



CREDIT: MAMEDY DRUCARA

**KOSOVO** 2013

2013

**IVORY COAST**

**IVORY COAST** 2005

**25 YEARS**  
**PLAY**  
INTERNATIONAL

GroupesOS

**1999 - 2024**

**BOLIVIA** 2003

**MAL** 2022

**BURUNDI** 2021

**FRANCE** 2020

**AFGHANISTAN** 2005

**AFGHANISTAN** 2015

**TOGO** 2013

**Y COAST** 2021

**COMOROS** 2022

19

**SRI LANKA** 2008

**ANNUAL REPORT**  
**2024**







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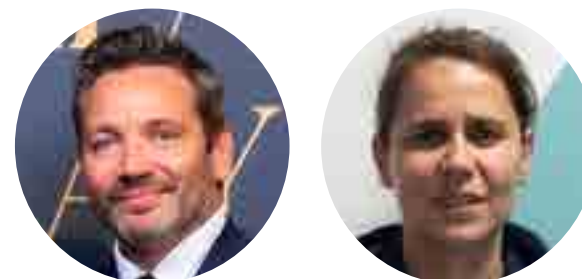
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# A WORD FROM THE COACHES



## Happy Anniversary PLAY International!

What better way to celebrate our 25th anniversary than during the year of the Paris 2024 Olympic and Paralympic Games, after a quarter-century of championing the values of education, development, and inclusion through sport?

This is an opportunity to celebrate 25 years filled with projects, encounters, discoveries, smiles, movement-based teaching methods, and above all, the many lives we touched. Whether in school playgrounds, vacant lots or sports pitches, children across the world have welcomed us, trusted us, and grown with us.

An opportunity to reflect on the journey from **Sport Sans Frontières** to **PLAY International**, partly with the countless testimonies shared across our networks and events throughout the year.

To travel a bit; from Mamoudzou to Kigali, via the refugee camps in Kosovo where it all began, to Ziguinchor, Port-au-Prince and our very first base Bonneuil-sur-Marne, Tananarive, Marseille, Bujumbura, Calcutta, Douala, El Alto, Beit Sahour, Lomé, Moroni, Dakar, Paris, Monrovia, Kabul, where we stood for women's rights in the early 2000s. And most recently Kinshasa, where new Players have just laced up their trainers and donned their bibs.

**To keep growing and innovating**, this year launching a program using sports games to teach reading and writing, affirming our wish to make Child Safeguarding a priority through two new initiatives in Senegal, officially opening our office in Rwanda, and starting a new inclusive summer camp program for teens in six Western Balkan countries to foster interethnic

dialogue through play.

To thank all our partners and longtime sports ambassadors, who recognized early on that their commitment as youth mentors extends beyond the playing field, as well as a new generation of women ambassadors, especially in Rwanda and Burundi through the Toutes En Sport program, which promotes inclusive sport for girls.

To enjoy the magnificent, **engaged, unifying and socially responsible Paris Olympic and Paralympic Games**, thanks to the support of the Impact & Legacy Directorate teams, who believed in PLAY International right from Paris' Olympic bid.

**But «25» also echoes 2025, a challenging year for international solidarity organizations**, with the abrupt withdrawal of most U.S. funding, a 30-40% drop in the contributions of other development banks, and increasing pushback on the very values of inclusion, social cohesion, and support for the most vulnerable.

Yet resilience is part of PLAY International's DNA. Our partners stand with us, and the community of believers in sport's power to educate, include, and heal has never been stronger. Therefore, we look forward to seeing you in 2026 in Dakar to celebrate the first-ever Youth Olympic Games on African soil, and again in 2030 in Pristina, Kosovo, for our 30th anniversary during the Mediterranean Games, once more, right where it all began for PLAY.

It was 25 years ago. It feels like just yesterday.

**Arnaud Mourot**  
PLAY International President & Co-Founder  
**Guillemette Petit**  
PLAY International Managing Director



# ONCE UPON A TIME: PLAY

A horizontal timeline on a dark background with a collage of photos showing children and adults. The timeline is a white line with dots for each year. Text for each year is placed above or below the line. The background images include a child in a blue shirt, a person in a white shirt, a group of people, and a child in a blue shirt.

Launch of the Afghanistan and Bolivia projects. Partnership with the World Athletics Championship		Launch of the Sri Lanka and India projects		Orange Laces campaign. Exploratory mission in Burundi		Launch of the Palestine projects. Integration into the SOS Group		France Pilot Project. Clubs Solidaires campaign		Launch of the Togo projects. Creation of the Vertigo Race		Organisation of the first Playground. Launch of the Sport4All project in Kosovo		Launch of the Olympic Values project with Paris 2024. Opening of the Playlab		PLAY International 20-year anniversary		PLAY International corporate film		Launch of the Rwanda project	
2003		2005		2007		2009		2011		2013		2015		2017		2019		2021		2023	
1999	2004	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024										
Creation of Sports Sans Frontières		Launch of the Senegal projects		Launch of the Kosovo projects		Launch of the Burundi projects		Launch of the Haiti projects		Launch of the Playdagogy programme in France. 1st Gala		Launch of the UK projects. Sport Without Borders becomes PLAY International		Launch of the École Active project in France. Launch of the AMEP project in Burundi		Launch of the Refugee Incubator project in Europe		Launch of the Liberia projects		Launch of the Comoros project	

PLAY INTERNATIONAL



Arnaud Mourot  
President and Co-Founder  
of PLAY International

« At the time, Sport Sans Frontières was quite a creative space, we had no mental limitations. We were truly driven by a spirit of innovation; taking risks, trying things out, and ultimately showing a rather conventional humanitarian aid sector that sport had a real role to play in extremely challenging contexts. Meanwhile, we continued working in France, carrying out prevention activities (...) A bus was travelling across the country, driving into schools to explain how sport could be used as a tool for education and development. So, for the first ten years, Sport Sans Frontières really operated like a laboratory; testing out models, going to places where no one expected us to be. »





# #PLAY25 - THEY BELONG TO PLAY'S HISTORY

To mark the 25th anniversary of PLAY International, formerly known as Sport Sans Frontières, a series of 25 testimonials was shared on social media to retrace the history of the NGO and highlight the impact it has had on its beneficiaries in the field.



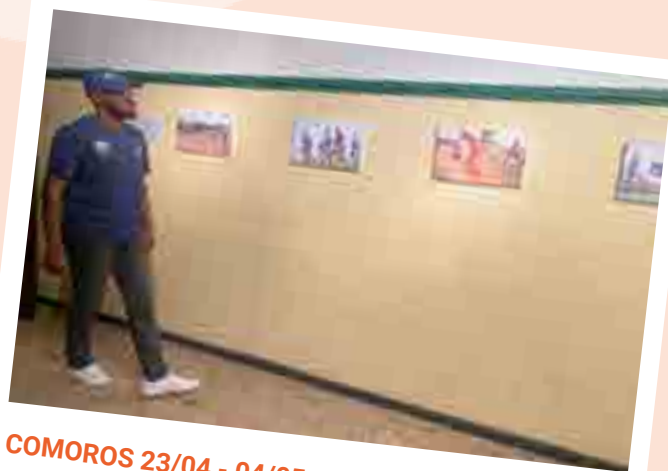
1999 - 2024 : 25 years in pictures





# PLAY CELEBRATES 25 YEARS OF EXISTENCE

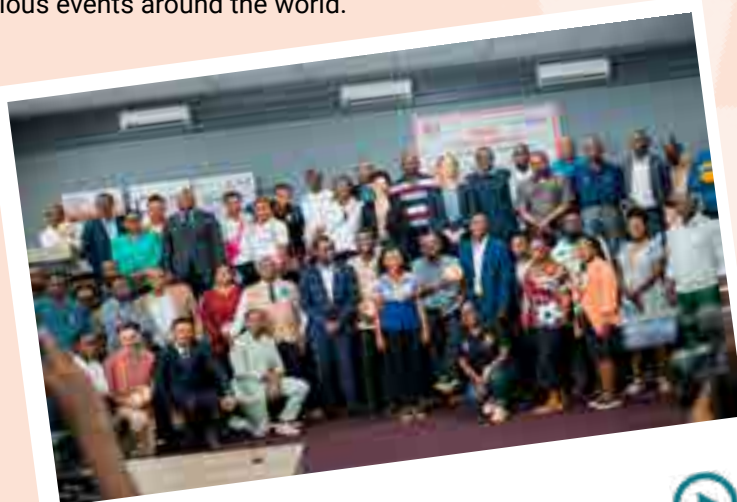
1999-2024. 25 years of impact, innovation, and inclusion through sport and play. Throughout 2024, the teams at PLAY have been celebrating this quarter-century with various events around the world.



