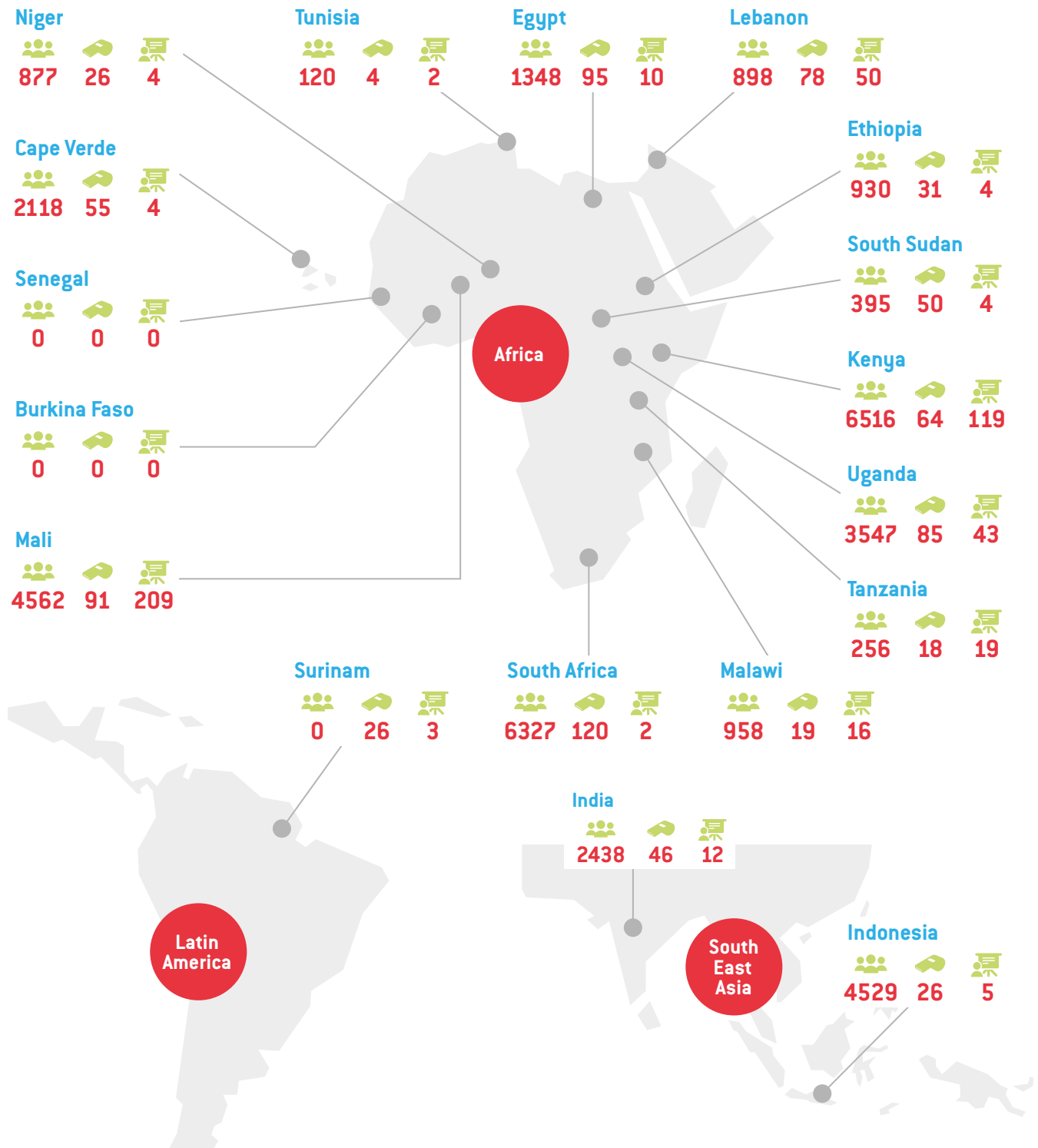


THE VITAL POWER OF SPORT



Sport for Development 2020-2024 is a programme of:





persons reached
 coaches trained
 trainings given

2021 IN NUMBERS

Persons reached with the activities executed	36.356
Coaches trained	889
Trainings and workshops given	358
Countries in the programme	18

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1. INTRODUCTION



2021 marks the second year of the current Sport for Development programme cycle as well as the second year that we had to be creative and flexible with our programme implementation due to COVID-19. Having learned from 2020 and experiencing some moments of release of the strict regulations related to the pandemic, every partner was able to be more agile and worked with a mix of online and live programme implementation. The core focus in 2021 remained contributing to and impacting the Sustainable Development Goals (SDGs) with sports and play programmes that focus on good health and well-being (SDG3), quality education (SDG4), gender equality (SDG5) and peaceful coexistence in and between communities (SDG16). Similarly, the core target group within the programme is youth.

