



# PEACE MAKERS PROJECT

## Who we are

Founded in 2007, Peace and Sport is a neutral and independent international organization that uses sport and its values as an instrument for peace.

## Vision

We believe that lasting peace can be significantly promoted through the powerful catalyst of sport.

## Mission

Building peaceful communities through the power of sport to create a safer, more equitable and inclusive world.

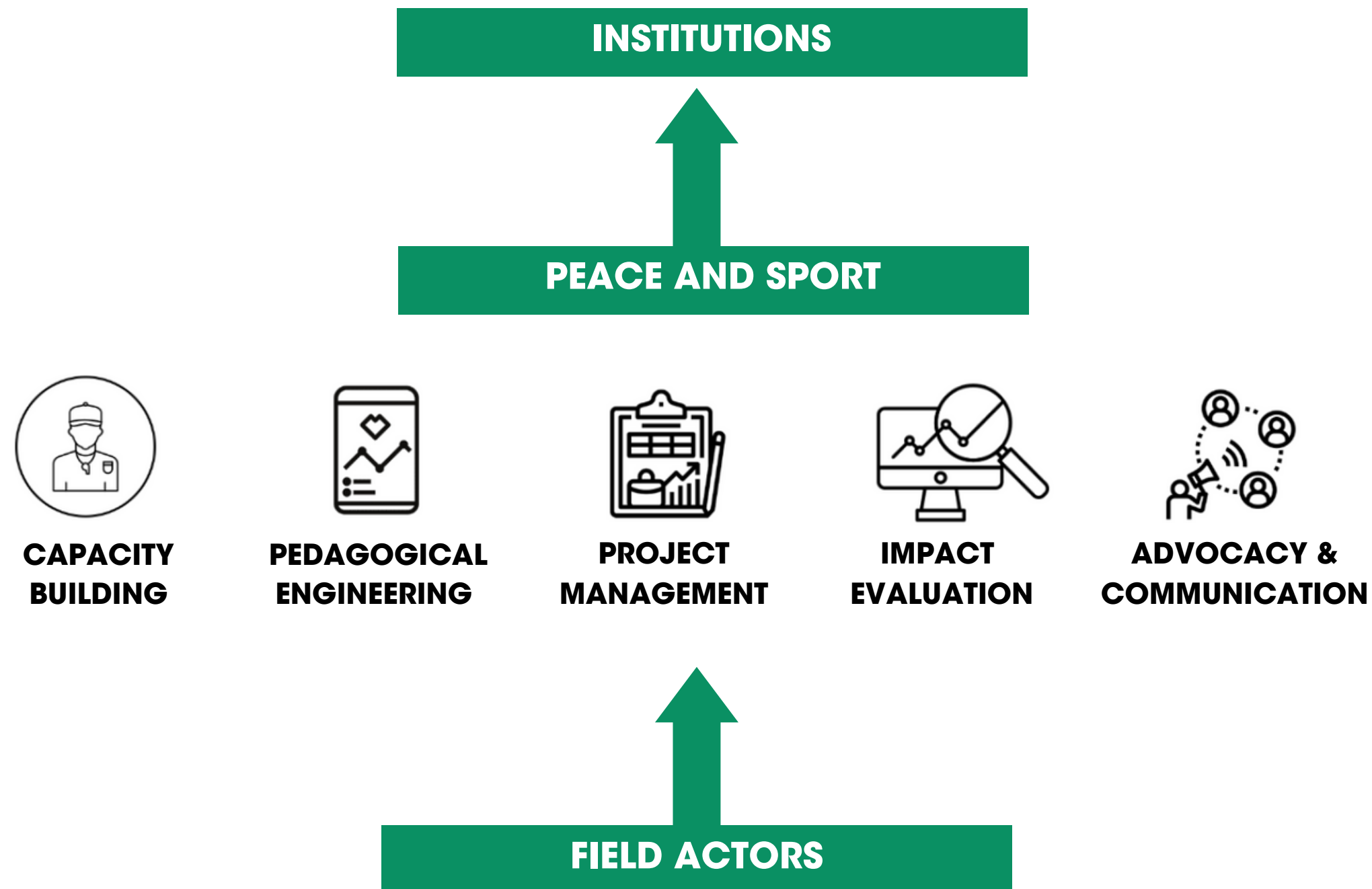
## Values

- Neutrality
- Equity
- Resilience
- Independence
- Inclusion
- Dialogue



# ACTIONS ON THE FIELD

A "BOTTOM-UP" APPROACH TO MEET THE CHALLENGES OF THE FIELD



## 1- Capacity Building

- Creation of a pedagogical path for Peace through Sport Animators, including video tutorials

