

# GAME ANNUAL REPORT



2020



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**Front page:** Malaak Jizawi is 21 years old and GAME Playmaker in Irbid, Jordan.  
She has a strong passion for sports, and football especially.

*"GAME Jordan made me become more open-minded as well as increasing my self confidence. I have learned many skills as a Playmaker and I have also met many friends that I believe will last a lifetime. I really had fun during the previous seasons, and I am looking forward to develop my skills further. GAME Jordan has become a part of my life, my second home!"*

- Malaak Jizawi, Playmaker in GAME Jordan

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## DENMARK

**4** GAME HOUSES  
**23** GAME ZONES  
**293** VOLUNTEERS  
**43%** OF ATTENDANCES IN GAME ZONES ARE FEMALE

## GHANA

**7** GAME ZONES  
**101** VOLUNTEERS  
**33%** OF ATTENDANCES IN GAME ZONES ARE FEMALES

## GREECE

**6** GAME ZONES  
**108** VOLUNTEERS  
**92%** OF THE VOLUNTEERS IN THE ERASMUS+ PROGRAM FEEL LIKE BEING PART OF A LARGER COMMUNITY

## ITALY

**3** GAME ZONES  
**183** VOLUNTEERS  
**97%** OF THE VOLUNTEERS IN THE ERASMUS+ PROGRAM THINK THAT BOYS AND GIRLS SHOULD HAVE THE SAME OPPORTUNITIES

## JORDAN

**10** GAME ZONES  
**227** VOLUNTEERS  
**23** YOUNG PEOPLE ACCEPTED FOR STREET SPORTS INCUBATOR  
**46%** OF VOLUNTEERS ARE FEMALES

## LEBANON

**13** GAME ZONES  
**133** VOLUNTEERS  
**38%** OF VOLUNTEERS ARE FEMALES

## LITHUANIA

**5** GAME ZONES  
**79** VOLUNTEERS  
**94%** OF THE VOLUNTEERS IN THE ERASMUS+ PROGRAM HAVE MADE NEW FRIENDS

## MALTA

**89%** NO DATA DUE TO COVID-19  
OF THE VOLUNTEERS IN THE ERASMUS+ PROGRAM FEEL SEE THEMSELVES AS POSITIVE ROLE MODELS

## SOMALILAND

**6** GAME ZONES  
**45** VOLUNTEERS  
**65%** OF ATTENDANCES IN GAME ZONES ARE FEMALES

## TUNISIA

**6** GAME ZONES  
**42** VOLUNTEERS  
**33%** OF THE VOLUNTEERS ARE FEMALE

**DENMARK**  
EST. 2002

**LITHUANIA**  
2018-2020

**GREECE**  
2018-2020

**ITALY**  
2018-2020

**MALTA**  
2018-2020

**TUNISIA**  
EST. 2020

**GHANA**  
EST. 2019

# WHERE WE WORK

**LEBANON**  
EST. 2007

**JORDAN**  
EST. 2018

**SOMALILAND**  
EST. 2018



# CHAIR'S REPORT 2020

Looking back at January 2020, the year took off on the right foot. Since then, it stumbled. We all know the year developed into a heart-breaking and tragic one filled with worry, chaos, loss, and immeasurable stress caused by the devastating pandemic. However, some important thematic movements shaped the year. These included the continuous fight for gender equality, and the collective roar for racial equality and social justice. Global movements that are aligned with the vision of GAME: A world with equal opportunities for all children and youth.

Amid the corona crisis, GAME moved many of our activities, cooperations, and educations online in another example of our innovative approach to supporting youth. We have built upon our core task of supporting and empowering young role models and the inclusion of females in active communities to counter discrimination against women and girls. We actively fight racism every day striving to create inclusive and safe communities where children and youth become part of diverse sports settings across age, ethnicities, skill level, and social backgrounds.

## ADAPTING TO A NEW REALITY

Due to COVID-19, 2020 was a challenging year for everyone. We saw that it was especially tough for children and youth in the at-risk communities where GAME operates around the world. The restrictions and lockdowns meant little or no physical exercise or fun, and for some it also meant loneliness and worsening of their livelihoods.

GAME has adapted to the new realities. This has allowed us to continue making a difference in tens of thousands of children's and youth's lives, thanks to the 1,000 creative and highly engaged young volunteers that have faced up to the challenge and taken new methods and roles into use.



GAME's young volunteer instructors and role models, who lead the street sport activities, have made themselves available for children and their families according to local needs in their communities, communicating the restrictions and preventing spreading of the virus. They have been supported by our team of engaged GAME employees and partners all over the world, working from home when required, and on the asphalt when possible. The role GAME has played during the pandemic makes me as Chair very proud!

## GAME'S IMPACT

Impact has been a significant theme for the staff and the Board of Directors in 2020. How do we measure impact the best way? Where do we make the most impact? How can we increase the impact in the future?

In September, at the Danish Day of Street Sports, I visited an at-risk community in Denmark where a young man named Majid was training the local children in street football. Majid grew up with his family and six siblings in the same area where he lives today with his family. He started playing basketball in the GAME Zone and has been heading up football practices on a volunteer basis for the local children for years. He is now a university student and has a wife and three children, but he still continues to lead the free football practice at the local outdoor asphalt area every Friday to 'give something back to the community', as he told me.

Majid is a good example of the ripple effect of a role model. It is not just about the football practice. Through football, Majid teaches the children life skills, inspires them to dream big, and empowers them to seek education.

Driven by the volunteer Playmakers, GAME's impact becomes very scalable in spite of our small size compared to other NGOs. A key part is our Training-of-Trainers concept, which we have actively rolled out in the EU, The Middle East, and Africa, building upon our programs in Denmark<sup>1</sup> and Lebanon<sup>2</sup>, and with growing activities in Jordan<sup>3</sup>, Tunisia<sup>4</sup>, Ghana<sup>5</sup> and Somaliland<sup>6</sup>.

## SUSTAINABLE PARTNERSHIPS

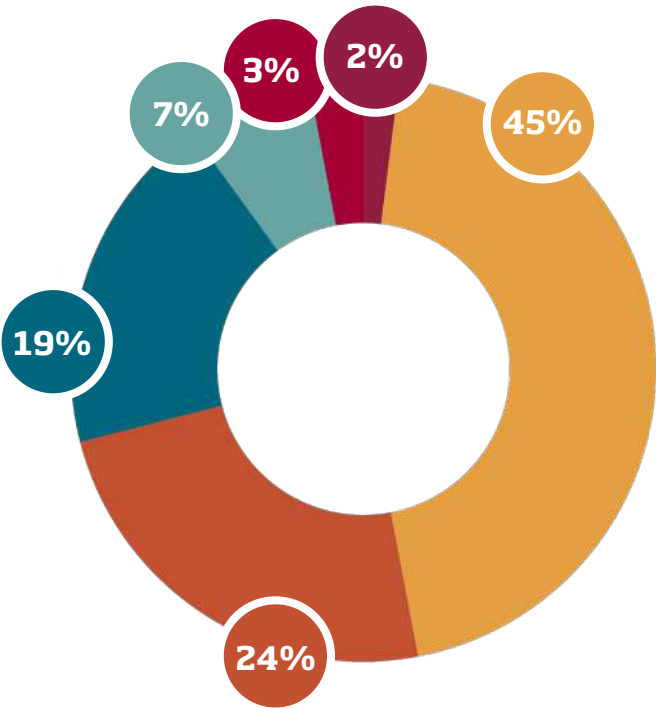
In alignment with the SDG's, GAME is committed to contributing to the sustainable development agenda. Sport is increasingly recognized as an enabler of sustainable development, and it has become apparent that sport can contribute to the empowerment of children, youth, and communities as well as to physical and mental health, education and social inclusion, and peacebuilding.

I am happy to see that GAME is increasingly working with both private and public partners broader and more ambitious with the SDG's in relation to GAME's programs and GAME Houses<sup>8</sup>, including focus on employability, health, and humanitarian action.

My first year as Chair of GAME has come to an end. I hope it shines through my report that I am proud of the organization and the results. GAME is number 122 on the Top 200 list of the World's best NGOs measured on innovation, sustainability and results. I would like to thank our volunteers, the 1,000 Playmakers, our donors, partners and of course the skilled and dedicated staff and Board of Directors for their contribution to creating lasting social change for children and youth via youth leadership and street sports with GAME.

Lotte Fløe Marschall, Chair of GAME

# GAME 2020 IN NUMBERS

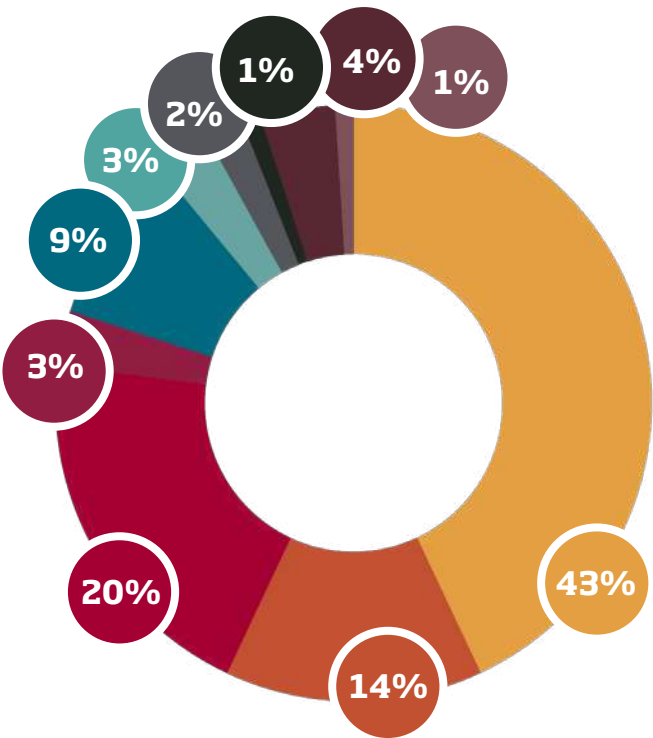


## INCOME

EU	97,418 EUR
FOUNDATIONS	1.910,722 EUR
MUNICIPALITIES	1,012,158 EUR
MINISTRIES	799,355 EUR
OTHER EARNED INCOME	295,436 EUR
MEMBER & USER FEES	118,440 EUR
<hr/>	
TOTAL INCOME	4,233,529 EUR

## EXPENSES

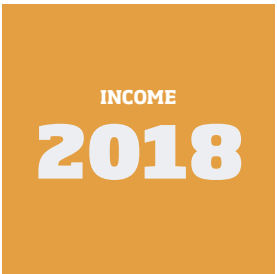
GAME HOUSES (DENMARK)	1,826,295 EUR
PLAYMAKER PROGRAM (DENMARK)	593,090 EUR
DANISH PLATFORM FOR STREET SPORTS	864,328 EUR
SHARED COSTS (Administration, Communication & Fundraising)	110,719 EUR
JORDAN	397,836 EUR
EUROPE	122,746 EUR
SOMALILAND	67,721 EUR
GHANA	53,229 EUR
LEBANON	167,796 EUR
TUNISIA	38,866 EUR
<hr/>	
TOTAL EXPENSES	4,242,626 EUR



