



PLAY
INTERNATIONAL

PLAY IT HUMAN

2017 ANNUAL REPORT

“State Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities”

Article 31 of the Convention on the Rights of the Child (UNICEF, 1999)

“Sports programs promote social integration and foster tolerance (...) this can work to reduce tensions and generate dialogue.”

Sport for Development and Peace report (UN, 2003)

“Physical education, physical activity and sport can play an important role in the realization of development, peace and post-conflict and post-disaster objectives.”

Article 11 of the International Charter of Physical Education, Physical Activity and Sport (UNESCO, 1978)



A FEW WORDS FROM THE COACH



65,522. It is the number of children who benefited from PLAY International's actions in 2017. The many lives that we have tried to influence in a positive way. The many children who were able to learn while playing, improve their health and build cohesion in their wider communities.

Over 15,000 of these children were supported as part of the Playdagogy Olympic Values Program developed with Paris 2024 and UNICEF.

In France, Haiti, Burundi, Kosovo or Vanuatu, the NGO's teams actively contributed to develop an educational program designed to promote values such as friendship, respect and excellence. The success of this initiative is as much a new way of teaching, through Playdagogy, as developing collective approaches to the challenges we face.

Our modern societies are always confronted with new challenges: new people, new cultures, etc. Instead of promoting peace and solidarity, these situations can create suspicion and conflict. It is not always easy to learn to live together, go beyond stereotypes and respect other people.

In 2024, Paris will host the Olympic and Paralympic Games. The organization of this worldwide event has given us the opportunity to reconsider the importance of sport in our societies, in France and abroad. We must rethink the status of sport in a transversal way: in our education and social structures, in our development policies, in our social innovation processes. Physical activity and sport can bring and do much more in the public interest, but it needs the economic, political and operational means.

We have the opportunity to design educational and social programs that will contribute to changing the way we teach and include tomorrow's citizens. Adopting this legacy logic from the application stage bodes well for those who believe that physical activity and sport can contribute to make the world a better place. This opportunity is also a responsibility. The responsibility to design a collective approach that places the general interest and economic efficiency at the heart of this ambition.

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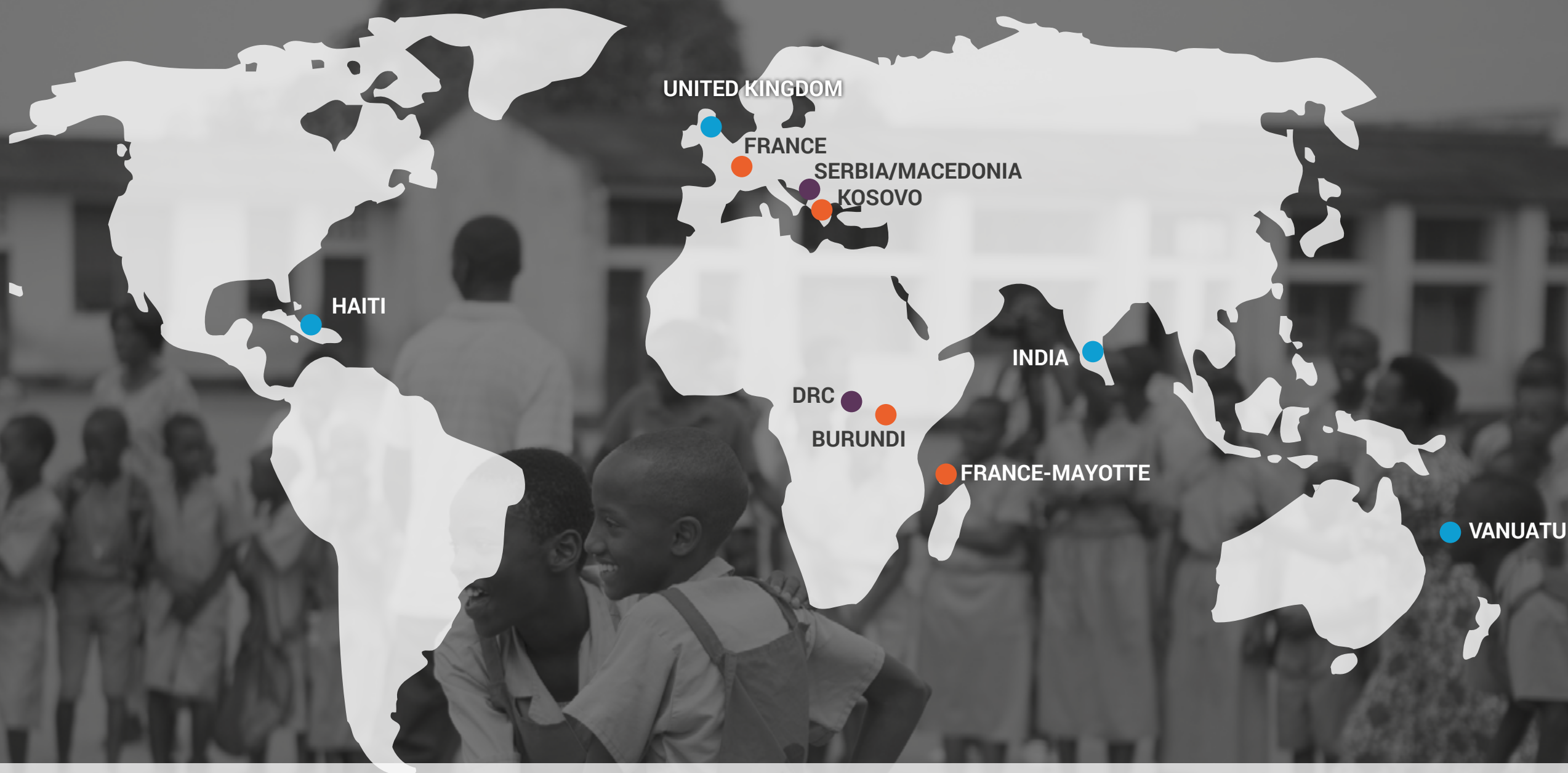
PLAY International

PLAY International is a pioneering NGO in the field of development and education through sport. It was founded in 1999 with one belief: sport is a source of solutions to meet our social challenges.

65,522
CHILD
BENEFICIARIES

MAP AND KEY FIGURES

- MISSIONS
- SHORT-TERM
ACTIONS
- 2018
PERSPECTIVES



BURUNDI



25 000

child beneficiaries in Burundi
and South Kivu, DRC



210

practioners trained

KOSOVO



15 585

child beneficiaries



160

practioners trained

FRANCE



33 000

child beneficiaries



660

practioners trained

HAITI



3 400

child beneficiaries



66

practioners trained

VANUATU



400

child beneficiaries



20

practioners trained

UNITED KINGDOM



929

child beneficiaries



43

practioners trained

INDIA



90

child beneficiaries



3

practioners trained

THE PROGRAM WITH PARIS 2024

The Playdagogy Olympic Values program is the tangible illustration of the collective ambition of Paris 2024, UNICEF and the project's partners: to use sport's educational potential to meet social challenges we are facing. This program suggests the social impact that the organization of the Olympic and Paralympic Games in Paris could have. But it is also and already a concrete educational action on four different continents. By capitalizing on an innovative educational approach and uniting both institutions and field stakeholders, this initiative has, within less than ten months, started educational and sport activities based on the transmission of the Olympic Values to over 15,000 children worldwide...



THE OLYMPIC VALUES

The Olympic Values can be found in every aspect of our daily lives. Respect, friendship and excellence are universal values. Whether in a club, at school or with friends, sport develops our social, physical and behavioral skills. It is a powerful lever that contributes to our personal development, encourages a healthy lifestyle and teaches us to share, tolerate differences and work together to reach our goals.

The Olympic Values contribute to the realization of a right that is fundamental, acknowledged and protected by the Convention on the Rights of the Child (CRC): the right to relax, to play and participate in cultural activities. This right enables children to enjoy themselves and grow up in a happy environment, but it also gives them access to other rights such as the right to be heard and the right to education.

For many children, understanding the Olympic Values can be a springboard towards a positive and sustainable social commitment and giving concrete answers to daily challenges. By giving children the occasion to participate in physical and educational activities, Paris 2024 and its partners are making sure that the legacy is at the heart of the event and that the changes (more active and healthier lifestyles, new interactions with other people) stand the test of time.

