

International Inspiration

Annual Review 2011-12



London 2012's international legacy programme



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Foreword



Seb Coe
Chairman, London Organising
Committee of the Olympic and
Paralympic Games
(LOCOG)

As I said at the closing ceremony of the Paralympic Games, after the summer of 2012 we will never think of sport in the same way again. London's Games showed spirit, creativity, incredible feats of athleticism and great generosity and friendship between people in the UK and the visitors and competitors who came as our guests to these wonderful Games.

Spirit, creativity, generosity and friendship between people are all characteristics of International Inspiration (II) and I am delighted that through it, the promise I made in Singapore back in 2005 has led to millions of children experiencing the inspirational power of the Games.

This year International Inspiration received two awards recognising its outstanding innovation in sports leadership and development. In March, my friend and colleague Sir Keith Mills accepted the J.A. Samaranch Trophy at the Global Sports Forum in Barcelona. Keith's contribution as Chair of the II Foundation has been immense so it was an honour for me when he and I jointly received the Beyond Sport Leadership in Sport Award in London last June.

The 28,000 International Inspiration Young Sports Leaders are a true legacy of International Inspiration, as are the 97,000 dedicated teachers and community coaches who have been trained to deliver high-quality, inclusive physical education and sport, often in the most challenging conditions, where a ball, let alone a sports hall, is a prized luxury.

Over the last year, Oscar Pistorius and Ugandan Marathon Gold Medallist Stephen Kiprotich joined the ranks of International Inspiration's ambassadors. Oscar visited projects in Tanzania where he championed the opportunities the programme is offering young people with disabilities, reminding them how sport once gave him the chance to overcome his own challenges.

I have visited some of the projects myself, and met young people who speak eloquently about the difference International Inspiration has made to their lives. UK Sport, UNICEF and the British Council have made this possible and they deserve credit for their vision in creating this wonderful initiative, as do the generous donors who have funded the programme.

What London did has inspired the Rio 2016 Games organisers to develop their own version of International Inspiration. I am proud of many things this summer, but not least that, in reaching out to the youth of the world, London has blazed a trail that future Olympic hosts will follow.



International Inspiration is...

... London 2012's international legacy programme. It is enriching the lives of young people around the world through physical education (PE), sport and play. The programme embodies the promise made by Seb Coe, Chair of the London Organising Committee of the Olympic and Paralympic Games (LOCOG), at the Singapore bid in 2005 to 'reach young people all around the world and connect them to the inspirational power of the Games so they are inspired to choose sport'.

Working with policymakers, practitioners and participants, International Inspiration is creating long-term, transformational change for young people around the world beyond London 2012.

International Inspiration's impact at a glance:

14 million children and young people have actively participated in sport, physical education and play as a result of International Inspiration – many for the first time in their lives.*

36 policies, strategies or legislative changes have been influenced by or implemented in response to International Inspiration.

International Inspiration is delivering on its international legacy promise and has surpassed its vision of reaching 12 million children and young people in 20 countries. Now its focus is ensuring that initiatives are sustainable and will leave a lasting legacy beyond the completion of each country programme.

International Inspiration is enriching the lives of young people in Azerbaijan, Bangladesh, Brazil, Egypt, Ethiopia, Ghana, India, Indonesia, Jordan, Malaysia, Mozambique, Nigeria, Pakistan, Palau, South Africa, Tanzania, Trinidad and Tobago, Turkey, Uganda and Zambia as well as the United Kingdom.

More than 124,000 teachers, coaches and Young Leaders have been trained to lead sport, physical education and play in their schools and communities, learning new skills.

287 schools in the UK are now sharing innovative ideas and best practice in PE and sport with their counterparts in 307 schools in 20 countries.

*International Inspiration's internal monitoring shows that the programme has reached 14 million children and young people. The II Foundation engaged external evaluators, Ecorys, to examine and challenge these claims. By working with them, a mechanism has been collaboratively agreed that strips out any possibility of double-counting and of over-estimating the cascade impacts of teacher and coach training. Thanks to that process it can now be said with confidence that 11.1 million have been reached. We have experienced over the years that externally verifiable figures lag behind the true rate of expansion and so the programme will sometimes present estimated figures, while accepting and welcoming the rigour applied by Ecorys to our assumptions.

Themes

From the megacity of Mumbai to rural Uganda, from Azerbaijan to Zambia, International Inspiration teaches us that sport can have a powerful impact on young lives, whatever the circumstances, whatever the setting.

Girls' empowerment



In many countries girls often face barriers that prevent them from asserting their place in society. Cultural and traditional norms mean that fewer girls than boys access education.

Through International Inspiration perceptions and attitudes are being challenged. Girls' participation in sport is widening their social and educational opportunities and empowering them to lead the way, giving them new possibilities to aspire to and helping them to see and acknowledge their potential.

Inclusion



Children who are disabled or otherwise marginalised can be more likely to miss out on chances to play and take part in PE, especially when many teachers and coaches lack the specialist training to provide good quality, inclusive sport.

Through International Inspiration more teachers and coaches are gaining the training they need to give all children the opportunity to join in at their own level and reap the benefits of participation.

Child Friendly Movement



Every child has the right to be safe at home, in their community and at school. International Inspiration is working with partners around the world to promote the Child Friendly Movement, developing spaces where every child can learn to play and grow in a safe, healthy and protective environment. PE and sports in both child friendly schools and in youth centres are improving the lives of children, giving them a better and richer experience. Infrastructures are being improved and the confidence and versatility of teachers and coaches is being boosted.

PE & sport in schools



In many countries, PE and sport aren't regarded as highly as other subjects in the school curriculum. Teachers often don't have the training or an effective curriculum to deliver confidently. International Inspiration is working with local policy makers and with teachers directly to provide them with the skills and resources they need to embed better learning opportunities in PE and sport in schools. As a result, teachers are more confident and children are getting a more meaningful and enjoyable experience at school.

Sport development



Governing bodies in sport, such as the International Amateur Athletics Federation (IAAF), work hard around the world to promote participation in their sport to new generations, creating specialist resources.

Partnership with these sports enables the development messages of International Inspiration to be embedded in high quality sports education, providing children with enjoyable ways of developing their sport skills while giving them the tools for later life.

Health



Disease and ill health prevent many children from fulfilling their potential. Awareness is often the key to combatting transmission of communicable diseases such as HIV and malaria. International Inspiration is using sport to spread healthy lifestyle messages and combat harmful ignorance and stigmatisation.

Community



International Inspiration is helping to create understanding within and between communities worldwide. Projects bring together children and young people who do not traditionally mix because they come from different tribes, religions or gangs.

Inclusive sport can help to address differences and challenge perceptions. Parents and families often get involved too, benefitting the whole community.

Leadership



Young people are often leaders in the making, but need a catalyst to unlock their talents.

International Inspiration's Youth Sports Leadership training is helping thousands to discover that they have what it takes to lead, organise and inspire others, giving them skills for a lifetime.

Protection and survival



In some parts of the world, International Inspiration can make the difference between life and death. Floods in Bangladesh threaten the lives of thousands of children each year, but the new swimming skills provided by International Inspiration equip them to survive and to help others at risk.

In some neighbourhoods, drugs and the activities of violent gangs are constant threats. International Inspiration is working with local authorities, communities, teachers and coaches to provide activities that children and young people can enjoy in a caring and safe environment.

Policy



Despite the hard work by practitioners on the ground, it is at the highest level that the foundations of long-term change are laid.

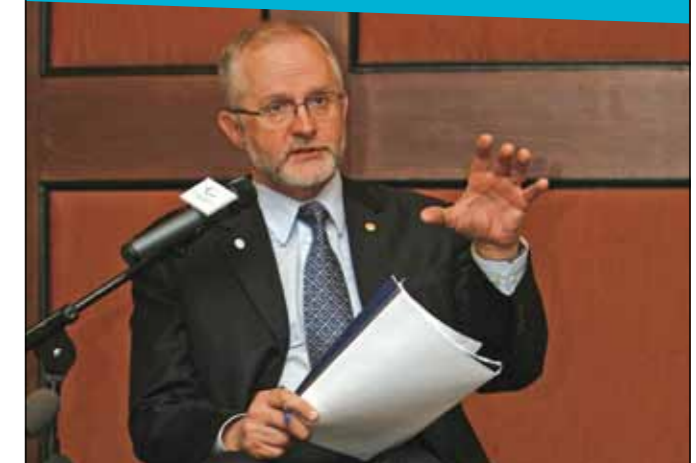
International Inspiration targets key policy makers at both local and national levels. This ensures that they are not only aware of the benefits of the programme but that they enshrine changes in policy to create lasting legacies for generations to come.

