2018 Report
Introduction

When we discuss the subject of people with disabilities and their subsequent inclusion into our society, we must consider we are referring to the largest minority group present in our society.

In fact, we can observe that, according to the latest study developed by the World Disability Report, between 15 to 20 percent of the world’s population is affected by some type of disability (in India there are 60 million people with disabilities).

If we focus on the European reality, we are able to verify that, through the latest study carried out by the European Disability Forum, there are nowadays 80 million European citizens suffering from some type of disability (over 15% of the European population and equivalent to the entire population of Belgium, Czech Republic, Greece, Hungary and Netherlands combined). It should also be pointed out that currently 40% of the European population presents some kind of dexterity difficulty and that in every 4 European citizens, there is 1 citizen who has a relative with a disability.

In this sense, and considering the social importance that football reflects in our lives, we decided to create the “Football for All Leadership Programme”. With the aim of promoting a stronger integration of disabled people in the football industry, the “Football for All Leadership Programme” is the first executive programme specifically targeted for disabled people who want to develop a career in the world of football.
3 Clear Objectives for Disabled People in Football:

- Employability
- Networking
- Entrepreneurship
Timeline

Programme Design + Preparation of 1st Edition
Jan. 2017 - Nov. 2018

1st Stage - 2 weeks on-site lectures in Lisbon
25 Nov. - 7 Dec. 2018

2nd Stage - Mentorship + Project Implementation
Jan.-June 2019

II Edition - 1st Stage
Oct. 2019
Joyce Cook

Fernando Santos

Pepe
Pepe, Joyce Cook, Javier Saviola Videos

- Video by Pepe (former player of Real Madrid, who currently plays for FC Porto and for the Portuguese National Team. 3 Times Winner of the Champions League and 1 time European Champion. Ambassador of the Football for All Leadership Programme): [https://www.youtube.com/watch?v=SBiSTUkbdek](https://www.youtube.com/watch?v=SBiSTUkbdek)

- Video by Joyce Cook (FIFA Chief Member Associations Officer and Ambassador of the Football for All Leadership Programme): [https://www.youtube.com/watch?v=gmtFtOvlrqc](https://www.youtube.com/watch?v=gmtFtOvlrqc)

- Video by Javier Saviola (Legend of FC Barcelona, Real Madrid, SL Benfica and Argentina national football team): [https://www.youtube.com/watch?v=gmtFtOvlrqc](https://www.youtube.com/watch?v=gmtFtOvlrqc)
1st Stage Overview

- Dates: 25th November to 7th December 2018
- Location: Lisbon, Portugal
- Number of Participants: 16 participants (from 12 different nationalities)
- Average age: 25.8 years old
1st Stage Overview

- 2 weeks of on-site Lectures focusing on 3 main components:
  - Personal Development and Leadership
  - Academic Knowledge
  - Project Management
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<th>Time</th>
<th>Monday</th>
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<tr>
<td>9.00 - 11.00</td>
<td>Welcome session</td>
<td>Organising Team</td>
<td>Personal Development/Leadership</td>
<td>Céline Beaurain-Casamiti – AISTS/IMD Lausanne</td>
<td>Introduction to Project Management</td>
<td>Maria Manuel Nova MBE (former Board of McKinsey and A.T. Kearney Portugal)</td>
<td>Introduction to the Portuguese FA – The Role in Portugal and in the World</td>
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### Content Addressed in Lectures

<table>
<thead>
<tr>
<th>Week II</th>
<th>Monday</th>
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<tr>
<td>9:00</td>
<td>Project Sustainability</td>
<td>Claúdia Pedra – Stone Consulting</td>
<td>Introduction to the Club and the importance that Social Development has in Benfica’s strategy</td>
<td>Nano Costa + Luís Alcobia – SL Benfica</td>
<td>Sudeshen Gopaladevan – Microsoft Sports and SL Benfica</td>
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<td>11:30</td>
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<td>Story Telling through Data - how to make a different presentation</td>
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<td>14:30</td>
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<td>The Main Challenges of a Global NGO</td>
<td>Joana Mouta – IPAV</td>
<td>Visit to the Stadium</td>
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<td>16:00</td>
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<td>Daniel Ribeiro (UEFA/Portuguese FA), Bernardo Palmeiro (former Lawyer at FIFA)</td>
<td>The Day by the Day in a Sports Organisation - A conversation with Professionals from the Sports Industry</td>
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<td>Final Briefing + Preparing project pitch</td>
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<td>18:00</td>
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<td>Gala Ceremony</td>
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**Selected Jury:**
- Professor Eli Wolff - Brown University
- Gabriel May – UNESCO
- Alexander Fangmann – Captain of the German Blind Football National Team
- Nídia Amorim – Researcher at the Portuguese School of Human Kinetics (FMH)
Field Trips
SL Benfica Stadium - Estádio da Luz
Portuguese FA Headquarters
CAFE Accessibility Appraisal Module

- 1st December 2018, at the Estádio do Restelo (stadium in Lisbon, home of C.F. Belenenses).
- First ever event of this kind organised in Portugal.
- This module was part of the 2 weeks of on-site lectures and had the important support of the Centre of Access to Football Europe - CAFE.
The Gala of the Football for All Leadership Programme took place on the 6th of December 2018.

