



FOOTBALL FOR ALL

Leadership Programme

Partners



Why this Programme?

- ▶ **More than 1 billion people experience disability (15% of the world population)¹**
- ▶ **National unemployment rate for disabled people varies between 50% and 90%, and in “most developed countries the official unemployment rate for persons with disabilities of working age is at least twice that for those who have no disability”²**
- ▶ **Some sources suggest that Football is the preferred sport of 3.5 billion people worldwide and generates as much as €121 billion annually. Therefore, it should reflect all population - only employing disabled people will allow for true and inclusive representation.**

1. World Health Organisation and World Bank “World Report on Disability 2011”

2. United Nations Department of Economic and Social Affairs

How to resolve this?

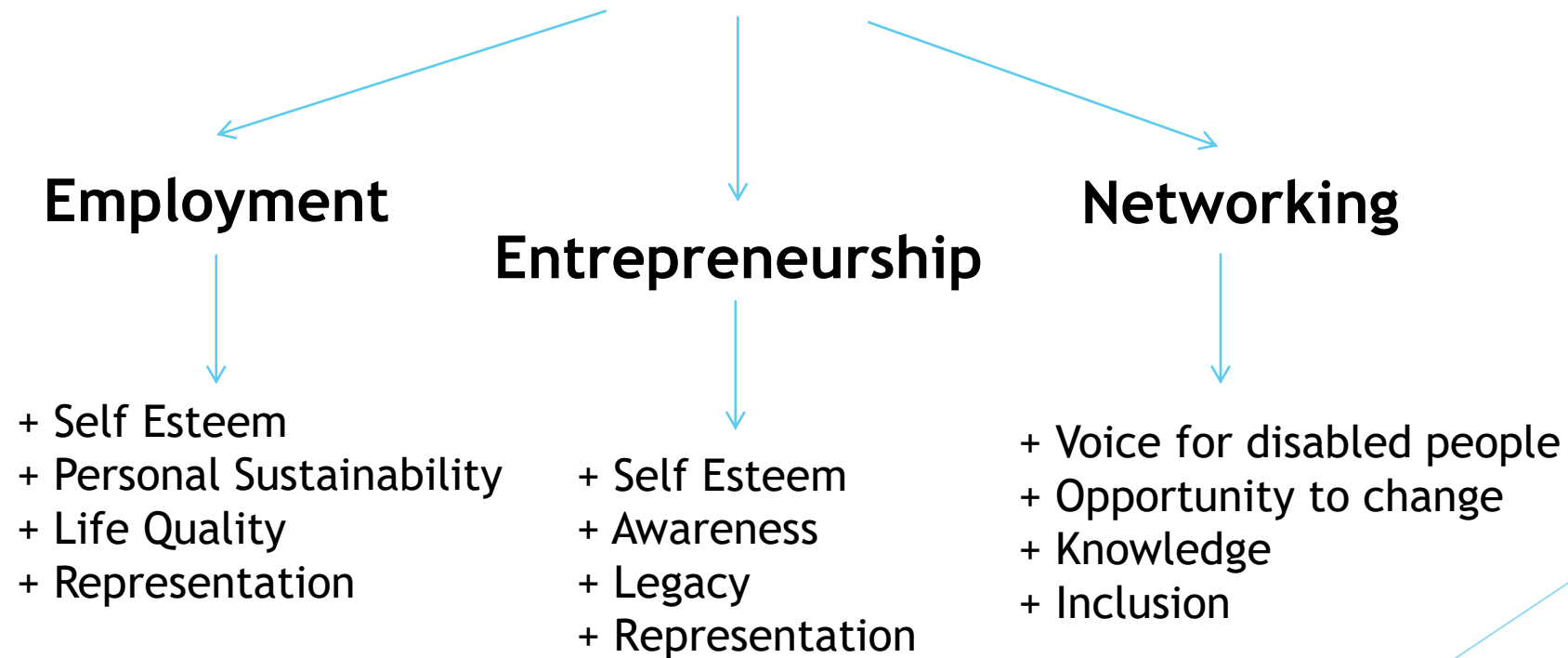
We believe that a quality Leadership Programme specifically designed for people with different abilities who desire to work in Football helps amplify their voices within the industry, thus contributing to their due representation in all of the industry's dimensions.