Inspiring global links



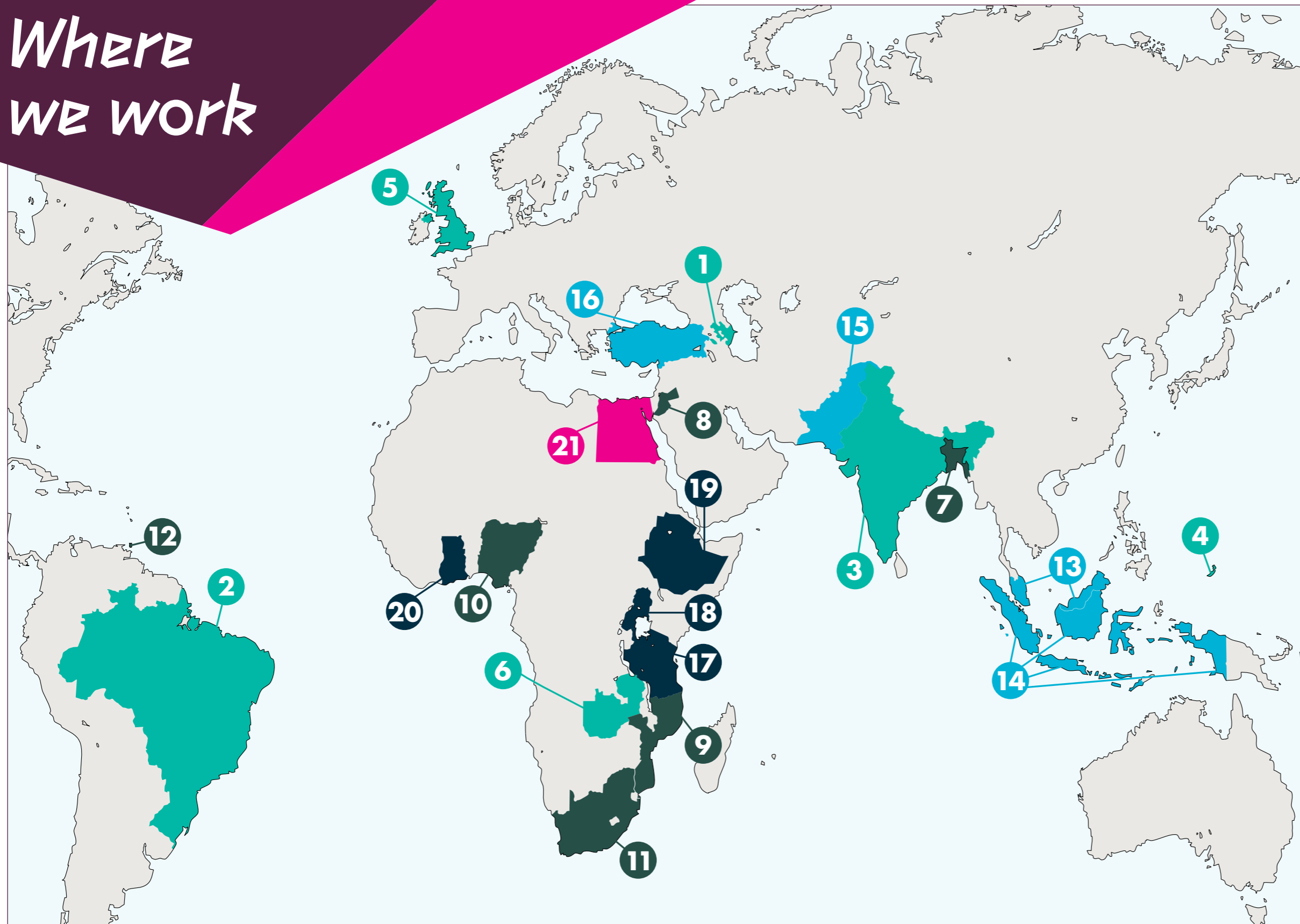
However many miles separate them, the needs of children and young people are similar the world over. International Inspiration brings together young people who face different challenges but share a love of sport and a desire to learn about other parts of the world.

Values in action



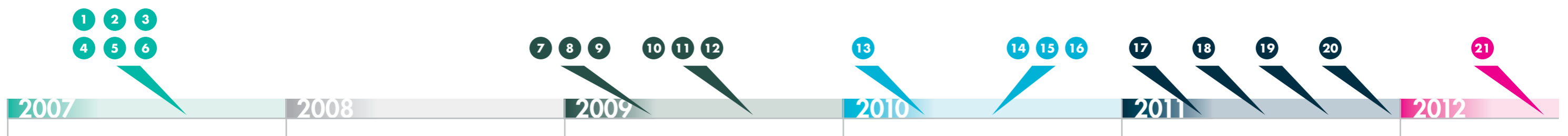
International Inspiration, a programme inspired by the Olympic and Paralympic Games, celebrates and promotes the Olympic Values of respect, excellence and friendship, and the Paralympic Values of courage, determination, inspiration and equality. These values underpin all the work of International Inspiration, which is supporting Olympic Values education initiatives in several countries.

Where we work



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Girls' empowerment

International Inspiration has enabled many girls and young women to take part in sport for the first time. Previous barriers to participation are many and varied, but the enjoyment, education and boost to their confidence they have gained are common threads – leading many to rethink their plans for the future and to share their stories with other girls.

In Pakistan over 500 female coaches, teachers, leaders and administrators were trained in aspects of inclusive sport and PE provision during 2012.

In Ghana, 170 district girls' education officers have been trained and are making spaces friendlier for girls in sport and PE.

In India, 35 young women – International Inspiration sports leaders – were elected to the prestigious office of Panch or village leader.

In Ethiopia, 15 schools have established sports clubs for girls.

'Sport is an incredible tool for helping children develop and grow. For girls, it can also be the means by which they overcome obstacles and are empowered to take control of their futures. I saw this first hand in India, and was blown away by how much the young women I met there had achieved, through the skills they acquired through sport.'

Denise Lewis
International Inspiration Ambassador

'It has been remarkable to see how taking part in sport and play activities through International Inspiration has made a difference for millions of girls around the world. It is giving them the opportunity to take part in sport, encouraging them to continue and further their education, providing them with valuable skills that will stay with them into adulthood and is allowing them to have a voice, often for the first time, to empower others in their schools and communities.'

David Bull,
II Foundation Trustee and
Executive Director at UNICEF UK

India

'Only people who are exceptional get the opportunity to carry the Olympic Torch and I am honoured and proud.'

In June, Pinky found herself across the world from her home in Assam, running with the Olympic Flame through the streets of Nottingham. Having migrated to rural Assam from Bihar four generations ago, Pinky's family is an integral part of the migrant tea-picking community. Since joining the programme, Pinky has exemplified the spirit of International Inspiration. After being provided with leadership skills and confidence through the programme she is using these skills to work within her community and improve sport for young people. The standing Pinky has gained through International Inspiration has empowered her to campaign on local issues such as health, early marriage and literacy. She's used her training to move beyond sport and the community is benefitting.

'International Inspiration is using sport and physical education to inspire and improve the lives of millions of children and young people just like me.'



Bangladesh

'When we first came up with the idea of organising a sports team for adolescent girls, most parents were not supportive.'

Abdul Monaf is the Adolescent Programme Officer in the district of Cox's Bazar – a community where adolescent girls are expected to maintain strict purdah (a religious practice whereby women avoid being seen by men who are not relatives). Girls faced great difficulties in convincing their parents to let them play.

International Inspiration wanted to address the lack of sports opportunities for girls by launching the team, the first of its kind, and using it to address other issues such as gender discrimination, personal hygiene and the right to education. Now it is often parents themselves who are changing the other parents opinions to ensure the team continues.

'I even had requests from religious leaders asking me to include their daughters in the team!'



Mozambique

Nearly half of all children in Mozambique do not complete their primary education with only 6 percent of girls going on to secondary school.

International Inspiration is using sport to encourage 300,000 children across Mozambique to go to school regularly and to help them with skills such as teamwork and leadership.

Young Sports Leader Cintia, selected as an Olympic Torchbearer, believes that through the programme she has learnt, first and foremost, the value of hard work and dedication. The highlight of her involvement has been coaching children from her local community in football for the first time, particularly girls. Female sports leaders in her community have played an important role in her development. This experience has given her a powerful motivation and ambition to pursue a career as a civil engineer, a male-dominated industry, so that she can help her country to develop sports infrastructure for people of all ages.

Inclusion

If International Inspiration is to fulfil its aims, and to embody the Olympic and Paralympic Values, it needs to reach children regardless of background or ability.

It is often those who need the programme most that are hardest to reach, but the inclusive skills and resources that teachers and coaches have gained are opening up the benefits of sport and PE to all.

In Nigeria, over 800 teachers and community coaches have been trained to deliver inclusive and age-appropriate sport and PE, ensuring that all children, especially girls and those who are disabled can take part.

In Egypt, 85 boys aged between 12 and 17 years old who are living on the streets are now engaged in sports activities in the Greater Cairo area as part of a wider programme of rehabilitation.

In Indonesia, 33 children's drop-in centres in Jakarta have received PE teaching resources enabling them to work with street children.

'Inclusion is integral to the promise by International Inspiration to enrich the lives of young people of all abilities. With the impact of a London Games the programme has enabled and supported the participating countries' National Paralympic Committees to be proactive in having a voice to create more opportunities for all children and young people to participate in inclusive PE, sport and play. International Inspiration provides the opportunity for children with physical disabilities and learning difficulties to take part, guided by skilled teachers and coaches who can make their experience safe and fun.'

I have worked with Paralympic sportsmen and women for over twenty years and seeing International Inspiration enrich lives in countries such as Tanzania and Jordan – sometimes for the first time – demonstrates the need to make PE, sport and play inclusive and accessible to all.'

Ann Cutcliffe, OBE
II Foundation Trustee and Vice-Chair
of the British Paralympic Association



Uganda

'Disability is not inability.'

Ketty was born blind and always felt treated differently, even within her own family. International Inspiration training has given her the means to increase her own ability, giving her confidence to lead and coordinate activities herself.

She's been involved with organising sports matches for other visually impaired young people and has encouraged spectators to come along and learn about these adapted sports.

A talented distance runner herself, Ketty has been working to promote the benefits of PE, sport and play and hopes to develop more inclusive activities for visually impaired young people.

'I'm now confident in doing anything and I don't complain. I'm able to speak without fear.'



Turkey

In partnership with the Turkish Paralympic Committee (TPC), International Inspiration has developed a programme to address discrimination through sport by educating children on what it means to be disabled.

International Inspiration has produced an animated film about disability that challenges stereotypes and has provided equipment including wheelchairs, blindfolds, and adapted sports equipment for use in Paralympic sports.

Paralympic School Days also took place, for which teachers and school counsellors were trained to deliver activities to promote inclusion in sport. The days have been so successful that the TPC along with the Ministry of National Education are expanding their activities, and including elements in the new PE curriculum.