In this unique partnership, each of the partners brings in their own specific programmatic approach when addressing youth and impacting the SDGs. The complementarity of these different approaches can be seen in the results. The coach is central to all partners as a catalyst for youth and community development. A whole range of stakeholders and rightsholders were reached. From policy makers, teachers, caretakers, community members, to most and foremost youth and young adults. Through sports and play training and coaching, as well as capacity building of community stakeholders, each one of them was empowered and received the tools to use the knowledge and skills to improve their own lives and well-being as well as those of others.

- A total of **36.356 people** in **18 different countries and continents** participated in learning activities and the training and coaching sessions the partners organised in 2021. The majority being youth.
- Almost **889 coaches and community members** were trained and are ready to transfer their skills to other community members.
- A total of **357 training days** were conducted on developing a broad range of life skills, empowering youth with knowledge, increasing the strength to act.

This document reports on the 2021 overarching data and results, complemented with short narratives per region and country. The mid-term evaluation, will be conducted from March to July 2022 and is anticipated to be finalized around August 2022. The evaluation will complement this report with more in-depth stories, specific case studies and will further zoom in on the impact of the Sport for Development programme on the Sustainable Development Goals.



The outcomes of the various activities implemented by the partners directly contribute to:



In addition the activities also indirectly support:





2. UPDATES AND PROGRESS PER REGION





MIDDLE EAST & NORTH AFRICA (MENA)

In the MENA region, the Sport for Development programme was active in Egypt, Lebanon and Tunisia, through ISA, KNVB and Right To Play. ISA started with the implementation of the ISA GAME programme in **Egypt**.

Within months, ISA established partnerships with six community-based organizations (CBO's) in the communities of Aswan, Luxor and Cairo. The ISA staff from The Netherlands and East-Africa capacitated coaches and staff members in community sports coaching, the social power of sports, youth participation, girls inclusion and the possibilities to create an environment for youth to team up in a safe and inclusive way to the teams of these organisations. All six local partner organisations implemented the learnings in practice, by implementing the action plans they have developed themselves for the organisations as well as the coaches and the young people. Local ISA facilitators monitored the progress of the implementation of the action plans through monthly field visits and 1 on 1 coaching conversations with both the coaches and the CBO's. Investments have also been made in the continuous coaching and guidance of previously trained coaches and CBO's through the organisation of the online community of practice sessions.

One of the biggest challenges Egypt is facing is the lack of sport structures and sport places for young people. ISA's interventions in 2021 focused on the capacity building of CBO's and taught coaches the essential knowledge and techniques on how to organize safe, inclusive, fun and active sport activities and games for community youth in general and particularly for the youth they train. The collaboration with the CBOs only started in 2021, but has already resulted in training 80 community sports coaches, and trained CBO staff members are now leading and facilitating weekly community sports activities. The newly trained coaches have impacted almost 1000 youth members in Egypt within their first year.

ISA Game programme

The ISA GAME programme is about participating in fun, active and safe sports activities. It provides young people with a space in their community, where they connect to positive people – and with visibility at the playground, where they discover their talents and show their potential. Within the Game programme, ISA engages youth in various sports, by training quality community sports coaches and by investing in inclusive sports participation and in strong organisations that build sustainable sports structures. And ultimately jointly realise vibrant communities where multiple sports opportunities are available.

On the sports field young people acquire:

- Improved physical and mental health by playing sports.
- Positive relationships (i.e. with coaches, peers and mentors) at a safe, inclusive and visible space, where they discovered their talents.
- And essential life skills such as knowing your talents, grow a good dose of self-confidence, teamwork, effective communication and creativity.





