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An organization is only as strong as its foundations, and at Doha GOALS we could not be more pleased with the firm ground we have laid over the past three years. As we enter the fourth annual forum, we not only celebrate our achievements, but also look to build on our considerable momentum.

We are particularly delighted to be holding the fourth Doha GOALS Forum to coincide with the 2015 Special Olympics World Games. By using the transformative power of sports to create real social change, the mission of Special Olympics perfectly exemplifies the aims of Doha GOALS.

We look forward to working with you over the course of the Doha GOALS Forum to develop concrete initiatives on four key themes building a movement through sports, the imperative for inclusion, sports’ power to create bridges across divides in our societies, and sports as a catalyst for transformation and change. Our plenary sessions and intensive, interactive taskforces will provide everyone with the opportunity to contribute their ideas.

This year we will invite students from some of the best sports management schools in North America and Canada to engage with the forum as part of the Student Ambassadors program.

We are excited for you to join us as we take the next step towards real, lasting social change through sport.
DOHA GOALS

Doha GOALS – the Gathering Of All Leaders in Sport – was created to bring together corporations, policymakers, NGOs, federations and athletes to look at how sport can act as an agent of social change and economic progress.

The fourth edition of Doha GOALS, July 25-27, coincides with the 2015 Special Olympics World Games in Los Angeles, the largest sports and humanitarian event anywhere in the world this year. The Doha GOALS 2015 program has four key themes: building a movement for change through sports, sports as a mechanism for social inclusion, sport’s power to create bridges across the divides in our societies and sports as a catalyst for transformation and change. More than 120 speakers and 1,500 participants, athletes, students, experts, CEOs, federations, opinion leaders and media will gather in Los Angeles for this year’s Doha GOALS. In addition, the Forum will host 400 students, selected by their academic institutions for their leadership potential and involvement in athletics, to participate fully in the discussions.

Rather than acting as a conference – where ideas are traded but rarely enacted – Doha GOALS is a platform for empowering stakeholders to create a roadmap for social improvement through sport, and launch cross-border initiatives. Each year, as direct outcomes from the Forum, several initiatives are chosen from the many ideas put forward by participants and students; feasibility studies are carried out and initiatives are implemented in order to realize the mission of Doha GOALS.

MISSION OF DOHA GOALS

USING SPORT FOR SOCIAL GOOD

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“Mass participation events have the potential to inspire people and connect cultures.”

Elana Meyer, former world record holder, half marathon, and founder, Endurocad

Facts and figures are representative of the Doha GOALS Forum between 2012-2014
“IT IS POSSIBLE TO MAKE PEACE IN THE WORLD THROUGH FOOTBALL, EVEN IN PLACES OF WAR.”

TAJ HAMAD, SECRETARY GENERAL, WORLD ASSOCIATION OF NGOS

DOHA GOALS FORUM 2014

Olympians, Sebastian Coe, Jackie Joyner-Kersee, Veronica Campbell Brown, Johann Koss and Deng Yaping, Boxing champion George Foreman, and footballers Oliver Kahn and Louis Saha, were among the 140 speakers at the third edition of the Doha GOALS Forum in November 2014 in Qatar.

They gathered with 1,400 participants from 124 different countries over three days to dive into a series of innovative sessions that generated many thought-provoking discussions and ideas on sports’ power to create positive social and economic change.

In addition, 400 students from 42 schools and universities around the globe were actively engaged in a leadership program, as well as in the main program of the Doha GOALS Forum.

Some of the key themes addressed at the forum included increasing the opportunities for women in sports, sports as a tool for integrating communities, the role of sports in improving physical and mental health, and using sports as a catalyst to fight discrimination of all kinds including race, faith and capabilities.
DOHA GOALS IN LOS ANGELES

WHY LOS ANGELES?

For the past three years, the Doha GOALS Forum has taken place at the Aspire Zone in Qatar; 2015 was a perfect time to reach a new audience and encourage new partnerships on the shores of the Pacific in Los Angeles, California.

The first motivation for holding the fourth Doha GOALS Forum in Los Angeles was the opportunity to coincide with the opening of the Special Olympics World Games. Tim Shriver, Chairman of Special Olympics, has been a member of the Doha GOALS Advisory Board since its inception in early 2012. The World Games, with 7,000 athletes and 3,000 coaches from 177 countries, will be the largest sports and humanitarian event in the world this year.

The second reason was the power of California, and Los Angeles in particular, in the realm of sports. Doha GOALS is part of Qatar’s vision of becoming a leading sports nation by 2030. California has long been a treasure trove of sporting prowess, from universities that win more Olympic medals than most nations, to an enormous reserve of talented young athletes, and wildly successful professional teams in all of the major U.S. sports.

