



PLAY
INTERNATIONAL

GroupesOS

Annual report

2023







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A WORD FROM THE COACHES



April 2024. As we are writing this editorial, 100 days remain before the start of the Olympic then Paralympic Games of Paris 2024, a 4-week sporting competition that will bring together athletes from around the world... which is also a 4-week **Olympic Truce supposed to remind us all how sport promotes peace, dialogue and reconciliation.**

These themes have been at the heart of PLAY's programmes for 25 years now, and they are a dire necessity after 2023 saw armed conflicts aggravate, new war zones emerge and of our ability to live with one another deteriorate, with an increase in day-to-day violence and discrimination.

For yes, **sport can be a powerful lever to preserve and promote peace and reconciliation** between peoples. A living proof is our work in Kosovo for the past 25 years, in Burundi for 15 years, in Senegal, especially Casamance, for almost 5 years, and in Rwanda since 2023.

Yes, **sport is an efficient means of integration for the millions displaced** by conflict, by climate change or because of who they are. In 2023 PLAY deployed its methodology across Europe with its partners, extended its «Terrains d'Avenir» programme to stakeholders in the French sports ecosystem, and continued its advocacy on this topic, including alongside the IOC as a signatory of the Pledge: Sport for Inclusion and Protection at the World Refugee Forum organised in December 2023 by the UNHCR .

Yes, **sport must enable a stronger dialogue between all people, foster social harmony (the French «Vivre Ensemble»)**, and help all minorities and anyone, regardless of gender or disability, to feel they belong in society. Every day, we do our best to prove it - thanks to the support of Paris 2024 - by promoting

the Paralympic values (determination, equality, inspiration and courage) in all the countries where we work, as well as through our action research aimed at developing social skills among children with Autism Syndrome Disorder. Another example is our École Active programme, which aims to give girls and boys the same opportunities to engage in sports.

Yes, **sport can be a fantastic learning accelerator**, as shown by our "Teaching through movement" method, a way to ally body and mind based on our belief that the best way for children to memorise and learn is by moving their body (and having fun!).

This work takes time, and its social impact still needs to be further established and documented; we're working hard on it. It's the only way to go beyond the clichés about the alleged inherent values of sport that are so much in the air in this Olympic year. And to demonstrate that sport is a key element of social change, although underused. In 2023, we strived to be ambitious PLAYers, promoting greater physical activity as a way to understand, to support our children's education and to bring our youth back in social harmony.

In 2024, we will be uncompromising PLAYers, to ensure that in this historical year, sport is finally recognised for its true worth as a powerful lever for education, inclusion and development - in other words for the transformation of society.

Arnaud Mouro,
PLAY International Chairman and Founder
Guillemette Petit,
PLAY International Managing Director

ONCE UPON A TIME : PLAY

Launch of the Afghanistan and Bolivia projects. Partnership with the World Athletics Championship

2003

Launch of the Sri Lanka and India projects

2005

Orange Laces campaign. Exploratory mission in Burundi

2007

Launch of the Palestine projects

2009

France Pilot Project. Clubs Solidaires campaign

2011

1999

Creation of Sport Sans Frontières

2004

Launch of the Senegal projects

2006

Launch of the Kosovo projects

2008

Launch of the Burundi projects

2010

Launch of the Haiti projects

2012

Launch of the Playdagogy programme in France. 1st Gala



Launch of the Togo projects. Creation of the Vertigo Race

2013

Organisation of the first Playground.
Launch of the Sport4All project in Kosovo

2015

Launch of the Olympic Values project with Paris 2024. Opening of the Playlab

2017

PLAY International 20-year anniversary

2019

PLAY International corporate film

2021

Launch of the Rwanda project

2023

2014

Launch of the UK projects. Sport Without Borders becomes PLAY International

2016

Launch of the École Active project in France. Launch of the AMEP project in Burundi

2018

Launch of the Refugee Incubator project in Europe

2020

Launch of the Liberia projects

2022

Launch of the Comoros project

HIGHLIGHTS



31/01 End of the Kosovo project **EDI Plus** (Education, Dialogue & Involvement) aimed at strengthening inclusion in minority communities and underprivileged youth.



10/03 Launch of the **call for projects** of the 2nd phase of the Academies Programme



09-30/03 4th edition of the intercompany connected solidarity **Vertigo Challenge** on the Squadeasy app.y



16/05 **10th anniversary of the Vertigo Race** (9th edition) in Covivio's CB21 Tower in La Défense



09/05 **"Sport & Refugee" Day** at the Charléty Stadium with Ballon d'Or winner Andreï Chevtchenko

JANUARY

MARCH

MAY

FEBRUARY



04/02 Launch of the **PEPS project** in Moroni (Comores)



APRIL

01/04 Beginning of **Phase 2 of the Ejo project** in Burundi, Liberia and Senegal



24-28/04 **1st Academies Programme bootcamp** in Saly (Senegal)



JUNE

05/06 **Partnership with the Nomad Education app** to broadcast sports games



09/06 **"Sport Inclusion" day organised by Terrains d'Avenir** in Paris with President of the International Olympic Committee Thomas Bach, Paris Mayor Anne Hidalgo and Paris 2024 President Tony Estanguet





12/07 Sport4Resilience
project launch ceremony in
Pristina (Kosovo)



12/07 PLAY gets the
Qualiopi certification as a
training organisation



Launch of the **Together
Through Sport** project, to
support the integration of
Ukrainian children refugees



16-26/11 eBay auction sale
for the International Children
Rights Day



**28/11 11th PLAY
International Gala** at the
Roland-Garros stadium
(France)

JULY

SEPTEMBER

NOVEMBER

AUGUST

**Completion of the EPS
Program** for primary
schools in the Comores



OCTOBER



**20/10 Meeting between the
skipper and ambassador
Romain Attanasio
and a Year 5-6 class**
on the Jacques Vabre
Transatlantic Village in Le
Havre



DECEMBER

12-15/12 PLAY joined the
Joined Pledge for Inclusion
and Protection during the
Global Refugee Forum
in Geneva (Switzerland)



20/12 PLAY headquarters
moved in Saint-Ouen-
sur-Seine (France)



France - Olympic and Paralympic Week at Epinay-sur-Seine

ACTIVE AND INCLUSIVE EDUCATION: SCALING UP THE EJO PROJECT (“TOMORROW” IN KIRUNDI)

Africa and the Balkans

In April 2023, we launched the second phase of our Ejo project, which ran across 4 countries for a little over 3 years (2019-2023), mainly thanks to the support of the AFD (Agence Française de Développement).

In Burundi, Senegal, Liberia as well as in Côte d'Ivoire for 2025, Ejo is expanding and getting stronger with the continuing aim of helping to improve the way children are cared for in schools and out-of-school structures. To grant the most vulnerable access to quality education, we are training ever more teachers and sports instructors in the use of sports games as an innovative, high-impact methodology addressing

a wide range of educational and social issues in the target regions. The priority themes that will be developed over the next 3 years are: **strengthening basic skills (reading, writing & arithmetic), combating gender inequality and gender-based violence, and promoting social harmony**. To ensure these activities take root over the long term, the project aims to build the capacity of local informal education organisations, and to raise awareness among communities so they can embrace these issues and methodologies and, in collaboration with PLAY, bring them forward to national institutions. During the first months, 3 sports kits aimed at combating gender-based violence were co-created for lower secondary school pupils, as well as 3 sports kits aimed at strengthening maths skills for primary school pupils. Nearly 300 teachers and instructors have already been trained and almost 7,000 children have already benefited from sports games sessions.



Senegal - Sport & Development Seminar II



North Macedonia – Testing sessions with our partner TAKT

In **Kosovo, Montenegro and Northern Macedonia**, Ejo has become Sport 4 Resilience. Its purpose is to help strengthen the resilience and psychosocial skills of children and young people by **training 200 teachers and 75 members of civil society organisations and deploying the programme to nearly 21,000 children and 600 young adults by 2026**.

This project is carried out in partnership with 2 local organisations: TAKT («Together Advancing Common Trust») in Northern Macedonia, and REGSPO («Regional Sport Initiative - Playing Together») in Montenegro, both trained in our methods and in charge of rolling out the programme in their own countries.

Inclusive Sports Academies Programme in Africa

Support sports academies to strengthen their capacities and develop their expertise in gender equality and education

In 2023, PLAY International's Academies Programme expanded, welcoming 12 new academies; reaching a total of **17 supported structures in 11 different African countries**. This broadened the range of sports, which now includes skateboarding, circus arts, tennis and athletics. 2023 also saw the organisation of the 1st bootcamp at the Diambars Institute in Saly (Senegal) with the 4 academies of the pilot phase, launching the establishment of a network of players in the field of sport and development in Africa.

At the same time, a substantial technical and financial partnership with FIFA has enriched the programme, putting the focus on child protection and enabling 3 National Football Federations to join. This collaboration shows PLAY International's and FIFA's shared commitment to providing a safe and inclusive environment for young athletes. These advances reflect the continued growth and positive impact of the Academies Programme in the field of sport and youth development, in line with PLAY International's core values.