4,059,155 EUR



4,049,321 EUR



4,548,051 EUR



4,233,529 EUR







# GAME IN GHANA





*Working with safe spaces and facilities is a key component of working with gender equity and child protection in all GAME programs. In Ghana 70% of the children in the 'Ghana Goals' project done by GAME and DUNK, did not have a safe space to play before GAME Zones were established.*

# SPORT FOR SUSTAINABLE DEVELOPMENT

**Sport is increasingly recognized as an enabler of a sustainable development. In both humanitarian and development work it is accepted that sport can contribute to the empowerment of children, youth, and communities as well as to physical and mental health, education, social inclusion, and peacebuilding.**

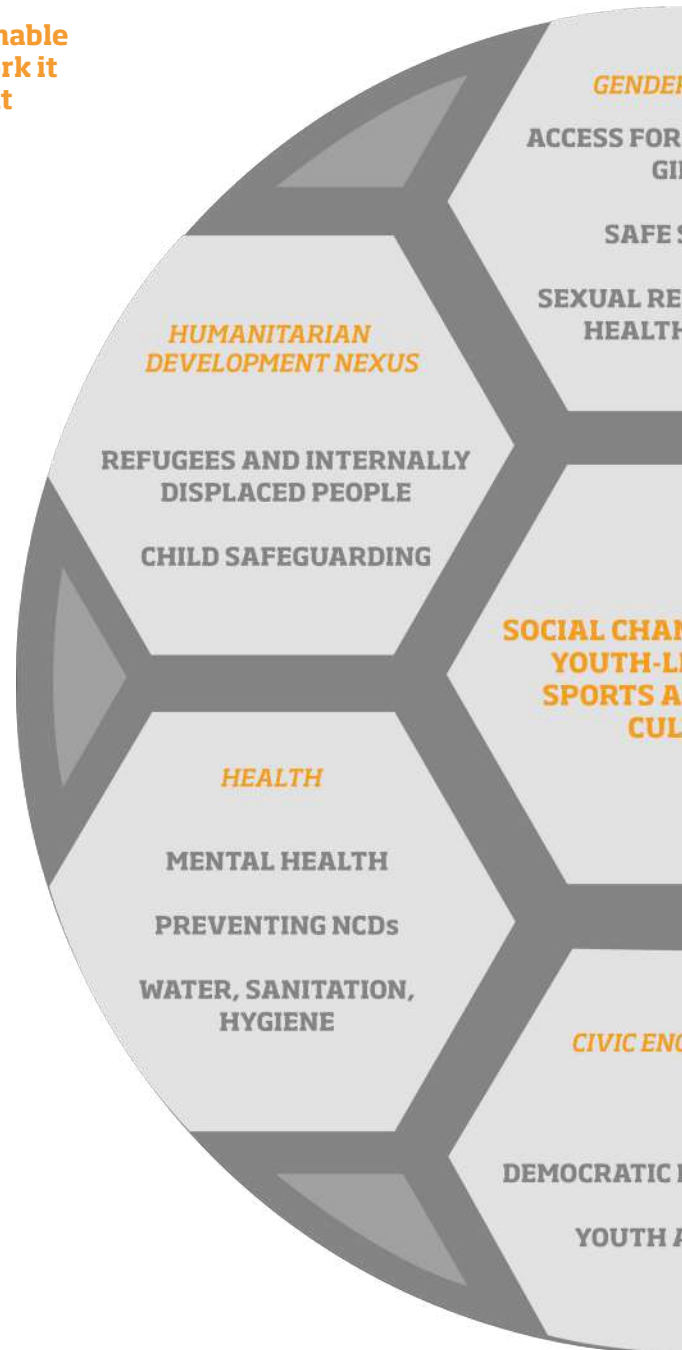
In GAME we are keenly aware that sports can be a gateway to engaging youth in sustainable development in many arenas. Our volunteers are role models in their communities and towards our target groups, and they are dedicated and curious about how they can make a difference both inside and outside of the basketball court or football field.

GAME has created a Sport for Sustainable Development model that illustrates how GAME, through partnerships, can be part of the solution in an array of different societal arenas with our core methodology as the common starting point. It's a dynamic model that changes, according to the challenges and needs of the communities we work in. The COVID-19 pandemic is an example of an immediate challenge that GAME, like many others, tried our best to respond to.

An example is our Playmakers who became role models in safe distancing and basic hygiene. The COVID-19 pandemic in this case underscoring the potential in linking sport activities to Water, Sanitation, and Hygiene (WASH) initiatives. Another example is the field of entrepreneurship where GAME, together with our partner JYIF (Jordan Youth Innovation Forum)<sup>3</sup>, created the Street Sports Incubator where young people are supported in developing their business ideas and building employability skills through entrepreneurship and labour market skills training.

At the center of everything, we have our core method: youth-led street sports and street culture, with a focus on empowerment, life skills development, and safe spaces. This method is always at the center, also when we explore new arenas for sustainable development. Sport is a universal language that all children and youth understand. Besides all the obvious benefits mentioned above, it also has the ability to promote mutual understanding and respect, facilitate social inclusion and cohesion, and - maybe most importantly - create hope.

Having sport as the strong common denominator closer to many children and youth's hearts and everyday life, GAME attracts children and youth who are difficult to reach with traditional democracy, livelihoods, and peacebuilding programs. This places GAME with an open platform for children and youth that we use in a way which contributes to the sustainable development of the societies in which we work.



# ABLE DEVELOPMENT





# AMPLIFYING THE LEADERS OF TOMORROW



Salma and Souhail at a Playmaker Camp surrounded by their friends and fellow Playmakers. Playmaker Camps gather all the Playmakers from all over the country for two days of training, learning, and making friends. Here, Salma and Souhail are Playmakers of the Year at a Playmaker Camp in 2019 - before corona hit.  
*Photo: Rasmus Slotø*

**The next generation of leaders are ready to take the driver's seat. As changemakers and critical thinkers, youth play an important role all over the world. Across GAME's programs, young people continue to lead and inspire countless others to join forces for social change. Through GAME's youth-led street sports programs, youth are empowered to take on challenges in their own lives and in society.**

Two of these young leaders of tomorrow are Souhail Abdeddaim and Salma El Mekkaoui who have made changes in their own lives and their community being Playmakers in the GAME Zone Sydbyen in Denmark<sup>1</sup>.

High participation at their weekly practices, participating in political debates, and applying for local funding for new facilities: for several years, Souhail Abdeddaim and Salma El Mekkaoui, have made a big difference for children and youth in their own neighborhood.

## TALKING IN FRONT OF CROWDS

It all seems so easy when you talk to two of GAME's most experienced youth-leaders. But it hasn't always been like that.

"The biggest challenge for me was talking in front of a big crowd or with important people at meetings. But the more I did it, the less

scary it became," Salma explains. Souhail adds that it made him more structured in his way of leading tasks.

They are excited about the experience they have gained in GAME. For Salma it helped her figure out what career path to choose. For Souhail it opened up his way into the job market. But most importantly, they are happy about the difference they make in their local community.

## COMMUNITY PARTICIPATION

For a lot of the young people attending GAME's youth-led street sports programs, their journey begins the same way as it did for Souhail and Salma. They start off as children attending practice and become youth-leaders of the same activities later on.

"Even though we have been in GAME for years now, we love being Playmakers. We have been dealing with children who were on the wrong path in life and with all kinds of challenges. Making a difference for them through sports, and seeing them attending our practice and going to school, means a lot," says Souhail.

The great amount of effort that Salma and Souhail put into their role as youth-leaders, together with the rest of their Playmaker colleagues, makes their GAME Zone notorious

for the large numbers of children that attend their practices.

## NEW ROLES FOR THE ROLE MODELS

Running weekly practices is not the only part of being a Playmaker in GAME. Souhail and Salma's roles in the Zone have changed over the years. They are still Playmakers, but they also participate in GAME's advocacy work, and in designing programs, they handle all the practical things such as planning events, they are in meetings with partners and SSP (partnership between schools, Social Services and the police), keeping inventory over the Zone and supporting the whole Playmaker team around the GAME Zone's activities.

Applying for funding via one of the entrepreneurship programs in GAME, The Danish Platform for Street Sports, to improve their facilities is also on their curriculum vitae. They won a grant that was spent on building a new football field in collaboration with the local authorities in the city.

In this way the trainings and capacities offered by GAME to amplify youth leadership is multiple. From education camps, over life skills training and participatory design to entrepreneurial training and technical platforms.



# 95%

*of Playmakers in Denmark feel that they are acting as positive role models*

# 74%

*of Playmakers in Jordan<sup>3</sup> are comfortable taking the leading role in a group*

## ONLINE PLATFORM FOR YOUTH LEADERSHIP

As a tool to support and train youth leadership, GAME has developed the technical online platform GAME Academy<sup>9</sup> with partners from all over the world.

GAME Academy provides online courses and resources that give volunteers the capacity to be street sports coaches for children and other youth. The resources are topics such as Life Skills, Practice Planner and the Drill Box. These trainings raise leadership to the next level by challenging the youth volunteers to explore in-depth the life skills and competencies that make them a better role models and that will help them as they navigate their academic, employment, and civic environments.

The Drill Box, which is a growing database of fun, inclusive, and empowering street football, street basketball, dance, cricket, parkour, street fit, and energizer drills. These easy-to-access resources help put the volunteers in a leading role as they consider what they want their practice to look like; what sport and life skills they would like to model for the children.

