



Football For All Leadership Programme

2019 Edition

Individual Project Pitch + Implementation

Information for Participants

The Football For All Leadership Programme (“FFALP” or the “Programme”) is divided into two stages: (i) the Onsite Lecture Stage in Lisbon, Portugal, and (ii) the Individual Project Implementation Stage in the Participant’s country of origin/residence. The only major requirement is that the individual Project links sports and disability (this also includes accessibilities), and it should have a positive impact in your local community.

You are strongly encouraged to take full advantage of all learnings and discussion during the Lecture Stage to prepare your Project pitch at the end of the week in Lisbon.

Project Pitch – October 26, 3pm-7:30pm, SL Benfica Stadium

At the end of the Lecture Stage, each Participant is required to present their Project before a jury. This will consist of a 5 minute pitch where the Participant shall cover:

1. Project idea
2. Project objectives/goals – short, mid and long term (what is the impact you aim to produce?).
3. Approach/methodology (how do you plan to implement the project?). This should cover an overview of what resources (human, time, material, financial, etc.) are required to implement your Project and how you plan to access them.
4. Project team – this includes yourself as the project manager and your Mentor, as well as the contacts you plan to explore and organisations that may support you in the development of your Project.

Following the pitch, you will receive 5 minutes of feedback from an Expert Jury to help you structure and deliver a successful project during the Project Implementation Stage of the Programme.

The Jury members are:

Mr. Ricardo Monteiro, Sonae¹ (former HAVAS)

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Ms. Nídia Amorim, IES Social Business School²

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Mr. Sudarshan Gopaladesikan, SLBenfica (former Microsoft)

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Ms. Cláudia Pedra, Stone Soup Consulting³ (former Amnesty International, UNHCR)

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¹ <http://sonae.pt/en/>

² www.ies-sbs-en.org

³ www.stone-soup.net/index.php/en



Project Implementation Stage – November 2019 to May 2020

The Second Stage of the Football for All Leadership Programme will focus on two main components that will occur in parallel:

1. Mentorship
2. Project Implementation

Mentorship

The idea is to work closely with an individual Mentor who will be someone working in or with extensive knowledge of the sport industry, in particular within the sector in which the relevant Participant wishes to implement their Project.

The Mentor will provide important feedback and share their knowledge and network thus assisting you in the development of your personal Project and in achieving your career objectives. The goal is for each Participant to continue connected with their Mentor beyond Graduation from the Football For All Leadership Programme, and that both Participant and Mentor can support one another in their careers for many years.

How will it work?

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- 7 Mentorship Sessions (1/month, from November 2019 to May 2020)
- Each session should take from 30 to 60 minutes and can be in person or “via skype”
- Close to the end of this Project Implementation Stage, each participant will be required to fill a feedback form, evaluating the contribution of the mentorship sessions for the project development.

Project Implementation

One of the main goals of the Football For All Leadership Programme is that each Participant returns to his/her community and is able to deliver a Project linking sports and disability which has a direct specific and intentional positive impact in said community.

To successfully achieve this, each Participant shall have the support of the Football For All Leadership Programme Organising Team, a Mentor and at least one local organisation. We hope that the Lectures in Lisbon and the fruitful debates and contacts developed throughout the Lecture Stage can contribute to your growth, the success of your Project and ultimately the creation of a legacy for yourself, your team and your community and, naturally, for the Football For All Leadership Programme as well. We wish for every Participant to become a local changemaker!

In some cases, your Project may even turn into a full-time occupation and/or a job!



How will it work?

- Project links sports + disability.
- From November 2019 to May 2020.
- Project shall at least be completely structured, if not 100% delivered, by May 2020 in order for the Participant to be able to graduate. This means that the each Participant should be able to pitch the Project specifics to any potential partner, sponsor, etc., and begin project implementation immediately.
- Reporting/Feedback to the FFALP Organising Team as follows.

During the Project Implementation Stage, there will be scheduled feedback meetings between the Participant and the Programme Organising Team: the Kick-off meeting, Mid-term meeting, as well as regular Reports. This will serve as an opportunity to discuss in more detail the state of development of the Projects and also allow the Programme Organising Team to assess whether certain aspects may benefit from additional guidance or support.

- 1 skype Kick-off Meeting in late November 2019
- 1 skype Mid-term meeting in late February 2020
- 3 written/video Reports (simple format to be provided to Participants) where you will briefly answer the following questions:
 - In which state of development is the Project currently?
 - Which were the developments verified in the last month?
 - How has the collaboration with the Mentor/Local Organisation gone on?
 - Is there anything that the FFALP Organising Team can do to help you further?

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These Reports shall be delivered no later than:

- 13 December 2019
- 31 January 2020
- 20 March 2020
- Final Project Report to be delivered by 22 May 2020 (more detailed official format to be provided to Participants before the Mid-term meeting). This Report shall be signed by the Participant, the Mentor and, once approved, by the FFALP Organising Team.

In addition, the Programme Organising Team will be in regular contact with each Participant's Mentor to monitor the Project progress from the Mentor's perspective.

In case a Participant has any queries at all relation to any of these stages or steps, please contact the Programme Organising Team at any time.