## 2- Pedagogical Engineering

- +300 exercises available in 3 languages constantly evolving taking into account feedback from the ground

## 3- Project Management

- Mentoring of local coordinators in charge of the implementation and planning of the activities

## 4- Impact Management

- Activities reporting via the Mobile App
- Collaboration with the University of Paris-Nanterre to measure the impact of specific peace through sport

## 5- Advocacy & Communication

- Support for peace messages
- Champions of Peace inspiration to youth
- Public relations events

# PEACE AND SPORT METHODOLOGY



## PRESENTATION

- 15 years of expertise on the field.
- A set of activities to work on values related to the culture of peace, through sport.
- Values, attitudes and behaviours necessary to build peaceful communities.

## EDUCATION

- Designed to help local educators and teachers spreading peace through sport.
- All the content are mixed-gender in order to increase...
  1. Women's participation in sporting activities
  2. Women's emancipation

## 3 EDUCATIONAL CYCLES



ACCEPT  
YOURSELF



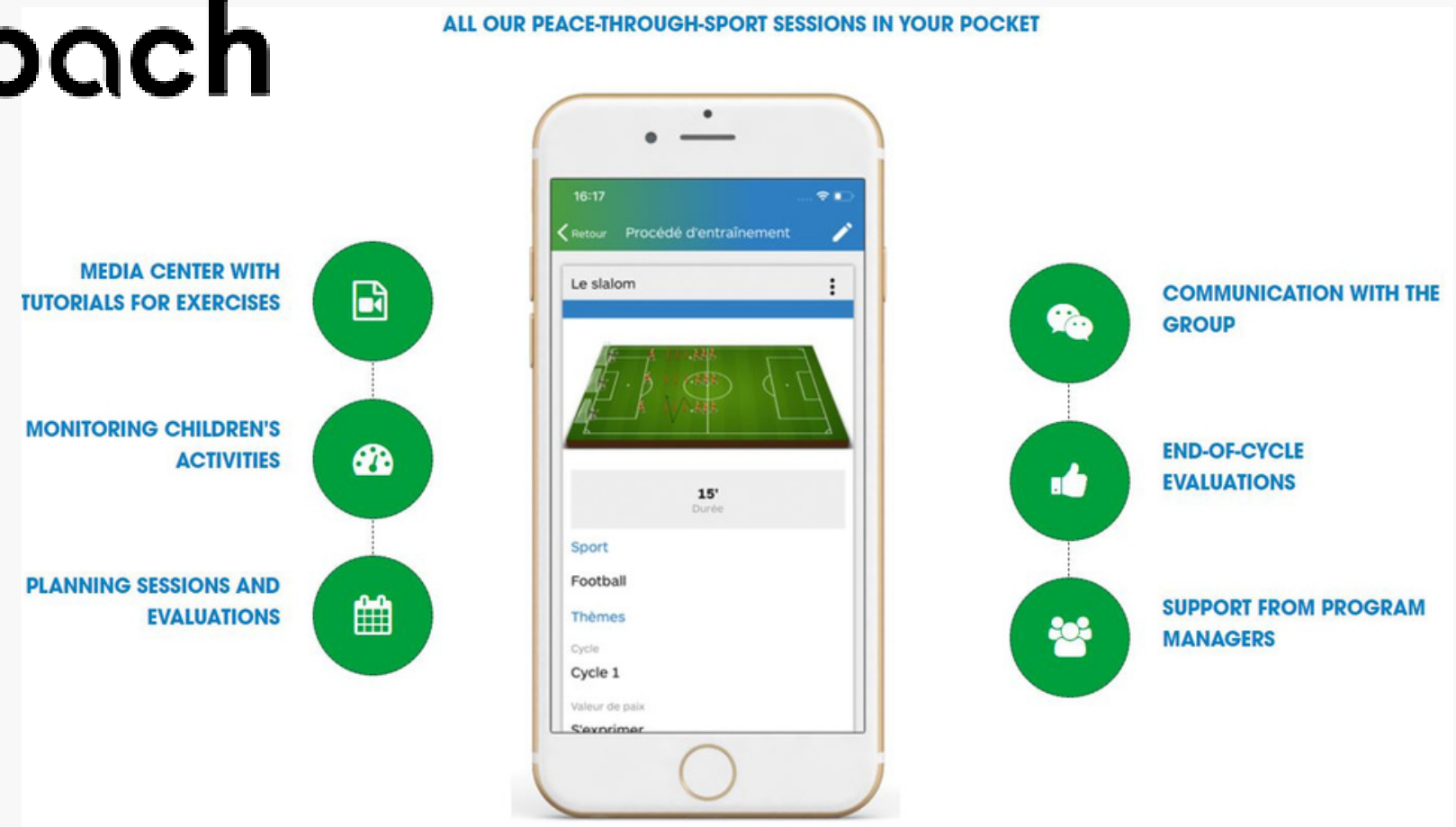
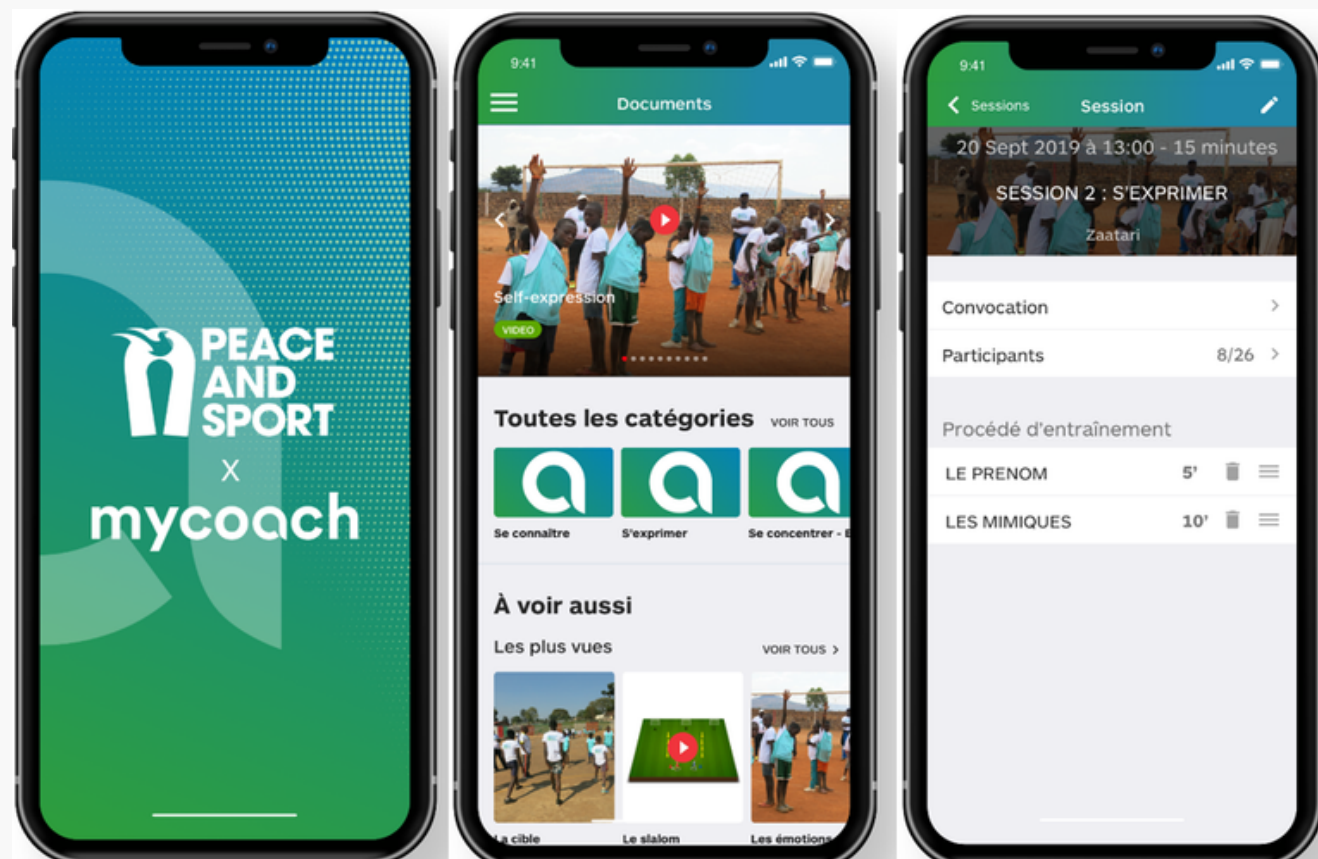
ACCEPT OTHERS



