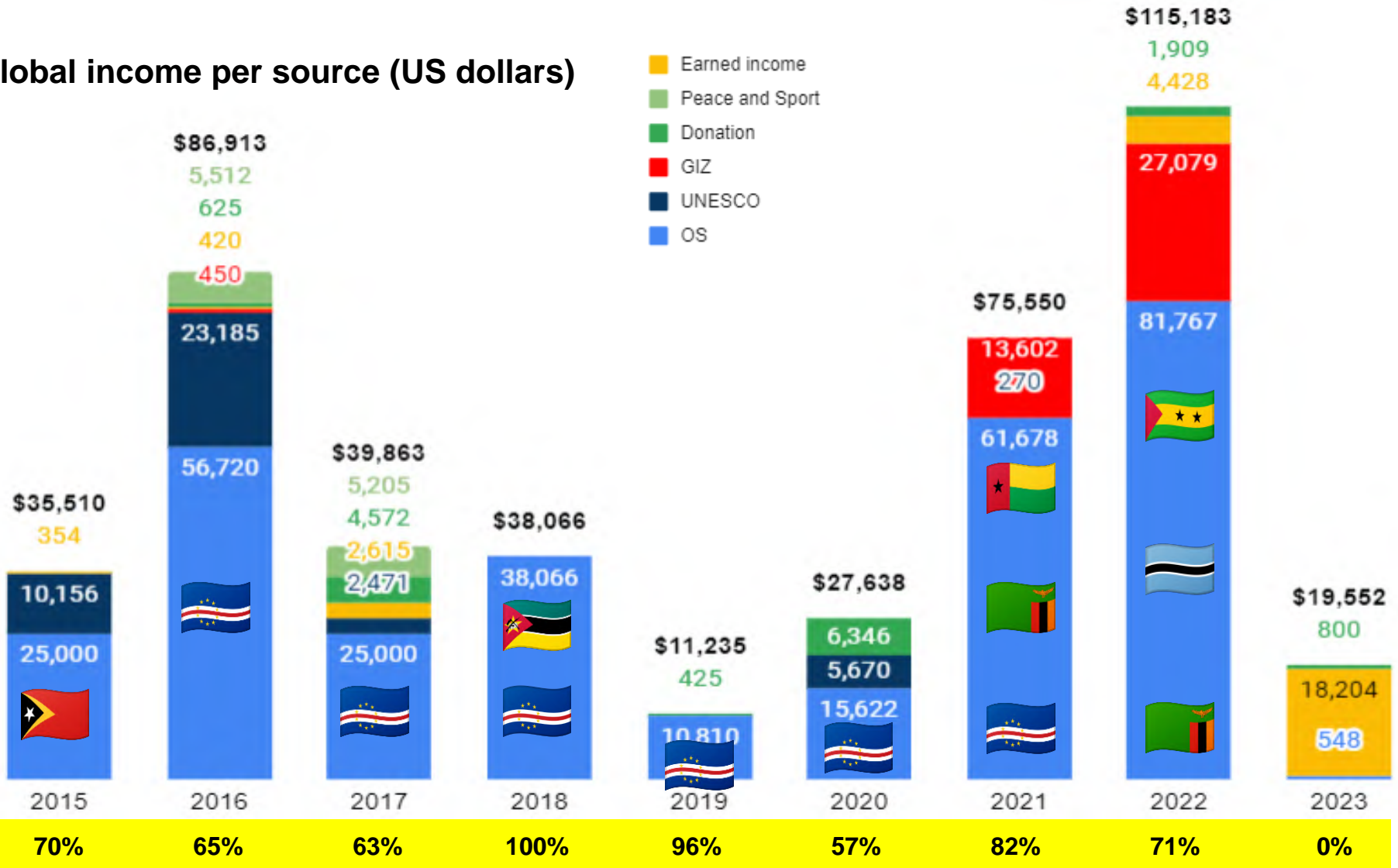


OLYMPIC
SOLIDARITY

Key partner: Olympic Solidarity (OS)



Global income per source (US dollars)

