



**1 Million lives
across the world
transformed by the
power of sport**

The Power of Sport:

Building Global Capacity

As the leading human and social legacy programme of the FIFA World Cup Qatar 2022™, Generation Amazing Foundation (GA) utilises the unifying power of football to inspire young people and transform communities.

It is the first human and social legacy initiative born out of a FIFA World Cup.



H.E Hassan Al Thawadi
Secretary General of the Supreme Committee
for Delivery & Legacy and Chairman of the
Generation Amazing Foundation

Scoring Goals for the Community Growth:

The Transformative Power of Sport

GA leverages the power all sport to motivate youth and stimulate community development. Founded in 2010, during the FIFA World Cup Qatar 2022™ bidding process, it embodies values of inclusion, gender equality, and sustainability, contributing to the UN's Sustainable Development Goals.

After reaching the milestone of impacting 1 million lives from marginalised communities across the world, GA was officially launched as a Foundation during the annual 2022 Youth Festival held on the sidelines of the FIFA World Cup Qatar 2022™.



Envisioning Success:

Our Strategic Compass

Alignment with Qatar National Vision 2030

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

Alignment with United Nations Sustainable Development

GA uses sports for development initiatives to address social issues in countries with a identified needs aligning with. UN SDG 3, 4, 5, 8,10, 11, 16 and 17.



Creating Ripple Effects:

Impact Across Borders

GA is committed to maximising the unique opportunities created by hosting the world's biggest sporting event and leaving a legacy both in Qatar and internationally.

GA's mission is to empower young people and transform less fortunate communities by harnessing the unifying power of sport and providing community-tailored sport for development programming and curricula for social mobilisation and global skill development.



We've officially:
'Passed it on' to
1 million
around
the world

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



Measuring Progress:

The Extent of Our Global Capacity Building

41



Football pitches and community clubs, built to last.

75



Countries, and over **1 million** lives, impacted for good.

2300



Teachers trained across the MENA region, and still going.

200



Youth advocates, locally and globally.



Building a Strong Foundation:

Our Four Pillars



Football for Development (F4D)
Aligned with UN SDGs, impacting priority issues in vulnerable communities.



GA Community Clubs (GACC) Creating sustainable hubs, providing safe spaces for development and expression.



Youth Advocates
Developing a global network of passionate young leaders for social engagement.



Youth Festivals
Celebrating the football for development movement, and connecting youth worldwide.

Carrying the Torch:

Qatar's Global Contribution

GA extends its influence beyond Qatar, participating in key international forums like the UN General Assembly, the CHOGM, and the Paris Peace Forum.

By promoting football as a universal language, GA fosters peace, unity, and cross-cultural understanding, echoing the spirit of sports for development.



Winning Together:

Collaboration for our goals

Collaborating with entities in Qatar and international organisations, GA accelerates the realisation of the Qatar National Vision 2030 and enhances Qatar's global reputation.

GA's partnerships with organisations like UNHCR, WHO, and FIFA extend our reach and impact, gaining recognition through awards and international forums representation.



Partnering Success:

Our Worldwide Network



Pathway to success:

International Partnerships

- Concacaf: GA and Concacaf have co-designed an empowering curriculum for youths across 41 countries to develop capacity and improve lives
- IFRC: A joint GA-IFRC programme harnessed the transformative power of youth, changing the lives of thousands of people in Uganda, Argentina, Myanmar and Iraq
- QFFD-Qatar Charity: In collaboration with the QFFD and Qatar Charity, GA has propelled impactful projects in Palestine with Palestine Sports for Life
- Government of Rwanda: Mirroring Qatar's strong ties with Rwanda, GA helped establish a community club in the Gitigata Rehabilitation Centre
- Laureus Sport for Good: GA and Laureus have led pivotal roundtables, advancing research in sport for development



Game-Changer:

The Evolving Face of Sports Diplomacy

Through strategic partnerships, high-level engagements, and humanitarian efforts, GA is positioned at the forefront of sport for development.



Sports

are a powerful vehicle to nurture social inclusion and gender equity. We applaud the Qatar Ministry of Sports and Youth, the Qatar Foundation, and Generation Amazing for empowering youth through their sport-for-development programs.

Glad to see this work in Doha today.

