

International Inspiration

Annual Review 2009–10



Key achievements

Here are some of International Inspiration's key achievements:

6 million children in 15 countries reached through sport thanks to International Inspiration

328 schools linked in the UK and partner countries

2.3 million children in India involved in sporting events, including 500,000 this year alone

27,000 children in Bangladesh learn swimming survival skills

700,000 more children and young people in Brazil now enjoy the chance to play sport

...and much more.



'I am very proud of the tremendous achievements of International Inspiration. Sport has a real power to make a difference to young people's lives, providing them with hope and encouraging aspiration for the future. The programme has turned our promise – to reach out to children and young people around the world and inspire them to choose sport – into an inspiring reality and is leaving a truly global legacy for the London 2012 Games.'

Sebastian Coe,
Chair, London Organising Committee of the
Olympic Games and Paralympic Games (LOCOG)

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Look ahead



Foreword

I am delighted to introduce the International Inspiration Annual Review for 2009-10.



Sir Keith Mills
Deputy Chair,
London Organising Committee
of the Olympic Games and
Paralympic Games

It has been a year of momentous achievement: the number of countries in International Inspiration has almost doubled from eight to 15; and the International Olympic Committee (IOC) and International Paralympic Committee (IPC) have recognised International Inspiration as an official London 2012 programme, an important and integral element of our Games. There has been growing interest from across the Olympic Movement – discussions are now underway with the IOC, future Olympic host cities and with our stakeholders to determine the future direction of International Inspiration post 2012.

International Inspiration has expanded significantly in Africa, Asia and the Caribbean – with a vast number of exciting projects opening doors for young people to sport, physical education, leadership and cultural relations. On a personal note, I have been honoured and humbled to have seen first-hand the tremendous success of the programme in India. The social issues that sport and play are helping tackle are strikingly diverse: empowering girls who may now choose an alternative path to forced marriage in rural India, enabling the participation of children with disabilities in Malaysia, offering alternatives to gang culture in London and Trinidad and Tobago, and saving lives by teaching swimming in Bangladesh.

We are delighted to be working closely with Governments, National Olympic Committees (NOCs) and, where appropriate, National Paralympic Committees (NPCs), on implementing International Inspiration in each of our countries.

In recent months, we have secured a number of generous gifts from private benefactors and contributions from the British Council, UNICEF, the Department for International Development, the Premier League and Comic Relief. As Chair I am confident that we are well equipped to steer the evolution of International Inspiration and ensure that we raise the funds we need to realise our vision. For more financial information, please contact the II Foundation via its website www.iifoundation.org.uk.

We continue to work hard to earn the support we need to make this outstanding programme even bigger and better. I would like to thank individuals and organisations for their support and the invaluable contribution they are making to the success of International Inspiration.

I would like also to thank fellow Trustees and the International Inspiration team for their dedication. London 2012's promise to the Olympic family is now a reality, playing out every day for children worldwide, enriching their lives and broadening their horizons. That is something I find truly inspiring. I hope that, as you read this review, you do too.

Highlights

International Inspiration is the first worldwide sports development programme offered by the nation of an Olympic and Paralympic host city. It is achieving massive impact at global and local levels. Here are some highlights from the first eight countries involved in the programme.



United Kingdom

164 schools in the UK have explored new cultures and jointly planned sport projects that benefit pupils and the wider community through their links with partner schools in International Inspiration countries.



Brazil

Almost 700,000 children and young people have had their first opportunity to enjoy sport in Brazil – including triathlon, athletics, sailing and wheelchair basketball – through International Inspiration programmes.



India

More than 2.3 million children and young people have taken part in International Inspiration sporting events or activities during the three years of the programme in India, over half a million of them for the first time in the past year.



Azerbaijan

More than 105,000 children and young people in Azerbaijan have joined in International Inspiration sports camps, festivals and community events including the headline-grabbing Great Road Race in 2009.

Zambia

1.5 million young people and their families have been involved with awareness-raising projects in Zambia, including a radio campaign that inspires children to take part in sport.



Palau

50 sport federation members gained new skills in strategic planning and 30 have boosted their sports administration qualifications, turbo-charging the nation's capacity to make sport part of young people's lives across the Palau archipelago.



Bangladesh

More than 27,000 children have been taught survival-swimming skills in Bangladesh. This project's unique partnership with the Bangladeshi Swimming Federation is also increasing the talent pool and potentially identifying future champions from amongst the disadvantaged children International Inspiration is reaching.



Jordan

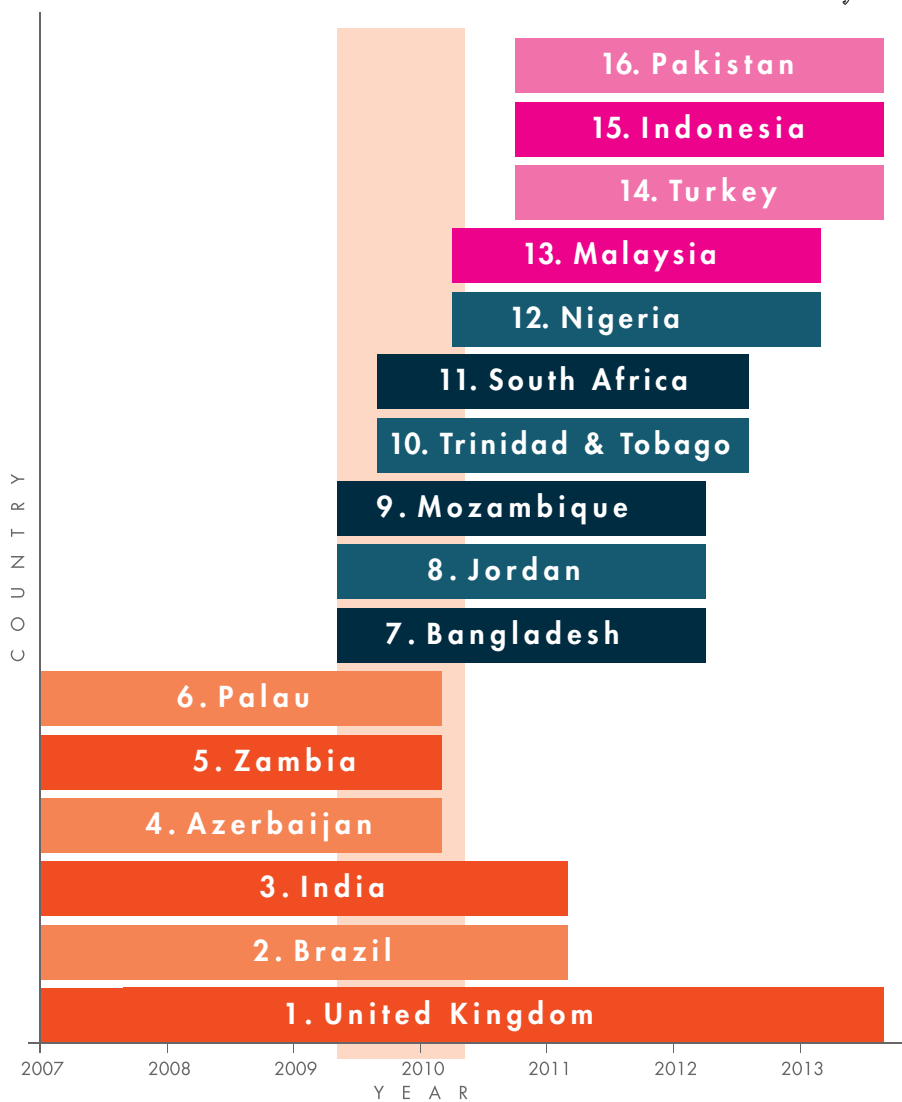
The Jordan Olympic Committee has agreed to prioritise four national sports federations – Athletics, Basketball, Swimming and Taekwondo. They have already made firm plans to increase opportunities for young people – especially girls – to participate in their sports.