A PROGRAM IN PARTNERSHIP WITH

UNICEF France, Ministry of National Education (France), French Olympic and Sporting Committee, Haitian Olympic Committee, Port-au-Prince Sport Center for Hope, Kosovo Olympic Committee, UNICEF Kosovo, National Olympic Committee of Burundi, UNICEF Burundi, Vanuatu Association of Sports and National Olympic Committee, UNICEF Pacific.

Over 15,000 child beneficiaries
170 practioners trained in 5 countries, on 4 continents
134 hours of training
30 Playdagogy sessions created and **260 physical kits deployed**
1 digital platform with educational content accessible to all educators in France for free

As part of the Paris bid to host the 2024 Olympic and Paralympic Games, Paris 2024 chose to use the Olympic Values to contribute to children's education. Promoting physical activity while passing on life skills connected to universal values: the Playdagogy Olympic Values program is turning this ambition into concrete field action.

2017 HIGHLIGHTS

LA FRANCE S'ENGAGE (France commits) – France

On 12 January 2017, PLAY International was awarded the “La France s’engage” laureate. This program was initiated by the French President and supported by the Ministry of Urban Affairs, Youth and Sports. It rewards the most innovative projects in France in relation to education, solidarity, employment, health, etc. The Playdagogy program was awarded with a view to promote its development on French territory.

ACCESS TO AND CONTINUATION OF SCHOOL THROUGH PLAYDAGOGY (AMEP) – Burundi

PLAY International, the French Development Agency (AFD) and UNICEF are committed to promote access to quality education for all (SDG 4). The AMEP program was implemented to meet this challenge faced by Burundian children. Since the implementation of the program 10,000 children have enjoyed Playdagogy sessions focused on success at school and social inclusion in 15 schools and 15 youth centers. 16 Playdagogy sessions are being deployed with the following

goal: deconstructing stereotypes about poverty, gender and disability, which are the main grounds for discrimination and exclusion from school.

LAUNCHING THE PLAYLAB – France

PLAY International has opened the first collaborative platform dedicated to social innovation through sport and play: the Playlab. It is a place of co-creation, sharing and collaboration. This program is meant to help sport contribute to reinvent the way our children grow up, reconfigure our solutions in the fields of health or employment, respond to humanitarian crises, etc.

HUMAN RIGHTS CLUB – Kosovo

The purpose of teaching Human Rights is to build a society where the dignity of each individual is respected. This is an important challenge in Kosovo, which is a multi-ethnic society. Community life in Kosovo rests on the comprehension of notions such as inter-community tolerance and individual rights’ respect. That is the context in which the Human Right Club was born. The goal: raising awareness and encouraging young people to defend their rights.

FÊTE DU SPORT (Sports Festival) – France

For the third year in a row, Radio France and PLAY International have united to celebrate sport. On September 24, over 2,500 participants discovered the Maison de la Radio, which was turned into a playground for the occasion. Vertigo race, yoga, cycling, fitness, boxing, running tracks, fencing pistes, climbing walls, fit boxing, smart rowing machines, karate, table tennis, exhibitions, osteopathy, dance, Basque pelota... A total of 14 sport activities including 4 solidary activities were available.

ACTIVE SCHOOL – France

Health is a factor of academic success. Schools are always looking to create healthy and comfortable environments for students. PLAY International and the “Body Challenges and Technique” department of the University Paris-Descartes, unite and combine their tools to build the Active School Playdagogy program. This curriculum is meant for teachers and offers educational sessions to help them contribute to create a positive culture around physical activities for the benefit of their students’ health, aged 6 to 12. Over 2,500 children have benefited from this program since the beginning of the project.



PERSPECTIVES

PLAYLAB: INCUBATOR FOR SPORT AND THE REFUGEES

With the support of the European Commission and the Mairie de Paris (Paris City Hall), the Playlab will launch an incubation program about social inclusion through sport for refugees. A call for projects will allow the selection of 7 organizations that will benefit from a program designed to reinforce their impact and identify the solutions that could help stakeholders in the fields of sport and social and solidary economy.

ACTIVE SCHOOL STAGE 3

The Active School project continues with the implementation of activities in the Île-de-France schools and the launching of the project's third phase which will allow the training of 150 teachers and the participation of 3,000 students. The results of the second phase's evaluation will be published during the second semester.



REGIONALIZATION, towards new territories

With 10 years of experience in Burundi and Kosovo, both PLAY International's missions will develop their major activities beyond their borders.

Kosovo

A partnership with the Regional Youth Cooperation Office (RYCO) enables the Kosovo mission to develop its Sport4Youth program in Serbia and Macedonia, aiming to promote the spirit of reconciliation, cooperation and intercultural dialogue among Western Balkans' youth through socio-sport activities where exchanges are encouraged.

Burundi

In 2017, a pilot project has allowed the development of the Burundian socio-sport activities in South Kivu (East DRC), in Lusenda and Uvira. The positive results of this pilot confirm the development of the activities in the town of Uvira.

France

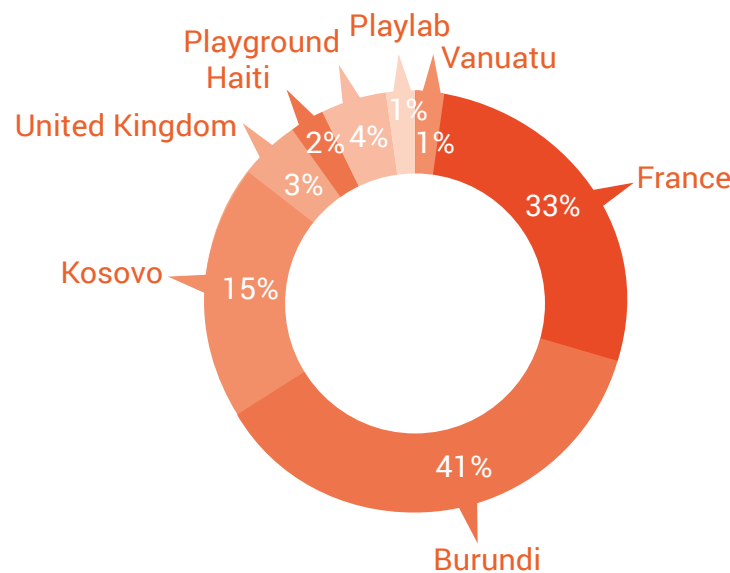
As part of the development of the Playdagogy program, more and more educators and teachers in the Auvergne-Rhône-Alpes and Provence-Alpes-Côte-d'Azur regions are being trained reinforcing the Lyon metropolitan area, Nice and Marseille.

The Playdagogy activities in Mayotte continue and are oriented on the theme of girl-boy equality. In the end of 2018, an evaluation and capitalization study of the activities led in Mayotte will observe the wider context of Comoros archipelago to ascertain the relevance of developing Playdagogy activities adapted to this territory.

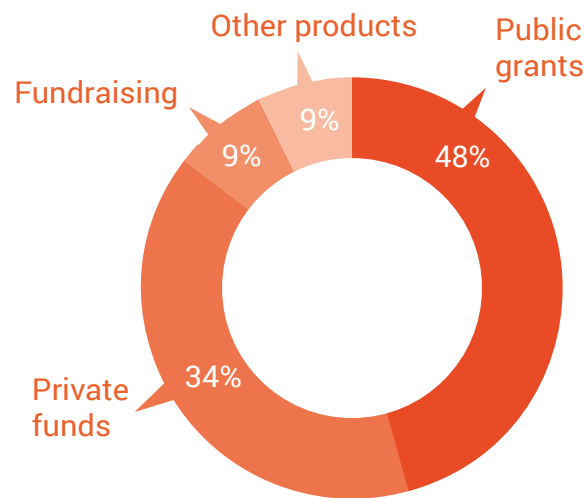
BUDGET

€ 2,681,653

EXPENDITURES PER MISSION AND PROJECT:



RESSOURCES:



FINANCIAL PARTNERS

**French Development Agency,
French Ministry of National Education,
la France s’engage Foundation, Laureus Foundation,
Malakoff Médéric, National Center for the Development
of Sport, Niarchos Foundation, Nike, Paris 2024,
Rockefeller Brothers fund Foundation,
Shangri-La Hotel, Paris, Société Générale,
UNICEF Burundi, UNICEF Kosovo**

Abdesselam Foundation, Austrian Development Agency, Bel Foundation, Community of Communes of Petite-Terre Mayotte, French Food and Health Fund, Embassy of France in Burundi, Embassy of France in Kosovo, Embassy of the Grand Duchy of Luxembourg in Kosovo, French Ministry of Sports, French parliamentary reservation granted by the MAEDI (French Ministry of Europe and Foreign Affairs), French Rugby League, Generali, Giz – German Cooperation in Kosovo, Libraries Without Borders, Limak Kosovo International Airport, OSCE mission in Kosovo, Radio France, Regional Council of Île-de-France, Seenk, United Nations Mission in Kosovo, Vinci Facilities.