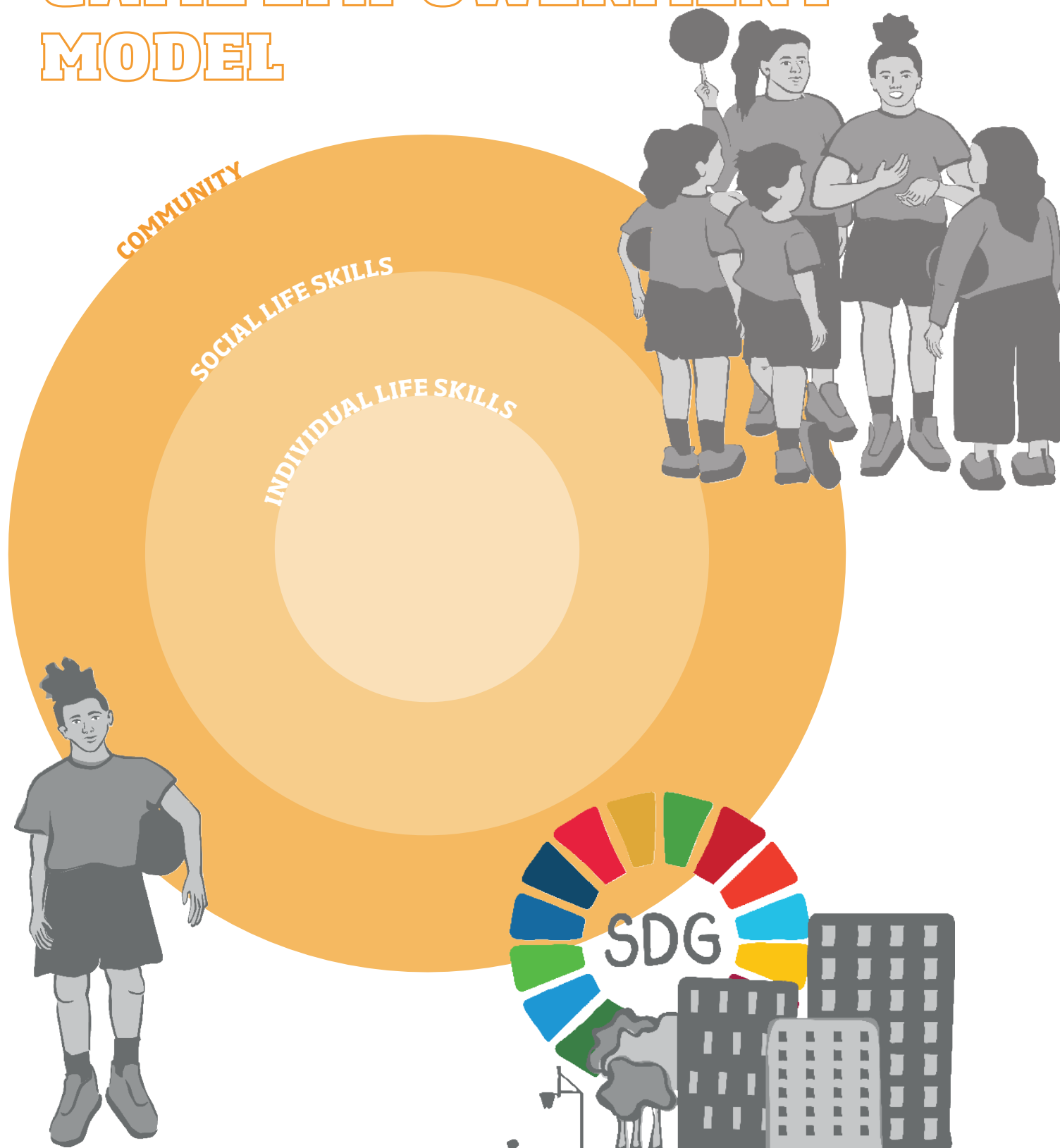
With a focus on 'youth-led' sports for all, the volunteers in GAME have participated themselves in designing and creating the courses, the drills, and other resources. As GAME's global reach grows, this platform serves as a way for youth in different countries to impart their experiences and learnings with their counterparts around the world.

[gameacademy.ngo](http://gameacademy.ngo)



To celebrate three years of cooperation in the Erasmus+ Sport program 'Youth Led Street Sport for All', an event took place in the GAME House Aalborg<sup>8</sup> presenting children and youth from around Aalborg and Aarhus the online resources available at the GAME Academy<sup>9</sup>. The day was led by the dynamic and extremely competent football Playmakers, Maymi Asgari and Nagin Ravand. The two Playmakers are exceptional youth leaders in GAME and in other areas of civil society and they are a part of the reason that the girls in their GAME Zones didn't lose the sense of belonging during the tough COVID-19 lockdown. For more, go to [gameacademy.ngo](http://gameacademy.ngo).

# GAME EMPOWERMENT MODEL



## INDIVIDUAL LIFE SKILLS

- Creative thinking
- Critical thinking
- Self-awareness (physical and mental)
- Coping with stress and emotions
- Reflective decision-making

## SOCIAL LIFE SKILLS

- Teamwork
- Trust
- Leadership
- Empathy
- Effective communication
- Problem solving

## COMMUNITY

- Peace/reconciliation
- Gender equality
- Sustainable communities
- Democracy
- Creating partnerships
- Other local sustainability issues



# EMPOWERMENT IS THE PROCESS AND THE GOAL

GAME offers young volunteers training as peer-leaders where they learning to be role models and instructors in street sport. The basis of the education is the GAME Empowerment Model. Our research indicates that volunteering as a Playmaker in a supportive street sports setting can contribute to skill development and empowerment for youth.

Working with the Empowerment Model, GAME empowers youth by enhancing their life skills and enabling them to increase control over the factors and decisions that shape their lives. In the long-term they will support their civic engagement and advocacy role in addressing inequality and a lack of opportunities. In that way, the empowerment method is both a process and a goal in all programs in GAME.

The three levels in the model - the Individual Life Skills, Social Life Skills, and Community - are the fundamentals behind working with GAME volunteers. The life skills are embedded in all GAME activities, curricula, in evaluations, and down to every one of the drills in the e-learning platform gameacademy.ngo<sup>9</sup>.

## PEER YOUTH EMPOWERMENT SCALE

A master thesis study finalized in 2020 on the Danish Playmaker Program(note) as a case study, assessed the level of empowerment among Playmakers. The study examined the socio demographic factors and

engagement factors, for example how often and for how long the Playmaker has been engaged as a volunteer in GAME and how these factors relate to the Playmakers' perceived empowerment (Master Thesis, The University of Copenhagen, Clara Heinze, 2020).

In other words, does the empowerment focus that is so critical for GAME, actually work?

The study developed and tested a 'Peer Youth Empowerment Scale', which measures peer leaders' level of perceived psychological empowerment and found that Playmakers' empowerment was positively associated with years of being a Playmaker. The findings support previous literature, indicating that volunteering as a peer leader and meeting with other like-minded individuals in a supportive physical activity setting contributes to skill development and empowerment for youth across all socio-demographic characteristics. The study concludes that "A locally anchored physical activity program like GAME's street sport program appeared to provide good conditions for developing perceived psychological empowerment through a focus on life skills and engagement." (Master Thesis, The University of Copenhagen, Clara Heinze, 2020).

The study also found, that the level of empowerment among the Playmakers was high in general. The high level of empowerment in Playmakers who participated in the survey means that they show high levels of self-confidence, leadership ability, enthusiasm to acquire new knowledge and skills, and strong teamwork. These attributes make them good candidates for advocacy role models in their local communities.

# 79%

of the Playmakers in GAME Jordan<sup>3</sup> have learned things in GAME that they can use in other areas of life

# 82%

of Playmakers in GAME Denmark<sup>1</sup> are more motivated to volunteer or to be active in their community after joining in GAME.

# ”

***“For me personally, it's about learning life skills I can use in practice and empowering myself to-gether with other Play-makers with a different background than mine. It's also networking on an international level. This means I get out and it gives me more opportunities. I'm able to create more connections. It's motivating and it creates value.”***

- Vinh Quang Nguyen,  
Playmaker in GAME Denmark <sup>1</sup>

# MAKING A DIFFERENCE FOR GIRLS AND BRIDGING THE GENDER GAP

**Half of the world's population of about 3.8 billion women and girls, risk some form of discrimination or stereotypes based on their gender. GAME has, from the very beginning, been fighting for gender equality and the volunteers and employees of GAME are all contributing to this battle.**

Across the world, girls and women have fewer rights and opportunities. Issues such as violence, domestic life and chores, lack of education, lack of participation in sports, leadership and political and economic decision-making, are underlining gender inequality.

## INVOLVE GIRLS AS CO-CREATORS

The existence of gender inequality in sports is well documented. According to WHO (World Health Organization) 85% of young girls globally do not meet the current recommendations of physical activity. This imbalance calls for rethinking how we develop, design and organize activities in order to make sure that, all girls can find their way to positive communities.

An important step towards the development of new solutions that are more appealing to girls is to adopt a user-centric approach that is curious

and exploratory. This will increase the chances that new innovative outcomes reflect the wishes and needs of girls. Building on that, GAME has developed 10 recommendations for engaging girls who are currently not active. One of the recommendations highlights the importance of involving female role models that the girls can mirror themselves in and talk to about ups and downs. This will ensure a stronger bond between the girls and the coach which is vital in terms of participation and retention.

Another recommendation is to involve the girls as co-creators of the activities. This is a way to be attentive to the girls' wants and needs and it fosters a feeling of commitment and sense of ownership.

## WHEN THE BARRIERS ARE ALMOST TOO HIGH

In Somaliland<sup>6</sup> the female Playmakers are also fighting a heroic battle. In a society where traditional views on gender roles prevail, it can be stigmatizing for the girls to break with the norm and play sports. The Playmakers are however determined to create active communities for girls, and they are proud to be female role models. By doing so they help a more equitable view on gender roles and their fellow Somalilanders to evolve.

"I love being a Playmaker and that I can teach younger girls to play football, and teach them skills," explains Asma, who is a female football Playmaker in Somaliland<sup>6</sup>.

So even though the percentage of female participation is still far from equal, GAME and our partners in Somaliland<sup>6</sup>, SCORE, SOCSA, and UBAH, are the only providers of physical activities for girls which means they are making a huge contribution to the journey towards gender equality in Somaliland.

## WANT TO KNOW MORE ?

Please go to [GAME.ngo](https://game.ngo) to learn more on female empowerment:

'From Girls' Perspective: This Is How A Sports Facility Should Look Like'.

'Catalogue on Knowledge and Inspiration: Making Sports Facilities More Attractive to Girls'

'10 recommendations for engaging more girls in positive sports communities'.

[GAME.ngo/female-empowerment](https://game.ngo/female-empowerment)

## GAME NEEDS THE PARENTS

During 2020, a substantial part of the activities in Denmark<sup>1</sup> were closed down due to COVID-19 restrictions. In times of hardship and crisis, it is often the most vulnerable that bears the brunt of the burden. When it comes to being part of communities surrounding physical activity in at-risk communities in Denmark, the girls with minority background suffer the biggest inequality. In GAME's quest to include more girls, the parents play an important role. So, when the lockdown ended, and the GAME Girls Zone Playmaker, Nastexo Yusuf, worried that the girls had fallen out, she contacted all the mothers she could reach and encouraged them to motivate the girls to join the practice. The first practice after the lockdown had the biggest number of girls and they stayed! Nastexo is definitely one of the role models that ensures that the female participation in Denmark<sup>1</sup> stayed as high as 43% in spite of the lockdowns during 2020.



Hajaratu, to the left, is a communication officer and Playmaker in GAME and our partner DUNK. Here she is at a Playmaker Camp in Accra. Through her work she is fighting alongside GAME and DUNK for gender equality.

## HAJARATU IS EMPOWERING LOCAL GIRLS AND TAKES UP THE FIGHT AGAINST GENDER

Hajaratu Ayuba, both employee and volunteer female Playmaker in Ghana<sup>5</sup>, contributes to the fight against gender inequity every day.

