



generation
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youth
festival

Festival
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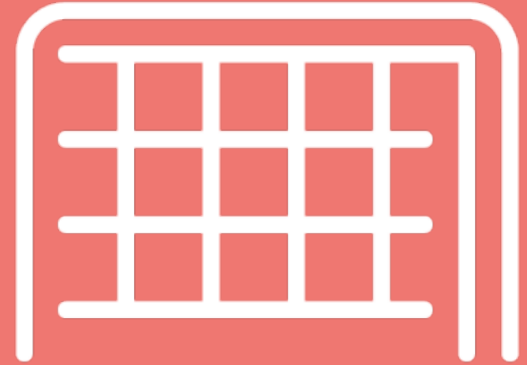
Youth Festival and Goal 22 Social Media Kit

Generation Amazing Foundation



Who We Are

The Generation Amazing Foundation (GA) is a human and social legacy focused organisation that launched in 2010 during Qatar's successful bid for the FIFA World Cup 2022™. GA operates its 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. GA's unique methodology 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. Since its launch, GA, in collaboration with key partners, has reached and positively impacted over 1 million lives in 35 countries and counting.



We've officially 'passed it on' to 1 MILLION

35
Implementation
Countries

80
F4D Community
Programmes

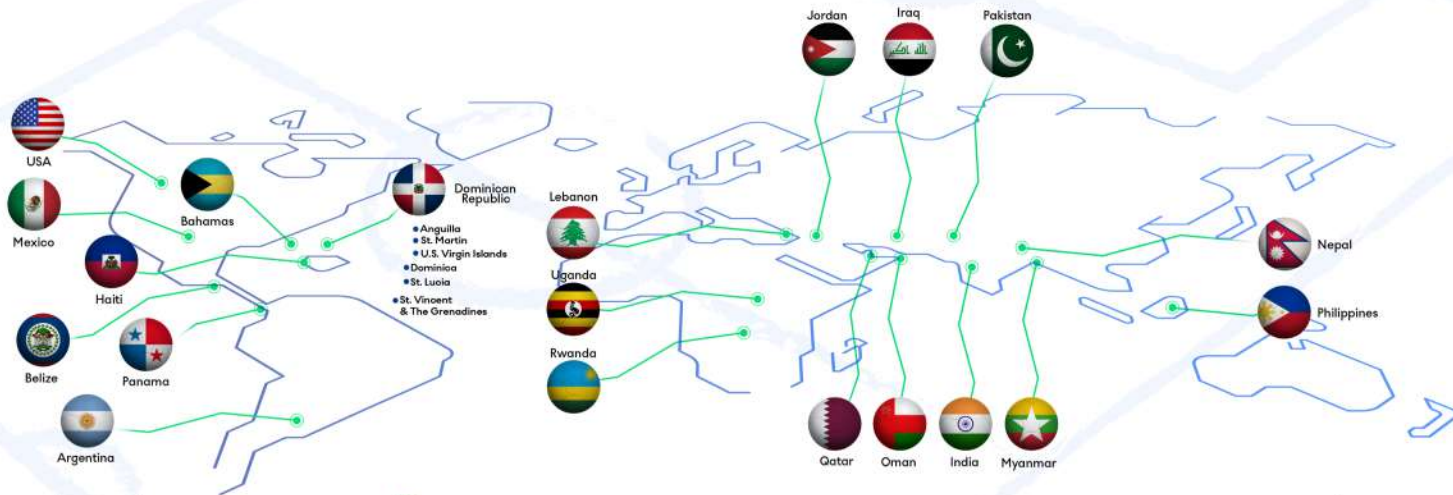
35
GA
Pitches

6
GA
Community Clubs

200
Youth
Advocates

6
GA National
Festivals (3 in Qatar)

809
Coaches
Trained



Ambassadors of Amazing

Global Superstars share our mission and vision to inspire and empower youth.



Club-based Commitment

Qatar to Rwanda. The Philippines to India. Our Community Clubs are youth development hubs.



FORMATIVE FESTIVALS

Gathering hundreds of youth annually in Qatar to celebrate 'Football for Good' and learn core values for social impact.



Fields of Dreams

Constructing community football pitches worldwide. Creating hope in underprivileged areas.



Advocates of Amazing

Transforming passionate youth into global citizens and leaders of social change.

GA's Annual Youth Festival

Bringing together youth from across the world to celebrate the transformative power of football, the GA Festival is an event not to be missed.

An annual youth exchange celebration that is held by GA alongside major sporting events, designed to celebrate 'Football 4 Good', with an emphasis on social development through youth participation, and the promotion of core values such as gender equality and social inclusion.



The festival includes a wide range of educational and cultural activities which offer participants an opportunity to explore a multitude of backgrounds as they step into the driving seat as advocates for social change. Key highlights include engagement at events with football legends, Football for Development workshops led by youth advocates, and cultural performances.



