

2019

ORT  
AL REPORT  
ANNUAL REPORT  
GAME ANNUAL REPORT  
GAME ANNUAL REPORT  
**GAME ANNUAL REPORT**



*Game*



**Name:** GAME

**Address:** Enghavevej 82D, DK-2450 Copenhagen SV

**Phone:** (+45) 70 20 83 23

**Website:** [www.game.ngo](http://www.game.ngo)

**E-mail:** [hello@game.ngo](mailto:hello@game.ngo)

**CVR. no.:** 27 21 33 08

**Founded:** 2003

**Registered Office:** DK-Copenhagen

**Board of Directors:**

- Anders Monrad Rendtorff, Chair
- Maria Bøge, Vice Chair
- Mads Flarup Christensen
- Line Groes
- Leif Lønsmann
- Lotte Marschall
- Thomas Ravn-Pedersen
- Gurpaul Singh Rehal
- Josephine Svensson

**Management:**

- Simon Prahm, CEO & Co-founder
- Morten Bo Andersen, Head of Engagement
- Ida Brix, Head of Communications
- Mikkel Selmar, Head of GAMES Facilities & Events
- Marie Traasdahl Staal, Head of Innovation & Programming

**Auditors:** Grant Thornton, Stockholmsgade 45, DK-2100 Copenhagen

**Front page photo:**

Warm up before a GAME Zone practice.

Atika Bashiru is one of the 68 young Playmakers and role models that lead practices for children in the GAME Zones in Ghana.

The GAME activities in Ghana are a partnership with the local organization, DUNK (Developing Unity Nurturing Knowledge), and is supported by Danish donor CISU (Civil Society in Development).  
*Photo: Nadia Charles*