**COMOROS 23/04 - 04/05**

## Photo Exhibition "25 Years with PLAY International" at the Alliance Française of Moroni

A series of photographs tracing PLAY's missions around the world, including Afghanistan, Bolivia, India, Burundi, Sri Lanka, and more.



**BURUNDI 13/06**

## First Symposium "Sport Beyond the Game" in Bujumbura

Co-organised with AFD as part of the Ejo project, this symposium aimed to bring together a wide range of key stakeholders and institutions (ministries, universities, sports federations, UN agencies, international NGOs, donors, and civil society actors...) to exchange ideas on themes such as gender, disability, education, and learning, and to reflect on the social impact of sport in Burundi.



**KOSOVO - 19/06**

## Gala in Pristina

150 guests attended the first PLAY gala held in Kosovo, including high-profile figures such as the French Ambassador and representatives from the Olympic and Paralympic committees. The evening featured speeches, an awards ceremony, and a live concert.



**KOSOVO - 03/06**

## "All Players, All Friends" Event in Pristina

Children from various schools took part in awareness-raising games focused on disability and inclusion.



**SENEGAL - 04-06/10**

## 3rd Sport & Development Seminar – «Child Safeguarding» in Dakar

This third edition, focused on child safeguarding, brought together 50 experts and advocates using sport as a catalyst for social change across Africa.



**FRANCE - 09/10**

## Playground: Paralympic Festival at INSEP

92 secondary school pupils and young people from specialist educational institutions (IME) came together for a day of inclusive sport, featuring wheelchair fencing, judo, PLAY games, and a tour of sports facilities.



**FRANCE - 09/10**

## Playground: «Gender Inclusion» Workshop at INSEP

A discussion workshop on inclusive participation gathered nearly 30 teachers, educators, and youth workers.



**FRANCE - 09/10**

## Playground: Panel Discussions at INSEP

Experts took to the stage to debate the legacy of the 2024 Olympic & Paralympic Games, gender equality, and disability inclusion.



**FRANCE - 09/10**

## Playground: 25th Anniversary Celebration at INSEP

A look back at PLAY's impact in the field, award ceremonies, and a breakdance performance marked this milestone event.



# 2024 PARIS OLYMPIC AND PARALYMPIC GAMES

From the bidding process to the big day, including the Teaching through Movement training and other Generation 2024 and Impact 2024 projects, PLAY International contributed to and fully experienced the Paris 2024 Games.



## SPORT AND SUSTAINABLE DEVELOPMENT SUMMIT

25th July - On the eve of the Games' opening, PLAY had the honour of attending the Sport and Sustainable Development Summit hosted by the International Olympic Committee at the French Presidential Residence, with support from AFD. The summit yielded ambitious yet measurable commitments across sport, policy and finance, spanning education, health, inclusion, employment and environmental action.



## TERRAINS D'AVENIR

As part of the Terrains d'Avenir consortium, PLAY contributed to the conference: «Inclusive Sport Programmes for Displaced Populations: Targeted Solutions for a Global Challenge», organised by the French National Olympic and Sports Committee (CNOSF) and the Olympic Refugee Foundation. The opening panel spotlighted Terrains d'Avenir, featuring powerful testimonies from two refugee participants, Shebnam Karimi and Radhia Zerelli..



## CLUB FRANCE (PARC DE LA VILLETTE)

Through the Generation 2024 programme, PLAY delivered disability awareness workshops for children. The French Ministry of Sports, Youth and Associations invited PLAY to showcase its initiatives on their public stand and contribute to the panel: «Sport as Education and Education Through Sport: Life Lessons from the Playing Field» where our work with 30APQ in specialist social care institutions (ESMS) was highlighted.



## MINI CLUB 2024

During the Paralympic Games, PLAY joined Paris 2024's official programme in partnership with the French government. Over three days, we delivered Playdagogy sessions on shifting perceptions of disability to 178 young people from secondary schools and extracurricular programmes (ages 6-13).



## SUBSIDISED TICKETS

Thanks to the «Billetterie Populaire» initiative launched by the Ministry of Sports, Youth and Associations, PLAY was able to invite beneficiaries, including young people under the care of child protection services (Aide Sociale à l'Enfance/ASE) from Les Ombres association, to attend sporting events (taekwondo, rugby, football, athletics and more).

## CYRIL l'infiltré DES JEUX

### CYRIL, OLYMPIC INSIDER

Cyril Moré, five-time Paralympic wheelchair fencing champion and PLAY ambassador, gave us an exclusive insider's perspective on the Games through his multiple roles: as a volunteer, participant in the Marathon Pour Tous, Paralympic torchbearer, TV consultant, Assessment and Legacy.



## EUROPEAN SPORTS FESTIVAL

INSEP (National Institute of Sport, Expertise and Performance) gave PLAY visibility during the European Sports Festival, co-organised with UFOLEP at Château de Vincennes.



## THE CHEF'S RELAY

In an initiative spearheaded by chef Bérangère Fagart (Top Chef Season 14), a «Chefs' Relay» was held at Restaurant Sélune from 5th-9th September to support Paralympic athletes and raise funds for PLAY's disability inclusion programmes. The event was championed by cyclist Marie Patouillet and athlete Arnaud Assoumani..



**Marie Barsacq\***  
Executive Director for Impact & Legacy, Paris 2024 Olympic & Paralympic Games 2024

« During our bid for Paris 2024, education was a central pillar of our work. We wanted to demonstrate how to engage 'Generation 2024', particularly on social issues, using sport to educate children and increase physical activity. PLAY International's Playdagogy active games proved to be the perfect solution (...). During the bidding phase, we partnered with PLAY International to develop new games based on Olympic values: respect, friendship and excellence (...). We promoted these games of course in France, particularly in Paris, by training numerous local youth workers and teachers, as well as internationally since the bid phase gave us the opportunity to introduce Playdagogy and its Olympic values in places like Tahiti, Kosovo, Vanuatu, and even Burundi. »

\*Appointed Minister for Sports, Youth and Community Life on 23/11/2024



Hexagone Sport Center Academy  
Democratic Republic of the Congo



PLAY International carried out a mission from 22 to 26 August to strengthen the skills of coaches and organise socio-sports activities for children and young people from the Hexagone Sport Center Academy, based in Kinshasa.

The mission had two components:

Coach training

- A football tournament, organised by age category, to showcase the athletic talents of the academy's young players;
- Sports-based games focused on numeracy and tackling stereotypes, led by the PLAY team in collaboration with coaches who had taken part in the training.
- Félix Wembanyama attended the event and handed over Nike equipment (basketballs, clothing, etc.) to the students, generously donated by his son Victor, a player for the French national basketball team.
- This trip was also an opportunity to meet and exchange with teams from AFD and Expertise France, both project partners, in preparation for the opening of a new PLAY office in the Democratic Republic of the Congo in 2025.



Terrains d'Avenir  
A continuing impact project

2024 marks the final year of the Terrains d'Avenir (TA) programme, an initiative that, over three years, has reached nearly **10,000 unique beneficiaries**. Thanks to the collaboration and synergies built with our partners, we have been able to offer increasingly high-quality support. This year, PLAY notably developed specific projects for **displaced youth**, helping them gain greater independence and explore professional opportunities within the socio-sports sector.



Confident in the programme's impact, we have also worked actively **to ensure its scaling and legacy**, by designing a **training and support scheme for clubs**, based on the best practices developed through TA.

At the same time, we have begun **coordinating efforts with the Ministry of Sport and sports federations** to support its nationwide rollout in 2025.

30 Minutes of Physical Activity in Medical and Social Care Facilities or Settings (ESMS)  
Promoting physical activity for children with disabilities

2024 has been a year of growth for our programme «**30 Minutes of Daily Physical Activity in Social and Medical-Social Facilities**». Aligned with the momentum of the Paris 2024 Olympic and Paralympic Games and of the positioning of sport as a National Priority, we offered this year two tailored activity pathways: one focused on «**Sport and Autism Spectrum Disorder**», and the other on «**Eat well, Move well**» for children with intellectual disabilities. These two pathways enabled the training, equipping, and support of 60 professionals and are now being sustained within six facilities, benefitting children and young people on a long-term basis. Alongside these programmes, a Paralympic Festival was held at INSEP to mark the 25th anniversary of the NGO. A total of 96 children, from both Special Educational Needs Institutes and mainstream settings, came together for a day to discover inclusive sports activities and Playdagogy.





