



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™ host and transform disadvantaged and refugee communities.



Sustainable development through football

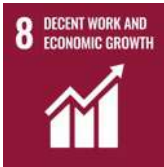
Aligned with Qatar National Vision 2030

The human development pillar functions as a basis for Generation Amazing's philosophy and approach, which is delivered within communities leveraging sport as a platform for development.

United Nations Sustainable Development Goals

Uses football/sports for development initiatives to address social issues in countries with an identified need, in line with the United Nations Sustainable Development Goals.

GA is aligned with:



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 sports for development programmes.



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.



Football 4 Development Programmes

Coaching Curriculum



- Through the unique F4D Coach Education Curriculum, GA delivers education targeting coaches, school teachers, partnerships and associated organisations, community actors and influencers.
- GA ensures the curriculum is actively promoted to the stakeholders who are key in enacting social change within a community.
- The seven units of education explore a variety of themes such as safeguarding and child protection, facilitating critical thinking and implementing a gender analysis approach.

School Programme



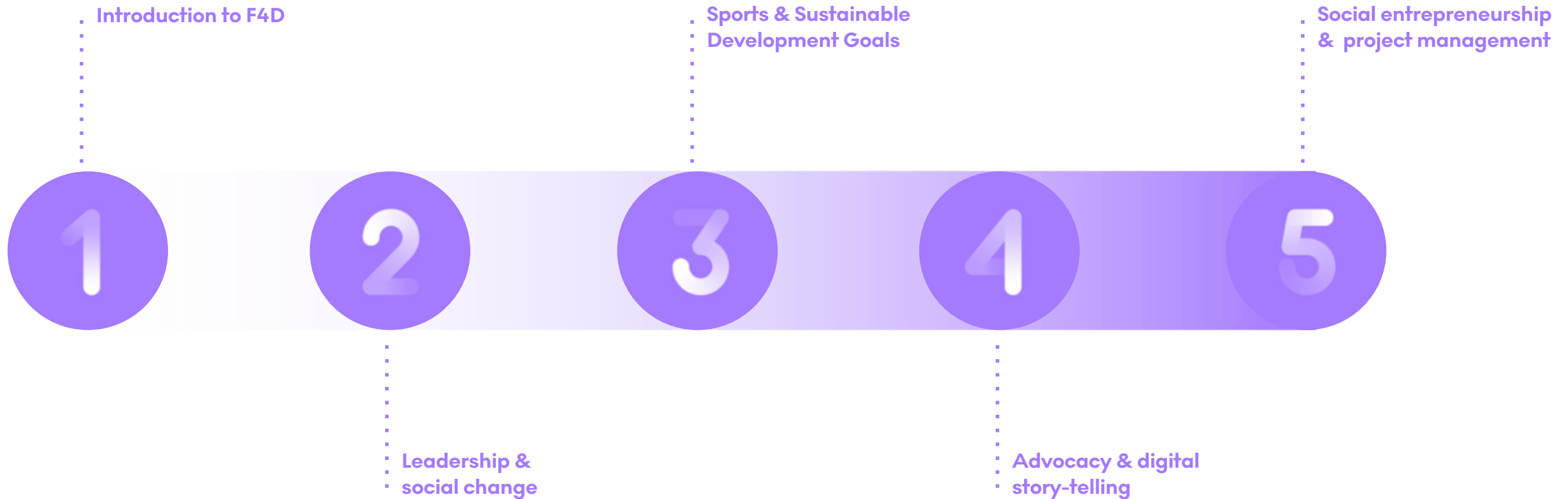
- The GA methodology, which is centered on embracing inclusivity, developing life-skills and improving social cohesion, has been rolled out in 115 schools in Qatar and across the world since 2016.
- Since the successful roll out GA works strategically with the respective ministries in Qatar, Jordan, and Oman and will continue to expand the delivery beyond 2022.

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.

Youth Advocates

Capacity-building journey



Generation Amazing Youth Advocates are encouraged to passionately use football for development to achieve and inspire social good.

Youth Advocates Stories



**Ali
Fakhroo**
17
Qatar

"The best thing about using football for social change is the amount of social skills you develop."

A Youth Advocate, who began his journey with GA in the Festival 2019 where he received the 'Commitment award'.

As an advocate, Ali has shared his GA experience with his peers during a 2021 SPIEF Junior panel discussion around 'The younger generation addressing global challenges' in Russia.



**Mahira
Miyanji**
27
Pakistan

"Football is a very passionate game, it engages, unites, keeps you patient and promotes tolerance."

