

STRENGTHENING INCLUSIVE SPORTS ACADEMIES IN AFRICA

RULES OF THE CALL FOR PROJECTS

INTRODUCTION

At the New Africa-France Summit on October 8, 2021, President Emmanuel Macron expressed his commitment to continue to invest in sports in Africa as a means to promote youth empowerment. The President declared that the French Development Agency (AFD) would allocate a grant of 4 million euros to support sports academies in Africa.

PLAY International and the **Diambars Institute**, with their expertise in the sector, their extensive network in the sport ecosystem, and their in-depth knowledge of Africa, have joined forces to carry out the "**Strengthening Inclusive Sports Academies in Africa**" program (hereafter the "Academies Program").

This 3-year program is designed to support academies in developing high quality educational and pedagogical pathways, in creating job opportunities for youth, in becoming economically, autonomous, and simultaneously and in encouraging and promoting gender equality. The latter will be possible by encouraging gender diversity (amongst students and professionals) and by training the leaders of tomorrow to promote societal values (generosity, gender equality, respect, etc.).

PLAY International has been working for more than 20 years in the development of innovative projects using sport as a tool for positive social change through education and inclusion. **PLAY International** has proven expertise in the field of sport for development, in managing multi-year and multi-country projects, and a tradition of supporting education and sport practitioners. **The Diambars Institute** has been a pioneer in the creation and management of sport-education academies and has supported the creation of other academies in Africa with innovative and sustainable economic models. The Diambars Institute has a unique expertise and an extended network of civil society, academic and corporate partners on the African continent, offering young athletes new career opportunities.

The complementarity between **PLAY International** and the **Diambars Institute** enables the partnership to provide solutions to the main challenges of this project. The pilot phase of this project was launched in November 2022 with four academies in the field of sport for development: SEED Academy in Senegal (basketball); Serge Betsen Academy in Cameroon (rugby); Lead Academy in Liberia and Morocco (football); Sunward Park High School (football) in South Africa.

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ARTICLE 1 – TOPIC

This call for projects (CFP) aims to integrate 12 new academies into the program. The objective is to offer technical and pedagogical support to encourage the development of projects that will benefit to youth and their communities.

The CFP has a triple ambition. It aims to strengthen the role of emerging academies, in particular by co-constructing a methodology that will enable the academies to analyze and develop their own model related to :

1. **Gender equality:** in particular in terms of training, awareness-raising and development of gender diversity. The contribution of women to the overall performance of the academies and their local and national influence will be strongly valued in this program.
2. **Education:** to increase students' commitment to their education, to guide them in their career development and their professional integration, to encourage their integration in vocational training, including in the sport industry.
3. **Economic model:** to build a methodology to ensure the autonomy and sustainability of the academies' business model and prepare their exit from the "Academies program".

The objective of this CFP is to support organisations that demonstrate a strong desire to carry out projects whose values, mandate and vision focus on sport as a tool for educational and personal development for the most vulnerable populations. For this reason, special attention will be paid to organisations and projects that :

- Promote women and girls' empowerment through sport;
- Develop training and capacity building programs for professionals to help them lead educational and sports sessions for the promotion of gender equality, gender diversity and social cohesion;
- Develop education through sport programs that empower youth;
- Anticipate the long-term sustainability of the project;
- Benefit from the support of professional sportsmen and women involved in sport for development, in particular those of African origin.
- Provide a healthy and safe environment where the rights and needs of the young beneficiaries are respected in line with child safeguarding principles

These academies must also meet PLAY International's requirements related to the fight against corruption, money-laundering and the funding of terrorism to be eligible to the CPF.

In addition, the academies should implement a communication plan to promote the project's achievements.

ARTICLE 2 – SUBMISSION OF APPLICATION FILE

- Any applicant organisation must first register on the Sport en Commun platform <https://sportencommun.org/en/>

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- Applications must be submitted online on www.sportencommun.org
- The closing dates of the sessions are indicated below and on the website <https://sportencommun.org/en/>
- Each organisation can only submit one application.