**Photos:** All rights reserved

**Design:** Emilie Lenau Klint

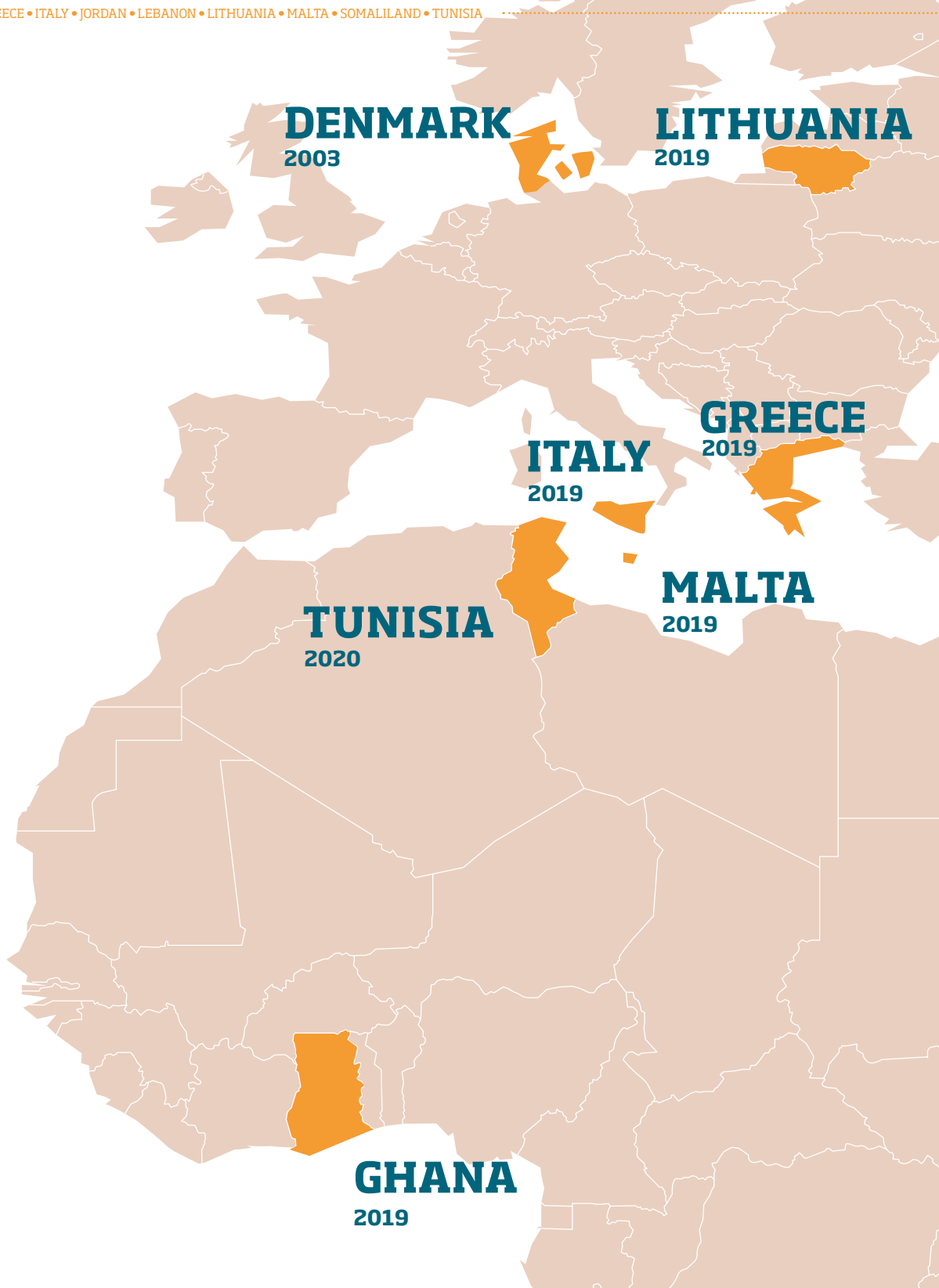
**Text:** Marianne Hjort & Ida Brix

**Print:** ON!AD

**Editor in Chief:** Ida Brix

# CONTENT

04	<b>GAME IN THE WORLD</b>
06	<b>CHAIR REPORT</b>
07	<b>LANDMARK YEAR FOR GENDER EQUALITY</b> Focus on Female Participation
10	<b>GAME'S WORK WITH THE SUSTAINABLE DEVELOPMENT GOALS</b>
12	<b>THE POWER OF YOUTH</b> GAME's Empowerment Model
16	<b>WINNING FRIENDSHIPS</b> Focus on Health and Well-being
18	<b>SUSTAINABILITY</b> Why on Earth Do We Care?
22	<b>STREET SPORTS &amp; ENTREPRENEURSHIP</b> <i>"Now I Have a Passion to Follow"</i>
26	<b>YOUTH ON THE MOVE</b> Bringing Dignity to Those Displaced
27	<b>KEEPING CHILDREN SAFE</b> Focus on Child Protection
28	<b>A GOLD MEDAL YEAR FOR GAME HOUSE VIBORG</b>
30	<b>GAME IN PICTURES</b>
34	<b>A LITTLE HIP-HOP A DAY KEEPS THE PROBLEMS AWAY</b> Urban Music in GAME
35	<b>INCREASED GIRL PARTICIPATION</b> Ten Recommendations
36	<b>FINANCIAL STATEMENT &amp; BALANCE</b>
38	<b>GAME IN NUMBERS</b>
39	<b>THANK YOU!</b>



**DENMARK**  
2003

**LITHUANIA**  
2019

**GREECE**  
2019

**ITALY**  
2019

**TUNISIA**  
2020

**MALTA**  
2019

**GHANA**  
2019

**DENMARK**

- 29** GAME ZONES
- 4** GAME HOUSES
- 273** PLAYMAKERS
- 210,112** ATTENDANCES (GAME ZONES & HOUSES)
- 125,451** ATTENDANCES (PLATFORM FOR STREET SPORTS)
- 49%** FEMALES IN GAME ZONES

**GHANA**

- 4** GAME ZONES
- 68** PLAYMAKERS
- 7,807** ATTENDANCES
- 25%** FEMALES IN GAME ZONES

**GREECE**

- 7** GAME ZONES
- 106** PLAYMAKERS
- 1,552** ATTENDANCES
- 14%** FEMALES IN GAME ZONES

**JORDAN**

- 11** GAME ZONES
- 167** PLAYMAKERS
- 13,261** ATTENDANCES
- 32%** FEMALES IN GAME ZONES





**LEBANON**  
2007

**JORDAN**  
2018

**SOMALILAND**  
2018

**LEBANON**  
**13** GAME ZONES  
**155** PLAYMAKERS  
**16,005** ATTENDANCES  
**38%** FEMALES IN GAME ZONES

**LITHUANIA**  
**6** GAME ZONES  
**79** PLAYMAKERS  
**528** ATTENDANCES  
**11%** FEMALES IN GAME ZONES

**MALTA**  
**1** GAME ZONES  
**97** PLAYMAKERS  
**698** ATTENDANCES

**SOMALILAND**  
**5** GAME ZONES  
**45** PLAYMAKERS  
**6,450** ATTENDANCES  
**33%** FEMALES IN GAME ZONES

# CHAIR'S REPORT 2019

The Sustainable Development Goals (SDGs) are a universal call to action to protect the planet, end poverty and improve the lives of everyone, everywhere. Non-state actors like GAME have a crucial role to play in achieving the goals and, with GAME's new four-year strategy, which was adopted at the Annual General Assembly in March 2019, we now have the basis to scale our impact and further contribute to the Global Goals under the headline 'Growing Together'. GAME has developed an evaluation framework aligned with the SDGs, which enables us to illustrate our impact. However, GAME also has greater ambitions to use the SDGs as drivers of change that unleash innovation. By bringing together great diversity of thought and the innovative mindset of young people, we want to create new solutions that challenge traditional models and approaches.

Some might say that we're jumping on a crowded bandwagon with our embrace of the SDGs. Or that the world is already heading in the right direction, so why bother? While poverty levels are lower than ever before, the way many of us live and consume has long exceeded our planetary boundaries. This calls for us all – including organizations working with sports for development - to also display climate leadership.

In this Annual Report, you will find our contributions to the Global Goals on Good Health & Well-Being, Quality Education, Gender Equality, Reduced Inequalities, Sustainable Cities & Communities, and Peace, Justice & Strong Institutions.

