



FOOTBALL FOR ALL

The Dream

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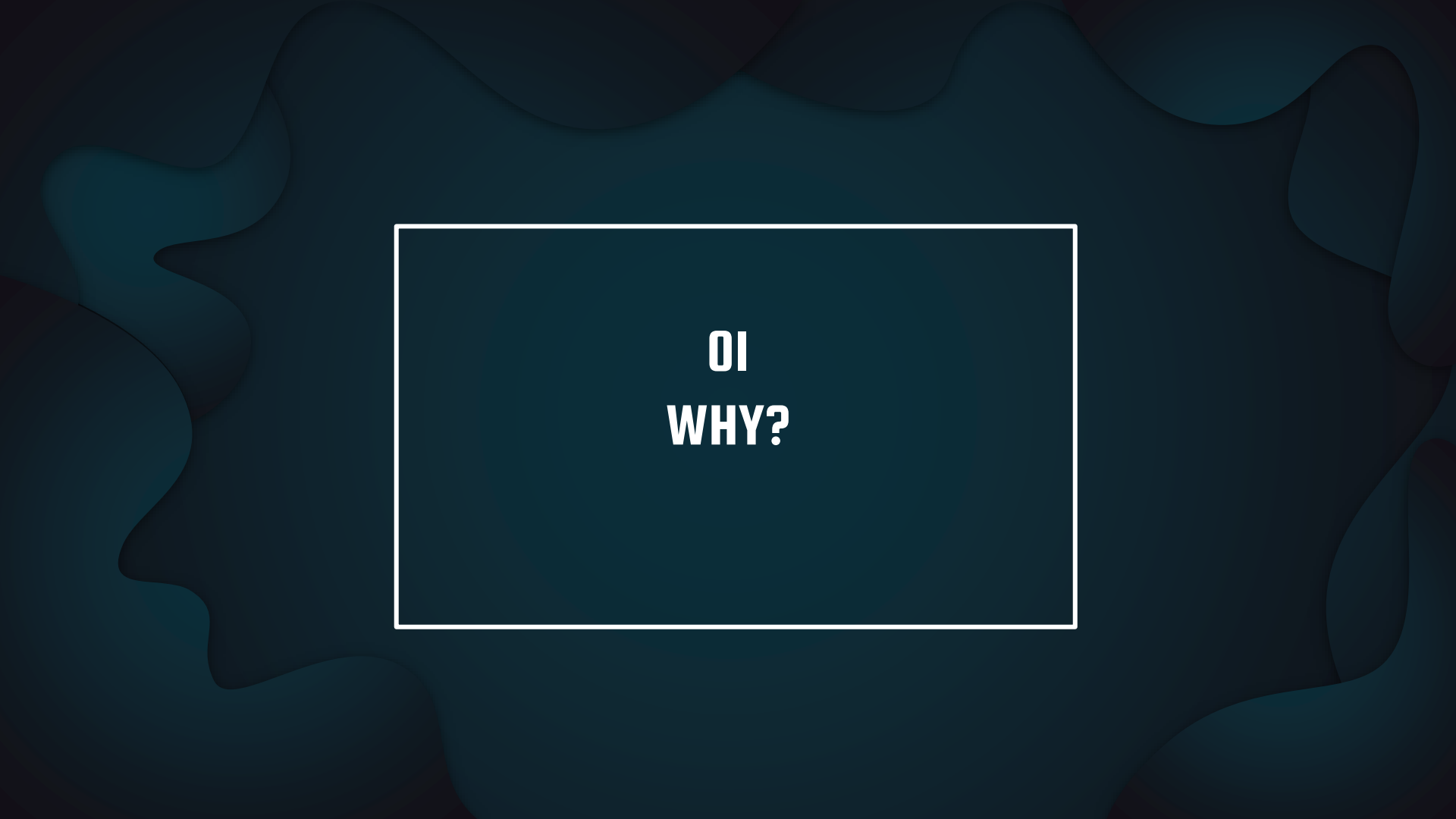
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“Companies with more diverse leadership teams
report higher innovation revenue.”

— **BCG diversity and innovation survey, 2017**



01 WHY?

DID YOU KNOW?

1. More than 1 billion people experience disability (15% of the world population)¹
2. 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
3. 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

**WHY NOT MAKE
FOOTBALL A MORE
INCLUSIVE SPACE?**

We had an idea





FOOTBALL FOR ALL

Leadership Programme

What?