# PLAY'S IMPACT IN 2024

103,426

UNIQUE BENEFICIARIES  
(children and teenagers)

of which **46 %**  
were girls who participated in the  
activities

**3,064**  
people trained,  
40% of which  
were women

**136**  
trainings given

**69**  
partnerships

**32**  
events

**19**  
kits co-created/  
adapted

**84**  
sessions co-  
created/adapted

● 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.



Liberia - Session Testing

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 cohesion (the French "Vivre ensemble").
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 stakeholders



**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 core values since its inception, and one that guides us daily, has been **collaboration**. All our programmes are developed as close to the field as possible, rooted in local realities and challenges, built in partnership with local institutions and Civil Society Organisations (CSOs), who take an active role in co-creating our content. These organisations are trained to become partners of their deployment everywhere we work, stand with us on advocacy and public communication and are supported through **a capacity-building approach to ensure their long-term autonomy**.



# TEACHING METHODS

## Ongoing educational innovation to support learning and prevention

For several years, PLAY International has been committed to transforming the practices of teachers, educators, and youth workers who support children around the world through sport and play. We do this by providing innovative solutions that **enhance learning and raise awareness of key public health issues**.

In 2024, with our programmes firmly rooted in local communities, we continued to experiment and innovate; developing new educational content tailored to the real needs of both teachers and students. This diversity of pedagogical approaches once again highlights the untapped potential of sport.



### Playful Tools for the Learning of Basic Skills

In Burundi, Senegal, and Liberia, PLAY International has developed educational games that support the teaching of mathematics, reading, and writing (also known as **Compétences de Lecture et d'Écriture or CLE**). Always working in close collaboration with teachers and education experts, we have adapted our tools and designed sport-based sessions using crafted wooden kits containing letters and syllables, made locally and according to our standards. These new tools enable children to physically manipulate letters and sounds in a concrete, hands-on, and playful way. They are essential for helping children grasp the basics of writing and deciphering. By combining movement, focus, and memory, these sessions allow a better and different way of learning.

These initiatives have had a major impact: many teachers have adopted these new methods and observed tangible improvements in their pupils' learning outcomes. In areas where access to educational resources is limited, these playful tools provide an effective alternative to traditional teaching methods.

## Ongoing Teacher Training Programme

As part of our teacher training and future sports coach development initiative, PLAY has continued implementing the PEPS project, reforming physical activity (APS) and physical education (PE) curricula across all schools in the Union of the Comoros' three islands.

For the first time, PLAY deployed its methodology nationwide through a participatory approach, training 678 teachers via local ministry inspectors and officials who were first trained by PLAY.

Each training, supervised and co-designed with PLAY, has enabled the rollout of both core modules and locally tailored content across the Comoros archipelago, delivered in multiple local languages.

This participatory approach ensures sustainable adoption of the tools by educators, empowering them to become agents of change within their communities.



Comoros - Lawa Cholera

## Pioneering Cholera Prevention in the Comoros

Alongside its education initiatives, PLAY International urgently implemented a cholera prevention awareness programme in the Union of the Comoros to combat the outbreak spreading across Anjouan Island. Responding to requests from the Ministry of Health and UNICEF, we adapted our sport-based games, keeping them interactive and playful, **to help children understand epidemic mechanisms, transmission methods of the disease and key hygiene practices to curb the spread**. With rapid validation of health messages by local experts and flexible half-day training sessions, we quickly scaled up interventions across schools and communities.

Thanks to local teachers and community leaders, the programme has already reached over 10,000 children aged 6-12.

## Expanding Our Incubation Work

2024 also saw the growth of our incubator programmes, including a 360° support initiative in Italy helping sports clubs integrate refugee children, testing PLAY's model on this key thematic through our partnership with Liberi Nantes, one of our first refugee-focused partners (incubated in 2018!)



# In the field



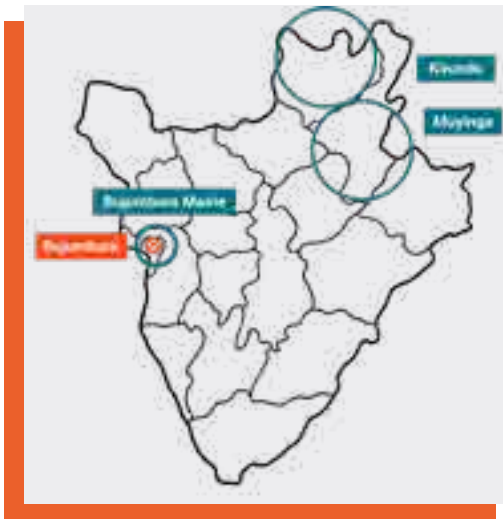


# BURUNDI

Mission created in: 2008    Number of employees: 9

2024 saw an acceleration of the **Ejo** programme implementation, beginning with the distribution of sports kits to schools and 16 trained activity leaders. These kits contained all the necessary equipment to deliver engaging, inclusive and high-quality sports activities. School staff and facilitators received training on using play-based methods **to teach mathematics and address Gender-Based Violence (GBV) prevention**. Building on their growing experience, PLAY expanded its team by recruiting 32 new activity leaders, enabling the programme to extend its reach and strengthen coaching capacity in the field. The year concluded with reinforced partnerships, both with implementing organisations and institutional stakeholders.

The launch of the new «**Toutes En Sport**» programme was another key milestone of 2024. Funded by the French Development Agency (AFD), this three-year initiative aims **to promote inclusive sports for all children – with particular focus on girls – within their communities and strengthen children safeguarding measures** – especially for girls, to ensure safe and respectful sporting practices. The programme's success will require close collaboration with Burundian NGOs specialising in child protection and GBV prevention, partner schools, as well as with national sports federations for Rugby and Ultimate Frisbee, so as to strengthen safeguarding mechanisms for their female athletes.



## Basic Skills | Combating gender-based violence (GBV) | Mathematics | Psychosocial skills

**7,810** unique beneficiaries  
(47.9% of whom were girls)

**90** people trained (57% of whom were women)

**61** kits distributed

**13** Civil Society Organisations (OSCs) strengthened

**1** symposium about Sport and development organised



### Ejo (Phase 2)

Building on the pedagogical expertise gained from previous programmes and with support from institutional experts and teachers, this phase focused on co-creation, adaptation, testing and validation of two key resources: the Counting Kit (6 sessions) and the Reading & Writing Kit (8 sessions).

Technical support was provided by the overseeing education specialist and the Playlab, a dedicated innovation hub for educational methods. Primary school teachers responded enthusiastically to the new kits, praising their improved structure and relevance to classroom needs. The ongoing support from 16 trained facilitators is instrumental in smoothly implementing these activities across schools.

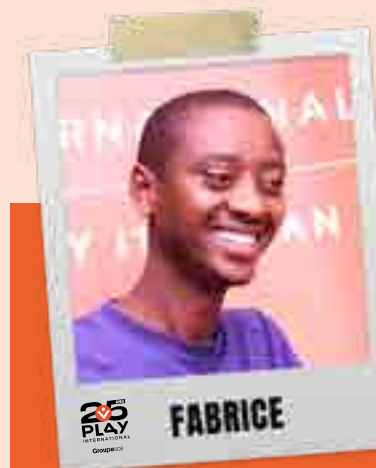


### Toutes En Sport

This three-year programme (2024-2027), funded by the French Development Agency (AFD), addresses gender inequalities through female participation in sports in Burundi and Rwanda. This programme has two key objectives:

1. **Promoting inclusive sports** for all children – with particular focus on girls – within their communities
2. **Strengthening children safeguarding measures** –, especially for girls, to ensure safe and respectful sporting practices.

Following its official launch on 17 October 2024, PLAY conducted a baseline assessment on women's sports in Burundi. Working with local partners, the research identified barriers preventing girls from participating in sports. The findings will inform the co-creation by experts of games in April 2025, designed to promote female participation, enhance safety, and shift societal attitudes.



**Fabrice Nsengiyumva**  
Programme Coordinator,  
PLAY International Burundi

« What drew me to development work was my own childhood experience of growing up in difficult circumstances while being vulnerable. PLAY International inspired my journey into volunteering, using games and sport to share values with vulnerable children. (...) Education is fundamental for every child. Through my work, I've seen how desperately street children and vulnerable youth need this support. Since then, I keep telling myself that if I can help them access schooling like their peers, they'll grow into responsible citizens. »





# COMOROS

Mission created in: 2022    Number of employees: 7

2024 was marked by significant achievements. First, in the **Physical Education Support Project (PEPS)**, with 680 primary school teachers and 40 education supervisors from Regional Pedagogical Inspection Districts (CIPR) receiving training. **Physical Education (PEPS) was formally integrated into school timetables (110 to 120 minute per week)**. To support this advancement, 340 sports kits were distributed to primary schools, while 40 tablet computers were provided to CIPRs to enhance pedagogical monitoring. As part of PLAY's exit strategy to ensure programme sustainability, skills transfer on monitoring tools were conducted for Ministry of National Education staff.