GAME has taken the first steps to adjust our implementation to align even further with the SDGs and to develop new initiatives to do even more. We've started by implementing meat-free lunches in GAME offices, using CO<sub>2</sub> offset on all air travel, and we are looking even further into waste reduction at events, and practising responsible purchasing throughout the organization. We have implemented a Water and Sanitation component in the GAME Ghana program and entrepreneurship program in GAME Jordan.



## THE POWER OF SPORT

This past year has shown us, once again, that sports have the ability to mobilize and engage young people from all walks of life with recurring engagement. With our Playmakers and inclusive facilities, we do this every day for an impressive number of children and youth. One of the results from 2019 that I'm particularly proud of in this regard, is the introduction of our Playmaker Program in Ghana, Greece, Lithuania, and Malta. Among other results that need to be celebrated are the landmark increase in female participation to 34%, the IAKS Gold Medal awarded to GAME House Viborg and the launch of the Street Sports Incubator in Jordan. In Denmark, we've launched a program targeting children and youth in psychosocial challenges and an Urban Music School in all four GAME houses. Despite the hardship Lebanon is going through while demonstrating for change as I write this, the GAME Playmaker Program in Lebanon has shown new ways of supporting youth in both the host and the refugee communities. Together, across borders, we see motivated, capable and talented youth ready to contribute.

## GAME IN NUMBERS

On the financial side we have experienced a 13% increase, making the total revenue across countries 4.5 million EUR (2018: 4.0 million EUR). The surplus increased to 27,927 EUR (2018: 13,924 EUR), equivalent to 1% of revenue. This has allowed us to set a new record out on the asphalt as the collective attendance across borders reached a record high 381,952 (2018: 321,142).

On a personal level, I will be handing over the reins at the Annual General Meeting after five good years as Chair of GAME. It has been a fantastic journey. In this regard I'd like to thank everyone who made this possible - our many volunteers, donors, partners, fellow board members and dedicated staff. Your contributions have been of great inspiration and this warmth has spread to thousands of children and youth out on the asphalt far and wide. With you, I'm confident that I'll be leaving the organization in good hands for the next many years to come. ■

Anders Rendtorff  
Chair of GAME

*An important part of working with gender equality is to have boys acknowledge the barriers for gender equality and to take responsibility of own actions and beliefs. In GAME Lebanon different concepts are constantly tested to overcome the obstacles that women and girls are facing in joining physical activities and communities.*

GAME Finals 2019  
Photo: Aras Issa Alzaidy



# LANDMARK YEAR FOR GENDER EQUALITY

For the first time ever, one out of three participants in GAME's activities across all countries are female. In Denmark, female participation in underserved communities even climbed up to 49%. Additionally, 98% and 94% of the young Playmakers in Ghana and Jordan respectively want boys and girls to have the same opportunities in life. These results define 2019 as a landmark year for gender equality in GAME and showcases that by shining a light on a challenge long enough it will deliver impact.

## LEAVE NO ONE BEHIND

Half of the world's population is female. This means that half of the world's hopes, resources and skills to achieve thriving societies, communities and individuals, lie in the hands of women and girls.

Yet, all over the world, girls and women have fewer rights and opportunities. From chores binding them to the household, to their pursuit of power over their own body, to participation in sports, leadership and political and economic decision-making, women and girls lack equality. This hinders the individual

woman and girl and the world is missing out on the power of these people left behind.

## FEMALE PARTICIPATION

A recent study by WHO (World Health Organization) finds that more than 85% of adolescent girls globally do not meet the current recommendations for physical activity. Since GAME's earliest days, gender equality has had a pivotal place in all our strategies, programs, innovations and operations and the goal for GAME is to create opportunities that meet the needs and interests of girls to attract and sustain their participation in physical activity.

## HUMAN-CENTERED DESIGN

The development of new methods to lower the threshold to physical activity is pivotal to the Playmaker Program, supported by Novo Nordisk Foundation, the Danish Ministry of Culture and Lauritzen Fonden. One of the methods of working with female participation evolves around our human-centered design model. It's a process of observing and listening – to the girls, their parents, their community and the existing literature on

female participation. GAME uses this information to come up with concepts to test on a smaller scale – together with the girls, of course. Finally, GAME evaluates the experiments, adjusts, comes up with new concepts and tests again. This process continues until a concept is ready to be taken to the streets. The real test is if the design actually creates a social change.

Two of the many concepts showing results are the new multi sports activity ‘GAME Girls Zone’ and involvement of the parents.

**GAME GIRLS ZONE**

GAME Girls Zone is a GAME practice for girls led by female Playmakers. Critically, the practice provides space for friendships: it is not focused on one sport but a variety of activities, and the girls have a say in choosing the training content. The Playmakers themselves have a huge impact as role models for the girls.

**NEITHER TOUGH NOR FEMININE**

GAME strives for a gender balance among volunteers and Playmakers, as they are role models for girls, as well as they are for boys. Across GAME’s programs, 41% of the Playmakers are female. One of them is Linnea Augusta Rosenstrand Staehr who is a Playmaker in a GAME Girls Zone.