PLAYLAB

The Playlab is a collective program dedicated to developing social innovation through sport. The goal of this physical and digital platform is to identify, co-produce and share new solutions brought by sport to educational, social, health and humanitarian issues in our societies.

SOCIAL INNOVATION IS A COLLECTIVE SPORT

Playlab is a place of collaboration between individuals and organizations looking to use sport as a catalyst for social change. Playlab was designed to share experiences and expertise in order to build tangible solutions to the major challenges of today.

The knowledge that each person has from their experiences is a strength of the Playlab. This concept, called “crowd innovation”, consists in gathering stakeholders around an ecosystem that encourages innovation and co-creation.

To allow stakeholders to meet, share, create, develop and experiment, the Playlab, located in the heart of Paris, includes 3 unique and distinct environments:

- The Café with a couch, chairs and bar tables for casual and spontaneous conversations
- The central field offers 50m², adjustable for workshops, trainings and tests to stimulate our minds
- The Back-Office includes offices that can accommodate up to eight people working together or individually



A DIGITAL PLATFORM

Playlab website
www.playlab.international



PLAYLAB A LA CARTE

As the virtual equivalent of the physical space, the digital platform was created on the principle of collaboration and open-source sharing. On this platform, project leaders can identify potential collaborators, share their ideas, ask for advice or schedule meetings and events.

Members of the Playlab are invited to join projects through the platform in order to share their knowledge and experiences and answer requests for specific expertise or suggest innovating ideas and improve emerging practices.

ACHIEVEMENTS AND PERSPECTIVES



A Scientific Committee

As part of this initiative, PLAY International appoints a Scientific Committee in charge of following this social innovation dynamic:

Karin Woodley
CEO, Cambridge House, United Kingdom

Haïfa Tlili
Researcher in sports sociology,
University of Paris Descartes, France

Sanjeev Rao
EM Lyon expert, India and France

Maxime Zennou
CEO, Groupe SOS Jeunesse (SOS Youth Group), France

Hélène Joncheray
Researcher in sociology of high-level sports,
INSEP, France

Richard Giulianotti
Researcher and Professor in sports sociology,
University of Loughborough, United Kingdom

A conference cycle

2017 was marked with an exclusive cycle of 4 conferences about social innovation in France and around the world. The goal: spreading the Playlab vision in terms of collective innovation and identifying the way in which sports can increasingly bring solutions to our societies' issues.

SOCIAL INNOVATION COMING INTO PLAY

3 MAY, LE CARREAU DU TEMPLE (PARIS) WITH

Vincent Edin
Journalist

Manuel Herrero
Director and Audio-Visual producer
Nouveaux Explorateurs

David Blough
Executive Director PLAY International

Virgile Caillet
General Delegate UNION Sport & Cycle

Marie-Christine Lanne
Director of communication and social
commitments, Generali

Lola Virolle
Startup Program Manager Paris Pionnières

(IN)ACTIVE GENERATION? SPORTS AT THE HEART OF TOMORROWS SCHOOL

13 OCTOBER, CENTQUATRE (PARIS), WITH

Véronique Moreira
President USEP

Jorge Casimiro
Vice-President Global Community Impact
Nike, Inc. – President Nike Foundation

Renaud Lavillenie
Olympic Champion and world record holder
of pole vaulting

Aurore Millot
School teacher Colette Magny Paris

Valérie Senghor
Deputy director CENTQUATRE-PARIS

Haïfa Tlili
Postdoctoral research in sports sociology,
University Paris Descartes

OLYMPIC AND PARALYMPIC GAMES: WHAT IF IT WERE MORE THAN JUST SPORTS?

4 JULY, TOWN HALL OF THE
18TH ARRONDISSEMENT (PARIS), WITH

Marie Barsacq
Director Impact et Héritage
(Impact and legacy) Paris 2024

Andy Griffiths
Director Laureus Foundation

Emmeline Ndongue
Basketball Olympic vice-champion

Pierre Rabadan
Sports advisor for the Mairie de Paris

CLOSING CONFERENCE: SOCIAL INNOVATION IS A COLLECTIVE SPORT

24 JANUARY, EM LYON PARIS CAMPUS (PARIS) WITH

Arnaud Mourot
President PLAY International

Pierre Salignon
In charge of partnerships with civil society
organization for the French Development Agency

Elisa Yavchitz
Director of Les Canaux
(Solidary and innovating economies association)

Richard Loat
Lead Comic Relief Program

Sanjeev Rao
CEO Mi-Shift, EM Lyon expert

PLAYGROUND, SOCIAL CHANGE THROUGH SPORT

On October 17th and 18th – under the strong support of the French Ministry of National Education and the patronage of the Mairie de Paris – PLAY International organized the 3rd edition of Playground dedicated to the stakeholders of sport, education and social change. For 2 days, the doors of the CENTQUATRE-Paris activities' center (19th arrondissement) opened to welcome 246 teachers, educators, athletes and educational coordinators from 5 different countries (Burundi, Kosovo, France, England and Belgium) and 600 children to discuss one educational approach: Playdagogy. Dedicated to training, co-creation and exchanging practices, this event allowed field operators to work on ways to fight inactivity and promote physical activity. Concrete issues were tackled through the practice of sports and games.

Black ties forbidden, sneakers mandatory for 246 practitioners

Discovering and learning the method, co-creating socio-sports games and designing new projects, sharing best practices among the various stakeholders of the education community. In total, 42 workshops took place around 3 topics, suitable for each stakeholder. "Practitioners" for teachers and educators looking to learn about the Playdagogy method, the Active School program and its

implementation within their establishment. "Partners and Institutions" to discuss and discover the NGO and the Playdagogy method and explore the various spaces for practice and creation during the event. And "Co-creation" to collectively create educational content on the cognitive and health benefits of physical activity and about managing emotions, for experienced users and thematic experts.



Awareness for 600 children through sports games

For 2 days, 600 children from school or after-school programs participated in Playdagogy sessions. This active educational method – consisting of raising awareness through sports – was developed by PLAY International. It was an opportunity for children to learn while having fun. Each group was also able to test traditional games from Burundi or Kosovo. The goal: discovering new cultures and new ways to play.

One key thread: promoting physical activity

Inactivity is the 4th cause of death in the world according to the WHO. The current generation is probably the least active in our history. Facing this urgent issue, PLAY International launches a collective action to bring new answers to this major health and social issue by developing the Playdagogy Active School program in partnership with University Paris Descartes, the French Ministry of National Education and Nike. This curriculum is meant for teachers, to offer them playful educational sessions to promote a positive vision of physical activity for the benefit of their students, aged 6 to 12. An educational guide and the creation of 20 Active School sessions promoting the benefits of an active lifestyle on physical health (effort, nutrition, sleep), psychological health (well-being) and social health (peer pressure, collaboration) is available for free download.





On the ground

FRANCE



It all began in 2015 when my school was selected to have PE teachers experiment, on a voluntary basis, a kit of several sessions about girls-boys' equality. I volunteered with a few colleagues, driven by curiosity about the concept and the way to tackle this important issue in Mayotte, where the local culture assigns very specific social roles to each gender. We were trained before including the Playdagogy sessions in our classes [...] The idea of themed games, which can be quite constraining in terms of power of action, turned out very useful to collect students' feedbacks and make connections with "real life" situations. Not that it actually changes representations, but I feel like making students think about these issues through games and making them debate and discuss is a progress for any educator or teacher.



Denis Coupas, PE teacher for 18 years.
He has taught in junior high schools, high schools and vocational schools; in priority education areas as well as in privileged areas, in France and abroad.

