



save the dream
for the purity of sport



ACTIVITY REPORT
2017

Activity Report 2017



save the dream
for the purity of sport

An initiative by



In partnership with



With the support of



Technology Partner

Save the Dream

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MESSAGE FROM THE FOUNDER

Another year has passed and Save the Dream, thanks to the help of all its allies, has opened new frontiers and promoted innovation in societies across the globe through sport.

Save the Dream has focused its efforts particularly in the Mediterranean Region, where, thanks to a partnership with twelve organisations and the European Union, has utilised sport to foster in a period of turmoil youth mobility, developed skills, promoted dialogue and created job opportunities.



2017 has seen the completion of two years of work which involved 60 young athletes and coaches from Mediterranean countries; 60 young professionals who are now new agents of change and active members of the Save the Dream Movement.

At the end of the year, we brought the results achieved in the Mediterranean to the attention of the international community through the organisation of the 'Sport Nostrum' Forum, jointly convened with our partners for the Mediterranean region – the TASEM coalition - and the support of the UN Alliance of Civilizations.

The forum took place in the context of MED 2017 - Mediterranean Dialogues - the high-level event involving 800 leaders in Business, Politics and Culture, 80 Think Tanks and International Institutions and over 56 Countries. We brought to the attention of world's leaders both the visions of Save the Dream and the stories of real people who managed to change their life thanks to sport.

The story of Bushra, a young woman living in Latakia in Syria. She is passionate about Archery. Save the Dream helped her change her life, from the sadness and despair of living in a country in war she had been able to become a sport events postgraduate specialist and she might be soon organising events for the World Archery Federation.

The story of a Tunisian student of the same programme, Samir, who is now about to launch a North African International Sport Event Management specialised agency. All ideas developed in the context of our programmes in the Mediterranean.

We have used all our energies to change forever wrong perception about people coming from other countries, transforming fear into trust and friendship.

We have expanded our Movement.

In this regard I wish to thank all those who are currently working to establish Save the Dream Chapters in their cities, all the companies and organisations who subscribed our Declaration and undertook actions to build more inclusive and fair societies through sport, the distinguished Members of the Save the Dream High-Level Panel namely H.E. Sheikh Joaan bin Hamad bin Khalifa Al-Thani, Chairman of the Panel, H.E. Staffan De Mistura, H.E. José Manuel Ramos-Horta, Youssou N'Dour, Raffaele Chiulli, our Sport Ambassadors, all the youth who attended our Camps and are now our most active advocates and agents of change.

Finally but not least, I wish to thank all the organisations who have supported the work of Save the Dream in 2017, starting from the Qatar Olympic Committee (QOC), Qatar Airways, Ooredoo, the Qatar Chamber of Commerce, SASOL and all the individuals who generously contributed to our causes.

Thank you,

Mohammed Hanzab

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



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 nonprofit 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 its educational and social values.

VALUES

Integrity, respect, inclusion.



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.

SAVE THE DREAM WEEK 2017



Launched in 2014, Save the Dream Weeks are awareness campaigns to promote sport's values among young people and civil society. The 2015- 2017 campaigns took place in cooperation with Lega SERIE A in stadia across Italy, reaching out to its 15 million fans.

Supported by Qatar Airways, activities during the 2017 Save the Dream Week included awareness raising initiatives on Sport and Special Needs in all SERIE A stadia in Italy and through national media. An SMS Donation number (45518) was created as a part of a crowd-funding campaign, jointly conducted with Paralympic athlete and Save the Dream Ambassador Giusy Versace, to purchase sport artificial limbs and wheelchairs.

The campaign, which took place from April to December 2017, was endorsed by Save the Dream



Ambassador David Trezeguet and included a Football Legends Match at Aniene Club, one of the oldest sport clubs in Italy, with the participation of Marco Delvecchio, Luigi Di Biagio, Vincent Candela, Simone Farina and Bernardo Corradi.



The highlight of the activities was during the halftime of the AC Fiorentina and FC Internazionale match when Giusy Versace run across the pitch and spoke on microphone to 40,000 people attending the match and to all TV viewers.