During the cholera outbreak in the Comoros (February–July 2024), PLAY launched **Operation Lawa Cholera** («Out with Cholera» in Shikomori). Using Playdagogy sessions, 33,529 children learned critical hygiene practices and protective gestures. The intervention included two nationwide awareness campaigns and an instructional video for teachers to integrate cholera prevention into PE classes. Special transversal actions were conducted in coordination with vaccination campaigns, and school sanitation days were led by teaching staff

Additionally, the **AMANI** project was launched in October 2024 across Anjouan, Mayotte, and Réunion. This regional initiative **fosters social cohesion, youth citizenship, and resilience** through intercultural dialogue and youth engagement in strengthening community ties.



## Physical Education and Sports | Public health | Health – Wellness | Behavioral and social change

**33,529** children (49% of whom were girls) have been made aware of cholera, its risks and protective measures.

**718** inspectors and teachers trained (31% of whom were women)

**340** sporting kits distributed throughout primary schools in the Union of the Comoros

At least **10,740** children received Physical Education sessions put together by their teachers



Launched in August 2022, the PEPS project has been instrumental in sustainably integrating physical education into Comoros' school system. One of its major achievements has been **the training of teachers and trainers**, with 38 education supervisors and 680 primary school teachers now equipped to deliver high-quality PE lessons. Additionally, 40 education inspectors received training to ensure proper monitoring and long-term sustainability of the project. To support this capacity-building effort, **340 sports education kits were distributed to all primary schools across the country**, ensuring students have access to the necessary equipment for physical activities in school settings.

On an institutional level, a key milestone was **the official integration of PE into primary school timetables**, with a requirement of 110 to 120 minutes per week mandated through a Ministry directive. This policy change was reinforced through awareness campaigns targeting school principals and education authorities to ensure effective implementation.

The project has also laid the groundwork for expanding PE into secondary education. A partnership was established with Madagascar's École Normale Supérieure to conduct a sector-wide assessment, which will serve as the foundation for reforming middle school PE curricula.



**Haoulata Ahamada Bachirou**

National Sports Inspector, Comoros Ministry of Youth and Sports

« As a member of the PEPS technical working group within the Ministry, I work closely with PLAY International, providing technical expertise. This project will establish the practice of sports as a full-fledged discipline in our schools. Our youth will engage in physical activity from an early age, sports educators will receive proper training, and this will revitalize careers in PE instruction. My primary expectations revolve around improving young people's physical and mental health, 'a sound mind in a sound body.' But equally important is tackling school dropout rates and juvenile delinquency. »

## Lawa cholera

Developed by PLAY with support from the French Development Agency (AFD), the Lawa Cholera («Out with Cholera» in Shikomori) initiative was created **to combat the cholera outbreak** that has affected Comoros since February 2024. The epidemic, primarily concentrated on Anjouan Island (87% of cases, 84% of deaths), required a fast and tailored response. By adapting PLAY's Playdagogy methodology to this emergency context, we focused on driving social and behavioural change among children, and in some cases, their mothers. The play sessions cover:

1. understanding cholera symptoms,
2. transmission routes,
3. essential hygiene practices,
4. response measures in case of infection,
5. the importance of vaccination.

Launched on 20 May 2024, the campaign evolved to include **teacher training and educational videos**, ultimately reaching over 33,529 children. The Comoros Red Crescent also joined the effort, leading **parent awareness initiatives and supporting vaccination campaigns**. The project also strengthened teachers' engagement in physical education, creating lasting momentum for public health education.





# FRANCE

Mission created in: 2012      Number of employees: 9

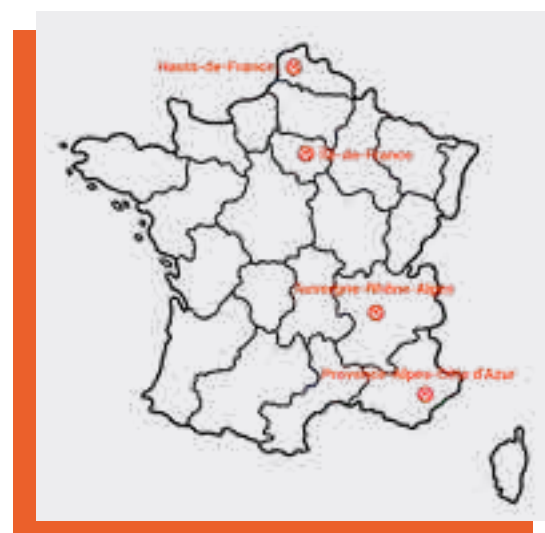
## A Year Defined by Sport, Impact, and Building Lasting Legacy

The Olympic year celebrated sport and its educational values. PLAY was involved throughout, with many awareness-raising actions and hands-on transmissions within the Club France, during the Olympic and Paralympic Week, and in Miniclubs. Beyond the excitement, 2024 allowed us to scale and structure our interventions and collaborations of the French team.

Core programmes like **Active Schools** (for teachers) and **Vivre ensemble** (for communities and urban policy stakeholders) were expanded. By deepening dialogue with professionals and co-creating tailored educational solutions, PLAY strengthened partnerships with key actors like UNICEF, France Médiation, SOS Villages d'Enfants, Siel Bleu, and the French Football Federation (FFF). This momentum spurred innovation, with new strong impact formats including educational toolkits, adapted Playdagogy for children with intellectual disabilities and **the Mixed-Gender Sports Programme**.

A major landmark was achieved through advancing projects focused on access to rights and education for children with disabilities (roll-out of programmes for autistic children (TSA), of 30 APQ in specialised institutions (IME) and of the innovative «Inclusive Recess» initiative), as well as on the support of sport stakeholders in their in their socio-educational roles (FFF programmes, sport clubs support with the French Sports Federation and the National Sports Agency, training to support displaced populations).

An intense year of achievements, laying foundations for a lasting legacy.



## Academic success and civic education | Social inclusion | Living together | Specialist education

**5,459** unique beneficiaries (51% of whom were girls)

**625** people trained (61% of whom were women)

**95%** of the people trained recommend the trainings

**38** partners



## Playdagogy as a Tool for Mediation in Secondary Schools

2024 marked the completion of a project launched in April 2023 in partnership with the Seine-et-Marne Departmental Council. This initiative promoted the **use of Playdagogy for conflict mediation in secondary schools**. Twelve school mediators were trained to deliver the «Violence Prevention» toolkit, enabling them to address this sensitive topic through innovative, play-based methods with students.

PLAY then provided both group and individual coaching sessions to support mediators during their initial implementation phases. Each mediator also participated in a tailored personal workshop with PLAY and a representative from their assigned school. These sessions helped roll out Playdagogy in schools, support innovative approaches to mediation and collectively explore ways to integrate the methodology into school projects.

The project reached 1,600 teenagers, introducing a fresh perspective on promoting **social cohesion and reducing violence in secondary schools**. Student engagement was overwhelmingly positive, with noticeable behavioral changes among those who completed the workshop series.



## Team Go Girl Educational Toolkit

Developed at the request of the National Sports Agency (ANS) and Nike, the Team Go Girl toolkit is part of a national programme **to boost girls' participation in sports and combat sedentary lifestyles from primary school onward**. Designed for Year 4 and 6 teachers (ages 8-11), this resource offers an interactive learning journey that positions children at the centre of the process of creating and experimenting a sport game. This learning kit comprises six ready-to-use workshops allowing kids to:

- Explore the impacts of inactivity and the benefits of movement
- Design their own playground games
- Test and share their creations with peers

In addition, teachers receive comprehensive support, including a step-by-step guide, a training webinar, instructional videos and assessment tools.

Thanks to this approach, the Team Go Girl toolkit helps young learners develop a love for physical activity while taking ownership of their wellbeing. Plans for 2025 include expanding its rollout across all Team Go Girl partner cities.