UPDATES AND PROGRESS PER REGION

In Egypt, KNVB together with local partner Aspire responded successfully to a call for proposals from the International Labour Organisation. The call focused on increasing the life skills and employability of refugees and host communities in Cairo, Alexandria and Damietta.

A refresher course was organised for 17 WorldCoaches that were trained in a previous stage of the Sport for Development programme. These coaches received football and life skills training as well as employability skills through Aspire's activities. After completing the training, the WorldCoaches organised football and life skills trainings for refugees and host community members aged between 18-30 years old. This programme will continue in 2022. Next to this programme, more coaches will be trained so that they can organise activities locally. This contributes to the sustainability of the programme, where local capacity that was trained over the past years is used to respond to call for proposals. Lastly, KNVB has created a call for proposals for Egyptian WorldCoaches. These coaches can submit a proposal for a project that they will organise for children in the communities. When approved, the coaches get financial support to set up and implement their project. These activities will start in 2022.

In **Lebanon**, KNVB organised a very successful pilot programme in cooperation with the Strong Cities Network. Six WorldCoaches that were trained in KNVB's Sport and Humanitarian Assistance programme (2016-2019) were selected to train 12 new WorldCoaches (six males and six females). These coaches were trained to organise activities on a newly constructed pitch situated on the border of the communities Jabal Mohsen and Bab Al-Tabbaneh in Tripoli. There has been a lot of conflict between these communities and the programme aimed to reduce tensions by organising football and life skills for children. As it was not possible to travel to Lebanon, multiple online sessions were organised, in which WorldCoaches instructors prepared this group of six coaches for training the twelve new WorldCoaches. Also, an online session with all WorldCoaches was organised so that they could ask for feedback based on their practical experience. The programme was received very well by the children and talks for follow-up activities will be held in 2022. A total of 284 sessions were conducted spread over 10 training sessions.





UPDATES AND PROGRESS PER REGION

Right To Play also witnessed the multi-crises in Lebanon whilst implementing activities in **Lebanon**. They manifested through an economic downfall, health pandemic and lockdowns, stock and fuel/electricity shortage. The focus of the sports and play activities was on a variety of athletics skills linked to essential life skills. Right To Play Lebanon has a local office in the country and the local staff fully experienced the challenging circumstances, which also impacted implementation of the activities. Yet, it was possible to make progress and realize results due to the nature of the activities that are widely accepted - prioritized even - by communities and prioritized by children. Through cooperation, local partners, linked activities to other project activities in the area and modified the programmes to a remote version where needed and possible. A total of 60 coaches, with different backgrounds, were trained and worked together in the project on delivery of activities. The coaches provided regular athletic oriented activities that strengthened their resilience of the children and cooperation and communication skills for more than 750 children also from different backgrounds.

During a field visit in October in **Tunisia**, the Dutch Embassy linked KNVB with a female coach from Hay Hlel, one of the most deprived areas in Tunis. She attracted a lot of attention with a YouTube video and was visited by numerous organisations and government officials that promised help but did not support her in the end. KNVB decided to help her in training coaches that could assist her with coaching the children from Hay Hlel. Unfortunately, the challenging situation in Hay Hlel prevented many coaches from attending the full course. The female coach did not communicate the goal of the course well and participants were told there would be a financial remuneration. When they learned this was not the case, a lot of participants did not attend the remainder of the course. The lesson learned from this activity is that youth in Hay Hlel might face too many difficulties to fully invest in becoming community coaches. If opportunities for Hay Hlel arise in the future, KNVB will work with another CBO.





WEST AFRICA

In 2021, ISA, KNVB and Right To Play were active in West Africa. ISA West Africa launched the ISA GAME programme in five new communities in **Mali and Niger**. The ISA GAME programme did not only build the capacity of the staff of six community sports and youth organisations in the social power of sports, but also trained dozens of quality community sports coaches through a well-designed training programme (including multiple communities of practice and coaching on the job sessions). The trained CBO's and coaches now lead and facilitate weekly community sports activities that structurally impact hundreds of youth and community members and reach out to more than 3000 youth in West-Africa.

Besides the urgent security situation, one of the biggest societal challenges in West-Africa is the absence of gender equality. ISA's interventions in 2021 focused on the capacity building of CBO's, coaches and youth focusing on the principles of inclusion and equality of girls and women in community sports programmes. Together with the partner CBOs, ISA promoted and ensured the engagement, visibility and empowerment of hundreds of girls in the communities that they are active in.