ARTICLE 3 - ELIGIBILITY CRITERIA

- The applicant is a non-profit organisation: non-governmental organisations, non-profit organisations, schools, sports clubs, sports federations, national Olympic committees, national Paralympic committees, foundations (public and private), economic interest groups (EIGs), trade unions, cooperatives, other declared groups.
- The following are not considered non-profit organisations: individuals, public universities, and companies.
- The organisation has a physical location / secure space with sports and / or educational facilities (or even accommodation) with a strong potential for transformation. If the organisation does not have its own sports facilities, it must show that it has an easy access to secure sports facilities nearby.
- The organisation must be strongly involved in the local ecosystem (interaction with local sports federations, sports actors, civil society organisations and/or local public authorities).
- The organisation has significant experience in the areas mentioned in the paragraph labeled "themes".
- The organisation has at least two years of legal existence.
- The organisation has an annual budget of more than €80,000 (income statements approved by the last General Assembly).
- The organisation is not involved in (or does not conduct) proselytism.
- The organisation is officially recognized by the authorities of one of the States of the African continent and has its own legal existence and accounting system. Organisations located in the zones classified as red by the French Ministry of Europe and Foreign Affairs (MEAE) are not eligible to this call for projects.

Human resources :

- The organisation must have the capacity to implement a large-scale project.
- The organisation can mobilize two employees to participate actively to the entire program, including a bootcamp that will take place in Dakar, and to conduct activities following these training sessions.

Geographic area :

- The organisation deploys its activities in one of the countries of the African continent outside the zones classified as red by the French Ministry of Europe and Foreign Affairs (MEAE).
Projects carried out in the red zones defined by the Ministry of Europe and Foreign Affairs will not be eligible to this call for projects.

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ARTICLE 4 – PROJECT ELIGIBILITY CRITERIA.

Themes:

The project aims to promote **education, social inclusion and capacity building through sport:**

Through sport, your organisation conducts activities that:

- Promote active education of children and/or youth,
- Include vulnerable, marginalized and/or disadvantaged children and/or youth, including children with disabilities,
- Implement programs that promote gender equality,
- Contribute to the implementation of at least 3 of the 17 Sustainable Development Goals (SDG), including :
 - **SDG 3 on good health and well-being:** The practice of physical activity is one of the best ways to prevent physical and psychological diseases. Moreover, sport is an ideal opportunity to raise awareness about hygiene, nutrition and infectious diseases. It also helps to reduce health-related costs,
 - **SDG 4 on quality education:** Sport can be a source of motivation for school and may improve concentration. It can also teach life skills and values that enable children and youth to develop positively. On the long term, sport can be a tool for an equitable and quality education.
 - **SDG 5 on gender equality:** The practice of sport promotes gender equality and the empowerment of women and girls through its impact on health and well-being, self-esteem, social integration, and gender diversity. On the long term, these influence women's employability and leadership.
- Give access or promote women within the academy's staff or management teams.
- Demonstrate the will to incorporate the values of living together, inclusion and gender equality in the academic and sports curricula.

Implementation:

The total duration of the project is between 12 months minimum and 15 months maximum and starts, at the earliest, on September 1, 2023 and ends, at the latest, on December 31, 2024.

- Projects whose activities are solely related to the organisation of an event are not eligible.
- Organisations must demonstrate their ability to ensure the sustainability of project on the long term, in terms of human resources and sustainability of the business model (forecasted resources covering operating and maintenance costs on the medium term).
- Projects should present future activities, not past ones. (If activities have already taken place, they should be summarized in the "history" section of the application form).

Budget:

- The grant requested may not exceed €130,000. Any request made above this limit will not be eligible.

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- The amount requested must represent a maximum of 75% of the eligible expenses of the projected budget, excluding in-kind contributions (with no constraints on the origin of the remaining 25%, except for funds acquired from the Ministry of Europe and Foreign Affairs (MEAE) (e.g. JSI/VVSI, French Embassies, etc.) or the French Development Agency (e.g. PRA/OSIM of the French Ministry of Foreign Affairs).) or from the French Development Agency (e.g., FORIM's PRA/OSIM, IUCN's Small Initiatives Program, the French Global Environment Facility, etc.) (This list is not exhaustive).
- The estimated budget must separate "in-kind contributions" from the rest of the budget. The mobilization of volunteers or in-kind donations must therefore be mentioned in the "Contribution in-kind" section.
- The expenses presented must be for the most part future expenses, as the CFP grant is not retroactive. The organisations should provide proof (certificate, letter or e-mail) of any co-funding acquired or in the process of being acquired related to the project presented in the application
- The delivery of the grant will be conditioned to the provision of the co-funding at the date of the signature of the agreement.
- The following expenses will not be considered eligible:
 - International and national transportation costs and living expenses or per diem in the field;
 - Volunteer costs (except for costs related to hosting a civic service volunteer);
 - Expenses outside the territory in which the organisation operates;
 - Exploratory missions and research costs

ARTICLE 5 – DOCUMENTS TO BE INCLUDED IN THE APPLICATION FILE:

- Administrative documents that demonstrate transparent and functional governance of the organisation
 - Receipt of registration of the organisation in the country of intervention;
 - The latest published activity report/annual report;
 - The latest published and audited financial report;
 - Organisational chart of the organisation and composition of the Administrative Committee.
- The project presentation file
 - Concept note indicating the objectives, results and activities of the project;
 - Project budget;
 - The projected project schedule.
- Appendix
 - CVs of the project management teams and in particular the person in charge of the administrative and financial management
 - Photos of the education and sports facilities / venues.

