save the dream

for the purity of sport

ACTIVITY REPORT 2015 - 2016

Activity Report 2015-2016
Electronic Version

save the dream
for the purity of sport

An initiative by

ICSS
Safeguarding Sport

In partnership with

QATAR

With the support of

ooredoo
Technology Partner

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CONTENTS

MESSAGE FROM THE FOUNDER 3

ACKNOWLEDGMENTS 5

INTRODUCTION TO SAVE THE DREAM 8

SAVE THE DREAM MOVEMENT DECLARATION 9

GLOBAL OUTREACH 10

YOUTH EMPOWERMENT 13

SERVING UNDERPRIVILEGED COMMUNITIES 16

PROTECTION 19

SHARING KNOWLEDGE 21

DEVELOPING SAVE THE DREAM AS A MOVEMENT 23

NEW PARTNERSHIPS 25

PARTICIPATION IN HIGH-PROFILE EVENTS 27

REPORTS AND PUBLICATIONS 29

SAVE THE DREAM IN THE MEDIA 30

THE WAY FORWARD 31

MESSAGE FROM THE FOUNDER

Is sport a human right? Is sport a fundamental component of children's education? Does sport equip children with basic life skills?

At Save the Dream, our answer is "yes".

We passionately believe that the positive role of sport is vital for our youth; for society. This is supported by extensive studies and analysis, and by leading international institutions who have also unanimously and enthusiastically said "Yes!"

The Office of the United Nations High Commissioner for Human Rights (OHCHR), guardian for human rights, agrees, as does UNESCO, promoter of world's education, and UNICEF, universal protector for children's development. Our mandate has been developed from this belief and our strength to act upon it Is our driving force. Throughout the past two years as reviewed in this document, we have done our utmost to advance access to sport for youth across several continents, including Latin America, Asia, Europe and the Middle East.

We have provided the ideas, the means and the coordination to enable pilot projects to be implemented and to make the dreams of young people come true. We have helped to safeguard children by using innovative technology, including the 'Proteja Brasil' app, which was developed in partnership with UNICEF in Brazil in the lead up to and during the 2016 Olympic and Paralympic Games – an initiative which began two years before the Games on the eve of the 2014 FIFA World Cup.

We have promoted sport mobility in the Mediterranean Basin, building bridges by enhancing understanding and experience. We have contributed to the world's leading forums focused on the role of sport in society; Our Save the Dream Sport Ambassadors, one of whom, is Rosa Mota, carried the Olympic Flame to remind the entire world about the importance of the quest for an Olympic Truce and peace at large.

Also, in recognition of our efforts, Save the Dream was invited to ring the closing bell at the Nasdaq Stock Market on the International Day of Sport for Development and Peace - a symbolic moment of sport's ideals and the business world. We have organised awareness-raising events to drive thinking and stimulate discussion of the good and bad, the potential and the threats, around sport.

From a week-long promotion of Save the Dream in Italy's most popular sport, football, to a public event in Times Square, New York, Save the Dream has brought together athletes and policy makers, children from devastated countries – like Haiti - and Olympic Champions, to advocate, to have the opportunity to play.

Save the Dream will continue to strive to do its best to help make sport for youth synonymous with fair play. We remain committed to providing support for ideas which can improve and change society through simple, sustainable and courageous projects.

I hope you will enjoy reading this report and will share our enthusiasm and determination to deliver meaningful and positive change through sport.

Thank you,

Mohammed Hanzab

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

RENATO

ACKNOWLEDGMENTS

This report outlines the activities performed by Save the Dream during 2015 and 2016. None of these activities and the impact they had could have been achieved without the generous support Save the Dream has received from its partners and donors.

Save the Dream, established by the International Centre for Sport Security (ICSS), wishes to thank its historical partner, the Qatar Olympic Committee (QOC) and to its President H.E. Sheikh Joaan bin Hamad bin Khalifa Al Thani, Chairman of the Save the Dream High-Level Panel, for supporting the overall mission of Save the Dream.

A special acknowledgement goes to its technology partner Ooredoo for the crucial role it plays in all the key initiatives, as well as to its Chairman HE Sheikh Abdullah bin Mohammed bin Saud Al Thani and its Chief New Business Officer Sheikh Nasser bin Hamad bin Nasser Al Thani for their involvement since the very early stages of our work.

To Qatar Airways and its CEO HE Akbar Al Baker for the support granted to all the high-profile events organised by Save the Dream.

To Qatar Chamber and Gulf Warehousing for helping to build an important bridge between our work and the business community.

Our most deep gratitude goes to the honourable members of the Save the Dream High-Level Panel, including:

- HE Staffan De Mistura, UN Special Envoy for the Syria Crisis.
- HE Jose Ramos-Horta, UN Special Representative and Head of the United Nations Integrated Peace Building Office in Guinea-Bissau and Nobel Peace Prize Laureate.
- Iván Dibós, IOC Member.
- Raffaele Chiulli, President of the Association of IOC Recognised International Sports Federations.
- Youssou N'Dour; celebrated African artist.
- HE Sheikh Saoud bin Abdulrahman Al Thani, Ambassador of Qatar to Germany and former Chairman of the High-Level Panel.

To our Sport Ambassadors and many role models from sport, we thank you for giving your time and energy to our projects, including:

- Our first Ambassador - Alessandro Del Piero, Football World Cup Champion.
- The other distinguished Football World Cup Champions Cafu, Carlos Dunga, Vincent Candela, Youri Djorkaeff, Christian Karembeu, Lucio Silva, David Trezeguet and David Villa.
- Brazilian football icon Zico.
- African football legend Roger Milla.
- Real Madrid legends Fernando Hierro and Fernando Sanz.
- Ajax, Barcelona and Juventus legend Edgar Davids.
- CONCACAF champion Cobi Jones.
- INTERPOL Sport Integrity Ambassador Simone Farina.
- Paralympic athlete Giusy Versace.
- Swimming Olympic gold medallist Penny Heyns.
- Ski World Champion Christof Innerhofer.
- Volleyball World Champion and Olympic medallist Lorenzo Bernardi.
- Former NBA player Jorge Garbajosa.
- Football Coach Bora Milutinovic.
- Inaugural captain of the Palestinian women's football team Honey Thaljieh.
- Marathon Olympic gold medallist Rosa Mota.
- Colombian weightlifting champion and Olympian Mabel Mosquera Mena.
- Colombian Footballer Nicole Regnier.
- Qatari Golfer Yasmian Al-Sharshani.
- Italian football legends Bernardo Corradi, Stefano Fiore, Damiano Tommasi, Giuseppe Favalli, Giuseppe Giannini and Giuliano Gianniche dda.

We wish to thank all our allies from the Olympic Movement and United Nations' bodies including UNICEF, the UN Refugees Agency, the UN Alliance of Civilizations, the UN Office on Sport for Development and Peace and UNESCO.

We also thank those from sport, civil society, academia, media, business and government for believing in our ideas and goals.

In this regard, we give our gratitude to the Government of Qatar for its continued support in all our endeavours to promote and protect the values of sport.