This is ensured through partnership with four prestigious academic entities and six top football organisations.

The Football for All Leadership Programme

Programme Objectives

3 Main Objectives



2019 Programme Overview

- ▶ **This Programme is divided in two Stages:**
- ↻ **On site Lecture Stage - 20-27 October 2019, Nova SBE, Lisbon**
Participants will have classes delivered by our partners and other top lecturers. These classes will focus on Academic Knowledge, Leadership and Personal Development, and Project Management
- ↻ **Project Implementation Stage - November 2019 - May 2020**
With the support of a mentor and a local football organisation, the Participants will structure a personal project linked to football and disability in their local community (creating local legacy)

Partners

- ▶ Nova SBE University, Lisbon
- ▶ AISTS - Lausanne
- ▶ IUN World - International Football Institute - Munich
- ▶ Portuguese FA (FPF)
- ▶ Football Association of Ireland (FAI)
- ▶ S.L. Benfica Foundation
- ▶ iWorkinSports
- ▶ The FIFA Master Alumni Association
- ▶ AISTS Alumni Committee
- ▶ Centre for Access to Football in Europe (CAFE)
- ▶ International Blind Sports Association (IBSA)
- ▶ International Federation of Cerebral Palsy Football (IFCPF)
- ▶ European Amputee Football Federation (EAFF)
- ▶ Special Olympics
- ▶ European Powerchair Football Association (EPFA)

Programme Schedule - 20-27.10.2019

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:30 - 11h	Arrivals	Personal Development	Introduction to Project Management	Stadium Access Appraisal Module	Project Sustainability	The Portuguese FA	Project Pitch	Departures
11:30 - 13h					Project Social Impact Measurement	Football Event Management		
13h - 14:30		Lunch						
14:30 - 16h		Career Development Workshop	Organisational Behavior + Leadership	Stadium Access Appraisal Module	Community Engagement	"How to make Football inclusive"	Surf Addict Workshop*	
16:15 - 17:45		Cruyff Foundation	International Organisation Presentation		Visit to Estádio da Luz (SL Benfica Stadium)	Round table with international experts		
19:30	Welcome Dinner						Farewell Dinner	

*Weather dependent

Ambassadors

Fernando Santos

Pepe

Joyce Cook



Support Videos

- ▶ Video by **Pepe** (Legend of Real Madrid and of the Portuguese National Team - 3 times winner of the UEFA Champions League and 1 time European Champion. Ambassador of the Football For All Leadership Programme):
<https://www.youtube.com/watch?v=SBiSTUkbdek>
- ▶ Video by **Joyce Cook** (FIFA Chief Member Associations Officer and Ambassador of the Football For All Leadership Programme):
<https://www.youtube.com/watch?v=gmtFtOvIrgc>
- ▶ Video by **Javier Saviola** (Legend of FC Barcelona, Real Madrid, SL Benfica and Argentina National Football Team):
<https://www.youtube.com/watch?v=f8C6iCj8ewl>

Application Procedure

- ▶ Fulfil Participation Requirements (next slide)
- ▶ Submit the Application Form (available here: https://drive.google.com/open?id=1ORbFqVXILUd-JG_MQ_I009kid-j_A_sGWadamA3bVPM)
- ▶ Skype Interview (all the candidates will be contacted within 7 days of submission of the Application Form to schedule a Skype interview)
- ▶ Acceptance of the candidate Application
- ▶ In case the application is accepted, the Participant is required to pay the Programme Fee no later than August 20, 2019
(€700 - includes 7 nights BB shared accommodation in a 4 star hotel, 6 lunches, 2 dinners, transportation in Lisbon, lectures, field trips, access to the Official Gala/Graduation Ceremony in June 2020, final certificate and more)

