



save the dream  
for the purity of sport



# ACTIVITY REPORT 2019

ACTIVITY  
REPORT  
2019

An initiative by



ICSS

*Safeguarding Sport*

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# A WORD FROM THE FOUNDER

I have faith that we can build a world in which every child and young person is able to practice sport safely and learn from its values in terms of integrity, respect and inclusion.

In 2019, Save the Dream continued to work on initiatives that stood out and continue to define our organisation. These included, among others, *When Sport Breaks Down Walls* a youth forum in Berlin, during which Save the Dream hosted, in celebration of the 30<sup>th</sup> anniversary of the fall of the Berlin Wall, a series of inspirational sessions and workshops to share and develop ideas on the use of sport to promote intercultural dialogue, peace and reconciliation.

Taking advantage of the occasion and the organisation efforts surrounding the FIFA Women's World Cup 2019™, Save the Dream intensified its activities when it comes to the empowerment of women and has gathered global female footballers to inspire girls from the outskirts of Paris, while preparing for similar activities across other nations.

2019 was also a year of consolidation and further expansion in terms of strengthening our efforts in the area of sport volunteerism through the implementation of dedicated programmes, including but not limited to, EU-funded projects, the development of guides to improve the quality of long-term volunteer service and encouraging volunteer participation at major sporting events, and the organisation of events such as the workshop on sport volunteerism during the International Volunteer Forum in Sochi.

With our current and new partners, we are ready to drive positive shifts in communities by empowering youth, women and individuals, with the much-needed support they deserve.

Our special thanks goes to the Qatar Olympic Committee and its President **H.E. Sheikh Joaan bin Hamad Al-Thani** for his support to Save the Dream since its launch in 2012, to **H.E. Sheikh Saoud Bin Abdulrahman Al-Thani**, for having hosted our youth forum in Berlin as the Ambassador of the State of Qatar in Germany, and obviously to the distinguished members of the Save the Dream High Level Council, **H.E. Staffan De Mistura**, former UN Envoy to Syria, **H.E. José Manuel Ramos-Horta**, former President of East Timor, Nobel Peace Prize Laureate, **H.E. Sheikha Hessa bint Khalifa Al-Thani**, Special Envoy of the Arab League, Secretary-General for Humanitarian Affairs, **Iván Dibós**, IOC Member, **Raffaele Chiulli**, President of SportAccord, GAISF and ARISF, the music legend **Yousouf N'Dour** and **Marcia L. Dyson**, CEO of the Women's Global Initiative.

We also extend our sincere gratitude to our Sport Ambassadors, **Alessandro Del Piero**, **Penny Heyns**, **Fernando Hierro**, **Fernando Sanz**, **Rosa Mota**, **Christof Innerhofer**, **Christian Karembeu**, **Tegla Chepkite Lorupe**, **Fiona May**, **Roger Milla**, **Honey Thaljih**, **David Trezeguet**, **Nuno Delgado** and **Giusy Versace** for generously contributing to our cause.

Finally, we extend our thanks to the representatives of the Save the Dream Chapters and to all those individuals, particularly our young volunteers, who believe in our collective capacity to promote more inclusive and fair societies through sport and the power of its values.

Lastly, I would like to take this opportunity to thank the organisations whose generosity has made our work possible, particularly Qatar Airways for their unwavering support.

Thank you,



**Mohammed Hanzab**

Chairman of the International Centre for Sport Security (ICSS), Founder of Save the Dream



# OUR BACKGROUND

## ESTABLISHMENT

Save the Dream was established in 2012 by the International Centre for Sport Security (ICSS), with the support of the Qatar Olympic Committee.

## WHAT IS 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 promoting and protecting the core values of sport for the good of young people and future generations.

### Vision

A world in which every child and young person can practice sport safely and learn from its values in terms of integrity, respect and inclusion.

### Mission

Save the Dream implements and promotes activities to empower youth through safe access to sport and its educational and social values.

### Values

Integrity  
Respect  
Inclusion

## OBJECTIVES

- Develop skills, instill ethics and promote social innovation through sport.
- Foster inter-cultural dialogue and mutual understanding through sport.
- Facilitate access to sport regardless of socio-economic condition, race, physical abilities and gender considerations.
- Protect children from mistreatment happening in sport.