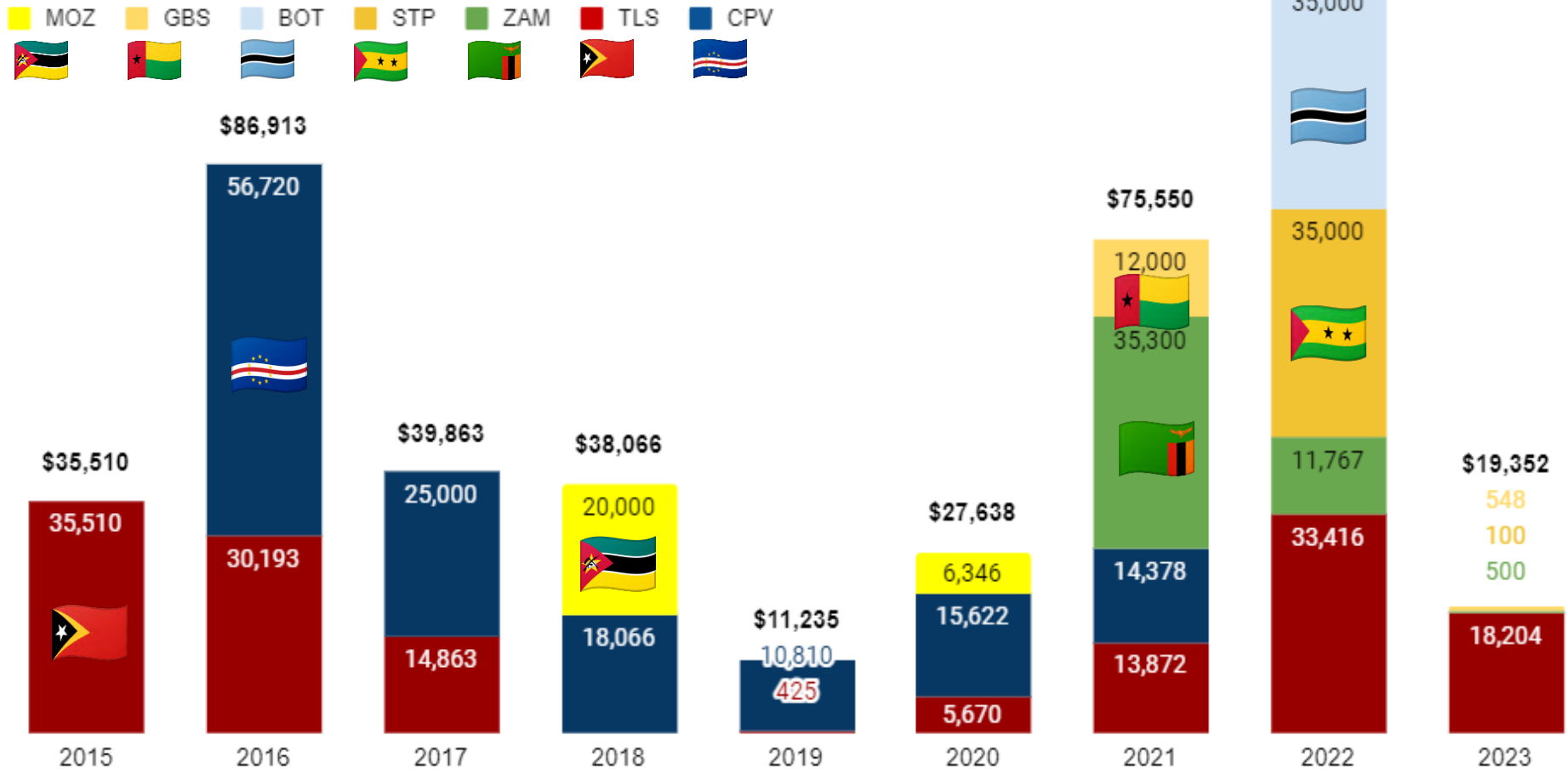


Note: Including funds we are aware of; as Sport for Life is a free, open movement, involving many people and organizations, there may be other funds not included here
 Source: SportImpact financials; estimates

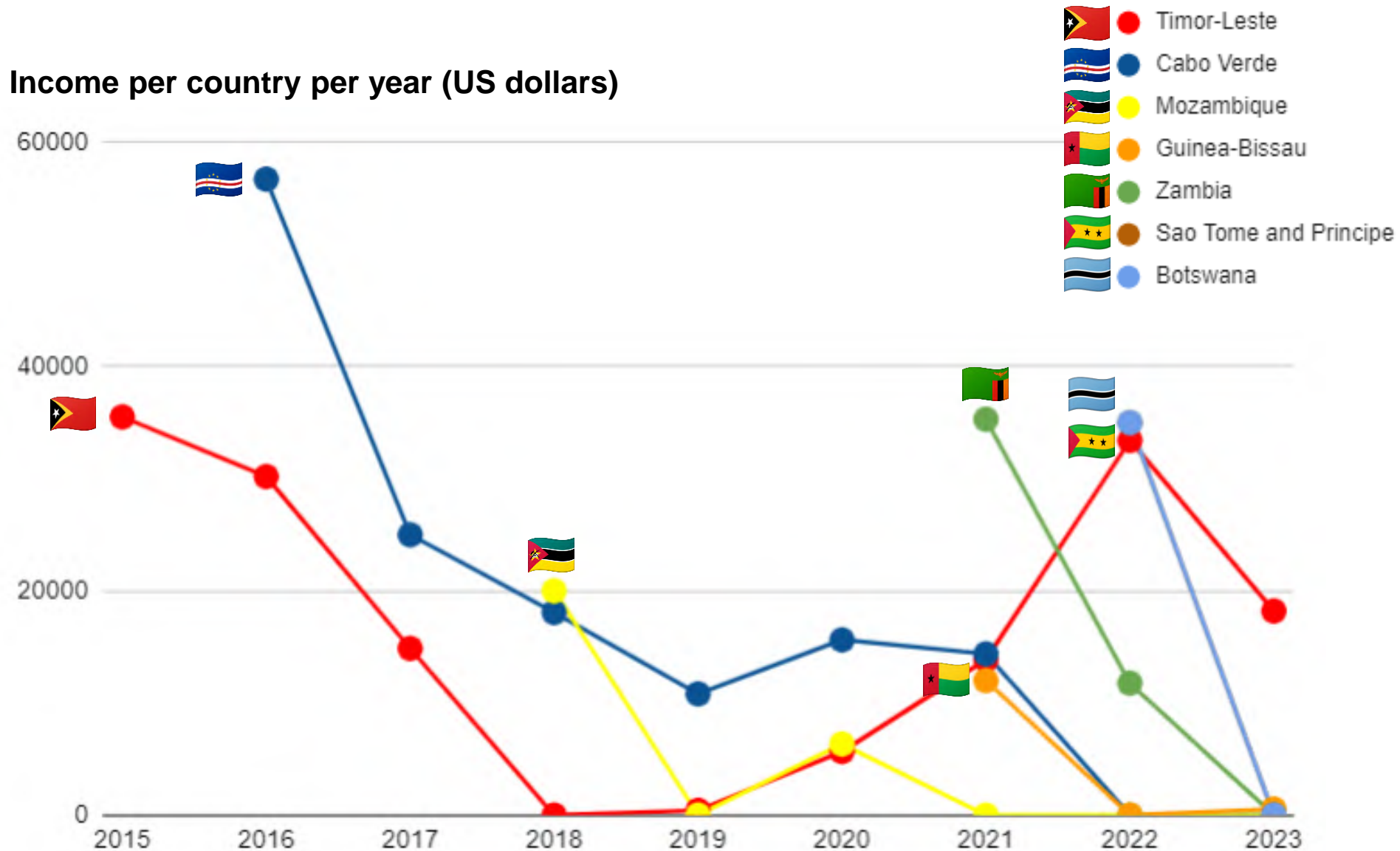
Finances: highest funding ever in 2022 ... and 2nd lowest in 2023



Income per country per year (US dollars)