Two years ago, she got involved with an all-female project at GAME's partner in Ghana<sup>5</sup> DUNK's (Developing Unity, Nurturing Knowledge). The project had 80 young girls and 20 physical education teachers participating. The goal was to empower them through education and sports and for them to become agents of change in the slums of Dansoman, Accra. Dansoman was selected for the project because the gender inequity is quite visible there, with the women and girls not having the same rights and opportunities as the boys and men.

The project turned out to be a big success and increased Hajaratu's passion about empowering girls and giving them more opportunities in life. Born and raised in one of Ghana's deprived communities herself, opportunities were all Hajaratu wished for growing up.

### LONG WAY TO GO

In High School Hajaratu experienced gender inequity multiple times. People discouraged her and told her to quit, when she wanted to become chair of the student council. Despite this she ended up winning the election and became the first female

protocol prefect at the school in over 40 years. But there is still a long way to go, she explains:

"Girls really can't be whoever they want to be if there is no support to help them through. I believe having people to support your dream would go a long way into bridging the gender gap."

Besides being a Playmaker, Hajaratu also works as a communication officer for GAME and DUNK.

"I know I'm making a difference for girls, especially because it's not often you would see a female being given the opportunity to do what I do here. Sometimes when I walk around with my camera, making content, I see how especially females look at me like – she can do that? In my head, I'm always like: Yeah girl! I can, and so can you!"

For Hajaratu, GAME and DUNK are the perfect matches for her. She is able to work within the field she loves, and make an impact in the lives of other people, especially girls.

Hajaratu is now working towards her goals of furthering her studies in media and communication and building a career in journalism. She says that these opportunities might not have been available for her if it had not been for GAME and GAME's dynamic local partner, DUNK.

# 65%

*of the attendances in the GAME Zones in Somaliland<sup>6</sup> are female*

# 98%

*of Playmakers in Ghana<sup>5</sup> think that boys and girls should have the same opportunities in life*



# HEALTH AS A TOOL TO FIGHT INEQUALITY

**Today, the COVID-19 pandemic presents an unprecedented challenge to public health, and the economic and social disruption caused by the pandemic threatens to throw hundreds of millions of people into extreme poverty or back into poverty, according to UN. Health is at the forefront of creating sustainable development, now more than ever.**

In GAME, the volunteers have stepped up to the challenge in 2020 and taken on an extra task delivering lifesaving supplies, trainings, and providing information to their local communities and their families to prevent COVID-19.

## **INNOVATIVE RESPONSES TO COVID-19**

At the heart of the COVID-19 pandemic, GAME volunteers, staff, and partners in all the GAME programs have demonstrated an exceptional display of solidarity.

Common for all GAME volunteers are the principles of youth leadership and being positive role models. They gain this from leading practices which take place close to the children's homes, giving the Playmakers a unique entry point to the local communities.

This way, the access to the vulnerable communities that the young volunteers have built can be activated when there is a crisis such as COVID-19. The youth leaders have displayed this brilliantly through impressive diversity of innovative approaches.

## **PLAYMAKERS AS 'ACTION TAKERS'**

In Ghana<sup>5</sup> and Somaliland<sup>6</sup> our partners, DUNK and SCORE, together with the Playmakers, made a special effort to support access to water, sanitation, and vital hygiene items (WASH) and have also taught children and youth how to protect themselves and others against infection from COVID-19.

30 of the Playmakers in Accra signed up as action takers against COVID-19 by installing and

maintaining hygiene stations in Agege, Jamestown, and Nima to aid in the prevention of the pandemic.

## **TALKING ABOUT COVID-19 TO CHILDREN**

The volunteers in Denmark<sup>1</sup> and their networks eagerly contribute to keep their communities safe and healthy.

Online sessions of the usual practices in the GAME Houses<sup>8</sup> were sent out to keep the participants active and to give them a sense of belonging to a community. Volunteers became familiar with the authorities' recommendations and they learned how to talk about the coronavirus with children, friends, and people from at risk communities.

The volunteers also ran errands on behalf of vulnerable elderly people and kept in contact on social media or met with safe distance with the children who have had a particular hard time, and who usually are the first to be marginalized in the time of crisis.

## **CHILDREN AND YOUTH WITH PSYCHOSOCIAL CHALLENGES**

For some children and youth it takes a little extra to join a positive and healthy community. The Friendships on Asphalt<sup>10</sup> program in Denmark revolves around children and youth with psychosocial challenges. For most of them, sports and participation in sports communities have never been a positive experience, with both their mental and physical health ultimately suffering.

The program has developed a special design of parkour-trainings and inclusion of peer volunteers along with a set of principles such as structure and clarity, support and motivation, less competition and looking at the sport activity as a social activity. This provides a safe environment for this group of children and youth.

"Before, I felt lonely, but it's different here.. We are a community. It doesn't matter, whether we are in good or bad shape, we are all equal here. It is a

pause from all the conflicts in school. (...) I am in better shape now and I can overcome things that I thought would be impossible to me," explains one of the participants in Friendships on Asphalt<sup>10</sup> in GAME House Esbjerg.

Since 2018 more than 250 children and 90 volunteers have participated in the program in the four GAME Houses<sup>8</sup> in Denmark.

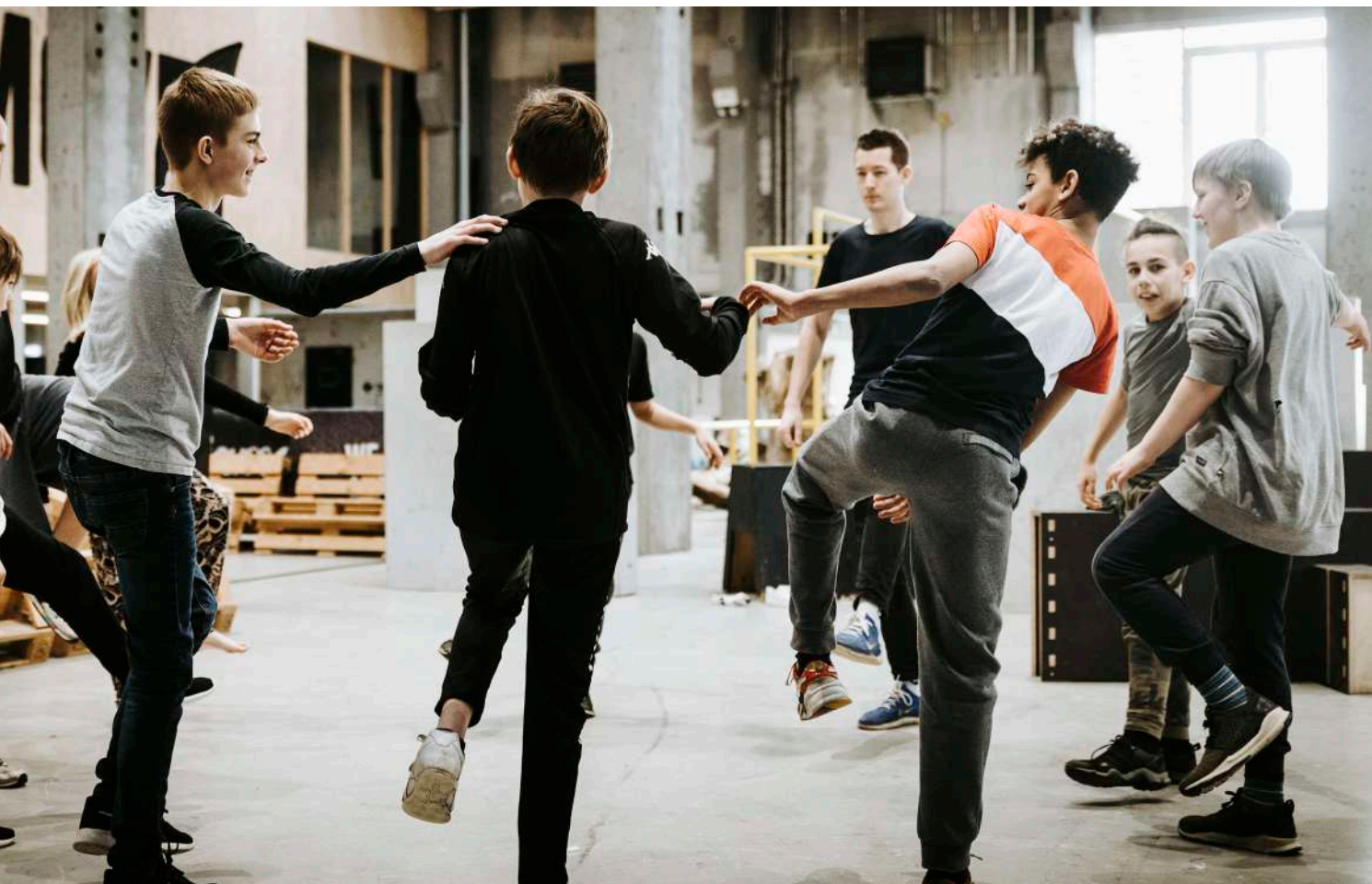
## **SEXUAL REPRODUCTIVE HEALTH AND RIGHTS**

Sexual reproductive health and rights are as important for young people's opportunities and prosperity, as vaccines are to global health.

In Ghana, the youth are at risk of early pregnancy, early marriage, and consequently dropping out of school - all due to a lack of access to information and empowerment.

Therefore, GAME in Ghana<sup>5</sup> has taken on the challenge of sexual reproductive health and rights and has added this to the training of Playmakers. For example, our partner, DUNK, is working with local partners like Planned Parenthood Association of Ghana to train the Playmakers in the awareness and the use of male and female condoms at the popular Weekend Jams.





The Friendships on Asphalt<sup>10</sup> program is an initiative for children and youth with psychosocial challenges. In this program the focus is more on play and teamwork than the competitive element of sports. This is from one of the practices in GAME House Viborg<sup>9</sup> in 2019.  
Photo: Heiður Erla Þormar

”

***“Before, I felt lonely, but it’s different here. We are a community. It doesn’t matter whether we are in good or bad shape, we are all equal here. It is a pause from all the conflicts in school. (...) I am in better shape now and I can overcome things that I thought would be impossible to me.”***

-Participant in Friendships on Asphalt in GAME House Esbjerg.

**89%**

*of the Playmakers in the Erasmus + program feel they are more physically active since they have started as a Playmaker*

**90%**

*of Playmakers in Denmark<sup>1</sup> have made new friends in GAME*

**91%**

*of the Playmakers in Jordan<sup>3</sup> feel capable of handling a problem when encountering one*

**82%**

*of the Playmakers in Denmark<sup>1</sup> believe more in themselves after joining GAME*

## THE LIFE CYCLE OF INCUBATION

The second cycle of Street Sports Incubator started in October 2019.

43 young people participated in the initial attract event. 49% of them were females.

Then 19 teams were formed that applied for incubation

23 young people were accepted in the incubation cycle. 35% of them were females.