Mahira started her journey when she saw an out of school girl selling lollipops for a living. Affected by this, Mahira founded her own NGO focused on girls rights and education in 2013 and has been awarded a peace Award from the United Nations. GA gave Mahira the opportunity to start playing football which in return motivated her to teach and empower girls in her community.



**Maha
Albadr**
24
Qatar

"I have always been passionate about football and gender equality. GA allowed me to work on both at the same time!"

Maha has had a passion for football and has used her love for that sport to allow her voice to be heard. She says that her journey as a GA Youth Advocate has been the best experience she has ever had as it helped her better her skills in order to improve her community.

Being provided with the right platform, Maha was able to talk about different social issues and help fix them by using the power of football. She got the chance to work on 2 projects that tackled different social issues, including Diversity and Inclusivity in Sports and Football, and Inspiring Sustainable Attitudes.

Meet the 2022 cohort of Youth Advocates



Ruba Sulaiman
Sudanese, 24 years old



Al Jazi Al Marri
Qatari, 23 years old



Aisha Al Athiyah
Qatari, 17 years old



Shahad Alkhateeb
Palestinian, 21 years old



Yassin Abdeljawad
Egyptian, 18 years old



Al Mula Al Ani
American, 17 years old



Zeina Mahmoud
Qatari, 18 years old



Badr al Zaharna
Palestinian,
23 years old



Maryam Ghaly
Belgian, 16 years old



Noora Al Kuwari
Qatari, 19 years old



Mariam Mustafa
Pakistani, 24 years old



Khadija Ghaly
Belgian, 16 years old



Anas Aldous
Palestinian, 19 years old



Maryam Almaridi
Palestinian, 18 years old



Amr El Telbany
Egyptian, 18 years old



Sayed Naweed Alam
Afghani, 24 years old



Mohammed al Qassabi
Qatari, 22 years old



Mahmod Dagher
Syrian, 22 years old



Fawzi Galtesh
Syrian, 24 years old



Abrar Abdelrahman
Sudanese, 21 years old



Amal Shamoug
Sudanese, 21 years old



Amna Alnasr
Qatari, 23 years old



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™



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 the Goal 22 programme, GA Festival 2022 will bring together international schools to represent each of the 32 countries qualified for the FIFA World Cup Qatar 2022™. This international school exchange programme is the first of its kind during a FIFA World Cup.

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. GA as a legacy programme aims to show the world Qatar's commitment towards sports diplomacy.

Under the patronage of



Strategic partners



وزارة الرياضة والشباب
Ministry of Sports and Youth
دولة قطر • State of Qatar



وزارة التربية والتعليم والتعليم العالي
Ministry of Education and Higher Education
دولة قطر • State of Qatar



مؤسسة قطر
Qatar Foundation



Sponsors



SDIsports



HUBLOT



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.

Generation Amazing Community Clubs

Needs Assessment

Each Community Club is established to create a multipurpose 'hub' that addresses the specific development needs of a community; the community members in collaboration with a local implementation partner identify these needs. The needs assessment can serve as a platform for sport diplomacy outcomes:

- **Understanding the current situation to the problem or social issue**
- **Gaining representation of voices, mainly those marginalised or oppressed**
- **Identifying root causes and solutions from local input**
- **Communicating solutions/alternatives and designing social intervention**

Community Hub

GA works collaboratively with locals to provide safe spaces for sport for the community. The safe spaces play a key role in the delivery of development agendas, both local area strategic plans and international development agendas. The Community hub can serve as a platform for sport diplomacy outcomes:

- **Safe spaces to establish relationship – trust-building**
- **Spaces for integration and anti-discriminatory practices**
- **Cultural Heritage and Identity**
- **Social inclusion and gender equality**
- **Universal values and norms**
- **Universal ideals of peace and security**

Local Delivery Partner

Community Clubs work with an identified local implementation partner (CBO/NGO) who will support the community in developing the needs assessment, as it is familiar with the ways of functioning, the context, problems that need to be addressed, and in managing the programme.

Potential themes related to sport diplomacy:

- **The local partner plays a key role in communication, dialogue and representation of local views**
- **Local partners fundamental to domestic peace building and nation-building in conflict situations**
- **Local partner foreseeing sustainable peace beyond the project**
- **Local knowledge to bring conflicting parties together for dialogue**

Generation Amazing Community Clubs



Doha, Qatar



Bugesera district, Rwanda



Tacloban, Philippines



Rurka Kalan, India





GA's ongoing support to Qatar's efforts during the Afghan crisis

Generation Amazing supported the MOFA with:

- sports for development programming for young girls & boys
- created a safe environment for children and their families
- mobilised volunteers and local and international NGOs
- Created a comprehensive program designed based on the needs/interests of the beneficiaries (for example, Arabic and English lessons, yoga and sport activities, art and storytelling workshops for children)



GA delivered the Football for Development Coach Education to the Afghan national women's football team, Afghan national women's basketball team, and Afghan men's football coaches and players.