Linnea grew up in a family where sports were a part of everyday life, but when she turned 12, something happened. She became aware that her body was changing and had a growing sense of being neither tough nor feminine enough to be part of the ‘cool’ ones and she felt lost in the culture around girls being physically active. She became so insecure that she

**“Girls have the right to sports. Boys and girls should play together because it will increase girls’ confidence and boys and girls will understand each other better.”**

- Joshua Mettle, 14 years old participant, GAME Ghana

ended up dropping sport completely and it took her more than seven years to return.

*“At the time, it was a huge problem for me because it became all about not being feminine enough. In fact, I was neither cool nor feminine enough. So, the sports community with other girls that was supposed to have been fun and safe, turned into the opposite,”* Linnea explains.

As she grew older, she rediscovered that she missed doing sports. When she returned to boxing, she also became a Playmaker in GAME Girls Zone in Mjølnerparken - an underserved neighborhood in Denmark - to motivate inactive girls to feel safe and confident in physical activity.

GAME Girls Zone is meaningful for Linnea, because it gives her an opportunity to be a role model for young girls who suffer from the narrow views on girls being physically active. She understands their insecurities and can show them that they are good enough just as they are. This way, she can be an active voice against the negative structures and barriers she herself experienced when she was a young girl.



Seven years ago, Linnea Augusta Rosenstrand Staehr (top right) stopped doing sports all together because she felt she didn’t fit the conception of ‘how to be a girl’. Today, she is back in sports and has chosen to be a GAME Playmaker to help younger girls dare to be themselves and be active in fighting a discriminatory culture around girls and sports. Here she is, with her fellow Playmakers in her local GAME Girls Zone, Areeba Khan Ahmed, Rukhsar Alam and Michelle Yasmin Linnemann.  
Photo: Marianne Hjort

*Female participation*

GAME Playmakers	54%	Children in GAME Zones	49%	Denmark
	28%		25%	Ghana
	33%		14%	Greece
	49%		32%	Jordan
	44%		38%	Lebanon
	18%		11%	Lithuania
	24%		--	Malta
	45%		33%	Somaliland

**90%**

of children and youth in GAME think that boys and girls should have the same opportunities in life





### Focus on basic facilities

In GAME Jordan, investigating low participation from girls in the Arjan GAME Zone in Amman, they discovered that lack of access to clean toilets resulted in families not permitting their girls to join the practices. Now, a solution in the specific GAME Zone in Arjan and the focus on clean and accessible toilet facilities in all GAME Zones is a high priority to lower the barriers for girls to join the activities.

### Context sensitive GAME practices

In Somaliland, the Playmaker Camps are mixing young male and female Playmakers with great success and at every camp the Playmakers work with gender equality. But for the practices in the GAME Zones, girls play with girls only, in order for the parents to let their girls join the practice. In the Ubah Centre in Hargeisa, Marwa Mawlid, a young football player and a dedicated Playmaker, has success in making a safe space for girls-only football practices.

### PARENTS ARE KEY TO INCLUSION

Involving parents has proven to have an impact on reaching inactive girls in underserved communities. In Denmark, involving parent groups in the communities has helped bridge GAME activities and the families. Across all countries, GAME focuses on tailored ways for parents to be assured that the GAME Zone and practice are safe and sensitive enough to their girls' needs, so that they can let their girls join.

### PARENTS' DAYS IN LEBANON

Batoul Nemer is a Playmaker in GAME Zone Tahwita in Lebanon. She has led several Parents' Days, with the goal of addressing the cultural view on sports as 'not for girls' and highlighting the benefits of their children playing with children from different backgrounds:

*"We have a lot of difficulty in Lebanon in accepting others. In our culture in Lebanon, some say the girls are only for the kitchen and it is not good for them to mix with boys and some places it is not good for girls to do sport,"* Batoul explains.

*"In order to show the parents that their children can play with children from different backgrounds and interact with society, we invited the parents for Parents' Days. The goal is to make the parents trust GAME and us as Playmakers enough to let their girls attend practices. But also, to show that girls can shoot, dribble, they can run, and they can be happy,"* says Batoul.

Despite the cultural barriers for girls in sports, GAME Lebanon has reached 38% female attendance for participants in 2019.

An achievement that role models like Batoul contribute to.

### ADVOCATES FOR EQUALITY

One objective is to achieve a high female participation in physical activities. GAME also strives to train both boys and girls to understand and advocate for equal rights for boys and girls. All Playmakers across GAME countries are trained in gender equality at Playmaker Camps and they pass this theme on to the children at the GAME practices and to their friends and families. ■

For GAME's recommendation for engaging girls in sports, go to page 32.



### GOOD HEALTH AND WELL-BEING

GAME engages children and youth in street sports to foster positive communities. Being physically active and having friends and strong social networks increases physical health, well-being, lifespan and prevents loneliness and mental health issues.

71%

of all children and youth feel more physical active since they joined GAME.

71%

of all children and youth have made new friends in GAME.