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ARTICLE 6 – SELECTION PROCESS :

- Applications will be first assessed internally by the PLAY International - Diambars Institute consortium which will select some projects based on the eligibility criteria and the quality of the application.
- The pre-selected projects will then be examined externally by independent volunteer experts, specialised in the topics and/or geographical areas of the call for proposals.
- The final selection will be done by a committee composed of the consortia, the external experts and the AFD. Each applicant will have access to personalized feedback from the consortium and the external expert which will highlight the strengths and weaknesses of each application and offer recommendations.

ARTICLE 7 – PAYMENT OF FUNDS

A Notice of Non-Objection (NNO) issued by the SOS Group - the entity to which PLAY International belongs - relating to certain legal provisions (fight against money laundering and fight against the financing of terrorism), is necessary to release the funding granted by the Academies Program. The SOS Group has approximately one month from the receipt of all the requested documents to issue a NNO for the mandatory signature of a partnership agreement between the winning organisation and PLAY International, followed by the payment of the grant. The organisation has one month from the date of the final committee to request the release of 2/3 of the endowment. The first payment is made by bank transfer following the sending of the letter requesting the release of funds (a model will be attached to the partnership agreement between the winning organisation and PLAY International). The balance is paid under the conditions specified in Article 9 of these rules.

ARTICLE 8 – IMPLEMENTATION OF THE PROJECT

The winning organisation agrees to use the grant from the “Academies Program” in accordance with the submitted narrative and financial proposal. Any significant change in the objectives, partners, activities, schedule, or budget of a laureate project must be reported to and approved by PLAY International before it is implemented. Failure to comply with this clause, or failure to implement the project in whole or in part, could result in the reallocation of the grant or a request for full or partial reimbursement of amounts already paid.

ARTICLE 9 – PROJECT MONITORING AND REPORTING

Interim and final reports are required for all projects. The dates for submission of the reports and the name of the person at PLAY International to whom to send the elements will be defined, and the format of the report will be provided in the partnership agreement.

These reports must present the progress of the project, the difficulties encountered and any alterations to the original project, as well as a financial report. Failure to submit the interim and final reports on time, except in exceptional and duly justified cases, will result in the non-payment of the last third of the grant. A steering committee will decide whether or not to pay the last third of the grant based on the final report and its compliance with the initial narrative

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and financial request. The portion of the grant awarded by PLAY International may not exceed 75% of the eligible expenses incurred by the organisation for this project.

ARTICLE 10 – MANDATORY REQUIREMENTS FOR LAUREATE ORGANISATIONS

Successful applicants authorize PLAY International to publish and use their name, information about the funded project, interim and final reports, photos, videos, and any other communication materials, and waive all rights and entitlements in this regard. Laureate organisations must also facilitate the diagnosis, monitoring and evaluation conducted by PLAY International's and the Diambars Institute's by sharing when requested all relevant documents and information.

ARTICLE 11 – INSURANCE POLICY

Non-recovery in case of accident

The laureate organisations, who are solely responsible for their project and are covered by the necessary insurance, release PLAY International and the Diambars Institute and the funding organisations and partners of the CFP from any liability and refrain from exercising any legal action against them.

Assistance to French Laureate Organisations

All French nationals who wish to visit the project as part of the proposed project must be aware of the security conditions stipulated by the French Ministry of Europe and Foreign Affairs (<http://www.diplomatie.gouv.fr/fr/conseils-aux-voyageurs>). They must report to the local French Embassy and register on the Ariane website (<https://pastel.diplomatie.gouv.fr/fildariane/dyn/public/login.html>). The members of the laureate organisation traveling to the field must be covered by a repatriation insurance contract. Proof of this insurance may be requested.

KEY DATES OF THE CALL FOR PROJECTS

Opening of the call for projects: 13/03/2023
Closing of the call for projects: 20/04/2023 at 18:00 GMT
Selection of the projects: From 24/04/2023
Announcement of the results: From 31/05/2023

For questions regarding the submission of projects, please send an email to the following address contact@sportencommun.org

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