**Aurélie Robin**  
Head of Philanthropy, Société Générale Foundation



« At the Foundation, we firmly believe sport can unlock young people's potential. By using it as catalyst for development, the Foundation and its partners empower youth to shape their own futures (...) We particularly value pedagogical and social innovation in sports (...) PLAY International was a natural fit for our collective focused on education and vocational integration through sport. »





# KOSOVO

Mission created in: 1999    Number of employees: 12

In Kosovo, PLAY harnesses the power of sport as a transformative tool for education, inclusion and social change. Through innovative sport-based methodologies, PLAY empowers youth, strengthens social cohesion and addresses critical societal challenges. Here are its flagship initiatives:

- 1. Sport 4 Resilience** - Builds resilience among youth in Kosovo, North Macedonia and Montenegro by using sport to foster inclusion, social cohesion and peaceful interactions in post-conflict communities facing discrimination and limited opportunities.
- 2. Sport 4 Inclusion** – Reinforces the skills of young people and civil society organisations (CSOs) through sport activities fighting discrimination, promoting behavioural change and social cohesion awareness.
- 3. SCORE** - A regional initiative strengthening youth resilience against radicalisation through sport. By developing psychosocial skills and training educators, it prevents violent extremism while advancing inclusion.
- 4. Let's Play Maths** - Supports teachers and students by integrating sport into mathematics education. This initiative enhances learning through movement-based activities while improving the training and professional development of teachers.
- 5. Shared Horizons** - Promotes reconciliation and social cohesion among Western Balkan youth through sports camps, dialogue workshops and awareness campaigns, engaging 256 young people across six nations.

Through these programmes, PLAY continues to champion sport as a force for positive social impact, promoting unity, inclusion and opportunity across the region



## Combatting discrimination based on ethnicity and gender | Basic Skills

**6,212** children and young people  
unique beneficiaries (53,5% of whom  
were girls)  
**126** people trained (97% of whom  
were women)  
**1,940** activities organized by trained  
people  
**22** schools



### Sport4Inclusion

Building on its legacy of high-impact initiatives, PLAY continues to pioneer innovative approaches using sport to tackle pressing social challenges. The Sport4Inclusion project exemplifies this mission: **uniting communities, fostering resilience, and empowering youth to build a more inclusive future.**

In Kosovo, where young people face discrimination, social divisions, and risks of radicalisation, Sport4Inclusion equips 15–24-year-olds with tools to drive change through sports activities that **promote tolerance and cohesion.**

The project will train 15 civil society organisations (CSOs) across nine municipalities in PLAY's methodology, thus enabling 50 CSO members to involve 200 youth (50% female) in pro-social sports activities and dialogues. It will also provide 50 young volunteers with project management and financial planning training, empowering them to lead 10 community initiatives reaching 600+ people.



### Goal2Include

This initiative has **empowered girls and women from marginalised communities through football**, advancing education, inclusion, and skill development. By offering a framework to enhance physical, mental, and social skills, the project addressed gender disparities in sports and society. Thanks to a sport and skills-based approach; PLAY trained 150 local educators to deliver inclusive programmes in their communities. This special mentoring process gave them the knowledge and support they needed to create lasting impact, reaching 600 girls across Croatia, North Macedonia, and Bulgaria in 2024 alone. To ensure long-term impact, **PLAY provided a toolkit with training guidelines and best practices digital analysis**, helping teachers to build safe and inclusive spaces and efficiently follow progress.

The project wanted to trigger wider regional impact, by encouraging organisations like TAKT (North Macedonia), the HNK Gorica Football Club (Croatia) and the Champions Factory (Bulgaria) to adopt inclusive sport initiatives and lead significant social change throughout Europe.



**Faton Hyseni**  
Deputy Finance & Administration  
Manager, PLAY International

« My role is to oversee our global operations, ensuring every expenditure is justified, every project audited, and all procedures followed in our missions. Implementing robust financial controls is paramount to maintaining trust in how we use the funds entrusted to us. »





# LIBERIA

Mission created in: 2019    Number of employees: 0

In 2024, Mercy Corps\* and PLAY International kept up their effort to promote inclusive education in Liberia's Rivercess and Grand Bassa counties through the Ejo programme. A total of 124 primary school teachers received training and support to implement innovative sport-based lessons to **enhance mathematics learning** in their class, introducing an engaging and complementary approach to teaching fundamental numeracy skills. Alongside this focus, 50 educators benefiting from the project continued delivering sports activities designed to **address gender-based violence and promote equity** both within classrooms and in wider community settings. At the end of the year, the Mercy Corps teams collaborated with the founding members of the 4 local partner CSOs to organize the training of 127 after-school facilitators.

Concurrently, advocacy and institutional relations with the Ministries of Education and Youth gained momentum. Following Liberia's 2024 elections, several locally engaged stakeholders assumed strategic positions within the Ministry of Education. These officials participated in advocacy events and joined a steering committee meeting in September 2024. They confirmed their support for the programme and their desire to integrate its activities more broadly into Liberia's education strategy.



\* Mercy Corps serves as PLAY's operational partner for implementing the Ejo inclusive education programme in Liberia. The organization's priorities align with its flagship LEARN programme (Liberia Empowerment through Attendance, Reading and Nutrition), which focuses on improving school-aged children's literacy, health and dietary practices and raising awareness about gender norms and sexual/gender-based violence.



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

**1,375** children and youth unique  
beneficiaries (48,6% of whom were girls)  
**124** people trained (79% of whom  
were women)  
**12** Sessions created or adapted



**Jugbeh Tarplah Kerkula**  
Nurse and Member of Children  
Rescue Africa in Liberia

« We discovered the Ejo project because Children Rescue Africa shares grounds with the Ministry of Youth and Sports. Mercy Corps, who collaborates with the Ministry in Grand Bassa through Ejo, approached us and the Youth and Sports Coordinator selected our organisation to participate in Ejo. We then underwent training on play-based learning through sports. We find it's vitally necessary because it has a big impact on the lives of students and out-of-school children. They engage, recognizing it will help them become better individuals. They know that school means playtime, which motivates school attendance. »





# RWANDA

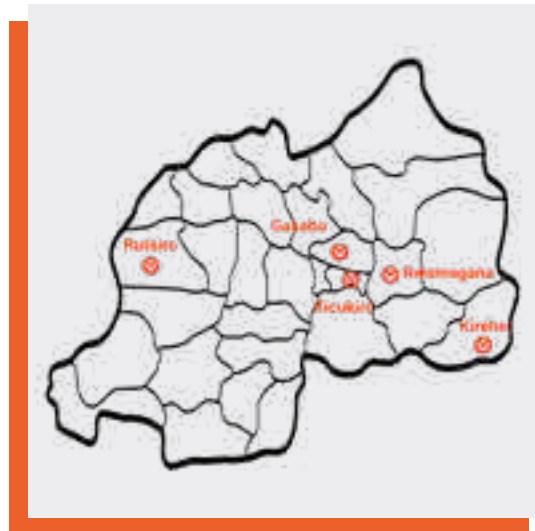
Mission created in: 2023    Number of employees: 5

2024 marked PLAY International's first year of operations in Rwanda. PLAY Rwanda was indeed officially registered as an NGO in April, and in September, five staff members inaugurated the organisation's first offices in the «Land of a Thousand Hills.»

Two key projects were implemented:

1. The **REKA** project («STOP» in Kinyarwanda) uses sports and play to educate children about the violence they endure. PLAY deployed its educational games in 7 schools across Kirehe and Rutsiro districts, delivering 40 socio-sports sessions to strengthen children's awareness and knowledge. A total of 45 teachers, school principals, and inspectors were trained to oversee child protection clubs. The project also included three advocacy events: a Playdagogy evaluation seminar, a teacher experience-sharing workshop, and a campaign against gender-based violence. These three events were all organised in collaboration with Rwanda's Ministry of Gender and Family Promotion.

2. In October, PLAY Rwanda whistled the launch of the **Toutes En Sport** initiative. PLAY Rwanda brought together the Rwandan Football Federation, the National Paralympic Committee, the local organisation AKWOS, and Humanity & Inclusion Rwanda. Over three years, it will promote gender equality in and through sports to boost girls' participation. The project is built on partnerships with 22 community clubs and 5 public schools, with plans to expand significantly in 2025.



## Combating discrimination and violence | Gender diversity | Promotion of girl sport

**360** children unique beneficiaries  
(52% of whom were girls)

**45** people trained

(44% of whom were women)

**8** trainings given

**2** education kits created

**4** events organised



**REKA**

Following the training of teachers, school principals and inspectors in early 2024, PLAY International organized an experience-sharing workshop in August for practitioners running child safeguarding clubs. These clubs held play-based **sports sessions focused on violence prevention and inclusion**. The three-day workshop gathered 45 participants around their shared commitment to children's awareness. The event combined practical exchanges between schools to share best practices with theoretical sessions strengthening teachers' knowledge about violence, particularly related to age, gender or disability.