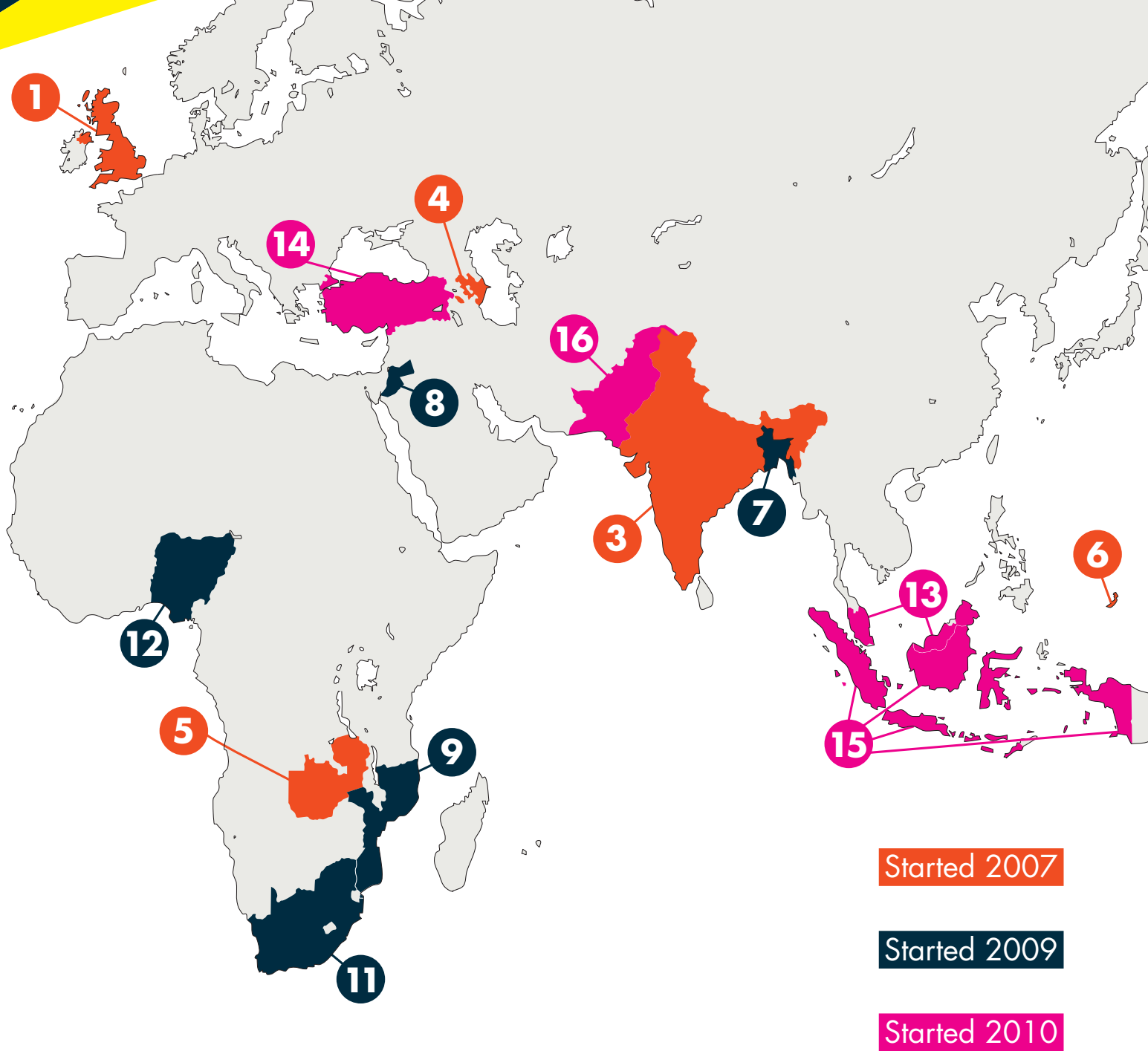


Where we work



International Inspiration timeline





International Inspiration programmes are now active in 15 countries plus the UK, enriching the lives of 6 million children and young people.

United Kingdom

164 schools in the UK have been linked with partner schools in 12 International Inspiration countries, enabling the programme to reach over 100,000 UK pupils

48 young leaders from 12 International Inspiration countries and 20 UK partner schools volunteered at the UK School Games in Wales in September 2009

16 students from International Inspiration countries have been able to complete a sports-related Masters degree in the UK over the past three years, thanks to Chevening Sports Scholarships donated by the Foreign and Commonwealth Office

Purpose

UK schoolchildren are taking part in life-changing exchanges with 164 partner schools in International Inspiration countries – helping them to gain a new and deeper understanding of each other's cultures.

Teachers and coaches across the UK are also collaborating directly with their counterparts in International Inspiration countries to help develop more inclusive sport and physical education (PE) around the globe.

UK policy makers are advising and supporting officials in International Inspiration countries, helping them to develop innovative national strategies and policies relating to sport and PE. The learning is reciprocal.

Strategic links are also being developed between sports bodies in the UK and their overseas counterparts – leading to long-lasting relationships that will benefit millions of young people well into the future.



Linking schools across the globe

Linking schools in the UK with partner schools in other International Inspiration countries has had a major impact on the lives of thousands of young people. The 164 school partnerships represent a unique opportunity for schools to build innovative approaches to use PE and sport to tackle issues in their schools, for pupils and teachers to experience and explore other cultures, and to develop valuable life skills, in leadership, communication, planning and presentation.

Because of the exciting and creative projects that have emerged from the partnerships, participating schools in both the UK and overseas have become hubs for surrounding schools in their area, enabling them to share the benefits of what they have learned far more widely.

'Seeing what things were like in Brazil made me realise I took a lot of things for granted. Taking part in International Inspiration has made me more helpful and I enjoy sharing my skills with other students.'

Oliver,
age 15, Nottinghamshire

100,000

UK pupils in 164 schools benefiting from links with partner schools in 12 International Inspiration countries

UK School Games

In September 2009, young leaders from the UK had the opportunity to volunteer at the UK School Games in Wales. They worked alongside young leaders from 12 International Inspiration countries to help deliver the event, which involved 1,600 elite athletes of school age competing across 10 different sports. The young leaders gained hands-on experience of volunteering at a large-scale event, taking part in training and gaining qualifications in umpiring major sports. Not only has this experience broadened the horizons of the young people involved, it has also increased their awareness of other cultures and inspired them to address issues in their schools and local communities in different ways.



Inspiring connections

International Inspiration ambassador and four-time Olympic gold medallist Sir Chris Hoy visited one of International Inspiration's partner schools in Cheshire to see how pupils are linking up with their peers in Malaysia.

Sir Chris spoke via live video link from Hartford High School to pupils 6,000 miles away in the Malaysian city of Ipoh. He watched students in Cheshire play a traditional Malaysian game called Sepak Takraw – a combination of volleyball and football.

'Talking to these inspiring young people from Hartford High School has really demonstrated to me how the International Inspiration programme is making a real difference to the lives of children and young people in the UK, as well as creating an incredible impact overseas.'