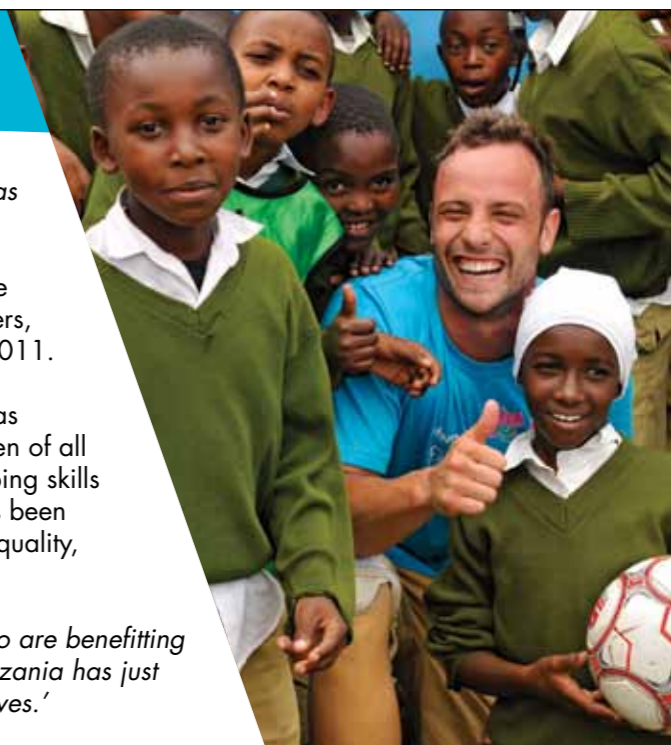
Oscar Pistorius

'Growing up, sport had a huge impact on my life and has helped me become the person that I am now.'

International Inspiration ambassador Oscar Pistorius, one of the most successful and well known Paralympic sprinters, travelled to Tanzania to help launch the programme in 2011.

Knowing how much sport meant to him as a child, he was delighted to see the work already underway, with children of all abilities and backgrounds keen to show off their developing skills under the watchful eye of coaches, who have themselves been trained through International Inspiration to deliver good quality, inclusive sport.

'Meeting and speaking to some of the young people who are benefitting from the International Inspiration programme here in Tanzania has just reinforced how much of an impact it is having on their lives.'



Child Friendly Movement

International Inspiration is working with its partners around the world to help make schools and youth centres places where children want to be and can thrive. With facilities, teachers and sessions that are child centred, the Child Friendly Movement is ensuring that children can learn in a fun, safe and educational environment.

In schools, attendance records are on the increase, teachers are more confident, and children are getting a more meaningful and enjoyable experience through sport. In communities, the development of safe spaces has given parents the reassurance that their children can learn and play in secure surroundings.

In Azerbaijan, 20 sites across different districts refurbished to be child-friendly spaces where children and parents can join together in safe play are still being maintained following the conclusion of International Inspiration.

In Mozambique, all seven districts in the programme benefitted from new child-friendly spaces for volleyball, basketball and football.



Pakistan

Twelve-year-old Payal is fortunate. She is one of only 38 per cent of girls attending primary school in her province. As part of the Child Friendly Schools programme, Payal's school has improved teaching, infrastructure and access to sport and play.

The Child Friendly Schools concept seeks to ensure that the environment in a school is happier, safer and more welcoming, like Payal's. Water and sanitation have been improved and children's right to play and physical exercise is now a priority.

The change in the girls since they have been doing sport has been remarkable. International Inspiration has helped give them skills and ultimately more opportunities and aspirations for their time after school.

'Before this I was fed up and did not want to come to school. I felt like I was in prison. I lost interest in my studies, but now I want to stay here all the time.'



*Some of my happiest school memories are of playing sport – as well as the social aspect, it gave me **independence, confidence,** and a **determination** to work hard and succeed. Everyone should have a place they can go to get involved in sport, or just feel safe to play sport with others. International Inspiration's work to provide this for young people is incredibly important.*

Sir Chris Hoy, International Inspiration Ambassador

Indonesia

Nurdin is the headteacher of a school in South Sulawesi. An innovative reinvention of the way the school teaches sport and PE is having a dramatic effect on the culture in the school as well as attendance figures.

With the help of International Inspiration the school has moved away from physical training involving regimented stretching and running round the sports field. Teachers now use improvised props such as cones and beanbags to create fun games that are helping to get all the children active and to learn teamwork as they get fit. Even traditional games such as majekka, where children race on a pair of coconut shells, have been adapted for use in sports sessions.

'Since we implemented the programme, attendance has gone up – kids actually like going to school.'

What is more the parents love it too as they can get more involved in their children's education. They feel happy that their children are playing in safe environments and enjoy cheering them on as they play and compete.





PE & sport in schools

International Inspiration is working with policy makers, teachers and coaches, and young people to promote the role of PE and sport in schools.

Teachers and coaches in the UK and around the world are getting the skills and access to training resources to make PE lessons more meaningful, innovative and exciting for young people. PE and sport now provide an incentive for children to come to school, creating transformational change around the world beyond London 2012.

'Through International Inspiration we've created a new vision of how sport can be used to drive forward education. Teachers, parents, officials, ministers, and above all young people, have all been moved by that vision. New national policies have been developed, teachers have gained the status and skills to deliver high quality, meaningful PE and sport, and young people have engaged and learnt in new and inspiring ways.'

Martin Davidson CMG, II Foundation Trustee and Chief Executive, British Council

In Turkey, the Board of Education has enthusiastically embraced the adaptation of PE teaching and learning resources to suit the Turkish curriculum. The resources will be used to teach up to 12,000,000 children.

In Trinidad & Tobago, when Game On, a new PE teaching resource was introduced into 27 schools with the support of International Inspiration, the number of children taking part in PE increased from 46 per cent to 100 per cent.

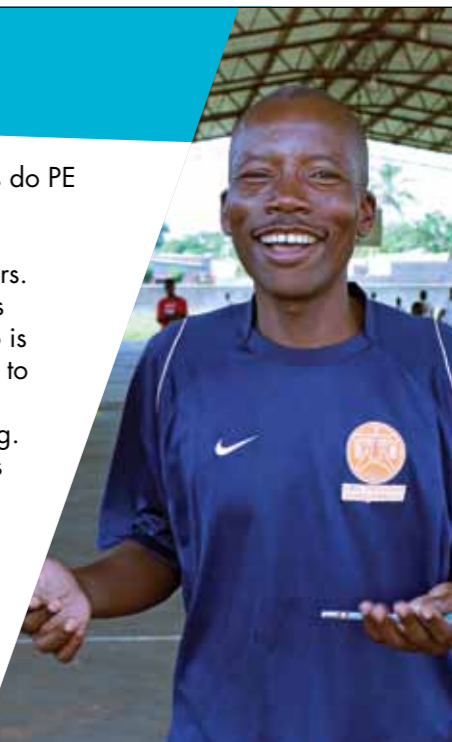
Teachers and community coaches in Nigeria have benefitted from training and are now confident to deliver quality PE lessons for over 220,00 children.

Mozambique

'I have learnt to improvise to create resources, which means we can always do PE regardless of the material conditions.'

Orlando has taught PE and English at his school in Maputo for over 20 years. International Inspiration activities have been running for the past three years and, as in other places, the impact on the students has been huge. Orlando is using International Inspiration approaches in his school to motivate children to come and enjoy learning. Even pupils who once had little interest in PE are benefitting from his can-do attitude and from better, more structured teaching. The high-quality training of PE teachers and coaches, the provision of sports kits, and integration of key life skills messages through sport have had a transformative effect on the whole school community that makes Orlando very proud.

'The most active of our Young Sports Leaders have managed to secure university offers and some of them have gone as far as to setting up and managing sports teams in their universities and in local communities.'



Malaysia

The introduction of high quality sport and physical education has made a huge difference to 15-year-old Asyindarh who was surprised to be selected to become a Young Sport Leader for the International Inspiration programme.

With few friends, Asyindarh found school boring and so had little interest in turning up. International Inspiration sport and games are something he enjoys, and his attendance has consequently improved. He's also made new friends, boosting his self-esteem, and has now been selected for his school's track and field team.

The project has transformed Asyindarh's outlook, making him more aware and socially assured, and motivating him to make the most of his education. As he says himself, *'I have made a lot of new friends and my attendance at school has improved.'*



Uganda

Innocent was instantly attracted to International Inspiration because he wanted to play more football. His parents and teachers were concerned about the 16-year-old's education. He had a poor school record and was described as lazy, cheeky and irresponsible.

Innocent soon realised that good physical education means more than just becoming a good footballer. Since training as a Young Sports Leader he has coordinated a community sports festival, managed fundraising and budgets and learned that sport can help break down cultural barriers.

International Inspiration has helped him in ways he never expected. Realising that he needs self discipline to get the best out of himself and as captain of his football team, is a lesson he really values.

'I used to shout at them and lose my temper... now I sit my team down and talk to them politely.'



Sport development

As well as supporting inclusion and rights agendas, and contributing to educational improvement, sport is valuable in its own right.

Sport is fun, enjoyable, skilled and inspiring. It can divert children and young people from harmful activities and motivate them to learn to how to play their favourite sports.

International Inspiration collaborates closely with sports governing bodies and organisations such as the International Olympic Committee (IOC) and International Paralympic Committee (IPC), to engage children and young people they were not previously able to reach, and to coach them to play with skill.

In India, the government's national Sport for All scheme, whose training manual was developed in partnership with International Inspiration, is continuing to engage an estimated 1,500,000 children.

In Azerbaijan, seven coaches were trained to deliver football to under 17 girls, organising sports festivals and harnessing the excitement around the Under 17 Women's World Cup in the country in September 2012.

In Bangladesh, the Bangladesh Olympic Committee has been supported in developing and delivering a Sport for All pilot in Noakhali district. This featured traditional games such as hadudu, dariabandha, kabaddi and bouchi, and the intention is now to expand the initiative up to other districts.