© Alex Majoli/Magnum Photos for Save the Dream



# SAVE THE DREAM MANIFESTO

WE ARE A CIVIL-SOCIETY ORGANISATION COMMITTED TO RESPECTING THE FOLLOWING PRINCIPLES:

SPORT IS A FUNDAMENTAL **HUMAN RIGHT** AND BELONGS TO ALL.

SPORT MUST BE ACCESSIBLE TO GIRLS AND BOYS FROM ANY NATION, **WITHOUT ANY DISCRIMINATION**, AND MUST BE ACCESSIBLE TO PEOPLE WITH SPECIAL NEEDS.

**SPORT** IS BASED ON ETHICAL VALUES AND FAIR-PLAY, ON THE RESPECT OF ONESELF AND OTHERS, AND ON THE PRINCIPLES OF TOLERANCE AND RESPONSIBILITY.

THE OVERALL WELL-BEING OF CHILDREN AND YOUNG PEOPLE AND THEIR EDUCATION IN THE CORE **VALUES** OF SPORT COMES BEFORE ANY OTHER CONSIDERATION.

**(CHILDREN** AND YOUNG PEOPLE HAVE THE RIGHT TO TRAIN AND PLAY SPORT IN A SAFE AND SUPPORTIVE ENVIRONMENT, FREE FROM CORRUPTION AND VIOLENCE.

WE CONDEMN ANY ACT OR SITUATION WHICH CREATES OBSTACLES BETWEEN CHILDREN AND THEIR **RIGHT TO PLAY**.

AS MEMBERS OF THE SAVE THE DREAM MOVEMENT, WE WILL WORK COOPERATIVELY AND HONESTLY WITH ALL INDIVIDUALS AND GROUPS FROM THE MOVEMENT, WITH FOR AND WITH NON-PROFIT CORPORATIONS AND ORGANISATIONS AND WITH GOVERNMENTS AND INTERNATIONAL BODIES COMMITTED TO PROMOTING AND PROTECTING THE VALUES OF SPORT, AND WHO ACT AS CUSTODIANS OF SPORT.

WE WILL BE **DEMOCRATIC**, POLITICALLY NON-PARTISAN, ACCOUNTABLE IN OUR WORK AND SUPPORT BALANCED REPRESENTATION IN OUR GOVERNING BODIES.

WE WILL ONLY ACCEPT FUNDING FROM DONORS WHO SHARE OUR VALUES AND DO NOT COMPROMISE OUR ABILITY TO ADDRESS ISSUES FREELY, THOROUGHLY AND **OBJECTIVELY**.

WE WILL PROVIDE **ACCURATE AND TIMELY** REPORTS OF OUR ACTIVITIES AND ACHIEVEMENTS TO OUR STAKEHOLDERS.



# AREAS OF WORK

Save the Dream mainly focuses on the following areas of work and methods:

## GLOBAL OUTREACH

Global Outreach Programmes are an integral part of the Save the Dream strategy: to inspire sports fans and the general public through public events, technology, art and media with the aim of mobilising communities to come together in support of Save the Dream's goals and mission.

## YOUTH EMPOWERMENT

Save the Dream strives to empower and educate young athletes, youth leaders, young professionals and students on sport-related values, focusing on a wide range of concepts, from integrity to social inclusion, protection of human rights and peace-building. Save the Dream's programmes prioritise young people who are in the position to spread the values of Save the Dream among their peers and communities.

## SPORT FOR PEACE AND DEVELOPMENT

Sport is a powerful tool for peace and development particularly in the context of extreme poverty, crisis or post-conflict situations, having a substantial impact on children's and youth's psychosocial wellbeing. Save the Dream works with the humanitarian organisations to develop local "sport for development and peace" programmes, for the benefit of Young Internally Displaced People (IDPs), Refugees and other vulnerable or underprivileged groups.

## COLLECTIVE ACTION AND KNOWLEDGE SHARING

Save the Dream strongly believes in the importance of cooperation with other organisations and in establishing different forms of mutual assistance. The protection and promotion of sport values is a team effort. Sharing knowledge helps optimise available resources and addresses issues of common interest and concern.



NATIONS UNIES



# SAVE THE DREAM AT THE UN

## SAVE THE DREAM EXECUTIVE DIRECTOR SIGNS A COOPERATION AGREEMENT WITH THE UNOCT ON THE USE OF SPORT TO PREVENT EXTREMISM



The new agreement, signed by **Massimiliano Montanari**, Executive Director of Save the Dream and **Vladimir Voronkov**, Under-Secretary-General of the United Nations Office of Counter-Terrorism (UNOCT), will foster cooperation around matters related to preventing violent extremism through sport and the power of its values.