Right To Play's sport and play activities in Mali are aimed at supporting children to leave work and go back to school. All planned activities planned at schools in 2021 in Mali were affected by teacher strikes in 2021, interrupting teaching practices. The strikes made it challenging for Right To Play's local team to engage in regular support, monitoring and follow-up visits of teachers and schools. Similar to ISA, Right To Play therefore increased its community-level interventions by creating alternatives for children to engage in out-of-school learning activities, also involving CSO partners and local communities, as such avoiding gaps in play based education during periods of strikes. The community focus is an integrated part of the project, which includes awareness raising of the dangers of child labour, but also of early marriage and Female Genital Mutilation (FGM), educating children on their rights and strengthening local protection system as well as working with parents and community leaders to support children to go back to school and continue their education. A total of 50 teachers received training in 2021 and 2500 children were reached through Right To Play activities in Mali.





UPDATES AND PROGRESS PER REGION

The political situation in West-Africa created additional challenges for ISA, KNVB and Right To Play's work in the region. Due to the current ECOWAS sanctions, multiple jihadist resistance groups and aggressive acts of violence, the borders between neighbouring countries are closed. For ISA West-Africa and KNVB, these measures meant that planned activities in **Burkina Faso** could not yet take place. KNVB however, started talks with Mamadou Zongo, a local WorldCoaches instructor and former Vitesse player, on how to restart activities. Unfortunately, civil unrest leading to the coup d'état in January 2022 led to the decision of postponing activities until the turmoil settles. KNVB will reactivate Mamadou Zongo's work as WorldCoaches instructor in 2022 and see if this can lead to reactivation of activities in Burkina Faso.



KNVB was also active in **Cape Verde** in the West Africa region. Two WorldCoaches courses were organised in December 2021. In these courses, 24 females and 16 males participated. The goal for Cape Verde is to train more women to become football coaches, who in turn train more girls in football and life skills. The courses were organised in Mindelo and Praia with the Cape Verde Football Association, who also contributed financially to the training sessions. Training more female coaches is in line with the association's goal to make women and girls' football more popular on the islands. KNVB aims to organise follow-up courses for these participants in 2022. The course was conducted by a WorldCoaches instructor as well as a former player of the Dutch Lionesses, who is interested in becoming a WorldCoaches instructor.

In 2021, no activities were carried out in **Senegal**, but contacts have restarted. KNVB has contact with Ms. Seyni Seck, working at the Senegalese Football Federation and responsible for women's football and with the Dutch Embassy in Dakar. The goal is to continue talks after 2022's Africa Cup of Nations to see how we can boost women's football in Senegal together with the football federation.





UPDATES AND PROGRESS PER REGION

GREAT LAKES, EAST AFRICA

All four partners are active in this region and programmes were implemented in Kenya, Tanzania, South Sudan, Uganda, Malawi and Ethiopia.

ISA introduced the ISA GAME programme in four different communities in **Kenya** and started new collaborations with four CBOs from these communities. The GAME programme is about participating in fun, active and safe sports activities. It provides young people with a space in their community, where they connect to positive people – and with visibility at the playground, where they discover their talents and show their potential. The ISA GAME programme strengthened the CBOs in the social power of sports and specifically focussed on the capacity development related to youth engagement, peaceful co-existence and gender equality.

In addition to new collaborations, ISA strengthened its ties with longstanding partner organisations Amani Kibera and TYSA through intensive coaching and coordination, with the aim of creating organisational sustainability and the ongoing improvement of meaningful youth participation in the organisations as a result of the ISA GAME CHANGERS programme. In Kakuma Kenya, ISA teamed up with TYSA and Masterpeace and provided multiple girl leadership trainings in the Girls We Can! Project (Wasichana Tunaweza). This is a project that promoted sustainable socio-economic inclusion and active participation of girls and young women in Turkana West Sub-County.