Sir Chris Hoy, International Inspiration Ambassador



Brazil

International Inspiration has trained more than 9,600 teachers, community coaches and other practitioners since the programme began in 2007

More than 460,000 children have taken part in 625 sports festivals since the programme began

International Inspiration has helped almost 700,000 children and young people to benefit through sport

A major Brazilian NGO, the Sport and Education Institute (IEE) has committed to embedding the Youth Sport Leadership component of International Inspiration within their own social inclusion projects – reaching more than 80,000 of the most disadvantaged Brazilian young people

Purpose

International Inspiration is working with National Government and local authorities of 11 states in Brazil's semi-arid north-eastern region. Many of the 13 million children who live there rarely have the opportunity to play sport, partly because there are few qualified PE teachers and sports facilities in schools. International Inspiration is supporting the revision of the curriculum for Segundo Tempo, a national after-school scheme aimed specifically at reaching millions of young people from disadvantaged backgrounds who lack access to sport.

The programme is training and empowering teachers and helping young people and local managers to promote sport within their communities and schools. Across the region, sports festivals are offering young people the chance to try sports – sometimes for the first time. Local people and politicians are recognising the very real benefits that sport can achieve.



A sporting chance

Brazil is preparing to host the 2014 FIFA World Cup and the 2016 Olympic Games and Paralympic Games in Rio de Janeiro. It is the perfect time for International Inspiration to support local authorities in highlighting the importance of PE, sport and play for children and young people. In 2009, the number of professional PE teachers increased by up to 80 per cent in 13 of the 26 local authorities where the programme is active. Two authorities in the state of Pernambuco have significantly increased their sport budgets over the past 12 months. Moreover, in June 2009, the municipality of Cruz recognised access to sport and leisure as a fundamental right for every child.

Celebrating sport

In 2009, more than 32,000 children took part in 40 sports festivals across the region. Half of these children came from deprived rural areas, 60 per cent were girls and a significant number of local children joined in. These festivals are not just about having fun and giving young people the chance to try out new sports. They are a vital component of International Inspiration's programme in Brazil – helping local communities and politicians realise the benefits of bringing communities together. Learning to win, lose, work in a team and organise these events is giving children a sense of what they can achieve so they can go on to even greater success.

460,000

More than 460,000 children have taken part in 625 sports festivals

Bringing communities together

Thanks to International Inspiration, the rural municipality of Pedra now has its first professional PE teacher, João Batista Filho. As the local sports coordinator, João is working hard to bring opportunities to some of the municipality's most disadvantaged rural communities, where many young people have never had the chance to play sports like volleyball, basketball or handball.

By organising sports festivals, João is determined to tackle some of the problems affecting young people in the region including child labour, low aspirations and high drop-out rates from school. To make sure the ripple effect from this programme spreads far and wide, João is also designing a series of workshops to share what he has learned with teachers at every school in Pedra.



The power of sport

Luis Antonio Camargo Ribas, Deputy Secretary of Sports for Alagoas, recognises the lasting benefits that International Inspiration has brought for children in his state. He has seen for himself the power sport has to transform children's lives and improve their self-esteem. Camargo Ribas says that International Inspiration has helped disaffected young people to re-engage with their communities and rediscover interest in their schoolwork. Now he and his colleagues are committed to improving sporting opportunities for young people across the region.

'The International Inspiration programme has helped to demonstrate the power of PE and sports in changing society.'

Luis Antonio Camargo Ribas,
Deputy Secretary of Sports,
Alagoas



India

More than half a million children and young people in India took part in International Inspiration sporting events or activities during 2009

The programme has been integrated into the Government of India's 'sport for all' initiative, which aims to train 250,000 community sports coaches over the next 10 years

In 2009, the programme trained 430 master coaches, who will in turn train a further 17,000 community sports coaches

60,000 pupils in 60 schools successfully piloted a new teaching resource that will be used by up to 2.8 million teachers to promote quality PE for up to 22 million pupils in schools across India

Purpose

International Inspiration is working hand-in-hand with the Government of India to make sure all children (whatever their circumstances) have the chance to play sport in their schools and communities. The programme has built strong links between practitioners and policy makers in the UK and in India, working in six states to provide opportunities for some of the country's most disadvantaged young people – including girls, children with disabilities and children from lower castes.

The programme is using sport to empower the children and young people of India – home to 20 per cent of the world's children – to become the global leaders of tomorrow. International Inspiration is also tackling a range of social issues, such as forced marriage for girls, as well as encouraging more children to attend school by improving the provision of PE and sport.



Sport for all

Over the next decade, through its integration with the Government of India's 'sport for all' scheme, International Inspiration will create safe places for children to play, as well as providing equipment, training coaches and organising sports competitions in India's 250,000 rural villages. To assist the Government of India in implementing the pilot of this initiative, International Inspiration trained 430 master coaches in 2009. They will go on to share their skills with a further 17,000 community sports coaches – making sure the programme leaves a lasting legacy across India.

Sport in schools

PE is a compulsory part of the school curriculum in India. However, in practice only a limited number of India's children have access to sport activities. In particular, girls and pupils with disabilities have limited opportunities to play sport – either within or outside school.

International Inspiration successfully piloted new teaching resources (known as PE Cards or PEC) in 60 primary schools to enable more young people to take part in high-quality and inclusive PE. Now these child-friendly resources are to form part of the government's flagship universal education programme. More than 20 million primary schoolchildren will enjoy better access to PE in the long term and secondary school pupils will benefit too. By May 2011, 10,000 schools will use the resource to deliver 30 minutes of PE every day.

22 million

children will benefit from the new PEC teaching resource that will be used by up to 2.8 million teachers to promote high-quality PE

Making a difference in India's villages

Heptathlete Denise Lewis, best known for her triumphant gold medal at the 2000 Olympic Games, is an International Inspiration Ambassador. In 2009, she visited schools and small farming communities in Chandrapur district, western India. Denise heard how trained community coaches use sport to tackle problems like truancy, health care and child marriages in some of India's most deprived rural areas.

'We take it for granted in the UK that PE is an integral part of our lives. For many of these children, it's a luxury. This programme is really about giving children the opportunity to get involved, to influence their communities and maybe use sport as a vehicle to change their lives.'

Denise Lewis, International Inspiration Ambassador



Denise Lewis - © Rajiv Kumar/11/India09

Opportunities for all

International Inspiration has worked closely with Special Olympics Bharat, the Indian association of an international organisation for people with learning difficulties, to develop a new resource for coaches to use when they are working with young people with disabilities.

International Inspiration focuses specifically on making sure that coaches can offer young people with learning difficulties the same opportunities as their peers to participate in high-quality sports. With the support of the Ministry of Youth Affairs and Sport, Special Olympics Bharat will use this new resource to train 22,000 coaches over the next three years.



Azerbaijan

More than 105,000 children and young people in Azerbaijan have taken part in International Inspiration sports camps, festivals and community events

A law providing for greater inclusion in sport for all children and young people, and creating better and safer places to play, is in the final stage of approval by the Ministry of Youth and Sport

3,300 children and young people developed skills and learnt about leadership, conflict resolution and healthy lifestyles through sport activities led by 31 trained peer educators

120 teachers gained professional development in fun, safe and inclusive PE teaching at schools through cascade training – benefiting 15,000 students during the year

Purpose

International Inspiration is active in seven districts across Azerbaijan, including two areas with a high concentration of people displaced by conflict with Armenia. The programme has reached out to marginalised young people – particularly girls, displaced children, children living in institutions and children with disabilities. International Inspiration has renovated playgrounds and provided safe places for children of all backgrounds and abilities to have fun and practise sport.

International Inspiration has also influenced a new law that paves the way towards more inclusive sport and PE provision across the country. It has also organised training for teachers to improve the teaching of PE in schools, as well as raising the bar for PE standards in 45 higher education institutions across Azerbaijan.



3,300

children and young people have engaged with leadership skills, conflict resolution and healthy lifestyles through sports activities

Catalyst for change

International Inspiration has provided a host of new opportunities for people to take part in grassroots sport, and to influence national policy in Azerbaijan. It has been a catalyst for the review of government sports policy – and the International Inspiration programme team has worked with the Ministry of Youth and Sport to make legislation more comprehensive and inclusive. The new laws will create long-lasting opportunities for children and young people of all abilities in schools and communities across the country to enjoy the benefits that sport and PE can offer.