As a part of the agreement, Save the Dream's founding organisation, the International Centre for Sport Security (ICSS), will work with the UNOCT to promote advanced policies concerning the protection of vulnerable targets in the context of major sporting events. **H.E. Sheikha Alya A. Al-Thani**, Permanent Representative of the State of Qatar to the United Nations, was also present at the signing ceremony.

Within the framework of the agreement, the ICSS will work with the UNOCT, United Nations Interregional Criminal Justice Research Institute (UNICRI), the United Nations Alliance of Civilizations (UNAOC) and in consultation with the Counter-Terrorism Committee Executive Directorate (CTED), to design the *Global Programme on Security of Major Sporting Events, and Promotion of Sport and Its Values as a Tool to Prevent Violent Extremism*.

# SAVE THE DREAM AT THE 74<sup>TH</sup> UNITED NATIONS GENERAL ASSEMBLY

Save the Dream partnered with Qatar Charity, Qatar Fund for Development (QFFD), the UN Refugee Agency (UNHCR), the International Organisation for Migration (IOM), and the German Agency for International Cooperation (GIZ) to organise an event which was held on the sidelines of the 74<sup>th</sup> United Nations General Assembly in New York on September 22<sup>nd</sup>, 2019 entitled *The Role of Sport in Safeguarding and Empowering Refugees and IDPs*.

While showcasing its projects such as *Darfur Dreams*, a joint initiative of Qatar Charity, QFFD and Save the Dream, the event highlighted the importance of sport in achieving the Sustainable Development Goals (SDGs) 2030 and its role in promoting opportunities for young refugees and internally displaced persons (IDPs).



## INVITATION

Side Event at the 74<sup>th</sup> United Nations General Assembly

### THE ROLE OF SPORT IN SAFEGUARDING AND EMPOWERING REFUGEES AND IDPS

September 22<sup>nd</sup>, 2019 from 8am to 11am  
Delegates Dining Room, UNHQ, New York

**PANELISTS:**

<p><b>Yusuf Al-Kuwari</b>, CEO, Qatar Charity</p> <p><b>Khalifa Al-Kuwari</b>, Director General, Qatar Fund for Development</p> <p><b>Khaled Khalifa</b>, Representative to the GCC, UNHCR</p> <p><b>Ashraf ElNour</b>, Director IOM Office to the United Nations in New York</p>	<p><b>Massimiliano Montanari</b>, CEO, ICSS INSIGHT/Save the Dream</p> <p><b>Mohamed Al Ghamdi</b>, Chief Governance Officer, Qatar Charity</p> <p><b>Henning Schick</b>, Head of Program, Education and Conflict Transformation through Sports for Development, GIZ</p>
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**STORYTIME : Empowered Women And The Life-changing Power Of Sport**

**Tegla Loroupe**, UN Ambassador of Sport, World Record holding runner, Save the Dream Ambassador

**Katerina Salta**, Sports for Protection Program Manager at International Olympic Truce Center

**Suad Galow**, Founder of the Somali Women Foundation (SWF)

## SPECIAL EVENT AT THE 2019 WORLD CONFERENCE OF MINISTERS RESPONSIBLE FOR YOUTH (LISBON + 21) AND YOUTH FORUM



Within the framework of the *2019 World Conference of Ministers Responsible for Youth (Lisbon + 21) and Youth Forum*, Save the Dream, jointly with the International Olympic Truce Center (IOTC), hosted a special event to present and further develop ideas on the use of sport in the promotion of inter-cultural dialogue, peace and reconciliation.

The event was attended, among others, by a football legend **Paulo Sousa**, previous defensive midfielder for the Portuguese national team, who was also a Champions League winner with both teams he played for, Juventus and Borussia Dortmund, in addition to the Intercontinental Cup win with Dortmund.

*The World Conference* was opened by the President of Portugal, **Marcelo Rebelo de Sousa**, and attended by **María Fernanda Espinosa**, President of the United Nations General Assembly, **Jayathma Wickramanayake**, United Nations Secretary-General's Envoy on Youth and other dignitaries.



# ATHLETE AMBASSADORS IN ACTION

## ANNOUNCEMENT OF NEW AMBASSADORS



Save the Dream Ambassadors team has grown this year as we have proudly added yet another extraordinary athlete, **Nuno Delgado**.