4 MAIN SUPPORT THEMES

Gender equality, Education and Work Integration, Economic Model, Child Protection

ACADEMIES

- Zip Zap Circus School Trust (South Africa, circus arts)
- Sunward Park High School (South Africa, football)
- Skateistan South Africa (South Africa, skateboard)
- Serge Betsen Academy (Cameroun and Mali, rugby)
- Fédération Djiboutienne de Football (Djibouti, football)
- Le Lycéen (Mauritius, multisport)
- Tegla Loroupe Peace Foundation (Kenya, athletics)
- Lead (Libearia, football)
- Lead (Morroco, football)
- Football Association of Malawi (Malawi, football)
- TIBU Africa (Morroco, basketball)
- Fédération de Football de la République Islamique de Mauritanie (Mauritius, football)
- Seed Academy (Senegal, basketball)
- Cayor Foot (Mauritius, football)
- Fédération Sénégalaise de Judo (Mauritius, judo)
- Academie Swallows (Togo, multisports)
- Leading Youth, Sport And Development (Togo, basketball)



1st bootcamp,
April 2023 in Saly (Senegal)



Advocacy

PLAY International, a major player of development sport

“Proving and convincing that sport is a powerful lever for development», advocating how essential sport is for the physical, mental and social development of children, and its potential as a lever for societal development, **is also one of the organisation’s key missions, which all our PLAYers embodied in 2023 with their regular and outspoken interventions.**

PLAY’s status as a major player in sport development is recognized internationally. Thomas Bach, President of the International Olympic Committee, mentioned PLAY during his speech at the **Global Refugee Summit (13-15/12)** in Lausanne, as a committed player and signatory of the Sport Pledge.



Conference on **«Sport for all : myth or reality ?»** as part of the **«Africa at the center of the game»** event organized on 10/26 by Le Monde Afrique in Ivory Coast.



Member of the expert committee of the new **Foundation for Inclusive Sport**, launched on 26/10 by the SOS Group under the aegis of the Fondation Agir Contre l'Exclusion.



In his speech on 10/23 to stakeholders in inclusion through sport at the Élysée Palace, Emmanuel Macron called for the creation of an **Alliance for Inclusion through Sport** to structure cooperation between government departments, elected representatives and civil society. Following this impetus, over 100 players, including PLAY, signed a manifesto published on 10/27, to express their shared commitment to inclusion through sport.



Partner of the **«Sport Impact Summit»** held in Dakar on 5-7/11, a founding event and the first Sport & Development summit to be held in Africa.



Biennial Diversity Conference of the Enlarged Partial Agreement on Sport (EPAS) organized on 29/11 by the Council of Europe : **«Inclusion of migrant and refugee children in and through sport».**



New beginnings

Moving to Saint-Ouen-sur-Seine

Imagine and create offices reflecting PLAY's personality; playful, sporty, practical and fun to work in: such was the challenge met brilliantly by the design team of our new premises in Saint-Ouen-sur-Seine, aimed at gathering in a single location all our French teams.

Our partners in this adventure were on the one hand Covivio, property specialist and owner of the CB21 Tower (the location of the Vertigo race), who volunteered their skills to help PLAY relocate its headquarters, and on the other the architects of Factory, our new neighbours, who understood and responded to our needs... creatively !

The main challenge was to create, within a tight budget, a space that embodied PLAY's DNA and values, while offering the best possible work and communication environment :

- a 'sporting' take on our identity for the floor and walls,
- spaces adapted to all needs and audiences (concentration, training, collaborative work)
- a cosy kitchen, which would serve as a living space conducive to sharing between staff.

Lastly, most of the previous furniture was upcycled or reused, and Factory donated furniture for the meeting areas.

The result is a friendly, light-filled space that is well-suited, optimised, welcoming and, above all, a reflection of PLAY's identity.

Bâtiment ENERGY 2

155/159 rue du Docteur Bauer

93400 SAINT-OUEN-SUR-SEINE

FRANCE

The teams from headquarters, Playlab and Mission France were not the only ones to move: the Comoros, Kosovo and Senegal missions also settled into new premises. New offices for new opportunities on the eve of PLAY's 25th anniversary.

PLAY'S IMPACT IN 2023

31 604

UNIQUE BENEFICIARIES
(children and teenagers)

44 %

of which were girls

1 552

people trained,
49,5% of which
were women

67

trainings
given

+ 50

partnerships

+20 000

sessions run

13

co-created/
adapted kits

95

sessions created/
adapted



POLAND

FRANCE

KOSOVO

ROMANIA

MONTENEGRO

NORTH MACENONIA

MOROCCO

MAURITANIA

SENEGAL

BURKINA FASO

LIBERIA

IVORY
COAST

TOGO

CAMEROON

DJIBUTI

KENYA

RWANDA

BURUNDI

COMOROS

MALAWI

MAURITIUS

SOUTH AFRICA



Missions



Countries of intervention

PLAY'S STRATEGY

PLAY International is a pioneering NGO in the field of education through sport.

It was founded in 1999, under the name Sport sans Frontières (Sport Without Borders), on a strong belief that sport is **a powerful lever for education, development, and social integration for the youth of the world**. Our ambition is to bring about a lasting change in children's behaviour, so they become enlightened citizens for the future, and to unleash the extraordinary potential of sport.



Comores - Comores – PEPS Launch event

To achieve this, we work daily with our institutional partners and in the field, to :

1. **Help include the most vulnerable.**
2. **Promote and facilitate access to sport** as a source of physical and mental well-being.
3. **Raise awareness and give young people the resources** to respond to current societal issues as well as promote social harmony.
4. **Prove and convince** that sport is a powerful lever for development.

Our approach alongside our partners



1 Developing and deploying programmes as well as innovative and active teaching methods through sports games



2 Supporting and empowering local education and sport



3 Uniting and stimulating the educational and sporting ecosystem



4 Leading social innovation through sport thanks to research and impact measurement



5 Promoting the impact of sport among decision-makers to bring about lasting change

Deployment through co-creation

One of PLAY's foundational values since its creation, and one that guides us daily, is the notion of **collaboration**. All our programmes are developed **by working closely with local conditions and issues, while relying on local institutions and allying with local civil society organisations (CSOs)**, who are involved in the co-creation of our contents, trained in them and who then become partners of their deployment everywhere we work, who cosign our official statements and opinion columns and whom we support with **an empowering approach to ensure they become fully autonomous**.



TEACHING METHODS

Building on our strengths to keep innovating

For 25 years, PLAY International has been using different forms of sports games around the world to educate, raise awareness, protect and help tomorrow's citizens to grow.

The games we create locally use different educational levers to put children at the heart of their learning :

- By reasserting **the importance of having fun on the pitch**, offering children a joyful moment of release and a calming, relaxed cognitive experience. The pleasure of playing, no longer just an end, becomes a way to improve learning and to perceive play as a possible source of education.
- By continuing to **use symbolism** to rename objects and places and redefine roles, we encourage children to picture themselves in situations mirroring facets of social life and the challenges brought to the playground, opening the space to talk about anything and everything.
- By creating **a sacred time for debate and collective discussion at the end of each session**, that allows children to express their feelings, understand the issues and risks of the situations they have been confronted with, make the connection with their daily lives and become agents of change who will refuse or fight certain situations.
- By training more and more teachers, youth workers and sports coaches in **Teaching through Movement**, which beyond a mere physical activity, is the embodiment of our conviction that the mind learns and memorises better when the body moves.



Those foundational principles have proved their worth over the past 25 years, and in 2023, PLAY International has continued to innovate and develop its «playdagogy» approaches to be as close as possible to children's needs while integrating the specificities of local contexts, and to remain true to its DNA :

- This year once again, PLAY International created **sessions mixing different sports** : football in Burundi, rugby in France, acrobatic gymnastics in Senegal, athletics in the Comoros, etc. This development has shown that our teaching approaches can use different types of physical activity to support our educational programmes, while demonstrating to our partners in the sporting ecosystem (clubs, federations, PE teachers) that sport can help bring about change and raise awareness.
- In Senegal and Liberia, **new forms of end-of-session debates** were tested with teenagers. The participants were encouraged to form groups and develop collective and shared points of view, which were then presented and discussed by designated spokespersons. With this approach, PLAY International helped youths to become conscious citizens respecting collective frameworks for dialogue, while tackling issues such as health, discrimination and gender equality. In

France - test of « gender equality » games based on rugby.



Comores – Trainers training

Kosovo, this process allowed several partners to be introduced to the fight against gender discrimination.

All our missions featured innovations designed to make sport an effective tool for social change:

In the Comoros, PLAY International helped rewrite the school PE syllabus, creating an innovative tool combining physical progression with inclusive, civic-minded training.

In France, a new educational pathway was designed, allowing children to create their own activity: through a collaborative and progressive card game, children can imagine a physical activity they will then set up out of a desire to see their project brought to life. Creating their own activities enables children to enjoy exercise more.



Senegal – Civic event Humebeul Oussouye

In Burundi and Senegal, contents were designed to help children read, write and do arithmetic better, through simple sessions based on the texts and teaching goals of the local curricula. In both countries, professionals and PLAYers worked together to support teachers with learning tools, and feedback already shows that children have progressed significantly on the target subjects.

