



Join the GA Festival: Goal 22



Generation Amazing: Qatar's sustainable human & social legacy programme founded during the bid for the FIFA World Cup Qatar 2022™

Generation Amazing Foundation is positioned as an international non-profit organization committed to social change and youth development through sport to carry the legacy of the FIFA World Cup Qatar 2022™.

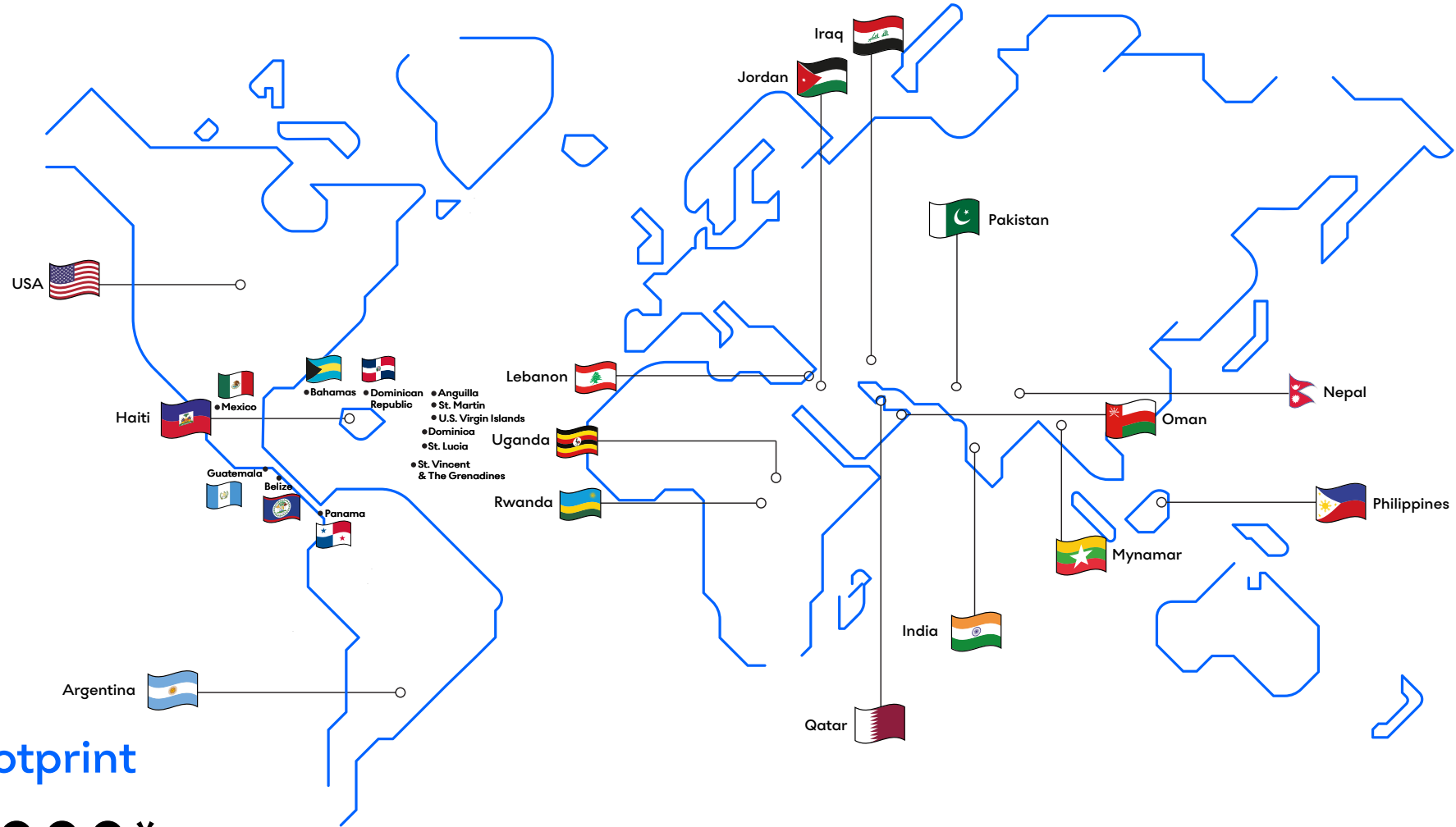
Vision

A generation committed to social change through the power of sport.

Mission

Use our privileged position as the FIFA World Cup Qatar 2022™ host and transform disadvantaged and refugee communities.

By the summer of 2022, Generation Amazing achieved its goal of reaching and positively impacting one million lives globally through its sport for development programmes. Following the FIFA World Cup Qatar 2022™, Generation Amazing will carry on the legacy, continuing to support disadvantaged communities and aiming to grow that reach even further.



Global Footprint

1,000,000*

Programme Reach

*Direct & Indirect Beneficiaries



35

Implementation Countries



80

F4D Community Programmes



35

GA Pitches



6

GA Community Clubs



200

Youth Advocates



6

GA National Festivals (3 in Qatar)



generation
amazing

Generation Amazing's four programmatic pillars to develop young leaders



football 4
development



youth
advocates



youth
festival



community
club

Our aim is to positively impact millions of lives through
GA's sports for development programming.