In Trinidad & Tobago, the national Paralympic Committee, with the help of Young Sports Leaders, organised the first Paralympic School Day, creating opportunities and helping 135 children of all abilities get involved in new sports activities.

Trinidad & Tobago

'I was lucky enough to see how International Inspiration is using sport as a way to engage children and young people, and inspire them to choose a life with a brighter future.'

International Inspiration Ambassador Colin Jackson travelled to Trinidad and Tobago to visit one of the programme's projects there. As a former international athlete with a host of World, Commonwealth and European medals to his name, he saw sport at a real grassroots level, where it is helping children to learn new skills on the sports field at the same time as crucial lessons on life, health and growing up.

International Inspiration has provided training for teachers and coaches to use their love of sport as an opportunity to engage children and young people in a life away from negative influences, such as drugs, crime and gang culture, and create more sporting opportunities in schools.

The highlight of Colin's visit was starting the Mayaro Interschool Relay Race – organised and run by Young Sports Leaders on their own initiative to bring together hundreds of children from five International Inspiration schools.



Jordan

When the Jordan Swimming Federation identified a need to develop its workforce as part of its aspiration to host a regional centre of excellence for surrounding national swimming federations, International Inspiration saw a great opportunity to connect them with British Swimming.

In a project that continues beyond the formal three-year International Inspiration programme, British Swimming has created a partnership with their Jordanian counterparts that aims to establish within five years a self-sustaining Learn to Swim programme for 250,000 children across the Arabian Peninsula.

This partnership also aims to standardise a Learn to Swim curriculum and train 1,000 female swimming teachers and coaches in the region. It will also provide additional training for swimming coaches to better support Paralympic swimmers in a country where International Inspiration has already done much to improve inclusion of children and young people who are disabled.



Nigeria

Elizabeth has worked for the National Sports Commission for 22 years, and is currently the Assistant Director for grassroots sport development. She's impressed with the impact that International Inspiration has had on young people in Nigeria.

The Education Board in Lagos State has adopted the International Association of Athletics Federation's (IAAF) Kids Athletics programme and is being rolled out to all primary schools in the state with over 900 teachers and coaches already trained in IAAF Kids Athletics. 325 primary schools were inspired to organise an inter-house athletics competition where their pupils could compete using their new skills.

Lagos State Education Board has funded the roll-out of training to teachers in all 1,000 primary schools that will eventually include 300,000 primary school children. Elizabeth: 'Principals whose schools excel in sporting activities are given recognition and state governments will be encouraged to give athletes free sporting kits.'

Health

Young people often can find it difficult to access health education, and are often at risk as a result. International Inspiration's solution is to integrate healthy living messages into fun and exciting PE and sport activities to ensure that children gain better access to the key advice and information they need.

Established sport for health programmes ensure that teams and groups use 'time outs' to discuss and debate, exploring health issues that really matter to them. This can be vital where young people are at risk of malaria and HIV. Similar approaches are used in other countries where obesity levels and related health problems are the biggest threats to young people's well-being. International Inspiration is helping to deliver a wide range of lifestyle messages through sport.

In Mozambique, 660 leaders have been trained to use PE and sport with children to address life skills surrounding HIV and AIDS.

In Azerbaijan, 367 peer educators conducted peer education for 13,500 children and young people about HIV and AIDS prevention, drug and tobacco abuse, stress management and proper nutrition.

In Pakistan, over 13,600 children and young people took part in sports festivals and activity days featuring activities addressing health issues, such as Say No to Tobacco Day.



Palau

'When I found out I was going to be an Olympic Torchbearer representing Palau I was shocked, and then when it settled in I got so excited that I almost forgot there was school the next day.'

In a nation with a high level of youth obesity, thanks to International Inspiration, Jack now runs and plays basketball and values his active lifestyle. Sport is helping to change the 15-year-old's approach to life.

Jack's lifestyle change has been an inspiration to his schoolmates, teachers, and the small community he lives in. Jack now helps organise an after-school sports club and represents his school in the basketball team. His increased confidence is a wonderful example of the physical, mental and emotional benefits of a healthy lifestyle.

'Personally it's changed me to be more determined to do more things that my friends could do; I am livelier than ever before.'



India

Madhav lives in a remote part of India where very few people have toilets close to their homes. Open spaces throughout the village are used instead, threatening the health and sanitation of those that live nearby. Madhav was nominated through International Inspiration as a community sports coach thanks to his interest in traditional local sports such as kho-kho and kabaddi. His training not only improved his skills and knowledge of sport, but gave him the confidence to take sessions and work with others.

As a successful coach Madhav has since used his influence within the community to raise the awareness of children and young people of the vital importance of health and hygiene.

Madhav worked with the children he coaches to persuade their families and the school authorities of the benefits to everyone of installing more toilets – both in their homes and in the school. His efforts met with success, largely because of the standing he gained within the community as a respected sports coach.

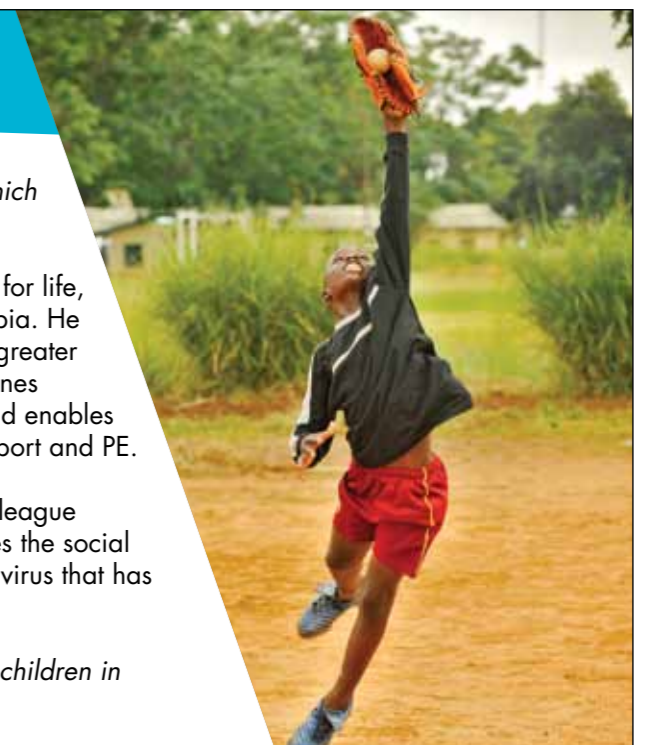
Zambia

'I am interested in baseball because it makes me run a lot which is good for my body.'

Twelve-year-old John has learnt new skills, both for sport and for life, since the International Inspiration programme started in Zambia. He was keen to try the new sports on offer and understands the greater role they play in keeping him healthy. The programme combines sport with education to promote HIV and AIDS awareness and enables children to learn important messages while having fun with sport and PE.

John plays for a team in the International Inspiration football league that gets children together from all over the area. And besides the social side, John's new awareness may help stem the spread of the virus that has devastated so many local communities.

'It was nice to be part of a winning team and meet the other children in the league.'



Protection and survival

Children and young people in different parts of the world face daily threats to their safety. These may be natural dangers such as flooding, environmental hazards that threaten health and hygiene, or the man-made perils of drugs, crime and gang culture.

International Inspiration is working to make millions of childhoods safer and more secure by training teachers and coaches in child protection, making school and community environments safer and healthier, and teaching children and young people crucial survival skills.

152 Young Sport Leaders have completed a Child Protection module as part of their volunteering role at the UK School Games.

30 Temporary Learning Centres in flood affected areas in Pakistan were set up enabling over 20,000 children to go to school and learn and play in safe environments.

In Bangladesh, almost 190,000 children have been trained in survival swimming since the start of the programme.



Bangladesh

After training as an instructor as part of International Inspiration's SwimSafe programme, Noor Begum is saving lives in the natural open water environments of the village where she lives.

Through the programme, this year 308 girls and 233 boys have been trained as Community Swimming Instructors, teaching nearly 80,000 children survival swimming skills. The benefits to her pupils are obvious, but Noor has gained too. Through her new status and authority in the community she's been able to get involved further in swimming schemes, is now confident to tackle the issues that affect girls, and is able to share her knowledge to inspire others in her community.

Noor came to London for the opening of the Aquatics Centre, seeing for herself the link between her own inspiration and the Games. In a country where a child drowns every 15 minutes, the SwimSafe programme in Bangladesh is proving a very real life saver; *'I saved a child's life by using the techniques of breathing that I learnt in my training.'*

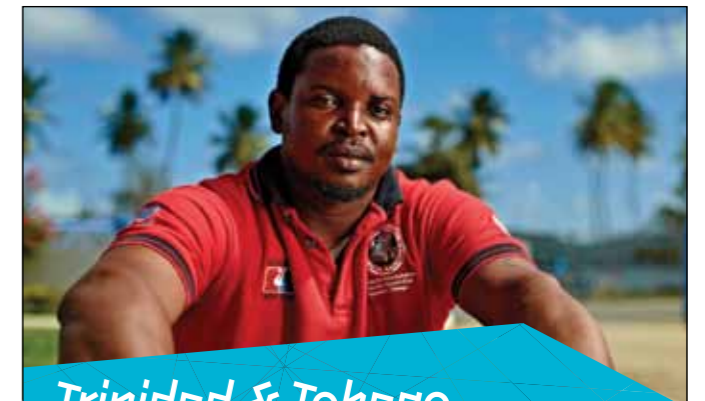


Pakistan

Eleven-year-old Saima was one of five million people affected by recent flooding in Pakistan. Unprecedented monsoon rains caused Pakistan's region of Sindh to flood – with devastating results. The flooding brought with it all the connected challenges of loss of buildings and arable land as well as a lack of access to food, drinking water and sanitation.