GA Youth Festival Throughout the Years

2019

Our theme was "Inclusion," and we brought together more than 170 youth from 12 countries to attend the festival during the FIFA Club World Cup Qatar 2019™.

2020

Our theme was "Connectedness," where we engaged over 700 youth across 50 countries digitally, during the COVID-19 pandemic.

2021

Our themes were "Solidarity and Unity," bringing together 200 youth from within the region, and held the Festival during the FIFA Arab Cup 2021™.



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Now, in 2022...

To mark Qatar's history-making role in hosting one of the world's greatest mega sporting events, the FIFA World Cup Qatar 2022™, our Youth Festival will be part of a year-long legacy and learning journey: **GOAL 22.**



GOAL 22:

Football, Social Impact, and Sustainability

Goal 22 was designed with the firm belief that passion for football is all we need to create lasting legacies.

The programme is comprised of three phases, with the festival making up the second phase, that will take students on a Sport for Development journey, and bring them together to develop their personal skills, while learning to collaborate on creative solutions for some of humanity's most pressing issues, and ultimately, transforming themselves from "passionate footballers" to "advocates of social change".





Through GA's Goal 2022 Programme, the Festival 2022 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.

www.generationamazing.qa

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Join the Movement: Key Messaging



GOAL 22 is Generation Amazing Foundation's flagship Sport for Development international exchange programme. It will bring together young leaders from all over the world to Doha, Qatar, for a once-in-a-lifetime opportunity to take part in curated virtual and physical workshops led by our network of global delivery partners.

The programme culminates in 'Football 4 Good' activities and celebrations, during GA's annual Youth Festival (www.generationamazing.qa) which this year will be held ahead of one of the world's greatest mega sporting events, and a history-making one for the region, the FIFA World Cup Qatar 2022™.



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In November 2022, the State of Qatar will host the most important event of the sporting calendar, the FIFA World Cup Qatar 2022™. With a shared commitment to ensuring that the tournament's legacy contributes to international development agendas, Generation Amazing Foundation and partners, are pleased to present Goal 22: Football, Social Impact, and Sustainability. The year-long school programme is designed to ensure a lasting legacy for FIFA World Cup Qatar 2022™ that embodies social responsibility. It is the first programme of its kind that brings together all participating nations to be a part of something other than purely the footballing tournament itself.

The Goal 22 Programme, at the GA Festival 2022, will bring together more than 300 students selected from international schools, to represent each of the 32 countries that qualified for the FIFA World Cup Qatar 2022™. This international school exchange programme is the first of its kind to take place during a FIFA World Cup.

Goal 22 is a unique learning experience that brings together the best elements of a football camp, cultural excursion, service expedition, and youth festival. Through the love of football, the programme aims to strengthen students' abilities to identify and solve problems, enhance their teamwork and collaborative skills, and develop competencies in project management.

Goal 22 is designed to empower students who are passionate about football, with the skills to champion sustainable development. The year-long programme, the first of its kind, will engage a school delegation from each of the 32 countries competing at the FIFA World Cup Qatar 2022™. This unique experience will offer students an opportunity to work with peers from across the world, to design, develop, and deliver impactful community initiatives that use the positive power of football to safeguard people, and the planet.





Goal 22 is a pioneering cultural-exchange program that is creating social impact at the intersection of sports education, and driving development through skill building and educational workshops, steered by a world-leading NGO faculty to develop a Global Network of young leaders and athletes. Developed by GA to leverage the ultimate mega sporting event of them all, the FIFA World Cup, with the clear objective to produce a sustainable impact and ensure a lasting, positive legacy.

Through Sport for Development and the GOAL 22 Programme, GA and partners are creating a network that is committed to championing ethical and inclusive sport, with the aim of nurturing a generation of change-makers, and empowering communities. Participants will learn:

Resourcefulness,
Communication &
Collaboration

Civic Mindedness &
Service

Critical Thinking &
Problem Solving

Leadership &
Decision Making



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**Join the
Movement:
Our Channels**



Our Hashtags

#GAFestival22
#PassItOn
#Qatar2022

Our partners and sponsors

Twitter

@qf, @msyqatar,
@qatar_edu,
@qfa,
@qfa_en,
@FIFAcorn,
@mofaqatar_ar,
@mofaqatar_en,
@qatarairways,
@qatar_museums,
@qetaifan ,
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@visitqatar,
@unesco,
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@qfa,
@fifafoundation,
@mofa.Qatar,
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@qatar_museums,
@qetaifanprojects,
@qlm_insurance,
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@qatar_fund,



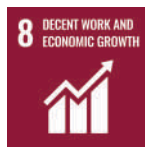
Our Goals & Values



GOAL 22 UN SDGs



Generation Amazing operates in alignment with the United Nations' Sustainable Development Goals. The Goal 22 programme is curated to address six UN SDGs – good health and wellbeing; quality education; gender equality; decent work and economic growth; peace, justice and strong institutions; partnerships for the goals.