The ISA GAME programme has resulted in the training of staff members from community sports & youth organisations in the social power of sports, as well as the training of dozens of community sports coaches and youth coaches assistants in Kenya. The majority of the trained youth coaches have gone through tough life challenges themselves. The ISA GAME programme helped these youth members to transform from youth members with unknown talents to youth coaches with expertise and skills. Now they lead and facilitate weekly community sports activities, which reach more than 4000 youth and community members in communities in East-Africa. The commitment of the trained youth coaches and CBO staff members ensured that all new CBOs had more youth participation in their activities in 2021 than in previous years.





UPDATES AND PROGRESS PER REGION

In line with the 2020 announcement, KNVB started to support local WorldCoaches instructor Martha Karimi in Kenya in 2021. Martha founded an academy in Kaguse, Kenya and trains several groups of children and youth weekly on football and life skills. In addition, she also organises community events revolving around social themes, such as peace and mental health. Other community coaches are involved in the academy and are mentored by Martha. The aim of KNVB's support is to assist Martha in further developing the academy and assisting her with building a self-sustaining academy. In 2021, she organised 105 training sessions and reached 1985 boys and 241 girls during these sessions.

In **Tanzania**, talks were held with the Dutch Embassy in Dar Es Salaam to see how KNVB could start a programme in Tanzania. In August, Kenyan WorldCoaches instructors Martha and Seth conducted a field visit. They went to the Fountain Gate Academy, an organisation recommended by the Dutch Embassy. As part of their visit, Martha and Seth assessed the organisational structure and facilities of the Fountain Gate Academy. They also organised a clinic for 18 coaches that are working for the academy. These coaches trained 256 children (221 boys and 35 girls). After the visit, Martha and Seth wrote an evaluation on whether the Fountain Gate Academy would be a suitable local implementing partner. KNVB and the Dutch Embassy have evaluated and concluded that the academy focuses mostly on sportive goals and might not be the best to select as a local implementing partner.



KNVB organised activities in **South Sudan** for the first time. Two successful WorldCoaches introductory courses were organized in Juba in November. The courses were organized in cooperation with Cross Cultures, the South Sudan Football Association and the Dutch Embassy in Juba. 22 Females and 29 males participated from different regions in South Sudan (Juba, Bor, Torit and Awile). The practice groups during the training sessions came from a local orphanage. The courses were conducted by a Dutch and Kenyan WorldCoaches instructor. The Dutch Ambassador visited the course and was very enthusiastic about the courses. Talks with the Embassy will continue to see if they want to contribute to expanding the programme.





UPDATES AND PROGRESS PER REGION

In 2021, the COVID-19 pandemic and government guidelines continued to create challenges for implementation of activities as planned by Right To Play in **Uganda**. Project activities take place in Adjumani, in the north of Uganda where many refugees are residing who fled from South Sudan. The project aims to improve the social cohesion between youth (host community and refugees) through sport, also involving the local communities. A 30 week Sports for Peace curriculum is being used to support that goal. 71 peace coaches and teachers were trained and supported on the curriculum in 2021 and 3400 children and youth regularly participated in activities organised by trained coaches and teachers. Right To Play kept relying on modified activities, especially using the radio channel, throughout the period that the schools were closed in order to reach children and youth and realise the results as planned.

Preparations for the first WorldCoaches were also made in Uganda. Talks were held between the Dutch Embassy in Kampala, Signify foundation, Golden Boots Foundation, War Child and UNICEF. The idea is to start a pilot through which 50 WorldCoaches are trained on football and life skills. In between the two courses the Dutch multinational Signify will offer vocational training to the WorldCoaches to increase their employability. By involving the Dutch Embassy, War Child and UNICEF, KNVB hope to lay the foundation for a bigger programme.

In **Ethiopia**, KNVB organised an introductory and advanced level WorldCoaches course in Addis Ababa in October 2021. This course was organised in cooperation with South African media company SuperSport. 31 male participants from different football clubs in Ethiopia participated in these two courses. The primary focus was on developing the football and coaching skills of these coaches. KNVB is planning to organise more courses in Ethiopia in 2022, both for coaches and for referees. The courses are part of the regional approach of the KNVB in East-Africa. WorldCoaches co-instructors from Kenya will be part of the programme in Ethiopia and will learn-on-the-job how share the knowledge they gained in Kenya with the local coaches in Ethiopia. The contribution from the Sport for Development programme was limited as the course was mainly funded through KNVB's local partner in South Africa.