Football 4 Development

A methodology and coaching curriculum designed by GA experts to teach important life skills and values centred around inclusion, social cohesion, leadership and gender equality. The curriculum aims to certify football coaches as 'community coaches' who emphasize on the social development aspect of sports.

A key method for the delivery of Football for Development education is through the GA eLearning platform. The education is endorsed by B4Development, Sport&Dev.org, International Federation of the Red Cross and Red Crescent (IFRC) and supported by Coaches Across Continents.

Youth Advocates

A holistic and interactive programme that takes young leaders on a unique journey of capacity building opportunities & engagements, transforming them into global citizens and leaders of social change.



Community Clubs

Generation Amazing Community Clubs function as multi-purpose 'hubs' that address issues around social inclusion & cohesion. Acting as safe spaces and incubators for youth empowerment, GACCs promote sustainable social development.



Youth Festival

An annual event alongside major sporting events, designed to celebrate 'Football 4 Good', with an emphasis on social development through youth participation and promotion of core values such as gender equality & social inclusion.

Festival 2019

- Hosted during the FIFA Club World Cup Qatar 2019™
- Focused around 'Inclusion', more than 170 youth participants from 12 countries attended the event



Festival 2020

- A virtual festival around the theme of 'Connectedness'
- Over 700 young leaders from more than 50 countries registered



Festival 2021

- Hosted during the FIFA Arab Cup 2021™
- Emphasized on Arab solidarity and unity, in partnership with the QFA and One Goal Arabia programme, the Festival had over 200 young leaders and from Arab nations participating in the FIFA Arab Cup 2021™







Festival 2022

- 16th to 21st November, 2022
- Oxygen Park, Qatar Foundation
- 400 young leaders from across the world

The Festival will:

- Increase **awareness about sport for development** & its power to influence social change
- Create **an eco-system of collaboration** amongst young leaders
- Celebrate the achievements of GA and create **awareness about GA Foundation**

GA Festival 2022 – celebrating youth during the FIFA World Cup™

All In

Generation Amazing Festival 2022 will bring together young leaders from all over the world to participate and celebrate the power of sports in changing the world, giving these young leaders an opportunity to witness one of the world's greatest sporting event.

Through GA's Goal 2022 programme, the Festival 2022 will bring together an international school to represent each of the 32 countries qualified for the FIFA World Cup Qatar 2022™.

GA aims to continue hosting the GA Festival annually and working with partners leading up to the next FIFA World Cup 2026™ to organize the Festival within one of its host cities.

Under the patronage of



Strategic partners



Sponsors



SDIsports



HUBLOT

From Doha to the World: Goal 2022

A year-long school programme designed to ensure a lasting legacy of FIFA World Cup Qatar 2022™ that embodies social responsibility.
Creating a network of schools committed to championing ethical and inclusive sport.
Nurturing a generation of change-makers and empowering communities.

Oct '22
Virtual training
Foundations of Sport
for Development

Nov '22
Festival 2022
In-person Doha Qatar

Jan-Jun '23
**Community
Impact**
Hybrid

Phase 3

Phase 2

Phase 1



generation
amazing

Themes Description

The participants will explore various learnings throughout the year, based on the following themes:

Theme	Phase 1 :Empower Youth	Phase 2: Create Impact	Phase 3: Influence Change
Brief Description	To empower young people to drive sustainable solutions through understanding how sport can be used as a tool for development and peace and providing them with needed knowledge, skills and tools to fulfill their potential and champion sustainable development	Equipped with the understanding of the power of sport to transform communities, youth will learn to use their passion to fuel a sustainable journey of positive social impact	Young people to get the necessary tools to work with peers from across the world to develop, design and deliver impactful community initiatives that use the power of football to safeguard people and the planet
Key Words (#)	#Sport #Development #NeedsIdentifying #Co-creation #Partnerships #SDG's#skill development, #transitionlskills #21CenturySkills #Leadership #SustainableDevelopment	#togetherness #CulturalUnderstanding #exchange #Diversity #SuccessMeasures #CommunityEngagement #community building	#Sustainability #legacy #evaluation #PositiveImpact #PeerEducation #GlobalCitizenship
Learning Outcomes (Participants Will Be Able To)	<ul style="list-style-type: none"> Learn theoretical underpinnings of Sport for Development Define the role of youth and sport in achieving sustainable development Identify the core principles of equality, diversity, and inclusion in social development Discover groundbreaking new tools, knowledge, training, and resources to succeed in their projects 	<ul style="list-style-type: none"> Learn how to educate, empower, and engage communities in the dialogue around international development Understand the dimensions of social impact and the importance of its measurement Establish relationships and connections to support the successful delivery of community engagement activities Co-create solutions and engage in new initiatives and opportunities to accelerate impact in local communities and the world. 	<ul style="list-style-type: none"> Apply the learning through delivery of meaningful peer education programmes Reflect on and review community engagement efforts and evaluate success Ensure sustainability and consistency in the their community work Transform their vision for a better future through innovative action

Sponsors and Partners of the GA Festival 2019-2021



Highlights of the GA Festival 2021



Highlights of the GA Festival 2021



Pass it on

generationamazing.qa

    @GA4Good

اللجنة العليا
للمشاريع والبرامج
Supreme Committee
for Delivery & Legacy



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