A special thank you also goes to the Spanish Cooperation Agency and the Spanish Higher Sport Council, which made possible our work in Latin America. We also appreciate the support of the European Union, who allowed the creation of the first youth mobility platform through sport in the Mediterranean Basin and other innovative projects.

We wish to thank all the organisations who partnered in these projects including:

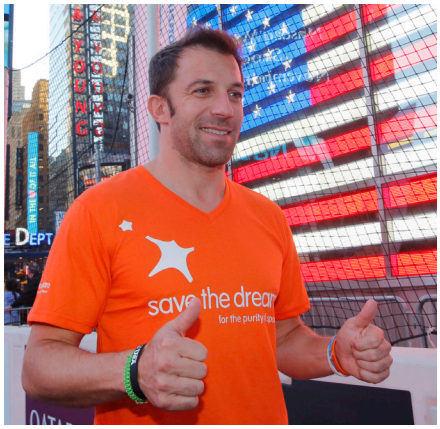
- International Council for Coaching Excellence.
- Football Against Racism in Europe Network
- Mediterranean Triathlon Federation.
- Cyprus Badminton Federation.
- University of Poitiers, France.
- Hellenic Triathlon Federation.
- From Italy: Italian National Olympic Committee and its Anti-Drugs Committee, Sapienza University of Rome, University of Foggia.
- Malta Triathlon Association.
- From Portugal: National Olympic Committee of Portugal, University of Lisbon, Sporting Club, National Sport Foundation.
- From Spain: Autonomous University of Barcelona, University of the Balearic Islands, University of Lleida, Pablo de Olavide University, Spanish Federation of Sport Psychology, Spanish Badminton Federation, Spanish Triathlon Federation, Seville Football Club Foundation, National Institute of Physical Education of Catalonia, Municipality of Tarragona.
- Badminton Association of Serbia.
- Halmstad University, Sweden.
- University of South Wales, United Kingdom.

We thank the Cooperation Council for Turkic Speaking Countries, for opening the doors of their region to Save the Dream, and the World Ethnosports Confederation, for allowing the discovery of a new universe of sports and traditions.

We thank all our partners and organisations that supported us during the period covered by this report, including:

- Al Kass TV.
- Ambient Light Films.
- Aspire Academy.
- Aston Villa Football Club.
- Balon Mundial Onlus.
- beIN SPORTS.
- Birla Public School in Doha.
- Centro Sportivo Italiano.
- CEQUIN Foundation.
- Embassy of the State of Qatar in Rome and the Permanent Mission of the State of Qatar to the United Nations Office and other international organizations in Geneva.
- European Multisport Club Association.
- Fondazione Priorita' Cultura.
- Fondazione Stefano Borgonovo.
- Fundacio FC Barcelona.
- Global Child Forum.
- GrandFondo New York.
- International Association of Physical Education for Girls and Women.
- International Olympic Truce Centre.
- International School Sport Federation.
- International Society of Sport Psychology.
- International Sports Press Association.
- Italian League Serie A.
- Italian Rhythmic Gymnastics Team "The Butterflies".
- Magnum Photos.
- North York General.
- NY Road Runners.
- OPEC Secretariat.
- Our affiliated football clubs Cultural y Deportiva Leonesa and Piacenza Calcio 1919.
- Players United.
- Qatar Charity.
- Qatar Football Association.
- Qatar Stars League.
- Reach Out To Asia.
- Shoes4Life.
- Silk Road Cities Alliance.
- Southern California Youth Soccer Organization.
- Spanish La Liga.
- Special Olympics.
- Sport at the Service of Humanity Conference.
- Street Soccer USA.
- Supreme Committee for Delivery and Legacy.
- The Embassy of Italy in Qatar, the Italian
- Counsulate General in New York and the Italian
- Counsulate General in Paris.
- Truce Foundation of the USA.
- Villa Parke Community Center.

We thank all the people from these organisations for making our partnerships special and all the friends who have helped us in their own personal capacity.



We thank all the initiators of the Save the Dream Chapters for their commitment to our mission and for their help in developing Save the Dream as a global movement. We offer our appreciation to all the volunteers and friends who have donated their time to make the lives of others better, through sport, and all the youth who have adhered to the mission of Save the Dream.

Finally, we wish to thank the Saudi Air Sport Federation and the Asian Air Sport Federation for raising awareness of Save the Dream and showing that, through team work, even the sky is not the limit.

INTRODUCTION TO SAVE THE DREAM

ESTABLISHMENT

Save the Dream was established in 2012 by the International Centre for Sport Security (ICSS), in partnership with the Qatar Olympic Committee and Ooredoo, technology partner.

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 promote and protect its core values for the good of youth 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 to its educational and social values.

VALUES

Purity, respect, care, inclusion, integrity.

OBJECTIVES

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

SAVE THE DREAM MOVEMENT DECLARATION

We are a civil society organisation committed to respecting the following principles:

1. Sport is a fundamental Human Right and belongs to all.

2. Sport must be accessible to girls and boys from any nation, without any discrimination, and taking account of any special requirements of children and young people with special needs.

3. Sport is based on ethical values and fair-play, on the respect of oneself and others, including minority groups, and on the principles of tolerance and responsibility.

4. The overall well-being of children and young people and their education in the core values of sport comes before any other consideration.

5. Children and young people have the right to train and play sport in a safe and supportive environment, free from corruption and violence.

6. We condemn any act or situation creating obstacles between children and their right to play.

7. As members of the Save the Dream Movement, we will work cooperatively and honestly with all individuals and groups from the Movement, with for-profit and not-for-profit corporations and organisations, with governments and international bodies committed to promoting and protecting the values of sport, and act as their custodians.

8. We will be democratic, politically non-partisan, accountable in our work and support balanced representation in our governing bodies.

9. We will only accept funding from donors who share our values and do not compromise our ability to address issues freely, thoroughly and objectively.

10. We will provide accurate and timely reports of our activities and achievements to our stakeholders.

GLOBAL OUTREACH

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

SPORT FOR HOPE IN TIMES SQUARE

On 3 November 2015, Save the Dream launched a widespread advocacy campaign in Times Square, New York to "Restore Hope and Peace through Sport".

The initiative called for a prolonged Olympic Truce to "let the children play". It took place one week after the adoption of the resolution on the Olympic Truce by the UN General Assembly which was widely promoted by the event.

Save the Dream Ambassadors and other celebrities participated in a range of activities and delivered motivational speeches.

Giusy Versace travelled directly from the International Paralympic Committee Athletics World Championships in Doha to perform the dance routines which won her the Italian edition of Dancing with the Stars. The Italian Rhythmic Gymnastics team performed the routines which won them the World Championships.

Save the Dream High Level Panel Member Youssou N'Dour performed the "Save the Dream Song" live, and Alessandro Del Piero, Fernando Hierro, Fernando Sanz, Edgar Davids, Yuri Djorkaeff, David Villa, Honey Thaljieh and Bora Milutinovic played friendly matches with children on a purpose-built football pitch.