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GOAL 22: Appendix



Strategic Partners



Sponsors

QATAR
AIRWAYS



HUBLOT



SDIsports



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GOAL 22

Learning Journey



Goal 22 PHASE I: EMPOWER YOUTH

Phase One will see participating schools come together ahead of their in-person meeting in Doha. The virtual component of the programme introduces foundations and principles of Sport for Development, using the World Cup as a case study, and offers students an opportunity to build their country profile, guided by regional success stories relevant to their context.



October 2022
Virtual Training 1:
Saturday October 22, 2022

Virtual Training 2:
Saturday Oct 29, 2022

Teachers Programme

Youth and Sport for Sustainable Development

An exploration of the SDGs and the role of S4D programmes in achieving them.

Regional Success Stories: Football in the Community

An exploration of the power of football to transform communities.

At Goal 22, we understand that capacity building at a school level is essential to the success of our youth programmes.

With this in mind, the programme includes a comprehensive and dedicated Football for Development training programme which equips physical education teachers with the knowledge and skills required to ensure successful engagement and sustainability of the programme back home.



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Youth Festival 22 Goal 22 Phase II: Create Impact



During Phase Two, school groups will travel to Doha to attend the Generation Amazing Youth Festival 2022, Qatar. The festival includes a wide range of educational and cultural activities which offer participants an opportunity to explore a multitude of diverse backgrounds as they step into the driving seat as advocates for social change. Key highlights include engagement with football legends at events, Football for Development workshops led by youth advocates, and, a series of cultural and leisure activities, including the opportunity to attend a World Cup match.



During Phase Two, school groups will travel to Doha to attend the Generation Amazing Youth Festival 2022, Qatar. The festival includes a wide range of educational and cultural activities which offer participants an opportunity to explore a multitude of diverse backgrounds as they step into the driving seat as advocates for social change. Key highlights include engagement with football legends at events, Football for Development workshops led by youth advocates, and, a series of cultural and leisure activities, including the opportunity to attend a World Cup match.

WHEN

16th to 21st November, 2022

WHERE

Oxygen Park, Qatar Foundation

WHAT

- Tools to create impact through theoretical and practical workshops
- Football for Good tournament
- World Cup activities & activations

2022



The festival will offer students an opportunity to explore key themes in community development through football, including:

Sport as a Tool for
Development & Peace

Sport Diplomacy,
Sustainability & Legacy

Design Thinking and
Behavioural Science

Equality, Diversity &
Inclusion

Mental Health & Well-
being

Leadership and Impact
Management

Ethical Volunteering &
Community Engagement



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Goal 22 Phase III: Influence Change



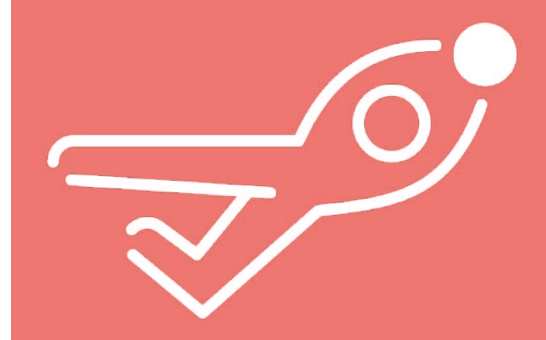
BEYOND 2022

During the final phase of the programme, our young leaders will take what they have learned, and #PassItOn into their wider communities.

Armed with the knowledge and skills required to deliver meaningful and impactful initiatives, students will kick-off their leadership journey by delivering educational workshops at their own schools. With the support of local NGO's, schools will map out opportunities to deliver Sport for Development (S4D) programmes to peers at local public schools, clubs, academies, and NGOs.



Delivery can take the shape of physical education lessons, after-school clubs, tournaments, festivals, and other creative ways of bringing their school community together to learn about sustainable development, through humanity's favourite pastime – football!



Peer Education

The first commitment after returning from the festival is to deliver one session in their school, to share learnings with peers.

Community Engagement

The second commitment after delivering the peer education session, is to work on a campaign to raise awareness about a selected topic.

Regional Summit

To celebrate the completion of the programme, the regional summit is an awards ceremony that recognises student achievements, and offers a platform through which they can continue to inspire ethical, inclusive, and sustainable development through football.

Learning Outcomes:

Define the role of youth and sport in achieving sustainable development.

Identify the core principles of equality, diversity, and inclusion in social development.

Recognise the direct and indirect contributions of football to each of the SDGs.

Describe success measures of community-based initiatives.

Understand the dimensions of social impact and the importance of its measurement.

Develop proposals for peer education activities to raise awareness of sustainable development.

Establish relationships and connections to support the successful delivery of community engagement activities.

Apply the learning through delivery of meaningful peer education programmes.

Creativity & Reflect on and review community engagement efforts and evaluate success.



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