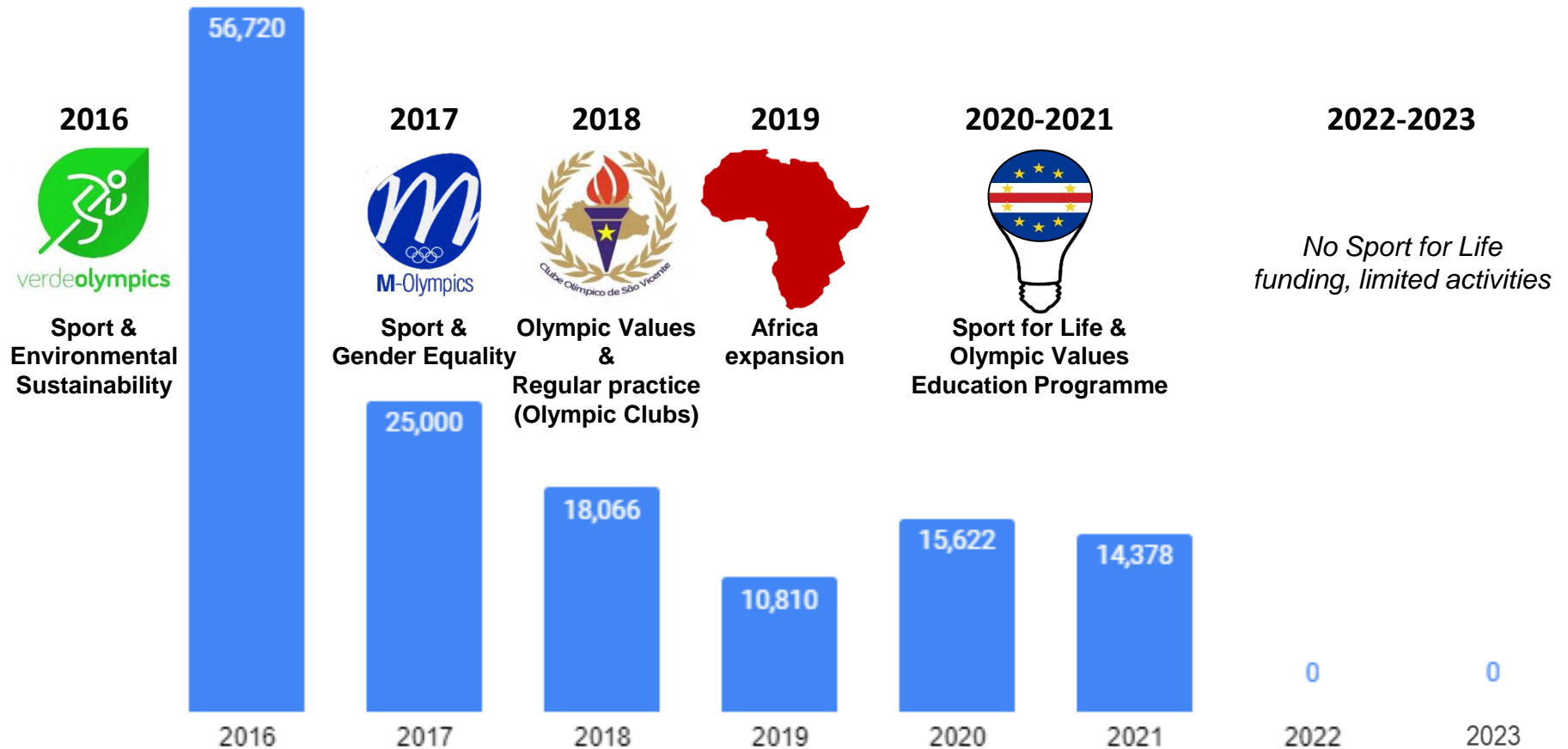
Challenge to maintain sustainable funds



Cabo Verde: OS funding over 6 years



Income from Olympic Solidarity (US dollars)



Timor-Leste has diversified income



Income per source (US dollars)