Antony Blinken

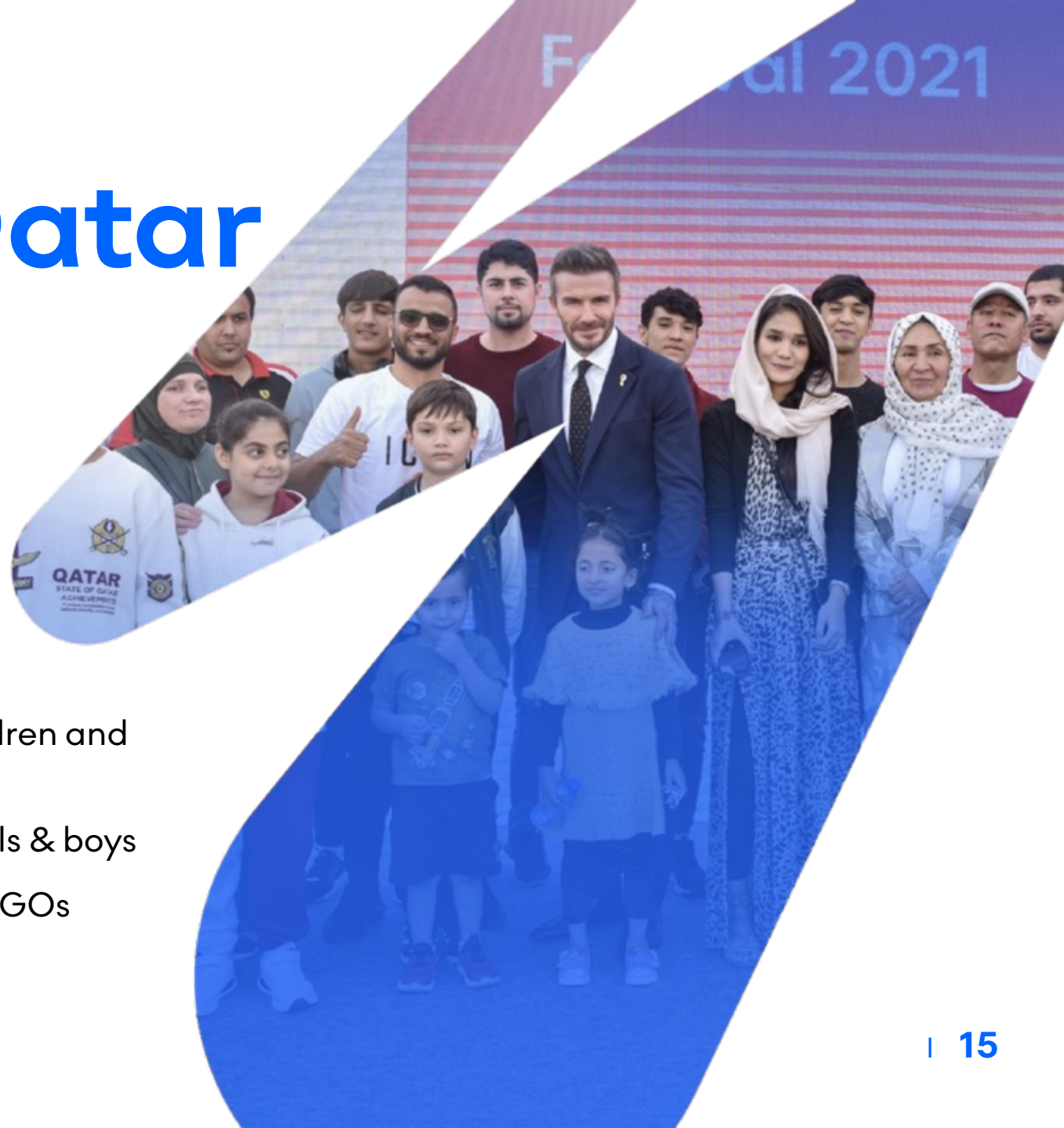
United States Secretary of State



GA supports Qatar during the Afghan crisis

Generation Amazing supported the Ministry of Foreign Affairs, Qatar with:

- Creating a purpose built, safe environment for children and their families evacuated from Afghanistan
- Sports for development programming for young girls & boys
- Mobilising volunteers and local and international NGOs



GA delivered the Football for Development Coach Education programme to the Afghan National Women's Football Team, the Afghan National Women's Basketball Team, and the Afghan Men's football team's coaches and players.

A friendly football match organised between the Qatar Women's Team and the Afghan National Women's Team was played at Khalifa International Stadium, which was also a match venue for FIFA World Cup Qatar 2022™.