45518

Dona 2 euro Aiuta a portare lo sport, la sua onorizia o le sue opportunità nella vita di tanti disabili. Fino al 24 aprile, chiamando il 45518 doni 2 euro (con una telefonata da rete fissa si possono donare 5 euro). Save the Dream e Disabili No Limits utilizzeranno la somma raccolta per fornire protesi e ausili a tecnologia avanzata a persone disabili che non possono permetterselo

SAVE THE DREAM WEEK

Una iniziativa di **save the dream**

In collaborazione con **Disabili No Limits**

Con il supporto di **QATAR AIRWAYS**

In collaborazione con **SERCA**

DONATE AL 45518

"Invitiamo un'ora del salario di 7 Euro oppure con chiamata da rete fissa del valore di 1 o 5 Euro contribuire a salvare il sogno di praticare sport di persone con disabilità in difficoltà economica e di bambini con bisogni speciali. Disabili No Limits con il vostro aiuto donerà protesi e ausili a tecnologia avanzata che permetteranno a molte persone di superare i loro limiti e tornare di diritto a fare sport. Grazie!"

The campaign also featured a partnership between Save the Dream and the Pisa Marathon on 17 December 2017 to support the efforts of local organisations in favour of both able-bodied and para-athletes by giving them the opportunity to train, compete and achieve their Olympic and Paralympic dreams together.



Over 4000 runners from Italy and over 60 other countries came together under the banner of Save the Dream to promote the positive role that sport can play in educating and inspiring young people regardless their socio-economic or physical condition.

In parallel with the launch of the Save the Dream Week in Italy, the Qatar Stars League joined forces with Save the Dream in April 2017 when it promoted inspirational films on sport values across QSL stadia and facilitated the entrance in stadia of children wearing the Save the Dream jerseys.

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 THROUGH LEARNING MOBILITY IN THE MEDITERRANEAN BASIN



As part of its mission to implement and promote activities to empower youth through safe access to sport and to its educational and social values, Save the Dream and its partners completed the implementation of the two years programme TASEM - Training Athletes for Sports Events Management.

TASEM is a learning mobility programme aimed at providing innovative pathways for young athletes through educational experiences abroad.

Supported by the European Union and coordinated by the National Institute of Physical Education of Catalonia (INEFC) in Spain, TASEM is a partnership of 15 academic institutions and sports organisations from nine European countries and from Northern Africa

including Municipality of Tarragona (Organiser of 2018 Mediterranean Games) – Spain/National Olympic Committee of Portugal/University of Poitiers (France)/ Spanish Badminton Federation/Badminton Association of Serbia/Italian National Olympic Committee / Malta Triathlon Association/Cyprus Badminton Federation/University of Foggia (Italy)/Spanish Triathlon Federation/University of Lleida (Spain)/Hellenic Triathlon Federation/Mediterranean Triathlon Federation, International Centre for Sport Security (ICSS Europe, National Olympic Committees of Tunisia, Algeria and Egypt.



The consortium of academic institutions provided 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. TASEM training sessions started in September 2016 through December 2017 concluded by the project final congress that took place in Barcelona and attended by 250 stakeholders.

As an impact of TASEM, 52 young athletes and coaches from Mediterranean countries, including Algeria, Cyprus, Egypt, Italy, Portugal, Serbia, Spain, Syria and Tunisia, have successfully completed TASEM's program in December 2017. Out of those graduates, 35 athletes

are expected to be employed by their relevant organizations. In addition, academic materials/curriculum/research studies produced beside six Euro-Mediterranean business plans validated and ready for implementation. TASEM also managed to establish an enlarged platform of Euro-Mediterranean organisations on dual careers.



TASEM has positively affected the lives of its participants. For instance, Bushra Shhadah is a young woman living in Latakia (Syria). She is passionate about Archery. She was in a regional conference how TASEM and Save the Dream had changed her life from the sadness and despair of living in a war affected country to life full of hope and positive achievements. Now Bushra is a sport's events management postgraduate and she might be soon organising events for the World Archery Federation.

In addition, Samir Ghodhbani, a Tunisian student of TASEM, was sharing his business plan to launch a North African International Sport Event Management specialised agency. This is the idea he has developed with some of his TASEM student mates. During the TASEM graduation in Barcelona, one of the European students admitted that the experience had changed forever her perception about people coming from countries like Syria or Egypt, transforming her fear into trust and friendship.