\$35,510



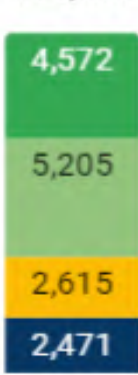
2015

\$30,193



2016

\$14,863



2017

\$0

2018

- Earned income
- Peace and Sport
- Donation
- GIZ
- UNESCO
- OS

Earned income =
 Course registration fees
 + Facilitation/consulting services

\$425



2019

\$5,670



2020

\$13,872



2021

\$33,416



2022

\$18,204



2023

Country updates



MALAWI



BOTSWANA



SÃO TOMÉ E
PRÍNCIPE



ZAMBIA



GUINEA-BISSAU



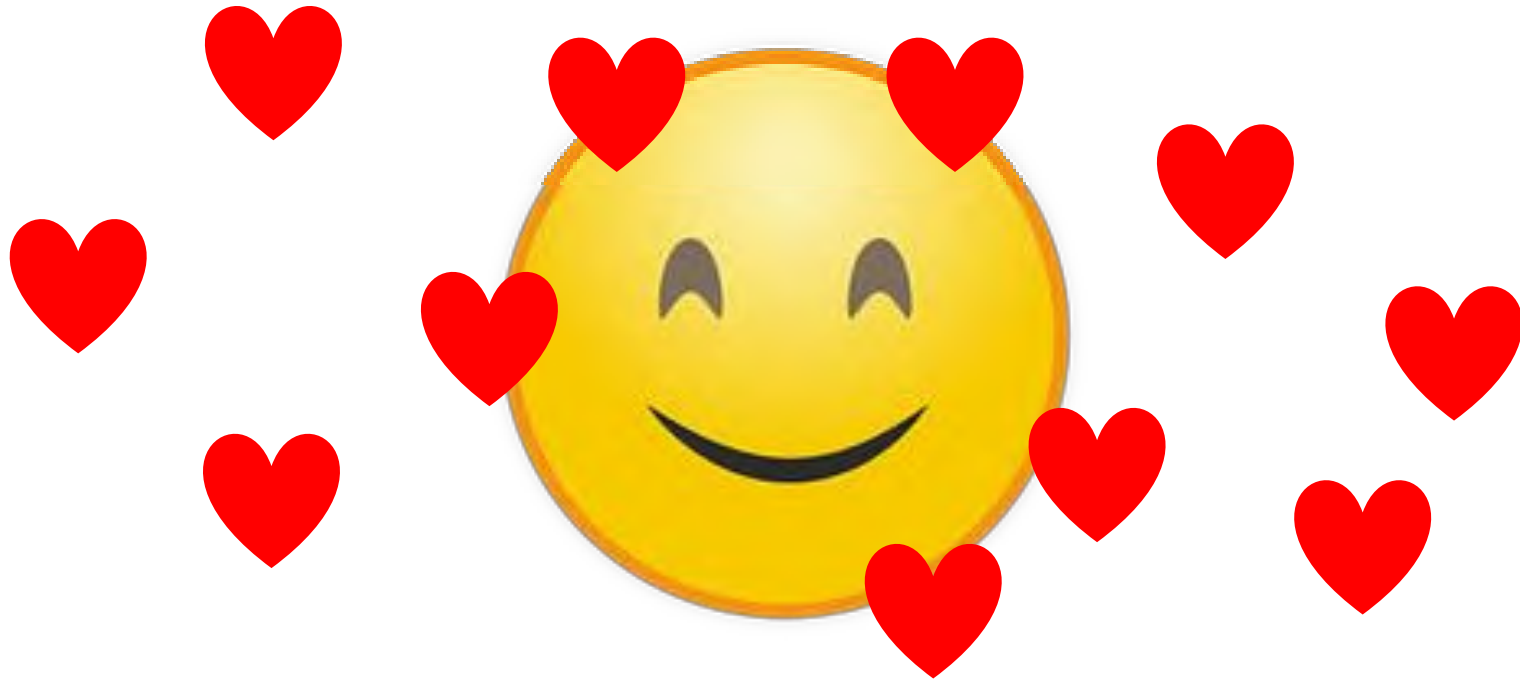
MOZAMBIQUE



CABO VERDE



TIMOR-LESTE



Let's focus on the positive!

As we hear our colleagues, notice all the good things they have done. **Share on the chat** what impressed you the most, or ideas they are giving you. ❤️



MALAWI

	Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
1	Gracious Bwalya	04/May/2023	2.0	2	0	2
2	Maria Kleppe	04/May/2023	1.0	1	0	1