Visitors to the Afghan Camp included:

- Dr. Tedros Ghebreyesus, Director General of the World Health Organisation
- Filippo Grandi, Commissioner of the United Nations High Commissioner for Refugees
- Gianni Infantino, FIFA President and a high profile FIFA delegation, and FIFA Legends
- David Beckham, Generation Amazing Ambassador
- Dominic Raab, Member of Parliament of the United Kingdom and John Wilks, British Ambassador to Qatar
- Per Olsson Fridh, former Minister for International Development Cooperation of Sweden
- Nadia Nadim, professional footballer who plays for NWSL club Racing Louisville FC, represents the Denmark national team and is a UNESCO goodwill ambassador
- Trevor Noah, Comedian, Writer, Producer



Winning Together:

Testimonial

"As uncertainty reigns over other legacy projects, one of the World Cup's flagship schemes aims to go from strength to strength. Generation Amazing works in around 75 countries globally and aims to empower youngsters through football; it has operated under the Supreme Committee's aegis and can tell a number of worthwhile stories reflecting that there are, away from the dark cloud over the tournament's legacy, good people doing vital things in other areas. There is particular pride at its work in Afghanistan during the recent crisis. When the Supreme Committee dissolves it will transform into a stand-alone NGO and intends to continue its wide-ranging remit. The hope must be that it receives the tools to fulfil its promises."

Nick Ames, Journalist at The Guardian

Champions of Change

By harnessing the amazing power of football legends and ambassadors, such as Xavi Hernandez, David Beckham and Nadia Nadim, we continue to expand our reach and impact, showcasing the goodwill of Qatar and the value of the FIFA World Cup to global audiences.



Touching Lives:

The Human Aspect of Our Journey



Angela Hifume

Started her GA journey in 2018

"I feel like the help from Generation Amazing is really life-changing, not just for me but for my community itself and those future leaders... These people have talent which would go to waste without funding."



Govinda Rathod

Started his GA journey in 2014

"Football gave me the motivation to do something different to my family. It gave me the opportunity to do things I could only dream of."

Join the Legacy:

Impact through Sport

We are Generation Amazing - igniting change through football and fostering leadership. The goal is to:

- Pioneer sport-driven development in the Middle East
- Advise future World Cups as a legacy organisation
- Empower young leaders worldwide
- Ignite change where it's needed most

Let's create a global legacy together and amplify the power of sport for good.



Appendices

More Than a Game:

Our Enduring Legacy

As the first social development initiative established out of a FIFA World Cup, GA is uniquely positioned to influence global discourse on sports for development.

Our impact across countries, adds to the significance of Qatar's FIFA World Cup 2022. By interacting with global leaders, aiding in crisis situations, and empowering youth, we ensure that our legacy goes beyond infrastructure.

Leaving a Lasting Legacy:

Goals for Humanity

Serving as part of Qatar sports diplomacy apparatus, as the first human and social development initiative founded during the bid for the FIFA World Cup Qatar 2022™.

A golden opportunity to influence the sport for development sector in its south-to-south cooperation endeavours.

Leaving a Lasting Legacy

GA aligns with Qatar National Vision 2030 and influences sports for development globally

Emphasises Qatar's global humanitarian commitment, through partnerships with organisations such as the IFRC by creating initiatives for vulnerable people in countries including Myanmar, Argentina, Iraq and Uganda

Develops human capital in Qatar through initiatives such as:

- Female coaching programmes
- Worker welfare collaborations
- Youth empowerment programmes
- Teacher training in GA Schools 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 emphasise 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

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.



Football 4 Development

School Programme

- The GA methodology, which is centered on embracing inclusivity, developing life-skills and improving social cohesion, has been rolled out in 150 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.

Community Clubs

Generation Amazing Community Clubs function as multi-purpose 'hubs' that address issues around social inclusion and cohesion.

Acting as safe spaces and incubators for youth empowerment, GACCs promote sustainable social development.



Generation Amazing Community Clubs

Generation Amazing Community Club



Ambassadors



Capacity building



Festivals



Social enterprise



Hubs



Pitches



FFD programmes



Coaching certification



Communities



Global partnerships

Doha, Qatar



Bugesera district, Rwanda



Tacloban, Philippines



Rurka Kalan, India



Youth Advocates

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



Youth Festival

An annual event, held alongside major sporting events, and 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 & social inclusion.