Developing disability sport

International Inspiration has been working with the National Paralympic Committee (NPC) of Azerbaijan to give children with disabilities the chance to play football and volleyball. By creating demand for disability sport, the programme is facilitating grassroots development, leading to an expansion in specialist coach training and wider promotion of disability sport. One lasting benefit of this is the NPC's work with the Disabled Football Federation to develop coaching standards.

One young leader, trained through International Inspiration, said: 'Since working with kids with a disability I have grown as a leader. I am more confident in running the sessions and I have learned to be more adaptable and well organised. I think the pupils benefited from the sessions because it gave them a real sense of achievement and it also boosted their self-esteem.'

'I am particularly impressed by the commitment to integrate all children into the programme, including children with impairments.'

Sir Philip Craven, President of the International Paralympic Committee

Leaving a lasting legacy

Sir Philip Craven, President of the International Paralympic Committee, travelled to Baku to mark the achievements of International Inspiration. Since the launch of the programme in 2007, more than 105,000 children have taken part in sports camps, festivals and community events – with 40,000 regularly joining sport and play activities. The Government of Azerbaijan is committed to continuing International Inspiration once the programme ends in December 2010.

'It's fantastic to see first-hand the impact that International Inspiration has made to so many lives in Azerbaijan. I am particularly impressed by the commitment to integrate all children into the programme, including children with impairments. The fact that these children are accepted as full members of society through their participation in safe and fun sporting activities is how life should be.'

Sir Philip Craven, President of the International Paralympic Committee



A chance to play

Elvira is passionate about sport. She loves running and recently represented her college. Elvira lives in an area that is home to many people displaced by the conflict with Armenia. Before International Inspiration arrived she had little opportunity to play sport.

Twice a year, Elvira now joins a five-day Community Sport Camp. She has the opportunity to play sport with other young people, while learning new life skills. More than 12,000 children across Azerbaijan have attended camps like these since International Inspiration began.

'We are not here just to play or do games. We are here to learn about ourselves.'

Elvira, age 19



Zambia

More than 160,000 children and young people have taken part in International Inspiration sporting events or activities in Zambia

900 peer leaders and 500 teachers and coaches have been trained to deliver messages about healthy living and HIV through sports activities

9,500 children have taken part in sports leagues and tournaments that improved their life skills

18 radio clubs were created in 2009 to promote the benefits of PE and sports to a wider audience and to share messages about HIV, malaria and substance abuse

Purpose

International Inspiration is working with the Government of Zambia in four provinces, enabling children to engage in sport and develop skills to address a range of issues, including tackling HIV and AIDS: one in seven adults has HIV in Zambia. The programme has trained teachers, leaders and community coaches to promote safe and healthy lifestyles to children age 4–14 through grassroots sporting activities. This good practice has been piloted and exchanged between pupils and teachers at schools in Zambia and the UK.

The programme has also helped to develop a new PE syllabus, which, once implemented by the Zambia Government, will lead to high-quality PE lessons for 3 million Zambian children. In addition, awareness-raising projects have involved 1.5 million young people and adults, mainly through a radio advocacy campaign that inspires children to take up sport and to discuss sexual health.



Playing it safe

In a country where more than one in 10 young women (age 15–24) has HIV, reaching out to youth with HIV prevention messages is crucial. International Inspiration uses sport as a way to engage children and young people with vital information about how to stay healthy. Since poverty forces many children to drop out of school, the programme has engaged the wider community through an advocacy campaign that includes radio discussion programmes and public service announcements featuring national and local sports celebrities. Radio clubs, in which groups gather in local neighbourhoods to listen to programmes together and discuss the issues they raise, are encouraging young people to absorb these messages – and play it safe.

Lessons for the long term

International Inspiration helped provide the terms of reference for a National Curriculum Symposium that brought together more than 200 stakeholders across Zambia – including key ministries and organisations – to develop a new national PE curriculum. The Zambian Government is now considering this new curriculum as part of a wider review process, with plans to roll out in all Government schools. This will secure a lasting legacy, giving three million children across Zambia the chance to enjoy high-quality PE lessons.

900

peer leaders and 500 teachers and coaches have been trained to deliver messages about healthy living and HIV and AIDS through sport activities

Hooked on sport

From an early age, Phillip was aware of the power of sport to transform children's lives. As a child, he spent his time on the streets trying to make enough money for his school fees, and was desperate for the opportunity to play sport.

Now age 27, Phillip is helping children across Zambia to enjoy the opportunities he was denied. He is training peer leaders and coaches to reach out to disadvantaged children through sport – sharing crucial messages about HIV prevention.

'If you take a fishhook and put it in the water you are never going to catch anything. If you put bait around the hook, you will attract many fish! Sport is our bait and our messages are hidden within the hook. By attracting children with the opportunity of sport we can capture their attention and educate them on life skills.'

Phillip Kapena Mwamba, Trainer



Tackling problems in school

Kabulonga Boys High School is one of 11 schools that International Inspiration has linked with schools in the UK. Pupils are using sport to raise awareness about each other's cultures and to tackle numeracy and literacy learning.

Teachers at Kabulonga chose gifted young leaders to work in after-school sports activities with 40 children struggling to read and write. Young leaders also gave children with physical disabilities the chance to play sport. Sport has provided a valuable incentive to learning and teachers have noticed a marked improvement in pupils' maths and literacy skills.

'International Inspiration has made me discover who I am. I was just one of those people who participated – but now I am able to plan and organise festivals.'

Lorenzo, young leader, Kabulonga Boys High School, Zambia



Palau

1,600 schoolchildren have benefited from International Inspiration programmes and 46 young people have been empowered as young leaders

50 sport federation members have gained new skills in strategic planning, while 30 have boosted their sports administration qualifications

Nine students and two teachers from Islay High School in Scotland visited their partner schools in Palau

Palau National Olympic Committee (NOC) and the Ministry of Education signed a cooperation agreement to continue provision of sport for children and young people

Purpose

International Inspiration has been working in the small island state of Palau in Micronesia to improve PE and sport provision for primary school pupils. Before International Inspiration, sports competitions were only offered in high school and there was no accredited coach and sports administration training provider. Obesity is an increasing health concern in Palau and International Inspiration has a special focus on the use of sport to address issues associated with a sedentary lifestyle.

International Inspiration has worked with the Palau NOC and the Ministry of Education to improve the delivery of sports education, train PE teachers and organise regular after-school sports competitions. Coach education and strategic planning and administration training have also been at the heart of the programme and Palau Community College is now an accredited training provider meaning Palauans no longer need to travel for their professional development in sport.



Home run

As a result of International Inspiration, the Palau Track and Field Association has launched a community-based athletics series that starts in elementary school and targets outlying states. The Palau Community College has succeeded in becoming an accredited training centre for coach and sports administration courses. This means that Palauans no longer have to travel to other nations in the region to learn new skills and gain vital qualifications.

Healthy lives

Four featured sports – athletics, volleyball, basketball and softball – are now included in the PE curriculum in Palau. International Inspiration has also helped to establish after-school clubs and sports competitions for primary schoolchildren on the island. The clubs combine homework and health messages with the chance to play sport. This improves children's health as well as enriching and improving school life.

'Before International Inspiration, there was not a very clear communication line for bringing sport into schools. The programme has provided that link between the Palau NOC and the Ministry of Education.'

