



***ACTIVITY REPORT
2021***



***Building a sustainable ecosystem
for sports & the creative industries in Africa***

AGENDA

- I. Genesis
- II. Vision & mission
- III. Team & ecosystem
- IV. Activity & impact
- V. Goals for 2022



I. GENESIS

The sports industry is booming! It weighs around 5% of the world's GDP and grows at 4% rate yearly. However, Africa represents less than 10% of that industry, despite its young and talented population.

Why is the continent not grasping this opportunity?

How could we translate this amazing potential in sports, entertainment, and the creative industries into sustainable economic and social development for Africa?



Africa's creativity is a gift to the world!

Whether on the fields of America's sports leagues or in Europe's illustrious museums, African athletes and artists' performances remind us how far the magic of imagination can take us.

These individual success stories, however, **do not fully translate in sustainable economic growth** for the 1.4 billion strong continent. How do Africans make sense of this missed opportunity?

And how does the continent design an environment for market participants to strive in, so that, one day, Africa becomes the engine of the world's sports, and creative industries?

ASCI is a nonprofit organization supporting Africans in building sustainable sports & creative ecosystems through excellent research, advisory, and advocacy.

With our Pan-African network of experts in a wide range of disciplines, we gather data on the ground, write insightful reports, and offer both public and private entities a platform to launch impactful initiatives.

MISSION

RESEARCH

ASCI's data and insightful publications help you detect growth opportunities in the African sports & creative ecosystems.

ADVISORY & TRAINING

In partnership with organizations, our team designs ambitious programs generating impact through education and job creation.

ADVOCACY

Through our digital and physical events, we offer African leaders a platform to connect and celebrate success stories in sports and the creative industries!



Sports & creative activities contribute to 6 UN Sustainable Development Goals

CHALLENGES TACKLED



Good Health & Well-Being
SDG 3

Increase psychological &
physical resilience



Quality Education
SDG 4

Improve brain focus &
teach social values



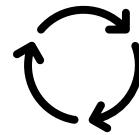
Gender Equality
SDG 5

Empower women with
self-confidence &
leadership ability



Decent Work and
Economic Growth
SDG 8

A fast-growing sector
globally



Climate Action
SDG 13

Raise awareness of
environmental challenges



Peace and Justice
SDG 16

Connect diverse people
emotionally & physically

III. MEET THE TEAM



- **Mohsen ABDEL FATTAH**
- Egypt
- Managing Director



- **Jeanine DIEUDJI**
- Cameroon
- Arts and Creative Director



- **Gérard AKINDES**
- Benin
- Research Director



- **Assita KONE**
- Cote d'Ivoire
- Marketing Director



- **Réda LARAICHI**
- Morocco
- Partnership Manager



- **Marie-Pierre ANAMBA**
- From: Cape Verde
- Communications Manager

PROGRAMME PARTNERS

mazars

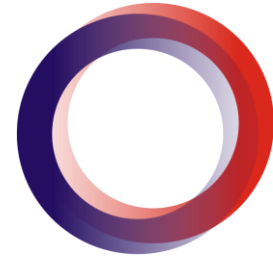


WORLD BANK



YUNUS
SPORTS
HUB

FUNDING



AFD
AGENCE FRANÇAISE
DE DÉVELOPPEMENT



OCP

KNOWLEDGE



UNIVERSITE
CHEIKH ANTA DIOP
DE DAKAR



MOHAMMED VI
POLYTECHNIC
UNIVERSITY

université
PARIS-SACLAY

FACULTÉ
DES SCIENCES
DU SPORT

IV. ACTIVITY & IMPACT



OBJECTIVES

- **Impact 500 organisations** through 2 publications
- **Prepare the publication of our 1st book** on the economy of sports for 2022
- Connect the African sports ecosystem around **2 insightful digital events**

BENEFICIARIES

- Encourage **children** to practice sports and discover the many careers available in the sector
- Facilitate the vocational training and employment of **young African adults** in the sports sector, with a specific focus on women
- Help **leaders of private and public organisations** understand the impact of investing in African sports

OUTPUT

- Wrote a book to be published in 2022
- Released 2 reports
- Organised 2 webinars
- Built the curriculum of the Sports Business Camp to be launched in 2022
- Consulted by AFD on a potential African Sports Fund
- Sign 4 new partnerships

OUTCOME

- Publications read by **12000 people** across our social media platforms and website
- Reached over 150 young people and 200 leaders through **2 online events**



The sports ecosystem in Africa: **from development potential to a development driver**

[Read more](#)



We invited 39 experts to contribute, including:

- Malak Abdelshafi, Paralympic swimmer
- Beatrice Ayikoru, VP at the Ugandan NOC
- Amadou Gallo Fall, MD at NBA Africa
- Kamil Senhaji, VP at Galileo Global Education
- Kelvin Watt, President of Nielsen South Africa
- Evelyn Watta, VP at the Sports Press Association

In order to ground our action on relevant data, **we partnered with leading management consultancy firm Mazars to survey 500 African leaders** across the whole value chain of sports.

The analysis is articulated around **6 themes:**

- Lack of data
- Human capital
- Governance
- Business environment
- Revenue generation
- Upcoming trends



We ended the study by proposing **16 tangible recommendations** for sports leaders to build a sustainable sports ecosystem in Africa.