LIVE TOGHETER

# Peace and Sport x mycoach

- Peace and Sport Methodology available in a Mobile App
- Developed with the French leader in sport tech, MyCoach
- Made for peace-through-sport educators
- Video tutorials and pedagogical notes
- Evaluation and monitoring of the peacemakers



- **+150 SESSIONS** in total
- **21 Peace Values** transmitted through the sessions.
- **2 Sports** : Football  and Rugby 
- Available **Worldwide**
- Available in **3 languages**
- Recognized by the **United Nations** 



# PEACEMAKERS PROJECT

9 COUNTRIES  
3 CONTINENTS



Colombia



India



Marocco



Togo



Mali



Rwanda



Burundi



Burkina Faso



Hong Kong

## 8 ORGANISATIONS



## THOUSANDS OF BENEFICIARIES

- 4670 Beneficiaries each week
- 190 Peace Educators
- 55% girls





# GLOBAL IMPACT





# TERRES EN MÊLÉES X PEACE AND SPORT

## INTERVIEW EXTRACT WITH TEM

What do you expect from the "PeaceMaker" project ?

"The implementation of rugby methodology with an expertise and a discipline on the field. Aware that peace is a universal need, Terres-en-Mêlées is partnering with Peace and Sport to bring the white flag to African lands."

## SUSTAINABLE DEVELOPMENT GOALS



## Key Figures

Togo 

- 14 Schools & Rugby Schools
- 43 Animators (33% femmes)
- 1500 Children (50% filles)

Burkina Faso 

- 12 Schools
- 30 Animators (33% femmes)
- 1500 Children (50% filles)

# APJS X PEACE AND SPORT



## INTERVIEW EXTRACT WITH APJS

What do you expect from the "PeaceMaker" project ?

"The PeaceMakers Project is a project that aims to train teachers to a peace culture through sport and to transmit values to young Malians through sport."