Baklai Temengil,
Secretary General, Palau NOC

Sharing notes from a small island

A link has flourished between two small island high schools in Palau and Scotland. Nine students and two teachers from the Hebridean island of Islay travelled to Palau after fundraising for the trip of a lifetime. The Scottish pupils organised two festivals for Palau's primary school pupils – introducing them to rugby for the first time. The Scottish teachers met the President of Palau and shared their experiences of PE and health-promotion programmes. Palauan young leaders were warm hosts, taking the group around the beautiful rock islands to swim and snorkel, preparing indigenous foods and performing local dances. The successful link continues to thrive and will extend well beyond the lifetime of International Inspiration.

'The Palau experience was an incredible global connection... students participated in an outstanding event that highlighted the sporting and lifestyle values underpinning the London 2012 Games.'

Kevin Park, Principal Teacher, Islay High School

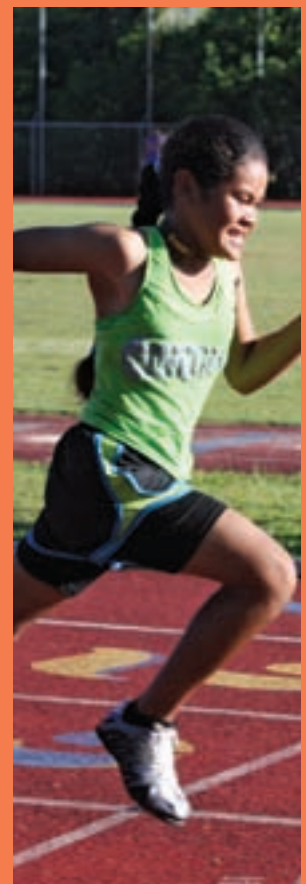


On the right track

Through International Inspiration, the Palau Track and Field Association launched a community-based athletics series that targets outlying states. This has increased participation in athletics events by providing regular competitions for hard-to-reach communities. Coaches have identified talented young athletes to join Palau's elite programme for juniors. A squad of over 20 junior athletes now trains regularly, including 13-year-old Ruby. Before the athletics series, there was no formal provision for athletics in Palau's elementary schools so Ruby's talent remained unnoticed. Today, Ruby has become a role model at her school and she has represented her country at the 2010 Youth Olympic Games and her state at Palau's National Games.

'The athletics series has given me the opportunity to do what I love – to run. I have gained so much confidence through the competition. As a result, I ran in the 2009 Palau Games and won a bronze medal in the 100 metres.'

Ruby, age 13, junior athlete



Bangladesh

125,500 children and young people have taken part in indoor and outdoor sports, including athletics, football, cricket and volleyball

More than 55,000 community members learnt about the importance of sport, including swimming survival – and 27,000 children learned swimming survival techniques

11,000 girls in targeted youth centres were empowered to play sports and outdoor games for the first time

After a series of local and district level consultations, a children's policy awaiting sign-off now includes the importance of young people's participation in sport, particularly girls

Purpose

International Inspiration is working across 28 districts in Bangladesh, providing opportunities for children and young people to get involved in sport. Sport and play are helping to promote intercultural dialogue, provide opportunities for children with disabilities, empower girls, and combat the tragically high prevalence of drowning. By the age of 10, fewer than half of Bengali children know how to swim, and annually an estimated 17,000 children drown across the country.

International Inspiration is developing young leaders through sport. In partnership with the Ministry of Youth and Sport, all 172 secondary schools in the Manikgoni District will receive training in youth sport leadership, leading to 86,000 pupils gaining access to high-quality PE and sport. If successful, there is potential to roll-out the initiative nationwide.



Girl power

International Inspiration is empowering girls and young women through sport – helping challenge gender discrimination and social norms such as early marriage (nearly one in three girls are married by the age of 15). In 2009, 11,000 girls in over 2,800 youth centres had the opportunity to try sports like athletics, cricket and volleyball in a safe environment.

Young women's involvement in the programme has strengthened their self-confidence and created positive debate around girls' participation in sports. International Inspiration has made remarkable contributions to changing attitudes in Bangladesh. As a result of advocacy campaigns, over 200,000 parents and community leaders are now actively supporting girls' engagement in the programme. Sport events and competitions have also served as a platform to raise community awareness about issues such as HIV, reproductive health, and the rights of girls to make decisions that shape their lives.

Swimming to survive

In 2009, in partnership with the Bangladesh Swimming Federation, the International Inspiration SwimSafe project taught survival-swimming techniques to 27,000 non-swimmers. Working in seven flood-prone priority districts, International Inspiration trained 469 swimming instructors last year – including 140 teenagers – to teach children how to swim and to raise awareness about the importance of survival swimming. As well as saving children's lives, the programme has empowered the teenage coaches – including 96 girls – to become active and responsible citizens.

27,000

children learned swimming survival techniques

Swimming for life

Parvez was a shy 10-year-old boy from the slums of Mirpur near the capital Dhaka when he was first spotted by the Bangladesh Swimming Federation. Parvez was one of a bus full of five to 10-year-old children, embarking on their first lesson in survival swimming. As soon as he got into the water, Parvez's natural swimming talent was obvious. Now, coaches regard him as a future national butterfly champion and possibly even an international competitor. Before he learned how to swim, Parvez had only managed to complete one term of school. He was destined to become a rickshaw driver like his uncle. Thanks to International Inspiration's SwimSafe project, Parvez's fortunes have transformed and he is one of 15 young swimmers whose potential has placed him on the Federation's talent development pathway.



Inspiring enthusiasm for sport

Few Bangladeshi schools have sports halls or playing fields and there is a scarcity of qualified PE teachers. International Inspiration is helping to improve this situation. When biology teacher Rashedul Kabir Rasel first got involved, there were very few sports activities for his pupils. In the past year, Rashedul has gained the skills and resources to enable him to organise sport festivals as well as introduce weekly PE classes. Rashedul says his students are more attentive in class. Around 150 students have formed a Youth Sport Leadership Club to inspire other pupils to get involved.

'Before International Inspiration was introduced, PE classes were only held inside the classroom on an irregular basis but now they are using fields as well.'

Rashedul Kabir Rasel, teacher



Jordan

International Inspiration has created five sports hubs providing regular activities for more than 440 children, including child refugees and children with disabilities, and has trained 50 young people to run sport activities for their peers