- 49 young men and women from Afghanistan took part in the GA F4D coach education training, building their skills and capacity as coaches and educators to use football as a tool to develop social skills and address social issues
- A friendly football match organized between the Qatar women's team and Afghan national women's team at Khalifa International Stadium, which is a match venue for FIFA World Cup Qatar 2022™

Visits to the Afghan Camp

Visits to the Afghan Camp included:

- Dr Tedros Ghebreyesus (WHO Director General)
- H.E the United Nations High Commissioner for Refugees - Filippo Grandi
- Gianni Infantino and a high profile FIFA delegation, plus legends from the FIFA legends programme
- David Beckham and his delegation visited to participate in activities in the Nursery
- Dominic Raab, The British Foreign Minister and John Wilks British Ambassador
- Per Olsson Fridh, Minister for International Development Cooperation of Sweden

Nadia Nadim was invited to meet with evacuees. Nadia has a personal history which contextually interacts with GA's fundamental messages.





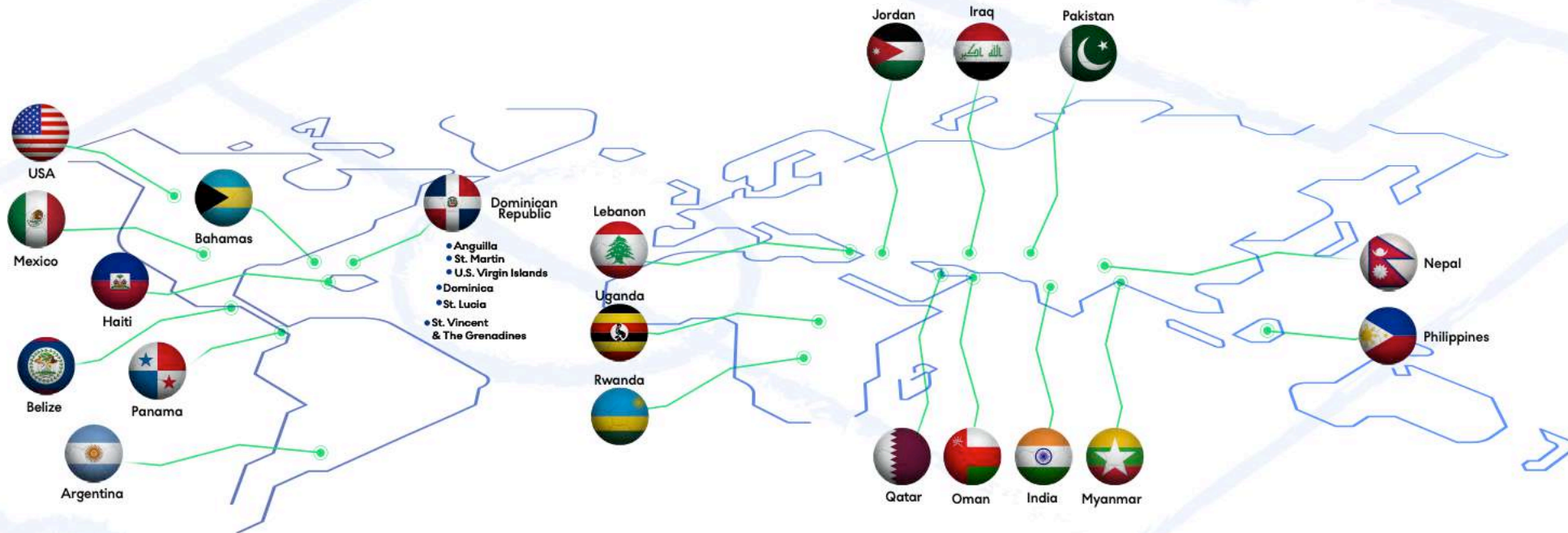
We've officially 'passed it on' to 1 MILLION

 **61**
Implementation
Countries

 **41**
GA
Community Clubs

 **4**
GA Youth
Festivals

 **1500**
Coaches & Teachers
Trained



Football4Development

Driven by our unique GA methodology, the programme includes a series of active Football4Development sessions designed to address the UN Sustainable Development Goals through sport.



Youth Advocates

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



GA Community Clubs

Qatar to Rwanda; The Philippines to India; Our Community Clubs are "community-powered hubs" that supports youth and the wider community.