Lastly, all these programmes and deployments involved support and training local education professionals. By analysing their practices in the field, **PLAY International enabled hundreds of professionals to improve the way they work, and in turn to better train others, implement practices and pass on their new knowledge.**

A group of people, including adults and children, are gathered in a large indoor sports hall with a blue floor and high windows. Some individuals are sitting on the floor in a circle, while others are standing. A man in a blue jacket stands prominently in the center. The scene suggests a community or educational activity.

in the field



BURUNDI

Mission created in : 2008

Number of employees : 9

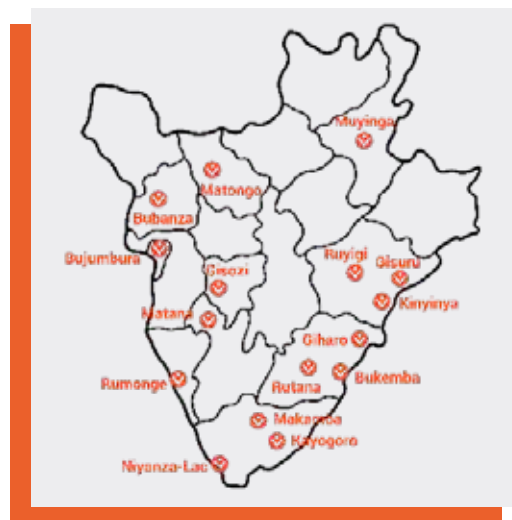
2023 was an exciting year for PLAY International's teams in Burundi.

The inclusive education and learning programmes benefited many. The Burundi mission's advocacy efforts to make sport accessible to all, and thus contribute to strengthening social cohesion, were consistently pursued with local organisations, institutions and donors.

2023 further established the Ejo project, with the second phase drawing on a large group of dynamic and empowered educators to deliver sports and educational sessions in the field.

Last year PLAY worked hand in hand with the Ministry of Education and Scientific Research (MENRS) as part of the **Twige Neza** («Let's learn well» in Kirundi) project to use games **to teach basic skills, particularly mathematics, and to raise awareness among Burundi's teenage students about the combat against gender-based violence (GBV).**

PLAY also completed the Twiyunge («Let's unite» in Kirundi) project in communities which now successfully host large numbers of returnees. The power of play and playful exchanges facilitated social cohesion and the integration of young people into schools.



Combating gender-based violence

**| Integration of repatriated communities |
Mathematics |
Psychosocial skills**



10 077 unique beneficiaries

(48% of whom were girls)

873 people trained (47% of whom were women)

18 912 sessions deployed

27 community events

22 trainings deployed in 9 provinces



Ejo (Phase 2)

Drawing on a core team of 16 trainers who work in extra-curricular activities and along with teachers in partner schools, PLAY promotes **a continuity of education and inclusion-themed activities through sport and play.**

Learning through play enabled 549 children aged 8 to 9 to test their mathematical knowledge while being physically active since the start of the 2023 school year.

The teaching content was devised and designed under the supervision of the Burundi Ministry of Education and follows the targets set by the national curriculum. Initial and ongoing training enables us to work closely with teachers, headmasters and educators to provide logistical and pedagogical support. Once a week, 8 public schools commit to set up these mathematical games, much to the delight of the children and teachers. Learning through play is also a way of tackling GBV and 816 teenagers are being taught about this issue. In addition to deploying these contents in schools, PLAY provides regular support for young people in Bujumbura through a network of educators trained and supported by PLAY. This deployment is being done in close collaboration with local organisations, who are then empowered to work independently with their communities.



Twige Neza +

Considered a priority by the Burundian government, **the fight against school dropout and early pregnancies linked to gender-based violence** has been deployed nationally and institutionalised through the training of Aunties and Fathers. The Aunties and Fathers are teachers chosen by the pupils whose responsibility is to listen, identify and report instances of vulnerability/violence experienced by the children.

Working closely with members of the Ministry of Education and Scientific Research, educational content was developed and offered to Aunties and Fathers, as well as to PLAY's youth workers.

These games enabled 472 Aunties and Fathers, 4 provincial education officials from 4 of the country's provinces and youth workers to lift some taboos and discuss everyday issues with the youths.

Several vulnerability situations were identified thanks to these games and passed on to the local authorities and the 23 members of the family development centres, who were also trained as part of the programme.

The educators and teachers were given sports equipment and a manual listing the teaching content and theoretical approaches to active listening, the combat against GBV, etc., to ensure the programme would continue its course in the future.



«Since the start of the programme with PLAY, the dropout rate in my school has decreased: before, we had huge dropout figures but now the rate has fallen and this year, 21 pupils returned to school and were reintegrated into a class.»

Alexis

Kayogoro School Headmaster

COMOROS

Mission created in : 2022

Number of employees : 4

The PEPS, Projet d'appui à l'Éducation Physique et Sportive (Physical Education Support Project), which purpose is to **promote long-term access for all Comorian children to inclusive physical and sports activities**, reached important milestones in 2023.

The year was notable for :

- the **PEPS launch ceremony** at the Malouzini Stadium in Moroni, attended by representatives of the French Embassy, the Ministry of Education, Scientific Research, Training and Professional Integration, the Ministry of Youth, Work, Training and Professional Integration, Sport, the Arts and Culture, many sports and education stakeholders, and 80 primary and secondary school pupils who came to enjoy sporting and educational activities.
- an **in-depth analysis of Physical Education (PE) in primary schools** : around a hundred interviews were conducted with school, sports and community stakeholders on the 3 islands.
- the **updating of the reference framework for teaching sport** in schools.
- the **co-creation of primary school PE modules** in collaboration with the French Ministry of Education (MEN) and the Institut de Formation des Enseignants et de la Recherche en Education (IFERE), which set the motor goals and skills to be acquired each school year.
- the creation and ordering of **educational sports kits**.

At the same time, an initial training session for trainers was held on the island of Grande Comore. 45 participants attended, laying the foundations for the future PE training for Comorian teachers from 2024 onwards. Meanwhile, based on a bibliographical, technical and empirical study, the PLAY International team set about producing the curriculum and teacher's manual, which is now officially regarded as the reference document for primary schools in educational sport.



Promoting Physical Education | Health & Well-being | Inclusion | Reducing inequalities | Gender equality

339 primary schools listed for a total of 81,000 to 130,000 children

45 teaching inspectors and **5** trainers (10% women) received a trainer training

5 Playdagogy sessions deployed

1 teaching method manual created for primary school teachers

1 teacher curriculum created

En partenariat avec





Comores – PEPS Launching ceremony at the Malouzi Stadium in Moroni



PEPS : Projet d'appui à l'Éducation Physique et Sportive (Physical Education Support Project)

PEPS Comoros, which will run for three years, is part of the **French government's France-Comoros Development Plan (PDFC)** and aims at **improving learning conditions in primary and secondary schools by promoting physical education** throughout the country. The project will use sport as a teaching tool to favour physical and mental health, improve school performance, prevent school drop-out, foster social inclusion and promote gender equality; the coming sports programmes will also include psychosocial skills development. This project is based on a strong partnership strategy with sustained engagement of government, educational, and sports stakeholders in the Comoros, who will be consistently supported, equipped, and empowered throughout the project.



Zahaithou Halidi

Year 2 Teacher at the Coulée school

«PLAY International is very important in the Comoros. Comoros is a country like any other. At the beginning we didn't have any sporting equipment, we didn't know what to do, but since PLAY joined our team, we've designed the curriculum together. We now have an idea of what we should be doing in sport.

Sport is very important for us girls because it is key to our health. I feel much healthier now that I practice sports.

I'm extremely proud and delighted that now we can say that sports can be practised without any problems in the Comoros.»

FRANCE

Mission created in : 2012

Number of employees : 5

2023 featured the development of relationships with local field stakeholders and collaborative innovations to meet the new challenges faced by professionals and our partners.

As part of our **École Active** («Active School») initiative, 90 teachers from 11 schools were trained to help 2,400 children and carry out educational projects on the key issues of gender equality and school atmosphere. PLAY also supported the training and deployment of mediators in secondary schools in Seine-et-Marne, who worked with more than 1,000 pupils.

To develop **social harmony** and strengthen our actions aligned with urban policy, we trained 100 educators to reach 3,000 children. Our chosen partners include the Azimut et Advance prevention clubs in Mons-en-Baroeul and Villeneuve-d'Ascq, which use our content to re-engage children in priority urban neighbourhoods. Now young people and their educators are deploying Playdagogy in schools !

Inclusion is also at the heart of our projects. Two projects in Epinay-sur-Seine and Sarcelles (mostly within the ULIS schemes) were born thanks to our content dedicated to **the inclusion of children with disabilities**. What is more, the ongoing Terrains d'Avenir ("Fields of the Future «) programme, by helping 2,150 displaced persons, has shown how sport can be lever for re-engagement and inclusion.