PSYTOOL PROJECT: THE ONLINE PLATFORM TO PROMOTE SAFE AND FAIR SPORT



Save the Dream in conjunction with universities and sport partners from seven European countries completed the implementation of the EU-funded "PsyTool" project, an educational programme aiming to promote integrity and tackle violence, discrimination and

intolerance. The two year project trained managers, referees, coaches, teachers and professors on the use of sport psychology. The project was launched in February 2016, jointly, with Pablo de Olavide University, Autonomous University of Barcelona (UAB), Spanish Federation of Sport Psychology, University of the Balearic Islands, Seville Football Club Foundation from Spain, Halmstad University from Sweden, Sapienza University of Rome, International Council for Coaching Excellence (ICCE), University of Lisbon, Sporting Club and National Sport Foundation of Portugal, University of South Wales from UK, Football Against Racism in Europe (Fare Network) and the International Centre for Sport Security (ICSS Europe).



PsyTool has developed 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 to enable them to become "agents of change" and a new educational tool using information and communication technology (ICT) to help participants through training activities. 14 courses were launched on the project website.



The final conference of the project was convened on 28 November 2017 at Chelsea FC's Stamford Bridge to reveal the achievements of this two-year project, which used sport psychology as a strategic tool to promote safe and fair sport and to foster positive personal development and practices amongst youth athletes and those around them. During the PsyTool closing conference, several achievements and follow-up initiatives from the project were announced along with a

number of tools and resources that will be implemented to project and safeguard young athletes.

These included:

- The development of an online platform and educational course based on sport psychology practices which has been tested and used to train over 200 local 'Agents of Change' in 5 different countries (Spain, Portugal, Italy, UK and Sweden).
- The creation of a virtual European network of 'Agents of Change' to promote positive personal development amongst youth.
- The results of two pilot interventions with Sevilla FC and Sporting Clube de Portugal involving hundreds of young football players.

SAVE THE DREAM-ICOACHKIDS PARTNERSHIP: PROVIDING EDUCATIONAL TOOLS FOR COACHES



A partnership was established in June 2017 with iCoach-Kids (ICK), an international, multi-agency project aimed at supporting the development of a specialist children and youth coaching workforce across the EU. This partnership aims to promote and protect the core values of sport for young people at a global level.

Save the Dream has offered its expertise to contribute to and support the development and delivery of resources linked to the project, which is being led by Leeds Beckett University (LBU) and the International Council for Coaching Excellence (ICCE) particularly in terms of producing innovative educational materials on intercultural dialogue, gender, child protection and integrity, while expanding the scope of the project beyond the EU. Currently more than 20 coaching resources, researches and education materials are available on the website.



IMAGINE PEACE YOUTH CAMP 2017



As part of its ongoing efforts to inspire young people and to promote and protect the values of sport, Save the Dream joined forces with the International Olympic Truce Centre (IOTC) and the British Council, in August – September 2017, to host the third edition of the Imagine Peace Youth Camp.



Bringing together young people from over fifteen countries around the world, including young peace activists coming from Egypt, Syria, Israel and Palestine, the Imagine Peace Youth Camp included a range of interactive educational workshops and sports activities that aimed at inspiring participants aged 18-25 through sport, as well as highlighting the role of sport in the peaceful resolution of conflict. As part of this year's event, Save the Dream led the educational module "Sport in building intercultural understanding", which included range of case studies to help educate young people about the vital role sport can play in enhancing cultural understanding and peace building between different communities.



SAVE THE DREAM WORKSHOP FOR YOUTH ATHLETES AT ALKASS INTERNATIONAL CUP



In January 2017, Save the Dream organized with Al Kass television a special workshop on the side-lines of Al Kass International Cup. The objective was to educate and empower young footballers about the importance of being a role model and promoting positive values through sport.

At the opening match of the Al Kass International Cup, over 250 young footballers, officials and coaches from the world's top under-17 club teams - including Real Madrid, Paris Saint-Germain, AS Roma and Aspire Academy - attended the workshop.