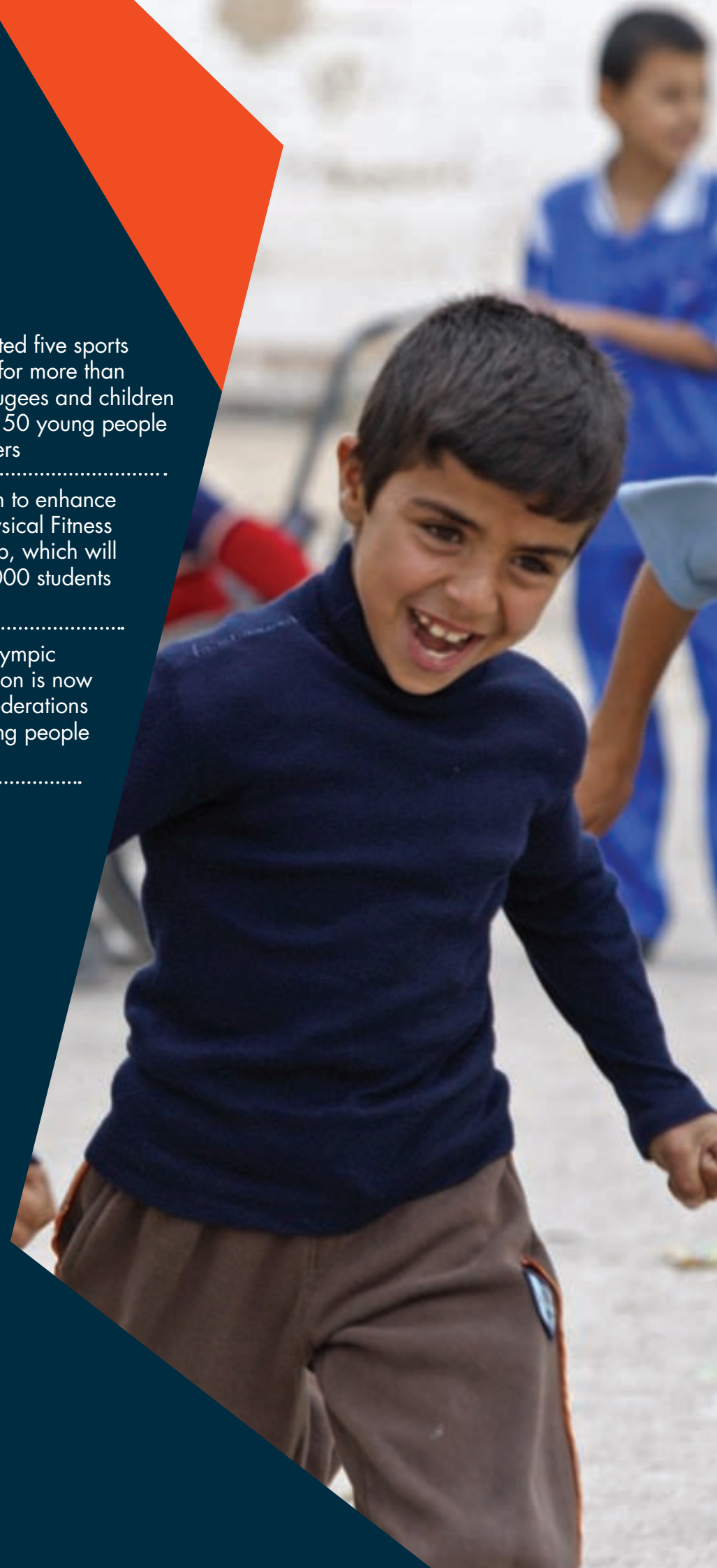
Successful pilots were undertaken to enhance the King Abdullah Award for Physical Fitness by incorporating youth leadership, which will potentially be rolled out to 480,000 students and 11,000 teachers

In partnership with the Jordan Olympic Committee, International Inspiration is now supporting four national sports federations to increase opportunities for young people to participate

Purpose

International Inspiration in Jordan aims to engage young people in PE, sport and play, thereby promoting health and intercultural dialogue. The programme addresses gender equality and the social inclusion of marginalised children and young people, including refugees and children with disabilities. With the support and guidance of the Jordan Olympic Committee, the programme also uses PE, sport and play to provide better education and to empower children and young people.

International Inspiration has been generating new ideas and techniques to improve the quality of PE lessons in schools. A key focus is building leadership skills among young people – particularly girls, who have not traditionally been encouraged to take part in physical exercise and sport. This background greatly enhances the potential for young women and girls to be influential role models and leaders.



At the hub

In 2009, International Inspiration created five sports hubs in Jordan to provide safe places for all children to play and practise sport. International Inspiration schools motivated nurseries, governmental youth centres and community-based organisations to open their doors to provide regular sporting activities for children age 4 to 18. The aim is to make sport part of the daily routine for every Jordanian child, whatever their gender, ability or ethnic background.

International Inspiration has trained teachers, youth workers and young people from the community to organise and lead activities, ensuring that the hubs will be self-sustaining in the long-term. So far, 440 children – most of them girls – have taken part in these sport activities.

Getting outside

Beside the adult teachers, coaches and community youth workers, International Inspiration has trained more than 50 young people – including 21 girls – to organise regular activities for their peers and younger children in the new sports hubs. The young coaches become empowered through interactive training workshops, which have enabled them to become leaders in their communities: promoting healthy lifestyles, mutual respect and teamwork. Their enthusiasm has sparked a number of initiatives, including the creation of 10 new football teams.

'The first time I trained the participants was not easy, since all of them are my age or older, but now I have the ability and the confidence to form a football team for girls and lead systematic sport sessions for them.'

Teenage coach

10 school

links established between Northern Ireland and Jordan, involving more than 8,000 children and young people

Changing attitudes

Britain's greatest Paralympic athlete Dame Tanni Grey-Thompson – winner of 11 Paralympic gold medals and six London Wheelchair Marathons – was guest of honour at the International Inspiration launch in Jordan.

Tanni visited a Palestinian refugee camp, which is home to more than 20,000 people. A powerful advocate for Paralympic sports, she met wheelchair user Mouayyed and other children with disabilities who, thanks to International Inspiration, are full of enthusiasm about the chance they now have to take part in weekly games and sports lessons.

'Simple things, such as including children with disabilities in PE lessons, or giving young people the training and skills to become effective members of society – this is an Olympic and Paralympic legacy to be proud of, and one that I am definitely excited to be part of.'

Baroness Tanni Grey-Thompson, International Inspiration Ambassador



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Training tomorrow's leaders

Fairouz Husni Haroun is headteacher of Marka School for Girls, a school for Palestinian refugees in Jordan. Fairouz's school has links to St Ciaran's College in Northern Ireland, with the two schools engaged in a joint project aimed at developing healthy lifestyles through sport.

Fairouz's school has so far trained 40 young leaders, who are helping to organise a series of activities and festivals. They are also working with mothers, encouraging them to take part in community sessions on nutrition.

'The more I witness the development of our young leaders and the improvement in their academic performance, the more I have become convinced of the benefits of participating in International Inspiration.'

Fairouz Husni Haroun, Head, Marka School for Girls



Mozambique

The Ministry of Education has officially incorporated sport into the Child-Friendly Schools Strategy at primary schools in seven out of 11 provinces

Since 2009, 1,400 school directors and deputy directors and 2,100 school council members have been trained to deliver high-quality PE and sports activities to young people

210 young people have been trained as young sports leaders and organised mini-festivals for thousands of primary school pupils in their communities

250 sports kits were distributed to 130 schools in 2009

Purpose

International Inspiration has a presence in seven out of 11 provinces in Mozambique, where it is championing the use of sport, PE and play to develop skills and support aspirations, encouraging children to attend school in a country where almost 50 per cent of pupils never finish primary school. The programme works with local government in more than 700 schools, building safe spaces for play, training teachers, providing sports kits and helping young people to gain leadership skills.

More than 300,000 primary school-age children, girls and boys, will be regularly engaged in organised PE and sport activities thanks to the programme's support. International Inspiration is especially effective because it is working in partnership with the Mozambique Government to support and influence national policies.



PE in Child-Friendly Schools

Although PE is an integral part of the primary school curriculum, sports facilities are scarce and there is an acute shortage of trained teachers and a lack of basic equipment, which in the past led many teachers to say that it was impossible to teach sport in schools.

Thanks to International Inspiration, the Government has discovered creative and cost-effective ways of integrating sport into the Child-Friendly Schools model, aiming to improve the quality of education in primary schools. This initiative upgrades school facilities and promotes teaching approaches focused on children's needs and preferred learning activities – encouraging higher enrolment rates and regular class attendance. The Government is now rolling this out to all primary schools in seven districts of Mozambique, enhancing the education of 300,000 primary schoolchildren.

Young sports leaders

In 2009, more than 210 trained young sports leaders organised a number of mini-festivals involving primary school-age children in their communities. Nearly 500 children participated in two of these festivals alone; street children and those already enrolled in school joined in the fun. The young leaders are now passing on their training to thousands of their peers in schools and communities, ensuring that tens of thousands of children across the country get the chance to take part in inclusive sports festivals. Around 180 of these young leaders also played a key role as part of the volunteer programme for the 2010 Lusophone Games.