2017 was a rich year for the development of the Playdagogy program in France. Initially deeply rooted in Hauts-de-France and Île-de-France, the program spread out in Auvergne-Rhône-Alpes, emerged in Provence-Alpes-Côte-d'Azur and in Mayotte, the 101st French department. In these 5 regions, 80% of our actions benefit children living in priority neighborhoods or attending schools in priority education areas (REP and REP+) children.

The development was also educational. The team was reinforced with the arrival of a PE teacher and a primary school teacher, as a sign of our desire to work more and more closely with the French Ministry of National Education. This year, we were also certified as a "Complementary Association of the National Education system" by the Ministry of National Education which is strengthened by a signed agreement.

PRIORITY REGIONS



- A HAUTS-DE-FRANCE**
- B ÎLE-DE-FRANCE**
- C AUVERGNE-RHÔNE-ALPES**
- D PROVENCE-ALPES-CÔTE-D'AZUR**
- E MAYOTTE**



33,000
child beneficiaries



582
people trained



25
classroom trainings

THE EDUCATIONAL APPROACH

The French mission's educational project was formalized in 2017 around the "Community – Citizenship" and "Health" themes. Each theme is now adapted to each school and extra-curricular environment to meet each specific professional profile and context.

In the school system, Playdagogy is mainly addressed to cycle 3 children (aged 9 to 11) and teachers can benefit from half-day initiations as part of the continuous professional training program. Each theme is tackled through a sequence of several sessions aiming to raise awareness among children by giving them new knowledge and promoting the evolution of their performance.

In the extra-curricular environment, Playdagogy is delivered to children aged 8 to 12. Organizers and directors can benefit from one or two days of training depending on the number of themes they will approach (one to three). 5 to 7 Playdagogy sessions are available for each theme, with prevention messages conveyed during each session.

Online training modules have also been developed on: the NGO, the Playdagogy method, leading debates, changing perceptions about disabilities and fighting discriminations.

This year, new content has been co-created or adapted on: "challenging violence" (at school), "changing perceptions on disabilities" (extra-curricular) and "managing emotions" (specialized environments, and ITEPs, Therapeutic, educational and teaching institutes). The format of the Playdagogy sessions was also reworked, closely following feedback from educators to ensure the tools we develop meet their needs. And the sport material kits that we distribute are now "generic" and only the educational and thematic content evolves depending on the training.

Playdagogy Olympic Values

2017 will remain the year when Paris became the host of the 2024 Olympic and Paralympic Games. PLAY International was actively involved in the campaign. We have launched an ambitious project with the Paris 2024 Public Interest Group. In France, this project took place in Île-de-France and Mayotte and involved over 3,000 children. PLAY International is already imagining itself in the adventure of the Games, by believing in the ambition of a legacy for everyone, in France and around the globe.

www.paris2024.playdagogy.org

ACTIVE SCHOOL

In 2017, 16 Active School schools have joined the project gathering over 100 education professionals, educators and teachers. Just this year, 1,850 children in Paris and the Paris area took 3 to 20 classes about the benefits of physical activity. As part of this theme, practioners talk about inactivity, nutrition, hydration, effort, sleep and the cognitive and psychological benefits of an active lifestyle.

As part of this project, educators and teachers benefit from an individual support and kits that help them implement the educational health program and the citizenship program with students. Whether they talk about their bodies while playing or about social relationships through games, these interdisciplinary themes spread out during the 20 sessions suggested in the Active School kit. Because it is when you run that can understand the concept of "physical effort" and playing is the best way to promote a healthy lifestyle.

www.ecoleactive.playdagogy.org

"LA FRANCE S'ENGAGE" FOUNDATION

The award of the year is the one PLAY International received from the "La France s'engage" foundation in the beginning of 2017 – for the "community cohesion" elements of the Playdagogy program. Until 2019, PLAY International will be supported by the foundation created by François Hollande. "La France s'engage" gathers French organizations that make social innovation their priority. These organizations are acknowledged for their creativity, their development perspectives and the replicability of their model.

With the financial support and help of the "youth, popular education and community life" department, now ran by the National Education Ministry, PLAY International has set the following goals:

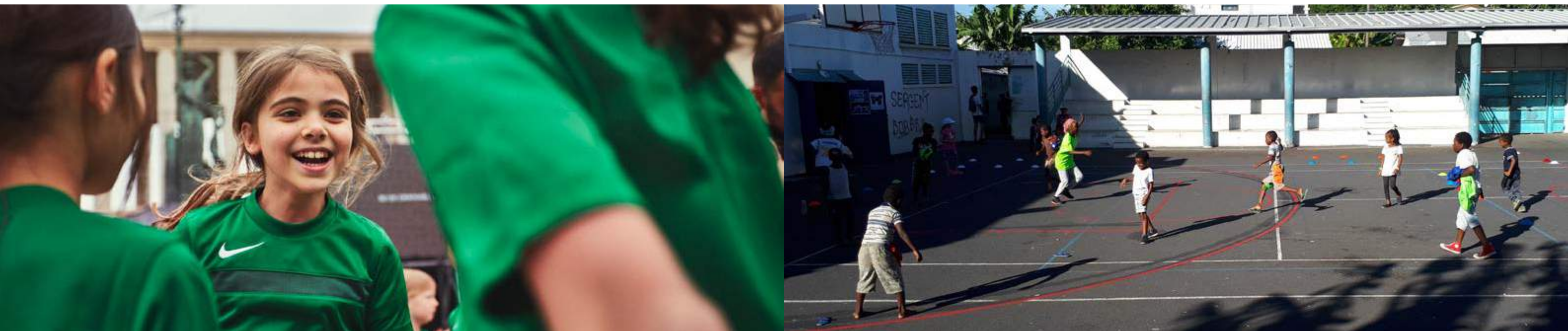
- Developing innovating educational tools for all professionals
- Developing the "Playdagogy Community life" program over 5 priority areas: Hauts-de-France, Île-de-France, Auvergne-Rhône-Alpes, Provence-Alpes-Côte-d'Azur and Mayotte
- Connecting local stakeholders to promote a locally concerted strategy around education through sport.

Mayotte

PLAY International has been active in Mayotte since 2016 and was able to sustainably set on the island in 2017. Thanks to partnerships with the "Vice-Rectorat" (Board of Education), the Petite-Terre "communauté de communes" (federation of municipalities), the CROS (Olympic and Sports Regional Committee) and the UFOLEP (French Union of Physical Education Secular Associations), training sessions have multiplied for the benefit of some 150 professionals on the island.

With 46% of its population under 14 and strong social issues related with immigration from Comoros, the training themes were chosen specifically for the territorial context. They mainly revolved around fighting violence and discriminations and promoting the Olympic Values.

The increase in activities in Mayotte has allowed the association to welcome a new employee who will be based in Mamoudzou; a real step towards our sustainable settlement on the "perfume island".



2018 PERSPECTIVES

ACTIVE SCHOOL

The Active School project carries on with the development of activities in Île-de-France schools and the launching of the third phase of the project which will include the training of 150 teachers for the benefit of 3,000 students.

The results of the second phase's evaluation will be published during the first semester.

PLAYDAGOGY COMMUNITY LIFE – CITIZENSHIP

The Playdagogy “Community Life – Citizenship” program, through the Rugby program, will begin its second phase with the pursuit of trainings, the development of activities and a Lyon event in partnership with the French National Rugby League as part of the Top 14 finals.

PLAYDAGOGY NUTRITION

Since 2014, PLAY International has been creating educational content, training and assisting extra-curricular educators with the ambition to make nutrition a central topic in the socio-educational activities we offer. With the support of the FFAS (French fund for nutrition and health), the BEL Foundation and the Île-de-France region, over 9,000 children have participated in the Playdagogy sessions about nutrition. Balanced diets, nutritional intake and preventing snacking are part of the many themes discussed during the sessions. Three years after its creation, the project concluded with an evaluation by AgroParisTech school, an institution which is known for its expertise in the fields of food and nutrition.

With the feedback from the field and the evaluation, we have identified the need to widen the target audience for this kit. In the upcoming year, we will work with the Carrefour Foundation on a pilot project involving children and their families. Prevention of nutrition related issues are everyone's concern, from the store to the plate and the school's playground.