The event was viewed live by the 350,000 – 400,000 people who pass through Times Square daily and over two million people were reached by social media.

ITALIAN SUPER CUP DOHA

On the eve of the Italian Supercoppa football match, played on 23 December 2016 in Doha, Save the Dream and the Embassy of the Italian Republic, in collaboration with the "Supercoppa TIM Local Organizing Committee" organised an official event to celebrate sport's values and cooperation between sport organisations from Qatar and Italy.

The event was attended by high-level representatives from Italian and Qatari sport institutions, AC Milan and FC Juventus, football legends from the two teams, as well as members of the diplomatic and business community in Doha.

The Lega SERIE A and Save the Dream briefed guests on their work in Italy to promote and protect sport's values and presented their future plans to facilitate access to sport in remote areas of the world.

MUSIC FOR SPORT

In 2015, Senegalese singer Youssou N'Dour in tribute to children around the world composed and launched the song "Save the Dream" which is available for download. All proceeds from the song are being used to support Save the Dream's humanitarian projects.

SAVE THE DREAM WEEKS

Launched in 2014, Save the Dream Week is an awareness campaign to promote sport's values among young people and civil society. The 2015 and 2016 campaigns took place in cooperation with Lega SERIE A in stadia across Italy, reaching out to its 15 million fans.

The campaign launched the concept of global volunteerism for sport and initiated sport for development projects in support of underprivileged children around the world. The first volunteers undertook their mission under the flag of Save the Dream and the "Centro Sportivo Italiano (CSI)" to provide sport opportunities to children in earthquake-affected Haiti.

FC BARCELONA V. AL AHLI FRIENDLY MATCH

Save the Dream was part of a very special moment ahead of the friendly match between Barcelona and Al-Ahli Saudi FC, organised on 13 December 2016 in Doha by Qatar Airways and the Qatar Football Association (QFA).

Children entered the stadium wearing Save the Dream uniforms carrying the message of "sport for humanity". A video on the topic was developed by Egyptian film maker Aly El Araby with the support of the Aspire Academy and shown at halftime. El Araby visited refugee camps in the Middle-East and through his film has helped people understand how sport can make a difference in the lives of children living in these camps.

The culmination of the event was when Murtaza Ahmadi, a young Afghan refugee, whose picture in a homemade replica of Lionel Messi's football jersey went viral on social media, was brought to Qatar to meet his idol. There were emotional scenes as Murtaza walked onto the field with Messi. The little boy was so attached to his idol that the referee had to carry him from the field. This inspiring story, which has received worldwide attention, illustrates the power of sport to change lives.

Save the Dream made a significant impact on social media throughout the night with online images reaching 38 million in the first week after the match. The video was also shown on major TV channels (BBC, CNN, 1TV Russia, SkyNews, Fox, EuroNews) during newscasts reaching another 200 million people globally.

MAGNUM PHOTOS WITH SAVE THE DREAM

Magnum Photos with Save the Dream aims to inspire people by showcasing the emotion, spirit, passion and humanity of sport through contemporary imagery. The first Magnum Photos with Save the Dream project, 'Noites do Brasil', featured a collection of over 100 images taken on the streets of Brazil in twelve FIFA World Cup host cities in 2014.

Galleries were built in the following cities to remind people about the humanity of sport:

- Turin, Alessandro Del Piero Academy, Aug 2014 – Jan 2015.
- Washington DC, Organization of American States - June 2015.
- Lisbon, National Sport Museum, March – July 2015
- New York, Times Square - November 2015.

WORLD NOMAD GAMES

Save the Dream, the Cooperation Council of Turkic Speaking States and the World Ethnosport Confederation joined forces at the 2nd World Nomad Games in Kyrgyzstan in September 2016 with the aim of highlighting how sport encourages inclusion, diversity and inter-cultural dialogue.

Save the Dream produced a special film dedicated to the Games in three languages, Arabic, English and Russian, which was broadcast on social media and TV stations across the Middle East and around the world. Articles highlighting the involvement of Save the Dream in the games were also published in a number of monthly magazines in Russian, Arabic and English.
During the event, Save the Dream Director for Special Projects Siham Alawami delivered inspiration workshops for children from Kyrgyzstan, where the Games took place.

YOUTH EMPOWERMENT

Through strategic alliances with leading international and non-governmental organisations, Save the Dream strives to empower and educate young athletes, leaders, professionals and youth at large through the power of sport's values. Save the Dream's youth empowerment programmes prioritise young people who are in the position to spread the values of Save the Dream among their peers and communities.

EMPOWERING YOUNG ATHLETES

The cooperation agreement between Save the Dream and the Aspire Academy provided educational activities during the Al Kass Under 17 International Cup Tournament 2015. A workshop was organised by Save the Dream for young players and coaches from the world's top under-17 club teams. The workshop which involved Edgar Davids and Bora Milutinovic, highlighted three main topics: what does it take to be a football star out of the pitch; how to coach on values and Integrity: the risk of match-fixing.

Al Kass Under 17 International Cup 2015 featured more than 350 young athletes and coaches from more than 10 countries including some of the world's top football teams such as Real Madrid, A.C. Milan, Paris Saint German and Arsenal FC.

EMPOWERING YOUNG SPORT REPORTERS

In cooperation with AIPS (International Sports Press Association), the "Media Policies to Promote and Protect Sport Values" project was launched in June 2015. Save the Dream conducted its first workshop on "Journalism Ethics in Sports" for young reporters as part of the AIPS Young Reporters Programme during the UEFA U21 Finals in the Czech Republic.

The workshop was attended by 14 reporters representing key media institutions from 12 countries: Azerbaijan, Czech Republic, Denmark, Germany, Iceland, Italy, Poland, Portugal, Serbia, Spain, Sweden, and United Kingdom.

EMPOWERING YOUNG LEADERS

An agreement signed with the International Olympic Truce Centre (IOTC) in December 2015 has led to a series of joint activities to promote the "Sport for Peace" concept and to empower youth.

These activities have focused on the promotion of sport as a tool for social transformation and inter-cultural dialogue, including among vulnerable groups such as refugees and war-affected groups.

As a part of these efforts, Save the Dream partnered with the "Imagine Peace Summer Camp" which took place in July 2016 in Ancient Olympia, Greece. The Educational Camp gathered 50 young people from over 20 countries at the International Olympic Academy in Ancient Olympia for one week to engage in interactive workshops and sporting activities to promote equality and peace. Thanks to its technology partner, Ooredoo, Save the Dream made it possible for 10 participants from Qatar, Sudan, Egypt, Lebanon, Afghanistan, Italy and Morocco to participate in this unique learning mobility initiative.

The camp was organised by the IOTC in collaboration with the British Council, the UN Office on Sport for Development and Peace (UNOSDP) and Save the Dream, which as educational partner, delivered workshops and case studies on sport and inter-cultural dialogue.

EMPOWERING YOUNG SPORT MANAGERS THROUGH LEARNING MOBILITY

Thanks to the support of the European Union and Ooredoo, Save the Dream has developed a unique learning mobility project called "TASEM" (Training Athletes for Sports Events Management).