Youth Festivals

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



Ambassadors of Amazing

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



Generation Amazing Partnerships

Generation Amazing

A global network of partners sharing the Sport for Development vision



GA's Strategic Partnerships

A selection of active programmes on a global scale



Qatar Foundation – Qatar

Generation Amazing in collaboration with Qatar Foundation's Ability Friendly programme has designed an Inclusion module providing football for development activities for children with special needs.



Concacaf – 41 countries (10 per year) over the next four years

Generation Amazing and Concacaf, the governing body for football in North America, Central America and the Caribbean, have developed 12 football for development sessions based on the GA's F4D and Concacaf's Next Play programme. The sessions have been rolled out in communities in need and come in the form of a resource pack for coaches that will receive training from GA and Concacaf.



IFRC – Argentina, Iraq, Myanmar & Uganda

GA and IFRC designed a 12-week joint curriculum, which combines GA's F4D & IFRC's YABC methodologies to promote inclusion, engagement and empower marginalized youth, enabling them to lead social change in their communities.

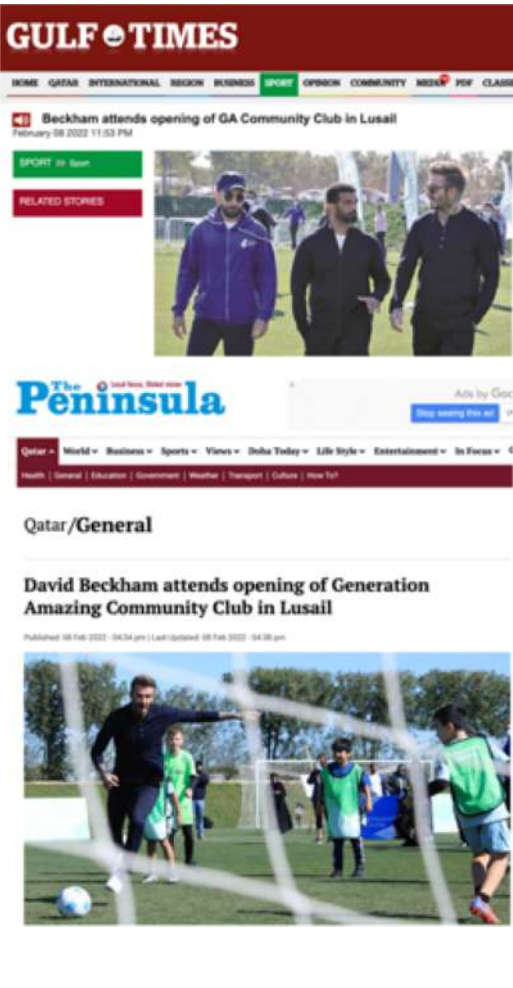


CORE – Haiti

Generation Amazing and CORE have partnered to deliver football for development programming around conflict resolution, inclusivity, and gender equality to 375 disadvantaged children living in the Delmas 32 neighborhood in metropolitan Port-au-Prince, Haiti. The project is implemented in three schools in Delmas 32.

World Media

Spreading the GA4 Good messages

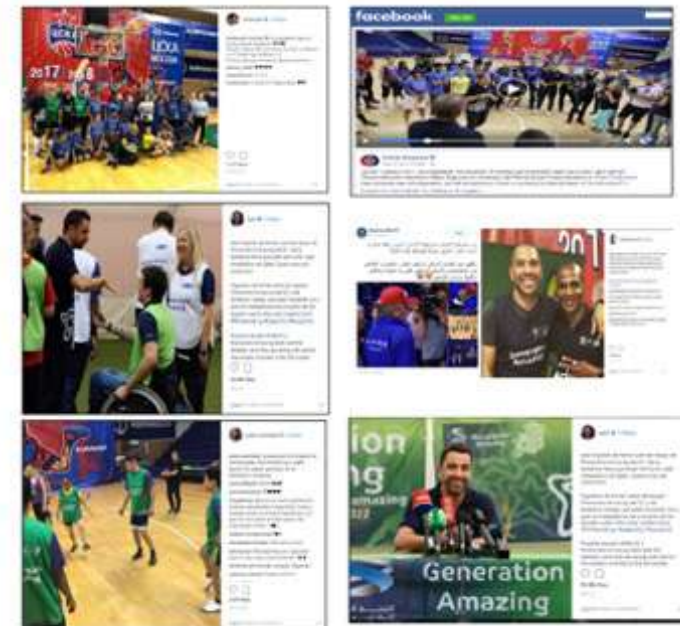


Generation Amazing's outreach on social media

Instagram: 10.6k

Facebook: 135k

Twitter: 15.9k



Pass it on

generationamazing.qa

    @GA4Good

اللجنة العليا
للمشاريع والبرامج
Supreme Committee
for Delivery & Legacy



 generation
amazing