

ACTIVITY REPORT 2022

*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 2023



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



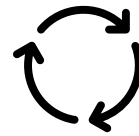
Gender Equality
SDG 5

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



- **Will MBIAKOP**
- Cameroon
- Executive Chairman



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



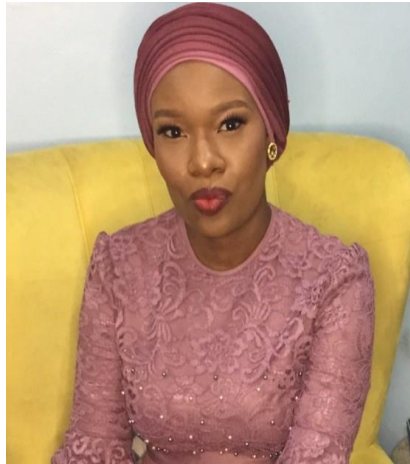
- **Jeanine DIEUDJI**
- Cameroon
- Arts and Creative Director



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



- **Vuyo MONDI**
- South Africa
- Sports Analyst



- **Mariam TIJANI**
- Nigeria
- Partnership Manager



- **Henri Christian BELLE**
- Cameroon
- Community Manager



- **Abu TUMUKUNDE**
- Rwanda
- Digital Marketing Analyst

PROGRAMME PARTNERS



Brazil Africa Institute



SOUTHBRIDGE INVESTMENTS
A SOUTHBRIDGE GROUP COMPANY



United Nations
Economic Commission
for Africa



VISA



WORLD BANK

FUNDING



AFD
AGENCE FRANÇAISE
DE DÉVELOPPEMENT



mastercard
foundation



OCP

KNOWLEDGE



UNIVERSITE
CHEIKH ANTA DIOP
DE DAKAR



INSTITUT FRANCOISE MBANGO
ISEP-FM



GGA
Good Governance Africa



MOHAMMED VI
POLYTECHNIC
UNIVERSITY



Université Senghor



IV. ACTIVITY & IMPACT



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**

BENEFICIARIES

- Encourage **children** to practice sports
- 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

- Published a book
- Released a new report
- Organised 3 in-person events and 4 webinars
- Launched the Sports Business Camp
- Organised a strategic workshop for the World Bank

OUTCOME

- Publications read by **30500 people** across our social media platforms and book distribution
- Trained **300 young people and 350 leaders**
- Successfully delivered **7 events**, including 4 online
- Signed **9 new partnerships**

ÉCONOMIE DU SPORT EN AFRIQUE

RÉALITÉS, DÉFIS, OPPORTUNITÉS



Préface de **Makhtar Diop**
Directeur Général SFI

Avant-propos de **Rémy Rioux**
Directeur Général AFD

The African Sports & Creative Institute published **the 1st book dedicated to sports for development in Africa**: « The Economy of Sports in Africa: Reality, Challenges, Opportunities ».

Surrounded with **44 experts (Didier Drogba, Fatma Samoura, Tidjane Thiam, Vera Songwe...)**, we offer a thorough description of the ecosystem before proposing a vision for the future.

KEY ELEMENTS :

- **Forewords** by IFC's Managing Director **Makhtar Diop** and AFD's Managing Director **Rémy Rioux**
- A description of the sector's characteristics and key drivers by **renowned academics**
- **Interviews of 8 African leaders** explaining how sports enables Africa to achieve the Sustainable Development Goals
- **8 case studies** highlighting the contribution of sports to Africa's development
- A **survey of 500 African leaders** on the challenges and opportunities they face every day

The book is available on www.africansci.com
[ASCI's reports are downloadable here](#)

The **football African Cup of Nations** remains the continent's largest sporting event.

A few days before the 2022 edition in Cameroon, we published a **quantitative report highlighting the market value of each competing team.**



KEY ELEMENTS :

- Market value of each participating team
- List of the most valuable players
- Analysis of the sports equipment manufacturers sponsoring the teams
- Social media following



Audience:

- 3 Regional VPs for Africa & the Middle East
- 33 Country Directors for Africa

Goals:

- Understanding the socio-economic impact of sports in worldwide and in Africa
- Understanding the business of sports in Africa: realities, challenges and opportunities

Outcome:

- Enthusiasm for the topic of sports for development
- Better understanding of the transformative power of sport
- Established avenues to integrate sports for development in the strategy, public policies and partnerships

Executive sponsor: Makhtar Diop, Managing Director at the IFC

In 2022, in partnership with the Mastercard Foundation & the NBA (BAL), ASCI designed and ran a 10-day program helping 150 Rwandan graduates start a career in sports management by:

- Discovering the careers available in the sector
- Understanding the latest trends in global sports management
- Defining a unique career path, whether as an entrepreneur or a manager in an existing organisation

HIGHLIGHTS OF THE 10-DAY PROGRAM :

- 50 high-paced sessions ran by executives, players & teachers
- Rich variety of learning formats: keynotes, workshops, role plays, case studies...and games
- Cocreation and presentation of mini-projects
- Attend the **NBA's Innovation Summit** and network with 450 business leaders
- Attend **3 games of the Basketball Africa League's** final phase
- **The coaches:** NBA Africa's CEO, BAL's President, NBA champion DJ Mbenga, Nike ZA's GM, Philadelphia Sixers' Assistant GM, ESPN Africa's Head of Commercial, Supersport TV lead journalist...