A leadership training Programme
specifically designed for disabled
people who wish to work in the
industry

4 QUALITY
EDUCATION



10 REDUCED
INEQUALITIES



17 PARTNERSHIPS
FOR THE GOALS



8 DECENT WORK AND
ECONOMIC GROWTH



**SUSTAINABLE
DEVELOPMENT
GOALS**

17 GOALS TO TRANSFORM OUR WORLD



EMPLOYABILITY

Develop Participant competencies and prepare future industry leaders



ENTREPRENEURSHIP

Have Participants at the centre of an individual project linking sport and disability to empower and create lasting impact



NETWORKING

Create a network of industry professionals and promote collaboration opportunities

**CLEAR
OBJECTIVES**

02

THE FOOTBALL FOR ALL LEADERSHIP PROGRAMME

A Programme in Two Stages

Stage I Onsite Lectures



EFFECTIVE SKILL TRAINING

IN COLLABORATION
WITH

PERSONAL DEVELOPMENT & LEADERSHIP

Develop a career
plan, prepare a
CV, elevator
pitch, improve
self esteem and
confidence



PROJECT MANAGEMENT

project
management,
building a
business case,
project
sustainability
and social impact
measurement



TECHNICAL KNOWLEDGE

Learn from
industry experts



FIFA





Stage II Project Implementation Professional Experience

COLLABORATION AND SUPPORT ARE KEY FOR MAXIMUM IMPACT

MENTOR

Provides guidance and helps build a network



PARTICIPANT

The Participant is the Founder and Project Manager, and is responsible for all planning and effective implementation of the Project in his/her region of residence



SUPPORT ORGANISATION

Local/National organisation linked with the Project topic that can help provide a structure and/or setting for successful implementation of the Project



FFALP TEAM

Ensures a working structure between all parties and supervises progress towards Participant Graduation



GRADUATION – The Goal



AMBASSADORS

Joyce Cook - FIFA Foundation General Secretary & FIFA Chief Social Responsibility and Education Officer (Message from Joyce - <https://youtu.be/gmtFtOvIrgc>)

Fernando Santos - Head Coach for the Portuguese Male Football National Team

Arianna Criscione - PSG goalkeeper and Sponsoring Assistant

Pepe – FC Porto and Portuguese Male National Team football player (Message from Pepe - <https://youtu.be/SBiSTUkbdek>)

MEDIA

2018 Portuguese FA video at the City of Football HQ - <https://youtu.be/rDZyi42dnJ8>

2019 BenficaTV video with Benfica Group CEO - <https://youtu.be/0iOMMTu5FYQ>

03

PROGRAMME IMPACT

Two Editions – 2018-2019 + 2019-2020

31 Participants

From 14 Countries, in Africa, America and Europe

76,88% working in sport

With the 2019-2020 Edition still ongoing

29 Projects

In Sport Development, Development through Sport,
Accessibilities, and Development of Platforms to
promote Inclusion in Sport

A FEW EXAMPLES

WITH A LITTLE HELP FROM OUR FRIENDS

EDUARDO MAIA (2018–2019)

Eduardo is a bright wheelchair basketball player who had suspended his studies following an accident.

He is now working as an Assistant at the Portuguese FA Health & Performance Department and is also supporting the improvement of accessibilities in National Teams' matches in Portugal.

Eduardo is soon launching a sport and disability Podcast.

BANDIOUGOU TRAORÉ (2018–2019)

Bandiougou is a blind football player from Mali finishing his Masters and working to promote awareness for blind football in France. He secured an internship with outdooria.ch at 2019 the Lausanne job fair iWorkinSport.

Bandiougou's awareness project has the benefit of a mentor from the FIFA Event Management team.

ELENA POPOVA (2018–2019)

Elena is the Disability Access Officer for the Russian Football Union and has delivered an accessibility assessment for 16 football stadiums in Russia with the support of a mentor from CAFE – Centre for Access to Football in Europe.

Elena is also a Youth Ambassador for Euro 2020 and the only disabled ambassador for the tournament.

A FEW EXAMPLES (cont.)

WITH A LITTLE HELP FROM OUR FRIENDS

THOMAS HOSIER (2018-2019)

At only 19 and while continuing his studies, Tom setup his own social business (Injoy Sport) to deliver inclusive holiday football camps in Hertfordshire UK, in partnership with JP Pro Football.

Tom was mentored by Richard Lee, former professional footballer in implementation of Injoy Sport.

GOHAR NAVASARDYANBEN (2018-2019)

Gohar triggered the improvement of accessibilities for wheelchair users at the Yerevan National Stadium in Armenia, in collaboration with the Armenian FA and CAFE - Centre for Access to Football in Europe.

Gohar is also training to become a sports comentator in her home country, Armenia.

BEN DESPINEUX (2019-2020)

Ben is a paralympic table tennis player who secured an internship at the Belgium FA while competing to qualify for the Tokyo 2020 Paralympic Games.

Ben is helping the FA do a best practice comparative study with other Paralympic Sports in Belgium, with the support of a mentor at the International Paralympic Committee.

A FEW EXAMPLES (cont.)

WITH A LITTLE HELP FROM OUR FRIENDS

GEORGE BOLLANDS (2019-2020)

George works at Boccia England now and is setting up an online network of disabled people working in the UK sport sector as his individual project.

