







# OLYMPAFRICA, SOCIAL DEVELOPMENT PROGRAM THROUGH SPORT

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#### **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

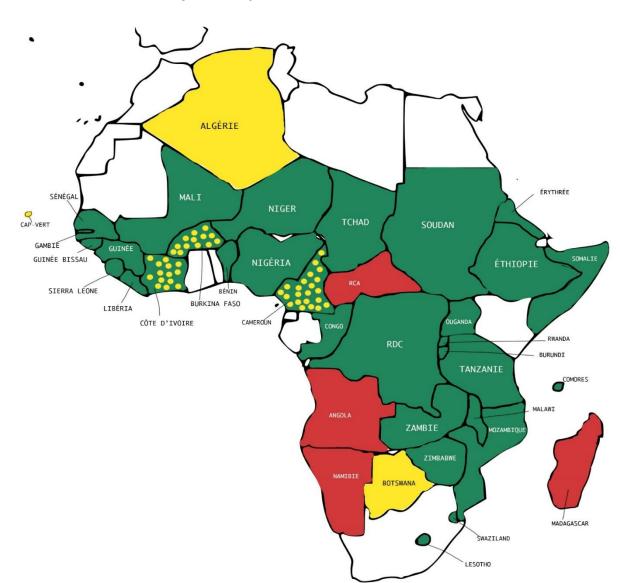


100 – 500 people perday

MORE THAN 5 MILLION VISITORS PER YEAR

#### MAP OF CENTRES (50)







Non operational

Under construction



#### 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 &CTIVITIES 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 partnerwhip 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 & CTIVITIES



❖ 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













#### **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.









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



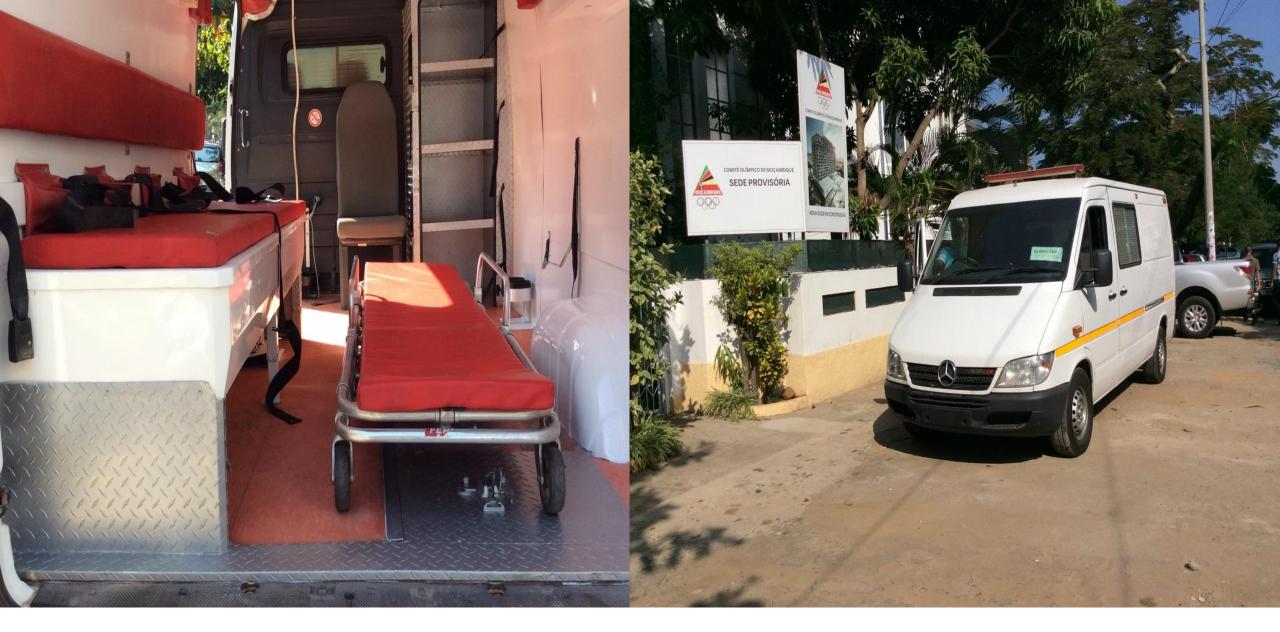












AMBULANCE OFFERED BY THE IOC TO OLYMPAFRICA BOANE