ESP Environmental Solutions Partners

Mastercard Foundation

Hanga Ahazaza

ASCI

SPORTS BUSINESS FUTURE STARS CAMP

Are you interested in working in the sports industry and its value chain?

Join us for a week of immersive learning from experts in the sports industry

21-28 MAY 2022

APPLY HERE: bit.ly/STARSCAMP2022

Venue : **Kigali Arena**

Incentives

- Transport and food to be provided
- Accomodation (for participants outside of Kigali)
- A chance to network with NBA stars!

Female applicants are strongly encouraged





|| We want equal representation of girls and women in the sports industry. We want to have a world where it is normal for girls to think about sports for the professional careers. ||

Victor Williams
CEO
NBA Africa

SPORTS BUSINESS
FUTURE STARS CAMP
KIGALI, RWANDA



FIRST FUTURE STARS CAMP



PLEASE CLICK ON THE PICTURE TO VIEW THE VIDEO



BRAZIL AFRICA
FORUM 2022



MOHAMMED VI
POLYTECHNIC
UNIVERSITY



African Sports and Creative Institute

JOIN US FOR

AFRICA BRAZIL TAMOJUNTO EXPERIENCE

CELEBRATING OUR AFRICAN HERITAGE IN THE FAVELAS

ON SUNDAY
27 NOV 2022 | 13:30

📍 PARAISOPOLIS, SAO PAULO

The Brazil Africa Forum was initiated by President Lula to connect leaders from both sides of the Atlantic around learning and collaboration opportunities.

ASCI was invited to introduce the topic of sports in 3 ways:

- Design and moderate 2 panels on the role of sports and the creative industries in building sustainable cities
- Deliver a community outreach activity in Sao Paolo favela Tamojuntto to celebrate Brazil and Africa's common heritage
- Organise a viewing party of Senegal's national team at the 2022 World Cup

Tamojuntto gathered 150 girls & boys with African and Brazilian sports icons to celebrate their common heritage.

During a fun afternoon in a Sao Paolo favela, the group indulged in:

- Dancing
- Fashion
- Football
- Rugby
- Life skills

AFRICA BRAZIL TAMOJUNTO





PLEASE CLICK ON THE PICTURE TO VIEW THE VIDEO



WE ARE BUILDING THE PLATFORM FOR THE ECOSYSTEM!

ASCI's 2021 survey of 500 African sports leaders highlighted their need to **connect beyond national borders!**

Therefore we organised 3 events gathering sports organisations and investors on the topic of sports for development:

- **Yaounde, Cameroon**, at the 2022 African Cup of Nations
- **Johannesburg, South Africa**, at the French Embassy
- **Sao Paulo, Brazil**, at the Brazil Africa Forum

WORK in the CITY
JOHANNESBURG invites you to join our

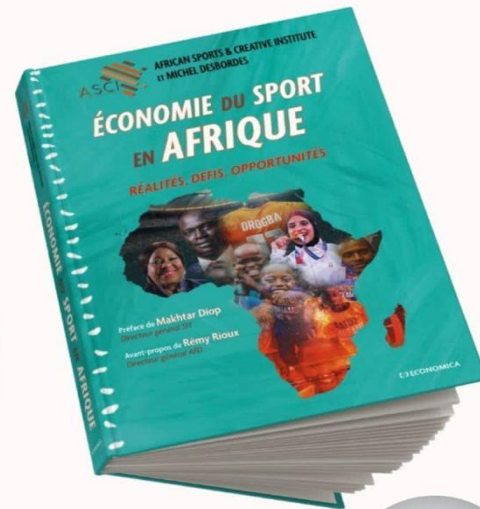
**BOOK TALK
EVENT**

In collaboration with
Agence Francaise de Développement



On Wednesday 16th November 2022
From 6 to 8pm

R.S.V.P. before the 11th of November :
witicjhb@gmail.com



CONFERENCE conducted by
Will Mbiakop

Executive Chairman of
ASCI (African Sports and Creative Institute) &
Board Member of
the Great Green Wall of Africa Foundation