They are grouped in **3 themes**:

- Inform and train
- Professionalize and make sustainable
- Reinvent governance and business models

The report is downloadable free of charge on www.africansci.com.



16 RECOMMANDATIONS



The release of the study was followed by 2 webinars inviting 7 leaders to interpret our results in the light of Africa's wider economic context.

The 1st webinar included:

- Didier Drogba, football great
- Mihoub Mezouaghi, AFD Morocco Director
- Robins Tchale Watchou, Vivendi Sports MD

Session en français
Les intervenants

Abdou Diop, Managing Partner, Mazars au Maroc



Mohsen Abdelfattah, Directeur, ASCI



INVITE- Didier Drogba, Légende du football



INVITE-Mihoub Mezouaghi, Directeur, AFD Maroc



INVITE - Robins Tchale Watchou, Directeur Général, Vivendi Sports



The speakers

Abdou Diop,
Managing Partner,
Mazars in Morocco



Mohsen Abdel Fattah,
Director,
ASCI



Vera Songwe, UN Under-Secretary-General & Executive Secretary, UNECA



Pierre Laporte,
Country Director,
World Bank



Faïçal Laraïchi,
President, Morocco
National Olympic
Committee



Kwasi Tabury,
CEO,
Decathlon Ghana



The 2nd webinar included:

- Pierre Laporte, World Bank Country Director
- Faïçal Laraïchi, SNRT MD & Morocco NOC's President
- Vera Songwe, UNECA Secretary General
- Kwasi Tabury, Decathlon Ghana Managing Director





Pierre Laporte



Faïçal Laraïchi



Vera Songwe



Kwasi Tabury

SOUND BITES:

- **Pierre Laporte:** « Beyond its economy, sports have critical educational and social dimensions. Sports contribute to enhancing human capital. »
- **Faïçal Laraïchi:** « When it comes to sports infrastructure, the priority lies not in building new ones, but in optimising the use of the ones we already have. »
- **Vera Songwe:** « As Africa looks for growth paths out of Covid, sports are clearly an important sector to focus on. »
- **Kwasi Tabury:** « Our economies are informal. Our challenge is to create the visibility required to plan an ambitious strategy. »



Abdou Diop



Didier Drogba



Mihoub Mezouaghi



Robins Tchalé Watchou

SOUND BITES:

- **Abdou Diop:** « When properly set up, Public Private Partnerships facilitate the provision of high-quality services and infrastructure at an optimal cost. »
- **Didier Drogba:** « I remain convinced that young players trained in Africa, can lead great careers on the continent. »
- **Mihoub Mezouaghi:** « The sports industry weighs 1,% of Morocco's economy. With investments from the private sector, I see it reach up to 3% very soon. »
- **Robins Tchalé Watchou:** « Africans can no longer afford to copy and paste Western models »

COMPARATIVE STUDY
OF NATIONAL SPORTS BUDGETS
OF 19 AFRICAN COUNTRIES

DECEMBER 2021



\$27 Bn

Invested in the African sports sector between 2000 & 2021



الألعاب الإفريقية
JEUX AFRICAINS
AFRICAN GAMES
JOGOS AFRICANOS
RABAT 2019

1,1%

Sports' contribution to Morocco's GDP in 2018 (up from 0,64% in 2008)

250 Mn€

Cost of organising the Dakar 2026 Youth Olympics, the 1st to take place in Africa



1,96€

Average yearly amount African governments spend on sports for each citizen

64 Mn€

Paid by RDB to football clubs Arsenal and PSG to promote Rwandan tourism for 3 years



230 Mn€

Cost of building Diamniadio Sports City in Senegal

WE ARE DRAFTING THE 1st BOOK DEDICATED TO THE ECONOMY OF SPORTS IN AFRICA

Building on the learnings from the African Sports Ecosystem study conducted with Mazars, we are putting the final touch to our 1st book.

The Economy of Sports in Africa (Economica) will offer an in-depth analysis of the challenges and opportunities leaders of the sector face.

We look forward to presenting our work and that of our 44 contributing experts in **Q1 2022**.



VI. 2022 GOALS



OBJECTIVES

- **Impact 1000 organisations** through our publications
- Launch our first educational programmes and **train 500 young people and leaders**
- Connect the African sports ecosystem around **6 insightful digital and in-person events**
- **Raise the funds necessary to hire 2 team members**

BENEFICIARIES

- Encourage **children** to practice sports and discover the many careers available in the sector
- Facilitate the vocational training and employment of **young African adults** in the sports sector, with a specific focus on women
- Help **leaders of private and public organisations** understand the impact of investing in African sports

OUTPUT

- Publish our first book
- Release a new report
- Organise 3 in-person events and 4 webinars
- Launch the Sports Business Camp
- Deliver our first strategic workshop
- Sign 6 new partnerships

OUTCOME

- Publications read by **30500 people** across our social media platforms and book distribution
- Train **300 young people and 350 leaders**
- Successfully deliver **7 events**, including 4 online



Building a sustainable ecosystem for sports & the creative industries in Africa



The African Sports & Creative Institute NPC

Non Profit Company incorporated in South Africa

Company Number 2020/779759/08

Woodmead Sandton 2191, Johannesburg, South Africa

[Website](#) / [Facebook](#) / [Instagram](#) / [LinkedIn](#) / [Twitter](#)