Lastly, our long-standing partnership with Paris 2024 continues to grow in the run-up to the Olympic and Paralympic Games, driving us to innovate even further :

- by making children the co-designers of the future educational games we will deploy,
- by assisting sports clubs in setting up educational initiatives in schools and priority neighbourhoods



**Social inclusion |
Academic success
| Social harmony |
Disabilities | Health**

7 200 unique beneficiaries (42% of whom were girls)

330 people trained (65% of whom were women)

367 sessions organised

2,65/3 rating of training and content

31 operational partners



And the Agence Régionale de Santé IDF, Caisse des Allocations Familiales 13, Comité interministériel de prévention de la délinquance et de la radicalisation, Enedis, Fondation de France, Ville de Gravelines, Moneytime, Ville de Paris, Ville de Thiez



Inclusive play area

In line with its École Active programme and its commitment to supporting schoolteachers, PLAY launched a pilot project in partnership with the Alice Milliat Foundation **to promote gender diversity in playgrounds.**

How is PLAY doing this? By developing a new teaching method that enrolls children and their teachers in the design of the solution, and by helping them to create a game involving everyone on the playground! This innovative project was carried out in 3 pilot schools in 2023 and includes 3 phases :

- an assessment of how playground space is used ;
- workshops to raise awareness of gender stereotypes and the role of women in sporting activities ;
- and finally, the workshops where the children create the game.

The goal is to draw up an educational kit that can later be distributed widely so teachers can run this process on their own.



Rugby and social harmony in the north suburbs of Marseille

PLAY and Point Sud, a nonprofit working in Marseille's priority neighbourhoods, were contacted by the Rugby Club de Marseille (RCM), which wanted to develop its educational initiatives, especially around the themes of **gender equality and the inclusion of girls.**

The purpose of the project, which won the Impact 2024 award, is to design and roll out an awareness programme around these issues by adapting PLAY's existing material to the local context and to a rugby game set-up. Thanks to the cooperation and synergy between the three stakeholders, more than 260 children were reached in 4 months through activities organised in front of apartment buildings and in schools of priority neighbourhoods. This is exactly the kind of project that enables PLAY to demonstrate both its ability to support stakeholders of the sporting ecosystem in deploying locally impactful solutions, and the relevance of its deeply cooperative approach, where players from very different backgrounds manage to work together. Given the positive initial results, this project will continue in 2024 with two new partners and new schools and will develop a new theme: the inclusion of children with disabilities.



«As a teacher involved in the project between SAJE 20 and PLAY International, I'm very pleased to see the positive impact our collaboration has had on the youths I supervise. The workshops enabled the creative management of emotions, through sports and educational games. The youths were invited to explore their emotions, create their own educational sports games and play them with 200 young people from the 20th arrondissement, thereby boosting their self-esteem. This project has fostered in them a better understanding of self and others, and their active participation demonstrates a potential for lasting change.»

Thibault Escrieu

Sports educator at the Joséphine Baker Educational Day Service, Paris 20th arrondissement (SAJE 20)

KOSOVO

Mission created in : 1999

Number of employees : 14

In 2023, PLAY continued to deploy its programmes in the formal and non-formal sectors. It successfully completed the last session of teacher training of Ejo project, which goal was thus achieved.

Two new projects were launched simultaneously. First, a one-year project (August 2022 - October 2023) called **Ferizaj to Gravelines - Inclusion and Coexistence through Sport** involves training educators in our «All players, all friends» contents, aimed at including disabled children in sports sessions. At the same time, PLAY recruited six young people aged between 18 and 25 from the town of Ferizaj, offering them a French language course thanks to the French Embassy and the Pristina Alliance Française, and the opportunity to work with their counterparts in Gravelines during Olympic Day in June.

Second, PLAY launched the **Sport4Resilience** project, which took over from Ejo, emphasising how sport participates in the promotion of resilience. In partnership with two local organisations, TAKT and REGSPO, the programme will be deployed in Kosovo, as well as in Northern Macedonia and Montenegro, thanks to the French Development Agency and the European Union. Throughout the year, we actively participated in various celebrations with these partners, including events to mark the International Day of Sport for Development and Peace, Olympic Day, several job fairs and our certification ceremonies.



Reconciliation | Intégration des enfants handicapés | Academic success | Intercultural cooperation

1 807 children and young people
unique beneficiaries (50,70% of whom
were girls)

31 272 children participated (49%
of whom were girls)

73 people trained (97% of whom were
women)

721 activities organized by people
trained

135 certified people (64% of whom
were women)

En partenariat
avec



La délégation pour l'action
extérieure des collectivités
territoriales (DAECT)





From Ferizaj to Gravelines - Inclusion and Coexistence through Sport

This project is the result of a collaboration between the local authorities of Gravelines in France and of Ferizaj in Kosovo. This decentralised cooperation, carried out with PLAY's support, aims to effectively promote **sport as a means of integration and educational tool to raise awareness among children**, teachers and communities on the importance of letting disabled children participate in school and out-of-school activities with other children.

6 young adults from Ferizaj were trained by PLAY to run sports and educational sessions for over 250 children in their community. After taking French lessons, they travelled to Gravelines to run sports games sessions in a reception and education centre for children with disabilities, which enabled young people from both countries to exchange best practice.

In Gravelines, PLAY also took part in the town's "Copains du Monde Village" (World Mates Village), holding educational sessions for nearly 100 children on the theme of combating discrimination and raising awareness on the importance of international cooperation and friendship.



Ejo

In 2023, the PLAY team completed the Ejo project, which deployment started in 2019. In this final stretch, the teams primarily trained the last batch of teachers in the content of the programme, thus **ensuring a legacy of educational empowerment**. Subsequently, PLAY's dedicated trainers visited the remaining batches of teachers, guiding them thoroughly and carefully through the implementation activities. As a result, three batches of teachers were certified in 2023.

At the same time, two other batches, who had undergone training as part of the «All players, all friends» initiative, received their certification. Building on the recommendations and needs identified in the project, PLAY has gotten involved in another large-scale project that will run in Kosovo from 2023 to 2026: Sport 4 Resilience, thereby demonstrating its commitment to transformative initiatives that have a positive impact on communities.



Shpëtim Ramadani

Volunteer (Ejo and From Ferizaj to Gravelines)

« As a PLAY International volunteer, I was lucky enough to take part in two transformative projects. Within the Ejo initiative, I not only learned about sport and teaching methods, but also gained an insight into children's rights and protection mechanisms. This experience highlighted how crucial sport is in promoting inclusion within communities. Subsequently, my participation in the De Ferizaj à Gravelines project, supported by several institutions, provided me with invaluable opportunities for cultural interaction. From French immersion classes to the implementation of socio-sporting activities in Kosovo and France, this programme enabled me to deepen my understanding of intercultural dynamics while highlighting the power of sport to bridge divides. These projects not only allowed me to contribute to important causes but have also greatly enriched my personal and professional growth. »

LIBERIA

Project created in : 2019

Number of employees : 0

In 2023, Mercy Corps and PLAY completed the first 3-year phase of the Ejo project and officially launched phase 2 in April. Following a positive impact assessment, the teams immediately began co-creating the first contents that will be rolled out in the formal and informal education sector over the next 3 years. In just a few months, an assessment of the gender equality and social inclusion context (GESI) in Liberia was carried out, resulting in the co-creation of a kit aimed at **combating gender-based violence** for secondary school pupils, with the collaboration of 15 education professionals and gender experts.

50 secondary school teachers were trained in these games and subsequently used them with around a hundred children.

For primary schools, a teaching kit aimed at **reinforcing maths skills** was co-created. The sessions were tested, 45 schools were identified in the Grand Bassa and Rivercess counties and the first training sessions will take place in early 2024.

Lastly, Mercy Corps also continued to build the capacity of four Liberian civil society organisations (CSOs), which will soon be key players in the deployment of out-of-school activities.



**Access to quality
inclusive education |
Basic skills (reading-
writing- arithmetic) |
Psychosocial skills**



65 people trained (of whom 25% were women)

11 sessions co-created, including 5 on the fight against gender-based violence and 6 to strengthen maths skills

45 elementary schools and **50** secondary schools identified for

* Mercy Corps is PLAY's operational partner in the implementation of the Ejo inclusive education programme in Liberia. Mercy Corps' priority themes are reflected in its flagship LEARN programme (Liberia Empowerment through Attendance, Reading and Nutrition), which aims to improve literacy, health and eating habits among school-age children, and raise awareness about gender norms and sexual and gender-based violence.



Yiwah, 12 ans
Ejo project beneficiary

Yiwah started school at 7, making her one of the oldest children in the nursery. Other children, and even the teachers and carers, used to tease her about her age.

«Since they were making fun of me, I only focused on my lessons. Because I was doing well at school, I became class president several times. The game «Skool's Cool» is therefore one of my favourites because it reminds us that a resolute spirit can overcome any challenge. Today, thanks to my self-esteem, I can express myself freely in this conversation. Since I started taking part in the post-session debates, I've been feeling that my opinions matter. This is all thanks to the games of the Ejo programme. For instance, in the 'Road to Success' game, you can be challenged to get your skills, but you must work hard so that they don't label you, because you'll be eliminated from the game if you're labelled. It's the same in real life, success doesn't come so easily.»