UPDATES AND PROGRESS PER REGION

SOUTH AFRICA

KNVB organised its first hybrid course in **South Africa** for coaches from the Johannesburg Primary Schools Football Association (JPFSA), together with Run4Schools. Dutch WorldCoaches instructors organised online sessions for the participants in the morning. In the afternoon, local WorldCoaches instructors did practical sessions on the field. The sessions aimed to teach coaches how to organise corona-proof training exercises, so that the coaches could organise activities for children whilst keeping in mind the local COVID-19 regulations. This way it was possible to organise activities in South Africa despite the restrictive COVID-19 measures. A physical course for female coaches of the Janine van Wyck academy was planned for December 2021 but was postponed as the Omicron variant was discovered days before the course was supposed to start. It is now planned for March 2022.





THE CARRIBEAN

From March until September 2021, football and life skills sessions were organised in a youth detention center in Wanica, **Surinam**. These activities were organised in cooperation with the local Ministry of Justice and Police and were conducted by local WorldCoaches instructors from Suriname and included 26 male participants between 15-19 years old. The aim of the course was to improve the resocialization process and life skills of the participants. Due to COVID-19, some sessions were postponed multiple times.

For most of 2021, it was not possible to organise courses in Suriname due to COVID-19. Therefore, very few activities took place. The aim for 2022 and 2023 is to organise extra courses to make up for the courses that were originally planned for 2021. KNVB will continue to educate WorldCoaches around mini pitches that are still being built in the country. These pitches are financed by the Suriname Ministry of Sport and Youth. Locals are trained to develop these mini pitches into sustainable community hubs. WorldCoaches play an important role in this as they organise out of school activities for children from the community.





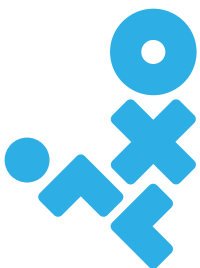
UPDATES AND PROGRESS PER REGION

ASIA

In **India** the COVID-19 pandemic was heavy in many ways. For the second year in a row, schools for children under the age of 12 were closed all year. Daily lives were impacted continuously. Therefore, the Bovelander Foundation (BF) made a shift to online coaching sessions. The local coaches provided hockey and sports activities for the children in their own resident communities, as for many months local travel was also prohibited. The online coaching courses helped the coaches in this new and unknown situation. Coaches were also incentivized to help the communities in educating and spreading information about COVID-19. Two planned coaching courses were cancelled at the last minute due to a sudden spike of COVID-19 cases. One of the Dutch trainers could visit India twice to have individual meetings and only one field visit was possible. This field visit was used to further strengthen and formalize the ties with local NGO's Meljol and Meribody. Together with these organisations, life skills needs assessments were conducted and online workshops on menstrual health and well-being were conducted at the academy for girls and female coaches. For the coaches, a 20 week online coaching course did take place and the organisation did manage to recruit 8 new female coaches who will be trained in 2022. In cooperation with local partners and media agency Makmende four short movies were made, to show the full programme from grassroots hockey to academy level.

KNVB was not able to organise activities in India due to COVID-19. A pilot was started with media agency Makmende, in which two Indian co-instructors were asked to capture their activities with an analog camera. The results of this project will be published in 2022. KNVB also submitted a proposal for a project on football and hockey in Kerala together with the KNHB and are exploring the development of a post-COVID-19 programme on mindfulness and football. These developments will continue in 2022.

Due to the COVID-19 pandemic, it was not possible either for the KNVB to conduct physical activities in **Indonesia**. As an alternative, four online sessions were set up for female futsal coaches. These online workshops primarily focused on football and life skills and aimed at increasing the number of female youth coaches from Indonesia, as futsal is very popular among girls and can be a great tool to empower them. In total, 21 girls participated in these online futsal courses. In addition, KNVB financially supported Inspire Indonesia's Priceless programme. This programme focuses on providing football and life skills sessions for girls in school. Three Indonesian co-instructors organised activities from March through December. A total of 4529 children have been trained through this programme (4432 girls, 97 boys). During 2021, a total of 340 online training sessions were organised in Indonesia.