SPORT FOR LIFE MALAWI

Presenter introduction



ACTIVITY DONE
IN MALAWI

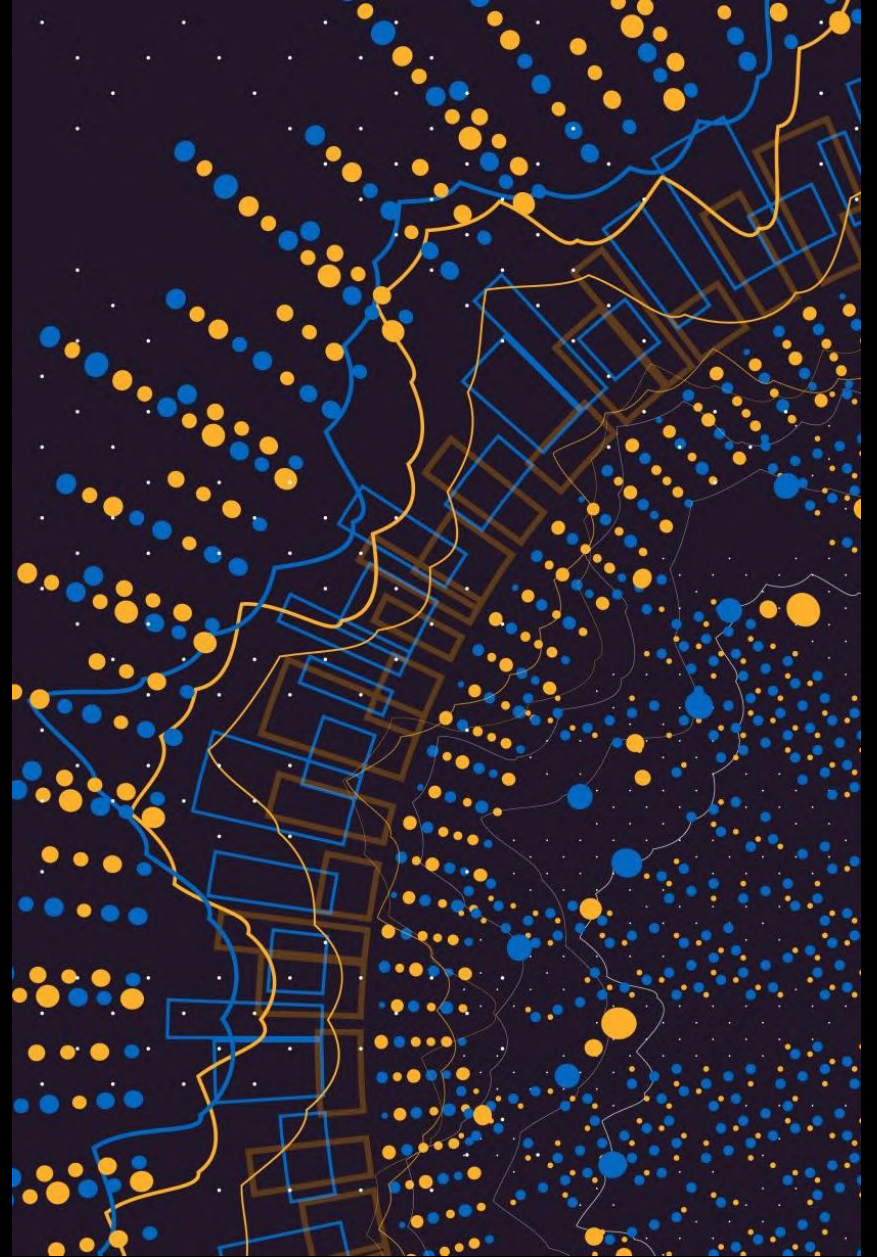


Since 2023 when the program started a total of 55 volunteers were trained





THE FIRE IS STILL BURNING



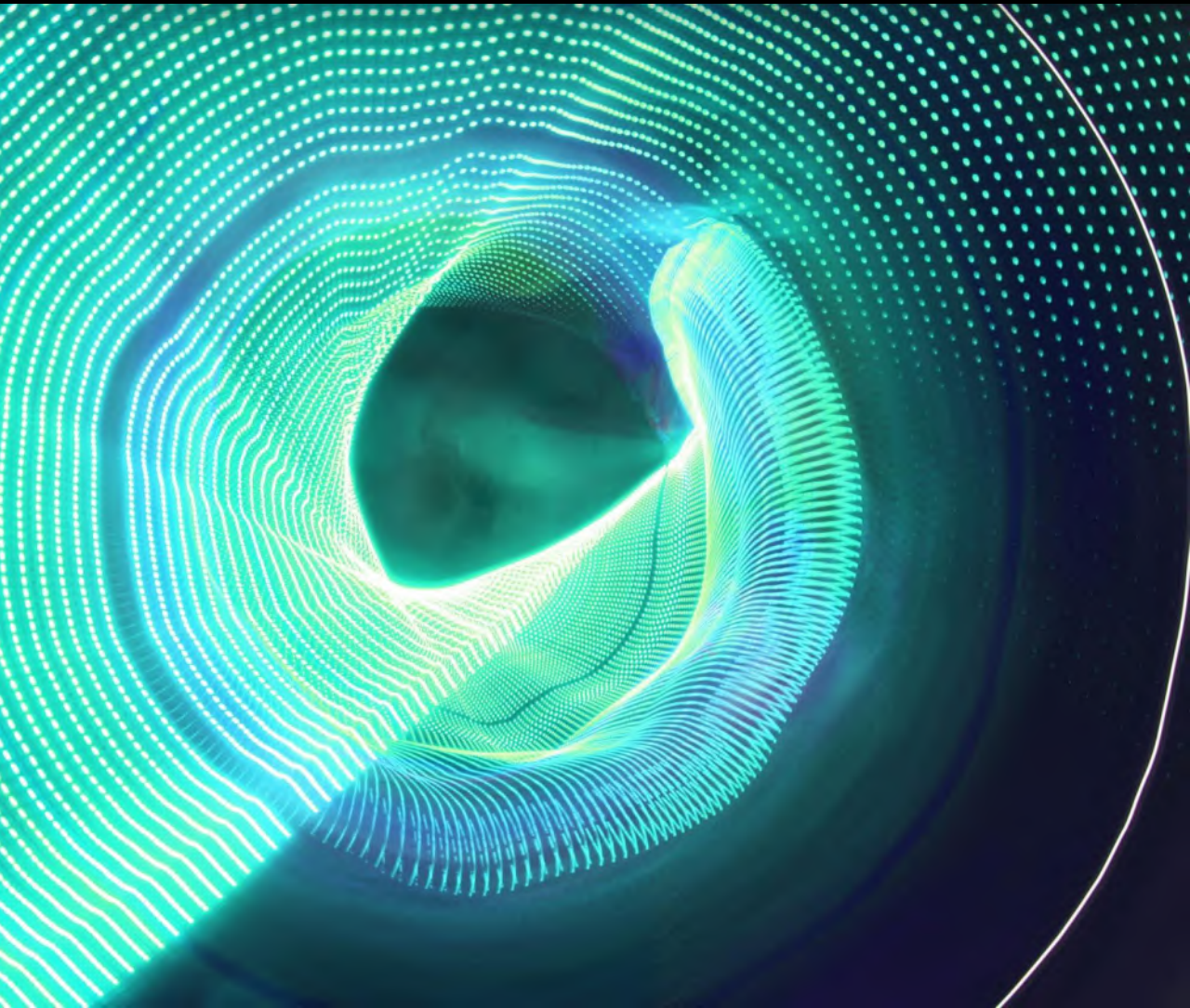


Plans for 2024



Hosting more
events in Malawi

SPORT FOR LIFE ASSOCIATION BOARD MEMBERS



Workshop in
Likoma, other
districts with
T-T-T





**SPORT FOR LIFE ASSOCIATION IN
MALAWI STARTING WITH
ZERO DOLLAR**



challenges

The background is a dark blue gradient with various colorful geometric shapes scattered across it. These shapes include circles, ovals, and elongated, rounded rectangles in shades of orange, red, yellow, light blue, teal, and purple. The shapes are layered and overlap, creating a vibrant, abstract pattern.

FUNDS INACTIVE OF THE VOLUNTEERS



RECOMMENDATIONS

Having an association affiliated to Malawi
National Council of Sport
Submitting proposals
Opening a bank account

TIPANGILE
LIMODZA



How to get more women/girls to participate?

- *Write letters to local leaders/authorities asking them to help recruit women from their communities*
- *Holding on to the girls we have! I run an academy where we only have girls. Then start giving girls small responsibilities, and then the next level, for them to become leaders, doing impact work*
- *Having a good relationship with girls' parents*
- *Give them what they love most, get volunteers 18-35 years old who don't have many volunteers, and get girls to recruit more girls! (their friends). Starting at age of 7 and ending at 23 (at 24 they get many responsibilities)*
- *Conseguir participacao de meninas nestas atividades e um desafio, pois ainda temos pais que acham que meninas devem ficar em casa para fazer trabalhos domesticos. E preciso convidar pais a ver e participar das atividade para verem impactos na crianas. por exemplo nas atividades que fazemso em Cbo Verde sempre temos mais rapazes do que meninas.. isso vem da cultura e educacao*
- *You may also Promote non-competitive and recreational options, along with showcasing a variety of sports, can cater to diverse interests and preferences, making it more appealing for girls and women to participate.*
- *Give the women a job. They should take responsibility such as Master of Ceremonies, Moderator and so on. Invite them to participate more actively*
- *Working with women organizations - such as Plan International in Timor-Leste, who runs the "Girls Alliance"*
- *The Red Cross tends to run activities targeting women - write a letter to the Red Cross youth department asking for girl participants*
- *Recruit more women members! More women will attract more women*

GO

AHEAD!!!!





BOTSWANA

Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
Francinah Eyman	08/Apr/2023	0.3	1	0	1
Molefhi K Obenne	08/Apr/2023	0.3	1	0	1
Karabo Thobega	08/Apr/2023	0.3	1	0	1
Kgosi Maripe	08/Apr/2023	0.3	1	0	1
Daphney Katlego	08/Apr/2023	0.3	1	0	1



SÃO TOMÉ E PRÍNCIPE

Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
1 Edsolange Ramos	29/Apr/2023	1.0	1	0	1



ZAMBIA

Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
Debby Kasoma	08/Apr/2023	1.0	1	0	1
Kwanuka Steven	08/Apr/2023	1.0	1	0	1



GUINEA-BISSAU

Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
Nuno Delicado	08/May/2023	1.0	1	0	1
Laurindo da Silva	08/May/2023	1.0	1	0	1



MOZAMBIQUE

	Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
1	Edson Chambal	11/Mar/2023	1.0	1	0	1