Saima and her family were relocated to one of the 430 Temporary Learning Centres that were set up, enabling over 20,000 children to go to school and learn. By providing emergency recreation kits and training teachers, International Inspiration has ensured that all children have the opportunity to forget their problems and can enjoy structured play activities in the flood-affected areas. The schools are designed to provide Saima and her friends not just with schooling, but also water, sanitation and hygiene, child protection and nutrition services.

'I like being able to keep going to school, and I look forward to playtime too.'



Trinidad & Tobago

'I have younger sisters and I must make a better way for them.'

Kurland is Vice President of an activity club in Speyside, Tobago, an area where many young people are affected by gang culture and drugs.

Through International Inspiration he has been at the forefront of creating a youth centre where children and young people can come to play and take part in activities in a friendly, safe environment. As well as providing sports and play opportunities, the project includes education about difficult issues such as health, violence and drugs.

'If it weren't for this project there would be many more young people hanging around on the streets, falling into the traps of negative influences that so many children in this area fall foul to.'

Policy

One of the most significant outcomes of International Inspiration is recognition by local and national governments of the value of high quality and inclusive sport, physical education and play. This has helped to enhance policies and sometimes even led to new legislation at the highest level. Systemic changes are significant because they will ensure that work begun under International Inspiration will continue to enrich the lives of children long after the programme has ended.

In Mozambique, the Ministry of Education has issued a regulation that PE shall be implemented a minimum of 2 hours a week in primary schools.

In South Africa, PE teachers in 27,000 secondary schools are now benefitting from an International Inspiration inspired School Sports Manual to teach basic sports skills to their students, developed in partnership with policy makers.

In Malaysia, International Inspiration is influencing and playing a key role in implementing the Transformation Curriculum initiative. Since June 2011 some 500,000 pupils have used these resources in their PE lessons.



Jordan

Inspired by a visit by disabled athletes from Northern Ireland, International Inspiration has trained coaches in inclusive sport in schools across the country. The coaches provide opportunities for children who are disabled to take part and compete, and for children who are not disabled to look beyond surface appearances. Barriers of exclusion have been broken and young people who are disabled are now coaching their non-disabled peers.

Jordan's Higher Council for Affairs of Persons with Disabilities (HCD) plans to integrate the programme into a new and cohesive disability sports policy. Children who are disabled are now enjoying better quality PE and participating alongside their fellow students. With government backing, Alia, the Director of Communications and International Relations at HCD and her staff have the impetus they need to see the project grow and improve the lives of even more children who are disabled in Jordan.

'International Inspiration has changed attitudes.'



Brazil

'We want to help children and adolescents have their rights guaranteed prior to, during and after the mega-events.'

Fabiele Zanchetta is one of the participants in the Adolescents Network for Sport, known as Rejupe. It ensures that young people are consulted on national policies for sport and youth involvement.

The network enables them to collaborate with their peers on topics relating to their rights to safe and inclusive sport.

Young people are given the opportunity to meet and discuss issues with those involved in the organisation of Brazil's mega-events, such as Dr. Claudio Langone, coordinator of the Environment Thematic Group for the 2014 World Cup, who stressed the importance of *'prioritising education to stimulate a process of change of values, in which adolescents and young people must be the protagonists.'*

India

When International Inspiration began work in India in 2008, many teachers were struggling to deliver the physical education curriculum due to little or no training. There were also no accessible resources to help them translate complex curriculum theory into practice.

International Inspiration's partnership with key curriculum bodies, Ministry of Education officials, PE specialists and school principals, has developed new approaches and resources. The results of a school pilot were dramatic – with teachers claiming the initiative had transformed their lives. The successful pilot led to a national roll out with resources translated into Hindi and local languages.

What is more, adapted versions for children who are physically disabled or those who have Special Educational Needs have also been developed and shared with schools, non-governmental organisations and community providers across the country. The collaboration with policy makers in India has transformed primary physical education and put it back at the heart of school life for millions.





Jordan

'Networking with other trainers from all over Jordan made a huge difference. Friendships have been formed and now we host teams from other areas to play in our area and we also take part in activities in their centres.'

Mohammad is a coach at Irbid Youth Centre in Jordan. Although the centre is supposed to cater for some 700 young people, it has historically been poorly resourced. The start of the International Inspiration project in 2009 provided funding for much-needed equipment and training, and Mohammad says the impact on his community has been marked.

'The positive values will not be wasted, as children tend to hold on to practices that they have grown up with throughout their lives.'



In Azerbaijan, **9** district-wide play festivals, **62** community play days, over **250** school play days and **27** youth-led activities reached approximately **60,000** children and young people encouraging children and their parents to participate in sport.

Community

As well as reaching out to schools, International Inspiration has a role to play where children and young people live. International Inspiration's success with cross-community projects has been remarkable. Many communities are fragmented by conflict, tribal or sectarian tensions and economic hardship, and the International Inspiration programme has provided the impetus for collaboration and community cohesion – often starting with children and young people and then involving their families and older members.

In countries such as Azerbaijan and Jordan, International Inspiration has been instrumental in helping refugee communities integrate with their hosts.

In Brazil, 660 children aged between 12 and 18 from different communities across the 2014 World Cup host cities have been working locally, engaging their peers and communities in legacy discussions.

In Jordan, 569 people from 15 sports hubs, including representatives from refugee camps and the Ministry of Awqaf and Islamic Affairs have been trained in the importance of sport as a tool for development and as a right for their children (especially girls).

Egypt

A growing concern in Egypt is the number of children and young people who are living on the streets of Cairo and do not have access to their basic rights to food, hygiene, protection or guidance. In 2012, International Inspiration started working with local partners to help engage youth at risk living on the streets through community sports activities.

Vulnerable children and young people have been engaging regularly with members of local sports clubs who are helping them develop fundamental life skills, build self-esteem and interact with other children in their community. The introduction of sport and play activities through International Inspiration is proving to be a key component in their rehabilitation. It encourages values such as respect and cooperation; and helps reduce risky behaviours such as drug addiction and violence, while improving their general health and hygiene.



Leadership

Through International Inspiration, young people have had plenty of opportunities to develop and demonstrate their leadership skills through the Young Sports Leaders programme and by becoming community advocates or peer leaders. Young people are putting the views of their peers to those in authority, or inspiring others to get involved and change their lifestyles.

In Turkey, 100 PE students from universities were trained to create a pool of volunteers for sport-related activities.

In Ethiopia, 360 young people have already received Young Sports Leader training and are passing their skills on to thousands of schoolchildren in their communities.

In Nigeria, over 1,000 children have been trained as Young Sports Leaders, passing on their skills and knowledge by organising activities for some 74,000 other schoolchildren.

In Egypt, Youth Sport Leadership training was conducted with 20 local tutors from the National Sports Council, youth centres and International Inspiration partners across Cairo, Asyut and Alexandria.

A total of over 28,000 Young Sports Leaders have trained, gained sports officiating qualifications and volunteered at the UK School Games since 2008.

'The Young Sport Leaders trained around the world by the Youth Sport Trust on behalf of International Inspiration are the best examples of the leadership skills, confidence and initiative that sport fosters and develops in individuals and teams. These young people contribute to their own school and others, and can have an impact on whole communities.'

'For many years, I have been a passionate advocate of the unique ability sport has to transform young people into strong leaders. International Inspiration has brought this to life on a global scale by creating thousands of Young Sport Leaders.'

Baroness Sue Campbell, II Foundation Trustee and Chair of UK Sport and Chair of Youth Sport Trust



South Africa

In February, Young Sport Leaders from Kwamfundo High School in Khayelitsha Township and Mountview High School in Hanover Park worked with the GB Mens' Hockey team, who were training in Cape Town in the build-up to the London Games, to design and deliver sports festivals for 200 children from local primary schools.

They were assisted by a group visiting from their International Inspiration partner school, Calderglen High School in East Kilbride. Further excitement was generated, when UK Foreign Secretary William Hague dropped in to witness the proceedings.

Like him, the GB players were deeply impressed by the way that the young people blossomed and asserted themselves, making their full contribution not only to the preparation and running of the sports festivals, but also to the creation of an atmosphere which exemplified the Olympic Values of Friendship, Respect and Excellence.

One Young Sport Leader who met the GB team was Andrea: *'International Inspiration has taught me that it's about your attitude – if you have a positive attitude this helps to show the younger ones what to do, and they have respect for you.'*



Tanzania

'I am interested in getting involved with young people after my studies. I want to use sport to help tackle problems like drug abuse in Tanzania.'

Tumaini displayed little interest in sport until he was given the opportunity to participate in International Inspiration.

Since becoming a Young Sports Leader, he has successfully used his sporting skills and knowledge to coach his peers. He has developed his confidence and self-discipline in all aspects of his life – sporting, social and academic and he is now Vice-Chair of his school's student government.

'I started knowing the advantages of games, especially the ability to build positive attitudes. Through that idea, I started building those attitudes amongst my friends.'



Ghana

Sport never used to play a big part in Bizmark's life. He was not an extrovert and preferred to be by himself with his books. However, once he signed up to International Inspiration's Young Sports Leaders programme, doors opened up for him and he was helped to understand his own potential.

He found that not only did he enjoy sport himself, especially basketball, but that he relished the challenge of working as part of a team to help other people.

Bizmark now believes he's more tolerant and ready to take opportunities, and is much happier to be part of a social group. He pledges to give back to society.

'I will use these skills to lead, organise and guide people wherever I find myself.'

Inspiring global links

The 2012 Games welcomed the world to London and a key component of International Inspiration has been to establish connections between children and young people, practitioners and policy makers across the nations involved in the programme.

International Inspiration has encouraged children, their parents and teachers, to look beyond their own borders, share their knowledge and experience, and learn from different cultures.