**“GAME brings people together. No matter what differences there are between them, they all disappear on the asphalt. What’s left for the practice is the players, new friends, great energy and lots of fun.”**

- Lynn Hajj, Zone Manager in GAME Zone 'Aisha Bakkar in Lebanon



### QUALITY EDUCATION

GAME educates all young volunteers, using a life skills model and teaching aspects of conflict management, gender equality, cultural diversity and sustainable development.

GAME educated

1,091

young volunteers in 2019.

86%

of all children and youth in GAME have learned things that they can use in other areas of life, such as in school, or with family or friends.

The education prepares young people to lead weekly practices in street sports for local children. Empowerment, life skills, teamwork, gender equality, conflict management, and civil society is part of the educational programs.

GAME Jordan launched the first Street Sports Incubator in the Middle East to empower the youth and provide them with entrepreneurial skills. Street Sport Incubator Program develops the ideas of the youth and helps turn the ideas into business or initiatives via support and seed funding.

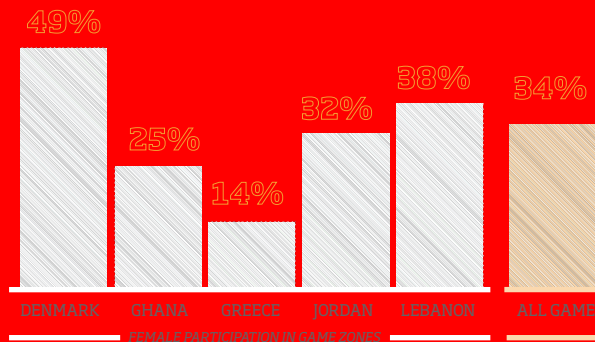


### GENDER EQUALITY

GAME supports and empowers female role models and motivates inclusion of females in active communities to counter discrimination against women and girls.

90%

of all children and youth in GAME think that boys and girls should have the same opportunities in life.



**“Women’s sports help break down a lot of barriers for women in other areas of life.”**

- Marwa Mawlid Abdi, street soccer Playmaker in Hargeisa, GAME Somaliland



### REDUCED INEQUALITIES

GAME strives to create inclusive and safe communities where children and youth become part of diverse fellowships across age, ethnicity, skill level and social background.

80%

of all children and youth in GAME got to know people with another background in GAME.

**“GAME brings people together. No matter what differences there are between them, they all disappear on the asphalt. What’s left for the practice, are the players, new friends, great energy and lots of fun.”**

- Lynn Hajj, Zone Manager in GAME Zone Aisha Bakkar in Lebanon

The numbers are a result of a survey conducted amongst users and volunteers of all GAME programs in 2019. 550 volunteers and 1,336 children participated (N: 1,094)

# GOALS DEVELOPMENT SUSTAINABLE



## SUSTAINABLE CITIES AND COMMUNITIES

GAME establishes GAME Zones and GAME Houses to create safe, inclusive and accessible spaces for children and youth to participate in street sports and culture.

76

Number of GAME Zones across Denmark, Ghana, Greece, Jordan, Lebanon, Lithuania, Malta, and Somaliland in 2019.

4

Number of GAME Houses in Denmark 2019.

In GAME Denmark

60%

of the children participating in GAME Zones feel safer in their local community, after joining GAME.

In GAME Ghana

70%

of the children participating in the GAME Zones did not have a safe space to play before the GAME Zones were established.



## PEACE, JUSTICE AND STRONG INSTITUTIONS

GAME uses participatory processes when designing all facilities and programs and includes volunteers and users in decision-making and representation.

81%

of the volunteers have increased their motivation for participating in volunteer work or shaping their community after participating in GAME.

Volunteers are trained as advocates for youth in civil society, governments and the private sector. GAME's Playmakers are often on stage when GAME is invited to talk about youth leadership and youth involvement at decision-making levels.

In alignment with the UN Global Goals GAME is committed in contributing to the sustainable development agenda. GAME has made an action plan involving staff, partners, volunteers and users in working broader and more ambitious with the Global Goals in relation to GAME's various projects and programs. In addition, GAME has developed an evaluation framework aligned with selected goals and highlighted six key areas showing the power of what youth-led street sports and inclusive spaces can do.







**T**he strongest image capturing 2019 is the power of youth. Young people all over the world have raised their voices to a roar that has affected the world with demands for political change, climate action and a will to reach the Global Goals. Youths are to be listened to and supported if we want sustainable change and a better world.

Youth is, therefore, at the core of GAME's mission. The goal of making a lasting social change goes through the empowerment of youth and in GAME this is obtained among other things, via the GAME Empowerment Model. Tied to street sports, this tool permeates all activities in GAME, most obviously in the Playmaker Program and the training of GAME's volunteers.

#### **GAME EMPOWERMENT MODEL**

The GAME Empowerment Model empowers youth by enhancing their life skills through street sports. This model is the foundation of the social change that GAME works for. Life skills are the fundamentals behind working with all the GAME volunteers and they are embedded in all GAME Playmaker Camps and curriculum, in documentation of the impact and down to every one of the drills in the e-learning platform GAME Academy.