This project started in 2016 and will develop throughout 2017 with the aim to provide training on Sports Events Management and promoting a common understanding of ethical issues among participants. The programme is being delivered by a consortium of academic organisations and aims to target athletes and coaches affiliated to the Olympic Committees and National Federations.

The programme is providing scholarships and internships to athlete students from countries of the Mediterranean Basin, including Northern Africa and the Middle East (MENA).

TASEM is a partnership of 15 academic institutions and sport organisations from nine European countries and three MENA National Olympic Committees (Algeria, Egypt and Tunisia). The consortium of academic institutions is providing a tailor-made, innovative Master's Degree, targeting athletes and coaches from the Mediterranean Basin and providing them with new educational and training opportunities in the field of sport management.

60 athletes and coaches from countries of the Mediterranean Basin, including 11 athletes and coaches from Algeria, Egypt, Syria and Tunisia have started their first educational sessions in September 2016 in Tarragona, Spain. This will be followed by a further eight sessions before the end of 2017.

DEVELOPING TOOLS FOR SPORT EDUCATORS

PSYTOOL
EDUCATIONAL PLATFORM

Co-funded by the Erasmus+ Programme of the European Union

The EU-funded "PsyTool" project consists of an educational programme aiming to promote integrity and tackle violence, discrimination and intolerance. The project is training managers, referees, coaches, teachers and professors on the use of sport psychology. This is being done in conjunction with universities and sport partners from seven European countries.

The project was launched in February 2016 jointly with the Pablo de Olavide University, Autonomous University of Barcelona, Spanish Federation of Sport Psychology, University of the Balearic Islands and Seville Football Club Foundation from Spain, Halmstad University from Sweden, Sapienza University of Rome, International Council for Coaching Excellence, University of Lisbon, Sporting Club and National Sport Foundation from Portugal, University of South Wales from the United Kingdom and Football Against Racism in Europe.

PsyTool is developing performance models adapted to the needs of young practitioners of grassroots sports who are particularly vulnerable to episodes of violence, discrimination and intolerance, such as women, immigrants and members of ethnic minorities. It has created new educational materials (training modules) to enable them to become "agents of change" and a new educational tool using information and communication technology to help participants through training activities.

PsyTool is also developing a web-based educational tool which includes courses and tests as well as the creation of an educational platform for training managers, referees, coaches, teachers, professors and students of physical education and the psychology of sport.

EMPOWERING SCHOOL STUDENTS

Save the Dream organised inspirational sessions at the ISF (International School Sport Federation) Educational Games 2015 and 2016 in Athens. As a part of this initiative, Save the Dream Ambassador Rosa Mota, European, World and Olympic marathon champion, met young participants of the ISF Educational Games and shared her unique experience and views. Furthermore, during the ISF World School Educational Games 2016, as well as participating in educational workshops and activities, Rosa Mota carried the Olympic Flame during the Marathon-Athens leg of the torch relay and called on people around the world to promote the role that sport's values can play in society.

The ISF Educational Games gathered over 100, 14-17 year old pupils, and teachers representing 10 delegations from nine countries - Belgium, Bulgaria, China, Cyprus, England, France, Hungary, Slovakia, Special Olympics Greece and Greece.
The participation of Save the Dream and its ambassador was promoted on the ISF website and social media.

SERVING UNDERPRIVILEGED COMMUNITIES

Sport can be a powerful tool to empower youth also in contexts of extreme poverty, crisis or post-crisis situations, having a substantial impact on a child's psychosocial wellbeing.

Sport is also a powerful instrument to promote more inclusive societies and foster inter-cultural and inter-faith dialogue.

EMPOWERING YOUNG GIRLS IN THE OUTSKIRTS OF DELHI

The "Delhi Dreams" community project was implemented by Save the Dream in 2015 in India in cooperation with Aston Villa FC and CEQUIN Foundation to encourage young girls to play football and sport in general.

The project invited girls from the urban slum area of Jamia, New Delhi to take part in a nine month clinic where they were taught skills, ethics and values that can be extended beyond sport into every aspect of life. As a result of the project, increasing numbers of girls in the community have been empowered to play football and it has helped parents to embrace the many positive benefits of sport for girls. The initiative has received positive feedback from all involved and it has been pleasing to see the girls grow in confidence and develop as players over the course of the project.

The following outcomes were achieved:

- 194 training sessions were provided involving 150 girls.
- A 10-team tournament was staged which saw the winners invited to take part in a training camp at Aston Villa FC in Birmingham, United Kingdom.
- Each girl received a camera phone and were trained by a professional photographer from Save the Dream Partner, Magnum Photos, on how to capture the joys of sport on their devices.
- Morale boosting workshops were held by Save the Dream Ambassador Honey Thaljieh.

LET'S GO TO HAITI

The "Let's go to Haiti" project was implemented in Haiti in the summer of 2015 in cooperation with "Centro Sportivo Italiano" (CSI). Sport volunteers gave local children the opportunity to play sport and teach them about the positive values that can be learnt through it.

The objective of the project was to:

- Use sport volunteerism in underprivileged societies affected by wars, natural disasters and famine.
- Raise awareness on power of sport to mobilise communities and use sport as a tool for social inclusion.

The following activities took place:

- 17 young volunteers travelled to earthquake-affected Haiti, one of the least developed countries in the Northern Hemisphere. The volunteers came from a range of different backgrounds including current and retired sport professionals, teachers, coaches and doctors and were joined by 110 young local volunteers.
- Daily activities took place on the outskirts of the capital, Port-au-Prince where a small sports centre was created to teach football, basketball, volleyball and cheerleading skills to 200 local children.
- Girls and boys football teams of varying age groups were permanently established along with a women's volleyball team.
- Activities also took place in the largest humanitarian camp in Haiti, Corail-Cesselesse, which was built after the 2010 earthquake and which houses 150,000 people. More than 500 children were engaged in daily football and basketball sessions. On the final day of the project a mini "Olympic Games" was held with 900 children participating.

- Over the course of the project a total of 50,000 meals and beverages were served between activities to keep the children well-nourished while they were participating in sporting activities.
- 200 local coaches and sport enthusiasts received training, tips and ideas for advancing their coaching skills.
- A total of 18,000 children benefited from all activities.
- In addition the project dedicated a day to bringing sport into prisons.

THE BALON MUNDIAL FESTIVAL

In June 2016, Save the Dream worked with the Balon Mundial tournament, a football world cup for migrant communities living in the city of Turin, Italy and its surroundings.

40 male teams and 11 female teams (more than 1,000 footballers) took part to the tournament, which also included social activities and the sharing of world food. In total, the event involved more than 6,000 people representing 50 different nationalities.

As part of its collaboration with the tournament, Save the Dream contributed to the development of a 117 page report titled: "Balon Mundial: immigration, football, community building".

The research raised the importance of games and sports and, in particular, of team sport noting that being part of a team offers members sense of identity and belonging, a role and the chance to develop interpersonal relationships.