Much of this has been achieved through the highly successful international school links programme managed by the British Council. Teachers and schoolchildren have built friendships across thousands of miles, working together on exciting joint projects to learn new skills and find creative ways to use sport to benefit their school and the wider community.

In the UK and around the world, 594 schools have been linked through International Inspiration with partner schools in other countries.

In Jordan, up to 6,250 children have been reached through the school links programme with schools in Northern Ireland.

A pack of 21 games showcasing the traditions of each nation in the International Inspiration programme has been shared with children in schools around the world.

48 Young Leaders from across the UK and other International Inspiration countries came together for a week of sport and friendship at the 2011 School Games in Sheffield.



UK

'My perspective on life has changed dramatically.'

Katie Bowden is just one of several Young Sports Leaders from Bishop Challoner College in Birmingham, which has been working with Letshego Primary School in South Africa for more than three years.

Links between the two schools have seen pupils and teachers from both countries travelling to spend time and exchange experiences of life and school with their counterparts.

This year nine pupils and nine teachers from Letshego came to Birmingham, thanks to dedicated fundraising in both countries. They experienced life as school students in the UK at a time when Olympic fever was gripping the nation.

'The whole experience took time to sink in, but the happiness of the children and their amazing personalities struck me the most. It was a joy to learn and work alongside them, but very sad to say goodbye to them!'



Malaysia

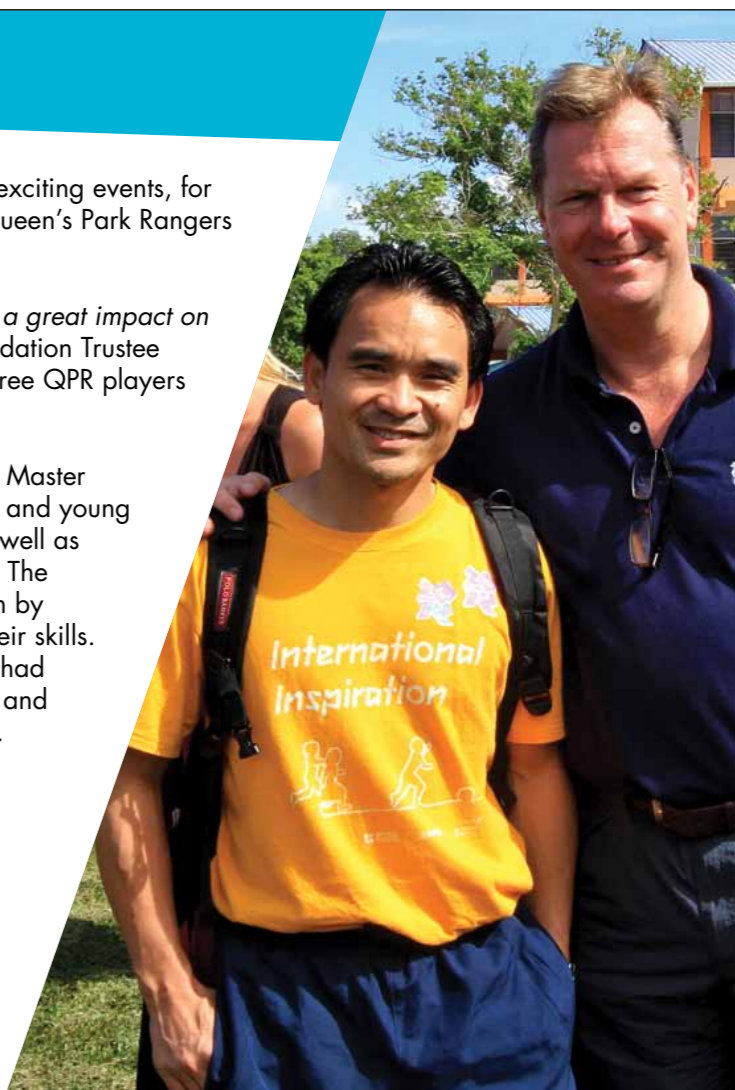
This year link schools have been the hubs of some exciting events, for example the visit of Premier League football club Queen's Park Rangers (QPR) to a local school in Kota, Malaysia.

'We were blown away to see football having such a great impact on hundreds of young lives,' says Philip Beard, I1 Foundation Trustee and the CEO of QPR, who visited Malaysia with three QPR players in the summer of 2012.

The day was organised by International Inspiration Master Trainer, Bilong Ngerong, who has trained teachers and young sports leaders in Indonesia, Pakistan and Egypt as well as colleagues in his own school and across Malaysia. The football stars were welcomed with great enthusiasm by hundreds of children who were keen to show off their skills. The visitors could see how International Inspiration had given teachers and coaches the tools to deliver fun and quality football coaching, despite minimal facilities.

Philip and the QPR stars may have been the celebrities, but they were massively inspired by the spirit and skills of the teachers and the pupils:

'The facilities were drastically different to ours back home, the pitch was not maintained, not all the children could afford boots, but none of that mattered when you saw these kids out on the field.'



Events

International Inspiration is a development programme that started in 2007. It is very much about growth, evolution and a process of learning rather than a one-off event. But two of the greatest events in the world, the Olympic and Paralympic Games, were the reason for its existence, and the events we celebrate on these pages have been great milestones in the International Inspiration journey.



Ethiopia

'I'm thrilled that International Inspiration will be working with the Ethiopian Government to ensure schools and communities are engaging young people in physical education, sport and play.'

Two-time Olympic Gold Medallist Haile Gebrselassie helped to launch the International Inspiration project in Ethiopia, joined by government ministers and Myles Wickstead, former ambassador to the country, Trustee of the II Foundation and co-founder of the Great Ethiopian Run.

To mark the occasion 4,000 schoolchildren from local schools and youth centres across Ethiopia took part in a run, including 200 who competed in a special International Inspiration race planned and organised by 15 Young Sports Leaders.

Haile Gebrselassie: *'Physical education is one of the most important tools available to schools to help develop young people's leadership skills and give them confidence, irrespective of gender or ability.'*



Jordan

'... Sport and physical activity are not luxuries but rather critical elements in every child's cognitive and emotional development.'

His Royal Highness Prince Faisal Al Hussein (President of Jordan Olympic Committee and International Olympic Committee Member) addressed delegates in his keynote speech at the Role of Sports in the Development of Children and Adolescents Conference hosted by International Inspiration and in partnership with the Jordanian Ministry of Education in November 2011.

The conference was well attended, with policy makers, secondary school teachers, university professors and students coming together for two days to discuss and debate the role of sports in the development of children and adolescents, following a study of the current situation and way forward for sports and PE in Jordan.

The conference confirmed the fact that there is support at the highest level for the provision of sport and PE and for the work of International Inspiration. Even so, barriers still exist to creating a social culture of sports provision. For example, half of those who attended felt that PE did not enjoy the same status in schools as other subjects.

International Inspiration is working with the Jordanian Government that has pledged to mitigate the challenges faced by those working to bring good quality PE and sports to Jordan's young people, and Prince Faisal Al Hussein concluded the conference with the recommendation that 'we need to ensure that this leads to action – action speaks louder than words.'





Inspired by sport

To celebrate the achievements of International Inspiration and to mark the milestone of reaching the programme's targets of actively inspiring 12 million young people in 20 countries, International Inspiration joined forces with photographer Rankin and the Museum of London to host the Inspired by Sport exhibition in May 2012. The exhibition brought together images of young people from around the world who all have their own stories about being inspired by sport, with images of International Inspiration ambassadors and sportspeople, such as Seb Coe, Colin Jackson and Baroness Tanni Grey-Thompson whose lives have been touched by the programme and inspired by sport.

While Rankin's photos were designed to show the inspirational power of high performance sport, each photograph from around the world demonstrates how International Inspiration is harnessing the power of inclusive physical education, sport and play to enrich children's lives and to help them to learn, develop, express themselves and raise their aspirations.

'It was hard to single out just one image from the Inspired by Sport exhibition, but I have chosen this photograph of the children with hula hoops in Chibute, Mozambique.'

I chose it because it is a wonderful image of how a basic piece of equipment means so much to children who don't have much in the way of possessions. My other reason for choosing this picture is that I was there when it was taken during a field visit to Mozambique. It brings back some very happy memories of a sports festival in the local school with hundreds of pupils, teachers, parents and other members of the community all coming together to enjoy the sport and to cheer on their classmates, sons and daughters.'

Besides hula-hoop and skipping games, I was roped into some pretty competitive football, and there were netball and athletics activities too. By providing Chibute and other schools like it with training and resources, so that sport is a regular part of the school curriculum, International Inspiration has undoubtedly enriched the community.'