Festival 2019

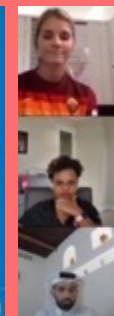
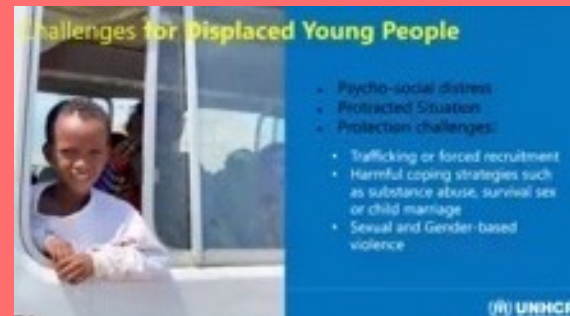
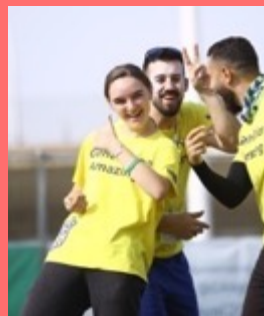
- Hosted during the FIFA Club World Cup, Qatar 2019™
- Focused around 'Inclusion', with more than 170 youth participants from 12 countries attending the event

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™
- Emphasis on Arab solidarity and unity, in partnership with the QFA and the One Goal Arabia programme, The Festival hosted over 200 young leaders from Arab Nations participating in the Fifa Arab Cup 2021.
Green arrow replace comma with full stop



GA Festival 2022

Celebrating youth during the FIFA World Cup Qatar 2022™

GA Festival 2022 served as the as the in-person phase of the year-long Goal 22 programme, the first of its kinds international schools exchange programme

More than 400 international students came together in Doha from 16th to 21st November, 2022 for the GA Festival, which was delivered under the patronage of UNESCO



The high-level opening ceremony was attended by over 600 guests, with remarks delivered by H.E. Hassan Al Thawadi, Secretary General, Supreme Committee for Delivery & Legacy, and Chairman, Generation Amazing Foundation, Gianni Infantino, FIFA President, Nasser Al Khori, Executive Director, Generation Amazing, David Beckham, Generation Amazing Ambassador, and Ryan Reynolds, Hollywood actor and co-owner of Wrexham AFC

Workshops and panels were facilitated by more than 30 partner organisations. Topics included discussions on women in sport, creating positive impact through sport, sustainability, climate change, and inclusive leadership through sport, among others

Delivered in partnership with the Ministry of Sports and Youth, Ministry of Education and Higher Education, Qatar Football Association, Qatar Foundation, FIFA Foundation and Qatar Museums

Youth participated in an inclusive football activation called 'All-In' Tournament, and a cultural ceremony

Touching Lives:

The Human Aspect of Our Journey



Mahmoud Dagher

Started his GA journey in 2021; from a refugee camp in Jordan, to being a professional footballer and GA Youth Advocate.



Tahmina Herawie

Started her GA journey in 2021; making an impact on the lives of the Afghan community.

Touching Lives:

The Human Aspect of Our Journey



Inamual Hasan

Started his GA journey in 2016; His F4D journey inspired him to encourage young leaders in his community, both in Sri Lanka, and Qatar.



Nour Loubani

Started her GA journey in 2019; From Youth Advocate to coach at Ability Friendly sessions.

The Heart of GA's Schools Programme

GA's Vision:

Use sport as a transformative education tool to develop life skills amongst the youth, coaches, and PE teachers, amplifying positive behavioural change.

Main Objectives:

Youth: Leverage sport for holistic development and local contributions.

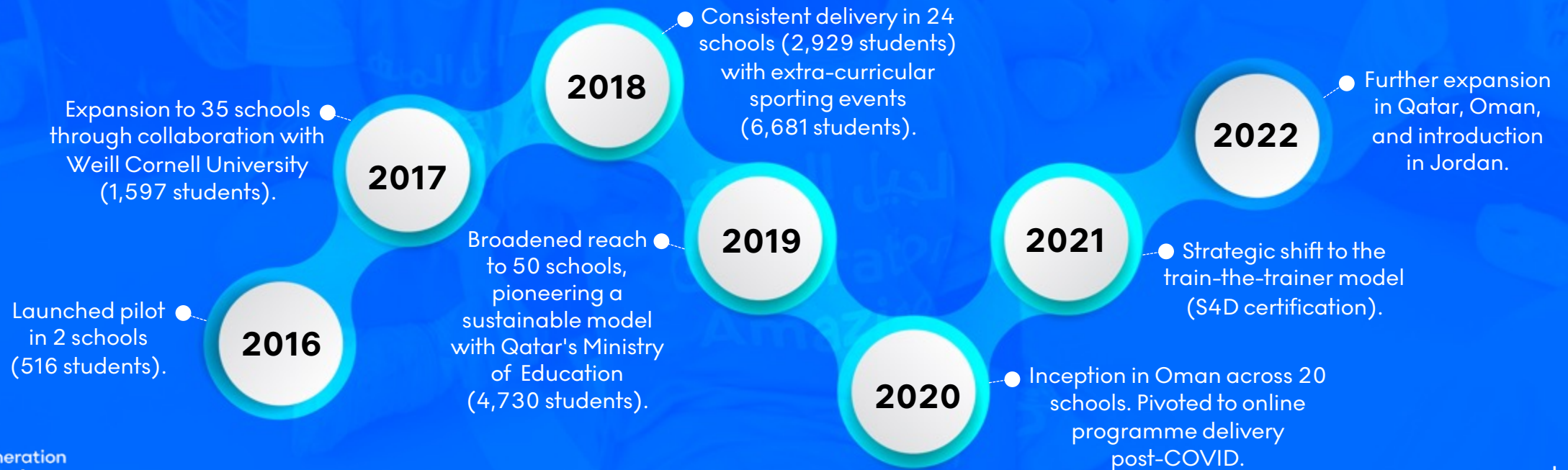
Coaches & PE Teachers: Equip with knowledge and skills, focusing on sport for social impact and professional growth.

