



## **Save the Dream and iCoachKids to work together to promote empowerment of youth through sport**

**XX June; London:** iCoachKids has today announced a new partnership with Save the Dream, which will see the two not-for-profits work together to promote and protect the core values of sport for young people at a global level. Save the Dream will offer its expertise to support the development and delivery of resources linked to the project, which is being led by Leeds Beckett University (LBU) and the International Council for Coaching Excellence (ICCE).

iCoachKids is an international, multi-agency project aimed at supporting the development of a Specialist Children and Youth Coaching Workforce across the EU. As part of the agreement, Save the Dream will help produce innovative educational materials on topics such as intercultural dialogue, gender, child protection and integrity, while also expanding the scope of the project beyond the EU.

Cooperation between the two initiatives will also involve the promotion and implementation of strategies aimed at sharing knowledge amongst the project's international network of partners in order to create stronger links between researchers and practitioners in the fields of children and youth sport. This partnership follows an earlier collaboration between Save the Dream, LBU and the ICCE on a separate EU-funded project titled PsyTool, an educational platform that promoted the use of sport psychology as a strategic tool in the fight against discrimination in grassroots sport.

**Save the Dream Director of Social Innovation and Empowerment, Pedro Velazquez**, said of the latest iCoachKids project:

"iCoachKids is an outstanding initiative which will provide concrete educational tools for coaches. We at Save the Dream are looking forward to joining forces with iCoachKids and its partner organisations to provide input to this project in fields such as Intercultural dialogue, children protection and integrity."

**Leeds Beckett University and the ICCE's Sergio Lara-Bercial, project leader for iCoachKids**, also praised the partnership, adding:

"Save the Dream has very similar objectives to iCoachKids and vast experience in supporting the creation of fit for purpose sporting opportunities for children and young people. We are very excited about this partnership".

**ENDS**

## **BACKGROUND INFORMATION**

### **About iCoachKids**

iCoachKids is an Erasmus+ project led by Leeds Beckett University (LBU) and the International Council for Coaching Excellence (ICCE) and brings together another six world-class organisations with a common desire to support youth coaches and a proven track record of doing so. These include Sport Ireland Coaching, the Hungarian Coaches Association, the Netherlands Olympic Committee, and European University of Madrid, Lithuanian Sport University, and the Royal Belgian Football Association.

### **About Save the Dream**

Save the Dream is a global non-profit Movement of organisations, people and athletes who believe in the power of sport to build more fair and inclusive societies and are therefore committed to promote and protect its core values for the good of youth and future generations.

Save the Dream works closely with the Olympic Movement and in official partnership with key International Organizations such as UNICEF, the UN High-Commissioner for Refugees (UNHCR), the UN Alliance of Civilization (UNAOC) and UNESCO.

### **About the International Centre for Sport Security (ICSS)**

The International Centre for Sport Security (ICSS) is an independent, non-profit and global organisation that plays an integral role in addressing the most prominent challenges facing the world of sport today.

Based in Europe but working across the globe, ICSS INSIGHT delivers sports-policy advisory services on sport's strategic development, good governance, financial and sporting integrity, safety and security, as well as on youth development to governments, international organisations, global businesses and civil society across the sports industry.

For more details about the ICSS and its work, please visit [www.theicss.org](http://www.theicss.org) or follow us on twitter at @the\_ICSS.

**For further information, please contact [media@theicss.org](mailto:media@theicss.org) / [insert number]**