3. MONITORING, EVALUATION AND LEARNING





MONITORING, EVALUATION AND LEARNING

A core objective at the start of the programme was to strengthen the impact measurement of the programme to make its contribution to the SDG's more evidence-based and to develop a joint learning agenda for the programme. The partners used 2021 to set up a Theory of Change framework of the programme and identify an organisation that could support the partnership with a solid and unifying Monitoring, Evaluation and Learning plan. At the end of 2021, Ugandan based Monitoring and Evaluation organisation Eyeopener Works was contracted to develop and roll out the plans. The activities for this will start in 2022. Eyeopener Works will work with the partners as a group but also with the partners individually to strengthen monitoring capacity and alignment amongst the partners. Altogether, this will be a co-creation process with more evidenced based Sport for Development impact on the SDGs as a result.

Three key monitoring, evaluation and learning milestones have been planned:

- Developing an M&E framework including tailor made action plans for each of the partners to improve their M&E practices and tools, aligned with an updated joint Theory of Change and learning agenda and building on existing M&E systems at partner level.
- A mid-term evaluation, focused on measuring results and generating learnings. This will be conducted between May and July 2022.
- A final endline evaluation, focused on measuring results and generating learnings that can feed into future Sport for Development programming. This is planned for the end of the project cycle in 2024.





MONITORING, EVALUATION AND LEARNING

Eyeopener Works will use of both quantitative and qualitative methods, allowing for proper measurement of programme progress at both output, outcome and impact levels. The focus of the programme is to use methods that allow for programme beneficiaries to share their perspectives and to voice their experiences. Therefore, for the midterm this programme a combination of the following methods will be used:

- **Surveys:** A set of quantitative and qualitative questions aimed for extracting specific data from a particular group of people.
- **Focus group discussions:** Gathering people from similar backgrounds or experiences together to discuss a specific topic of interest. It is a form of qualitative research where questions are asked about participants' perceptions, attitudes, beliefs, opinion or ideas.
- **Key informant interviews:** Qualitative in-depth interviews to collect information from people who have first-hand knowledge about the programme and/or its context.
- **Document review/audit:** Reviewing existing documents to make an audit of quantitative data/numbers of activities and beneficiaries.
- **Most Significant Change Video story collection:** Videos highlighting the current situation of the programme target groups and/or progress recorded at their level at midterm and final evaluation.





4.COMMUNICATION





COMMUNICATION

COMMUNICATION

Similarly to the Monitoring, Evaluation and Learning agenda, the Theory of Change was used to strengthen the establish a clearer communication agenda. The partners are currently still looking to engage a part-time marketing and communications expert to support the partnership and the programmes with inspiring communication that show the impact of sport for development activities on the Sustainable Development Goals. Through a co-creation process of each of the four partners, the narratives of the partners will be brought closer together and show how the different Sport for Development activities complement each other and impact the realization of the Sustainable Development Goals.

The marketing and communications expert is expected take a role in facilitating this co-creation process, gathering the inputs from partners and subsequently turning that into inspiring and evidence based content. This will all be done based on a communication and marketing implementation plan targeted towards our key audiences and with the right mix of tangible communication materials (to be further specified but think of podcast series, webinars or other event, video and animations). The expert is also expected to ensure more regular and frequent content updates about the partnership. The expert is expected to start by mid-2022.





5. LEARNINGS AND OUTLOOK 2022

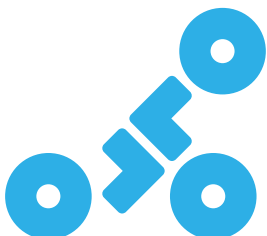




LEARNINGS AND OUTLOOK 2022

LEARNINGS AND OUTLOOK 2022

The programmatic learnings will be elaborated upon in the mid-term evaluation that is due mid 2022. However, 2021 was yet another year where the partners had to be flexible and show that they were able to deal with the ever changing regulations and restrictions due to the COVID-19 pandemic. The result was a programme implementation mix of online and live activities. The majority of activities were rolled out (though not always in its original form) and the majority of the budget was spent accordingly. 2022 looks promising in terms of the end of COVID-19 restrictions being in sight so the partners are optimistic in catching up with some of the delays and getting fully back on schedule.



ANNEX



- 1. Financial report
- 2. Data sheet



Progress Report 2021

Sport for Development Programme 2021

text and editing

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