They formed 9 teams, 3 of them receiving incubation for initiatives, 6 for start-ups.

For more go to:  
[www.streetsportsincubator.org](http://www.streetsportsincubator.org)



# ENTREPRENEURIAL PROGRAM EXPANDS TO FIGHT YOUTH UNEMPLOYMENT AND BUILD HOPE IN THE MENA REGION





**"Sport is not a luxury"**

-Ibrahim Mehyar, team member of 'Play' who won a grant of 5,000 USD as part of the incubation of their idea to create accessible public spaces for street sports.

Play is one of the two initiatives that received a USD 5,000 start up grant. Here a member of the team, Ibrahim Mehyar, is handed the grant. The project aims to establish public spaces for street sports such as calisthenics and boxing to increase the number of Jordanians being physically active. The people behind the project also want to create inclusion of genders and people with disabilities. The ceremony was attended by Her Royal Highness of Jordan.

The first street sports incubator in the Middle East is now set to expand to Lebanon<sup>2</sup> after the successful first years with the entrepreneurial program in Jordan<sup>3</sup>. The project supports young people's ideas with seed funding, counselling, and mentoring, in order to transform their ideas into viable business start-ups or non-profit initiatives and has shown to be much needed as youth unemployment has risen over the past decade in the MENA region.

Youth unemployment is among the most pressing challenges facing the Middle East and the North Africa region today. The unemployment rate for young people aged 15-24 in the region hovers at almost 30 percent, one of the highest in the world, and has persisted for more than a decade. The youth is left with little hope for the future and the region faces a loss of the resources and power that youth can deliver ([www.arabyouthsurvey.com](http://www.arabyouthsurvey.com)).

## INVESTING IN YOUTH

But what does a sports organization have to do with youth employability and entrepre-

neurship, one might think? Quite a lot based on the findings and impact of our entrepreneurship programs in Jordan<sup>3</sup> and Denmark<sup>1</sup>. Based on almost 20 years of working with youth leadership and sports, we know young people are courageous and innovative. We know they have an urge to be creative, and we know they have high expectations for themselves and their communities. Sports are appealing to young people, and an entrepreneurial approach can support them to come up with sports ideas, and turn them into events, facilities, businesses, and initiatives.

To unleash this power, GAME is not only providing training and meaningful roles in community programs, but also economic resources to create opportunities for youth.

Like the rest of the world, the MENA region is suffering from the COVID-19 pandemic in every aspect of society. Some would say this is not the time to invest in the uncertain ideas and entrepreneurial skills of youth. But we say, this is exactly the time. Young people, especially, need hope for their future to unfold their potentials, and it is important for us to spark the sense of

entrepreneurship in them, and enhance their employability, in order to prepare them for the new world post the pandemic.

## SPORTS AS A BUSINESS IDEA

A mobile app which helps the Jordanian youth form teams, book courts, and practice street sports across background, religion, and social class plus a concept of guided cycling rides to amazing local sites, raising climate and health awareness and creating acceptance of girls biking in the city. These are just two of many innovations which have been supported by the Street Sports Incubator in GAME Jordan<sup>3</sup>, that aims to alleviate the high unemployment among youth in Jordan and increase opportunities for being physically active.

Based on the success from the first two years in Jordan<sup>3</sup>, GAME will in 2021 expand the program to nurture entrepreneurship and organizational talent in GAME Lebanon<sup>2</sup>, via the Youth Resolve 2 project, as Lebanon is facing similar challenges with lack of opportunities for youth.



# GAME HOUSE AALBORG





*In 2020, GAME House Aalborg<sup>®</sup> won the regional award of the 'Danish Sports Award'. The house was rewarded for making it easier to participate in sports by offering a unique mix of self-organized, semi-organized and traditional activities. The dedicated team in the House ensures close collaborations with the local community to increase well-being of children and youth, physical level of activity and the inclusion in healthy communities. GAME House Aalborg is the result of a partnership between the Municipality of Aalborg, the Danish foundations Realdania, TrygFonden, Nordea-fonden, The Danish Foundation for Culture and Sports Facilities, Det Obelske Familiefond, JAJA Architects and GAME.*



# GAME FACILITIES ARE SAFE AND INCLUSIVE SPACES FOR CHILDREN AND YOUTH TO GROW, LEARN, AND PLAY

Proper lighting, nicely painted courts, well trained volunteers, including communities, and a skills catalogue on how to create inclusive sports facilities. In order to create safe spaces for children and youth to grow, learn, and play, these are some of the initiatives GAME has created in 2020 in co-operation with participants, volunteers, partners, and public authorities in Africa, Europe, and the Middle East.



Darkness falls every day at 6 o'clock in Eastern Hargeisa at the girls-only GAME Zone led by the local partner, SOCSA<sup>6</sup>. A dark court is not a safe place to stay. Proper lighting was the only thing missing on the court, so the team in Somaliland lit up the court with solar cells, both to create a safer and more inviting space, but also to do a sustainable set up. The tangible result is that for the first time, girls in Somaliland can now play after sundown.

GAME develops and refurbishes facilities for street sports. The goal is to create safe and inclusive spaces for physical activities and positive communities, and to tackle the challenge of shrinking civic spaces open to children and youth as a global phenomenon.

The concept of safe spaces for GAME encompasses everything from the physical design, the training of staff and volunteers, and the unlimited respect, compassion and inclusion across gender, different backgrounds, skills, and cultures.

## MAKING PUBLIC SPACES SAFER

GAME's outdoor facilities and spaces are grounds for the youth volunteers to assemble, to lead weekly practices in street sports for local children and youth and to actively participate in society.

In both Ghana<sup>5</sup> and Somaliland<sup>6</sup> making courts safer, more inviting, and more fun to inspire and strengthen the communities have been priorities for GAME and our partners in 2020. Even despite COVID-19, these have been two places where activities have mostly maintained uninterrupted, while tailoring their activities to a far more health-related focus.

In Ghana<sup>5</sup> a derelict space was refurbished and made into a basketball court. This drew people out of their houses to the courts, and contributed to social interaction that strengthens the ties in the local community.

Also, in Somaliland<sup>6</sup> improvements on an existing court have shown to be vital for creating a safe space for young people to play sports and meet to involve themselves in community-driven ideas and opportunities.

## ADDRESSING BARRIERS

GAME's safe and inclusive spaces are not

limited to outdoor courts. In order to address barriers to participation in sports, the four existing GAME Houses<sup>8</sup> have been empowering the youth with user involvement and local ownership. This has resulted in getting hold of children and youth who are not part of a traditional sports club or community.

Daily dialogue between the GAME House<sup>8</sup> staff, users and associations alongside ongoing ideation workshops have proved successful in engaging children and youth.

A collaboration between the local skate association, the parkour users, and the staff in GAME House Esbjerg<sup>8</sup> has resulted in a rebuild of the skate area. Now both groups use some of the same equipment, because they developed the area together. The next project in GAME House Esbjerg<sup>8</sup> is already in the starting blocks as 173,000 EUR have been raised by the local skate association together with GAME to develop the outdoor area in 2021.

The GAME House in Viborg<sup>8</sup> has succeeded in including the nearby at-risk community into the house and the activities. The housing association in Viborg initiated a small booklet written by girls from the community about their everyday life, and the booklet shows the role that a facility such as a GAME House<sup>8</sup> can play in social change. One of the young authors, Jihan, explains her everyday life:

"Right now I am sitting in GAME. There are many people; they are all different. Some are light, some are dark, there are some of all. Here, where I am sitting, I smell wood. And I hear music. It's kind of hip hop. In GAME there are football and basketball courts,

dancehall, parkour, table tennis, and places you can sit. Some are happy. And some are upset. It was fun to play basketball. It was nice, and we had a lot of fun."

## FROM THE GIRLS' PERSPECTIVE

A transversal challenge for the four houses is to ensure that GAME's facilities are attractive to girls, since the existing sports facilities in Denmark - as in most places - capture the interest of boys to a greater extent than girls.

To investigate how, GAME invited a group of girlfriends from the local youth club on a tour around GAME House Aalborg<sup>8</sup> followed by a short development workshop.

"My favorite spot in the house is the stairs. The view is good from here. It's almost like a TV, because you can observe everything from here (...) and we can talk and be social together," was the conclusion from one of the girls, Isabelle.

Along with Isabelle, 150 other young girls and women, instructors, partners, and organizations working with girls in sports, GAME developed a knowledge and inspiration catalogue on how to make sports facilities more attractive to girls.

Some of the most important insights presented in the catalogue is that girls look for facilitation of a physically active life as much as they look for facilities for a physically active life. As Isabelle's conclusion exemplifies, social interaction and a sense of community must be supported through the physical framework that needs to be able to accommodate more functions: equal space for physical activity and socializing. That calls for more multifunctional

### WANT TO KNOW MORE ABOUT STREET SPORTS FACILITIES?

The Erasmus+ collaboration between five like-minded partners (note) developed and published The Street Sports Facility Guide, that offers concepts and processes that can help organizations lay the groundwork for partnerships with local authorities in creating sustainable street sports facilities.

Find the guide here: [GAME.ngo/publications](https://game.ngo/publications)

For more insights in making sports facilities more attractive to girls go to: [GAME.ngo/female-empowerment](https://game.ngo/female-empowerment)

## BEFORE



## AFTER



When GAME and our partners refurbish or establish street sports facilities we take offset in non-negotiables such as accessibility, flexibility, safety, participatory processes and high quality and durable sports materials.

Here, our partner in Ghana<sup>5</sup>, DUNK, has engaged the young volunteers in changing an abandoned yard in Agege-Dansoman into a GAME Zone and state-of-the-art street basketball court ready for inclusive and free practices.



# STREET SPORTS AND CULTURE BREAK DOWN BARRIERS THAT KEEP CHILDREN AND YOUTH FROM BEING ACTIVE

**Urban street sports and culture are characterized by a rather informal participation culture, where you can join across gender, age, and skills level. In GAME, the communities around street sports and culture have a very high level of co-creativity and inclusion, and the close proximity of the activities to the residential areas of GAME's target groups and the inclusive activities in the GAME Houses<sup>8</sup> are important parts of the puzzle to break down barriers that keep children and youth from being part of active communities. Even during COVID-19.**

Inhibited by COVID-19, our partner in Jordan<sup>3</sup>, JYIF (Jordan Youth Innovation Forum), and Playmakers developed the 'GAME Kit'. This is a concept of Playmakers having balls and other equipment at their home so that just one or two Playmakers can do trainings with few participants close to the homes of the children at risk of mental distress and falling behind with physical activity.

For the Playmakers in Denmark<sup>1</sup>, keeping in touch online to support the children in being active at home during lockdown was a way to use the sport to also nurture relations, mental health, and being part of a community. Other Playmakers went for small walks with the children, who they assessed needed special attention.

"We kept in touch with our girls by sending videos with different kinds of fun exercises that can be done indoors, and they have sent videos to us where they do some of the exercises. It's great to

see that they are still committed," says Maymi Asgari, who is a street football Playmaker in Aarhus, Denmark<sup>1</sup>.