## Key Figures

- 25 Schools
- 45 Peace Animators
- 500 Beneficiaries



## SUSTAINABLE DEVELOPMENT OBJECTIVES



# FONDATION VÉNUSTE NIYONGABO X PEACE AND SPORT



## INTERVIEW EXTRACT WITH VÉNUSTE

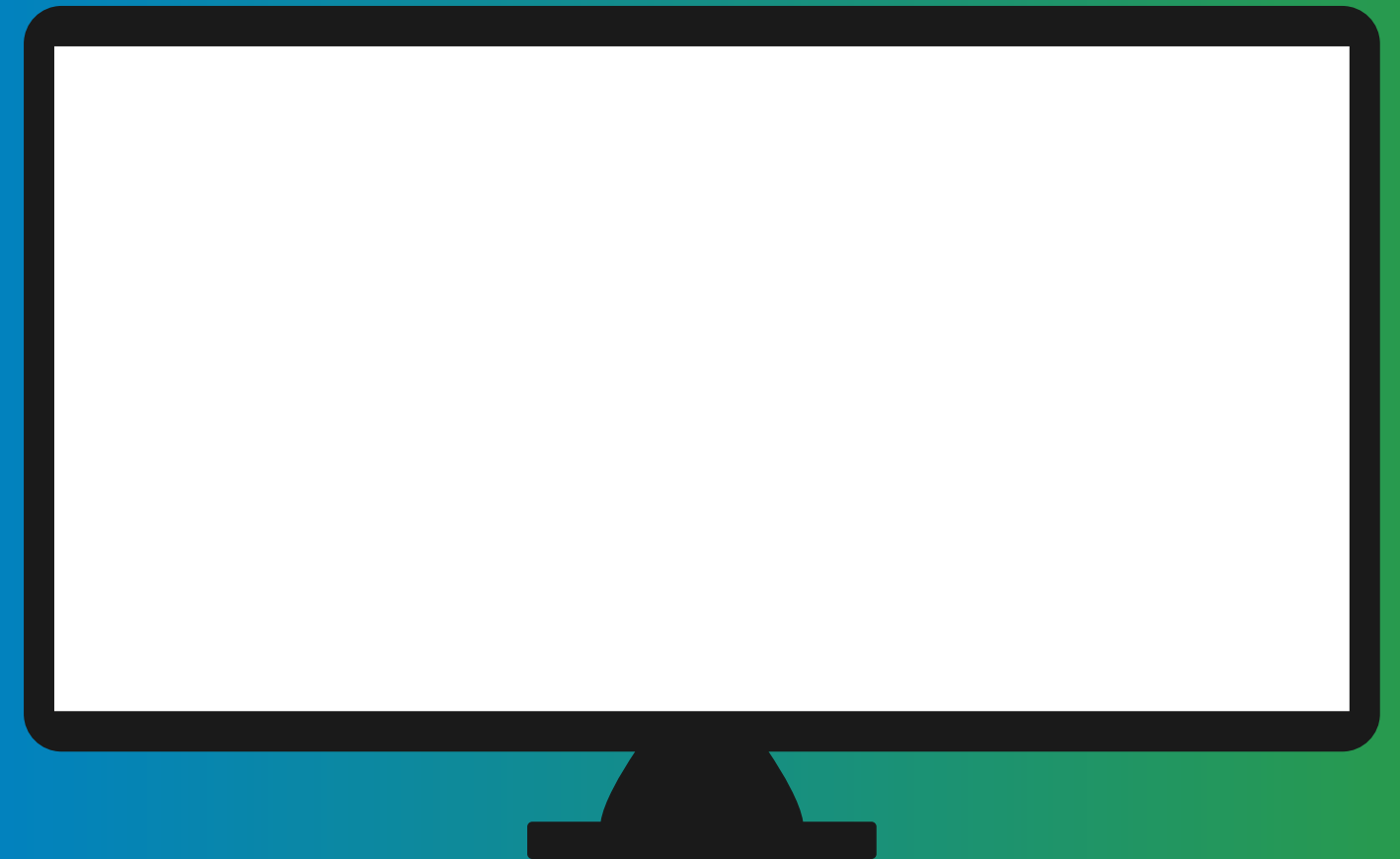
"After more than 10 years accompanying Peace and Sport as a Peace Champion, I wanted to create my Foundation to participate in the creation of a culture of peace and to empower youth in Burundi. Peace and Sport was a source of inspiration and my first partner who supported me in the creation and implementation of my program in the Kamenge Youth Center."

## SUSTAINABLE DEVELOPMENT OBJECTIVES



## Key Figures

Every week, more than 200 girls and boys aged 8 to 14 participate in the activities.



# NAANDI FOUNDATION X PEACE AND SPORT

## INTERVIEW EXTRACT WITH NAANDI

The program objective is to provide new opportunities for women and girls. Through the training of Peace Animators and the implementation of the Peace and Sport Methodology, we wish to participate in the emancipation of women through sport.