KOSOVO



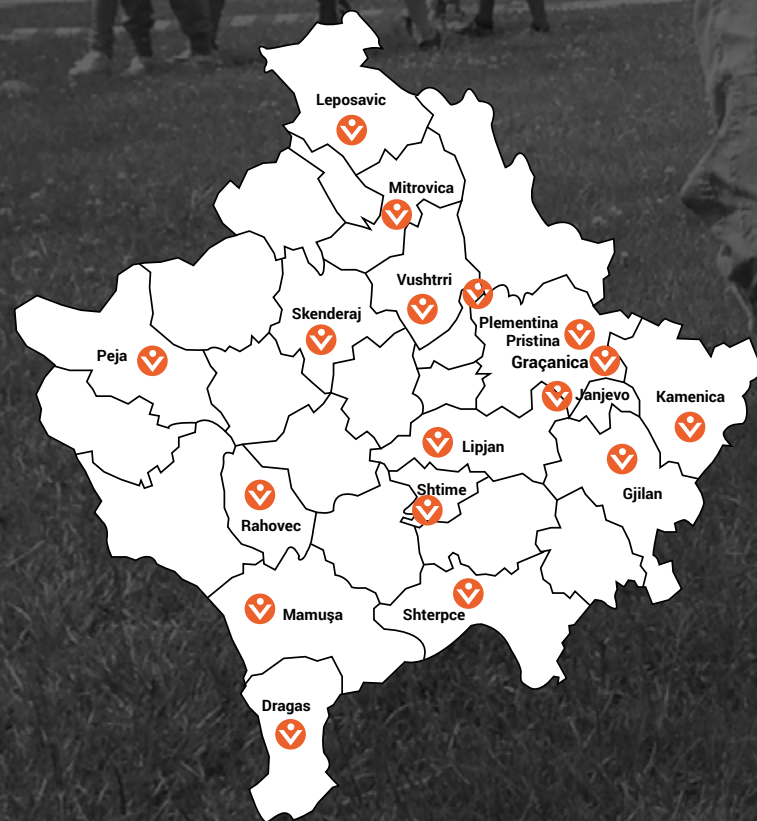
We guess that Serbians are evil because we never give them a chance to prove us otherwise. With Playdagogy, we accept our differences and discover our complementarities to live better together.



**Kaltrina,
11, during the Playdagogy debate**

PLAY International has been working in Kosovo since 2002 to promote interethnic reconciliation and the social inclusion of youth, especially for the most vulnerable (rural areas, minorities, etc.) through three major projects: Sport4Youth aiming to promote communication between communities and young people's civic commitment through a long-term volunteering program; the Olympic Values project which has helped raised awareness among children and teenagers about these values using the Playdagogy method; and the Human Rights Club project, created in high schools to promote and encourage horizontal education about human rights by young people for young people.

PRIORITY REGIONS



15 585
child beneficiaries



160
practitioners trained to inclusive and educational methods through sport by PLAY International (including 42% coming from minorities and 41% women)

641
inclusive and educational sports activities organized by PLAY International trained practioners

11
Sport4Youth centers working all year long

5
Human Rights Clubs opened in 5 different areas

11
partnership agreements signed with local beneficiary governments, including one with the Priština local council and the Kosovo National Olympic Committee

THE EDUCATIONAL APPROACH

The socio-educational sports activities offered by PLAY International are designed to include all groups in society, regardless of their ethnic origin, gender or individual abilities. Games are designed to encourage active learning, improve children's confidence and teach fundamental values such as fair-play, respect (self-respect, respect for others and for the rules) and team spirit. This approach is illustrated by several tangible initiatives:

- The Playdagogy method has strongly settled with the creation and implementation of two educational kits about the Olympic values and about fighting discriminations among the various communities living in Kosovo
- As part of the Sport4Youth program, socio-sports games were redesigned to reinforce the educational impact of the activities on the children. These socio-educational sports activities are not based on competition; they are meant to include all groups in society, regardless of their ethnic origin, gender or individual abilities. The games are designed to promote active learning, improve young people's confidence and teaching fundamental values such as fair-play, respect (self-respect, respect for others and for the rules) and team spirit.
- The training of socio-sports educators offered to the volunteers of the Sport4Youth program was designed for certification. Expected skills have been identified and the training and evaluation process will be launched in early 2018.
- Finally, following a pilot project launched in 2016 by the Burundi team to promote basic mathematics knowledge, 6 active sessions have been adapted, tested and implemented in Kosovo for children aged 6 to 12.

Human Rights Club

As part of the Human Rights fundamentals, PLAY International has launched its Human Rights Club project with the support of the United Nations Mission in Kosovo: following the first pilot phase in 2017, the implementation will take place over 2017-2018.

The goal of this project is to raise awareness among Kosovar children about their human rights through activities designed and led by young people for young people (peer-to-peer). Five Human Rights Clubs have been opened to raise-awareness amongst junior and senior high school students to this issue. The latter have even developed their own ideas about the activities and chosen to share messages with their peers. The communities where this took place are Shtime/Štimlje, Mitrovica Nord, South Mitrovica, Pejë/Peć and Skenderaj/Srbica.

In total, 43 volunteers participated in 2017, 58% Albanians, 19% Serbians, 16% Ashkalis and 7% Bosnians.

Playdagogy Olympic Values

PLAY International, with Paris 2024 and in partnership with UNICEF and the Kosovo Olympic Committee, implemented an awareness-raising project linked to the Olympic Values.

In total, 25 practioners, among which 15 PE teachers were trained in Playdagogy and have launched educational activities about respect, friendship and excellence.

183 activities were implemented to benefit over 1,000 children in terms of participation.

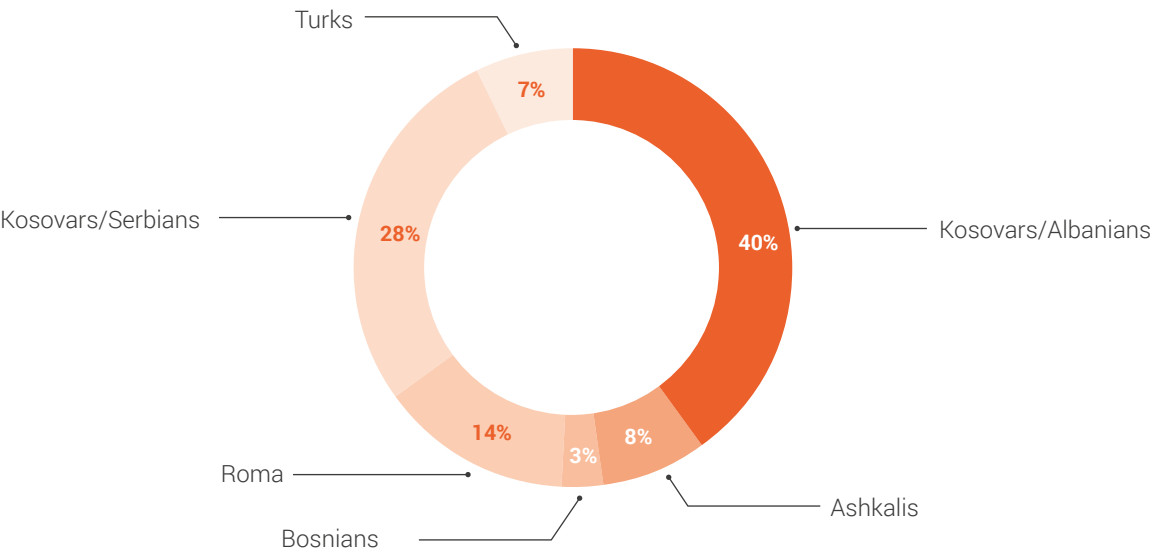
With this experience, the mission has then created Playdagogy sessions about including minorities, involving 8 PE teachers and benefitting 490 children.

In 2018, the same dynamics will allow us to create sessions dedicated to minorities’ rights.



Sport4Youth

The NGO keeps on spreading its main project, Sport4Youth, as part of the Interethnic Reconciliation and Dialogue movement. This project, which was born in 2008 and will celebrate its 10th anniversary, has permitted us to hire and train over a year 88 young Kosovars aged from 14 to 20, 40% Kosovars/Albanians, 28% Kosovars/Serbians, 32% Bosnians, Roma and Turks. Through their volunteer work, these young people have gained socio-sports coaching skills: over 350 activities were organized by the volunteers for the benefit of 1,800 children aged from 7 to 12. Furthermore, they have also organized several Diversity Days for representatives of Albanian and Serbian majority cities.