A key outcome was that over 91% of practitioners found the Playdagogy method good or excellent for teaching children about their rights.



**Pascaline Curtet**  
PLAY International Rwanda on and off the field. »  
Representative

« Resilience is a true strength of Rwandan society admired by many (...) sport can contribute to resilience because it has both a collective dimension (...) as well as an individual dimension: self-esteem, confidence, the ability to manage emotions



**Toutes En Sport**

The Toutes En Sport project was officially launched in Rwanda on October 7, 2024. Funded by the French Development Agency (AFD), this three-year initiative (2024-2027) is being implemented in Rwanda and Burundi.

Following the national launch, district-level inaugurations were held in all three target areas. From October to December 2024, a baseline assessment was conducted **to identify barriers limiting girls' sports participation**. The research involved 382 girls, along with teachers, parents, coaches, district sports officials, National Paralympic Committee representatives and sports institution members.

Findings revealed that one-third of surveyed girls rarely or never engage in physical activity, primarily due to lack of equipment (68%), time constraints (66%) and insufficient family support (50%). The study also highlighted how mixed-gender sports environments are often perceived as challenging, reflecting deep-rooted gender stereotypes that necessitate facilitation and mediation between boys and girls.

The project aims to promote girls' participation in sports within safe, dignified and rights-respecting environments. In Rwanda, it engages 5 schools and 22 community sports clubs to advance gender equality, child protection and address gender stereotypes in sports.





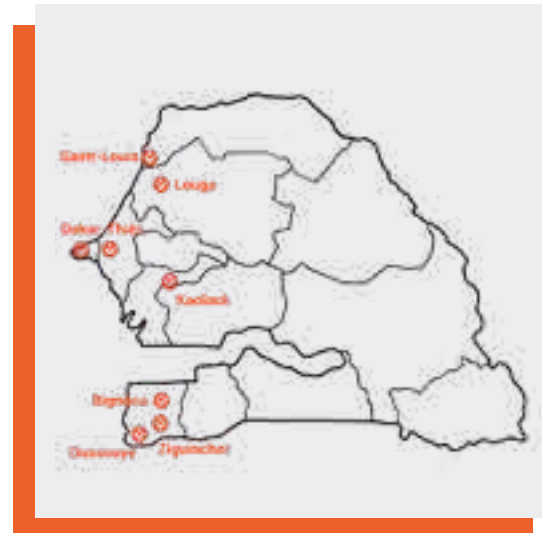
# SÉNÉGAL

Mission created in: 2019    Number of employees: 13

The **Academies Programme** continues to strengthen the capacity of sports academies across Africa, welcoming seven new structures from Benin, Togo, Morocco and Cameroon. The year was also marked by two bootcamps, one in Senegal for seven Francophone academies and another in South Africa for five Anglophone academies. These events provided valuable opportunities for exchange, learning and networking.

Through **Ejo (Phase 2)**, PLAY advances inclusive education for all children. School-based activities continue with the first co-creation of the «Reading and Writing» educational kit in Ziguinchor, designed to complement core classroom learning, alongside a violence prevention kit developed for secondary schools. Beyond formal education, children participate in socio-sports activities promoting social cohesion, inclusion and child safeguarding. This last focus was highlighted during the **3rd Sport and Development Seminar**, organised with GIZ, La Guilde and Tackle. The event brought together key stakeholders from the sport and development sectors, national and international practitioners, as well as institutional partners, and was honoured by the visit from PLAY Ambassador Géraldine Yema Robert, former professional basketball player.

With the **Young People Committed to Strengthening Social Cohesion** initiative, PLAY contributes to peacebuilding in Casamance. Implemented in partnership with Humanity & Inclusion, the project trained 25 youth workers from 10 villages with repatriated populations, equipping them to organize activities that help children play together and dismantle existing barriers.



## Inclusive education | Gender equality | Violence Prevention | Child Safeguarding

**12,866** children unique beneficiaries  
(46.9% of whom were girls)

**564** people trained (36.3% of whom  
were women)

**33** trainings organised

**4** kits co-created and deployed

**12** community events



## Academies Programme

Co-funded by the French Development Agency and FIFA, the Academies Programme supports 23 sports academies across 12 African countries, promoting sport as a tool for human development. In 2024, the programme organized **two bootcamps (Senegal and South Africa)**. Through observations and exchanges that took place during the assessment phase, participants evaluated progress on core themes: gender equality, child safeguarding, education, work integration, and sustainable business models. These sessions aimed to enhance the professionals' skills on these subjects, foster encounters and collaboration between academies, and inspire mutual learning.

A new phase launched in June 2024 with a **call for proposals**, which led to the selection of six projects focused on education, social inclusion, and capacity-building through sport. Implementation began with remote and on-site assessments, followed by in-person training.



## Youth Committed to Strengthening Social Cohesion in Casamance (JERCSC)

Building on PLAY's earlier «Reconstructing Social Ties» initiative in southern Senegal (Ziguinchor region, Adéane commune), JERCSC **fosters lasting social cohesion and harmony** by involving women and youth in intercommunity dialogue through socio-sports activities. Implemented in partnership with Humanity & Inclusion and the Casamance Women's Platform for Peace, the project highlights sport's role in conflict resolution. 25 facilitators trained by PLAY delivered 350 sports sessions, bridging divides among children, parents, and villages and fostering social cohesion.

Through this project, PLAY also organized three «Sports for Peace Days» that gathered 750 participants (including 500 children).

The programme revitalized existing village committees and strengthened youth and women's leadership as well as provided training in social cohesion and sports-based mediation techniques.



**Mariama Kande et Lamine Camara**  
Project Officers, PLAY International  
Senegal

« Here, students at one school organized themselves to buy uniforms and now insist on their right to play sports, a formal part of the curriculum. There used to be monotony and lack of equipment. But when Ejo started, teachers were provided not only with sports kits but also structured content, which did not exist before. In secondary schools, Ejo reignited activities, which built cohesion among students, as well as between PE teachers and students. »





# Social innovation

PLAYLAB 





In 2024, the Playlab advanced its commitment to social innovation through sport by developing inclusive and solidarity-driven projects across Europe and beyond, while supporting all PLAY teams on priority themes. Among these initiatives were two projects for refugee populations: The Together Through Sport (TTS) project promotes the inclusion of Ukrainian refugee children in Romania and Poland. Meanwhile, the Refugees PLAY United (REPLAY) initiative, launched in September 2024, aims to improve displaced populations' access to sports by creating spaces for interaction, social cohesion, and support through partnerships with sports clubs in Italy. Concurrently, the Playlab advanced educational innovation with programmes like Maths & Sport, which uses sports-based games to enhance mathematics learning.

This year culminated in a milestone: after four years of research into sport's role for children with Autism Spectrum Disorder (ASD), our doctoral candidate defended her thesis in November.



« When the study started, the children didn't know each other, and by the end, neurotypical children were calling the children with ASD their friends. The programme

facilitated this encounter and playing created different kind of relationships. This was fascinating to watch. »

**Olivia Collet**

Doctoral candidate and researcher in charge of the PLAY International "Sport and Autism" project.



## Inclusion of Displaced People | Basic skills

**272** professionals trained on the use of games aimed towards the inclusion of Ukrainian children

**58** professionals participated in the baseline assessments (TTS, Terrain d'Avenir Formation, REPLAY)

**1** thesis defended in November 2024: Proposition and evaluation of the impact of an educational inclusive programme based on physical activity and sports games, aimed at fostering the social inclusion of children with Autism Spectre Disorder (ASD)



## Together Through Sport

In 2024, the Together Through Sport project made significant progress in its mission to support the **inclusion of Ukrainian refugee children in Romania and Poland**. Launched in 2023 with funding from the European Commission (Erasmus+) and the Air France Foundation, the programme **trained teachers and educators to promote social cohesion through inclusive and cooperative games**.

A final needs assessment was conducted in Poland in January, refining the understanding of on-the-ground priorities. From May to June, training sessions were held in Suceava (Romania), Warsaw, and Wrocław (Poland), using PLAY International's specially designed games. A total of 126 teachers and sports coaches were trained in the Playlab's educational tools, enabling them to adapt activities for both refugee and local children.

These sessions allowed hundreds of Ukrainian children to participate in games **fostering communication, cooperation, and anti-stereotype awareness**, strengthening their integration into schools and local communities while opening host-country children to cultural diversity.

Beyond training, 2024 focused on experimenting and adapting educational content. Through ongoing dialogue with the educators ongoing training, PLAY International and its partners V4Sport (Poland) and AJSPT (Romania) refined its approaches to maximize the programme's impact.