## SUSTAINABLE DEVELOPMENT GOALS



## Key Figures

- 400 beneficiaries (6-14 years old girls)
- 9 trained female coaches



# AKWOS X PEACE AND SPORT



## INTERVIEW EXTRACT WITH AKWOS

What do you expect from the "PeaceMaker" project ?

"I expect to continue our efforts to empower women through the values transmitted by the Methodology and to continue to use sport as a tool for peace. "



## Key Figures

- 4 Schools
- 10 Peace Animators
- 150 Beneficiaries (50% girls)

## SUSTAINABLE DEVELOPMENT OBJECTIVES



# TIBU AFRICA X PEACE AND SPORT



## INTERVIEW EXTRACT WITH TIBU AFRICA

What do you expect from the "PeaceMaker" project ?

"We are delighted to partner with the PeaceMaker Project. This partnership will allow Tibu to reinforce its promise to create a generation of champions through the power of sport. This project will not only equip coaches, but will also enable coaches to develop a strong, lasting sense of belonging within their communities."



## Key Figures

- 12 neighborhood
- 36 Peace Animatrices (100% women)
- 240 Beneficiaries (100% girls)

## SUSTAINABLE DEVELOPMENT OBJECTIVES



# COP COLOMBIA X PEACE AND SPORT



## INTERVIEW EXTRACT WITH COP COLOMBIA

What do you expect from the Peacemakers project ?

"To continue to use soccer as a tool to achieve a better life together and to spread the positive dynamics of the project in South America."



## Key Figures

- 5 Football clubs in Usmé
- 15 Peace Animators
- 200 children (50% girls)

## SUSTAINABLE DEVELOPMENT OBJECTIVES



## Activities

- **Capacity building:**
  - Training seminar for peace facilitators
  - Cycle 2 evaluation for beneficiaries
- **Advocacy & Communication:**
  - Institutional event with key decision makers
  - Meetings and discussions with our Champions for Peace
  - Public event for the community
- **Project Management:**
  - Demonstrate and share our expertise
  - Prepare for program expansion



# Friendship Games

## Colombia 2022



### Key Figures

- **10 High-level speakers :**  
Including Champions for Peace and Vice-Minister
- **12 Peace animators :**  
Trained in Cycle 2 of the Methodology
- **+1,000 kids and +2,500 spectators**  
Participants in the activities over 3 days
- **+25 Sports' Club from Usme**  
Gathered for the first time to promote dialogue.



# CHAMPION FOR PEACE FULLY COMMITTED

A Program endorsed by the Champions for Peace at every stage of the program



Blaise MATUIDI



Marlène HARNOIS



Lionel MESSI



Tatiana GOLOVIN



Paula RADCLIFFE



Didier DROGBA



Isabelle YACOUBOU



Jean-Baptiste ALAIZE

# MONITORING & EVALUATION

Demonstrate the positive impact of Peace through Sport Programs



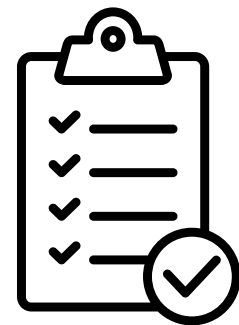
## CREATION OF A TASK FORCE

- Defines a replicable M&E structure
- Defines key monitoring and data collection criteria



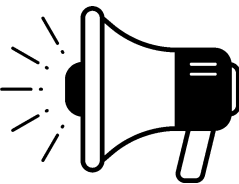
## COLLECTING DATA

- Quantitative data collection from schools and peace animators on the field via the mobile application
- Qualitative data collection through focus groups, interviews, surveys
- Strategic partner of a UNESCO Chair and realization of a study on 2022-2024



## IMPACT ASSESSMENT BY THE TASK FORCE

- Measure the impact of field programs through the data collected
- Suggest recommendations for program improvement
- Develop new training and contracts to empower local HR and make the program sustainable



## DATA COMMUNICATION OF THE RESULTS TOWARDS KEY INSTITUTIONS

- Presentation at the International Peace and Sport Forum
- Speeches at major events (MINEPS, UN ...)



