OLYMPAFRICA, SOCIAL DEVELOPMENT PROGRAM THROUGH SPORT

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BRIDGING THE GAP – SPEAKING SPORTS – BUILDING PEACE
AGENDA

• Presentation
• Olympafrica Centres in 2019
• Sporting activities
• Economic and social projects
• Conclusion
OLYMPAFRICA International Foundation was created in 1988, following an idea from Mr. Juan Antonio Samaranch, former IOC president who wanted to provide opportunities to under-developed countries in order to benefit from the positive aspect of Olympism.

**OBJECTIVES OF THE PROGRAM:**
- Provide to people in rural areas and poor areas, inexpensive mini-sports and educational complexes that will help boosting the practice of sports and social activities
- Use sport as a tool to promote sustainable development activities and reinforce peace
- Facilitate the emergence of young sporting talents
- Restore hope for the youths – building a future
WHAT DO WE DO

❖ Build mini – sport centres that are used by the entire community (schools, associations, clubs, individuals...)
❖ Fund sporting, cultural, educational and social development activities in the Olympafrika centres
❖ Train directors, volunteers and teachers.
❖ Train young leaders in the community.
❖ Finance projects for sustainable development (economic projects for the local community) that helps non-educated people to be self-sufficient.
❖ Provide scholarships to the best kids attending activities in their centres.
❖ Use the center as a platform to strengthen peace within the community.
❖ Promote Olympic values through sports and recreational activities.
❖ Help sport talents to grow, and benefit from good coaching: create Olympafrika local clubs that compete in youth leagues.
6 centres under construction

40 operational centers

100 – 500 people per day

MORE THAN 5 MILLION VISITORS PER YEAR
UNDER CONSTRUCTION

- 6 centres
  - Côte d’Ivoire – Sassandra
  - Cameroon – Kousséri
  - Botswana – Ghanzi
  - Cap Verde – Santa Cruz
  - Algeria – Tazrouk – Tamamrasset
  - Burkina Faso - Koudougou
OLYMPAFRICA EXCELLENCE CENTER IN ALGERIA (TAMANRASSET)

• Cost of the center: Euros 2.9 millions
• Sponsors: Gouverment, NOC ALGERIA, IF, Olympafrica....
• Beneficiaries: local population of Tazrouk, refugies and displaced people because of war and conflict
• Estimated number of displaced people in the zone: 70,000
• Purpose of the center: talent identification and training for Mali, Niger, Lybia and Algeria, Olympafrica activities....
2019 SPORTING ACTIVITIES FUNDED

❖ FUTBOLNET: 97,500 participants

❖ WRESTLING: 32,000 participants

❖ BASKETBALL 3X3: 5,000 participants (1st year)

❖ SUMMER SPORTS ACTIVITIES: 50,000 participants

❖ ATHLETICS: 3,500 participants

❖ IBA MBAYE SCHOLARSHIP: 16

❖ KEBA MBAYE SCHOLARSHIP: 10
FUTBOLNET 2019

❖ 39 local tournaments

❖ 3 regional tournaments
  - Sénégal
  - Sudan
  - Burkina Faso

❖ 12 pilot projects: Futbolnet methodology used in other sports, like Basketball, wrestling, handball, volleyball.....

❖ Total of 93’000 Kids
WRESTLING 2019

❖ In partnership with UWW: specific project to train talents for the next Youth Olympic Games 2022.

❖ 16 local tournaments in 8 countries: Sénégal, Mali, Niger, Côte d’Ivoire, Togo, Burundi, Guinée Conakry, Burkina Faso

❖ 2,000 participants per tournament, including 500 female wrestlers – 13-15 years old

❖ Competition periods: May – June et August – September

❖ The best wrestlers will be selected for the regional performance training center to be opened in Côte d’Ivoire.
BASKETBALL 3X3

❖ New program (2019)

❖ 6 centres: Sénégal, Côte d’Ivoire, Niger, Mali, Guinée Conakry, Togo

❖ USD 2500/ center

❖ Period: July/August

❖ 1000 participants/center

❖ A Regional Tournament will closed the program in Mali
SUMMER SPORTS ACTIVITIES

❖ Sporting activities organized during summer to keep kids busy will include, but not limited to: BasketBall, Handball, Football, Volley Ball, Sports festivals, Viet Vo Dao, Canoë Kayak, Netball, Maracana, Athletics, taekwondo....

❖ between 2.000 to 4.000 participants per centre
CYCLING
ATHLETICS

❖ Has been a very successful programme since introduced in 2009. Close to 500’000 kids have attended events funded by Olympafrica and the IAAF. Many kids have later attended international competitions (regional, continental and worldwide events).

❖ 2019 Programme entirely funded by Olympafrica. Kids athletics and 12th-15th competitions only
IBA MBAYE SCHOLARSHIP

❖ We dedicate it Ibrahima Mbaye, who created the Olympafrika project.

❖ Sport and culture competition: each winner receive a USD 500 scholarship

❖ 8 centers will host it in 2019, and 16 scholarships will be awarded.
WINNERS OF IBA MBAYE SCHOLARSHIP IN MALAWI WITH THEIR PARENTS AND OLYMPAFRICA REPRESENTATIVE
BOURSES KEBA MBAYE

- 10 Scholarships awarded to kids coming from different countries, based on school and sporting achievements

- 1,000$ par scholarship

- Annual budget: 10,000$ entirely funded by Keba Mbaye Foundation.
ECONOMIC AND SOCIAL ACTIVITIES

❖ Economic activities: in order to make each center self-sustaining, and also offer job opportunities to youngsters and their parents.

❖ Social Activities: in order to raise awareness on social issues,

❖ Budget of **40,000 USD** per year (**8,500 $** maximum per centre)

❖ Examples of projects:

- Côte d’Ivoire: Community school project, Screen Printing workshop,
- Burundi: Goat farming and mushroom agricultural project
- Mali – Markala: agricultural machine (Youth project)
- Mali – Bamako: new butchery shop
- Lesotho: Sewing factory, HIV awareness program
- Sierra Léone: Taxi company
- Niger: transport carts
- RDC: Taxi company
- Zambia: Blood Donation Day
- Mozambique: Health Clinic
- Rwanda: Sound System and tents for rent
SEWING SALON, MOZAMBIQUE
GOAT FARMING, BURUNDI
SUSTAINABLE DEVELOPMENT PROJECT

AGRICULTURE (RICE), IVORY COAST
AMBULANCE OFFERED BY THE IOC TO OLYMPAFRICA BOANE
BLOOD DONATION IN ZAMBIA
ENVIRONMENTAL ACTIVITIES
Thank You