

1st



SPORT **LIFE**
FORUM
For Impact & Sustainability



OLYMPAFRICA, SOCIAL DEVELOPMENT PROGRAM THROUGH SPORT

Yaye Ndiaté SALL, Coumba Marieme LY
Fondation Internationale Olympafrica

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**BRIDGING THE GAP – SPEAKING SPORTS –
BUILDING PEACE**

AGENDA



- Presentation
- Olympafrica Centres in 2019
- Sporting activities
- Economic and social projects
- Conclusion



PRÉSENTATION - OLYMPAFRICA



❖ 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 Olympafrica centres
- ❖ Train directors, volunters 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 strenghten peace within the community.
- ❖ Promote Olympic values through sports and recreational activities.
- ❖ Help sport talents to grow, and benefit from good coaching : create Olympafrica local clubs that compete in youth leagues.

**6 centres under
construction**

**40 operational
centers**



**100 – 500 people
perday**

**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:Gouvernement, NOC ALGERIA , IF, Olympafrica....**
- **Beneficiaries: local population of Tazrouk, refugees 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**





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OLYMPAFRICA
FootballNet
CUP

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OLYMPIC
COMMITTEE
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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



HANDBALL





Sudan Olympatrica Project
Sahfa Center
Olympic Festival



CYCLING



HANDI BASKETBALL 09:45



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 Olympafrica 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.



BOURSE IBA MBAYE
EDITION 2011
CENTRE OLYMPAFRANCE

AGENCE MONDIALE ANTI DOPAGE
FRANC JEU
DIS NON!
AU DOPAGE







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



COMMUNITY OLYMPAFRICA PRIMARY SCHOOL OF SOUBRE



SOUBRE NURSRIE SCHOOL





GOAT FARMING, BURUNDI



COTE D'IVOIRE
(SOUBRE)



AMBULANCE OFFERED BY THE IOC TO OLYMPAFRICA BOANE



ZAMBIA NATIONAL BLOOD TRANSFUSION SERVICE

ZAMBIA BLOOD DONOR WEEK
 20th to 25th August 2012

Every Blood Donor is a Hero

CENTRES:
 Kafue Rd) • Metropolitan Sports Club & Licef School (Burma Rd) • Matero Community Hall • Chilenje Community Hall
 Mum's Care Clinic (Chelstone) • Olympatrica Centre (Kasangula Rd, Roma) • Fairview Hospital (Rhodes Park)

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BLOOD DONATION IN ZAMBIA



ENVIRONMENTAL ACTIVITIES

