2018 Report + 2019-2021 Strategy
When we discuss the subject of people with disabilities and their subsequent inclusion into our society, we must consider we are referring to the largest minority group present in our society.

In fact, we can observe that, according to the latest study developed by the World Disability Report, between 15 to 20 percent of the world’s population is affected by some type of disability (in India there are 60 million people with disabilities).

If we focus on the European reality, we are able to verify that, through the latest study carried out by the European Disability Forum, there are nowadays 80 million European citizens suffering from some type of disability (over 15% of the European population and equivalent to the entire population of Belgium, Czech Republic, Greece, Hungary and Netherlands combined). It should also be pointed out that currently 40% of the European population presents some kind of dexterity difficulty and that in every 4 European citizens, there is 1 citizen who has a relative with a disability.

In this sense, and considering the social importance that football reflects in our lives, we decided to create the “Football for All Leadership Programme”. With the aim of promoting a stronger integration of disabled people in the football industry, the “Football for All Leadership Programme” is the first executive programme specifically targeted for disabled people who want to develop a career in the world of football.
3 Clear Objectives for Disabled People in Football:

- Employability
- Networking
- Entrepreneurship
Timeline

Jan 2017/Nov 2018
Programme Design + Preparation of 1st Edition

25 Nov / 7 Dec 2018
1st Stage - 2 weeks on-site lectures in Lisbon

Jan to Jun 2019
2nd Stage - Mentorship + Project Implementation

13 July 2019
1st Edition Graduation Ceremony in Dublin

October 2019
2nd Edition in Lisbon

2020
Start of Local Editions: Portuguese/Spanish English Speaking Russian Speaking German Speaking

2021
Build on 2020 Local Editions + India and/or USA
Joyce Cook

Fernando Santos

Pepe
Pepe, Joyce Cook, Javier Saviola Videos

- Video by Pepe (former player of Real Madrid, who currently plays for FC Porto and for the Portuguese National Team. 3 Times Winner of the Champions League and 1 time European Champion. Ambassador of the Football for All Leadership Programme): [https://www.youtube.com/watch?v=SBiSTUkbdek](https://www.youtube.com/watch?v=SBiSTUkbdek)

- Video by Joyce Cook (FIFA Chief Member Associations Officer and Ambassador of the Football for All Leadership Programme): [https://www.youtube.com/watch?v=gmtFtOvlrqc](https://www.youtube.com/watch?v=gmtFtOvlrqc)

- Video by Javier Saviola (Legend of FC Barcelona, Real Madrid, SL Benfica and Argentina national football team): [https://www.youtube.com/watch?v=gmtFtOvlrqc](https://www.youtube.com/watch?v=gmtFtOvlrqc)
1st Stage Overview

- Dates: 25th November to 7th December 2018
- Location: Lisbon, Portugal
- Number of Participants: 16 participants (from 12 different nationalities)
- Average age: 25.8 years old
1st Stage Overview