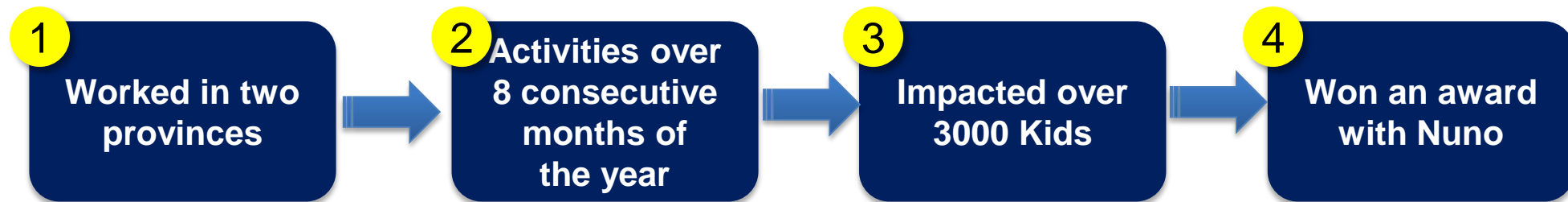
SPORT FOR LIFE
YOUTH LEADERSHIP CAMP



Sport for Life Mozambique

Report 2023

2023 in Mozambique



Expansion to Sofala: Dondo District

- An NGO as a client
 - Facilitations fees, accommodation and course logistics
- 13 participants
- 1 Sport for Life course
- 1 new Sport for Life facilitator and Coordinator



Sport for Life activities

- Over 3000 Children
- Covered all the Municipal Districts of Maputo
- One empowered Local Coordinator
- Sport for Life as a way to celebrate Important days (world activity day, etc)!



2023

A total of 4 Sport for Life sports events were held as part of the World Physical Activity Day under the motto "**Do it for Yourself, Move More,**" involving a total of 1098 participants.



Date	Municipal District	Local	Sport Activities	# of Participants	Main Topic of the event
April 6th	KaNyaka	EPC Nonje	football; jump rope, Txu va.lato-leta e Corropita)Musculo-Musculo, Voleibol,	331 students and the school community.	World Physical Activity Day.
April 8th	KaNyaka	Cross Road Field	footballl; jump rope; traditional games (lato-leta e Corropita)	436 Children	World Physical Activity Day.



Sport for Life activities

- May: World challenge day
- June: Sport for Life Against drugs
- October: world walking day



Nuno in Mozambique

- Sport for Life won a Medal for Good Services from the Maputo City Council.
- Great discussions about the future of the movement!



What is Next?

- Strengthen the collaboration with the Mozambique Government!
- Train more Facilitators and Sport organizers!
- Keep supporting Maputo City Council delivering the project activities!
- Partner with the Academia!



CABO VERDE

Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
Léo Moreau	02/Dec/2023	1.0	1	0	1
Carla Alfama	02/Dec/2023	1.0	1	0	1



TIMOR-LESTE

	Facilitator	Last time active	Points in last 12m	Courses in last 12m	TTT	Courses
1	Evalina de Sá Benevides	12/Sep/2023	12.0	4	2	2
2	Feliciana Soares Soi	07/Jul/2023	5.0	1	1	0
	João Tani	07/Jul/2023	5.0	1	1	0
4	Gregório Cono Fallo	27/Apr/2023	1.5	2	0	2
5	Brigida dos Santos	11/Jun/2023	1.0	1	0	1
6	Francisca Bian	27/Apr/2023	0.5	1	0	1
	Juliana Abi	27/Apr/2023	0.5	1	0	1

**What is one idea you
got for your project
from these updates?**

PLEASE SHARE IN THE CHAT

Active facilitators globally in 2023




#	Facilitator	Score	TTT	Courses
1	Evalina de Sá Benevides	12.0	2	2
2	Feliciano Soares Soi	5.0	1	
	João Tani	5.0	1	
4	Gracious Bwalya	2.0		2
5	Gregório Cono Fallo	1.5		2
6	Brigida dos Santos	1.0		1
	Carla Alfama	1.0		1
	Debby Kasoma	1.0		1
	Edsolange Ramos	1.0		1
	Edson Chambal	1.0		1
	Kwanuka Steven	1.0		1
	Laurindo da Silva	1.0		1
	Léo Moreau	1.0		1
	Maria Kleppe	1.0		1
	Nuno Delicado	1.0		1

#	Facilitator	Score	TTT	Courses
16	Francisca Bian	0.5		1
	Juliana Abi	0.5		1
	Daphney Katlego	0.3		1
19	Francinah Eyman	0.3		1
	Karabo Thobega	0.3		1
	Kgosi Maripe	0.3		1
	Molefhi K Obenne	0.3		1

Score = 5 pts per TTT and 1 pt per S4L Course. If there are more than 2 co-facilitators in one course, then the score is divided by (n - 1), where n = number of co-facilitators.

Top facilitators ever!



	Facilitator	Years	Score	TTTs	Courses
	1 Virginia de Graca da Cruz	7.6	70.6	15	15
	2 Silvina Amaral Mendonca	4.0	26.5	4	9
	3 Ivete Rosa	5.3	26.0	3	15
	4 Léo Moreau	5.6	24.5	4	8
	5 Igor Espanhol	0.9	19.0	3	4
	6 Epifania Araujo da Silva Gomes	1.8	17.1	5	4
	7 Evalina de Sá Benevides	1.2	14.1	3	5
	8 Feliciano Soares Soi	1.1	10.0	1	5
	9 Joao Manuel Frederico	3.4	9.5	1	7
	10 Nuno Delicado	6.8	9.0	2	2

Score = 5 pts per TTT and 1 pt per S4L Course. If there are more than 2 co-facilitators in one course, then the score is divided by (n - 1), where n = number of co-facilitators.

Sharing time



IMPACT UNLTD



BUSINESS FOR LIFE



TIMOR-LESTE



MOZAMBIQUE

**Institutionalization
of Sport for Life by
the Municipality of
Maputo**



**Other
ideas?**



IMPACT UNLTD



MUSIC FOR LIFE



SCIENCE FOR LIFE



SPORT FOR LIFE



BUSINESS FOR LIFE
(pilot in Timor-Leste in 2023)



... FOR LIFE





BUSINESS FOR LIFE



Business for Life Overview

Business for Life training aims to equip entrepreneurs with the knowledge and skills needed to create businesses that go beyond profit-making and actively contribute to the betterment of society.