RWANDA

Project created in : 2023 Number of employees : 1

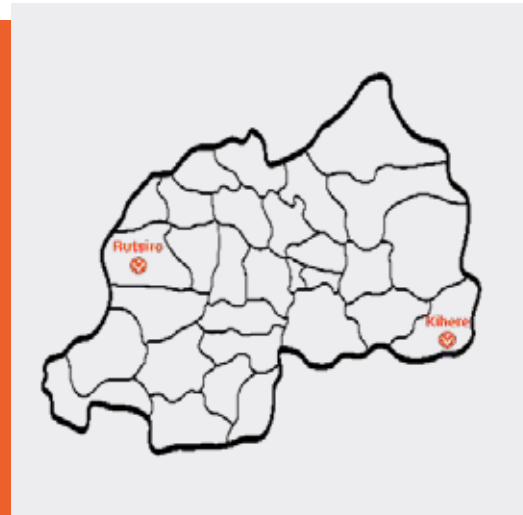
In 2023, PLAY opened a new mission in Rwanda. After its arrival in May, PLAY helped **implement the REKA («stop» in Kinyarwanda)** project run by Humanity & Inclusion Rwanda to **combat violence against children based on age, gender or disability**.

PLAY's role in this project was central: first it adapted games to raise awareness on this sensitive issue among Rwandan children and youth, then it trained future trainers and lastly, it trained teachers to coordinate prevention and child protection school clubs. Last year, PLAY trained 3 teachers in each of seven partner schools, for a total of 21, in games and playful educational sessions to prevent violence against children. These sessions were deployed with the help of local partners: Humanity & Inclusion Rwanda and Caritas Rwanda. In November the children were also involved in 16 days of activism against gender-based violence.

Thanks to PLAY's tools, the girls and boys involved in the clubs learn about their rights, discover the different types of violence, get to know the available services and contribute to awareness-raising and prevention efforts against violence in their community, school or home.

PLAY's ambition is now to strengthen its partnership with HI, which also operates in Senegal, and from 2024 onwards to develop new programmes in Rwanda so it becomes, like in other part of the world, a major player in education through sport.

PLAY is still in the process of being registered as a non-governmental organisation in Rwanda.



Violence based on age, genre or disability

210 children unique beneficiaries

(of whom 50% were girls)

55 people trained (of whom 40% were women)

2 elementary teaching kits created

10 sessions adapted





Humanity & Inclusion (formerly Handicap International)

In Rwanda, HI implements inclusive education projects to provide schooling for all children and facilitates access to care for vulnerable people and people with disabilities.

In the Rwandan refugee camps, HI provides vulnerable people, particularly those with mental health issues and rehabilitation needs, with access to care and protection. By improving access to technical assistance, such as wheelchairs or walking sticks, as well as psychosocial support, the organisation helps to eliminate existing inequalities and barriers and to make disadvantaged people's daily lives easier.

HI also works with children, particularly those with disabilities, on several inclusive education projects. It collaborates with national authorities to **guarantee access to education for all, by training teachers and making buildings accessible to disabled children**. In addition, it creates textbooks and provides teaching materials adapted to different needs, such as Braille textbooks. HI also organises awareness-raising sessions for local stakeholders and communities, and promotes the sharing of best practice, especially in working groups.

To **combat sexual and gender-based violence**, HI carries out awareness and advocacy actions in communities. It assists survivors of sexual and gender-based violence, for example through art therapy sessions, and trains the medical, psychosocial and legal professionals around them so they can provide adequate support. It also organises awareness campaigns, especially in schools, and strives to break down the barriers that prevent women and children victims of violence from accessing appropriate services. HI also works with men, particularly community leaders, to raise awareness and prevent violence.



«At the training of trainers course, we learn, and we play. Through playful activities, we learn how to prevent violence, and above all, we learn how children can actively protect themselves. And we position ourselves at the child's level, which is very important to teach. At school, I set up the Circle of Protection game. This game awakens children's minds and helps them to develop their ability to feel concerned and empathetic towards victims of violence».

Pacifique

Inclusion specialist at Humanity & Inclusion

SENEGAL

Mission created in : 2019

Number of employees : 13

In 2023, PLAY International Senegal strengthened its operational capacity by recruiting 7 new team members.

The **Ejo** project continued to promote sport among children aged 6 to 15 in the regions of Ziguinchor, Dakar, Louga and Saint-Louis. PLAY stepped up its efforts with the co-creation of locally adapted teaching content and the organisation of trainings for teachers and youth workers. From November, Ejo's increased its impact in the protection of children's rights with the help of the European Union.

At the same time, the **Academies Programme** made substantial progress, setting itself the target of developing 30 inclusive sports academies across Africa. In collaboration with Diambars and FIFA, PLAY continued with the assessment, call for projects and bootcamp phases, with a particular focus on gender and education. The academies involved in this project are based in 11 different African countries.

The **Grâce au sport, je m'épanouis** (Sports to bloom) project continued to promote sport as an educational and inclusive tool in Senegalese public secondary schools. This went beyond mere sports practice, using sport as a vector for developing skills and raising awareness of major societal issues, especially school violence.

Lastly, the project **Jeunes engagés pour la cohésion sociale en Casamance** (Youth for social cohesion in Casamance) has been instrumental in strengthening social cohesion in long-deserted villages of Casamance by using cross-community dialogue through sports initiatives and community events.



Education & Inclusion | Gender equality | Child protection

14 931 children unique beneficiaries
(42% of whom were girls)

178 people trained (37% of whom were women)

4 kits co-created and deployed:

Arithmetic, CSP 1 (psychosocial skills) and community living

8 events (including 2 Sport & Development event, 1 civic life event and 1 bootcamp) gathered stakeholders from sport organisations: NGOs, nonprofits, sports clubs and academies.





Grâce au sport, je m'épanouis (Sports to bloom)

This project uses sport as a medium to develop skills and raise awareness of societal issues, with a teaching programme based on Playdagogy, a unique PLAY approach. It is being rolled out in 9 public secondary schools in the Kaolack, Thiès and Dakar regions, with goal of creating an inclusive educational environment. Of the 25 teachers identified during the assessment phase, 21 have been successfully trained. The project includes **3 special co-created kits:**

Prevention of Violence Promotion of Cooperation (PVPC), Community Life, and Health and Wellbeing.

These kits have been developed in collaboration with the Ministry of Education, inspectors (the Inspection d'Académie and the Inspection générale de l'Éducation et de la Formation) and trainers from the Centre régional de Formation des Personnels de l'Éducation (CRFPE).

In 2023, two of these kits were successfully passed on to teachers and members of the Ministry. On average, each trained PE teacher runs at least one session a month with PLAY's support.

This project promotes sport as an educational pillar, fostering a rewarding physical education for Senegal's youth, in line with the government's call for a revival of sport in schools.



PLAY x Jógjĕf: sporting games for entrepreneurship

PLAY and Jógjĕf (PULSE's office in Senegal), two SOS Group entities operating in Casamance, wanted to work together. Their goal was to include sports games in **support programmes intended for young people and women carrying out projects with a social and environmental impact.**

The two teams collaborated to strengthen Jógjĕf's teaching methods and offer both new processes adapted to their targets. During a series of workshops, a kit of 6 sessions was co-created: 2 sessions to be used during the awareness-raising phase in Casamance's local communities, and 4 others to be used during the following conception phase, during which young people receive support. These games were tested with participants aged between 16 and 21. The future goal is to improve the awareness games for better impact. As sports games seem to be an effective way to attract young people, Jógjĕf wants to broaden its action by supporting more and more youths from local communities.



«I confess that we had many questions and doubts within the department when the project started, because we didn't know what it actually involved. However, after taking a first training course, I can now say that all my uncertainties have been cleared up. I will fully support the PLAY project within the Department, because the programme «Grâce au sport je m'épanouis!» is very timely. Physical education today needs a new momentum, and this project brings a new teaching approach that fits perfectly the practice of sport in schools. This project must be rolled out throughout Senegal.»

Benoit Faye

Sports and Youth Activities Division – National Education Department

Social Innovation

PLAYLAB 



PLAYLAB

Mission created in : 2017

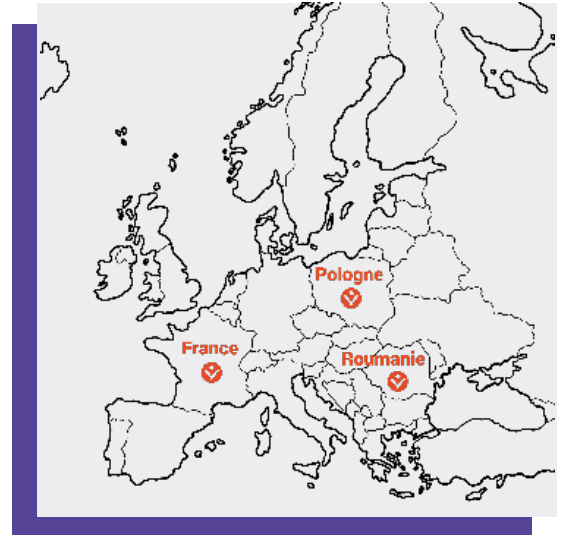
Number of employees : 5

Playlab, PLAY International's Social Innovation hub created in 2017, is a place for research, sharing, co-creation, learning and incubation that constantly aims to rethink PLAY's operating model, to provide practical, innovative solutions to the challenges surrounding education, social harmony and health. It backs our missions in the field, ensuring that PLAY is always one step ahead.