# AMPLIFICATION

Amplifying the visibility of the project

## VIDEOS AND PHOTOS CONTENT READY-TO-USE

- Photos collected from the field
- Videos produced: 2 videos (15 min format) produced /year



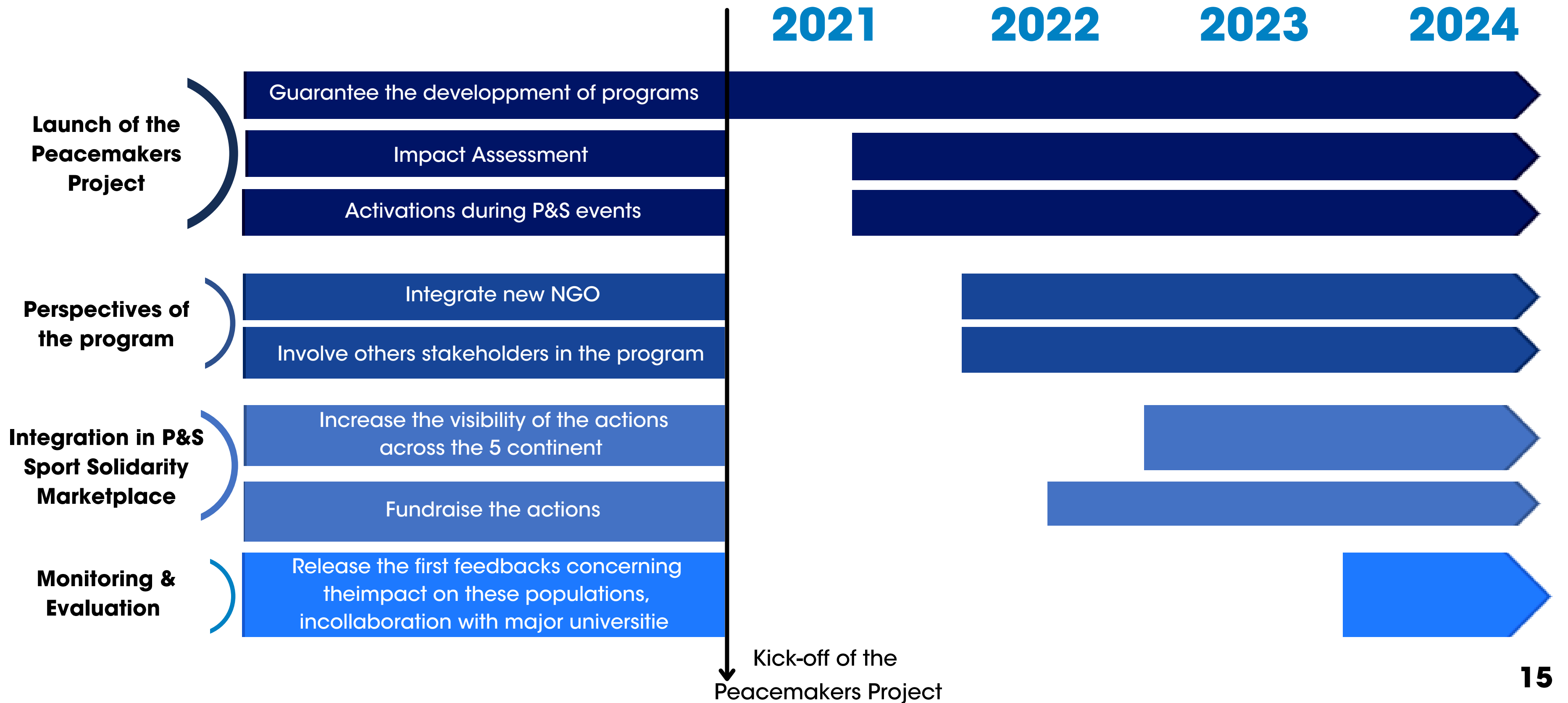
## PROMOTION OF THE PROJET

- Existing Media Partners : L'Équipe, RFI & Women Sports Africa
- Press Coverage
- Social Media



# TIMELINE

Peacemakers project by Peace and Sport





# CONTACT US

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