- 2 weeks of on-site Lectures focusing on 3 main components:
  - Personal Development and Leadership
  - Academic Knowledge
  - Project Management
<table>
<thead>
<tr>
<th>TIME</th>
<th>DAY</th>
<th>Subject</th>
<th>Lecturer</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00</td>
<td>Monday</td>
<td>Welcome session</td>
<td>Organising Team</td>
<td>Welcome session</td>
</tr>
<tr>
<td>9.00</td>
<td>Tuesday</td>
<td>Personal Development/ Leadership</td>
<td>Céline Baurain-Casami - AISTS/IMD Lausanne</td>
<td>Introduction to Project Management</td>
</tr>
<tr>
<td>11.00</td>
<td>Wednesday</td>
<td>Introduction to Project Management</td>
<td>Marie Manuel Nova MBE (former Board of McKinsey and A.T. Kearney Portugal)</td>
<td>Disabled People with Projects in Sports</td>
</tr>
<tr>
<td>11.00</td>
<td>Thursday</td>
<td>Introduction to the Portuguese FA</td>
<td>Pedro Dias - Portuguese FA</td>
<td>Introduction to the Portuguese FA - The role in Portugal and in the World</td>
</tr>
<tr>
<td>11.00</td>
<td>Friday</td>
<td>Fundraising in Projects – The view of a Football Club</td>
<td>Alec Norton (Arsenal Foundation)</td>
<td>Relax Day + Visit to Lisbon</td>
</tr>
<tr>
<td>11.00</td>
<td>Saturday</td>
<td>Marketing of an Organisation - How to Promote a European Champion around the World</td>
<td>Marta Gomes - Portuguese FA</td>
<td>Access appraisal module: “How to Prepare the Accessibilities of a Football Stadium for a Top Football Match”</td>
</tr>
<tr>
<td>14.30</td>
<td>Sunday</td>
<td>Relax Day + Visit to Lisbon</td>
<td>Joana Deagle - CAFE</td>
<td>Relax Day + Visit to Lisbon</td>
</tr>
<tr>
<td>16.00</td>
<td>Monday</td>
<td>Personal Development/ Leadership</td>
<td>Diogo Junara - AISTS/FIVB</td>
<td>Workshop - How to Create a Business Plan</td>
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<tr>
<td>16.00</td>
<td>Tuesday</td>
<td>Personal Development/ Leadership</td>
<td>Céline Baurain-Casami - AISTS/IMD Lausanne</td>
<td>Workshop - How to Create a Business Plan</td>
</tr>
<tr>
<td>18.00</td>
<td>Wednesday</td>
<td>Workshop - How to Create a Business Plan</td>
<td>Miguel Alves Martins Novo MBE</td>
<td>Miguel Alves Martins Novo MBE</td>
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<tr>
<td>18.00</td>
<td>Thursday</td>
<td>Workshop - How to Create a Business Plan</td>
<td>Cricyff Foundation</td>
<td>Cricyff Foundation</td>
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<tr>
<td>18.00</td>
<td>Friday</td>
<td>Visit to the Portuguese FA Headquarters</td>
<td>Marcia Ferreira - Sporting CP</td>
<td>Visit to the Portuguese FA Headquarters</td>
</tr>
<tr>
<td>18.00</td>
<td>Saturday</td>
<td>How to Communicate a Sports Event</td>
<td>Filipe Felix - Portuguese FA</td>
<td>Portuguese FA</td>
</tr>
<tr>
<td>18.00</td>
<td>Sunday</td>
<td>Relax Day + Visit to Lisbon</td>
<td>Ana Deagle - CAFE</td>
<td>Relax Day + Visit to Lisbon</td>
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<tr>
<td>Time</td>
<td>Monday</td>
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</tbody>
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| 9.00 - 11.00| **Project Sustainability**  
Claúdia Pedra - Stone Consulting  
Introduction to the Club and the importance that Social Development has in Benfica's strategy | La Liga - The Challenges of a Global Football League  
Nuno Costa + Luís Alcobia - SL Benfica  
Introduction to the Club and the importance that Social Development has in Benfica's strategy | Daniel Alonso Duarte - La Liga  
Story Telling through Data: how to make a different presentation | Sudeshan Gopaladesikan - Microsoft Sports and SL Benfica  
Projects Pitch | Selected Juri:  
Professor Eli Wolff - Brown University;  
Gabriel Mayr - UNESCO;  
Alexander Fangmann - Captain of the German Blind Football National Team;  
Nídia Amorim - Researcher at the Portuguese School of Human Kinetics (FMH) |
| 11.30 - 13.00| **Project Sustainability**  
Claúdia Pedra - Stone Consulting  
Some useful tips to work in a top football club | Ana Gabriel - SL Benfica  
Some useful tips to work in a top football club | | | |
| 14.30 - 16.00| **The Main Challenges of a Global NGO**  
Joana Mouta - IPAV  
Visit to the Stadium  
The Day by the Day in a Sports Organisation - A conversation with Professionals from the Sports Industry | Sl Benfica  
Visit to the Stadium  
The Day by the Day in a Sports Organisation - A conversation with Professionals from the Sports Industry | Daniel Ribeiro (UEFA/Portuguese FA), Bernardo Palmeiro (former Lawyer at FIFA)  
The Final Briefing + Preparing project pitch | | |
| 16.30 - 18.00| **Project Social Impact Measurement**  
Constança Anaglo Moniz - ASHOKA  
Visit to the Museum  
Visit to the Museum  
Visit to the Museum  
Visit to the Museum | Sl Benfica  
Visit to the Museum  
Visit to the Museum  
Visit to the Museum  
Visit to the Museum | Sl Benfica  
Visit to the Museum  
Visit to the Museum  
Visit to the Museum  
Visit to the Museum | Gala Ceremony | x | x |
Field Trips
SL Benfica Stadium - Estádio da Luz
Portuguese FA Headquarters
CAFE Accessibility Appraisal Module

- 1st December 2018, at the Estádio do Restelo (stadium in Lisbon, home of C.F. Belenenses).
- First ever event of this kind organised in Portugal
- This module was part of the 2 weeks of on-site lectures and had the important support of the Centre of Access to Football Europe - CAFE
The Gala of the Football for All Leadership Programme took place on the 6th of December 2018.