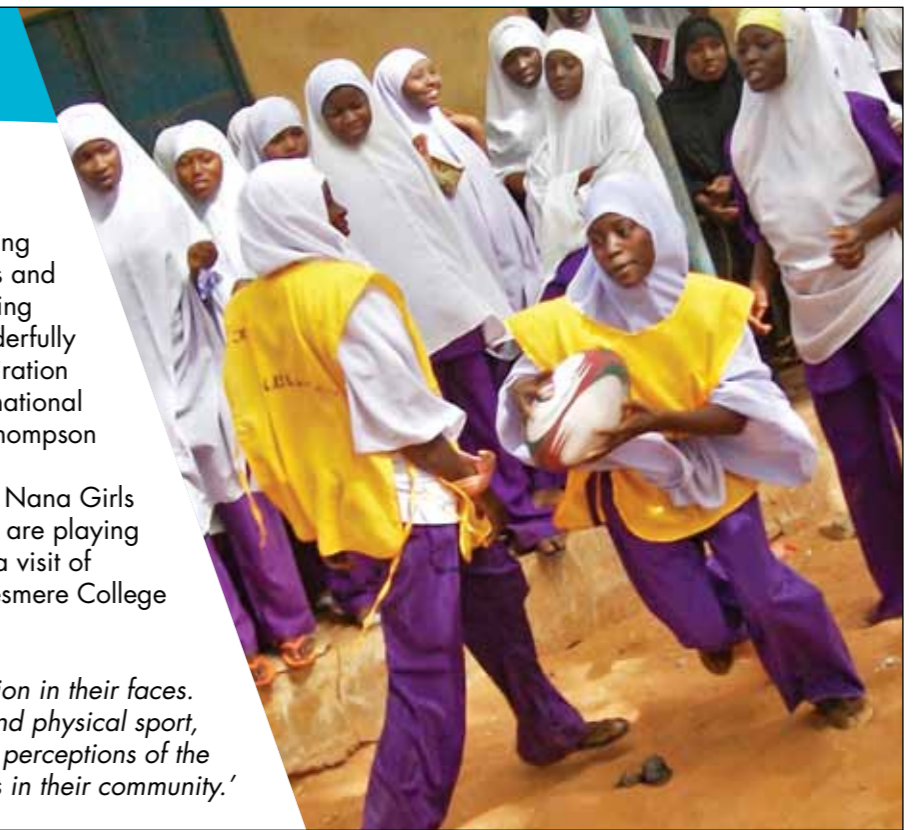
Sir Keith Mills, Vice-Chair, London Organising Committee of the Olympic and Paralympic Games (LOCOG)

Nigeria

'This photograph is a really striking image, and contrasts sharply with the stereotype of a rugby player as a young man in a hooped jersey, muddy socks and boots. It really brings to life the amazing things that sport can do and the wonderfully positive impact that International Inspiration has had around the world' says International Inspiration Ambassador Tanni Grey-Thompson

In the photo, young Muslim girls from Nana Girls Secondary School in Sokoto, Nigeria are playing rugby – a game they learned during a visit of teachers from their partner school Ellesmere College in Leicester.

'You can see the enjoyment and passion in their faces. By engaging confidently in a skilful and physical sport, these girls are challenging traditional perceptions of the role and potential of women and girls in their community.'



Bangladesh



Young children take part in a survival swimming lesson at a village in Narsindgi, Central Bangladesh.

Brazil



Young girls take part in sports activities that contributed to a municipal seal award for Belo Jardim in North East Brazil.

Colin Jackson



Colin Jackson believes that sport has given him focus, discipline, confidence and self-belief, which he thinks are all skills that every young person could benefit from.

Louise Hazel



Louise Hazel understands the challenges that young people face and the barriers they must overcome even for something as basic as the right to play and engage in sport.

India



Young girls take part in sports activities led by a community sports coach at Mahatma Gandhi High School, Chandrapur.

Jordan



Pupils from different schools make friends over a simple game of catch in Amman.



Torch relay

Twenty young people involved in International Inspiration were given the opportunity of a lifetime to carry the Olympic Flame during the London 2012 Olympic Torch Relay in June, and three young participants became Torchbearers for the Paralympic Flame in August.

International Inspiration selected one young person from each of the countries involved in the programme to come to the UK to carry the Olympic Flame. Each Torchbearer was nominated and chosen either for their dedication and commitment to inspiring children and young people in their communities through the power of sport, or for the personal challenges they have overcome in their lives. It was an inspiring experience for each of the young people involved and a great opportunity for them to meet peers involved in similar activities in different contexts from all around the world.

Another three International Inspiration participants from the UK, Tanzania and Trinidad & Tobago were nominated to run with the Paralympic Flame during its 25-hour journey from Stoke Mandeville to the Olympic Park in London and had the honour of meeting International Inspiration Ambassador Oscar Pistorius just two days before he kicked off his Paralympic campaign.

'Through this experience, I've made friendships with people who are really different from me, from across all cultures and religions. Sometimes it seems like all these countries are in conflict, but when we are together, we are united, we are a team.'

Luan, Brazil

'Being a Young Sports Leader has made me very happy that I can help other people. I can inspire people and they can look up to me. They can say, "if he can do it, so can I"'. I can't explain what it was like to run with the torch! I was ecstatic.'

Anthony, Trinidad & Tobago

'The opportunity to bring 20 young people who have used sport to inspire their friends, peers and families in countries around the world to London and run with the Olympic Torch was one not to miss. The International Inspiration Torchbearers represented their countries and young people everywhere proudly, and I am confident that they will continue in this spirit long after the Games.'

Ric Lewis, II Foundation Trustee

Trinidad & Tobago

'When I was in primary school, people used to tease me and it made me feel like hiding away. People try to show you up because they have all their limbs, and it makes you feel down. When I started all these activities through International Inspiration, the teasing stopped because people saw that I could do it too, so why would they make fun of me? We have shown others what it's like to be disabled, and they now understand the barriers we face.'

Young Sport Leader Anthony was one of three International Inspiration representatives chosen to carry the Paralympic Flame in London. The 14-year-old, born with an impairment that means his right leg has grown significantly shorter than his left, has overcome a number of personal challenges in his young life. He is very involved in his community in Trinidad, showing dedication and commitment through organising youth festivals, and helping to stage his school's first ever Paralympic Day.

His pride at carrying the Paralympic Flame and showing the world that he can take part was matched by meeting one of his heroes – Oscar Pistorius. *'Being a Young Sports Leader has made me very happy that I can help other people. I can inspire people and they can look up to me. They can say, "if he can do it, so can I"'. In the future, I will continue working on sports festivals and will try to include more and more people in events to make sure no-one is left out.'*



Malaysia

Sixteen-year-old Aiman was selected as an Olympic Torchbearer because of his dedication to using sport to promote change for good. He ran with the Torch in June, alongside 19 other International Inspiration young people.

Creating opportunities for children with disabilities to play sport is a key theme of the Malaysia programme. Through International Inspiration Aiman has become more understanding of the rights and needs of those who are disabled and has been inspired to work more closely with disabled individuals through charity work. He led the first sports carnival in Ipoh Perak, Northern Malaysia, and has been the champion of the Young Sport Leaders. He's keen to share Malaysia's multicultural heritage with people from other countries.



Indonesia

Stephanie was chosen to be an Olympic Torchbearer and ran with the Olympic Flame in Nottinghamshire. She was selected to represent Indonesia because she is an inspiration to her peers and other young people who are disabled.

In 2011 Stephanie won Gold at the Athens Special Olympics World Summer Games in the 50m F6 Breaststroke. Her experience as a national and international athlete has made her a role model for fellow young people with special needs.

She has proved that despite differing abilities, all young people are entitled to quality sports and play, and when given the chance, can shine and achieve in sport.

At London 2012

As all eyes turned to London in the summer of 2012 it was time to share and celebrate the impact of International Inspiration with athletes and spectators from around the world.

Films highlighting International Inspiration's vision and successes were played in the Olympic Stadium and other venues during the build-up to events giving millions of spectators the chance to learn about the impact of International Inspiration. Striking images from International Inspiration countries were exhibited around the Olympic Park, including in the entrance hall of the Olympic and Paralympic Athletes Village and in the Main Press Centre, so that the heroes of the athletics track and the Velodrome and the world's media were all aware of International Inspiration's achievements.

Stories and articles about International Inspiration were also featured in 'Village Life', the newspaper distributed daily in the Olympic and Paralympic Athletes Village.

In a zone of the Olympic Park called the Great British Garden, a group of UK Young Sports Leaders ran interactive sessions using the International Inspiration Traditional Games pack created together with their partner schools from around the world.

Through all these activities and media coverage International Inspiration made a very special contribution at Games Time, encouraging visitors to look beyond the boundaries of the Olympic Park in Stratford, London and to see the global impact and legacy inspired by this great sporting occasion.



Sarah Thorp, International Inspiration Lead Trainer

Sarah who is a Lead Trainer for International Inspiration and also worked in the Great British Garden, described the area as 'a place where generations could celebrate together.'

'It was an embodiment of the ethos of the Games and of International Inspiration as a whole. The global language of sport was clearly evident in the Garden, and its ability to bring communities together and stir passion in those taking part was brilliant to see.'

'The young people running the space were empowered to think outside the box and to consider the space and the resource available.'

'The passion and creativity displayed by the young people in the Garden is mirrored in International Inspiration programmes around the world. The best example of creativity that I've seen was in Egypt, where a trainer made a tape measure out of an empty tub of gel and a ribbon!'



Isobel Dodd & Lucy Yarwood,
International Inspiration School

'Our time in the Great British Garden was inspiring, we showcased some of the International Inspiration Games with visitors from around the world. Our team work, dedication and boundless enthusiasm ensured we were great role models, representing our generation at a unique and prestigious event. We will never forget our magical five amazing days in London, definitely some great stories to tell our grandchildren. London 2012 has certainly 'inspired our generation' and we will continue to be ambassadors for International Inspiration in the future.'



Oscar Pistorius,
International Inspiration Ambassador

'It was great to meet some of our II Young Leaders at the Olympic Park. To hear about their achievements through the programme really brought home to me the fact that London 2012 has had a real impact globally. Millions of people around the world have been inspired by sport and it's fantastic to hear about how lives have been changed. London 2012 isn't just about the elite athletes, it really has inspired a generation of young people all over the world.'

In the news

2012 has seen a huge media focus on the athletes, venues and preparations for the Olympic and Paralympic games, with news stories globally focusing in on London. However International Inspiration has also struck a chord with the press, with the personal and inspiring stories from young people all around the world gaining plenty of coverage. This page demonstrates just a few of the national and global news stories generated – from the striking images featured in the Inspired by Sport event through to the touching stories of the International Inspiration torchbearers.



International Inspiration ambassadors including David Beckham got behind the Inspired by Sport campaign, tweeting and posting our short film and asking how the public had been inspired by sport.

'It was fantastic to see how the media and the public engaged with the inspiring stories from International Inspiration projects around the world. The coverage that we gained exceeded our expectations and proved that people are passionate about these Games leaving a lasting legacy for future generations.'