A team, created with a shared goal, can overcome prejudice and discriminatory behaviours, and the skills and values acquired on the field of play, such as responsibility and respect, can be transferred into daily life.
A video was also produced by Save the Dream highlighting the role of sport to foster social inclusion and dialogue among different cultures.

SPORT CAMP FOR UNDERPRIVILEGED CHILDREN IN LOS ANGELES

In June 2016, Save the Dream gave children from underprivileged communities in Los Angeles, California, the chance to play football and experience the thrill of attending a COPA AMERICA match.

In partnership with the Southern California Youth Soccer Organization (SCYSO) and the Villa Parke Community Center, Save the Dream hosted a soccer clinic for 100 Latino boys and girls from 8-12 years of age.

The following day, the children attended the COPA AMERICA match Mexico vs. Jamaica to cheer for the positive values of sport. During the project, Save the Dream also conducted a number of fact-finding meetings with local NGOs and stakeholders to promote the development of a long-term programme to assist children who are not in the position to "pay to play".

PROTECTION

Evidence shows that sport can promote benefits for the development of children, particularly those related to learning, the importance of physical activity and maintaining a healthy lifestyle, civic pride and social cohesion.

However - without proper safeguards - children may be left vulnerable to exploitation in the form of human rights violations, abuse or child trafficking.

CHILD PROTECTION IN THE CONTEXT OF MAJOR SPORTING EVENTS

"It's in your hands to protect", the joint campaign launched with UNICEF during the 2014 FIFA World Cup™, continued in 2015 and 2016 in preparation for and during the Rio 2016 Olympic Games to encourage people to report violence against children during major sporting events.
A free help line, which operated 24 hours a day, 7 days a week, was created to receive reports of human rights violations and maintained by the National Ombudsman for Human Rights of Brazil.

Awareness messages were distributed by hotels, bars, taxis, buses, airports, airlines in the lead up to the Games, as well as through print media, billboards and social media. Targeted outreach work was conducted to raise awareness on child protection issues, especially sexual exploitation in the context of major sporting events. Groups of experienced social workers approached tourists and locals engaged with the Games to spread child protection messages.

High profile athletes and public figures raised the awareness. Alessandro Del Piero, 2006 FIFA World Cup champion and Save the Dream Ambassador, conveyed his support through field visits to favelas and it's social media. Among the campaign supporters were UNICEF Goodwill Ambassador and actor Danny Glover. Brazilian star player Neymar posed with his mobile phone to promote the campaign.

In August 2016, a new promotional video, "Your hands can change stories", was launched to encourage people to download the UNICEF app "Proteja Brasil" (Protect Brazil), which was developed to encourage engagement of the general public in the protection of children and adolescents in Brazil.

The campaign used sport as tool to:

- Strategically enhance capabilities of child protection stakeholders in Brazil.
- Develop and distribute training and advocacy materials in cities affected by the major sporting events taking place in Brazil.
- Reduce the tolerance to sexual exploitation and trafficking and encourage reporting.
- Empower youth, in particular female adolescents, to stand-up to violence and promote citizenship.
- Promote awareness of the importance of registering children at birth and support efforts to document unregistered children.

The campaign was successful in reaching the following stakeholders:

- 975,000 teachers in Brazil received a message from the Ministry of Education, encouraging them to download the application.
- 20 million SMS messages publicising the campaign were sent in partnership with Telefónica.
- 276,000 people per day were reached via Facebook and other social networks
- 115,659,653 people were reached with child protection messages.
- 51,283 downloads of the "Proteja Brazil" App in total were registered.
- 692,680 interactions with the App.

10,714 calls to child protection institutions were made to local authorities as a result of the campaign that was designed to inform and engage local and foreign tourists during the FIFA World Cup and the Rio 2016 Olympic and Paralympic Games into reporting and preventing cases of violence against children to effectively activate the established child protection mechanisms.

An updated version of the Protect Brazil app was made available to 30,000 volunteers at the Olympicand Paralympic Games, who also received training.

In an effort to further promote the use of the App during the Games, Save the Dream partnered with the organisation of a friendly football match at Bayt Qatar between international football legends, including Brazil's World Cup winning captain Cafu, Zico, Trezeguet, Karembeu, Dunga, Petkovic, Felipe, Assuncao, Lucio, E Marcelo Travares and some talented and brave street children from the local Caracol Favela in Rio. The film showing the match went viral on social media with over seven million views. A stand of Save the Dream was built at Bayt Qatar to promote the App and was visited by 16,000 people during the course of the Games.

In support of the activities implemented in Brazil, UNICEF, in partnership with Save the Dream, launched the online platform Team UNICEF – Get Active for Children, which combined physical activity and mobile technology, with the ultimate aim of protecting Brazilian boys and girls.

From 28 July to 18 September 2016, 33,354 people from 153 countries around the world ran and walked for children with Team UNICEF. Over 10 million people were reached, 450,000 people engaged. The number of participants was three times higher than the target. Upon conclusion, the initiative had highly satisfied participants who rated the experience 9.2 out of 10.

Highlights included:

- 847,018 km were travelled, the equivalent of more than two trips to the moon.
- $ 24,176 was raised to help guarantee the rights of children and adolescents.

SHARING KNOWLEDGE

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

INTERNATIONAL CONFERENCE "THE POWER OF SPORTS FOR DEVELOPMENT: BUILDING A BETTER FUTURE FOR CHILDREN" AT THE RIO 2016 OLYMPIC GAMES

A two-day international conference organised by Save the Dream and UNICEF and held at British House and Bayt Qatar in Rio de Janeiro during the Rio 2016 Olympic Games – gathering more than 300 local and international experts, children's rights organisations and government officials.

High-profile speakers included Wilfried Lemke, Special Advisor to the UN Secretary-General on Sport for Development and Peace; Gary Stahl, UNICEF Representative to Brazil; Vera Cintia Alvarez, Ambassador and Head of Sports Cooperation at the Brazilian Ministry of Foreign Affairs; Andrew Parsons, President of the Brazilian Paralympic Committee; Ana Starling, National Secretariat for the Promotion of Rights of the Child; Irina Bacci, the Ombudsman for Human Rights in Brazil and Dial 100 Hotline Director; Cristiane Santana, Undersecretary of Social Development and Human Rights for the City of Rio de Janeiro; and Alex Elli, British Ambassador to Brazil.

During the event, Save the Dream and UNICEF presented "Agenda for Convergence: mega sporting events and children's rights protection in Brazil", a publication which documented the being carried out to prevent violence towards young people during major sporting events.

IBERO AMERICAN PLATFORM ON SPORT AND SOCIAL TRANSFORMATION

The Ibero American platform on Sport and Social Transformation was developed by Save the Dream with support from the Spanish Agency for International Cooperation for Development (AECID) and the Spanish Higher Sport Council (CSD) to promote social change through sport across Latin America.

The first event, opened by IOC Member and Minster of Sport of Colombia Andrés Botero Phillipsbourne, took place in Cartagena de Indias, Colombia in June 2015. The forum, brought together 64 senior officials and decision makers from 18 countries, representing 51 key governmental institutions, sport movements and NGOs, including IOC Member and Member of Save the Dream High-Level Panel Ivan Dibós.