Thanks to these actions the children hit the asphalt with no hesitation when restrictions were lifted. Even though the number of trainings in Denmark<sup>1</sup> was lower due to COVID-19, the average number of children at the practices were higher than the year before.

## WHEN ONLINE IS NOT ENOUGH

The community around sports can also help in places where online support falls short due to the lack of access to internet and computers, and more basic methods are needed.

In Greece<sup>7</sup>, our partner, ARSIS, printed simple parkour drills from the e-learning platform, GAME Academy<sup>9</sup>, that can be used everywhere in the home and in the city. To

the most affected families, they also added information on how to prevent the spread of the virus and necessities like food and hygiene effects.

## CREATIVE COMMUNITIES

Digital communities are important - especially during COVID-19. No doubt. But excessive screen time increases the risk of obesity, diabetes, sleep problems, and loneliness.

As street sports and culture have a special potential to tackle the barriers that keep some children and youth from being part of a positive and active community, an analog offer, such as the street art school, is popular among the users in GAME House Esbjerg<sup>8</sup>.

"Our street art school and workshops are great communities for youth to be creative together. This is a way to bring back the analog communities. Our participants think it's cool to create something with their hands," says Zahra Mamend, a young street artist volunteering as street art instructor in GAME House Esbjerg<sup>8</sup>.

The GAME House in Esbjerg<sup>8</sup> is an important part of the youth culture in the western part of Denmark. Everyday, new art pieces are being added to the walls, set aside to adorn the building with street art.

## COMMUNITIES AROUND MUSIC

Also, music as a tool for social change came to play an even greater role with the launch of GAME Urban Music School<sup>12</sup> in all four GAME Houses<sup>8</sup> in 2020.

Getting the opportunity to develop skills in rap, DJ'ing, and beat production has created new creative spaces for youth to interact and strengthen their social networks, while at the same time gaining ways to express themselves.

During the lockdown, GAME House Copenhagen<sup>8</sup> developed online sessions, in order to keep the GAME Urban Music School<sup>12</sup> going.

In doing, so new communities around music have been supported throughout the year.



Children and youth are taking a break from their dingy, buzzing and vibrating best friend. Analog offers such as street art sessions are popular among the users in the GAME Houses.





COVID-19 forced GAME Jordan to think out of the box. Quickly they developed the 'GAME Kit' - a concept of Playmakers having balls and other equipment at their home so that each Playmaker could do trainings with few participants.



The GAME Urban Music School brings beat, rap and DJ skills to participants in all four GAME Houses<sup>®</sup>. Here, a participant is undergoing a course tailored by talented young producers in GAME House Copenhagen. Several of the participants have already performed at local music events, including at a DJ set when the GAME House Copenhagen was lent out as a COVID-19 testing site.



# COUNCELLING AND MICROGRANTS MAKE STREET SPORTS COMMUNITIES GROW



A growing street football community, Panna House, has received grants from the Danish Platform for Street Sports to hold the World Panna Championship in Copenhagen.

**Councelling and unbureaucratic grants for individuals, groups, and municipalities to establish street sports projects result in new and growing street sports communities. The goal with the Danish Platform for Street Sports<sup>11</sup> is to cultivate the potential that street sports and other self-organized sports hold and reach children and youth who don't find their way into traditional sports communities.**

An evaluation of the six-year-old platform shows that the method and systematic effort of lifting communities contribute to the growth of street sports in Denmark. In total, the Danish Platform for Street Sports<sup>11</sup> supported 820 applicants who have started activities all over Denmark.

## INCUBATOR FOR DEMOCRATIC VALUES

Among other things, the Danish Platform for Street Sports<sup>11</sup> supports a bottom-up effect that manifests core values among the supported projects like co-ownership, inclusion, and commitment. The method within street sports thereby becomes a potential incubator for democratic values.

The project contributes to break the boundaries between voluntary involvement, commer-

cial organizations, the public projects, and entrepreneurship – creating local collaborations between different forms of organizations.

## QUALITIES OF STREET SPORTS

According to the author of the evaluation, Maja Pilgaard, the many qualities of street sports can, for several reasons, be seen as a unique method of reaching vulnerable target groups:

“Firstly, street sports have an informal participation structure across gender, age, and skills. Secondly, street sports help to create an informal space where the lines between being a participant or a non-participant are fluid. Thirdly, street sports are mobile, and often the equipment can be taken out to the target group. These are all the qualities that help to lower the threshold for sports participation and make it easier to reach children and youth in vulnerability. It is always about activity, but even more so it is about getting everyone included, creating good relationships and adding self-esteem and success experiences to the lives of children and young people.”

In writing, state distribution funds in Denmark does not accommodate street sports. The possibility of supporting other forms of

organizations and the social task that street sports also contribute to solving, is prioritized only to a very limited extent by the state funds. All in spite of the great potential of street sports.

In 2020 the broad community of street sports in Denmark, took on an advocacy task of changing this. Follow #gadeidræt to stay tuned with the grassroots process.

**“Many of the children that play with us, come from a neighboring at-risk community, without much to do. Instead of hanging out on the street, they find a positive community in Copenhagen Pannahouse**

- Kristoffer Light,  
co-founder of Copenhagen Pannahouse.

## 10 RECOMMENDATIONS

### HOW TO MAKE YOUR SPORTS ACTIVITIES MORE INCLUSIVE

Greet everyone and make them feel **welcome**

Create **structure and overview**

Support the **feeling of community**

Make sure that **everybody** feels like being a part of the practise

Meet the participants with **positive expectations**

Give **most love** to the **most annoying one**

**Make it easy** to do it right and to act right

Make sure that you **show interest** for every participant

Lots of **praise and acknowledgement**

Good intentions can have **unintended consequences**

---

For some children and youth, it takes a little extra to have a good experience with sports and become part of a positive community. The 10 recommendations on 'How to Make Your Sports Activities More Inclusive' are developed through GAME's psychosocial project 'Friendships on Asphalt' and take, like GAME's other work, its starting point in street sports and an empowerment approach.

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## REDUCING TEEN PREGNANCY

**Ghana:** Teen pregnancy is a huge challenge to young people and to gender equality in Ghana. Therefore GAME Ghana<sup>5</sup> did something different at one of their 'Weekend Jam' events in 2020, when they teamed up with Planned Parenthood Association of Ghana (PPAG) and offered important knowledge on sexual and reproductive health to the Playmakers.

## CHALLENGING YEAR FOR LEBANON

**Lebanon<sup>2</sup>:** 2020 was a particularly challenging year in Lebanon, where a devastating explosion, as well as political and economic collapse, were added to the country's challenges. Most of the city was heavily damaged by the explosion in Beirut in August, but the same day as the explosion hit Beirut, Lebanon Playmakers gathered up to offer their help in rebuilding their city. See page 35 for the story of Batoul Nemer, who was chosen as Playmaker of the Year in GAME, showing exceptional leadership - also during critical times after the explosion.



## THE CLIMB CONTINUES

**Global:** For the 4th year in a row, GAME took a step up at the NGO Advisor List, which serves as a directory of the world's best NGO's. GAME moved from number 130 in 2020 to number 122 in 2021. The list is based on criteria such as innovation, sustainability and results.



## GOALS OR NO GOALS - FOOTBALL WILL BE PLAYED

**Lebanon:** Part of Youth Resolve 2<sup>3</sup> project in Lebanon, GAME is assessing the need and requirement for spaces that can be refurbished and made safe. This court shows that children in Sin El Fil always find a way to play football using the rocks near the basketball court as goal, even though it is not safe for them. But goals or no goals, football will be played on the courts, and GAME Lebanon is looking forward to refurbish this court and others to create the safe spaces needed for the children and youth in Lebanon to play.

## DANISH ART FUND AWARD FOR GAME HOUSE VIBORG

**Denmark:** GAME House Viborg<sup>6</sup> was one of four buildings awarded by The Danish Art Fund. The award acknowledges the ability to integrate the local community and highlights the importance of architecture for everyday use:

"An abandoned industrial hall has been transformed into a modern movement and culture house. GAME House Viborg is filled with urban elements, workshops and concrete landscapes, which invite communities both to the indoor and outdoor parts of the facility."



## ONLINE PLAYMAKER CAMPS

**Jordan:** COVID-19 forced GAME to think out of the box. In a partnership between the staff and the Playmakers in Jordan<sup>3</sup>, the Playmaker Camp was transformed into the first online camp ever in GAME. Based on learnings from this first online camp, GAME further developed online camps in other countries - most recently in GAME Tunisia<sup>4</sup>, where GAME succeeded in recruiting and training an entire group of new Playmakers - online.







### LAUNCH OF A SUSTAINABLE GAME WEBSHOP

**Denmark:** The launch of GAME's webshop fell, in a bizarre way, well in line with the temporary closure of GAME's four houses. In 2020 GAME House Esbjerg started to ship, among other things, nice, organic t-shirts and gymbags made from recycled bottles. So while COVID-19 has generally overshadowed the climate fight, sustainability has still been a priority at GAME. So far, the webshop.game.ngo covers only Denmark, but we hope to be able to serve the whole world with sustainable GAME merchandise in the future.



### REFUGEES INVITED FOR STREET SPORTS FESTIVAL IN GREECE

**Greece:** In Thessaloniki in Greece, GAME's partner ARSIS - Association for the Social Support of Youth, invited a group of youths from a local Residence Center for unaccompanied refugees to join a one-day street sports festival. More than 30 accepted the invitation and enjoyed a day of first aid introduction, inspirational speeches and stories, street sports sessions and COVID-19 awareness. The festival was part of the Erasmus+ program 'YSSA – Youth-led Street Sport for All'.

### BOOKING AND CONFERENCES

**GAME Houses<sup>8</sup>:** The GAME Houses are perfect for meetings, conferences, events, and workshops. The uniquely renovated industrial buildings provide raw, asphalted framework for events and teambuilding. Here, Google is using GAME House Aalborg as a conference venue. When booking a conference, a teambonding event or a meeting in a GAME House, you support the social change, GAME works for. And it is an opportunity to get unique and inspiring experiences for your co-workers in different facilities outside your own office. For booking requests, go to [game.ngo/booking](http://game.ngo/booking).



### ENGAGING TUNISIAN YOUTH IN THE DESIGN PROCESS

**Tunisia:** Including local youth in the design of the Playmaker Program in Tunisia<sup>4</sup> has been pivotal. This way the program can hit the right approach to youth leadership and the local culture around sports and the use of public spaces. Here, a session of GAME methodology is followed by a workshop on how to engage youth.



### GAME HOUSE VIBORG ON THE ROAD

**Denmark:** During the summer of 2020, GAME House Viborg<sup>8</sup> literally took it to the streets. With a loaded trailer, full of street sports equipment and a SOUNDBOKS, they visited 10 smaller towns in Viborg Municipality and held pop-up events for everybody in the towns to join. Here, in Stoholm, the crew is teaching girls to skate.