According to the World Health Organization (WHO), "Life skills are the abilities for adaptive and positive behavior that enable individuals to deal effectively with demands and challenges of everyday life". Thus, life skills refer to the skills needed to effectively deal with the changes, challenges and opportunities of daily life. Life skills are competencies built over time, and they work on different levels. The

GAME Empowerment Model works with three levels: The Individual Life Skills Level, The Group Life Skills Level and a third Community Level.

The skills are personal abilities to deal constructively with oneself, to deal with others and to actively engage in society.

Life Skills are also integrated in the MEL (Monitoring, Evaluation and Learning). The GAME user survey from 2019 shows that 93% of all volunteers across the world have learned things that they can use in other areas of life, 81% have increased their motivation for participating in volunteer work or shaping their community after participating in GAME, and 87% got to know people with another background than their own. By enhancing the life skills of youth, GAME enables them to take leadership roles and to take a broader societal responsibility in ad-

#### **EMPOWERMENT MODEL: THE BASE OF A DRILL**

The European Union has awarded an Erasmus+ grant to five partner organizations, who work with 'sport for all', marginalized youth, social inclusion and health in Denmark, Greece, Italy, Lithuania, and Malta. One of the products of this partnership is developing of the GAME Academy, an online and publicly accessible education curriculum and exercise toolbox that enables motivated people around the world to access tools and resources to start up their own activities out on the street, no matter where they are. All drills in the GAME Academy are rated according to which life skills they develop.

**In GAME, when different ages, genders and backgrounds all get together, it's like having a glimpse of our future community. It's something wonderful and really awesome to have the chance to be part of this shaping of our youth.**

- Tala Hasbini,  
Playmaker in Aisha Bakkar GAME Zone, Lebanon

**TUNISIA IN THE STARTING BLOCKS**

Tunisia is a country with challenging poll numbers when it comes to youth: more than 50% consider emigrating, youth unemployment approaches 40%, and school drop-out rates paint a challenging picture. In 2019, GAME began laying the groundwork for a 2020 GAME launch in Tunisia. Along with DAPP (the Danish-Arab Partnership Program) and local partners, the activities in Tunisia will support and train the local youth to unleash their leadership, to become role models, and to invite children into sports-active communities.

addressing issues relevant to their community. These life skills help young people become active citizens, who are able to make their voices heard and to be co-creators of peaceful, equal and democratic communities.

**Ripple effect**

The power of putting youth in the frontline when working with empowerment and life skills is apparent in the impact on the individual. But the ripple effects of empowering the young Playmakers are immense: The Playmakers bring their learnings to other spheres of their lives: school, jobs, friends and family. And the children in GAME are introduced to the methods at the practices and through their interaction with the Playmaker. From a very early age, the children are equipped with skills to grow into youths and adults who are empowered human beings and citizens. The children also bring this to their friends, and home to their siblings and parents.

An example of a perfect circle is Playmaker, Souhail Abdeddaim. He started as a child, playing street basketball in a GAME Zone and loved it so much that he became a Playmaker himself. Now, he is one of the most experienced Playmakers involved in innovating the organization, and several of his siblings and friends are now Playmakers too. ■