This event was held at the Nova University of Lisbon and aimed at creating awareness of the importance of including professionally disabled people in the football world.

This event was attended by Joyce Cook (FIFA Chief Member Associations Officer) and Eli Wolff (former Paralympic Athlete, currently a Professor at Brown University, USA, and one of the authors of the UN Convention on the Rights of Persons with Disabilities). Fernando Santos (Head Coach of the Portuguese National Football Team) also recorded a message for the Gala, highlighting the importance of providing opportunities for disabled people who would like to develop a career in football.

150 people attended and the event was covered by the main media platforms in Portugal.
On the last day of Lectures (December 7, 2018), each participant was required to present a brief project pitch to the selected juri including the idea, objectives and approach/methodology for their personal project.

This was a great challenge for our participants, granting them the opportunity to test their ideas and to receive important feedback from a juri with vast experience in this field.

The juri was composed of the following distinguished guests:

- Eli Wolff (Brown University, Co-Author of the UN Convention on the Rights of Persons with Disabilities)
- Gabriel Mayr (UNESCO)
- Alexander Fangmann (Captain of the German Blind Football National Team)
- Nídia Amorim (Researcher at the Portuguese School of Human Kinetics - FMH)
Tourism Day

- December 2, 2018 - it was a very nice day and our participants had the opportunity to visit the beautiful village of Cascais, and also to go on a boat trip by the coast. This was a great moment for our participants to get to know each other better and to strengthen ties!
Important Data

Participants’ Nationalities

- England
- Scotland
- Northern Ireland
- Germany
- Austria
- Russia
- Portugal
- Spain
- USA
- Armenia
- Mali
Important Data

Participants’ Age

- 18-25: 8
- 26-35: 5
- 36-45: 2
- >45: 1

Legend:
- 18-25
- 26-35
- 36-45
- >45
Important Data

Participants’ Gender

- Male: 13
- Female: 3
Important Data

Participants’ Background

- Sports Organization: 4
- Athlete: 6
- Coach: 1
- Disability Supporters Association: 5
Media Coverage

- TV: Covered by 4 TV Channels (Sport TV; SIC; Benfica TV; Abola TV)
- Newspaper: Articles in 4 Newspapers (Abola; Record; O Jogo; “O Benfica” Newspaper)
- Radio: The Programme was mentioned and promoted by Rádio Renascença
- Internet/Social Media: The programme was mentioned on websites/social media of some prestigious organisations, such as the Portuguese FA (FPF), SL Benfica, Sportanddev, Activity Alliance, CAFE, EFDN and others...
- Video by the Portuguese FA showcasing the visit of our participants to the Portuguese FA Headquarters: https://www.youtube.com/watch?v=rDZyi42dnJ8&t=4s
2018 Edition Partners
2nd Stage

- From January to June 2019
- The second stage will consist of 2 main components:
  - Mentorship - Each participant will receive the support of a Mentor who works in the sports industry and who will provide some important feedback and knowledge.
  - Project Implementation - with the support of the Mentor, the Football for All Leadership Programme Organising Team and of a Local football organisation, each participant will develop a project linked to football and disability for his/her local community. The idea is that each participant puts in practice what he/she learned during the 2 weeks of lectures and builds local legacy, becoming a local changemaker in their community!
During 2019, there will be 15 incredible projects implemented in different parts of the World:

- Tom Hosier - Organise a Summer Camp for disabled and non-disabled kids, including mixed activities, in London
- Ben Simms - Watford Welcomes FC: Social inclusion with competition for adults
- Chris Whitaker - Education for CP Football Coaches in England
- Phil Walker - Start a local disabled football team for girls in the Warrington Region
- Marco Dorer: Accessibility assessment for disabled football fans in the City of Freiburg
- Florian Hansing/Holger Jengminat: Adapt Bundesliga and Euro 2024 Stadiums to be prepared to host deaf/hearing impaired fans
- Markus Fritsch: Create a Powerchair Football League in Austria
Our Participants’ Projects

- Bandiougou Traoré: Promote awareness initiatives having mainstream football players play Blind Football
- Sergio Alamar: Provide blind football workshops for blind teenagers in Spain
- Elena Popova: Accessibility Assessment of 10 Stadiums of the Russian Premier League
- Kate Ward: Promote a football Summer Camp for deaf girls in the USA
- Gohar Navasardyan: Ensure the Armenian National Stadium of Yerevan becomes Accessible
- Jason Browning: Accessibility Assessment of the Northern Ireland Football League stadiums
- Lewis McConnell: Create Powerchair Football teams in the regions of Aberdeen and Inverness (Scotland)
- Eduardo Maia: Provide workshops that will help Basketball coaches to coach Wheelchair Basketball
II Edition - 2019

- Date: October 2019
- Location: Lisbon
- Content: Similar to the 1st Edition with adjustments resulting from assessment and feedback
Expected Impact

- **2018 Edition**
  16 Direct Beneficiaries (16 Participants) +
  300 Indirect Beneficiaries (15 projects x 20 pax = 300)

- **2019 Edition**
  20 Direct Beneficiaries (20 Participants) +
  400 Indirect Beneficiaries (20 projects x 20 pax = 400)

*we expect that, on average, each project will impact the life of 20 people*
Contacts

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Thank You Very Much!