**Nuno Delgado** is a former Portuguese judoka who became well known by winning the first Olympic medal in judo for Portugal - a bronze in the under-81 kg category at the 2000 Summer Olympics, in Sydney, Australia. Since then, he has set up a *Judo School Nuno Delgado* and has formed *Champions for Life Programme*. **Nuno** is also a Guinness World Record holder for conducting the *World's Biggest Judo Class*.

## TEGLA MEETS YOUTH FROM DPS MODERN INDIAN SCHOOL



Save the Dream Sport Ambassador, Kenyan longdistance track and road runner, the first African woman to hold the marathon World Record, **Tegla Loroupe**, spoke at the DPS Modern Indian School in Doha during her 2019 IAAF World Athletics visit to Doha.

Tegla's inspirational speech and her personal success story was well received and has contributed to a general sense of excitement amongst more than 1000 students who attended the event.



# SPORT FOR PEACE AND DIALOGUE

## WHEN SPORT BREAKS DOWN WALLS



On the occasion of the 6<sup>th</sup> of April, the International Day on Sport for Peace and Development, and in tribute to the 30<sup>th</sup> anniversary of the fall of the Berlin Wall (1989-2019), Save the Dream, in partnership with the International Olympic Truce Center (IOTC) and with the support of the United Nations Alliance of Civilizations (UNAOC), convened the *International Youth Forum When Sport Breaks Down Walls* in Berlin, with the aim of sharing and developing ideas on the use of sport in the promotion of inter - cultural dialogue, peace and reconciliation. The Forum was hosted by Der Diwan – Arab Culture House in Berlin, Germany, on the 6<sup>th</sup> and 7<sup>th</sup> of April, 2019 under the patronage of **H.E. Sheikh Saoud Bin Abdulrahman Al-Thani**, Ambassador of the State of Qatar in Germany and with the generous support of Qatar Airways.

The forum was an important step in promoting the use of sport for youth leaders as a tool for public diplomacy. Eighty youth leaders from all around the world gathered in Berlin to support the positive message of unity within society while focusing on the power of sport to inspire and empower people across nations, regardless of faith and socio-economic condition.

The *International Youth Forum* kicked off a global campaign involving Save the Dream partners and Sport Ambassadors to raise awareness on the

importance of using all possible peaceful means, including sport, to break down walls which still exist despite the significance of the impactful message which was sent to the world in 1989 by the demolition of the Berlin Wall. The messages conveyed during the forum about the role of sport in breaking down walls reached a global audience of more than 713,000 people as a part of the campaign which concluded on the 9<sup>th</sup> of November 2019, the day which marked the 30<sup>th</sup> anniversary of the fall of the Berlin Wall with the release of a report about the event.

The project was further promoted during the *European Week of Sport 2019*.



## SAVE THE DREAM AT PEACE AND SPORT FORUM IN MONACO

Save the Dream Executive Director, Massimiliano Montanari, moderated a panel on the topic of the role of sport in human rights and peace promotion. The panel comprised of distinguished panelists such as **Mary Harvey**, Chief Executive, Centre for Sports and Human Rights, **Veronique Lebar**, President of the Sport Ethics Committee, **Dr. Chungwon Choue**, President of the World

Taekwondo Federation, **John Morrison**, Chief Executive, the Institute for Human Rights and Business, and **Laurence Fischer**, Sport Ambassador for the French Minister of Foreign Affairs and Champion for Peace, who presented about their efforts in promotion and protection of human rights.

## SAVE THE DREAM PARTNERS WITH THE 6<sup>TH</sup> INTERNATIONAL CAPE TOWN SPORT AND PEACE CONFERENCE



Save the Dream joined forces with the Foundation for Sport & Development & Peace, in Cape Town, South Africa, in September to participate in discourse about the power of sport in peacebuilding.

An active and vibrant community of NGOs and academic institutions across the African continent participated in discussions about the soft power of sport. The conference and its commissions explored the topic of using sport to push forward Nelson Mandela's vision for equality and reconciliation.