210

young people have been trained as young sports leaders and now organise mini-festivals for thousands of primary school pupils in their schools

Victory for education

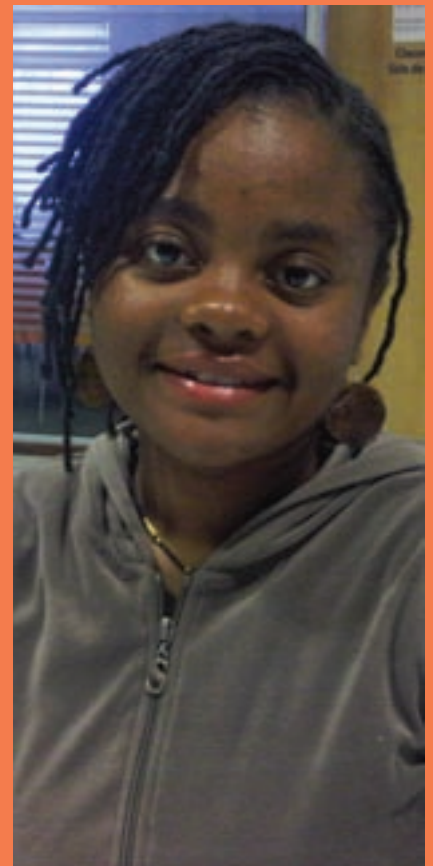
Maria de Fatima Faniquico of the Mozambique Ministry of Education believes International Inspiration will ultimately influence children across the whole country. So far, Maria has seen International Inspiration activities, such as sporting festivals run by young sports leaders in primary schools, encourage children, teachers and parents to become more enthusiastic and motivated. Working with the Ministry of Education, International Inspiration has brought together key players in Mozambique to develop a handbook for PE teachers in primary schools that will help them improve PE. Maria regards the programme as a 'victory for the success of education', as it 'improves children's academic performance and health'. She believes International Inspiration has brought a renewed vision for PE in Mozambique, a vision she hopes will continue and develop further in the future.



Seeing the world differently

Cintia Jacira Armindo Otolino, age 16, has been helping to organise sports festivals and take sport into primary schools in her local community. Every Saturday morning from 8–10am, she goes to the local school to encourage girls to take part in sport, including football – one of her favourite activities. She has even persuaded her 12-year-old brother to turn off his computer and start playing basketball. International Inspiration has been a great way for Cintia to meet new people and learn new skills that she can pass on to other young people. She now wants to go to university to become an architect or engineer.

'International Inspiration helped me think about my future and plan for that future... I will have influence and it will make me face the future with security... International Inspiration gives me opportunities to see the world differently.'



Trinidad & Tobago

Purpose

International Inspiration in Trinidad and Tobago aims to increase access to sport and physical activity, using sport to build connections between young people and tackle the issue of violence.

By providing alternative activities for those involved in violence, and enabling young people in Trinidad and Tobago to share experiences with young people in the UK, the programme develops leadership skills, self-respect, confidence and teamwork.

International Inspiration also supports a national campaign to promote the importance and value of sport and PE for children and young people, particularly for those with disabilities.

Building bridges

International Inspiration has helped link five secondary schools in Trinidad and Tobago with five schools in the London Borough of Haringey. This provides an opportunity for teachers, children and young people to develop and share innovative approaches to PE, sport and play in the classroom, as well as learn about and understand each other's cultures. Gang violence and violent crime are themes that present challenges for schools in both areas, and together they are exploring potential ways of tackling them.

In November 2009, then UK Prime Minister Gordon Brown launched the new programme at a mini-sport festival attended by 60 primary school pupils and 20 young leaders

.....
10 sports bodies are collaborating to improve community coaching standards

.....
12 teachers and 60 young people took part in the first International Inspiration Youth Sport Leadership training, and have in turn trained 150 more young people in their schools

.....
More than 120 children who do not have the opportunity to take part in regular PE activities enjoyed their first mini-sport festival organised by International Inspiration young leaders



Confident youth team

International Inspiration has helped Mikyle and 39 other young leaders to organise sports festivals and other events for children in their communities. The young leaders formed a strong team, solving problems and overcoming challenges together. Mikyle and his colleague DiAndra got the chance to travel to the Vancouver 2010 Olympic Winter Games, where they spoke about their experiences of International Inspiration sports leadership to an audience of IOC members and partners. Mikyle and DiAndra met inspirational athletes including Sebastian Coe and Steve Redgrave.

'When I was told I was chosen for the [International Inspiration] programme, I was so excited... PE boosts your concentration and patience... and keeps you on the right track in life. This programme has boosted my confidence.'

Mikyle, age 17

South Africa

Purpose

In South Africa, the focus is to use PE to improve the quality of education, explore the role of sport and culture, and to raise awareness of issues that affect the security and well-being of young people. These include the high prevalence of HIV, other sexual health challenges such as teenage pregnancy, and violence among peers in and out of school.

International Inspiration is helping to roll out a model programme in 30 priority schools; many more school cluster communities will also benefit from the cascading of the programme. Increased participation in high-quality PE, led by skilled and sensitive teachers, will enable young people to develop self-confidence, trust and a sense of purpose so that they can discuss harmful attitudes openly and make good life choices. Specially designed to support and inform the revision and field-testing of the national School Sport Policy, International Inspiration offers the opportunity to transform the passion of the 2010 World Cup into a sustainable and long-lasting national initiative.

‘International Inspiration has brought so much to our community – we have learnt to rise through sports.’

Nduduzo Khanyile, young leader

International Inspiration workshops have supported the Government of South Africa in reviewing its existing policy on PE and sport

30 pilot schools have been identified in provinces across South Africa with a view to nationwide expansion

60 schools in South Africa and the UK have met face-to-face to share best practice and develop a two-year collaborative plan using sport as a tool to address challenges and priorities

Two young sports leaders from South Africa participated in the UK School Games, gaining new skills in leadership and officiating in volleyball and athletics events



Window of hope

Tshepo lives in a run-down township near Witbank, eastern South Africa. International Inspiration is offering pupils like Tshepo a window of hope in a community that has little to look forward to; even most of the windows at his high school are broken. Local volunteers organise regular football games, which help give children a sense of purpose and teamwork. By giving these young people goals to aspire to, International Inspiration is helping to improve their self-confidence and boost their performance in class.

‘A lot of the kids used to lack confidence before we started playing football, but now they have so much more belief in themselves. Football has given me a sense of purpose and helped me stay away from trouble. Our coach encourages us to play soccer and he guides us in life.’

Tshepo, age 14

Look ahead

In addition to the 10 countries highlighted in this report, International Inspiration has recently started working in five new countries: Nigeria, Malaysia, Turkey, Indonesia and Pakistan.

'I'm now converted to London 2012 and it being the best Olympics ever. The way they've taken over the challenge to leave a legacy and the fact that it's actually happening is really exciting.'

Neil Foster, Assistant Principal, Ellesmere College, UK – following partner school exchange to Nigeria

Nigeria

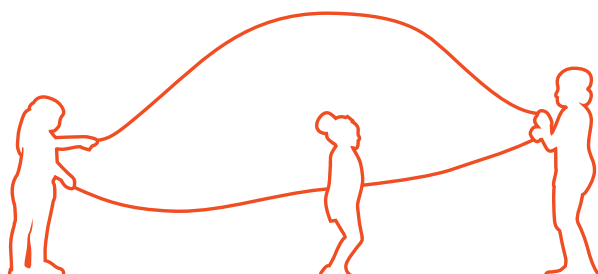
International Inspiration aims to help more children and young people to take part in high-quality PE, sport and play in Nigeria. The programme is helping to develop new policies that promote sport, with a focus on equality and inclusion. The goal is also to deter young people from anti-social behaviour and to support the integration of marginalised children into the mainstream, so they can enjoy their right to play and achieve their full potential. The programme is helping to develop new policies, promoting sport, with a focus on equality and inclusion.