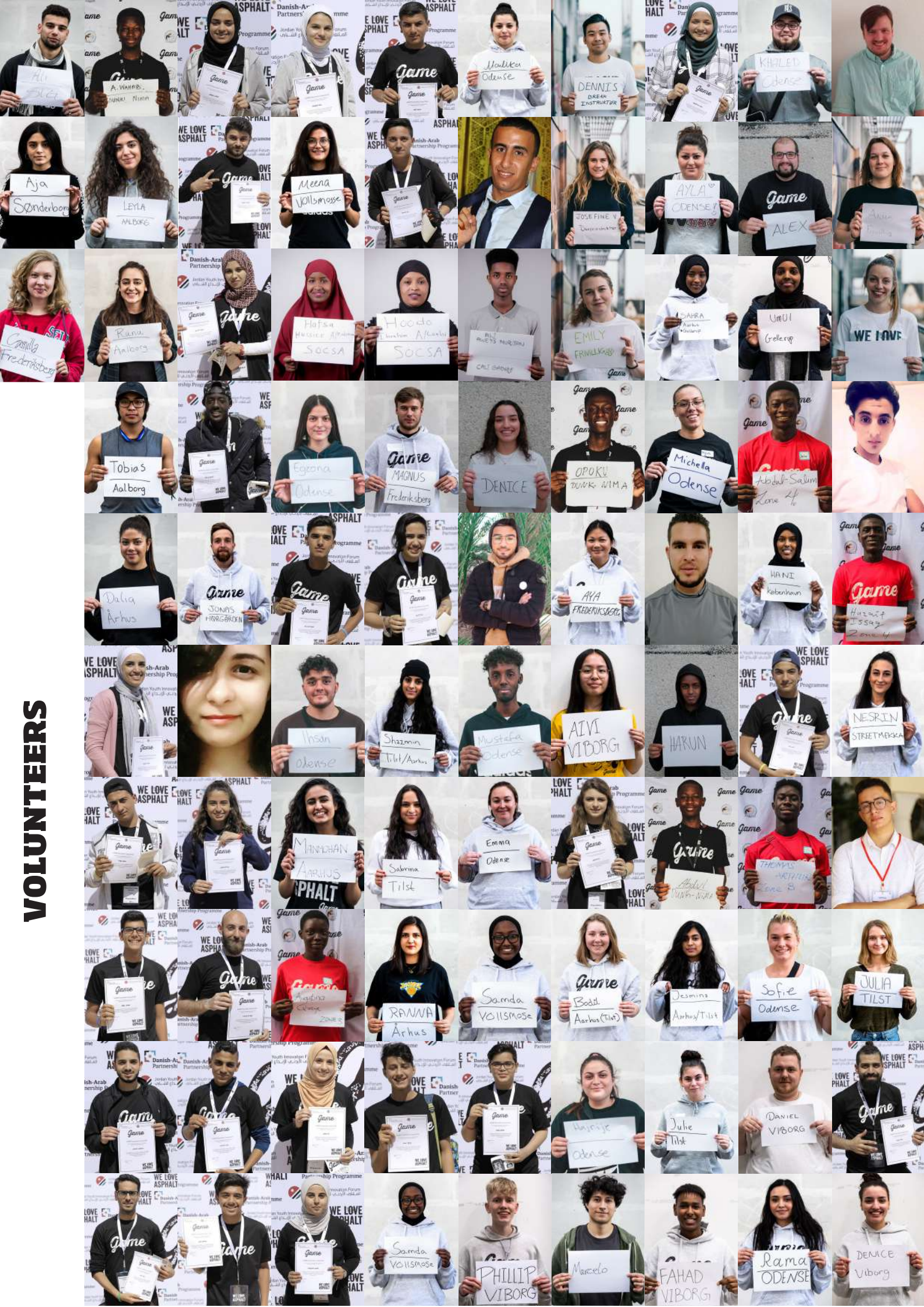
### GET INVOLVED

**Global:** GAME engages in unique partnerships with innovative donors from the corporate, philanthropic, and public sector to work for common goals. One example is our GAME & Friends program. These donors support GAME's work by donating yearly to support GAME's local and global impact and can use the unique GAME facilities. The partnership can have a specific thematic connection, like the shared recognition of the role music can play in elevating young peoples' voices that GAME shares with SOUNDBOKS. As a private individual you can also donate to GAME and support our work with children and youth. Please go to [www.GAME.ngo/get-involved](http://www.GAME.ngo/get-involved) to





# VOLUNTEERS







# VOLUNTEERS

Kenan Vejlskov	DEAN DANING - JAMES TOWN	DEBORAH DANING - NINA TOWN	BRIDGET EAGLES - KORRUBITE	CHRISTIANE JANE 3	Ahmed Odense	DANIEL ZONE 3			
Kasper Odense	FELIX ZONE 1	ATVI	MARIE Frederik	WE LOVE ASPHALT	BARABAS DUNK - JAMES TOWN	LILOJOS BENJAMIN JANE 3	Abel Khaled Zone: Odense	ZAHRA	
		Kadism Odense		MOHAMED SALIM AMINU ZONE 1		Phu	ESMAIL Viborg	Clara Viborg	
Kristian Lajer Frederik	KHALIL Næstved	ABASS KHAMIS ZONE 4		KHALID	MAYA HAGEN Danskentrafik	ZAHRA Viborg			
	FAHAD		Abdala	ABDUL MOMIN ZONE 4	JAMILLA Næstved	WE LOVE ASPHALT	WE LOVE ASPHALT	Pavi Viborg	
Mariye Næstved		ISABELLA SREETWEKKA KORRUBITE	Toufic BAILERUP	Yasmina Myalovparken	ELVIS ZONE 2				
APPUK ASCAHIM ZONE 1	SAMA NÆSTVED	Ilias Vejlskov	CHRISTINA København	Michelle Næstved					
Parwen Næstved	Saghi Næstved	SOUHAIB Næstved	Addi SYDBY	NAVID					
Phillippe Næstved		ISMA Næstved	Fajal Næstved		Jamile Esbjerg	Arjana København	Vinje Esbjerg	Simone Zone 2	



# VOLUNTEERS





# VOLUNTEERS OF THE YEAR 2020

**Every year GAME celebrates the importance of our volunteers with the Volunteer of the Year Award.**

This year the local GAME Programs have highlighted the following volunteers as the role models deserving extra appreciation for their support to the GAME mission.

Among all the Volunteers of the Year chosen in all the local programs, one volunteer is awarded Volunteer of the Year in GAME. This year we are proud to announce Batoul Nemer playmaker in GAME Lebanon<sup>2</sup>:

## MOTIVATION

Batoul is 20 years old and has been active in GAME for 5 years, first as a Playmaker and later as a GAME Zone Manager.

Batoul is always involved in GAME activities with much enthusiasm and commitment. She has showed great leadership skills while being a Zone Manager always inspiring and encouraging her fellow Playmakers to participate in every GAME event.

This was something she was able to apply after the explosion in Beirut in August of 2020. Batoul was eager to participate in the response. So much, she actually led a group from her neighborhood and the nearby GAME Zones in the clean-up of the damaged city. She made sure everyone stayed safe and guided the group in how they could help on the ground in the best way possible.

Batoul is a hardworking and dedicated volunteer. She showed impressive abilities and commitment even through the hardest of situations where she showed leadership skills and the ability to motivate other people. Something that always inspires other Playmakers.



Batoul Wemer, Volunteer of the Year 2020 in GAME



- **Linnea Augusta Rosenstand Stæhr, Volunteer of the year**  
GAME Denmark

- **Nuradin Mawlid Abdi, Volunteer of the Year**  
GAME in Somaliland

- **Iris Hrustanovic, Volunteer of the year**  
GAME House Copenhagen

- **Batoul Nemer, Volunteer of the Year**  
GAME Lebanon

- **Zahra Mamend, Volunteer of the year**  
GAME House Esbjerg

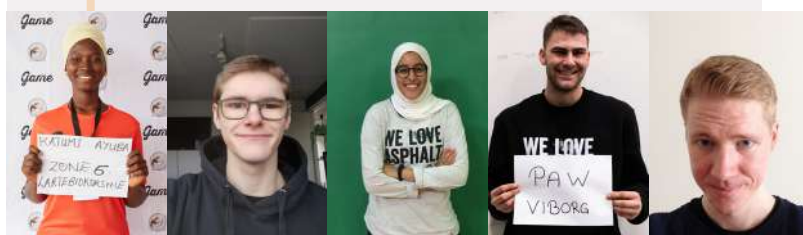
- **Katumi Ayuba, Volunteer of the year**  
GAME in Ghana

- **Daniel Filbert, Volunteer of the year**  
GAME House Aalborg

- **Mariam Radwan, Volunteer of the year**  
Game Jordan

- **Paw Soelberg, Volunteer of the year**  
GAME House Viborg

- **Anders Vesterbæk, Volunteer of the Year, 'Friendships on Asphalt'**  
GAME Denmark



Winners pictures in order of appearance from top left to bottom right



# PROGRAMS, PARTNERSHIPS & DONORS

## 1 GAME PLAYMAKER PROGRAM IN DENMARK

GAME was founded in Denmark in 2002 with a mission to create lasting social change through youth-led street sports and culture. Currently, GAME Denmark runs practices in a number of GAME Zones spread across the country and in four GAME Houses. The Playmaker Program offers training and empowerment of young volunteers to be street sports coaches and role-models, running trainings in street sports for local children. The GAME Playmaker Program in Denmark consists of annual weekend education camps, weekly training in local GAME Zones, and annual events like GAME Finals and Street GAME.

GAME runs the Playmaker Program in Denmark with support from [Novo Nordisk Foundation](#), [Ministry of Culture Denmark](#), [Det Obelske Familiefond](#), [Ole Kirk's Fond](#), and [Erasmus+](#).

## 2 GAME IN LEBANON

GAME started in Lebanon in 2007 as the first international setting for GAME to operate in. GAME Lebanon organizes training and tournaments in street basketball, street football, and street dance for children across disadvantaged neighborhoods in Lebanon.

GAME Lebanon is a part of the Youth Resolve 2 project, which is the continuation of a project funded by the [European Union's Regional Trust Fund MADAD](#), and carried out by [World Vision](#), [UTOPIA](#), [DPNA](#), and [GAME](#). The goal of the consortium is to empower youth by providing them with the tools to become leading actors in their communities.

## 3 GAME IN JORDAN

Since 2018, GAME has been partnering with [JYIF - the Jordan Youth Innovation Forum](#) on making a social change for children and young people in Jordan via youth-led street sports and culture. The program consists of a Playmaker program educating young people to lead practices in street sports and act as role models for children and youth. Also, in Jordan, GAME and JYIF has initiated the first Street Sports Incubator on the Middle East equipping young people with grants and the essential knowledge and skills to realize their ideas, form organizations, and establish businesses related to sports with the goal of giving more opportunities to youth in Jordan.

