

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

### **GOAL 22 Key messaging document**

#### **Key messages:**

1. GOAL 22 is the first-ever international school exchange programme alongside the FIFA World Cup™.
2. The yearlong school programme is designed to ensure a lasting legacy of FIFA World Cup Qatar 2022™ that embodies social responsibility.
3. It is the first programme of its kind that brings together all participating nations to be a part of something other than the footballing tournament itself.
4. Through the GOAL 22 programme, GA and partners are creating a network committed to championing ethical and inclusive sport with the aim of nurturing a generation of change-makers and empowering communities.
5. 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.
6. Goal 22 was designed with the firm belief that passion for football is all we need to create lasting legacies.
7. 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".
8. 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.
9. 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.
10. 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.
11. 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.

**GOAL 22 Concept:**

- Part of a year-long school exchange programme, the first of its kind where a school delegation from each of the 32 countries competing at the FIFA World Cup 2022™ will meet in Qatar to **design, develop, and deliver impactful community initiatives** and witness one of the world's greatest sporting event.
- **Phase #1** is "Foundation for Sport for Development" with the theme of "**Youth**" which aims 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 fulfil their potential and champion sustainable development. This phase includes panel discussions, workshops delivered by various global organisations, and reflection sessions.
- **Phase #2** is the "Generation Amazing Youth Festival" which has the theme of "**Impact**". 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. Under the theme of "ALL IN" GA Festival 2022 will bring together young leaders from all over the world to participate and celebrate the power of sports in transforming communities.
- **Phase #3** is "Pass It On: Community Engagement", which has the theme of "**Change**", through which young people will 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. This phase includes in-house peer education, national awareness campaigns, and regional summits.

**Goal 22 Objectives:**Phase 1

- 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 and youth engagement
- Discover ground breaking new tools, knowledge, training, and resources to succeed in their projects

Phase 2

- 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.

Phase 3

- 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 their community work

- Transform their vision for a better future through innovative action

**Expected outcomes of GOAL 22:**

- Introduce participants to Sport for Development and United Nation Sustainable Development Goals
- Engage communities in the dialogue around international development
- Empower young leaders to create social impact and community engagement
- Engage participants in trainings that focus on equality, diversity and inclusion

**Strategic Partners**

- Ministry of Sports and Youth
- Ministry of Education and Higher Education
- Qatar Football Association
- Qatar Foundation
- FIFA Foundation
- Qatar Museums
- UNESCO (Patronage)

**Sponsors**

- Qatar Airways (Official Airline Sponsor)
- Visit Qatar
- Qatar Fund For Development
- Qetaifan Projects
- QLM Insurance
- SDIsports
- HUBLOT

**Social Media Hashtags:**

Please tag [@GA4good](#) in all your posts along with #GAFestival22 #PassItOn #Qatar2022

**Boilerplate**

**The Generation Amazing Foundation (GA)** is a human and social legacy focused organisation that launched in 2010 during Qatar's successful bid for the 2022 FIFA World Cup™. 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.

For more information, visit [www.generationamazing.qa](http://www.generationamazing.qa) or follow us [@GA4good](#) on Twitter and Instagram.

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