With our partners, we delivered a webinar per quarter on the different ways sports generate economic and social value in Africa:

- **Creating jobs for the youth** with Sports Africa Network
- **Eradicating extreme poverty** with the World Bank
- **Empowering women** with Ecobank
- **Building a resilient economy** with the United Nations

4 WEBINARS

Webinar: Break the Bias for Women in Sports

Moderator
Elisa Desbordes-Cissé, COO, Ecobank Foundation

Speakers

Florence Raes
Deputy Regional Director, UN Women West and Central Africa Regional Office

Batouly Camara
International Basketball Player, Guinea

Cynthia Mumbo
CEO, Sports Connect Africa

Mohsen Abdel Fattah
Managing Director, ASCI

Wednesday 6th July 2022
12:00 – 13:30 (GMT)
Join us live via Zoom or Facebook Live
Register [here](#) or via the QR code:

It's your turn!

DEC.8
AFRICA'S RECOVERY TALK SERIES 1-2:30 PM GMT

What will you do to drive prosperity?

in conversation with

Will Mbiakop
Founder and Executive Chairman of African Sports and Creative Institute (ASCI)

Nqobile Ndlovu
Director
Centre for Sports Research

Antonio Pedro
Acting Executive Secretary of the UN Economic Commission for Africa

Oumou Kane
Head of Women's Football
Mali Women's Football Federation

Navalayo Osembo
Co-founder and Chief Executive Officer
EndoAfrica

JOIN THE CONVERSATION
 #ProsperousAfrica

SportsAfrica Live Event

SportsAfrica Network en collaboration avec African Sport & Creativite Intitute (ASCI) présente

Économie du sport en Afrique

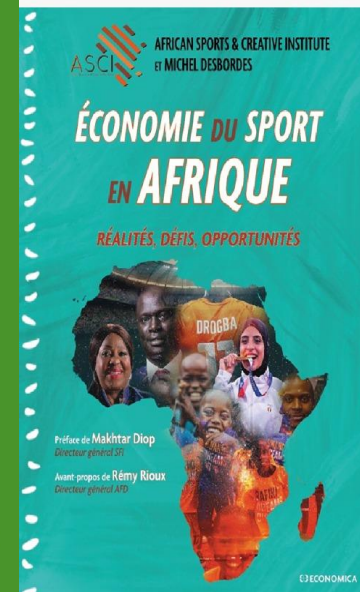
Réalité, défis et opportunités

13 Mai 2022 @ 15h GMT (Heure de Dakar)
11am EST - 10 am CST - 8 am PST - 4:00 pm Lagos - 5:00 pm Jo'burg - 6:00 pm Nairobi

Panelistes
Mohsen Abdel Fattah, Managing Director, ASCI
Samra Bouasba, Consultante Sport & Développement, AFD
Martial Ze Belinga, Économiste, sociologue
Gerard Akindes, Enseignant-chercheur

Modératrice
Maureen Rosita Ojong Ebob-Besong, Fondatrice NÉEO-RI Sport Agency

Partenaires



PROMOTING SPORTS FOR DEVELOPMENT IN AFRICA

We proactively work with media outlets to **educate Africans on the positive impact of sports** in the socioeconomic development of the continent.

Here is a **list of articles and interviews** giving ASCI a global reach:

- [Africa Basket - January](#)
- [Africa24 - Evening News – February](#)
- [Hausa TV - Evening News – February](#)
- [TV5 Monde - Evening News – February](#)
- [TV5 Monde - Et si vous me disiez tout...– March](#)
- [New African – April](#)
- [RFI - Eco d'ici, éco d'ailleurs - April](#)
- [Variances - August](#)
- [Financial Afrik - Top 100 leaders transforming Africa - December](#)

TV5MONDE



V. 2023 GOALS



OBJECTIVES

- **Impact 2000 organisations** through our publications
- **Train 1000 young people and leaders**
- Connect the African sports ecosystem around **8 insightful digital and physical events**
- Increase fundraising in order to **hire 2 full-time team members**

BENEFICIARIES

- Encourage **children** to practice sports
- Facilitate the vocational training and employment of **young African adults** in the sports sector
- Help **leaders of private and public organisations** understand the impact of investing in African sports

OUTPUT

- Publish our book in English
- Release 2 reports
- Organise 4 events and 4 webinars
- Triple the number of Sports Business Camp participants
- Launch the Creative Business Camp
- Tie 9 new partnerships

OUTCOME

- Publications read by **50 000 people** across our social media platforms and book distribution
- Train **500 young people and 500 leaders**
- Successfully deliver **8 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

8 Apex Close, Khyber Rock Estate, East Khyber Rock, Woodmead Sandton 2191, Johannesburg, South Africa

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