Participation Requirements

- ▶ Have any sort of disability (evidence through official document required)
- ▶ Have at least 1 year of experience in the football/sport world (professional, volunteer, as an athlete, coach, member of a disabled supporters association or other will be considered)
- ▶ Good English language skills (all lectures and works delivered are in English)
- ▶ Availability to take part in both Stages of the Programme (8 months in total)
Presence in a minimum of 80% of the On-Site Lectures is required (20-27.10.2019)

+
- ▶ Dedicate a minimum of 8 hours/week during the Project Implementation Stage to structure and implement an individual project linked to football and disability
- ▶ Pay Programme Fee

Lectures

Nova SBE Campus

- Campus of the No. 1 Management School in Portugal and Top 25 in Europe
- Located 15 Minutes from Lisbon City Centre
- The only campus in Europe with a direct access to the beach



Estádio da Luz Field Trip



Portuguese FA Headquarters
Field Trip





Hotel

Hotel Real Parque - <https://www.realparque.realhotelsgroup.com/>

Lisbon





2018 Edition – 16 Participants

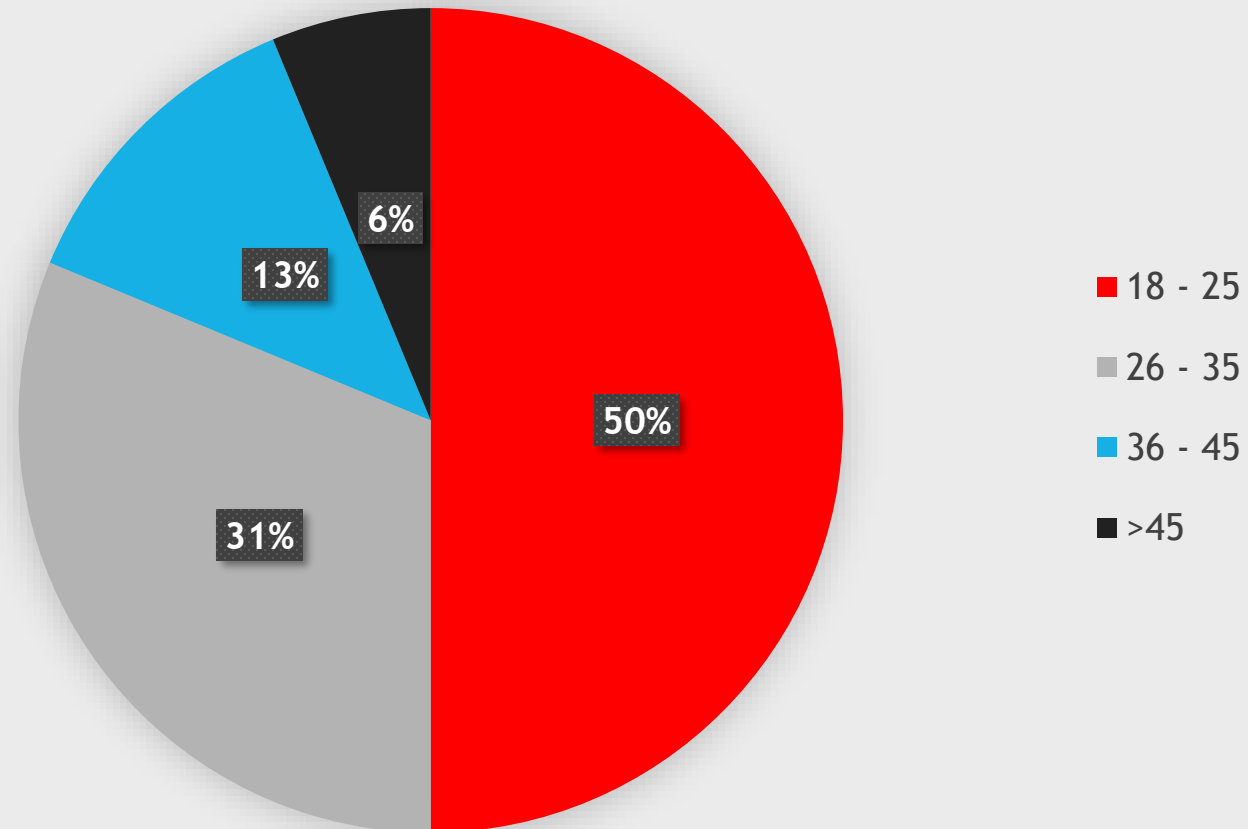
NATIONALITIES



✚ England ✚ Scotland ✚ Northern Ireland 🇩🇪 Germany 🇦🇹 Austria 🇷🇺 Russia 🇵🇹 Portugal 🇪🇸 Spain 🇺🇸 USA 🇦🇲 Armenia 🇲🇱 Mali