The initiative was widely covered by key media titles and on social media with the hashtag #Deporteliberoamerica reaching over 50,000 people.

FOSTERING INTER-CULTURAL DIALOGUE THROUGH SPORT

In April 2016, Save the Dream organised a special session during the 7th United Nations Alliance of Civilisations (UNAOC) Global Forum in Baku, Azerbaijan on the role of sport in enhancing peace, sustainable development, inclusivity and integration in society. The event, chaired by Pedro Velazquez, Save the Dream Director Social Innovation and Empowerment, included Influential figures including football legend Christian Karembeu, the first-ever Palestinian female football captain Honey Thaljieh, Secretary General of Association of Football Federations of Azerbaijan Elkan Mammadov, Syrian refugee and football coach Osama Abdul Mohsen and peace activist Nelsa Curbelo.

The Forum led to the adoption of a final declaration commending the UNAOC High Representative's efforts to incorporate sports programming as human expressions of intercultural bridge-building.

The first follow-up action took place in October 2016 when, jointly with the Turkic Council and UNAOC, Save the Dream convened a special session on "Sports as a means to Prevent Violent Extremism" during the conference "The Role of Youth in Preventing and Countering Violent Extremism (P/CVE): Holistic Approaches, From Education to De-radicalization" which took place in Istanbul, Turkey.

The special session was chaired by Massimiliano Montanari, the Executive Director of Save the Dream, and involved Fikret Orman, President of Besiktas J.K., Sergey Danilenko, Secretary General of the World Ethnosports Confederation and Kashif Mumtaz Siddiqi, international football player and Founder of Football for Peace.

"SPORTS: INTEGRATION, DEVELOPMENT AND PEACE" WORKSHOP

In May 2016, Save the Dream joined efforts by the Olympic Committee of Portugal (COP) in the design and organisation of an international workshop to identify and develop best practice with regard to the reception of refugees.

The workshop sought to discuss resource optimisation strategies, sustainability and social integration and took place thanks to the support of the International Olympic Committee (IOC).

Alessandro Pinto, Save the Dream's Director of Global Outreach, addressed several topics relating to the issue of refugees and their integration through sport. Honey Thaljieh, Save the Dream Ambassador, also spoke of football as a tool for integration and peace development.

GCC OLYMPIC COMMITTEES WORKSHOP

In February 2016, Save the Dream, with support from the QOC, organised a workshop to introduce members of the Gulf Cooperation Council (GCC) Olympic Committees to the work of Save the Dream and its relevant projects and activities, opening the door to future regional collaborations with GCC nations aimed at empowering youth through sport. The workshop was opened by QOC Secretary General Dr. Thani bin Abdulrahman Al Kuwari.

DEVELOPING SAVE THE DREAM AS A MOVEMENT

Members of the Save the Dream Movement are fully committed to the Save the Dream Declaration and show commitment to promoting good values and principles in sport to their respective stakeholders.

SAVE THE DREAM CHAPTERS

As a part of the Save the Dream Global Movement, Save the Dream is encouraging the establishment of independent and locally governed Chapters taking into account the need to ensure and protect:

- The movement's integrity, cohesion and reputation.
- The diversity and richness of opinion and actions within the movement.
- The human orientation of the Movement and its inclusiveness.

The Chapters are independent and self-funded associations, established in accordance with the respective national legislation and, are composed of representatives from different core sectors, including sport, business and academia. Gender balance, respect for diversity and representation of youth must be ensured by all Chapters.

Several independent Save the Dream Chapters are already in the phase of development phase in cities all around the world such as Bogota, Riyadh, Buenos Aires, Prague, Thessaloniki, Yaounde and others.

save the dream الرياض
for the purity of sport

save the dream Θεσσαλονίκη
for the purity of sport

save the dream YAOUNDÉ
for the purity of sport

save the dream BOGOTÁ
for the purity of sport

save the dream BELO HORIZONTE
for the purity of sport

save the dream PRAGUE
for the purity of sport

GLOBAL PACT FOR SPORT

Save the Dream's Global Pact for Sport is a voluntary network of supporters from the business sector, sport and civil society organisations, committed to promoting the positive values of sport and Save the Dream's mission within organisations, their wider networks and amongst their respective employees.

The Global Pact for Sport was launched in Riyadh, Saudi Arabia in November 2016 during a business event organised by the Chamber of Commerce of Qatar.

The Asian Air Sport Federation was the first organisation to join the Global Pact in December 2016, immediately promoting the message of Save the Dream from the sky above Riyadh as a part of an initiative launched with the Saudi Air Sports Federation to promote sports programmes for youth.

The initiative took place at the launch of the programme 'My King and My Kingdom at the Top', organised to commemorate the Pledge of Allegiance to the Custodian of the Two Holy Mosques, King Salman bin Abdul Aziz al Saud of Saudi Arabia.

NEW PARTNERSHIPS

In 2015 and 2016, a number of partnerships with key international and non-governmental organisations were signed to provide Save the Dream with a strong network of allies in its efforts to empower youth through safe access to sport and its educational and social values.

INTERNATIONAL ASSOCIATION OF PHYSICAL EDUCATION AND SPORT FOR GIRLS AND WOMEN

Signed on symbolic International Women's Day on 8 March 2015, the partnership between Save the Dream and the International Association of Physical Education and Sport for Girls and Women (IAPESGW) represents a shared commitment to helping more young women and girls play sport by creating a stronger and more powerful voice for girls and women, safer sport environments and promoting the benefits of physical activity amongst the demographic.

INTERNATIONAL SPORT PRESS ASSOCIATION

In May 2015, a Memorandum of Understanding was signed with the International Sports Press Association (AIPS) which resulted in the project "Media Policies to Promote and Protect Sport Values", as previously described in this report, and in the creation of an online digital channel which will highlight positive sports news stories from around the world by sharing examples of sport's values in practice.

WORLD CONGRESS FOR SPORT PSYCHOLOGY

In July 2015, a partnership agreement with the 14th ISSP World Congress for Sport Psychology (ISSP) was signed, which will result in a dedicated Save the Dream Symposium taking place during the ISSP Congress in July 2017.

The Save the Dream Symposium will bring together theory and practice and offer the opportunity for delegates to take part in an open debate with Save the Dream Ambassadors on the subject of psychology in sport.

UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES

In September 2015, Save the Dream and the United Nations High Commissioner for Refugees (UNHCR) signed an agreement to assist young refugees, stateless and internally displaced people (IDPs) and affected communities all around the world through sport and educational opportunities.
Save the Dream and UNHCR agreed to develop and roll out research and joint tools to promote the use of sport as an essential part of any humanitarian response.

ASPIRE ACADEMY

In October 2015, an agreement was entered into with the Aspire Academy, which saw the two organisations commit to empowering young athletes through the values of sport and to improve access to sport for young children through a range of joint activities and education opportunities.
It covers other areas of common concern, such as child and youth protection in sport.