The workshop was addressed by the football legends, David Trezeguet, Coach Bora Milutinovic, as well as ICSS Group CEO, Michael Hershman.

At the conclusion of the workshop, Massimiliano Montanari, Executive Director of Save the Dream, appointed David Trezeguet as Save the Dream Ambassador, which will see the Juventus legend promote the positive values of sport to young people at various Save the Dream workshops and activities around the world.



EMPOWERING YOUNG WOMEN IN THE GCC THROUGH SPORT



Inclusion is one of three values Save the Dream promotes. On this topic, at special ceremony to celebrate the 2017 GCC Women's Games hosted by Qatar, Save the Dream highlighted the powerful role that sport plays in educating and empowering young women and girls.

Save the Dream encouraged athletes competing in the GCC Women's Games to share the values sport within their respective societies and raised awareness on the impact of sport in inspiring young girls and boys.



As part of the ceremony, several athletes and high-level representatives from the GCC shared their experiences on how sport can teach positive values, as well as the important role sports programmes and initiatives can play in empowering and benefiting women and young girls.

Held under the patronage of HE Sheikha Hind bint Hamad Al-Thani, Vice Chairperson and CEO of Qatar Foundation for Education, Science and Community Development, the 5th edition of the GCC Women's Games took place in Doha, Qatar from 7 and 17 March 2017, bringing together over 891 athletes from four Gulf countries across 10 sports.

SPECIAL NEEDS

Sport has value in everyone's life, it is even more important in the life of a physically challenged person. Save the Dream believes that every child deserves to play sport.

PROMOTING BLIND FOOTBALL IN QATAR

Thanks to the support of the international integrated chemicals and energy company Sasol, Save the Dream launched on the Qatar's National Sport Day, on 14th of February 2017, the first blind football project in the country.



The event was organised jointly with the Qatar Social & Culture Center for the Blind with the aim to use sport as a tool to promote inclusivity. The activity was led by the International Blind Sports Federation (IBSA) Blind Football World Referee Coordinator, Elias Mastoras, and involved over 100 children from Al-Yarmouk Preparatory School and Khalifa Secondary School who participated alongside blind, visually-impaired and non-blind athletes and members of the public.

Taking place at Qatar Foundation and to show their support for the power that blind football has in educating young people and encouraging inclusivity within society, a range of a high-profile athlete and sport professionals like including Xavi Hernandez, Hassan Al Haydous, Sabri Lamouchi and Qatar's first international female golfer, Yasmian Al Sharshani joined forces to take part in the matches and penalty shootouts alongside children and members of the public.

The event was also a landmark milestone for many young and aspiring football players in Qatar as it trialled for the first time in the country a new football, designed especially for young people who are blind or visually-impaired. Described by many on the day as "a ball for all", the football - which is smaller and lighter than those currently used in blind football - will aim to be introduced into schools across the country. Described by many on the day as "a ball for all", the football - which is smaller and lighter than those currently used in blind football - will aim to be introduced into schools across the country.



SHARING KNOWLEDGE AND COLLECTIVE ACTIONS

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.

SPORT NOSTRUM FORUM: FOSTERING DIALOGUE AND SOCIAL INNOVATION IN THE MEDITERRANEAN REGION



The 'Sport Nostrum' Forum was organised by Save the Dream jointly with its partners for the Mediterranean region – the TASEM coalition - and the support of the UN Alliance of Civilizations to promote the role of sport in empowering young people and build a coalition that uses sport to foster greater dialogue and social innovation across the Mediterranean region.

The forum took place in the context of MED 2017 - Mediterranean Dialogues - the high-level event organised by the Italian Ministry of Foreign Affairs and International Cooperation and ISPI (Italian Institute for International Political Studies) involving 800 leaders in Business, Politics and Culture, 80 Think Tanks and International Institutions and over 56 Countries.

The Sport Nostrum Forum brought together more than 50 leading figures from the world of sport, international organisations, business and civil society a range of organisations including the International Olympic Truce Center (IOTC), UNHCR, UNICRI, UEFA Foundation for Children, AC Milan, the Italian National Olympic Committee, the National Olympic Committee of Portugal, the Italian Government Office for Sport, the Italian Football Association, the World Ethnosport Confederation, the European Platform for Sport Innovation and Universities such as the "La Sapienza" of Rome and the Catholic University of Milan.