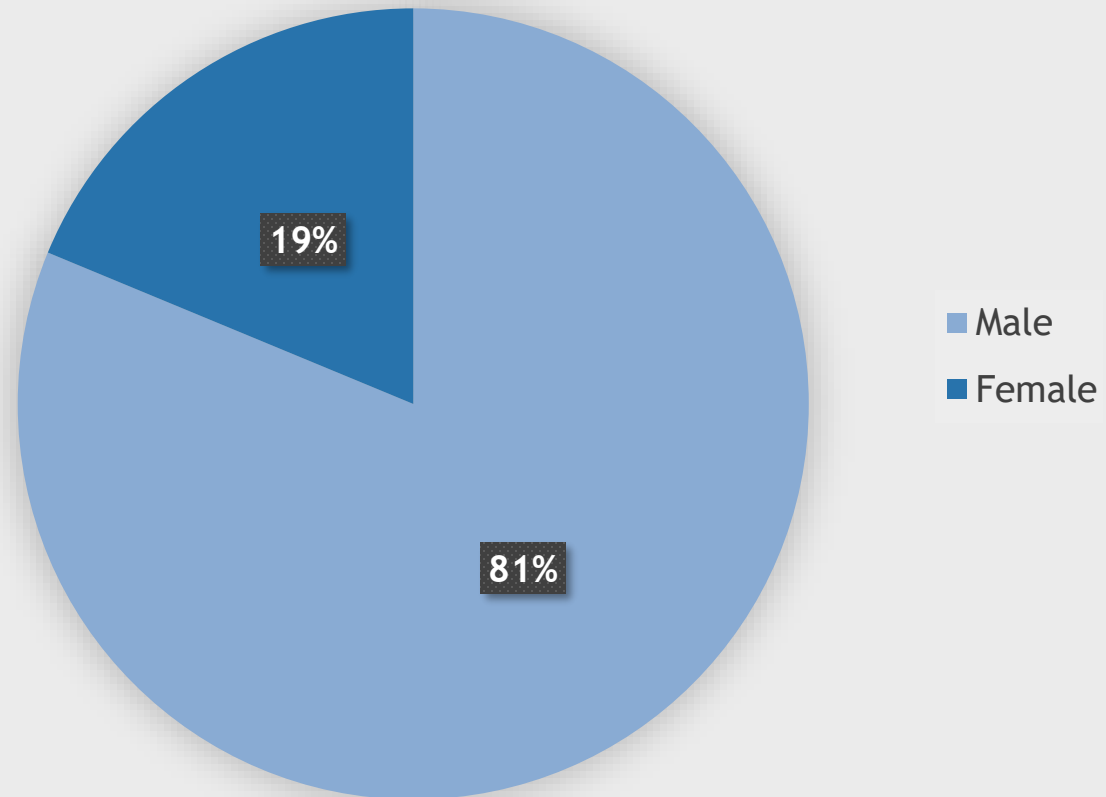
2018 Edition - Participants

AGE



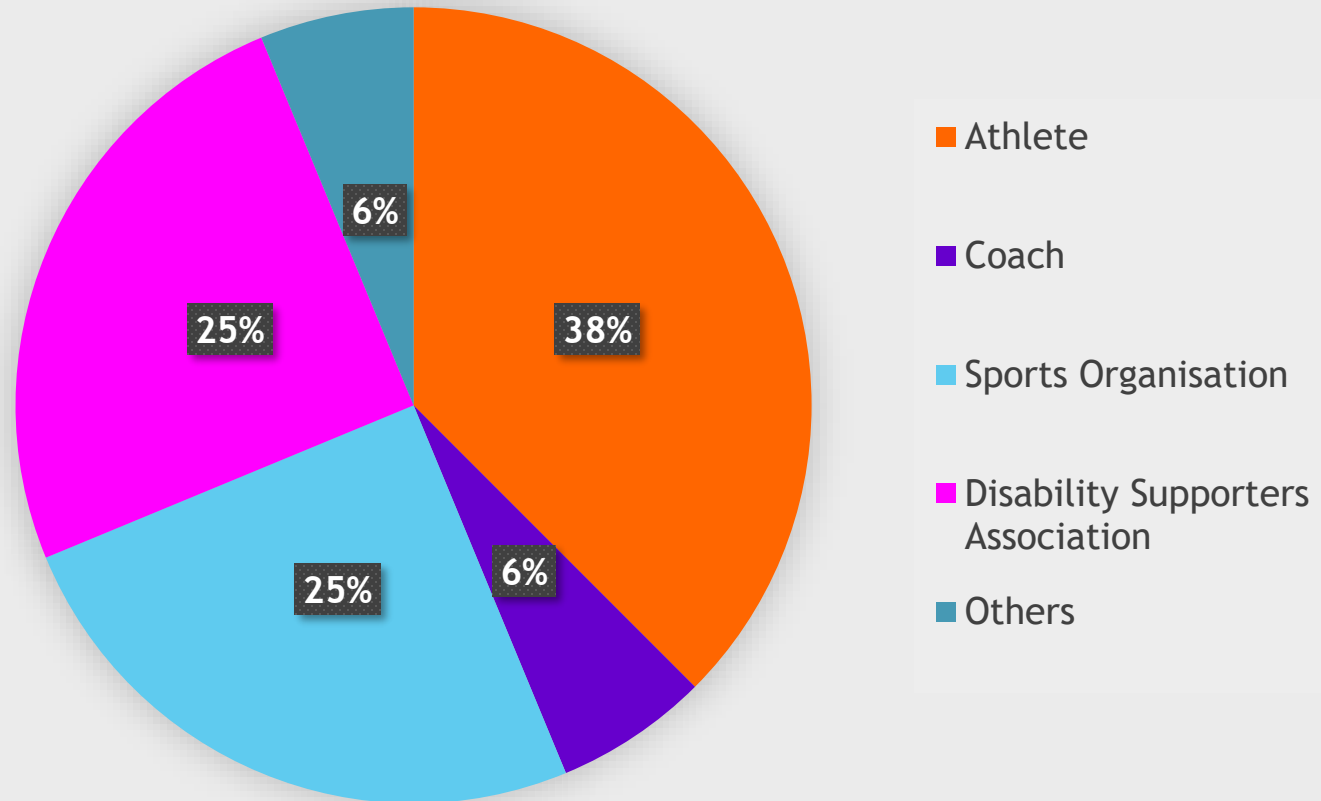
2018 Edition - Participants

GENDER



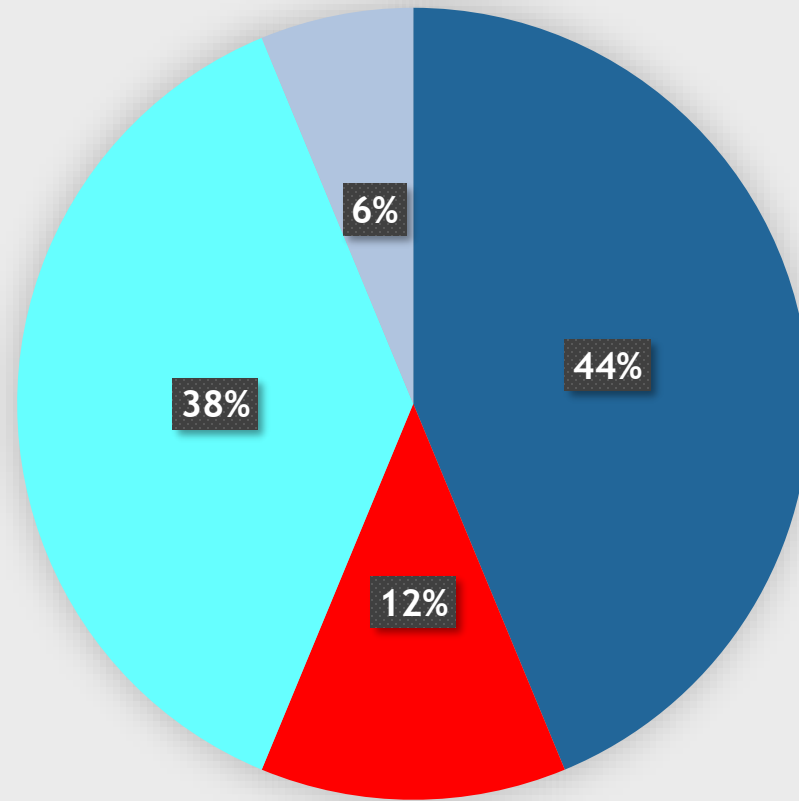
2018 Edition - Participants

BACKGROUND



2018 Edition - Participants

FIELD



■ Sport Development

■ Sport + Disability

■ Accessibilities

■ Entrepreneurship

What is the 2018 Programme's Impact?

BEFORE THE 2018 FFALP	AFTER THE 2018 FFALP
5 Participants looking for jobs	1 looking for job + project on growth powerchair football in Scotland 1 sports commentator + project on improvement of accessibilities of Armenian National Stadium 1 internship at the Portuguese FA + launching a podcast to discuss sport and disability 1 assistant women's football coach, Texas Univ + launched a summer football and leadership camp for deaf and hard of hearing girls 1 working on the accessibility of the fan's journey to a football match in Freiburg, Germany

What is the 2018 Programme's Impact?

BEFORE THE 2018 FFALP

AFTER THE 2018 FFALP

3 Participants studying