Finally, Los Angeles is a world leader in hosting global sporting events, having hosted two Olympics and a World Cup final. The venue for this year’s Doha GOALS Forum is where the Los Angeles Lakers, the Los Angeles Clippers and the Los Angeles Kings call home.
I DON’T KNOW ANY OTHER ACTIVITY IN THE WORLD THAT CAN BRING PEOPLE TOGETHER IN SUCH A MEANINGFUL WAY AS SPORT.”

Lord Coe
Double Olympic Gold Medal Winner, Vice President, International Association of Athletics Associations, Former Chairman, London Organizing Committee for the Olympic Games

Doha GOALS and Special Olympics have joined forces to highlight the growing power of sport in an ever-changing global community. As part of a shared commitment to sport for all, the Doha GOALS Forum and Special Olympics have created a partnership to generate increased attention and support for the role that sports can play in empowering marginalized populations across the world. The Doha GOALS Forum, the world’s premier global sports gathering, and Special Olympics, the world’s largest grassroots disability sports movement, will work together to scale innovative sports programs that have proven to engage vulnerable groups, including women and girls, and individuals with intellectual disabilities.

The partnership will place a specific focus on the important role that government, the development community, and the sports industry can play in strengthening the role of sports as a key driver of social inclusion globally.
ABOUT SPECIAL OLYMPICS

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. It empowers people with intellectual disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all.

With the support of more than 1.4 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and more than 94,000 games and competitions to more than 4.5 million athletes throughout the year happening everyday around the world.
2014

BUILDING A NEW GENERATION OF YOUTH AMBASSADORS

NEW INITIATIVES AND INNOVATIONS OF THE 2015 DOHA GOALS FORUM

I. STUDENT AMBASSADOR PROGRAM IN NUMBERS:

- 2014 EDITION
  - Total: 400 students and coordinators
  - High School: 120
  - Universities: 300
  - Countries: 30
  - Botswana; Brazil; Burundi; Canada; China; Colombia; France; Ghana; India; Indonesia; Jordan; Kosovo; Morocco; Nigeria; Pakistan; Palestine; Romania; Russia; Scotland; Singapore; South Africa; Sudan; United Kingdom; USA.

- Overall numbers between 2012-2014:
  - 1,200 Student Ambassadors
  - 300 universities
  - 50 countries
  - 80 student initiatives
  - 3 community projects inspired by Doha GOALS
  - 150 ideas enacted before and during the Forum

OVERALL NUMBERS (2012-2014):

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- 300 universities
- 50 countries
- 80 student initiatives
- 3 community projects inspired by Doha GOALS
- 150 ideas enacted before & during the Forum
The Student Ambassador Program is now an essential pillar of the Doha GOALS Forum. It has brought together over 1,200 students from around the world and is comprised of three generations of student ambassadors and alumni. The growth and success of the student program and the increased focus of the Doha GOALS Forum on issues related to youth empowerment, emerging markets, creativity and innovation have placed the spotlight on all the incredible young men and women and their achievements.

This year’s program will continue building on the legacy of the Pass the BATON Initiative, which started in 2014, by adding a number of initiative labs and working lunches to the program. Pre-selected students will get an opportunity to work with knowledge partners and develop implementation plans for their proposed projects.

Due to the unique partnership between the Doha GOALS Forum and Special Olympics, this year the Student Ambassador Program will formally incorporate the GenUin Global Youth Leaders and Change Makers, who represent a group of 120 young people with and without intellectual disabilities, and who were selected as part of Special Olympics Social Impact Summit by Generation Unified.

This year’s Forum will also include a selection of 400 student ambassadors from the United States, Canada and Mexico.
DOHA GOALS Student Ambassador Program and GenUin Special Olympics Social Impact Summit Partnership

The DOHA GOALS Student Ambassadors and GenUin youth leaders will partner for this year’s edition of the DOHA GOALS Forum. The 280 Student Ambassadors and 120 youth change-makers will join forces and share the speaker series and the DG taskforces to discuss important ideas shaping social development through sport initiatives. The main goal of this partnership is to create an inclusive and relevant network of like-minded individuals who will propose new initiatives dedicated to enhancing positive social development in their local communities.

About the GenUin Special Olympics Social Impact Summit

 Held in partnership with the 2019 Special Olympics World Games, the GenUin Special Olympics Social Impact Summit will bring together 120 youth change-makers from 30 countries to redefine social change as they embark on their journey to make their communities more inclusive. Each youth leader is selected through a competitive process to identify a challenge, propose a solution, and ultimately implement an impact project to generate acts of inclusion in their community. Throughout the 6-day Summit, youth leaders will work with mentors to develop their social impact ideas, share them through project pitches, hear from inspirational leaders that will offer motivation and advice, and finally, earn project funds to realize their dreams.