Major progress was made in the two **Action Research** programmes carried out in partnership with the University of Rennes 2: the first one, aimed at evaluating and assessing the socio-educational impact of the Ejo project for education through sport, was completed, and the content created as part of the one about **Sport & Autism**, devoted to promoting social inclusion for children with autism spectrum disorders (ASD) through sporting games, was tested and analysed. These contents are now ready to be deployed among the professionals and teachers who work everyday with special needs kids.

Playlab also kept up its efforts to promote the inclusion of exiled people, with the launch of **Together Through Sport**, aimed at helping professionals to include Ukrainian refugee children through sport. It continued its advocacy actions by participating in several work groups, in particular alongside the Sport for Refugees Coalition for the Sport Pledge presented at the UNHCR World Refugee Forum, by co-organising a one-day discussion on the inclusion of refugees at the CNOSF, and by raising awareness among members of the Council of Europe.

Lastly, 2023 saw an acceleration in the development of **basic skills (reading, writing & arithmetic) learning** contents, the creation of new sports games on mathematics in partnership with the nonprofit Plaisir Maths, and the launch of the reading and writing learning programme.



Autism | Refugees | Basic skills | Action Research

278 children participated in the first experiment of the co-created Arithmetic sessions

19 teachers participated in setting-up the games during the Arithmetic experiment

13 sessions were co-created to facilitate the inclusion of autistic children

6 months field experiment of autism themed sessions

2 countries involved in the inclusion of Ukrainian children: Poland and Romania





Ejo Action Research

This year the Ejo action research project led by doctoral student Eléa Chiron was completed. its purpose was to analyse the socio-educational impact of PLAY International's education through sport programme in Kosovo, Senegal, Burundi and Liberia, which involved more than 50,000 children.

Action research is a collaborative method involving field workers and researchers, that can analyse an entire project, from initial context to impact.

PLAY International, in partnership with the VIPS2 laboratory of Rennes 2 the University, carried out this action research to study the impact of the programme on children's socialisation and local teaching practices and its structural effects on various levels. Nearly 70 people were interviewed.

This project proved the effectiveness of PLAY's co-created games. It showed that the socio-educational sessions contributed to increased awareness and better understanding among children of the importance of schooling, team spirit, how to relate to others and accept differences, etc.



Together Through Sport

Since the war broke out in Ukraine, many families have fled to neighbouring countries, including Poland and Romania.

The V4Sport Foundation, the Sport for All Suceava organisation (AJSPT) and PLAY International have joined forces to promote the integration of such refugees.

The Together Through Sport project was born, aimed at **helping education as well as sport coaches to integrate refugee children through sport.**

Its goal is to make sporting games a vector of integration, and by strengthening the skills of teachers and coaches, give all children, both local and exiled, the opportunity to play, build relationships and have fun moving their body.

At the end of 2023, the Playlab teams travelled to Romania to carry out a field study and observe the social integration challenges faced by Ukrainian refugees.

Our teams were able to offer several pre-selected sports games, adapting them to best meet local needs by taking in reality on the ground and discussing with our partners.



« I really enjoyed doing activity sessions with autistic children. I liked the circuits, doing return trips in sidesteps, walking in reverse, walking forwards, hopping along. To help the autistic children understand, we'd show them, and we'd also use the gestures shown by the adult, like sign language. That's how we communicated with them, and now I know lots of gestures for autistic children. I created a lot of bonds, and I feel sad leaving. I've grown very fond of them, and they've become like friends. I'd love to be able to continue playing games and sports with them. I'd also like to meet other autistic children to see how different they are, because they're not all the same. »

Amandine, 10 ans

Neurotypical Child who participated in the Sport&Autism project

« VICTORY BELONGS TO THE

BNP PARIB

A collective effort



EVENTS



Sport & Refugees Day



To mark **Europe Day** on Tuesday 9 May, over 200 people gathered at the CNOSF and the Charléty Stadium to attend a Sport and Refugees Day. The event was organised by the Think tank Sport et Citoyenneté (Sport & Citizenship), the student organisation ANESTAPS and PLAY. More than 90 young people aged between 16 and 30 took part in a serious game teaching them how to better welcome foreign people and the role that civil society, sport, culture and education stakeholders can play in facilitating the inclusion of refugees. At the same time, a solidarity football tournament was kicked off by international footballer **Gaetane**

Thiney. Eight teams of 10 players, made up of refugees, asylum seekers, members of parliament and employees of nonprofits and companies, competed against each other. The cup was presented to the winning team by **Andrei Chevtchenko**, a **Ballon d'Or** winner and **Ukrainian international player extremely committed to the inclusion of Ukrainian refugees**, and by **Laurence Boone**, the **French Secretary of State for Europe**. The two VIPs also held a press conference about the situation of refugees, especially from Ukraine.

Inclusion Sports, a legacy of JOP 2024

On Friday 9 June, the Jules Ladoumègue Stadium in Paris hosted a sports day aimed at **promoting the inclusion of displaced youth** from the Île-de-France region. More than 150 people took part in a series of introductory sports sessions, a workshop and a round-table debate. The attending 156 youths, mainly from Terrains d'Avenir's partner welcome centres, practised several inclusive sporting activities. The consortium demonstrated how it turned sports into a genuine means of inclusion and personal development for displaced people. **PLAY led its sports and cooperative games, which help the development of psychosocial skills (communication, cooperation, critical thinking and the expression of needs) among displaced youths.**

The day was also attended by a delegation from the International Olympic Committee (IOC), including its President **Thomas Bach**, Mayor of Paris **Anne Hidalgo**, and representatives of Paris 2024, including its President **Tony Estanguet**.





The Vertigo Race

2023 was the 10th anniversary of the Vertigo race! To celebrate this, the 977-step, 42-storey race returned to the CB21 Tower on 16 May. In total, **over €90,000 was raised for PLAY** by more than 500 participants, including around a hundred individual runners and 110 corporate teams.

We thank the participating companies : 5 Degrés, BRS, Business Immo, Cegos, Collège de Paris, Covivio, Coyote, Dynagile Consulting, EGG, EISAI, Foyer le Cottage, Fondation d'Entreprise Optimind, Groupe SOS, Les Vergers de Gally, INSEEC, LPA CGR, MMSport, Nomad Education, Paris La Défense, Primonial REIM France, SATEC, Siemens, SK FP, Squadeasy, Sopra HR Software, Sporsora, Suez, Terrell Group, Trinseo.

We thank our ambassadors : Aladji Ba, Amélie Goudjo, Gauthier Klauss, David Larose, Cyril Moré, Emmeline Ndongue, Matthieu Péch .

Gala

PLAY had the honour of holding its annual Gala in November 2023 at the legendary **Roland-Garros Stadium**. To celebrate Giving Tuesday, more than 150 partners and ambassadors came together for this **«Chic in Sneakers»** evening, stepping on the clay of the famed Phillipe Chatrier Centre Court.

The evening featured testimonials from the PLAY teams, our co-founding Chairman Arnaud Mourot, and our Managing Director Guillemette Petit, as well as from our partners :

- **Gilles Moretton**, President of the French Tennis Federation ;
- **R my Rioux**, General Director of AFD (Agence Fran aise de D veloppement), C line Zigaul, Head of FIFA's Africa Development Programme and Serge Betsen, founder of the Cameroon-based Serge Betsen Academy.

The traditional solidarity raffle featured several prizes, including tickets for the semi-finals of the French Open and a «Wild Kong» sculpture by Richard Orlinski.

We thank R my Revechon, beIN SPORTS journalist, for being our host for this event, and the athletes and ambassadors who attended : Arnaud Assoumani, Denis Aug , Aladji Ba, Cyril Benzaquen, Serge Betsen, Yannick Borel, Siriba Demb l , G vrise Emane, Laurence Fischer, Florian Grengbo, Astrid Guyart, Shannon Izar, Gauthier Klauss, Laurisa Landre, David Larose, Enzo Lefort, Mathurin Mador , Pascal Martinot-Lagarde, Cyril Mor , Emmeline Ndongue, G r ldine Yema Robert, Camille Serme.

And we thank the French Tennis Federation and the participating companies : EGG, Fondation Schneider Electric, Impact Tank, Keneo, Moneytime, Nomad Education, On Location.

eBay auction

From 16 to 26 November, PLAY once again teamed up with eBay for the second edition of our **charity auction** to mark International Children's Rights Day on 20 November.

Victor Wembanyama, Sandrine Gruda, S bastien Ogier, Charles Ollivon, Marine Johann s, Eug nie Le Sommer and many others came together to offer unique sports items for sale (jerseys, balls, gloves, etc.) ! **Over 70 items were sold and €16,000 was raised** to help PLAY International continue developing sports-based programmes around the world !



COMMITTED PARTNERS



Rencontre avec les élèves de l'école élémentaire Valmy II au Havre en visite sur le bateau de Romain Attanasio.