The forum, opened by Mr. Mario Pescante, the Permanent Observer of the International Olympic Committee (IOC) to the United Nations, Raffaele Chiulli (President of ARISF, Association of International Sports Federations recognized by the IOC) and Paolo Magri (ISPI Executive Vice-President), endorsed the idea to establish a platform to share information, promote working partnerships, identify funding opportunities in support of projects in Mediterranean Region.



SAVE THE DREAM SYMPOSIUM AT THE 14TH ISSP WORLD CONGRESS FOR SPORT PSYCHOLOGY

Save the Dream organised the international symposium "Runway to Save your Dream" in July 2017 at the 14th ISSP World Congress for Sport Psychology. The ISSP Congress was attended by more than 1000 participants from 50 countries from all around the World. Linked to the ISSP event, Save the Dream symposium focused on the use of sport psychology to promote ethics within young athletes.



Featuring Josefa IDEM (Olympic Gold Medallist in kayak, participated in a record 8 Olympic Games between 1984 to 2012), Honey Thaljih (first-ever Palestinian female football captain), Alhambra Nieves (the first woman to be chosen as the best Rugby referee in the world in 2016) and Arturo Casado, Spanish middle-distance runner and former European 1500m champion, and several sport psychology academic and practitioners, the Symposium identified several examples of ongoing sport-related programmes that successfully utilize psychological tools to help positively shape and enhance communities and society.



The symposium offered a chance to meet theory and practice and enabled the audience of sport psychology academics and practitioners to have an open debate with athletes who have been in contact with sport psychology through their sporting career. It also managed to inspire sport psychology academics and practitioners, through the testimonial of outstanding athletes, about how Sport Psychology can better promote and protect the core values of sport. The high interest expressed by the participants and the social media audience, also confirmed by the positive feedback of the organisers of the Congress, prove that the Symposium largely achieved its objectives.



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 AMBASSADORS

Save the Dream Ambassadors are people of strong character and integrity who demonstrate exemplary commitment to sport's core values. Ambassadors are champions in sport and inspirational role models who demonstrate the values and integrity of sport, and who endorse the value of sport in society. Ambassadors come from around the world and represent diverse sports and leadership roles.

Ambassadors serve as advocates for the mission and values of Save the Dream to help protect the core values of sport, help to advance the ethical management and integrity of sports, and to advocate for access and equal opportunity for children to learn and grow through sports. Ambassadors play a key role – as embodiments of the values of Save the Dream – in reaching out to and inspiring children and youth around the world.

Tegla Chepkite Loroupe is a Kenyan long-distance track and road runner. She is also a global spokeswoman for peace, women's rights and education. Loroupe holds the world records for 20, 25 and 30 kilometres and previously held the world marathon record. In 2016, she was the person organising the Refugee Team for the 2016 Summer Olympics in Rio. The IOC recognised six women, five from each continent and one to represent the world, for their achievements and their work to promote women's sport. Loroupe was awarded the world trophy.

David Sergio Trezeguet is a former French footballer who played as a striker. Trezeguet represented France at the 1997 FIFA World Youth Championship, the 1998 FIFA World Cup, UEFA Euro 2000, the 2002 World Cup, Euro 2004 and the 2006 World Cup. Despite France winning the 1998 World Cup and finishing runners-up at the 2006 tournament, Trezeguet is also famous for scoring the golden goal in the Euro 2000 final against Italy. Trezeguet is part of the FIFA 100 list of 125 Greatest living players. In 2015, he was named one of the Golden Foot Award Legends.

Fiona May is a retired British-born Italian track and field athlete who competed in the long jump. She won the World Championships twice and two Olympic silver medals. Fiona is head of the federation's integration commission at Italian Football Federation. She is also head of delegation of the Italian women's Under-19 team. Fiona May is also member of the board of trustees of the UEFA Foundation for Children.