Conversations Speaker Series

Part One of GenUin Conversations, the Speaker Series will feature a line-up of iconic speakers. The DOHA GOALS Student Ambassadors and the GenUin youth leaders will be inspired and motivated by critically successful leaders who have made an impact through mobilizing young people, believing in social good, and developing important partnerships.

GenUin Conversations Pitch Pit

Part Two of GenUin Conversations, the Pitch Pit will feature the top five impact projects presented to a line-up of star judges. Each youth leader will deliver a 3-5 minute pitch on how to generate acts of inclusion in their community. The winners of the Pitch will get the opportunity to join the Student Ambassadors during the DOHA GOALS Forum Closing ceremony and present their projects to all the DOHA GOALS participants and a special selected panel of judges.

DOHA Goals Sport Fields Initiative

The DOHA GOALS Foundation, in partnership with Conner Sports and local authorities, has built two Sport Court Power Game multipurpose courts in Port Gentil, Gabon and Nablus, West Bank, Palestine. Under the DOHA GOALS Sport Fields Initiative, which was born from the first edition of the gathering of the DOHA GOALS Forum community in 2012, providing free access to sport facilities for underprivileged youth in communities around the world is one of the Forum’s principal priorities. The next installation of the DOHA GOALS Sport Fields Initiative is expected in Mazar i Sharif, Afghanistan.

Global Watch And DOHA Goals

Global Watch is a global civil society initiative that was launched under the Seawide Family Foundation in close partnership with the DOHA GOALS Foundation. It arises directly from the Say No to Racism in Football campaign launched by FIFA during the 2006 World Cup in Berlin and stems from FIFA’s establishment in 2013 of the Anti-Racism Global Task Force of which Tokyo Sexwale is member.
IV. THE IMPACT OF 2014 DOHA GOALS STUDENT INITIATIVES

Following the 2013 Doha GOALS Forum, whereby the Canadian students launched a crowdfunding campaign that supported the travel of one of their peers to attend an international conference, in 2014 we started the Pass the BATON Initiative in an effort to inspire more students to propose and implement sports initiatives.

As a result, more than 70 initiatives were submitted by the Student Ambassadors ahead of the 2014 Doha GOALS Forum, which lead to a special session during last year’s Closing Ceremony called Youth at the Forefront; the Doha GOALS Challenge.

Three students from the United States, France and South Africa were given the opportunity to pitch their initiatives on stage in front of a jury comprised of sports leaders, such as Ato Boldon, Raneé Elwan, and Esther Vergeer:

"WE CAN USE SPORT TO MAKE A SYSTEMIC CHANGE IN THE WORLD."

STEFAN GERMANN, DIRECTOR FOR PARTNERSHIPS, INNOVATION & ACCOUNTABILITY, GLOBAL HEALTH & WASH TEAM, WORLD VISION INTERNATIONAL
1. KICK 4 GIRLS INITIATIVE
Proposed by Adjaratou Sakho, African Leadership Academy, South Africa

The Kick 4 Girls Initiative aims to tackle discrimination and violence against women through martial arts education, which not only empowers women to protect themselves from violence, but also gives them a stronger voice in society.

**EXPECTED OUTCOMES**
- Improve women’s self-confidence and mental and physical health
- Strengthen positive attitudes towards women and girls in society
- Decrease the incidence of discrimination towards women and girls
- Increase access to higher-level positions for women and girls in male-dominated fields

2. MY SPORTS PROJECT
Proposed by Paul-Edmond Barremeau, ESSEC Business School, France

My Sports Project will be the first platform designed to help local leaders successfully fund and implement their sport projects. The main goal of the platform is to educate young leaders in sports business management and to provide them with the necessary tools to raise funds and start projects through crowdfunding campaigns, sponsoring platforms, and competition toolkits.

**EXPECTED OUTCOMES**
- Foster the development of local sports projects through business mechanisms used in the sports industry
- Strengthen social cohesion in local communities
- Generate jobs for youth in local communities

3. OLYMPISM4HUMANITY (O4H) YOUTH IDEALS
Presented by Stephen Kakouris, Georgetown University, USA

The O4H Youth IDEALS project wants to establish a community of inspired and empowered young ambassadors and mentors to develop sport initiatives for a cause that will positively impact their communities. The main goal is to implement O4H Youth IDEALS Festivals in partnership with the Doha GOALS Forum in ten different countries.

**EXPECTED OUTCOMES**
- Develop networks of leaders in the global sporting community
- Establish a strong network of committed youth ambassadors and mentors both locally and globally
- Implement at least one youth-driven humanitarian initiative in each country
- Provide guidelines for successful implementation of initiatives
- Implement an O4H Summer Praxis Program

THE DOHA GOALS CHALLENGE INITIATIVES:
With inhabitants dating back to 5000 BC, Qatar has long been the hidden jewel of the Arabian Peninsula. Fueled by a natural gas industry, which contains 14 percent of the world’s reserves, this emirate is a world leader in energy production, sustainable technologies, and, most recently, sporting investments. This growth and productivity has come about in the relatively short time since Qatar was recognized as an independent state in 1971.