COOPERATION COUNCIL OF TURKIC SPEAKING STATES

In August 2015, a cooperation agreement was signed between the Cooperation Council of Turkic Speaking States (Turkic Council) and the ICSS to develop joint initiatives through Save the Dream to promote sport values in the Turkic Council's Member States.

GLOBAL CHILD FORUM

Save the Dream partnered with the Global Child Forum (GCF) in Stockholm in November 2015 during the organisation's annual global event.

The collaboration with the GCF focuses on child protection issues in sport to promote better understanding, as well as the mapping of sport related risks that children face in different countries and regions.

INTERNATIONAL OLYMPIC TRUCE CENTER

In December 2015, Save the Dream welcomed the start of a new partnership with the International Olympic Truce Centre (IOTC) following the signing of a cooperation agreement in New York.
A series of joint activities followed in 2016 to promote the "sport for peace" concept with a strong focus on the promotion of sport as a tool for social transformation and inter-cultural dialogue, including among vulnerable groups such as refugees and war-affected groups.

SHOES4LIFE

Save the Dream and Shoes4Life signed an agreement in November 2015 to collaborate. As part of this agreement shoes were donated to children in Haiti.
The agreement includes cooperation in field and community projects including collection and distribution of sportswear to disadvantaged children and youth to support the ideal of sport for all.

UNITED NATIONS ALLIANCE FOR CIVILIZATION

At the 7th Global Forum in Baku, Azerbaijan in April 2016, Save the Dream and United Nations Alliance of Civilizations (UNAOC) signed an agreement to work together to develop joint projects - including education workshops, youth seminars and sport programmes - to help empower young people through the values of sport, promote inter-cultural dialogue and encourage better social inclusion and cohesion within society.

PIACENZA CALCIO 1919

In April 2016, this Italian Football Team signed the Save the Dream Declaration and affiliated itself to Save the Dream, committing to spread the core values of sport within its fans, the local community, and promote sport and its educational role at the grass-roots level.

WORLD ETHNOSPORT CONFEDERATION

At the 2nd World Nomad Games in Kyrgyzstan in September 2016, an MOU was signed with the World Ethnosport Confederation (WEC) which saw Save the Dream named as the WEC's sport values partner.

The two organisations agreed to work together to promote the values of the 2018 World Ethno Games as they reflect Save the Dream's mission to support inter-cultural dialogue, social inclusion and ethics in sport as well as host joint events aimed at promoting sport integrity amongst the World Ethnosport Confederation.

QATAR CHARITY

A cooperation agreement was signed in October 2016 with Qatar Charity to help strengthen and enhance the role of sport in empowering young people and encouraging social development and cohesion. According to this agreement, Save the Dream will work with Qatar Charity to provide young people and underserved communities with an avenue of hope through the implementation of sport programmes and related educational activities.

CULTURAL Y DEPORTIVA LEONESA

In 2015, an agreement with 'Cultural y Deportiva Leonesa' (CDL) from Spain was sgined. As part of the agreement, the club promoted the Save the Dream brand and message via its website and social media channels, as well as displaying the Save the Dream logo on the team's jerseys, on screens at the club's home ground during football matches, including the game against Real Madrid on 26 October 2016 which reached a TV audience in Spain of 1,680,000 viewers - a 9.55% share.

FONDAZIONE PRIORITÀ CULTURA AND SILK ROAD CITIES ALLIANCE

In July 2015, an agreement was signed with two major foundations from China and Italy to strengthen socio-economic development and inter-cultural dialogue through sport across cities along the historical Silk Road.

Grounded on the cultural and geopolitical relevance of the Silk Road, a 6,347 km trade route which connects China and India with the Mediterranean Sea, a partnership was launched with "Fondazione Priorità Cultura"and Silk Road Cities Alliance to promote, through sport, socio-economic development across the cities located on the Silk Road, starting from Beijing to the city of Venice, via Central Asia, the Caucasus and the Balkans.

PARTICIPATION IN HIGH-PROFILE EVENTS

Save the Dream was invited to share its vision and findings in the course of several high-profile events organised by international and regional organisations, other non-governmental organisations, sport federations or academic institutions.

XXI ASSEMBLY OF THE IBERO-AMERICAN SPORT COUNCIL, SAN JUAN DE PUERTO RICO, FEBRUARY 2015

ICSS Chairman and Save the Dream Founder Mohammed Hanzab delivered a speech to representatives of the 21 countries of the Consejo Iberoamericano del Deporte (Ibero-American Sports Council) on ICSS activities.
It was followed by a speech by Massimiliano Montanari, Executive Director of Save the Dream, on ways to strengthen regional cooperation in the field of sport for development.
The event was organised by the Departamento de Recreación y Deportes de Puerto Rico.

XX ANOC CONFERENCE WASHINGTON DC, OCTOBER 2015

Save the Dream Executive Director, Massimiliano Montanari, gave a speech on sport for humanity at the XX ANOC General Assembly in Washington, D.C. addressing more than 1,200 delegates from 204 NOCs. The main focus of his speech was on the need to facilitate access to sport for young refugees.
In addition to representatives from the world's NOCs, the two-day meeting was attended by IOC President Thomas Bach, International Federations, the Rio 2016 Organising Committee, WADA, CAS and other Olympic Movement stakeholders.

PEACE AND SPORT INTERNATIONAL FORUM, MONACO, NOVEMBER 2015 AND 2016

In November 2015, the Save the Dream Executive Director took part in a panel on sport for development at the annual Peace and Sport International Forum alongside representatives from other relevant organisations such as UEFA and the International Cycling Union.

At the 2016 Peace and Sport International Forum, ICSS Chairman and Save the Dream Founder, Mohammed Hanzab, spoke on a panel entitled 'Breaking down barriers through Sports Diplomacy'

During the session, Mr. Hanzab shared an example of how harnessing the power of sport and social media can unite young people and highlighted a moment from the this year's Olympic Games in Rio de Janeiro, which saw gymnasts Lee Eun-Ju of the Korea Republic and Hong Un-Jong of the Democratic People's Republic of Korea unite for a brief moment to take a selfie.

NEW YORK, NASDAQ, APRIL 2016

In a symbolic moment to mark the International Day of Sport for Development and Peace, Save the Dream had the honour of ringing the bell to signal the close of trade at the NASDAQ stock market in Times Square, New York, using the platform to call on countries to observe a prolonged Olympic Truce.
Viewed worldwide through networks including CNBC, Bloomberg TV, Fox Business News and many others, the invitation to ring the closing bell at the NASDAQ also provided Save the Dream with an ideal opportunity to raise awareness and support for future global projects that will help to bring sport to the lives of young refugees.
Speaking on stage at the NASDAQ, Alessandro Pinto, Save the Dream's Director of Global Outreach, stressed the importance of the Olympic Truce to encourage peace and harmony around the world.

UNAOC-TURKIC COUNCIL CONFERENCE, ISTANBUL, OCTOBER 2016

During the Conference "The Role of Youth in Preventing and Countering Violent Extremism: Holistic Approaches from Education to De-Radicalization", ICSS Chairman and Save the Dream Founder, Mohammed Hanzab, delivered a key note speech - alongside presentations from UN Representatives, Ministers and Ambassadors – on the role of sport for youth, inter-cultural dialogue and on the need to preserve its values.