In June 2009, 12 Nigerian policy makers, including representatives from the Ministry of Education, Ministry of Youth and Sports and the Nigerian National Olympic Committee (NOC), travelled to the UK for a study visit, visiting specialist sports colleges. Two young leaders from Nigeria who attended the UK School Games in Cardiff massively enhanced their already impressive leadership skills, as well as officiating at volleyball and athletics events. As part of the school links programme, teachers from 28 schools in Nigeria and the UK made reciprocal school visits.

Malaysia

In what is shaping up to be a hugely productive partnership with the Malaysian Government, International Inspiration is developing curriculum resources and training teachers in tandem with the Government's major Transformation Curriculum initiative. With an initial focus on children with disabilities and the most marginalised children living in the states of Sabah and Perak, International Inspiration's benefits will spread across the whole country in the longer term. International Inspiration will also contribute to the highly prized national youth leadership movement, providing new models of training that draw out the potential of young people, and provide them with the skills to take the lead in their own communities.

International Inspiration is also developing links between 10 schools in Malaysia and north-west England. The Government of Malaysia has demonstrated its confidence in the programme by undertaking to drive and support the roll-out of International Inspiration curriculum models piloted in Sabah to all 13 states.





Flying start in Nigeria

The launch of International Inspiration in Nigeria was marked with a fun-packed sports festival for young people held at the National Stadium in the capital Abuja. Baroness Estelle Morris – former UK Secretary of State for Education and Skills – attended the celebrations and met with educationalists and policy makers to explore the educational benefits of investing in PE and school sport. A Memorandum of Understanding for Nigeria–UK collaboration will ensure the programme makes a real difference over the next three years.

‘I’m delighted to welcome Nigeria as the latest country to the International Inspiration programme – through this we will be reaching out to and inspiring thousands more children and young people to go beyond their personal best.’

Sebastian Coe, Chair, LOCOG

Turkey

In Turkey, there is fierce competition to succeed. In such an environment, many students feel intense pressure for academic achievement. A high proportion of pupils drop out of secondary school. There are more than 12 million young people in Turkey and many are felt to lack the skills they need to succeed.

In partnership with the Government of Turkey, International Inspiration plans to help improve primary school teachers’ skills in delivering high-quality PE and by doing so it will be supporting more children to learn and develop through sport. The programme will use sport to help young people realise their potential as leaders, engaging them in positive activities in their schools and communities. Partnerships are also being established between schools in Turkey and Scotland.

Pakistan

In Pakistan, half of all schools do not have an outside space for play and sport. In Sindh province, the enrolment rate of girls in basic education is as low as 25 per cent. The Government has welcomed International Inspiration warmly, identifying its potential to give young people hope in a country where natural disasters and civil unrest make life insecure for so many.

A high-level delegation comprising the Ministries of Education and of Sport, the National Olympic Committee (NOC) and National Paralympic Committee (NPC) Presidents and senior state officials visited London in March 2010. Priorities include support for a national curriculum for PE, creating partnerships between schools and providing protective environments to encourage girls’ participation. The aspiration is for at least one million children and young people to have access to high-quality and inclusive PE and sport. However, as we go to press, Pakistan is suffering from the devastating floods that have displaced an estimated 20 million people, including millions from Sindh. The team is working with partners in Pakistan to explore how International Inspiration proceeds in the light of the tragedy.

Indonesia

In partnership with the Indonesian Government, International Inspiration will focus on developing a more consistent model for delivering high-quality and inclusive PE in primary schools that helps to engage and retain children’s interest in continuing with their schooling. The programme will support more opportunities for girls and boys, including children with disabilities, to play sport as a way of bringing different religious and ethnic groups closer together.

Innovative sport projects will also help young people to develop leadership skills and with the encouragement of partners in Indonesia to share learning and approaches with their near neighbours, creating an extra inter-cultural dimension to the programme in south-east Asia. Partnerships are also being established between schools in Indonesia and Wales.

1 million

By the end of the programme, we hope that at least one million children and young people in Pakistan will have access to high-quality and inclusive play, PE and sport

Landmarks & challenges

This review celebrates reaching six million children and 15 countries with our mission – a significant achievement of which we can all be proud.

Our overall vision for International Inspiration is to enrich the lives of 12 million children and young people in 20 countries. The next 12 months are crucial – not only for development and delivery of programmes in a further five countries, but in raising the necessary funds for us to achieve these ambitious goals. Looking ahead, we have a clear framework for our challenging drive to secure the £18.5 million still required.

change. Because we believe in sport as a tool for good, we need to enable International Inspiration to respond flexibly to new needs and imperatives.

We want to ensure that International Inspiration makes the most of its platform. The 328 school links, the UK School Games, and synergies with London 2012's Get Set programme (the official UK-based London 2012 education programme) shout loud and clear that children and young people across the UK are engaged in something new and exciting, which is having a positive impact on their lives and those of children all over the world.

As the first host city to offer an international sports legacy programme, we will continue to work hard to maximise the effect of this unique programme for the benefit of millions of children and young people across the world.

From countries such as India, we are learning that International Inspiration can have a powerful ripple effect: creating waves that will touch tens of millions of lives over time. This year, we will determine the most effective way of measuring these effects. While we are already collecting data that shows we are on target for achieving programme outputs and numerical outcomes, we also want to understand in depth exactly how International Inspiration is increasing opportunities and aspirations, and influencing institutional and systemic

Our vision

To enrich the lives of 12 million children in 20 countries



'Sport is the greatest passion in my life and it has helped shape me into the person that I am today. It has given me discipline, focus and the confidence to believe in myself. Every child has the right to play, learn and grow, but millions are missing this vital part of their development. That's why I am supporting International Inspiration, which is getting young people around the world involved in sport and helping them to grow into responsible members of their communities.'

Colin Jackson, International Inspiration Ambassador

Thank you

International Inspiration Ambassadors

David Beckham OBE
Baroness Tanni Grey-Thompson DBE
Sir Chris Hoy MBE
Colin Jackson CBE
Denise Lewis OBE

II Foundation

Philip Beard (Trustee)
David Bull (Trustee)
Baroness Sue Campbell CBE
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Ann Cutcliffe (Trustee)
Martin Davidson (Trustee)
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Chris Grant (Trustee & Vice Chair)
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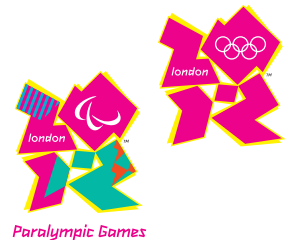


'International Inspiration brings to life the commitment made by London in their bid to connect young people to the inspirational power of sport. It is using the magic of the Olympic Games not only to encourage young people to take part in sport but to help teach them important values and life-skills and to develop their self-esteem, health and well-being.'

Christophe Dubi,
IOC Sports Director

Thank you

Governed by an independent charitable foundation, International Inspiration is supported by a unique partnership of organisations:



With thanks to the IOC and the IPC for their support and involvement.

To enable longer-term impact, International Inspiration develops programmes jointly with national governments, National Olympic Committees and where appropriate, National Paralympic Committees, along with local NGO partners.

'Sport is a language that everyone speaks, and it can be used to change lives. Through International Inspiration, we have an opportunity to give millions of children the chance to experience the thrill and excitement that being involved in sport brings. We can use sport to teach them about trust and respect, and we can boost their confidence. It's a chance for them to learn how to stay safe, keep healthy and in some cases stay alive.'

David Beckham OBE,
International Inspiration Ambassador



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