## REPLAY

Launched in September 2024, REPLAY (Refugees PLAY United) reflects PLAY International's commitment to **young refugees inclusion through sport**. Addressing the growing challenges of integrating displaced people in Europe, the project enhances Italian sports clubs' capacity to welcome youth and provide safe, structured environments. REPLAY works on several levels by involving all stakeholders in the sport and social ecosystem to ensure widespread and lasting change.

Supported by the European Commission and implemented with Liberi Nantes and Sport & Citoyenneté, REPLAY aims to **train educators, develop innovative educational tools, improve young refugees' access to sports and physical activities**. A pilot phase was immediately launched with the Italian sports club Liberi Nantes to test best practices and create a replicable model.

By 2026, REPLAY plans to integrate 200 refugee youth in sports activities, while supporting five Italian and French clubs in adopting inclusive practices. At the same time, PLAY advocates with Sport & Citoyenneté for institutional recognition of these approaches to influence European policies on access to sport for displaced populations.







# A collective effort

France - Playground, 25 anniversary party at INSEP (Paris)



# EVENTS

## 25th anniversary - Playground



On October 9th, INSEP came alive with the energy of PLAYGROUND, celebrating PLAY International's 25th anniversary. This day of sport and solidarity brought together children, partners, and sports figures to celebrate the positive impact of sport on inclusion.

The festivities began with the **Paralympic Festival**, where 92 kids, 50 secondary students and 42 youth from specialist educational institutions across Île-de-France, engaged in sports. They discovered paralympic disciplines like judo with world team champion David Larose, wheelchair fencing with Paralympic gold medallist Cyril Moré and made a tour of INSEP's iconic facilities.

From 2-4 PM, 26 teachers and youth workers joined **a workshop on gender diversity** to promote equity and inclusion in sports. At 5:30 PM, Julian Jappert moderated **panel discussions** about the Olympic/ Paralympic Games legacy, diversity and disability, featuring guests like Marie Barsacq Beaudou (Paris 2024 Impact & Legacy Executive Director), Eric Florand (Alice Milliat Foundation Secretary-General), Aubin Villain (Groupe SOS Île-de-France Sports Coordinator) and many others.

The evening celebration opened at 7 PM with a cocktail party, inspiring speeches, and a breakdance performance by the True Warriors band. Nearly 150 guests heard testimonials about PLAY's global solidarity projects before ambassadors Laurence Fischer (karate world champion) and Arnaud Assoumani (Paralympic long jumper) received awards.

Pastry chef Silamaka Soukouna's cake, symbolizing PLAY's commitment to inclusion, provided the sweet finale.



## Vertigo Race



On Thursday, May 23rd, the Vertigo Race returned for its third consecutive year at Tour CB21 in La Défense, Paris, for its 10th edition. Participants climbed 977 steps across 42 floors in a festive and charitable atmosphere.

With **450 participants, including 89 individual runners and 93 teams representing 31 companies and associations**, the race raised nearly €95,000 for PLAY International.

The winners were the KÉKÉO team in the ALL format (7'31"), Aareal Bank in the RELAY format (4'42"), Paul Chaurin in the individual men's race (5'02") and Angélique Chetaneau in the individual women's race with a new record (6'09").

Held under the National Priority label, the race featured initiations to Olympic and Paralympic sports, with champions like Cyril Moré (five-time Paralympic wheelchair fencing gold medalist) participating.

**Gratitude to participating companies:** AA Real Bank, ALTUGLAS - Trinseo, Ascencia BS, Bloomberg, BRS, Business Immo, C2S, Covivio, Coyote, Heycar, IK Partners, Kénéo, Kyowa Kirin, Les Vergers de Gally, ministère des Sports et des Jeux Olympiques et Paralympiques, Nomad Education, OTC Flow, Paris La Défense, Pharmalex, Prérequis, SATEC, Siemens, SII, SK FP, Sogaros, Sopra HR.

## Charity auction with Vermot & Associés

From November 20 to December 3, 2024, PLAY International partnered with auction house **Vermot & Associés** for a charity auction, also accessible via Drouot, Interenchères, and Barnebys.

Coinciding with PLAY's 25th anniversary and International Children's Rights Day, the event featured unique sports memorabilia (jerseys, balls, etc.) donated by athletes like Victor Wembanyama, Teddy Riner, and Eugénie Le Sommer.

The auction raised **over €18,000**, which will fund sport-based educational and inclusive programmes for vulnerable children in France and worldwide. This initiative reinforces PLAY's commitment to social impact through sport, aligned with the legacy of Paris 2024.





# COMMITTED PARTNERS

## Nike x PLAY - A Playground for All

Since 2016, Nike and PLAY have shared a strong belief: sport is a powerful driver of education and inclusion.

In 2024, this partnership materialized through key initiatives in France:

**École Active** (Active School): Promoting academic success through movement-based learning and encouraging physical activity from an early age.

**Terrains d'Avenir** (Fields of Tomorrow): Creating spaces conducive to fulfilment for displaced youth in Île-de-France, serving as springboards for social and work integration.

**30 Minutes of Daily Physical Activity** (30'APQ): Empowering young people with disabilities to engage in 30 minutes of daily exercise for improved health and wellbeing.

This enduring partnership reflects a comprehensive commitment through financial support, engagement of their teams, participation in sports challenges and brainstorming workshops, equipment donations, ensuring anyone, regardless of background, enjoys the benefits of sport.



## Hachette Foundation for Literacy \* PLAY - A Meaningful Partnership

Through the Run, Read, Learn to Write (CLAPE) programme, the Hachette Foundation for Literacy tackles school dropout rates. In Senegal, where educational challenges persist, this initiative helps children **strengthen their reading and writing skills**. A partnership that reaffirms every child's right to shape their own future.

## WeWard \* PLAY - A Leap for Education

During the Olympic and Paralympic Games, the Global Walk Cup, launched by the WeWard app and backed by the French government, rallied over 500,000 participants across 77 countries to promote physical activity. Spain, the challenge's top performer, selected PLAY as its beneficiary. **These funds will expand the Count, Read & Write programme's reach in Senegal and Burundi.** Proof that every step counts!

## Société Générale Corporate Foundation \* PLAY - Mobilizing Futures

Since 2017, the Société Générale Foundation has supported **Vivre Ensemble, a programme empowering children in underserved communities to learn and experience citizenship through sport**. Employees further this commitment via volunteer events and Move for Youth, an in-company challenge converting physical activity into donations for PLAY. Collective action breaking new ground.

## FDJ United \* PLAY - A Winning Bet for Education & Sport

Developed with Siel Bleu as part of FDJ United's «2024 Legacy», the 100% Inclusive Playtime programme engages children with disabilities or from disadvantaged backgrounds. By creating shared moments of inclusive play, it **combats social exclusion while promoting physical activity**.





# A COMMITTED AMBASSADOR: DAVID LAROSE

(WORLD TEAM JUDO CHAMPION)



## How did you discover PLAY, and why did you choose to support the NGO?

I first encountered PLAY International in 2020 through Arnaud Assoumani, during the charity gaming event Let's Play. It struck me as a powerful way to use our platform as athletes for a meaningful cause. I was immediately drawn to PLAY's mission: leveraging sport as a tool for education and inclusion. As a former elite judoka, and someone who grew up in a modest environment, I

saw myself in these values. **Sport gave me everything: opportunities, structure, self-confidence. Giving back felt essential. Joining PLAY was an obvious choice.** Since then, I've worked with them to share what sport taught me, both in France and internationally.

## Why is sport such an effective tool for education and inclusion?

For me, sport was never just physical activity. **It was an anchor, a compass, an driving force.** Growing up in an underserved neighbourhood, where futures often felt limited, **judo gave me direction. It taught me discipline, effort, respect, and perseverance.** Sport has this unique power to unite people across origins, cultures, genders, or social backgrounds. On the mat or pitch, we all speak the same language: self-improvement, solidarity, and social harmony. It's transformative because it teaches values through action, not theory. And it's inclusive because it gives everyone a chance to express themselves, gain confidence, and feel valued. That's the journey I aim to share with young people, to show them what is possible.

## Tell us about your December 2024 trip to Senegal.

A defining moment of my year. I spent two weeks there with the French Judo Federation, partnering with the Senegalese Federation to **promote judo across Africa and advance sport-based education ahead of the 2026 Youth Olympics in Dakar.**

As a PLAY ambassador, I contributed in two complementary contexts:

First, we facilitated exchanges between two sports academies (judo and football). It was a powerful moment: the kids met each other, shared their routines, their challenges, and their dreams. I gave them a judo class and it was beautiful to watch how some, who had never set foot on a mat, played along.