PERCEPTION & BELIEFS

93%

**Have learned things through GAME, that they can use in other areas of life**

87%

**Got to know people from another background through GAME**

80%

**Are better at solving conflicts after they started in GAME**

94%

**Think that boys and girls should have the same opportunities in life**

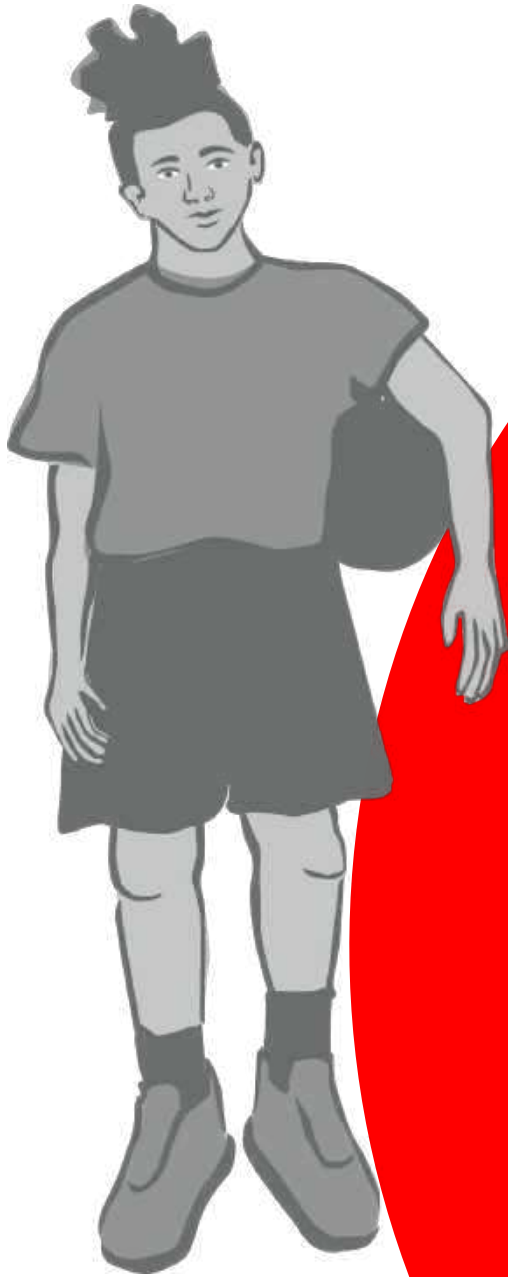
PARTICIPANTS

83%

77%

70%

89%



COMMUNITY

SOCIAL LIFE SKILLS

INDIVIDUAL LIFE SKILLS

# GAME EMPOWERMENT MODEL

## INDIVIDUAL LIFE SKILLS

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

## SOCIAL LIFE SKILLS

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



Illustration: Emilie Lenau Klint

## COMMUNITY (SDG)

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



# WINNING FRIENDSHIPS

**Sports are often connected almost synonymously with words such as competition, performance and win. But sports can blossom both with and without competition and have other goals, such as community, well-being and life skills. At GAME, ‘winning’ is not only defined as scoring more points. The overarching goal is to make friends and grow as a person and a citizen.**

The former professional soccer player, Ronaldinho, once said: *“I learned all about life with a ball at my feet.”*

And he was onto something. Because sport has the power to empower and teach valuable lessons.

Everyday GAME Playmakers lead practices in street sports throughout Denmark, Ghana, Greece, Jordan, Lebanon, Lithuania, Malta, Somaliland and soon also Tunisia. The goal with all GAME’s practices is to lower the threshold for participation so that all children and youth have the opportunity to practice sport.

If the approach to sport is supporting making friends, overcoming conflicts, bridging differences and learning new things, sport can be a valuable tool to lower the threshold and to reach the UN Sustainable Development Goals i.e. on health and well-being, including mental health.

## SPORT FOR DEVELOPMENT

GAME uses a ‘Sport for Development’ approach to bring positive change into the lives of people and communities through street sports. At the center of the GAME approach is The GAME Empowerment Model that teaches life skills and knowledge to promote sustainable development for the young volunteers and their communities.

*“Sports are fantastic and terrible at the same time. As inclusive as sport can be, it can be equally exclusive if competition, hierarchy and discrimination are pushing participants out. To focus on the inclusiveness of sports, our activities are structured in such a way that*

*we use sports as a tool to gain friends, life skills and become an active part of a community.”* says Simon Prahm, CEO and co-founder of GAME.

## WINNING WITHOUT COMPETING

One of the participants who always wins at GAME’s activities is 14-year old Alexander Pihl Scheef.

Alexander takes part in the project, ‘Friendships on Asphalt’ supported by VELUX FONDEN and the Danish Health Authority. This project aims to lower the threshold for participation in sports by tailoring parkour programs to children and youth struggling with psychosocial challenges.

*“We support each other and cheer for each other. If one of us gets hurt, we help each other. At the parkour practices you also develop yourself and become stronger, when you try to overcome some of your own boundaries,”* Alexander explains.

When working with children and youth with psychosocial challenges the practice has to be safe and accessible for the children. An important tool for this is taking the competition aspect completely out of the trainings. It gives more room for diversity and friendships for this group of children, who have often experienced being insecure and excluded in sports.

So, even though GAME’s activities in Africa, Europe and the Middle East take place with and without competition, the participants are always winning. It’s just that friends, community and skills can’t be put on the trophy shelf - they are simply too heavy. ■

## IN GAME:

# 86%

of all children and youth have learned something in GAME they can use in other areas of their lives.

# 71%

of all children have made new friends after joining GAME.

# 70%

of all children are better at solving conflicts after joining GAME.

## FRIENDSHIPS IN GAME GHANA

*“Through GAME’s practice I have been able to make so many new friends. Before I joined GAME’s practices, I was not in the mood to make friends. I was shy. When I came for practice, I could not talk to them like the way I can talk with them now. Now I’ve come to mingle with them and now I have the confidence to talk to them.”*

- Genevieve Quaye, participant in GAME Ghana.





*A street basketball practise in GAME Zone Arjan in Amman. 97% of the children participating in the activities across all the 11 GAME Zones in GAME Jordan are more physical active after joining GAME.*



*The GAME Houses in Copenhagen, Esbjerg, Viborg and Aalborg in Denmark are innovative indoor street sports facilities that house and create communities around street sports and culture. But the houses are also tools to lower the threshold to physical activities and elevate inclusion. The Program, 'Friendships on Asphalt' is working in all four GAME Houses with children and youth experiencing psychosocial challenges. Photo: Heiður Erla Þormar*

# SUSTAINABILITY

## - WHY ON EARTH DO WE CARE?

**In 2019, governments, companies and citizens have been preoccupied with sustainability like never before – including GAME.**

In 1987, Norway's former Prime Minister, Gro Harlem Brundtland warned the world's leaders about an imminent global challenge, when she presented the environmental counterpart to the Universal Declaration of Human Rights to the UN: the Brundtland Report. The world needed to meet the needs of the present without compromising the ability of future generations to meet their own needs.

'Sustainability' was put on the agenda as a holistic concept that included social, economic and environmental aspects.