Alessandro Del Piero



Fernando Hierro



Giusy Versace



Penny Heyns



David Trezeguet



Fernando Sanz



Rosa Mota



Honey Thaljih



Tegla Loroupe



Fiona May



Christof Innerhofer

SAVE THE DREAM CHAPTERS

Thirteen Save the Dream Chapters have been in formation, so far until end of 2017, in key locations around the world including Bogota (Colombia), Thessaloniki (Greece), Prague (Czech Republic), Yaounde (Cameroon) established in 2016. In addition to Belo Horizonte (Brazil), Buenos Aires (Argentina), Riyadh (KSA), Napoli (Italy), Rufisque (Senegal), New York (USA), Delhi (India), Istanbul (Turkey) and Mexico City (Mexico).

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, inter alia, sport, business and academia. Gender balance, respect for diversity and representation of youth must be ensured by all the chapters .



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.

A number of organisations joined the Save the Dream Global Pact for Sport which immediately undertook initiatives to support the mission of Save the Dream .



WESTIN Hotel Doha supports Save the Dream hosting an event in celebration of the United Nations Universal Children’s Day attended by the most prominent and famous social media influencers with thousands of followers to spread the message across the public and The Westin Doha Hotel & Spa pledging its support by signing up to the Save the Dream Global Pact for Sport.



Qatar Basketball Federation supports Save the Dream spreading the message of sport values during the Basketball World Cup 2019 Qualifiers game between Qatar and Kazakhstan in November 2017 and joining the Save the Dream Global Pact for Sport.

SAVE THE DREAM IN THE MEDIA

2017 was a busy year in social media for Save the Dream. Several projects such as Save the Dream Week 2017, Pisa Marathon and TASEM project have increased the social media followers of Save the Dream social media accounts. In addition attendance of the Save the Dream Event in Westin Hotel by social media influencers have provided higher visibility.

Save the Dream Twitter page has been regularly updated during 2017. We have been following sports events, trending hashtags, symposiums, conferences, forums, tagged our partners, supporters, sponsors frequently. Comparing to the other social media platforms Save the Dream Twitter page reflects our official position regarding our projects, events and our participation in various happenings. In comparison Save the Dream twitter followers saw 85% increase from 7,204 to 13.3K. Save the Dream tweets received 772,600 impressions in 2017.

Save the Dream Facebook page gained high visibility during 2017 with highlights during the Save the Dream week 2017. Our have reached approximately 900,000 people during Save the Dream Week 2017.

In comparison to 2016 Save the Dream Instagram account has doubled followers from 10,473 to 22,874.



THE WAY FORWARD

In the course of 2017 and the years leading up to 2017before, I have had the honour to speak and act several times in my function as Executive Director of Save the Dream. Most importantly however, I have had the privilege of listening to, and seeing many others taking the lead on behalf of Save the Dream as a Global Movement.

It is a diverse group of people, a growing number of "others", who are very different from each other, but who feel the same desire to make our world a place in which every child and young person can practice sport, safely, and who believe in the power of sport to build more fair and inclusive societies.

A growing number of agents of change such as our sport Ambassadors, are moved and inspired to build bridges and furthermore has the determination to break down walls. They are driven by the inexorable will to take actions for the good and who always become indignant about misbehaviours taking place in sport and society at large.

Through our work in 2017, through our partnerships, we have forged over 300 youth leaders from different countries all around the world. Youth and young professionals are now ready to spread the message of Save the Dream within their respective communities and to their peers., We can now deploy them in field projects as Save the Dream Volunteers!

In 2018, we will work to increase the number of these multipliers and to put them in the best position possible to promote the core values of sport.

Our Chapters, our Ambassadors, these youth are our arrows and it will be our responsibility to provide them with the necessary support, encouragement and tools to achieve their specific objectives in addition to the general goals of the Movement. It will be our priority to bring them together, to connect them and align all these forces into joint actions.

In the course of 2017, we have informed over 250 young athletes about the risks they might encounter and cope with in the course of their career and advised them on how to always protect their integrity. We are now in the position to do more, and we will do more by promoting the use of the e-learning tools and methodologies we have developed through the Psytools' partnership.

We will continue to inspire collective actions, particularly within regions of turmoil, such as the Mediterranean region. The promotion and the protection of sport values is a team sport and Save the Dream is a house whose doors are always open, to all.

Massimiliano Montanari
Executive Director



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