This event was held at the Nova University of Lisbon and aimed at creating awareness to the importance of including professionally disabled people in the football world.

This event was attended by Joyce Cook (FIFA Chief Member Associations Officer) and Eli Wolff (former Paralympic Athlete, currently a Professor at Brown University, USA, and one of the authors of the UN Convention on the Rights of Persons with Disabilities). Fernando Santos (Head Coach of the Portuguese National Football Team) also recorded a message for the Gala, highlighting the importance of providing opportunities for disabled people who would like to develop a career in football.

150 people attended and the event was covered by the main media platforms in Portugal.
Presentation of Participant Projects

- On the last day of Lectures (December 7, 2018), each participant was required to present a brief project pitch to the selected jury including the idea, objectives and approach/methodology for their personal project.

- This was a great challenge for our participants, granting them the opportunity to test their ideas and to receive important feedback from a jury with vast experience in this field.

- The jury was composed of the following distinguished guests:
  - Eli Wolff (Brown University, Co-author of the UN Convention on the Rights of Persons with Disabilities)
  - Gabriel Mayr (UNESCO)
  - Alexander Fangmann (Captain of the German Blind Football National Team)
  - Nídia Amorim (Researcher at the Portuguese School of Human Kinetics - FMH)
Tourism Day

December 2, 2018 - it was a very nice day and our participants had the opportunity to visit the beautiful village of Cascais, and also to go on a boat trip by the coast. This was a great moment for our participants to get to know each other better and to strengthen ties!
Important Data

Participants’ Nationalities

- England
- Scotland
- Northern Ireland
- Germany
- Austria
- Russia
- Portugal
- Spain
- USA
- Armenia
- Mali
Important Data

Participants’ Age

- 18-25: 8
- 26-35: 5
- 36-45: 2
- >45: 1
Important Data

Participants’ Gender

- Male: 13
- Female: 3
Important Data

Participants’ Background

- Sports Organization: 5
- Athlete: 6
- Coach: 1
- Disability Supporters Association: 4
Media Coverage

- TV: Covered by 4 TV Channels (Sport TV; SIC; Benfica TV; Abola TV)
- Newspaper: Articles in 4 Newspapers (Abola; Record; O Jogo; “O Benfica” Newspaper)
- Radio: The Programme was mentioned and promoted by Rádio Renascença
- Internet/Social Media: The programme was mentioned on websites/social media of some prestigious organisations, such as the Portuguese FA (FPF), SL Benfica, Sportanddev, Activity Alliance, CAFE, EFDN and others...
- Video by the Portuguese FA showcasing the visit of our participants to the Portuguese FA Headquarters: https://www.youtube.com/watch?v=rDZyi42dnJ8&t=4s
2018 Edition Partners
2nd Stage

- From January to June 2019
- The second stage will consist of 2 main components:
  - Mentorship - Each participant will receive the support of a Mentor who works in the sports industry and who will provide some important feedback and knowledge.
  - Project Implementation - with the support of the Mentor, the Football for All Leadership Programme Organising Team and of a Local football organisation, each participant will develop a project linked to football and disability for his/her local community. The idea is that each participant puts in practice what he/she learned during the 2 weeks of lectures and builds local legacy, becoming a local changemaker in their community!
Our Participants’ Projects

- During 2019, there will be 15 incredible projects implemented in different parts of the World:
  - Tom Hosier - Organise a Summer Camp for disabled and non-disabled kids, including mixed activities, in London
  - Ben Simms - Watford Welcomes FC: Social inclusion with competition for adults
  - Chris Whitaker - Education for CP Football Coaches in England
  - Phil Walker - Start a local disabled football team for girls in the Warrington Region
  - Marco Dorer: Accessibility assessment for disabled football fans in the City of Freiburg
  - Florian Hansing/Holger Jengminat: Adapt Bundesliga and Euro 2024 Stadiums to be prepared to host deaf/hearing impaired fans
  - Markus Fritsch: Create a Powerchair Football League in Austria
Our Participants’ Projects

- Bandiougou Traoré: Promote awareness initiatives having mainstream football players play Blind Football
- Sergio Alamar: Provide blind football workshops for blind teenagers in Spain
- Elena Popova: Accessibility Assessment of 10 Stadiums of the Russian Premier League
- Kate Ward: Promote a football Summer Camp for deaf girls in the USA
- Gohar Navasardyan: Ensure the Armenian National Stadium of Yerevan becomes Accessible
- Jason Browning: Accessibility Assessment of the Northern Ireland Football League stadiums
- Lewis McConnell: Create Powerchair Football teams in the regions of Aberdeen and Inverness (Scotland)
- Eduardo Maia: Provide workshops that will help Basketball coaches to coach Wheelchair Basketball
II Edition - 2019