The reason behind the creation of the Business for Life training initiative is to **address the lack of awareness among Timorese youth regarding their skills and potential**, which could **empower them to become independent and successful entrepreneurs.**

We believe that the innovative Business for Life training we have developed can further enhance the creativity and innovation of our volunteers. This training aims to elevate their skills, enabling them to **brainstorm business ideas** using the tools provided during the pilot training. The ultimate goal of Business for Life is to **produce youth entrepreneurs.**

The pilot training included 10 participants, including 2 men, and all of them are volunteer facilitators for Sport for Life.

The results of the training were promising, with 4 out of the 10 participants completing their drafts for the Business for Life Plan and Financial Plan. Additionally, 3 of them successfully conducted their business pilots and received \$50 support from SportImpact.

What we heard from participants



- *This training and all of the sessions discussed and brainstormed during the training really inspired us as young people to look at ourselves and ask to our heart and mind about the future of our life and how it will look like. It really encouraged us to take initiative and create actions.*

Mana Natalia

- *All the lessons learned are very valuable for our process to create our business, and it empowers us to open our eyes that we can create job, there is no reason to be unemployed. Everything is in us and in our steps. Kids and young people in my village Railaco finally can have their English training centre, where they can finally learn English, Thank you, SportImpact.*

Mana Feliciana

- *This is really a great opportunity as giving us moment to create our own business and become on our own – what could be more beautiful than this.*

Mana Epifania

- *We vote for this training to continue as this is really helpful. And to keep provoking young people to be more ambitious in their life. Keep pushing them to go beyond limits and encouraged them to create more initiatives and provide big impact to the youth and the society.*

- *Please bring this opportunity to youth in other places to participate.*



What to Improve

Future

- ❖ Before starting the course, as part of the registration process, trainers should collect the contact numbers of all participants to create a WhatsApp group. Through this group, they can initiate discussions, encouraging participants to reflect on endeavors that would bring them happiness and success in the future.
- ❖ Give special attention to one-on-one interactions to assist difficult participants, especially those who are completely unsure about what kind of business they can consider.
- ❖ Facilitators should focus on asking questions that can boost the confidence of each participant, aiding them in brainstorming business ideas.
- ❖ Review the outcomes of the customer interviews and offer coaching sessions to assist participants in aligning the results of the interviews with their assumptions.
- ❖ Conduct follow-up sessions with the participants who carried out the pilot to assess the Minimum Viable Product (MVP).

Business for Life Training

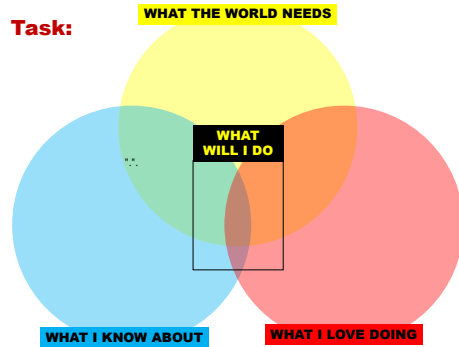


	Problems & Solutions	Talking to Customers	Testing & Business Models	Resources & Sustainability	Final Presentations & Wrap-up
8:30	Introduction: Life, Business & Impact	Key assumptions & Customer Interviews	Lean Startup & Minimum Viable Product	Resources for Social Ventures	Pilot Development
12:30					
14:00	Problem Definition Vision & Mission	Value Proposition	Business Model Innovation	Financial Models & Sustainability	Pitching to Partners Wrap-up & Next Steps
17:30					

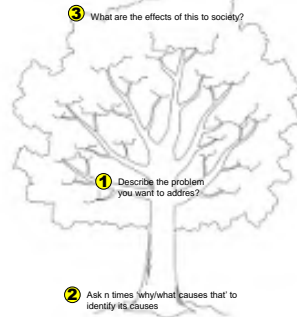
Templates of Business for Life



Task:



Problem Tree



Task: Our Assumptions

Our target customer/user/beneficiary is:

The problem the customer wants to solve is: (what they struggle with)

We can solve the problem with: ("elevator pitch" of our product/service solution)

Measurable change in customer's life is: (why they will love our solution)

Our earliest adopter will be: (and they will drive others)

We will make money by: (primary way/frough initial idea)

Our biggest risks (financial, technical, impact...) are:

➡ Mark/circle the critical assumptions that, if wrong, would make this idea fail

Adapted and simplified from [Tobias Helmreich - Assumptions Exercise](#), GfK Consulting

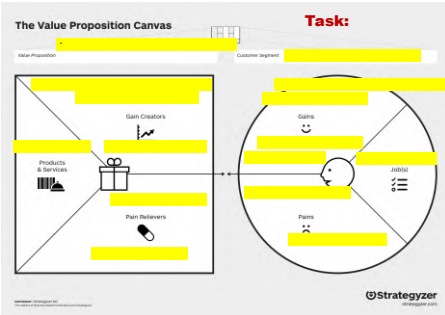
Task: Interview to test assumptions

1 Who do we want to talk with? Questions to ask (check the assumptions you want to test)

How to get them?

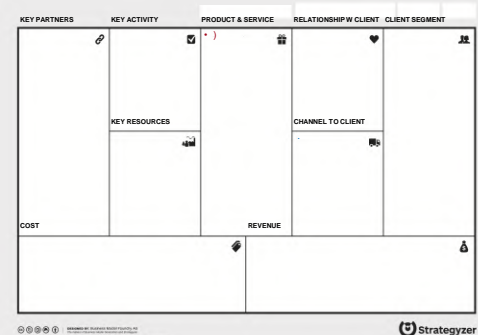
2 Who do we want to talk with? Questions to ask (check the assumptions you want to test)

How to get them?



Source: [Strategyzer](#), SportImpact

Business Model Canvas



Source: [Strategyzer](#)

Task: Plan our MVP & experiment

Potential MVP with features capturing the assumptions: (what is the simplest 'product' that will allow us to learn the most, validating/invalidating our critical assumptions?)

Experiment: (how will we test the MVP to (re) validate the assumptions?)

Success measures: (what are our targets, pass/fail metrics; how to tell that we have (re)validated an assumption?)