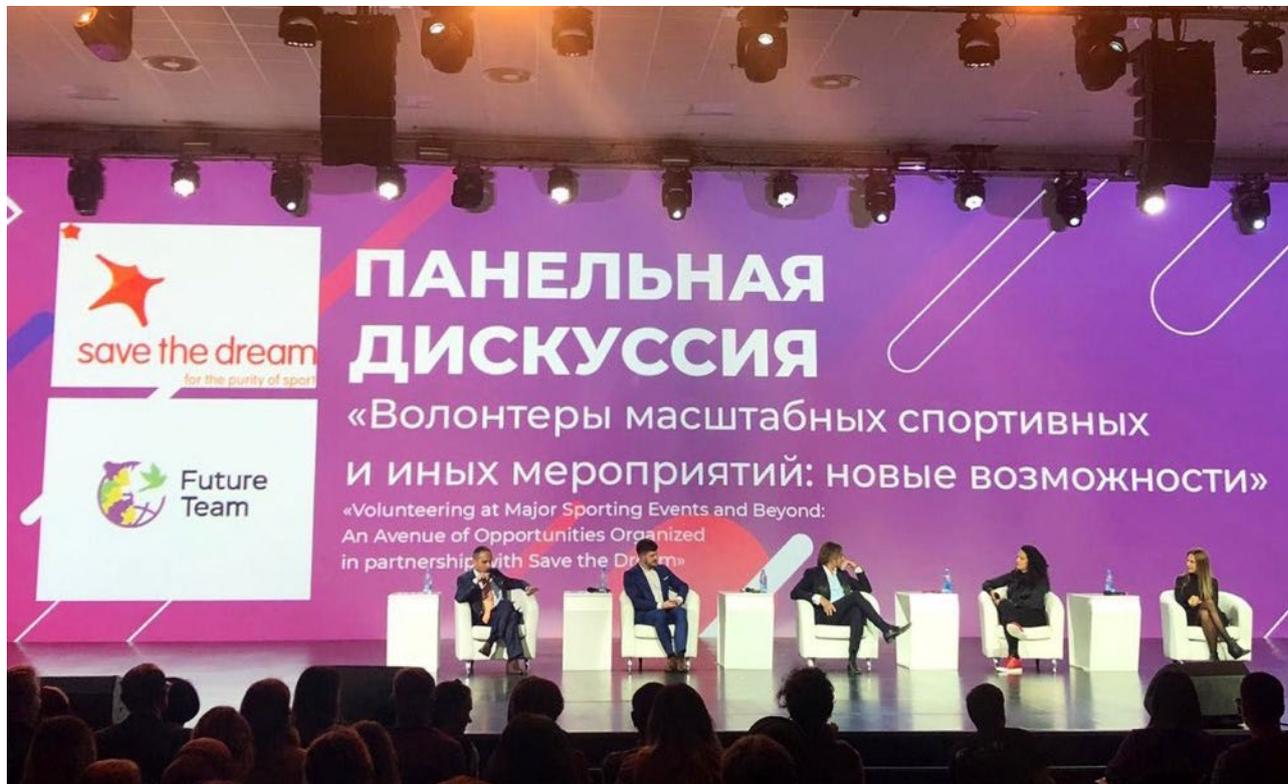
**Dr. Bahruz Balayev**, Acting Director of Legacy and Innovation, ICSS INSIGHT, participated in a panel and spoke on behalf of Save the Dream on the topic *Using Sport to Prevent Violent Extremism*. Other panelists included, **Dr. Marion Keim**, Chairperson Foundation for Sport & Development & Peace, as well as **Nocawe Mafu**, Deputy Minister of Sport, Arts and Culture of the Republic of South Africa.





# SPORT VOLUNTEERISM

## SAVE THE DREAM PROMOTES SPORT VOLUNTEERISM AT THE INTERNATIONAL VOLUNTEER FORUM 2019 IN SOCHI



During the *International Volunteer Forum 2019* held in Sochi, Save the Dream and Future Team, an international movement that brings together prominent young leaders from 180 countries, organised a special event to discuss the role of youth in sport volunteerism at major sporting events and projects that promote sport for development and peace.

Organised by the Russian Federation in order to promote the role of youth through different forms of volunteerism, the *International Volunteer Forum 2019* brought together over 6,500 participants from all over the world who shared their experiences in implementing successful volunteer initiatives and paving the way for future collective efforts, including sport volunteerism.

During the forum, Save the Dream hosted a debate on *Volunteering at Major Sporting Events and Beyond: An Avenue of Opportunities* with the aim of obtaining insights from leaders in sport and civil society on the role of sport volunteers in the promotion of sport values, focusing on a wide range of concepts - from integrity to social inclusion, protection of human rights and peace-building.