Schools & Ministries: Boost institutional capacity, fostering an environment for enriched sport experiences and aligning with regional policy goals.



Evolution of GA Schools Programme (2016-2023)

Milestone Timeline:



Making It Happen:

Implementation and KPIs

Micro Pathway to Delivery:

- School Engagement: Collaborate with the Ministry of Education, agree on logistics, design delivery schedules.
- Teacher Training (Online): S4D coach education units, practical session design.
- School Delivery Prep: Kit provision, training sign-offs.
- Face-to-Face Training: Practical session guidance, resource sharing.
- Active Delivery: Administered by school focal points.
- Post-Delivery: Celebrate achievements, monitor and report impacts.

The background of the slide is a photograph of a large, modern sports hall. In the foreground, several white soccer balls are scattered on the floor. In the middle ground, a group of young men are standing in a line, some wearing white t-shirts and shorts, others in darker clothing. They appear to be in a training session. In the background, a group of young women are standing in a line, some wearing dark jackets and leggings. The lighting is bright, and the overall atmosphere is active and energetic. The image is overlaid with a blue gradient that transitions from a lighter blue on the left to a darker blue on the right.

Key Performance Indicators (KPIs):

- Youth: Enhanced knowledge of social skills.
- Coaches & PE Teachers: Successful S4D training completion, application of acquired skills in schools, participation metrics.
- Schools & Ministries: Training of 2 PE teachers per school in S4D, regional programme expansion.

looks beyond the football field

- Beyond Football: Broadening our legacy mission, Generation Amazing and F1 in School's event marked a pivotal moment in our collaborative journey with F1 in Schools, marrying sports and STEM for enriched educational experiences.
- Sport for Development: Our first foray into sports beyond football, marking a new vision for Generation Amazing's strategic direction.
- Engagement: Comprehensive activities for Doha College Students, and F1 Fans in the Fanzone. From football drills to car design and reaction tests, offering an expansive learning experience. A highlight was David Beckham's showcase of rapid reactions during the tests.



More Than a Game:

GACC, Rwanda

The GACC project has been developed in partnership with Qatar's Ministry of Foreign Affairs, Rwanda's Ministry of Sports and Culture and Rwanda's National Rehabilitation Service.

Generation Amazing has built sports facilities within the grounds of the Gitagata Rehabilitation Center. Gitagata rehabilitation center is hosting young boys, girls and young mothers along with their infants. These individuals undergo a rehabilitation process made up of psychosocial rehabilitation and vocational training.

GA's programming will complement the rehabilitation process by reinforcing the objectives and outcomes of their journey via sports, namely football.

More Than a Game:

GA F4D programming

12 coaches from different sport for development backgrounds in Rwanda have been trained in the Generation Amazing football for development coach education.

The programme objectives for the youth in Gitagata Rehabilitation Center:

- Improved social self confidence and self esteem
- Decreased stigma and expanded skills in problem solving and decision making
- Enhanced knowledge for children and youth in regards to their rights
- Increasing motivation to change and problem-solving skills
- Facilitating better interpersonal relationships
- Sport facility will fuel socialization and social reintegration amongst beneficiaries



Making it happen:

Generation Amazing Foundation

With the inauguration of the GACC in Rwanda, we aim to further make an impact at the grassroots level in your prestigious nation, which is an emerging leader in East Africa.

GA uses sport as a driver for social change for the local community in Bugesera, to deliver Football for Development programming and a wide range of activities based on the needs assessment for vulnerable delinquent children, young mothers and youth from nearby communities.

To address the social development needs of the community around the Gitagata Rehabilitation Center, the construction of the sports facilities was initiated in October 2019. Generation Amazing is working with Vision Youth Group and Esperance, as partners for the project.

Pass it on



www.generationamazing.qa