The skyscraper-strewn capital, Doha, is the home of a budding creative class, world-class restaurants, inclusive political forums, Jean Nouvel and I.M. Pei designed architectural marvels and the Arab world’s foremost news source, Al Jazeera. It is also a city in the midst of a sporting revolution, having welcomed in recent years the Tour of Qatar, the 2006 Asian Games, and the 2011 Pan Arab Games. In the 2014-2015 season, Qatar has plans to host 43 more international sporting events – including five world championships.

As well as sport, Qatar has built world-class centers of science and technology, education, and the renowned Museum of Islamic Art, positioning itself as a modern Arab country committed to celebrating its heritage, as well as the potential of its engaged population.
Qatar has quickly become one of the most exciting sporting destinations in the world. Infrastructure developments at home and sporting investments overseas have fired the imagination, including the purchase of the leading French football club, Paris Saint-Germain and a UAE-Qatar joint partnership to construct the world’s first-ever extreme sports park. The results of a $2.8 billion infrastructure investment include: the Qatar MotoGP track, the five-floor ultra-modern Hamad Aquatic Centre, and the iconic Aspire Dome.

For the past eight years, the Aspire Football Dreams project has scouted more than two million youth footballers from across the globe – one of the many factors that helped secure Qatar’s bid to host the 2022 World Cup. The World Cup will be staged in 12 futuristic venues, such as the dhow-shaped Al-Shamal, just 30 minutes from Bahrain by water taxi, and the ultra-modern Al-Wakrah Sports Complex. Investment in infrastructure at this level will provide solid foundations for future generations – within Qatar and beyond – to enjoy the benefits of sport for decades to come. To recognise and promote the importance of sport’s place within a healthy lifestyle, National Sports Day was created in 2012 by Emiri decree as an annual national holiday in Qatar.

The 2014 National Sports Day, which attracted nearly 14,000 people earlier this year, was awarded Best Sporting Event in the Middle East in June.

"DOHA GOALS IS BOTH A FORUM AND AN OPPORTUNITY TO DECIDE ON A ROAD MAP FOR POSITIVE CHANGE THROUGH SPORT. I AM OPTIMISTIC THAT THE INITIATIVES ANNOUNCED WILL NOT JUST BE INK ON PAPER BUT ACHIEVABLE."

H.H. Sheikh Hamad bin Khalifa Al-Thani, The Father Emir
Having been established in 2003 as a Sports City project, Aspire Zone Foundation (AZF) today works to develop sports champions, promote healthy lifestyles, provide sports medicine services, and galvanize the sports economy of today and of the future. AZF is a pioneering international sports project, thanks to its member organization which embraces Aspire Academy, Aspetar and Aspire Logistics. All of these corporate entities were unified by Emiri decree in 2008.

Located in Doha, AZF boasts international-standard services and hosts global sports events – all of which contribute to the vibrant sports economy of Qatar. Aspire Zone is home to some of the world’s finest sport amenities and services offering an impressive integration of sport, sports medicine and research, and sport education. It is a perfect setting to combine sport and leisure.

Moreover, AZF was voted the World’s Leading Sports Tourism Development Project for the World Travel Award 2011 – an award that is deserved indeed. In 2011 alone, Aspire Zone was honored with the successful hosting of high-profile events, such as the opening ceremony of the AFC Asian Cup 2011, some of the tournament games and some competitions of the regionally-renowned Arab Games.

“WE CAN CHANGE LIVES THROUGH SPORT.”

Hilal Al Kuwairi, Aspire Zone Foundation President
Richard Attias & Associates is a global strategic consulting firm that creates and implements ideas initiatives and platforms in line with our clients’ vision. Our mission is to help nations, governments, leaders, and corporations support their global influence, catalyze innovation, and facilitate the global exchange of ideas and projects. Under the active leadership of its founder and chairman Richard Attias, RA&A has built an international reputation with governments and corporations by creating unique and action-driven platforms.

Headquartered in New York and with branches on every continent, Richard Attias & Associates’ mission, as well as that of the New York Forum Institute - its non-for-profit foundation - is to mobilize and create borderless communities for economic growth and job creation, by encouraging innovation and defining new business models.


Previously, Richard Attias was the exclusive producer of the World Economic Forum meetings including the Davos Forum for 15 years, and the co-founder of the Clinton Global Initiative (CGI) and the Nobel Laureates conference. He founded several companies including Publicis Live, and headed Econocom Group in France and Japan.

Early 2014, WPP, the world-leading communications group, took a minority stake in Richard Attias and Associates.

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