The discussions also focused on methodologies of volunteer programmes design, as well as the ways to promote benefits for the young volunteers and creation of new opportunities for fostering global citizenship through sport volunteerism.

The panel featured **Massimiliano Montanari**, Executive Director of Save the Dream, **Dr. Bahruz Balayev**, Acting Director, Legacy & Innovation at ICSS INSIGHT, **Alexander Maksimov**, Head of Volunteer Program, UEFA Euro 2020 in St. Petersburg, **Honey Thaljih**, FIFA Corporate Communications Manager, Save the Dream Ambassador and co-founder of women's football team in Palestine, as well as **Katerina Salta**, International Olympic Truce Centre, Founder of Hestia Football Club, the first refugee and migrant women's football team in Greece.

## EYVOL VOLUNTEERS DEPLOYED TO 2019 IAAF WORLD ATHLETICS CHAMPIONSHIPS IN DOHA



A multinational team of young volunteers were deployed during the World Athletic Championships held in Doha, Qatar, within the framework of the EU-funded project, Empowering Youth Volunteers through Sport (EYVOL).

Inspired by Save the Dream, EYVOL is a two-year transnational and multi-sectoral cooperation initiative co-funded by the European Union within the Erasmus+ programme, led by the International Olympic Truce Centre (IOTC) involving partners from the Olympic Movement, the United Nations, academia and civil society. The initiative aims to develop and implement innovative educational methods to train youth volunteers on how to utilise sport to promote inter-cultural dialogue, peace and socio-economic development.

Thanks to the support of the IAAF World Athletics Championships Doha 2019 Local Organising Committee, young people from six different countries were selected through EYVOL to serve as volunteers. This global sporting event brought together more than 2,000 athletes from 213 countries, 10,000 international guests, spectators and media representatives from all around the world, and thousands of volunteers.

During their deployment in Doha, young volunteers took the opportunity to visit the Supreme Committee for Delivery & Legacy (SCDL) Qatar 2022 and Aspire Academy.

# FIRST INTERNATIONAL CONFERENCE ON INTERNATIONAL SPORT VOLUNTEERISM



An international coalition of organisations from the Olympic Movement , the United Nations, academia and civil society, launched *Empowering Youth Volunteers through Sport (EYVOL)*, a two-year project co-funded by the European Union within the Erasmus+ programme and aimed at developing a common framework on sport volunteerism.

The programme, which had been announced from the United Nations Headquarters in November 2018, on the occasion of the 8th Global Forum of the UN Alliance of Civilizations, attended by UN Secretary-General, **H.E. Mr. Antonio Guterres**, will develop and implement innovative educational methods to train youth volunteers on how to utilise sport to promote inter-cultural dialogue, peacebuilding and socio-economic development, including the methods in the context of social inclusion through sport and major sporting events.

Inspired by Save the Dream, the programme will be led by the International Olympic Truce Center (IOTC) and implemented jointly with the Comité Olímpico de Portugal (COP), Orama Neon – Youthorama, the International Council for Coaching Excellence (ICCE), Comitato Olimpico Nazionale Italiano (CONI), the European Platform for Sports and Innovation (EPSI), the European Non-Governmental Sports Organization - ENGSO Youth, the Universitat de les Illes Balears, Fundación del Centenario del Sevilla FC, Université Paris 1 Panthéon-Sorbonne and Fondazione garagErasmus.

Save the Dream and all EYVOL's partners convened the *First International Conference on International Sport Volunteerism*, hosted by the Université Paris 1 Panthéon-Sorbonne.

During the event, EYVOL's partners shared information on the project results achieved to date. The focus was on an analysis of good practices on volunteering for social inclusion through sport and to gather information from other organisations to further collect and develop good practices in the field of recruitment, deployment and training of youth sport volunteers, also in view of future employability prospects.

The conference fostered a debate on how to create more opportunities for youth and young volunteers through hosting of major sporting events and sport in general.