Sport4Youth

- 85% of the volunteers claim they have a better opinion about other communities
- 98% of the volunteers claim they have acquired knowledge and developed new skills
- 98% of the volunteers claim that the children are internalizing positive values (fair-play, following the rules, team cooperation, accepting other communities, open-mindedness towards the opposite gender)

2018 PERSPECTIVES

The Sport4Youth project carries on and will be updated! It has been rethought to offer young volunteers a quality and progressive training framework allowing them to learn the basics of sports animation and, over a summer camp, to promote change in their perception of other communities, and finally to be trained to deliver inclusive socio-sports activities with children from various communities. The educators will be certified and the alumni from this network will be supported to develop their own inclusive social projects.

BURUNDI



Playdagogy is very useful to identify dropout cases! It is when you start talking and try to convey key messages to generate a debate over the importance of school that you spot children who have stopped studying. Of course, you cannot bluntly ask who stopped going to school, because you don't want to discriminate against anyone; but during the conversations, the children sometimes talk about these things themselves. This illustrates that Playdagogy is a powerful tool for freeing children's speech and behaviors because they all say they love school. Since last year, 23 children have come to tell me that they had dropped out and that they wanted to go back to school. Together with their families and other players, we try to work things out. Playdagogy helps us find the most vulnerable children.



Oscar, educator for 8 years in Bujumbura, advisor at the Kamenge Youth Center

Burundi is one of the poorest countries in the world (placed 182nd out of 186 countries in terms of HDI according to the UNDP, 2016). In this context, PLAY International is leading educational and socio-sports projects to raise awareness through sports and games. Educational needs are enormous in this country where 1 in 2 children do not complete primary education. The NGO spreads educational messages aiming to get children back to school and keep them in school, promote community life and fight discriminations. With a network of 190 practioners and over 30 trained teachers, PLAY International benefits thousands of children – especially the most vulnerable ones – in 15 localities.

PRIORITY REGIONS



25,000

child beneficiaries
in Burundi, South-Kivu and DRC



30

teachers trained in 2 schools

89

secure intervention fields in the country,
15 schools twined with 15 youth centers
where socio-sports activities take place

Over

17,000

sessions have taken place since the launch
of the social inclusion kit in 2016

190

practioners including 16 advisors,
94 educators and 80 assistants

In Bujumbura:

6 youth centers
58 practioners
49,000 participating children each month

In Rumonge, Matana and Gisozi:

147 sessions per month, of which
35% Playdagogy sessions
65% socio-sports sessions

North of the country:

22 practioners
7,000 participating children each month

Rutana Province:

4,820 participating children each month
43% of participants are girls

In the Province of Makamba:

24 certified animators
42% of the participating children
are girls

THE EDUCATIONAL APPROACH

School Hub

As part of the AMEP project to promote children's education, our interventions in school have been reinforced with the creation of specific contents: the educational team has created the "Success at School" Playdagogy kit in 2017 for teachers of the 2nd and 3rd cycles (children aged 8 to 12). Designed as a complement to the previous "Social Inclusion" kit that has been spread in our youth centers since 2016, it aims to fight truancy by creating appropriate conditions to keep as many children in school as possible. The 6 Playdagogy sessions address students' relationships with their teachers, with other students and to themselves. The goal of this kit is to encourage children to behave in a more inclusive and cooperative way in order to create a positive and protective school environment.

Protection Hub – Youth centers

Our socio-sports educators' training has been rethought throughout 2017 to reach certification level. The evaluation process is based on the expected knowledge, skills and behavior of each educator. This new training process will be implemented in 2018 and will benefit close to 30 trainee educators, who will take this new course over one year.

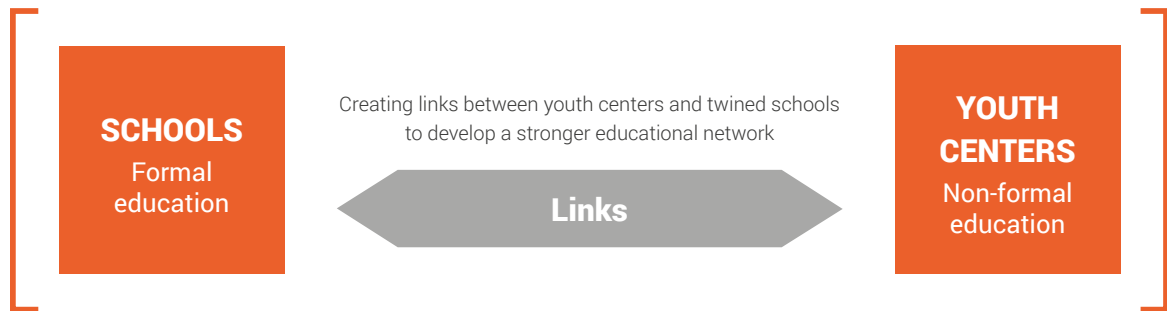
Educational content

In 2017, we have also decided to diversify our educational intervention tools and methods. Besides the Playdagogy method, we have developed socio-sports sessions around educational goals regarding respect and cooperation. Designed for children aged 6-9 and 10-12, these socio-sports sessions give them the opportunity to play and experiment adapted games that promote cooperation between players and defining collective strategies.

Getting and keeping children in school with Playdagogy (AMEP)

Initiated in 2016 in 15 localities, this important project has just finished its second year of implementation. With the support of the French Development Agency and UNICEF, it allows us to raise awareness among 15,000 children about the importance of school and fighting discriminations they are facing, through Playdagogy. AMEP aims to changes children’s representations and behaviors – especially the most vulnerable ones’ – in order to get them back to or keep them in school. In keeping with the current efforts, PLAY International has spread and strengthened its non-formal education activities (in 15 youth centers) and formal education activities in the schools twined with these centers.

While keeping up the pace of training 190 socio-sports educators, PLAY International has trained 30 teachers with the new “Success at School” Playdagogy kit designed for school challenges. Now teachers and educators gather to talk about children who have or are about to drop out. The goal: maintaining an educational and thematic continuity to get these children back to school and keep them in the educational system durably.



Uvira project

Developed in Uvira, South Kivu, a DRC region at the border with Burundi, the project meets many needs identified in this region wounded by 20 years of conflict where children have often been the first victims. PLAY International is aware that the Kivu youth are very vulnerable and means to contribute to rebuilding social cohesion, which is an essential precondition to sustainable peace.

Through sports and games, this awareness project was designed to transmit life skills to children such as the values of collective action, solidarity, tolerance and confidence. 18 educators were trained to develop activities themselves for 2,500 children.

Playdagogy Olympic Values

As part of the “Olympic Values” Playdagogy program in partnership with Paris 2024, 24 teachers and 50 educators were trained in the Playdagogy method through 6 games about the universal values of respect, friendship and excellence. In Burundi, the project was implemented by PLAY International in partnership with the Burundi National Olympic Committee, UNICEF and with the help of Paris 2024. These partners worked together to adapt the games to the local field’s specific challenges.

6,500 children benefited from the Playdagogy sessions in schools and playgrounds. Laurence Fisher, three-time world champion in karate, came to visit the children who were very excited to see her. The project was extended thanks to Francine Niyonsaba, 800m Olympic silver medalist and UNICEF ambassadress. As a true sports icon in her country, the “children’s champion” collaborated with PLAY International to develop the Olympic Values Playdagogy kit’s socio-sports activities for over 1,000 children and to organize 3 unifying events.

Evaluation

- 94% of the teachers believe that Playdagogy has a positive impact on children
- 80% of the responding local authorities believe that the educators’ work in their community is useful and call it “excellent” or “very good”
- 92% of the responding parents believe that the parents’ committee is essential to support the activities implemented by the animators
- 100% of the 23 teachers trained as part of the Olympic Values Playdagogy program believe that “Playdagogy would work as an educational approach in the school system”

2018 PERSPECTIVES

The program aiming to get and keep children in school with Playdagogy (AMEP) started in 2016 carries on. 2018 will begin with the project’s steering committee going over the activities that have already been implemented and planning the priorities for the upcoming year. The French Development Agency, main sponsor of the project, will be represented.