GAME in Jordan is supported by [DAPP – The Danish-Arab Partnership Program](#).

## 4 GAME IN TUNISIA

In 2019, GAME in Tunisia teamed up with the like-minded local organization, [IIDebate](#), to give opportunities to young Tunisians. GAME Tunisia consists of the Playmaker Program training young volunteers as street sports instructors and role models doing practices for children in GAME Zones in Tunis and the south of Tunisia. GAME Tunisia also implements the Street Sports Incubator to help tackle the challenges with high levels of unemployment among youth.

GAME Tunisia is supported by [DAPP – The Danish-Arab Partnership Program](#).

## 5 GAME IN GHANA

In Ghana, GAME and our partners [DUNK](#) (Development Unity, Nurturing Knowledge) and [YEFL](#) - Ghana are empowering youth leaders by offering free training as volunteer coaches and role models in street sports and civil society. The young volunteers lead practices in street football and street basketball for local children and youth in local GAME Zones in Ghana. Besides the focus on street sports and youth leadership, the program in Ghana also revolves around WASH (water, sanitation, and hygiene) and sexual and reproductive health and rights in close partnership with local organizations.

GAME in Ghana is supported by [CISU – Civil Society in Development](#).

## 6 GAME IN SOMALILAND

In Somaliland, GAME works with its primary local partner, SCORE, to offer training to local youth as street sports instructors and role models. GAME has activities in four GAME Zones all over the country and in partnership with [SOCSA](#) - a women-led sports organization - GAME in Somaliland is working to include and empower both male and female participation in sports and civic engagement.

The program in Somaliland is supported by [CISU – Civil Society in Development](#).

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## 7 YOUTH-LED STREET SPORT FOR ALL (YSSA)

'Youth-Led Street Sport for All' (YSSA) is a collaborative partnership funded by the [ERASMUS+ Sport program](#) in 2018-2020. 'Youth-led Street Sport for All' (YSSA) aims to increase participation in sports, strengthen social inclusion, and promote voluntary activity amongst at-risk children and youth in several European countries. The focus of the project has been to empower European youth to be role models, to start street sports activities, and to develop a set of intellectual outputs including a guide on how to establish street sports facilities and a technical toolbox ([gameacademy.ngo](#)) to support local street sports organizers.

The 3-year partnership with 'Youth Street Sports for All' has resulted in activities in Denmark and via partners in Greece ([Arsis](#)), Italy ([CESIE](#)), Malta ([MOVE](#)) and Lithuania ([Socialinės Integracijos Centras](#)). Although the YSSA program ended in 2020, the outputs and impact will continue to benefit youth and children in the partner countries.

## 8 GAME HOUSES

GAME establishes innovative facilities called GAME Houses, which are paved street sports houses. Here everyone can meet and engage in various activities. The goal is to lower the threshold to active communities in street sports and street culture. You find the four GAME Houses in Denmark in Copenhagen, Esbjerg, Viborg, and Aalborg.

The houses are the result of a partnership between the Municipalities of [Copenhagen](#), [Esbjerg](#), [Viborg](#), [Aalborg](#), and the Danish foundations [Realdania](#), [TrygFonden](#), [Nordea-fonden](#), [The Danish Foundation for Culture and Sports Facilities](#), [Det Obelske Familiefond](#), [EFFEKT](#), [JAJA Architects](#), and [GAME](#).

## 9 GAME ACADEMY

GAME Academy is a free, online, educational platform for volunteers and all those who want to use street sports to empower young people. GAME Academy is co-funded by the [Erasmus+ Programme](#) of the European Union as a part of the 'Youth-Led Street Sport for All' project.

All partners of the Erasmus+ Sports program Youth-Led Street Sports for All(note) contributed to the content, as did GAME's partners in Ghana ([DUNK](#)), Somaliland ([SCORE](#)), Jordan ([JYIF](#)), and GAME Lebanon(note).

Go to [www.gameacademy.ngo](#) to check out the cool drill box, or learn more about street sports and life skills through sports.

[www.gameacademy.ngo](#)

## 10 FRIENDSHIPS ON ASPHALT

For some children and youth, it takes a little extra to have a good experience with sports and become part of a positive community. GAME's psychosocial project FPA (Friendships on Asphalt) takes, like GAME's other work, its starting point in street sports and an empowerment approach. The goal is for children with psychosocial challenges to participate and grow in a street sports course, that helps them to acquire social skills, improve their quality of life, and affect schooling positively.

The Friendships on Asphalt program is supported by the [VELUX Foundation](#) and the [Danish Health Authority](#).

## 11 THE DANISH PLATFORM FOR STREET SPORTS

In Denmark, the opportunities for being physically active are good. But a lot of children and youth do not participate in the traditional sports associations. For some, the barriers are social, cultural or financial. For others, organized, adult-led sports are not attractive. This leaves far too many outside the traditional sports. GAME's Danish Platform for Street Sports' goal is to unleash and support the entrepreneurial skills among youth on street sports initiatives. The program supports youth on a journey from idea-generation, through applying for microgrants, to implementing the idea, making partnerships and reporting on impact and finance.

GAME runs the Danish Platform for Street Sports in partnership with [Nordea-fonden](#).

## 12 URBAN MUSIC SCHOOL

With the 'Urban Music School', GAME creates communities for young people based on the urban music culture. Here, young people get the opportunity to develop skills in DJ'ing, beat production and rap together with other young people. The Urban Music School is designed to also include youth that does not traditionally find their way into urban music.

GAME's Urban Music School has been made possible with support from the [Tuborg Foundation](#).

# FINANCIAL STATEMENT

	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>INCOME</b>	<b>EUR</b>	<b>EUR</b>	<b>EUR</b>
Ministries	459,092	630,664	799,355
Municipalities	948,886	1,029,469	1,012,158
Other local funding	12,735	0	27,288
Membership fees and payments	178,165	181,705	118,440
Event income	10,397	58,220	1,922
Rental income	168,354	220,078	95,308
Sponsors	61,059	50,581	25,406
Foundation and grants	2,135,466	2,277,681	1,910,722
Other income	75,167	99,652	84,480
Wage compensation COVID-19	-	-	61,032
EU	-	-	97,418
<b>TOTAL INCOME</b>	<b>4,049,321</b>	<b>4,548,050</b>	<b>4,233,529</b>
<b>EXPENSES</b>			
Personnel	2,329,376	2,675,030	2,581,577
Buildings	139,078	166,863	157,193
Miscellaneous activities	258,860	447,002	446,658
Playmaker	76,803	73,984	61,537
GAME Zones	153,974	43,704	42,923
Street GAME	87,728	56,137	36,874
GAME Finals	43,573	67,181	24,180
Exchanges	5,364	10,453	8,809
Street sports facilities	5,960	9,872	22,611
Research & development	137,871	134,430	2,241
Knowledge sharing	19,213	77,077	19,194
Communication	121,346	121,866	91,559
Micro grants	457,346	471,520	489,486
Administrative costs	158,176	160,350	201,660
Other financial costs	-	4,654	56,124
<b>TOTAL EXPENSES</b>	<b>4,035,397</b>	<b>4,520,123</b>	<b>4,242,626</b>
<b>RESULT</b>	<b>13,924</b>	<b>27,927</b>	<b>-9,097</b>

Discrepancies between years are due to fluctuations between DKK and EUR.



# BALANCE

	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>CURRENT ASSETS</b>	<b>EUR</b>	<b>EUR</b>	<b>EUR</b>
Inventory	6,544	8,422	35,025
Total receivables	712,679	464,618	307,837
Liquid assets	1,173,354	1,374,500	2,307,443
Total current assets	1,892,577	1,847,541	2,650,305
<b>TOTAL ASSETS</b>	<b>1,892,577</b>	<b>1,847,54</b>	<b>2,650,305</b>
<b>EQUITY LIABILITIES</b>			
Contributed capital	349,822	363,296	393,000
Results brought forward	13,925	27,927	-9,097
<b>TOTAL EQUITY</b>	<b>363,747</b>	<b>391,223</b>	<b>383,903</b>
<b>LIABILITIES</b>			
Other debts	0	59,764	0
Providers of goods and services	3,319	1,726	4,137
Other debt	202,112	136,595	503,750
Advance payment	1,323,399	1,258,232	1,758,515
Total liabilities	1,528,830	1,456,317	2,226,402
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>1,892,577</b>	<b>1,847,540</b>	<b>2,650,305</b>





# THANK YOU!

WITHOUT YOU, WE COULDN'T HAVE DONE IT

novo  
nordisk  
fonden

NORDEA  
FONDEN  
Vi støtter gode liv



Dansk-Arabisk  
Partnerskabsprogram



Esbjerg  
Kommune



KØBENHAVNS KOMMUNE



VIBORG  
KOMMUNE

VELUX FONDEN



Social- og  
Ældreministeriet



Aalborg  
Kommune

Ole Kirk's Fond



CISU CIVIL SOCIETY IN  
DEVELOPMENT



Erasmus+



DET  
OBELSKE  
FAMILIEFOND



TrygFonden



SUNDHEDS-  
OG ÆLDREMINISTERIET



TUBORG  
FONDET



SOUNDBOKS

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esens Fond • Næstved Kommune • Østifterne • Laureus Sport for Good • Fredensborg Kommune  
Augustinus Fonden • Ludvigssens Legat • Sønderborg Kommune • Odense Kommune • Aarhus  
Kommune • Holbæk Kommune • Marie & M. B. Richters Fond • Jascha Fonden • Oda og Hans  
Svenningsens Fond • Baixamar Fonden • Sportgoodsfonden • Johan Hoffmann Fonden • Esbjerg  
Fonden • Erik Birger Christensen Fond • Den Amerikanske Ambassade • Det Arnstedtske Fami-  
liefond • Dir. J.P. Lund og Hustru Vilhelmine Født Bugge's Legat • Vemmetofte Kloster  
Helhedsplanen Slagelse • Gladsaxe Kommune • Familien Hede Nielsens Fond



*"Thank you for taking the time to meet some of our dedicated volunteers and staff in GAME. I'm sure that you're just as dazzled as I am by the amazing work they do, day in and day out. With their efforts and your support more children and youth have been able to get through a tough year without losing sight of their dreams and aspirations. And that's basically what it's all about."*



- Simon Prahm, CEO & Co-founder of GAME

**Join us here:**



[GAME.ngo](http://GAME.ngo)



[WeLoveAsphalt](https://www.instagram.com/WeLoveAsphalt)



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[WeLoveAsphalt](https://www.youtube.com/WeLoveAsphalt)

**GAME is** an innovative street sports organization recognized as one of the world's 200 best NGO's. Founded in 2002 in Denmark with a mission to create lasting social change through youth-led street sports and culture, GAME establishes innovative facilities and trains youth-leaders as instructors and role models in street sports and civil society in Africa, Europe and the Middle East.

*Game*