Romain Attanasio, Vendée Globe skipper

In 2023, Romain Attanasio, professional skipper of the IMOCA Fortinet-Best Western, which will be lining up for the Vendée Globe race in November 2024, chose to support PLAY. Born into a family of accomplished skiers in the Hautes-Alpes region of France, Romain Attanasio's destiny as a skipper was far from being preordained. However, thanks to his determination, he made his dreams come true and now makes a living off his passion. As a child, he was dreaming as he watched skippers set sail, and as a man, he ran the Vendée Globe twice, in 2016 and 2020.

His involvement alongside PLAY is all about **sharing his experience with young people so they can discover their passion and let go of their preconceived ideas about who they can become.** With Romain, PLAY is breaking new ground in awareness-raising among young people. They plan to build together a programme that will include among other things the creation of a teaching kit, visits to the IMOCA, and sporting challenges.

«I'm delighted and proud to become a PLAY International ambassador. With PLAY, I want to send vulnerable youth a message of trust: believe in your dreams, always, and never give up on a project that is dear to your heart.»

With Romain Attanasio, PLAY is also sailing out to sea: the IMOCA Open 60 will display its logo on the mast (free partnership).

The Nomad Education app gives easier access to PLAY's teaching contents in Africa

With the advent of the smartphone, PLAY needed to digitise its teaching materials for easier access. Thanks to the Nomad Education app, youth workers and teachers trained in Burundi, Liberia and Senegal by Ejo now have offline access to all PLAY's sessions and sports games in their locally adapted versions. With a few clicks in the PLAY space, they can find a range of awareness themes for children aged 6 to 15, such as :

- Preventing violence and promoting cooperation
- Cooperative games
- Olympic values
- Positive life skills

Nomad Education's mission, like PLAY's, is to grant access to quality education to all children throughout the world. This joint project was thus a natural fit for the two organisations.

NOMAD
EDUCATION



Sporty and generous people

Their names are Louis, Delphine, Martin, Jean, Antoine, Sandra, Loïc, Emmanuel, Nicolai and Gwenaëlle, and this year they've decided to take on some crazy sporting challenges: the Paris Marathon, the Vertigo race, cycling from Paris to Lyon and a raid in Lapland. What do they have in common? **Each one chose to collect donations for PLAY during their challenges.**



1. For his participation in the Vertigo race, Martin, a Suez employee, raised 1,535€ in just a few days by rallying his friends and family.
2. Under the name A World of Sports, Loïc and Louis, two friends with a passion for sport, cycled the opening leg of the very first Tour de France, 467 km from Paris to Lyon. They raised 957€.
3. Delphine and Gwenaëlle, two long-standing friends, chose to support PLAY through their participation in Destination Laponie by Défi d'Elles, the first mixed-sex polar raid. They raised 920€.
4. 6 employees raised €1,529 when they took part in the Paris Marathon.
5. Jean, a young first-year student, took on two challenges in one week: the Monte-Cristo challenge in Marseille (6km swim in the open sea) and the Paris Adidas 10km race.

As they say, small streams make big rivers. « No step is too small to support a great cause ».

Socio- and Eco-friendly companies



Moneytime is an agency created in 2022 specialising in sport and entertainment with a planet-centric focus. Since sport now helps shed light on and address the challenges of our time, Moneytime uses its expertise in sponsorship, strategy, content creation, social media and activations, to assist the communication departments of corporations (EDF, Le Slip Français, Electrolux, Optic 2000, etc.). **The agency, conscious of the social impact of sport and eager to support young people, has decided to donate 1% of its annual profits to PLAY International.**

Pur Panache sportswear combines eco-friendly ethics with sheer elegance. It was founded in 2023 by an engineer with a passion for sport and determined to create a brand embodying solidarity, elegance and victory with panache. Nestled in the heart of the Bordeaux region, this multi-sport clothing brand caters for all those who love golf, tennis / padel / badminton, running, fitness / yoga, hiking and much more, offering effective sportswear designed to suit all sporting adventures. Proposer des tenues de sport efficaces, conçues pour s'adapter à toutes les aventures sportives. L'engagement de Pur Panache est d'offrir une mode sportive durable pour toutes les escapades en plein air en ayant un impact social en France.

Pur Panache's commitment is to offer sustainable sportswear for all outdoor escapades while making a social impact in France. 5% of its annual sales are donated to PLAY International.





A COMMITTED AMBASSADOR: EMMELINE NDONGUE

(BASKETBALL OLYMPIC RUNNER-UP AND MEMBER OF THE
PARIS 2024 ORGANISING TEAM)



When and how did you meet PLAY International ? And why did you choose to support it ?

I met PLAY International after the end of my career in 2014. I was first introduced to the programme and then invited to my first PLAY Gala in 2014. I chose to get involved as an athlete, simply because education through sport and PLAY's programmes resonated with me. I wanted to be part of it and join the adventure.

What project(s) have you been involved in? Can you tell us about what you did ?

I've been to Kosovo and Haiti. I also went to Mayotte, and then I simply stayed in mainland France, visiting schools in Paris. As part of this programme, I supported teachers in setting up Playdagogy. I also participated myself, setting up several sequences, and I did the same in Lima, Peru.

It's just a great opportunity to go out into the field, participate, get involved, see how things are done, experience them, and come home with a living memory of special moments, which gives you a better understanding of the issues, of PLAY'S methods and most importantly of how they impact children's lives and growth.

How is sport a genuine tool for education and inclusion ?

Sport goes beyond a mere practice; it's about playing and pleasure. It's a powerful tool because it puts you in situations, in direct relationships

with others, and when these interactions are supported, they really help to develop inclusion or education because you can build upon what occurs. Most importantly, in sport, everyone belongs in some way. As a tall slender girl who didn't really know what to do with her long arms and legs and was also very shy, I found in basketball a place where I belonged. On the basketball court, my size mattered, I mattered. I learned to understand my body and that helped me grow. You also find belonging when making friends, because you feel good, because you're welcomed, and because you find a game and a place where you enjoy playing.

You're also a regular at PLAY events (Gala, Vertigo...) ?

What I find interesting is that these events are genuine moments of cohesion, whether the Gala or when we meet up with our corporate partners. I think it's important to demonstrate, to explain, and simply to speak for, stand for and promote PLAY's programmes. These friendly fund-raising moments are essential to our ability to function and move forward and being present matters. The Galas are also fun and unique, held in feel-good locations and atmospheres. I enjoy them very much.

The Vertigo race is interesting because it brings people together. You see teams full of enthusiasm, full of energy, who are going to be treated to an exceptional view. That's what makes Vertigo special; you get to witness genuine togetherness. We meet teams who want to give, who want to give their best, who want to accomplish something physical, for there are records to be broken, and who also want to give of themselves for the children and the programmes that PLAY supports. The little village at the bottom of the tower completes the experience, allowing us to showcase, share, and have a great time.

How important is your role as an ambassador to you ?

Being an ambassador for PLAY is important because it shows the values I stand for. That's what this role is about, I think; to share my beliefs and promote the work accomplished by PLAY's teams. For me it's essential and the positive impact of sport always needs to be put forward.

At the Paris 2024 Organising Committee, before being Activation - Mass Event Manager, you were Education Manager. Can you tell us about that position ?

I arrived at Paris 2024 in 2018 and, in line with the bid committee, we were immediately very keen to set up the education programme for the Games. Therefore, I oversaw the building and developing of it. It's been an extraordinary adventure that must be told, because one of the challenges of Paris 2024 is to successfully bring everyone together to build strong, coherent projects to complement the Games. The Generation 2024 education programme was designed to use the momentum of the Games to use sport as a means of inclusion, integration and education. We brought together the French Ministry of Sports, the French National Olympic and Sports Committee (CNOSF), the French Paralympic and Sports Committee (CPSF), school and university sports organisations and federations. This collaboration enabled the implementation of the 30 minutes of daily physical activity when Covid broke out and we witnessed how detrimental the lack of sporting activity among young people was and how important daily practise was. The decision of the French Ministry of Education to introduce these 30 minutes of daily physical activity for schoolchildren, initially on an experimental basis and then on a permanent basis, had a huge impact. We also built the Olympic and Paralympic Week, an event that began as a small bid in 2017, and which was immediately relayed by teachers who seized the opportunity offered by the Games to meet athletes, to introduce different sports to their pupils, to talk about the Games, sport and their subjects in a different way. This has grown every year, and this year more than 2 million young people took part in the Week. It's just amazing how we managed to get all these primary, secondary and university students and their teachers across France involved in the Olympic adventure. And that's what's important, whether in mainland France or the French overseas territories, everyone is part of this adventure. The Games education programme is very close to my heart, because it embodies the social impact of the Games. More than 85% of the projects developed during the Olympic and Paralympic Week dealt with the theme of disability, and I think that's great, because sport is a way to tackle that theme and to slowly raise awareness in everyone, not just the youngest. It's our small contribution.

Can you explain the collaboration between PLAY and Paris 2024 ?

Right from the start of the bid, Paris 2024 worked in collaboration with PLAY International, especially around Playdagogy. The point was to show the impact of education through sport and how the Games could serve these projects. Paris 2024 then continued to develop these education through sport programmes, so I hope we succeeded.