2018 will be the opportunity to reinforce socio-sports activities in schools with the development of the “Success in School” kit and the creation of a new kit for primary school children, aged from 12 to 16. This kit will include 6 new Playdagogy sessions about sexual health and puberty, the importance of school and social discrimination, as well as soft skills for doing well at school.

HAITI

In collaboration with PLAY International, the local association “Jeunesse en Développement” (Youth Development) has contributed to train 24 young Haitian educators in Playdagogy. By developing socio-sports games in 10 primary schools in the commune of Aquin, the educators are working to raise awareness among children about health and environmental issues. These trainings also contribute to strengthen the educators’ training skills so that they can teach other young people themselves and develop Playdagogy across Haiti.

 **3 400**
child beneficiaries

 **66**
teachers trained



INDE

An exploratory mission in the Bangalore region has enabled the training of educators in Playdagogy as well as the adaptation of socio-sports games to the Indian context and specific issues. In these sessions, children address discrimination, girl-boy equality, sexual education and violence issues. The positive results of this mission illustrate the strong potential for development of the method in this country.

 **90**
child beneficiaries

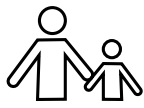
 **3**
teachers trained

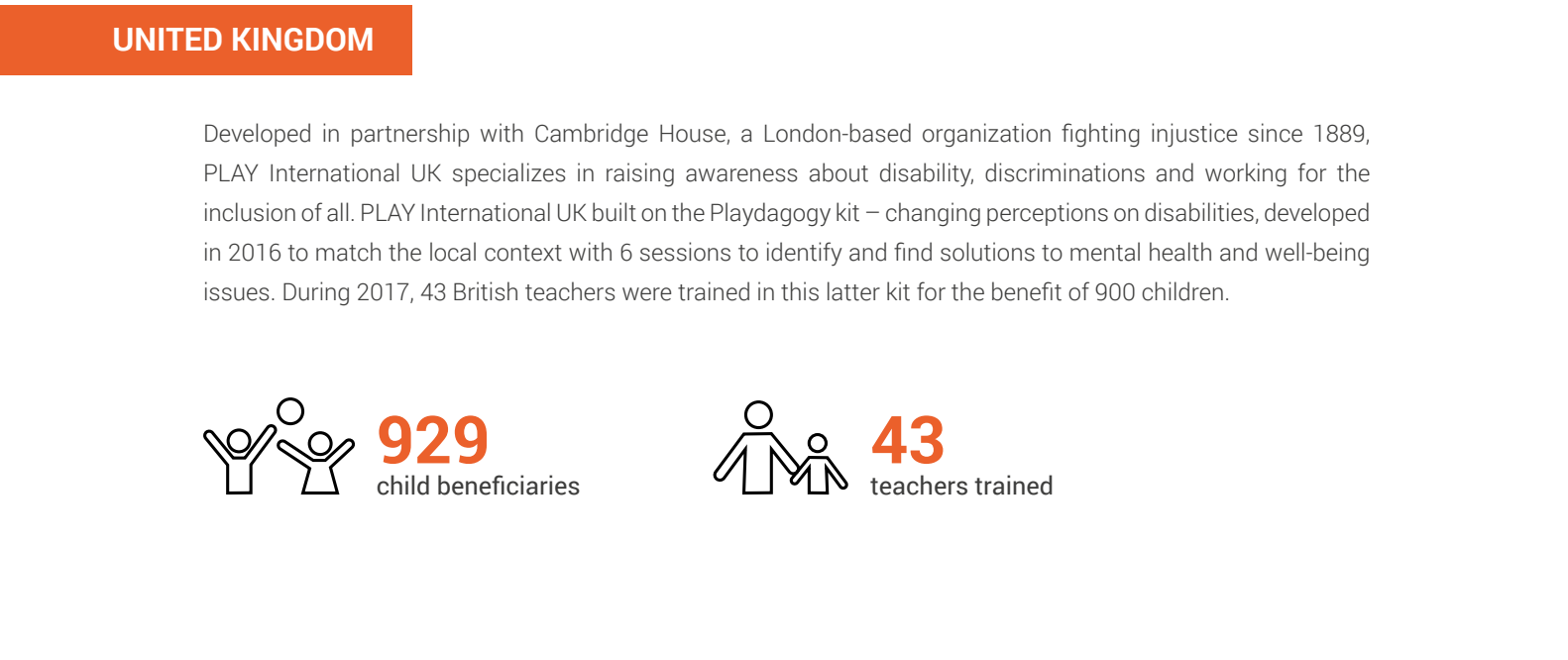


UNITED KINGDOM

Developed in partnership with Cambridge House, a London-based organization fighting injustice since 1889, PLAY International UK specializes in raising awareness about disability, discriminations and working for the inclusion of all. PLAY International UK built on the Playdagogy kit – changing perceptions on disabilities, developed in 2016 to match the local context with 6 sessions to identify and find solutions to mental health and well-being issues. During 2017, 43 British teachers were trained in this latter kit for the benefit of 900 children.

 **929**
child beneficiaries

 **43**
teachers trained



VANUATU

In 2017, PLAY International intervened in Vanuatu as part of the Olympic Values project. This project was carried out as the National Olympic Committee was hosting the “Pacific Mini Games” in December 2017 and to meet local policies’ expectations. The National Sustainable Development Plan 2016-2030 intends to promote physical activities and develop an inclusive and safe sport system that could help spread values around community life, education, health and fair-play.

 **400**
child beneficiaries

 **25**
Education professionals trained

9 national federations and
4 local primary schools
mobilized

1 event was organized by the VANASOC
with Laurence Fischer and Bernard
Lapasset (co-president of Paris 2024),
project’s ambassadors

200h of work to adapt the kit
and the games, build the guide book
and include contextual information
during the training course.



A supported project

The NGO PLAY International is supported by many personalities, high-level athletes, people from the general public, media and companies... who defend the idea that sport is an incredible education tool. On every field, through advocacy, fundraising or volunteer work; this ecosystem contributes to carry our vision and develop the organization's actions.

THE ATHLETES' NGO

They share their passion, their idea of sport, their commitment, their skills, and give PLAY International the opportunity to develop new projects.



Luc Abalo, William Accambray, Alex Adelaide, Michael d'Almeida, Arnaud Assoumani, Aladji Ba, Xavier Barachet, Cécilia Berder, Habib Beye, Hugo Bonneval, Vanessa Boslak, Roger-Yves Bost, Djibril Camara, Sébastien Chabal, Benjamin Compaoré, Harold Correa, Gévrise Emame, Tony Estanguet, Laurence Fischer, Laura Georges, Bertrand Gille, Priscilla Gneto, Tatiana Golovin, Kafétien Gomis, Emilie Gomis, Sidney Govou, Astrid Guyart, Muriel Hurtis, Nikola Karabatic, Nantenin Keita, Gauthier Klauss, Charlotte Lambach, Renaud Lavillénie, Enzo Lefort, Ugo Legrand, Eugénie Le Sommer, Malia Metella, Kévin Mayer, Kristina Mladenovic, Cyril More, Estelle Mossely, Daniel Narcisse, Hassan N'Dam, Emmeline Ndongue, Maureen Nisima, Sarah Ourahmoune, Automne Pavia, Matthieu Péché, Loïc Pietri, Pierre Rabadan, Victoria Ravva, Camille Serme, Robins Tchale-Watchou, Quentin Urban, Lucile Woodward, Tony Yoka



MOVING WITH THE FÊTE DU SPORT

On Sunday 24 September, Radio France and PLAY International joined forces to celebrate sports. All day long, over 2,500 participants discovered the Maison de la Radio transformed into an enormous playground. A total of 14 sports activities, including 4 solidarity-based activities were offered to the public.

VERTIGO RACE: SOLIDARITY AT THE SUMMIT

It turns everything upside down and makes you move upright. Alone, with friends or family, with music and without timing, 340 runners climbed the 22 floors and 365 steps of Radio France's central tower for the Vertigo race at the Maison de la Radio. Vertigo is an original concept for an original race. You start with a dynamic

warm-up with Nike coaches. During the race: stormtroopers, Darth Vader and super heroes are there to cheer the runners. When you get to the top, a panoramic view of Paris facing the Eiffel Tower awaits. Vertigo is a sport and a celebration, but most of all it is a solidarity race because each runner raises funds for PLAY International.