SPORT AT THE SERVICE OF HUMANITY, OCTOBER 2016

In October 2016, Save the Dream participated in the first Global Conference on Faith and Sport, organised by the Vatican with the purpose of uniting people from every faith, nationality and culture through sport, in the common goal of helping the ones who need it most, especially the marginalized and the disadvantaged, and to encourage everyone to develop their life skills, character, values, and enjoyment of life itself, through sport.

SPORT FOR PEACE AND DEVELOPMENT, DOHA, DECEMBER 2016

Save the Dream Executive Director delivered a speech on sport for humanity at the "Sport for Peace and Development" event organised by Qatar Charity in Doha. The event, chaired by Qatar Charity Executive Director, envisaged the presence of a football team formed out of internally displaced people from Darfur, Sudan, with the aim of promoting peace and hope for young people through sport.

MED 2016, DECEMBER 2016

In the light of its growing role in the Mediterranean Basin through its youth mobility initiatives, Save the Dream was invited to take part in MED 2016, an annual high-level initiative organised by the Italian Ministry of Foreign Affairs and International Cooperation and ISPI (Italian Institute for International Political Studies).

The event aims to draft a "positive agenda" for the Mediterranean region by stimulating debate and new ideas, rethinking traditional approaches and addressing shared challenges at both the regional and the international level.

REPORTS AND PUBLICATIONS

In the course of 2015 and 2016, Save the Dream has produced its own reports and contributed to publications developed within the framework of its global partnerships.

Collection of experiences and best practice on sport as a tool for social transformation in Ibero-America, including both experiences from civil society and governments (2015).

Findings and recommendations from the Save the Dream's special session at the 7th United Nations Alliance of Civilizations (2016, as part of the UNAOC Report).

Sport: Integration, Development and Peace

Sport: Integration, Development and Peace

A Commitment to Action – A Call for Sport

This statement underlines that **sport has an overriding role in the process of social integration and in bridging political, religions, racial and socioeconomic cleavages.**

Sport has a magical impact on people! In fact, it is a natural human activity that has the capacity to involve. Expressed as universal language, sport requires and demands respect for the rules and equal conditions of participation. It also requires fair play, an open mind, persistence, willingness to challenge, and a desire to interact.

The United Nations recognises sport as inspired by Olympic values, through which it shares a mission: the maintenance of international peace and understanding. By embodying the universal principles of the Olympic Movement it is possible to create plans of action to boost the added value of sport as a key driver in the process of social integration of those in need of international protection. Sport doesn't solve problems of the world but it can provide a new perspective in solving them!

Faced with growing migration in Europe associated with the recent wave of refugees, nations need to foster collaborative partnerships in the framework of the relevant institutions in order to drive an action plan for education and social inclusion for refugees through sport. The participants to the conference advance the following observations and recommendations:

- The universal nature of sport as language understood by all people makes it a perfect platform to promote integration;
- The fair nature of sporting competitions provides an arena for peaceful cooperation and participation, and the opportunity for young people to express themselves;
- There is a tidal change in thinking about the way in which sport can achieve developmental objectives, away from charity and monetary donations toward specific and direct engagement;

May, 3rd, 2016
Auditorium NOC
LISBOA
Portugal
9:30 – 17:00

Organized by

With the support

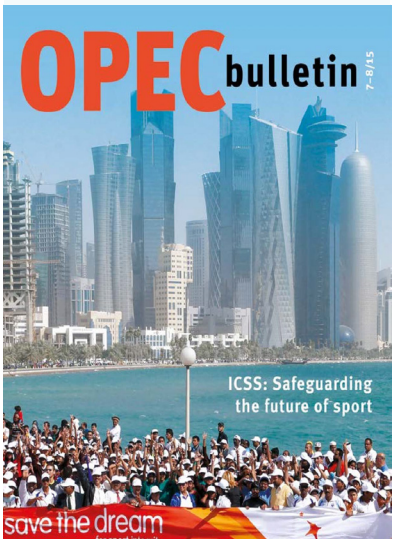
In partnership with

"Sport: Integration, Development and Peace", a collection of experiences and best practice to foster social inclusion at the local and national level through sport (2016, jointly with the National Olympic Committee of Portugal).

"Agenda for Convergence: Mega Sporting Events and Children's Rights Protection in Brazil", a publication which documented the being carried out to prevent violence towards young people during major sporting events (2016, jointly with UNICEF Brazil).

SAVE THE DREAM IN THE MEDIA

Save the Dream received in 2015 and 2016 growing interest from the media community. Such attention has been essential to spread the message of Save the Dream and develop it as a global movement of people and organisations who care about sport. Below are some examples of the support and coverage.



THE WAY FORWARD

During the period 2015-2016, Save the Dream has worked intensively to align its activities and plans with the international agenda, positioning itself as a reliable ally and preventing duplication of efforts with other organisations.

As a result of this action, Save the Dream established a fruitful cooperation and dialogue in the field of child protection in sport with UNICEF, with the UN Alliance of Civilization on the use of sport to foster inter-cultural dialogue, with UNESCO to promote a widespread use of sport to empower youth across societies and with the UNHCR with the vision of facilitating access to sport to young refugees.

Building on these efforts, Save the Dream will develop in 2017, jointly with other partner organisations, innovative tools and mechanisms to empower youth through safe access to sport and to its educational and social values, making the best possible use of technology.

We will complete a comprehensive toolkit on the use of psychology to instil ethical values in young athletes, an innovative learning system on the development and protection of youth in sport as well as other tools in support of both our projects and those implemented by the members of the Save the Dream Movement.

We will continue to inspire young leaders through the social values of sport as well as other youth and young athletes who are in the position to share our message among their peers and promote the use of sport as an instrument to build more inclusive societies and foster inter-cultural dialogue.

We will engage these young influencers in mobility programmes across regions to spread the core message and values of Save the Dream, giving priority to the Mediterranean Basin and the historical Silk Road.

We will expand the Save the Dream Movement through the Global Pact for Sport, the network of sport volunteers, the team of our sport Ambassadors and Save the Dream Chapters, with the intention to gather all these family members on the occasion of the first Save the Dream Global Forum, which will serve as an opportunity to foster synergies among all our partners and to receive their input on future priorities of Save the Dream.

Finally, we will strive to be present where it is most needed, where arriving one day before the others can make the difference in the lives of many children. To this end, we will strengthen our capacity to act as first responder in extreme situations in which sport can help protect the innocence of children, ease trauma and provide them with an opportunity to live, even if for the limited time of a sport activity, their childhood.

Dreams of children are the most pure form of human ambition. Together and through sport, we can protect them, we can save their dreams.

Massimiliano Montanari
Executive Director

save the dream

for the purity of sport

An initiative by

ICSS
Safeguarding Sport

In partnership with

QATAR

With the support of

ooredoo

Technology Partner

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