He is mentored by Kush Kanodia, social entrepreneur and disability rights activist with responsibilities in several organisations promoting equality for disabled people in the UK.

DAVID PARENTE (2019-2020)

Following the Programme David has secured an internship at SLBenfica in their Sustainability Department. At Benfica, David is designing an action plan to have recycling stations inclusive for the blind or partially sighted as well as the colour blind.

David also has the support of a mentor from SchweryCade, a swiss based Sustainability and Social Responsibility consulting practice.

PEDRO REIS (2019-2020)

Pedro is a paralympic sailor and a European champion in his sport and has decided to create the first Disabled Supporters Association in Portugal. In this endeavour he has the support of the Portuguese FA and the Portuguese Professional Football League, and is benefiting from pro bono legal consultants through the Vasco Vieira de Almeida Foundation.

04

III EDITION — 2021-2022

Key Information

WHEN?
WHERE?
HOW?

Onsite Lectures: October 10-17, 2021 in Lisbon, Portugal

Project Implementation: – November 2021-May 2022
(home country based)

Registration Fee*: €750,00 (April 5 - July 31)

including all Lectures, 4 Hotel Accomodation, Transportation, Field trips, Lunches and 2 dinners (excluding flights and all companion/assistant costs, if any), and access to the Official Gala/Graduation Ceremony in June 2022

WHEN?
WHERE?
HOW?

Participation Requirements

1. Have a disability (evidence through official document required)
2. 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)
3. Good English language skills (all lectures and works delivered are in English)
4. Availability to take part in both Stages of the Programme (8 months in total)

Presence in a minimum of 80% of the Onsite Lectures is required (October 10-17, 2021)

Dedicate a minimum of 8 hours/week during the Project Implementation Stage to structure and implement an individual project linking sport and disability

5. Pay Programme Fee

WHEN?
WHERE?
HOW?

Application Procedure

1. Fulfil Participation Requirements
2. Submit the Application Form (available here: <https://forms.gle/yULpTmQciKaJo2f76>)
3. Video Interview (scheduled within 7 days of Application submission)
4. Acceptance of the candidate Application
5. In case the application is accepted, the Participant is required to pay the Programme Fee in full no later than July 10 (Early Bird) and September 10 (applications from July 1)

FOOTBALL FOR ALL LEADERSHIP PROGRAMME – 2021 SCHEDULE*

	Oct-10	Oct-11	Oct-12	Oct-13	Oct-14	Oct-15	Oct-16	Oct-17	
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
09:00-10:30	PARTICIPANT ARRIVALS	Personal and Career Development	Introduction to Project Management	Stadium Access Appraisal	Project Sustainability	Portuguese FA	Pitch Prep	Surfing (optional)	
11:00-12:30						Diversity and Inclusion in European Football			
Lunch		Lunch							
14:00-15:30		Personal and Career Development	From Problem to Business Case	Stadium Access Appraisal	Major challenges of leading a top football club	Visit to Portuguese FA	Project Pitch	PARTICIPANT DEPARTURES	
16:00-17:30	Johan Cruyff Foundation	Project Impact and Measurement	Access and Inclusion at FIFA		ROUNDTABLE "Inclusion and Diversity in Portuguese Sport"				
	Welcome Dinner						Farewell Dinner		

*Subject to changes



NOVA SBE UNIVERSITY CAMPUS

No. 1 Management
School in Portugal and
Top 25 in Europe

Located 15 minutes from
Lisbon city centre

The only campus in
Europe with direct
access to the beach

FIELD TRIPS

Portuguese FA

Portugal Male National
Team 2022 WC Qualifier
Match

G.D. Estoril Praia
Stadium

Benfica Stadium +
Museum





LISBON MARRIOTT HOTEL

4* Hotel

Great facilities

Close to Lisbon
University Stadium,
SL Benfica
Stadium and public
transport

[www.marriott.com/hotels/travel/
lispt-lisbon-marriott-hotel](http://www.marriott.com/hotels/travel/lispt-lisbon-marriott-hotel)

COVID-19 Health and Safety

We at Integrated Dreams are optimists! 😊

We are confident that circumstances will allow the return of the Football For All Leadership Programme Onsite Lecture Stage in 2021.

All Portuguese Department of Health (DGS) measures, guidelines and recommendations will be implemented at all times during your visit.

We are pragmatic and flexible – if circumstances change we will adapt to allow the best experience possible.

We also understand that times are challenging and you may have questions. In case you have any concerns, please contact us.



Nova SBE campus



Hotel



JOSÉ PEDRO SOARES

Social Entrepreneur
FIFA Project Consultant

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

OUR TEAM

Does anyone have any questions?

Email: info@footballforall.pt

Phone: +351 96 740 57 44
+351 967 726 338

Website: www.integrated-dreams.org

THANKS!



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@footballforall.lp



@footballforall.lp



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