

## **Generation Amazing Foundation (GA)**

### **Key Messaging Document**

#### **Social Media:**

- Generation Amazing is on Instagram, Facebook, and Twitter as **@GA4good**
- Official hashtags are **#PassItOn #GAFestival22**

#### **On Generation Amazing Foundation:**

- Generation Amazing Foundation (GA) is the human and social legacy initiative of the FIFA World Cup Qatar 2022™.
- Generation Amazing was founded during Qatar's bid for the FIFA World Cup™ in 2010.
- Generation Amazing Foundation delivers sport for development programmes in alignment with the United Nations Sustainable Development Goals and Qatar's National Vision 2030, to promote sustainability, inclusion, and gender equality.
- Generation Amazing Foundation utilises the power of football to impart crucial life skills including communication, leadership, teamwork and compassion to youth and communities in need across the globe.
- This year, ahead of the FIFA World Cup Qatar 2022™, Generation Amazing Foundation reached a new milestone of impacting 1 million lives around the world.
- Over the past 12 years, Generation Amazing Foundation has implemented programmes in 41 countries around the world.

#### **On Goal 22 and Youth Festival:**

- Generation Amazing's GOAL 22 programme is the first-ever sport for development and cultural youth exchange programme of its kind to take place ahead of a FIFA World Cup. The yearlong exchange programme engages local and international schools and is designed to ensure a lasting human legacy of the FIFA World Cup Qatar 2022™ that embodies social responsibility.



- Goal 22 is designed to empower students who are passionate about football, with global competency skills for sustainable development and to champion social impact in their own communities.
- Goal 22 is delivered in three phases. Phase one took place from October 22 – 29 and consisted of virtual workshops focusing on sport for development principles. The second phase, taking place from November 16-22 at Education City in Qatar, is the Generation Amazing Youth Festival, where students are gathered in Doha for in-person workshops and activities that will explore topics such as Sport Diplomacy, Sustainability, Diversity and Inclusion, Leadership, Mental Health and more. The final phase of the programme will be held both virtually and in-person as students map out social development opportunities in their own communities.
- Since 2019, GA has united youth from across the globe during the annual Generation Amazing Festival.
- This year's Generation Amazing Youth Festival will bring together over 300 students from international schools to represent each of the 32 countries that qualified for the FIFA World Cup Qatar 2022™, to participate and celebrate the power of sports in changing the world, while providing them a once-in-a-lifetime-opportunity to witness one of the world's greatest sporting events.
- Goal 22 was designed with the firm belief that the shared passion for football is a powerful tool to create impact and lasting legacies.
- The Festival will culminate in a mini-World Cup style tournament and cultural ceremony celebration where, in addition to local and international musical acts and performances, the international cohort of students will perform their own pieces that showcase their own culture and traditions.

[Click here to learn more about Generation Amazing's Youth Festival .](#)