We also met with Camille Baumann from Senegal's Sports Ministry to give an institutional dimension to our trip. **We discussed ambitions for the 2026 Youth Olympic Games, structuring academies and how important it was to have sound educational projects around sport.**

The second highlight was observing a PLAY session at a secondary school in Dakar's suburbs. I was really impressed. **The educators used sports games to teach vital lessons: respect between girls and boys, nutrition, teamwork. Simple, playful yet profoundly effective. I thought: This is sport's true impact.**

## What does your ambassador role mean to you?

**It's not just a title;** it's a genuine commitment. PLAY's values mirror mine: equal opportunity, respect, inclusion, sharing, transmission of knowledge. **I am convinced that athletes have a duty beyond competition. We can – and must – inspire, educate, and mentor.** My own journey

wasn't easy; I'm here because others believed in me. If I can now be that spark for even one child? That's priceless. PLAY gives me this opportunity. Every time I participate in an event, I leave more motivated. You see it in their smiles, their «aha» moments, their budding dreams. That's precious.



Senegal – Judo session with secondary school students in Dakar



### CYRIL MORÉ (Wheelchair Fencing)

Through his multiple roles, Cyril offered a behind-the-scenes look at the Paris 2024 Games via his «Cyril, Olympic Insider» Instagram series. He also led disability awareness workshops at a primary school in Bobigny, participated in the Vertigo race, and co-hosted PLAY's 25th-anniversary gala.



### CAMILLE SERME (squash)

Camille spotlighted PLAY by joining the Connected Vertigo challenge and highlighting the NGO during the Paris Squash tournament (15-21 September). PLAY engaged audiences at the Cirque d'Hiver in Paris through a raffle and project showcases.



### GÉRALDINE YEMA ROBERT (basket-ball)

PLAY's newest ambassador, Géraldine spoke at the 3rd Sport & Development Seminar (4-6 November) in Senegal, focused on child safeguarding. She shared her journey and commitment to African youth, particularly in Gabon.



© Mika Cotellon

### ARNAUD ASSOUMANI (para-athletics)

Co-patron (with Marie Patouillet) of the Chefs' Relay – a Paralympic initiative by chef Bérangère Fagart – Arnaud designated PLAY as the event's beneficiary. On 22 October, he joined Romain Attanasio's IMOCA boat tour in Les Sables d'Olonne with young people from a specialist education centre.



### ROMAIN ATTANASIO (sailing)

For his third Vendée Globe, the skipper partnered with PLAY on educational initiatives: webinars, a digital learning platform, and boat tours for students. He also participated in Connected Vertigo, while PLAY was featured as a beneficiary in his partner Best Western's online store.



# about





# GOVERNANCE AND BELONGING TO GROUPE SOS



Groupe SOS is a **non-profit organisation committed to fostering social cohesion (the French “Vivre ensemble”)**. It brings together and develops a network of associations and social enterprises united by their shared dedication to social and environmental causes.

The group’s actions focus on two key priorities: **managing non-profit facilities** dedicated to youth, healthcare, vulnerable groups, and elderly care; **building a sustainable and inclusive future** through ambitious projects in ecological transition, regional revitalisation, ethical commerce, and cultural access.

As a secular and non-partisan organisation, Groupe SOS champions a vision of society centred on the common good.

With 22,000 employees, 2 million beneficiaries annually, and operations in 50 countries, Groupe SOS demonstrates that we should aim for large-scale impact to create a fairer, more inclusive world.



**Jean-Marc Borello**  
Founder and Chairman,  
Groupe SOS

« [I hope PLAY] continues to be bold, inventive, and innovative; challenging norms and established practices, questioning rules, just as every SOS structure strives to do. Urge policymakers to aim higher and businesses to engage with our shared causes; help society recognise diversity as strength; advance accessibility for people with disabilities; and combat racism, homophobia (...); ensure that communal spaces like sports fields become catalysts for social cohesion, the same commitment as Groupe SOS as a whole for the next 40 years.

Let this Olympic chapter turn the Games’ fleeting magic into an enduring magical world. »



# STRATEGY 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, Alfred IYONSENGA, Stéphane MENARD, Adèle NDIKUMASABO, Goreth NISABWE, Spès NIYONZIMA, Joseph NSABIYUMVA, Fabrice NSENGIYUMVA, Egide NZAMBIMANA, Amandine PIN, Moubarakou SALAMI.



**SENEGAL**  
Lamine CAMARA, Achille CASTELNAU, Boury Cisse, François GAUTHIER, Mariama KANDE, Pierre LARNICOL, Éva LE DEAN, Omer MANGA, Augustin MANÉ, Cyndie MARQUES, Erika RASPADORI, Adia SAKIRA, Mathilde SAMON, Manieff TATHY, Nicolas THOMAS.



**COMOROS**  
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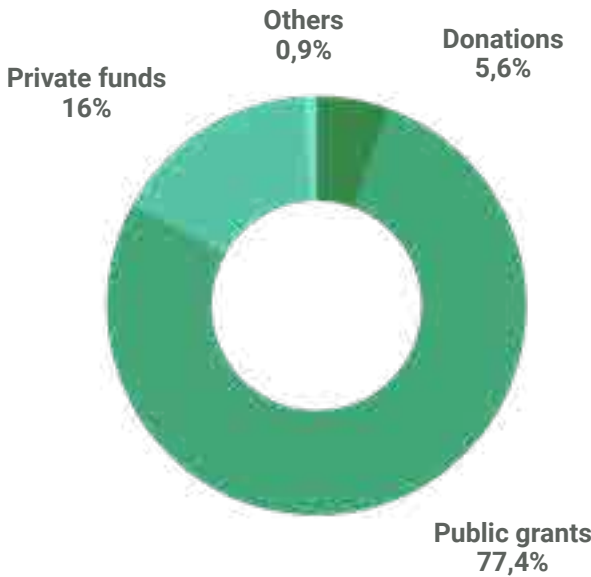
**KOSOVO**  
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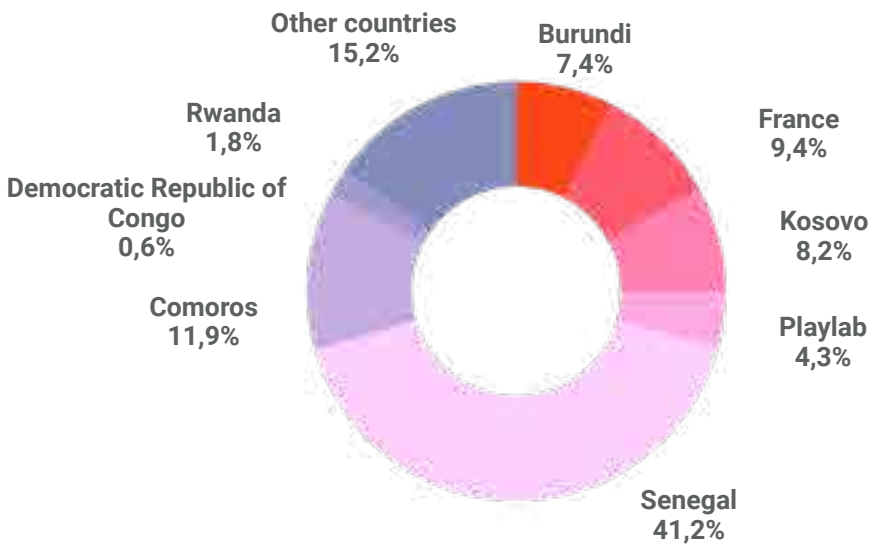
# BUDGET

5 411 432 €\*

## EXTERNAL RESSOURCES



## MISSIONS EXPENSES



\* The budget equals total operating revenue

# MAIN FINANCIAL PARTNERS



Thank you for your generous support!



**Rémy Rioux**  
Managing Director, French Development Agency (AFD)

« On 25 July, the eve of the Paris 2024 Olympic and Paralympic opening ceremony, we had the privilege of hosting what was likely the largest summit on sport and sustainable development. Fifty-five heads of state and over a dozen international organization leaders convened, yielding concrete commitments from sports bodies (IOC, FIFA, NBA) and future Games organizers (2026 Dakar Youth Olympics, LA 2028, Brisbane 2032). Political leaders pledged to strengthen sports policies and financiers, not only AFD but also public and private investors were invited to recognise sport as a high-return investment, not just financially, but socially, economically, and for climate and nature protection. At AFD, we’re providing evidence to propel this movement, and we truly hope it will meet with great success over the coming years. »





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