Source: Adapted from "Acumen course 'Lean Startup Principles for Social Impact'"

Task: Key resources & sources

1 Key required resources for our venture 2 Potential sources

Material	<input type="text"/>	<input type="text"/>
Human	<input type="text"/>	<input type="text"/>
Intellectual	<input type="text"/>	<input type="text"/>

Task: Sustainable Finance Plan

Income Statement for 2024 - 2026 (€)					
Year	Revenue	Cost of Sales	Gross Profit	Operating Expenses	Net Income
2024	100,000	60,000	40,000	30,000	10,000
2025	120,000	72,000	48,000	35,000	13,000
2026	150,000	90,000	60,000	45,000	15,000
Total Income					38,000

Cost Statement for 2024 - 2026 (€)					
Year	Revenue	Cost of Sales	Gross Profit	Operating Expenses	Net Income
2024	100,000	60,000	40,000	30,000	10,000
2025	120,000	72,000	48,000	35,000	13,000
2026	150,000	90,000	60,000	45,000	15,000
Total Expenses					88,000

Task: Pitch Plan - key messages (3min)

a Why Problem addressed

b What we propose to do

c Who we are

d How: Call to action

Final task: Immediate next steps

	Next week	Next month	Next 3 months
[Team member]	<input type="text"/>	<input type="text"/>	<input type="text"/>
[Team member]	<input type="text"/>	<input type="text"/>	<input type="text"/>
[Team member]	<input type="text"/>	<input type="text"/>	<input type="text"/>



Funding opportunities

- All committed teams (who work hard during the training) are eligible for a **\$50 grant** to help start their business
- The best teams may receive up to \$500 in credit (to be returned)
- After 3 months, successful projects may be eligible for additional loans (money to be returned)

Successful participants



Feliciano Soares Soi: **ENGLISH TRAINING CENTRE AT THE VILLAGE OF RAILACO**

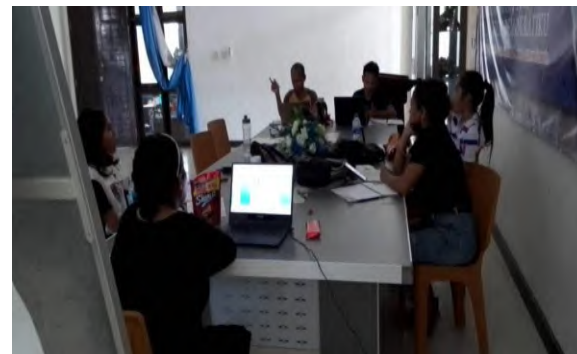
Natalia da Graca da Cruz: **GRACE HEALTHY LIFESTYLE CENTRE**

Evalina de Sa Benevides: **BENE EVA PORTUGUESE TRAINING CENTRE**

Epifania Gomes: **EPY EO TRAINING CENTRE**



Photos of the Training, Interviews with Customers and Pilot



Next steps



1. Organize a **Sport for Life Hub or Club** at local level and/or an **Association/Cooperative** at national level
 - Who are the members
 - Place to meet (e.g., NOC, local club, sport facility, someone's house?)
 - Regular meetings (e.g., weekly on Friday 6pm)
2. Run a **Strategic/Action Planning meeting** to decide how you will work together to develop Sport for Life
 - At national level (virtual meeting?) or local level
3. Create a **Calendar for 2024** (activities, dates, organizers)
 - Regular sport activities (e.g., every Saturday morning at primary school)
 - Sport for Life Courses (e.g., 1 per quarter at local level)
 - Train-the-Trainers (e.g., 1 per year at national or regional level)
4. **... other ideas?**
5. **Just do it!**



*In 2024,
I will develop
Sport for Life
by...*

In-call messages

Send a message

Share on the chat



In 2024, to develop Sport for Life I will...


- **Igor:** *I will develop Sport for Life by making it an institutionalized initiative in Mozambique and work with academia in order to expand our reach to the country*
- **Nuno:** *I will further define and develop Impact UnLtd to make it a powerful accelerator of Sport for Life, Business for Life and other "for Life" initiatives around the world!*
- **Virginia:** *I committ to support Sport for Life Timor-Leste and Globally*
- **Léo:** *Coordinating Sport for Life-inspired program called "Kriolimpismo" in Cabo Verde and being always available for other active members across the world willing to share or discuss anything needed if my experience can help in some way!*
- **Gracious:** *I will develop Sport for Life by hosting workshop, and events*
- **Ivete:** *Formacao e eventos*
- **Feliciana:** *I have committed to spread Sport for Life in Timor Leste $\tau\lambda$, bring more Youth and make more a little Change in Timor-Leste $\tau\lambda$. I will keep doing Sport for Life activity in my nation*
- **Agatha:** *I will develop Sports for Life by affliciating it as an association in Malawi to Sports Council and will work with other organizations and people....and do more events*
- **Debby:** *Promoting lifelong sports engagement in Zambezi District and the nearby Districts by creating initiatives through organizing community events, and fostering a culture of inclusivity. Collaborate with local schools, community leaders, and businesses to establish sports programs, leagues, and fitness initiatives.*
- **Ester:** *I will develop Sports for Life by hosting workshops and many events*

Let's do it!

 **Halo
deit!**

 **Tivichite
pamodzi!**

 **Tipangile
limodzi!**

 **Hi ta
yentxa!**

 **Bamu
fê!**

 **No na
facyl!**

 **Epa
fazi!**

Are  **direng!**





Q&A

Other topics

Sport for Life Country Dashboards



Click the icons or country names to access each dashboard

[LINK TO REPORT ONLINE](#)

[UPDATED SPORT FOR LIFE GLOBAL DATABASE](#)

[UPDATED SPORT FOR LIFE MAP](#)



[TIMOR-LESTE](#)



[CABO VERDE](#)



[MOZAMBIQUE](#)



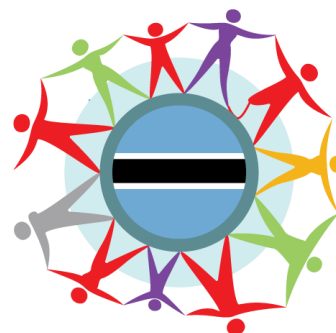
[GUINEA-BISSAU](#)



[ZAMBIA](#)



[SÃO TOMÉ E PRÍNCIPE](#)



[BOTSWANA](#)



[MALAWI](#)



Business model ideas

Reminder of brainstorming in the Global Forum 2022

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
- ...



SPORT FOR LIFE

HUMAN DEVELOPMENT THROUGH SPORT

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