# EMPOWERMENT OF GIRLS

SAVE THE DREAM GATHERS GLOBAL FEMALE FOOTBALLERS TO INSPIRE GIRLS FROM THE OUTSKIRTS OF PARIS ON THE OCCASION OF THE FIFA WOMEN'S WORLD CUP 2019™



To coincide with the FIFA Women's World Cup 2019™, Save the Dream gathered leading female footballers and athletes at the Magnum Photos headquarters in Paris to meet with girls from the outskirts of Paris, at a venue surrounded by inspiring Magnum images featuring women in sport. **Honey Thaljih**, FIFA Corporate Communications Manager, Save the Dream Ambassador and Co-Founder of women's football team in Palestine, **Laura Stéphanie Georges**, Secretary-General at the French Football Federation, former player for the national football team and Bayern Munich FC player and Ambassador for the FIFA Women's World Cup, **Nadia Nadim**, Afghan-Danish striker of Paris Saint-Germain and **Jennifer Batu Bawsita**, Franco Congolese hammer throw athlete, shared their stories on challenges and successes achieved in sport and thanks to sport.

Thanks to the support of beIN Sport, also in attendance at the event, Save the Dream will produce a short film

about the event to raise awareness about these inspirational life stories for the benefit of a larger audience of youth dreaming to become champions in sport and life.



## FROM BRAZIL'S FAVELAS TO INSPIRE GIRLS ACROSS NATIONS



As a part of its efforts to promote access to sport for young girls, Save the Dream with the support of Qatar Airways, promoted several peer-to-peer activities involving girls from various walks of life. The “trait d’union” of this initiative was **Jessica do Vale**, a 16-year-old girl from a Favela in Rio de Janeiro, who visited the football project for young girls in Savigny-le-Temple in the outskirts of Paris during the FIFA Women’s World Cup™ 2019 and the young female football players living in Qatar.

Jessica’s involvement was made possible by Street Child United Brazil (SCUB), and her story on how sport has changed her life and those of other girls from her Favela, were key to encouraging other young women to participate in sport, regardless of their socio-economic or cultural status.

Jessica's journey was captured on video, produced and disseminated globally by Qatar Airways. It's promotion is aimed at inspiring others around the world with its powerful message.





# ACTIVITIES WITHIN THE MOVEMENT

## THE KATOWICE INTERNATIONALS WORLD CUP



After the great success of the 1st edition in 2018, Katowice Internationals Foundation organised the 2<sup>nd</sup> edition of the Katowice Internationals World Cup in 2019.

The Katowice Internationals World Cup is the flagship event of Katowice Internationals Foundation, with a goal of promoting social inclusion and diversity through sport and multicultural integration in Silesia and Poland.

The event was co-founded by Erasmus+ Students and Alumni Alliance (ESAA) and the European Commission with the support of garagErasmus Foundation under the patronage of Save the Dream.

## SAVE THE DREAM AND GOLF



Save the Dream celebrated Qatar National Sports Day with an outdoor mini golf activity which took place in Katara, with the participation of Qatari golfer, **Yasmian Al Sharshani**.

The excitement led to Save the Dream organising a mini golf tournament at the Doha Golf Club the following month, involving the best player of the Asian Cup, **Almoez Ali** and the children from DPS Modern Indian School.



## WESTIN DOHA HOSTS IFTAR FOR CHILDREN FROM SHAFALLAH AND AMAL CENTRES IN COLLABORATION WITH SAVE THE DREAM GLOBAL PACT



On the occasion of the holy month of Ramadan, the Westin Doha Hotel and Spa hosted an iftar for children with special needs from Al Shafallah and Amal Centers, as part of its contribution to Save the Dream Global Pact for Sport.

The event gathered twenty five children, ambassadors, members of the press and social media influencers, including the representatives from Save the Dream and various sports entities in Doha.

## SAVE THE DREAM ORGANISES WORKSHOP ON THE INCLUSION OF YOUNG PEOPLE WITH DISABILITIES



Save the Dream, through its Thessaloniki Chapter and in collaboration with YOUTHORAMA Foundation, contributed to the 7<sup>th</sup> Edition of the Mediterranean University on Youth and Global Citizenship (MedUni), organised by the North-South Centre of the Council of Europe in Hammamet from 9 - 16 June 2019, with over two hundred youth leaders from different countries from the region in attendance. The aim of the project was to promote respect, diversity and social inclusion at a major youth gathering organised by the North-South Centre of the Council of Europe.

During event days, from 12 - 13 of June, Save the Dream delivered a workshop *Inclusion of Young People with Disabilities through Sport*, by showcasing through practical activities, the power that blind football has in educating young people and encouraging inclusion within society, and how people of all abilities can play blind football and learn about the positive values of sport.