1 studying

+

project on development of disabled sport

1 studying

+

project on inclusive holiday camp for youth with disabilities

1 internship, iWorkinSport job fair, a FFALP Partner

+

project on creating awareness for blind football

What is the 2018 Programme's Impact?

BEFORE THE 2018 FFALP

6 Participants working in sports organisations

AFTER THE 2018 FFALP

3 working at same sports organisations

+

projects on improvement of accessibilities in football stadiums in Russia, Germany

1 working at Premier League Club

+

project on creating a youth pan-disability football league in Watford, UK

1 working at Activity Alliance, UK

+

placed at Sport England as Senior Disability Manager + launching FFALP Alumni Network

1 opening a fitness centre in Austria providing people with disabilities with affordable access to equipment aiding improvement of their motor skills

What is the 2018 Programme's Impact?

BEFORE THE 2018 FFALP

1 participant was staff at sports events and schools

1 participant was a UEFA licensed football coach

AFTER THE 2018 FFALP

1 staff at sports events and schools

+

project on setting up a football camp for girls with disabilities in Warrington, UK

1 UEFA licensed football coach

+

project on improvement of accessibilities in football stadiums in Northern Ireland

CLASS OF 2018 GRADUATION

JULY 12, 2019 - AVIVA STADIUM, DUBLIN





José Pedro Soares

Social Entrepreneur

Project Consultant for FIFA

Advanced Master in Sport Administration and Technology (MAS), AISTS

Intern for Commercial and Marketing Department, S.L. Benfica



Joana Cal

Advanced Master in Sport Administration and Technology (MAS), AISTS

Founder and Manager of the Macau Touch Rugby League

+10 years as a lawyer in Europe and Asia



Alexander Fangmann

Capitan of the German Blind Football National Team

Athletes Representative at the International Blind Sports Association

Inclusion Manager at the Stuttgart Federal Sports Association

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**FOOTBALL
FOR ALL**



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