Nick Fuller, II Foundation Trustee and Head of Education, LOCOG.



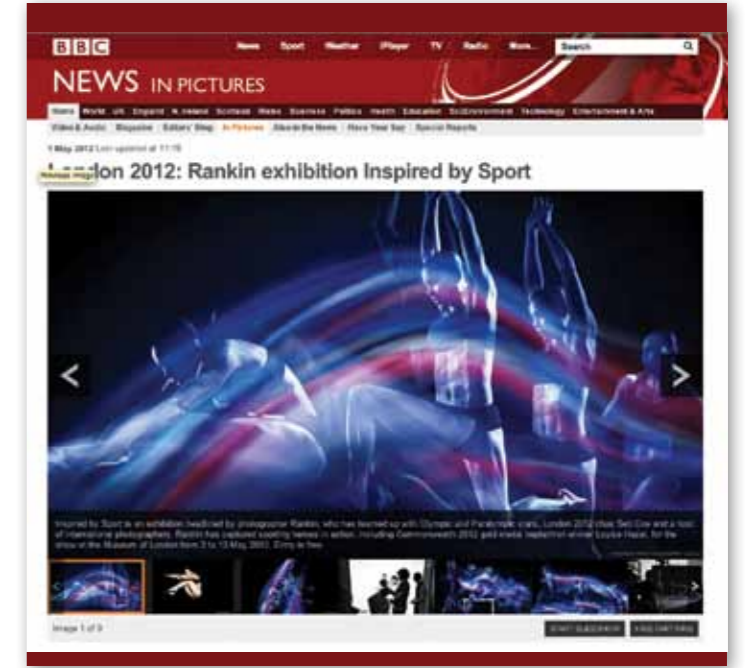
Seb Coe travelled to many II countries and always played an active part in the sports sessions he visited, here playing cricket in India



The Evening Standard really got behind International Inspiration and brought the programme to life with these colourful photos from many different II countries.



BBC News featured an online gallery of all images taken by Rankin of International Inspiration ambassadors including Denise Lewis and Friend of II Louise Hazel.



The lucky few selected to come to the UK from all over the world to carry the Torch caused quite a stir, receiving press coverage in the UK as well as in their home countries.



Values in action

The Olympic and Paralympic Values are threaded through all the work of International Inspiration countries across the globe. From high-level collaboration with National Olympic Committees and Paralympic Committees within each country to small-scale projects run by one or two dedicated practitioners, the collective Values of the two movements bind everything together. This year an Olympic Values Education Module was added to the Youth Sport Leadership training programme, ensuring the Values are passed to future generations of Young Sports Leaders in a true Olympic spirit.



Jacques Rogge, President, IOC

'The IOC congratulates LOCOG and its partners on the achievements of International Inspiration. This programme has successfully embodied the Values of the Olympic Games and the wider Olympic Movement. The first of its kind to be associated with the Olympic Games, during the seven years since London was awarded the Games, this innovative programme has reached out to millions of young people in 20 countries, inspiring them through sport.'



Sir Philip Craven, President, IPC

'International Inspiration has built a real legacy for young people around the world. By educating communities about inclusion in sport, it is changing attitudes and making a significant difference to young people's lives. I have been particularly impressed by the programme's work to empower National Paralympic Committees and I look forward to witnessing the true impact of the programme for generations to come.'

Impact & sustainability

International Inspiration's ambition is to enrich 12 million lives through sport. Using our '3 Ps' programme model (Participants, Practitioners and Policy Makers) to generate lasting impact we engage policymakers and empower practitioners to create access to sport and play for young participants across 21 countries.

The continuing impact in Azerbaijan, Brazil, Zambia, Palau and India after their programmes ended testifies to the benefits of the 3Ps approach to achieving sustainability.

Impact

14 million International Inspiration participants

124,730 teachers, coaches and Young Sports Leaders trained

594 schools across the UK and 20 International Inspiration countries linked

187 safe play spaces created

993 community events, local and national advocacy campaigns

Sustainability

4.8 million children regularly accessing sport and PE

36 national policies, strategies, curricula and legislative changes developed, influenced or implemented

43 national and international sports federations have new strategies, plans and partnerships

85 per cent of practitioners still practise a year after training in sample countries – Mozambique, Nigeria and Jordan

'International Inspiration is undoubtedly having a significant impact where it matters, among young people in communities around the world.'

It is important not only for the Olympic movement, but for donors and wider community stakeholders that the impact of legacy-focused investments like International Inspiration is adequately evaluated and that the returns on these investments to society at large are reported.

The scale of sporting activity being delivered by the partners and its clear positive impact on young people around the world, demonstrated by the research results we are seeing, will place the International Inspiration programme as a best practice case study for many years to come.'

Ned Wills, II Foundation Trustee



Brazil

'Playing sport makes me feel more alive.'

Bruna is one of thirty young people from low-income areas of Rio de Janeiro who welcomed Seb to Brazil in the lead-up to London 2012.

They spoke to him of their involvement in sport within their own communities in the city, how they are helping to inspire others, and of wider issues surrounding women's involvement and the legacy to their country from the World Cup and Olympic Games and Paralympic Games.

Seb Coe was impressed by their drive and determination, and his visit inspired them to do even more.

'It's fantastic to see young people actively engaged in promoting sports in their own communities. That is a legacy that Brazil will carry forward to their own Olympics in Rio in 2016 as they, inspired by International Inspiration, develop their own legacy programme.'

1. Income received in 2011–12

The II Foundation, an independently established charity which governs and allocates funding to the International Inspiration programme, received income from the following sources in 2011–12¹:

Department for International Development	£4,050,000
Comic Relief	£348,095
Charitable Trusts and Foundations	£1,333,512
Total	£5,731,607

Some funds for International Inspiration are not received and allocated by the II Foundation, and are directly expended on the programme by delivery partners and/or key stakeholders.

The total figure of income received does not include funds brought forward from the previous financial year.

2. Expenditure in 2011–12

In 2011–12 (April to March), the II Foundation allocated these funds to International Inspiration country programmes and related expenditure:

Programme grants + support costs

Country	£
Bangladesh	531,654
Egypt	376,168
Ethiopia	477,273
Ghana	325,637
India	62,020
Indonesia	424,823
Jordan	517,061
Malaysia	259,675
Mozambique	483,773
Nigeria	175,375
Nigeria	230,189
Pakistan	316,017
South Africa	112,445
Tanzania	414,793
Trinidad and Tobago	193,730
Turkey	414,749
Uganda	475,592
Total	£5,560,785

Other costs

Costs	£
Fundraising	290,790
Governance	36,850
Total	£327,640

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 For more information,
 please visit the II
 Foundation website
www.iifoundation.org.uk

¹ II Foundation Report and Financial Statements, 31 March 2012



Beyond 2012

Sir Keith Mills, II Foundation Chair:

This is my fourth year as chair of the II Foundation and one which saw us realise our vision. We started work in Egypt, our 20th country, and have now reached over 14 million children.

None of this would be possible without the continuing generosity of my fellow International Inspiration donors and supporters to whom I extend my heartfelt thanks. I know the difference that International Inspiration makes, and I urge new partners to join us by donating to ensure that children and young people in Ghana, Uganda, Ethiopia and Pakistan can enrich their lives through sport in the coming year.

There is an appetite both in the UK and from our overseas partners to continue with International Inspiration in the future and I look forward to continuing to develop the potential of sport to enrich lives and inspire change.

Debbie Lye, International Inspiration Programme Director:

Starting in five countries in 2007, International Inspiration was planned as a seven-year initiative. Projects in all 20 will be completed in 2014. As you can see in the preceding pages, the impact has been enormous.

Soon London's amazing Olympic year will be over, but the International Inspiration delivery partners, UNICEF, British Council, UK Sport and our associate partner, the Youth Sport Trust, remain proudly committed to our vision of making a difference for children and young people through sport in those International Inspiration countries where programmes continue beyond 2012.

For more information about how you can help us, go to www.iifoundation.org.uk

Thank you

International Inspiration is supported by a unique partnership of organisations:



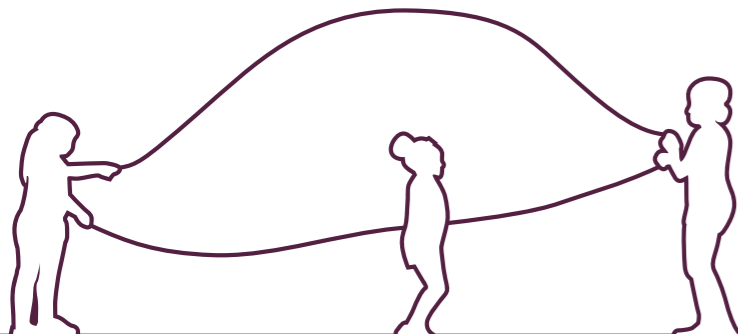
With thanks to:

The II Foundation Board of Trustees:
Sir Keith Mills (Chair), Chris Grant (Vice-Chair), Philip Beard, David Bull, Baroness Sue Campbell CBE, Ann Cutcliffe OBE, Martin Davidson CMG, Nick Fuller, Ric Lewis, Lord Colin Moynihan, Myles Wickstead CBE, Ned Wills.

The International Inspiration Ambassadors and Friends of II.

The II foundation is grateful for the generosity of foundations and individual donors and trusts, including JL Beckwith Charitable Trust, Laureus Sport for Good Foundation, City Charitable Trust, The Taylor Family Foundation and Vitol Foundation.

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



'Being trained as a leader, especially within the field of team sports, gives children and young people an invaluable skill for life – the confidence, responsibility, and sense of achievement I felt in my leadership roles has made me the person I am today. I see it as an essential part of every child's development.'

David Beckham

International Inspiration Ambassador



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This document can be found on the London 2012 website
at london2012.com/internationalinspiration and
iifoundation.org.uk

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