- Date: October 2019
- Location: Lisbon
- Content: Similar to the 1st Edition with adjustments resulting from assessment and feedback
2020 - A more accessible Programme

- By 2020 we hope to increase the number of people that can take part in the Football for All Leadership Programme
- Considering that 2 of the biggest barriers for our participants were the time needed to dedicate to participation in the programme (2 weeks) and also some language barriers (the programme is delivered in English and this was an issue for some of our candidates), from 2020 the Programme design will be in shorter versions (1 week of lectures + Project Implementation period), in more languages.
- In this sense, the aim is to deliver the following Editions in 2020:
  - English Speaking Edition
  - Portuguese/Spanish Speaking Edition
  - German Speaking Edition
  - Russian Speaking Edition
- The goal is that, by 2020, the Programme is accessible to disabled people from 107 countries in their national language.
This is something that we want to start in 2020 and we hope that it can turn into a tradition for the following years.

The Annual Gathering would consist in a 2/3 days event, where the Football for All Community would join annually. The idea is to have current participants, former participants, mentors, lecturers, members of the scientific committee and other important stakeholders come together.

This would be the right moment to share experiences linked to the Programme and to strengthen ties between the Football for All Community.
2021 - Reaching Other Continents

For 2021 we aim to continue with the Editions delivered in 2020 (English Speaking, Portuguese/Spanish Speaking, German Speaking and Russian Speaking). To these, we would like to add 1 or 2 more editions: in the USA and in India.

The Countries which the National Language will be Covered by 2021
Expected Impact

- **2018 Edition**
  16 Direct Beneficiaries (16 Participants) + 300 Indirect Beneficiaries (15 projects x 20 pax = 300)

- **2019 Edition**
  20 Direct Beneficiaries (20 Participants) + 400 Indirect Beneficiaries (20 projects x 20 pax = 400)

- **2020 Edition**
  80 Direct Beneficiaries (4 Modules x 20 participants each = 80) + 1600 Indirect Beneficiaries (80 x 20 = 1600)

- **2021 Edition**
  120 Direct Beneficiaries (6 Modules x 20 participants = 120) + 2400 Indirect Beneficiaries (120 x 20 = 2400)

- **Total Expected Impact:** 4936 (236 Direct Beneficiaries + 4700 Indirect Beneficiaries)

*we expect that, on average, each project will impact the life of 20 people*
Other Projects

- Football for All Leadership Programme - Homeless Edition
- International Sports Inclusive Leadership Programme
- Team Building Activities
- Workshop for People Involved in Disability Football
Currently, there are 150 million people who are homeless.

In the majority of cases these people are marginalised by the society.

We believe that football as a vehicle of change can make the difference in the lives of these people.

Therefore, we aim to develop a Programme designed to promote employability, entrepreneurship and networking for homeless people in the football world.
International Sports Inclusive Leadership Programme

- This Programme has the same objectives as The Football for All Leadership Programme but, in this case, the focus will be on other sports than football.
- We aim to generate more employment and entrepreneurship for disabled people in the sports world.
Team Building Activities

- Providing non-disabled people the opportunity to practice blind and wheelchair sports.

- This would consist of workshops delivered by some of the Football for All Leadership Programme participants, top athletes in blind and wheelchair sports, to staff from a specific organisation. These would be provided with the opportunity to develop teamwork and communication skills while getting to know a different sport.

- By taking part in one of these workshops, participants will have the opportunity to discover a new and fascinating sport while generating awareness for this cause and creating or broadening a professional space for the disabled person delivering the workshop (part of the revenues generated by the workshop will go directly to the Football For All Leadership Programme participant delivering it).

- We will start with 3 sports: Blind Football, Goalball and Wheelchair Basketball.
Workshop for Non-Disabled involved in Disability Football

- Training exercise aimed at people who are not disabled but work in disabled football (coaches, referees, people from Foundations, from Federations, Clubs, Schools...).

- 2/3 days training - increase knowledge + networking opportunities.
Contacts

- Phone: +351 96 740 57 44
- Email: jose@footballforall.pt ; joanacal@footballforall.pt
- Website: https://www.integrated-dreams.com/
Thank You Very Much!