About



GOVERNANCE AND BELONGING TO GROUPE SOS

Groupe SOS was founded in 1984 during the AIDS crisis and is today a **major nonprofit player promoting social cohesion in France and worldwide**.

Groupe SOS is primarily involved in the fields of **solidarity, youth, health and the elderly**, managing facilities for marginalised people, as well as day-care centres, hospitals and nonprofit nursing homes open to all, driven by the belief that **these activities should not be profit-driven**.

Witnessing that exclusion takes many forms, Groupe SOS is also involved in the fields of **ecological transition, regional exclusion, sustainable trade and culture for all**. Groupe SOS is also a leader in the field of **integration through work**. It offers employment or training opportunities within its structures to people in precarious conditions.

With its 22,000 employees and its field expertise, **Groupe SOS regularly takes a stand** on social and environmental issues.

At this stage, no other organisation matches its size, scope and diversity of action.



STRATEGIC COMMITTEE

Made of experts from the sport and non-profit sectors, the Strategic Committee provides directions and identifies development opportunities for PLAY International.



PLAYERS



BURUNDI

Clothilde DESSABLES, Ernestine HASHAZINKA, Stéphane MENARD, Adèle NDIKUMASABO, Goreth NISABWE, Spès NIYONZIMA, Joseph NSABIYUMVA, Oscar NSENGIYUMVA, Egide NZAMBIMANA, Fabrice NSENGIYUMVA.



PLAYLAB

Alexanne BARDET, Eléa CHIRON, Olivia COLLET, Capucine DAVISSEAU, Anne MÉAUX, Isabelle RIGAUT (civil service).



RWANDA

Pascaline CURTET



FRANCE

Fabien BUFFET, Vanessa COCHET, Félix FÉRÉOL, Julie JEANNEL, Jade PINEAU FOUGERAIS (civil service), Enora FOURNIER, Cyril MORÉ (skill volunteering), Vincent ROCHE, Carla SERRANO.



SÉNÉGAL

Lamine CAMARA, Achille CASTELNAU, Maryam Thérèse DIAGNE, Johan FREDSTED, François GAUTHIER, Joël KADJO, Mariama KANDÉ, Pierre LARNICOL, Eva LE DEAN, Augustin MANE, Omer MANGA, Cyndie MARQUES, Hadja MBAYE, Germain PEYRAUD, Erika RASPADORI, Adiaratou SAKIRA, Manieff TATHY, Daouda TRAORÉ.



COMORES

Faïza ALI, Mohamed Mlamali IDRIS, Cédric-Merlan MOUNTEMBE BONTEPA, Alice OSSART, Moubarakou SALAMI.



SIÈGE

Noëllie AGBO, Dany AKHRAS, Adèle BIGOT, Alice CATHEBRAS, Gilles DETIMMERMAN-RUEL, Louis FILLEUL, Jamel FOTSO, Enora FOURNIER, Lucien HUMEAU, Tom LANDFRIED, Henri LELORRAIN, Foyals LIAQUAT ALI, Carla LOPEZ, Abigaëlle MBARGA, Guillemette PETIT, Alexis TCHALLA, Delphine VIEL.



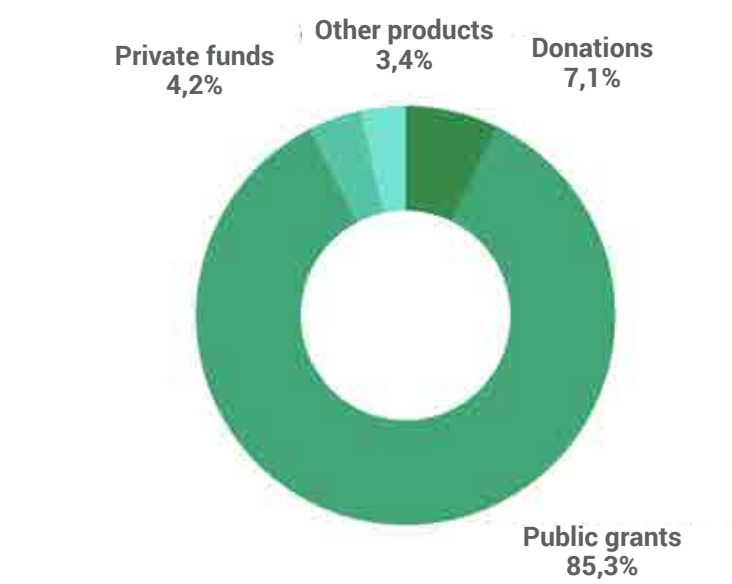
KOSOVO

Bérangère DAILLY, Fiona FURACAO, Elira HASHANI, Faton HYSNI, Bajram LLAPASHTICA, Albion MORINA, Erëza PIREVA, Julien PRUVOST (civil service), Qendrim SHEHU, Abide UJKANI.

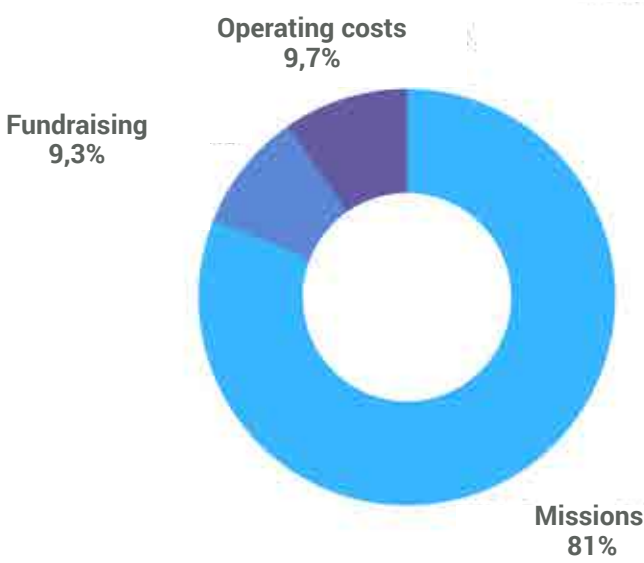
BUDGET

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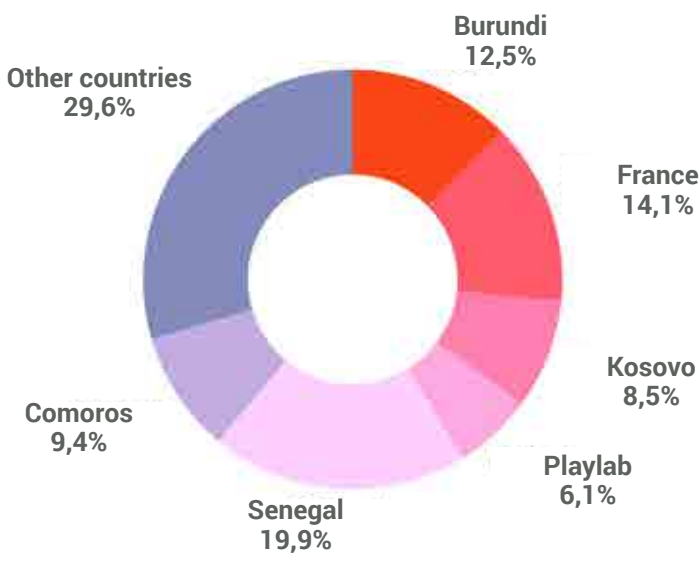
EXTERNAL RESOURCES *



RESOURCES ALLOCATION



MISSIONS EXPENSES



* agreements signed in 2023

MAIN FINANCIAL PARTNERS



Thank you for your generous support !

OFF TO THE OLYMPICS



PARIS 2024 BID

PLAY International contributed to the Paris bid in the «Impact & Legacy» section. The aim was to use the event to lastingly boost physical and sporting activities in France and to promote education, social harmony and inclusion.



TEACHING THROUGH MOVEMENT

Paris 2024 co-constructed the Generation 2024 programme based on PLAY's active and participatory education method: Teaching through Movement.

Olympic and Paralympic values : teachers, educators and youth workers have been trained in fun and dynamic teaching tools.

Rugby and social harmony (with the Marseille Rugby Club): raising awareness in Marseille's neighbourhoods and schools about gender equality and the inclusion of girls.

SAJE* 20 : sporting games and teaching tools designed by young people (aged 11-12) to deal with emotions: identifying, understanding, expressing and managing them. .



IMPACT 2024 ENDOWMENT FUND

Two PLAY projects have been selected by the Paris 2024 Endowment Fund. This fund supports projects that promote social innovation through sport (health and wellbeing, education and citizenship, inclusion, solidarity and equality, environment) led by people and structures that strengthen the daily practice of sport in society and develop access to sport for all.

Inclusive playground (with the Alice Milliat Foundation): promoting gender diversity in playgrounds by developing a new teaching approach that directly involves children and teachers to design solutions, and by helping them create a game involving everyone.

SAJE 22* (with the Ufolep federation): getting young people to design of sports games and teaching tools to deal with emotions: identifying, understanding, expressing and managing them.



YOUTH OLYMPIC GAMES

As part of the Academies Programme, PLAY is supporting the Senegalese Judo Federation, which is training and preparing young people for the Youth Olympic Games of Dakar (31 October to 13 November 2026).

**Daytime School Reception Service*



Kosovo



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