A SOLIDARY EVENT

Working out, working hard and having fun for a good cause: that is the concept of this multisport day. As a co-organizer of the event, PLAY International was able to fund their programs of education through sport. Since the first edition of the Vertigo race in the First Tower in 2013, and in the Maison de la Radio since 2015, the operation has helped raise €668,000 for PLAY International.

10 FREE ACTIVITIES IN THE HEART OF RADIO FRANCE

Boxing rings, running tracks, fencing pistes, climbing walls, fit boxing, smart rowing machines, karate, table tennis, exhibitions, osteopathy, dance, Basque pelota... The round house was turned into a huge playground to celebrate sports.

3 EXCLUSIVE SOLIDARITY CLASSES

270 lucky people had the opportunity to take special classes in 3 mythical locations within Radio France. On the great stage of the Auditorium, facing the monumental organ, 5 dynamic yoga classes hosted by Lululemon showing countless poses to the rhythm of percussions, perfectly appropriate to let go. On the top floor of the Maison de la Radio, facing the Eiffel Tower,

90 people enjoyed 3 fitness classes dedicated to muscle reinforcement and cardio hosted by Lucile Woodward. Finally, 80 athletes on bikes worked out hard in the legendary studio 104. With its acoustics designed to render the best sound, the studio echoed to the sound of house and electro music. 3 cycling sessions were hosted by Nike coaches.

SPORT AT THE HEART OF COMPANIES WITH VERTIGO



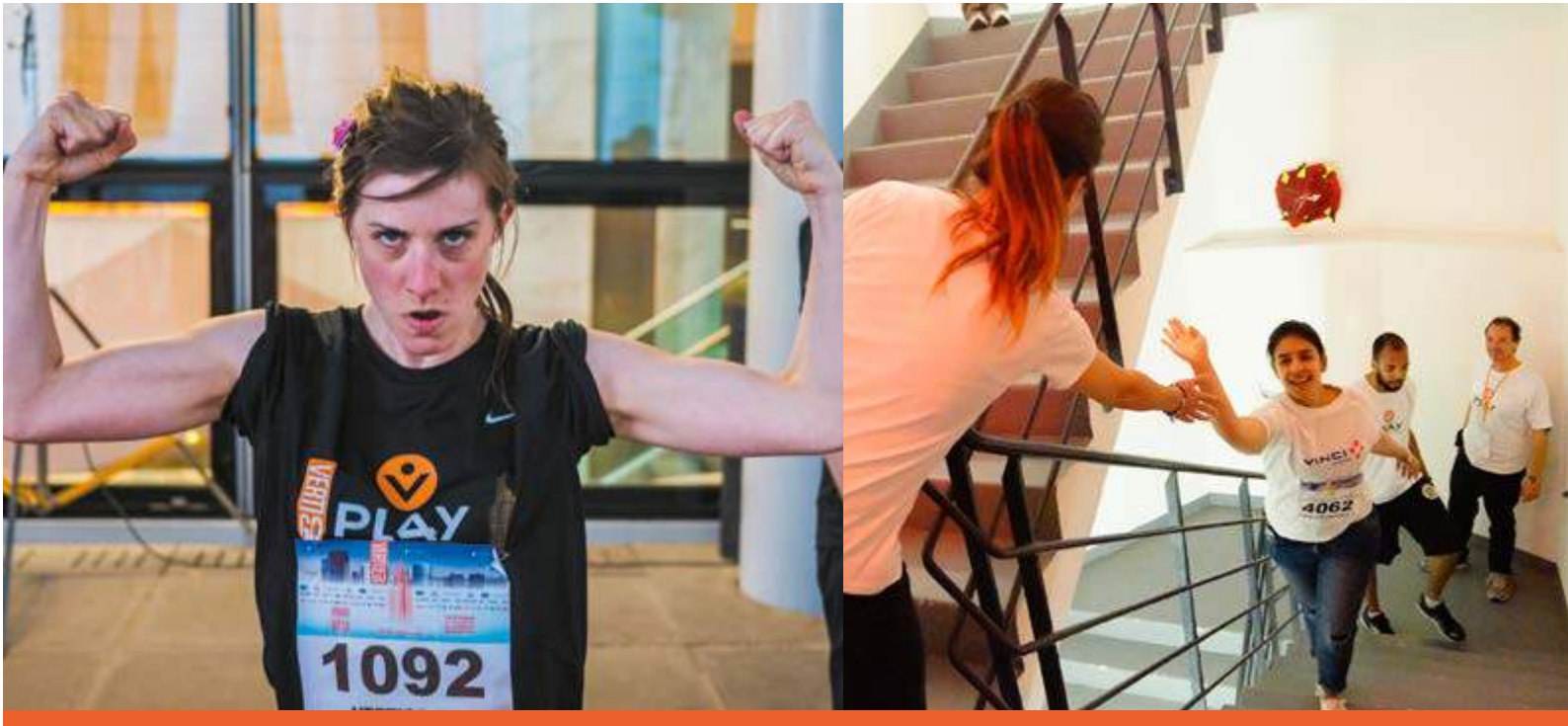
On Thursday 18 May 2017, the 5th edition of Vertigo First was hosted at the First Tower, in the heart of La Défense. 1,100 runners raced up the 954 steps of France's highest skyscraper. For a good cause too, since their solidarity participation raised €125,890 for PLAY International and its education through sports programs.

Vertigo First, the first vertical race in France

Created in 2013 by PLAY International, Vertigo is the first vertical and solidary race in France (230m, 48 floors, 954 steps). It has attracted over 6,900 runners since its first edition. Vertigo is also an international event: it is the French step of the Vertical World

Circuit (VWC). Despite a very rainy day, the positive energy of the 1,100 runners did not shake. Encouraged by super-heroes and pumped up sports coaches, everybody was. In pairs or relays, 138 company teams lined up on the starting line. They raised €104,429. The general public strongly contributed as well, raising €21,461.

Just like each year since the 2nd edition, the "Gitans" group contributed significantly to the success of this edition, raising €12,926. Former ESCP alumni and rugby partners, their motivation and good mood have converted a "Vertigo try".



4'42

For the professionals, 11 runners from the Vertical World Circuit lived up to their reputation and made record times. Polish runner Piotr Lobodzinski reached the top in 4 minutes and 42 seconds. The new record for this race!

#runvertigo

No way around it. It was everywhere! Hashtag runvertigo also broke records by joining Twitter's French trending topics.

€668 000

raised since 2012.

464

teams participating from companies since 2012.

NO CHILDHOOD WITHOUT PLAY



Shangri-La hotel

PARIS



Access to play* and sport is a fundamental right

*Article 31 of the Convention on the Rights of the Child (UNICEF, 1989). Universal, relevant, but often under-exploited, sport and play are great tools for social change. It can be positive in many areas of human development, on the individual and collective level. With the motto “No childhood without play”, PLAY International is developing physical activity and sport games as educational tools to convey prevention and share awareness messages with children.

A gala at the Shangri-La Hotel in Paris

On November 15th, PLAY International and the Paris Shangri-La hotel hosted the annual gala in favor of education through sport programs developed by the association in France. Presented by journalist Vincent Edin, this 6th edition gathered over 250 champions, personalities and guests in the Paris Palace’s legendary lounges. In the presence of 28 high-level athletes, the goal was to collectively support to association and promote the Playdagogy program, while having an exceptional evening. At the end of the evening, more than €105,000 were raised.

A party to support the PLAY International NGO

Since 2012, PLAY International has been developing the Playdagogy program in France. This initiative is allowing teachers, extra-curricular educators and sports animators to implement educational modules on specific themes regarding community life and health. Since the launch of the program in France, over 115,000 children benefited from these educational sport sessions. The 6th edition of the gala allowed the NGO to develop its Playdagogy program for 25,000 more children.

28 athletes committed for childhood and education

This evening would not have made sense without the presence and commitment of 28 champions. In 2017, 124 national and international Olympic champions were gathered! NGO ambassadors and high-level athletes took this opportunity to collectively confirm their support of PLAY International in favor of education through sport. Sport is not just about high-performance. It is a social challenge and an educational tool.



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