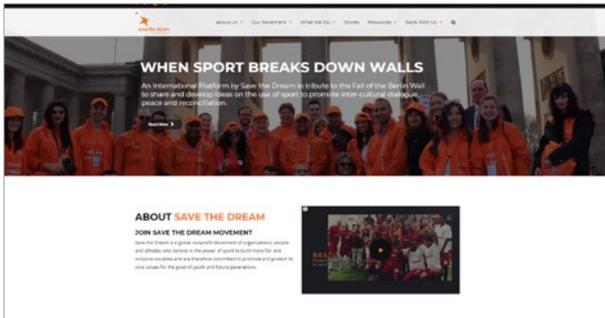
Since 2013, the Mediterranean University on Youth and Global Citizenship (MedUni) has gathered representatives from youth organisations and youth movements to discuss, train and be trained around issues of democratic participation and global citizenship.





# SAVE THE DREAM IN THE MEDIA

## WE ARE PLEASED TO ANNOUNCE THE LAUNCH OF OUR NEW WEBSITE!



The new website reflects our commitment to communicating our strategy to an international audience. The goal is to provide visitors and stakeholders with an easier way of learning about the main pillars of our work, our achievements, our governance and insights into how we mobilise and utilise our resources.

We are pleased to announce the launch of our new Save the Dream website, designed with a fresh new look and user-friendly navigation. We invite you to visit [www.savethedream.org](http://www.savethedream.org)

## CROSS MEDIA REACH

At the beginning of 2019, Save the Dream drove a dynamic social media strategy and established a unique social media plan for all its social media platforms.

Twitter has been the most popular social media platform of the year 2019. Save the Dream Twitter page gained 1,583,800 impressions in 2019.

Our Twitter page has been kept up-to-date by featuring fresh content frequently, especially during events, such as live-tweeting / streaming, video messages from sportspeople, athletes, volunteers and other influential supporters.

In April 2019, during *When Sport Breaks Down Walls International Youth Forum*, Save the Dream Twitter page gained 834,800 impressions.

During *When Sport Breaks Down Walls* project, our Instagram page (33,000 followers) gained more than 13,807 impressions. In total this year, Save the Dream Instagram page gained over 40,000 impressions. Our major 2019 projects such as *When Sport Breaks*

*Down Walls*, *EYVOL* Volunteers at IAAF Doha 2019, Mini Golf Activity in Katara during QNSD 2019 and *BIG 4 SPORTS* project announcement, generated new followers and increased the number of impressions across all Save the Dream social media channels.

Save the Dream Facebook posts reached more than 223,511 people in 2019.

Save the Dream Facebook page gained high visibility particularly during *When Sport Breaks Down Walls International Youth Forum*, during which our Facebook posts reached more than 160,000 people within the span of a few days.

Finally, Save the Dream received media coverage on international networks such as Al Jazeera and beIN SPORTS, as well as continuous coverage in print media, a flavour of which is given in the featured press clippings.



# WAY FORWARD

While we were equally dedicated to all our projects and programmes this year, 2019 was the year which marked the 30<sup>th</sup> anniversary of the fall of the Berlin Wall, reminding us that too many walls still exist in our society and that, at the same time, the power of sport has a great capacity to tear down these walls.

In 2020, we will continue to work in this direction, primarily making sure that Save the Dream continues to grow and operate as a totally inclusive movement, open to all organisations and people who are able and willing to contribute to its mission and general objectives, and to all those who are willing to make an impact on the society through sport. We will work to break down walls which create despair by promoting safe access to sport and its educational values.

We will give priority to initiatives which contribute to youth skills development, such as sport volunteerism, through youth involvement in major sporting events but also in the area of Sport for Development and Peace (SDP), as a way of promoting their future employability prospects in and outside the domain of sport.

We will continue to champion the instruments developed in the last few decades to promote development and peace through the use of sport to address critical social challenges such as the prevention of violent extremism and engagement in activities that support the development of advanced policies in view of designing capacity building programmes supported by solid policy frameworks.

Furthermore, none of this work will be conducted in isolation, and as always, the cooperation between our current and future partners, allies and an active involvement of our Sport Ambassadors, will be the key to delivering our contribution in being of service to sport and humanity at large.



**Massimiliano Montanari**  
Executive Director  
Save the Dream





save the dream  
for the purity of sport



save the dream



save\_the\_dream



@savethedream



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