### **SOCIAL SUSTAINABILITY**

The sustainability agenda has been a priority for GAME since the beginning in 2003 - and still is.

The concept of 'social sustainability' encompasses such topics as: social equity, livability, health equity, community development, social capital, human rights, cultural competence and community resilience.

GAME trains youth to become local agents of social change targeting the topics above. The training is based on life skills and empowerment as methods and the young GAME Playmakers serve as role models in underserved communities all over the world: they are an important part of the social change that GAME works toward. Empowerment, life skills, teamwork, gender equality, and civil society are elements of the Playmaker training, which ensure social sustainability.

The training prepares the volunteers to lead weekly community practices in street sports for local children, and this empowerment supports the young volunteers to relate to social-, health- and rights-based themes in their own lives. This again effects the children that come to the practices, and even friends and families around the youth and the

children. In the 2019 GAME Survey, 86% of all the children and youth in GAME expressed that they learned something that they can use in other areas of life.

*"A rising number of new volunteers in GAME are young people who have participated in practices in their local GAME Zone when they were children.*

*This tells us that the volunteers succeed in being role models and recycle the impact that this program offers the communities,"* says Marie Traasdahl Staal, who is Head of Innovation and Programming in GAME.

### **GAME HOUSE AS SOCIAL HUB**

GAME's focus on social sustainability is not limited to outdoor street sports activities. The GAME Houses play an important role in the social change GAME works for.

*"When we establish a GAME House, we aim to create a facility that becomes a hub for positive community development by engaging children, youth and adults alike around streets sports and culture. We do this by linking social programs like the Playmaker concept and working with children with psychosocial challenges to the GAME Houses but also by introducing a flexible and accessible alternative and supplement to traditional organized sports,"* explains Mikkel Selmar, Head of Facilities and Events in GAME.

In the city of Viborg in Denmark, the GAME House is deliberately placed in close proximity to the underserved neighborhood, Ellekonebakken, to engage and activate the children and youth from that particular area.

Through strategic partnerships with the local housing association and municipal partners, the GAME House in Viborg has proved overwhelmingly successful in engaging the youth and creating a strong sense of ownership, belonging and community among its users.

The local housing association is even linking certain aspects of the positive development identified in the underserved community in Ellekonebakken directly to the opening of







Illustration: Emilie Lenau Klint

the nearby GAME House Viborg.

The GAME House in the city of Aalborg in Denmark has a specific focus on hospitality – the way that the young staff in the house supports the sense of feeling welcome and safe among all the diverse users of the house.

In the GAME House in Esbjerg, the focus on social sustainability has taken the GAME House out into the local community, with visits to local schools to introduce the concept

of street sports and its characteristics of lowering the thresholds into activities.

### **ENVIRONMENTAL SUSTAINABILITY**

While working with the social dimension of sustainability has been in the DNA of GAME's work since the very first practice took place in Noerrebro in Copenhagen, looking at environmental sustainability is less familiar territory for GAME. This, however, does not mean that GAME does not have ambitions.

If we are to reach the UN Sustainable Development Goals, everybody – including organizations like GAME – has to evaluate if they can do even more to contribute to the entire sustainability agenda.

### **NO SINGLE-USE PLASTIC BOTTLES IN GAME JORDAN**

The challenges relating to plastic waste have given rise to a number of great initiatives around the world: Runners in the London Marathon were handed seaweed pouches instead of plastic bottles and China, one of the world's largest consumers of plastics, announced its plan to ban single-use plastics across the country.

In GAME Jordan - the local partner, JYIF, approached the problem with single-use plastic bottles.

At the first Playmaker Camps, the Playmakers all used single-use plastic bottles throughout the camp to stay hydrated during sports, and had no possibility to re-cycle the bottles. Now, GAME Jordan has replaced the single-use bottles with re-usable drinking bottles at all Playmaker Camps and in a GAME Zone.

### **ECONOMIC SUSTAINABILITY**

Four times, GAME has breathed new life into old industrial buildings in the making of GAME Houses. The GAME Houses have a strong focus on sustainability in terms of the reuse of old buildings and materials into new functions. The urban street culture architecture complements the industrial history of the buildings with their raw and distinctive character and keep the construction cost down compared to traditional indoor sports facilities. So does the partnership model working with local private, public and civil-sector partners to keep the economic threshold for the members and participant in the GAME Houses to an important minimum in order to deliver on social sustainability in the facilities.

In GAME House Aalborg, the old doors from the laboratory were transformed into walls, benches and tables. The industrial lightning fixtures, which previously had provided light for the windmill factory, are now garbage cans, and in connection with the replacement for a new and energy-friendly ventilation system, the building's old ventilation pipes have been recycled as plant boxes.

### **CONTAINER FOR STREET SPORTS**

In GAME Malta, sustainability comes in a box. Here, the local partner of the Erasmus+ program 'Youth-led Street Sports for All', Move Malta, placed an old shipping container by The Malta College of Arts, Science & Technology (MCAST) in Paola and transformed it into a hub for youth-led street sports and culture.

The container creates a synergy between GAME's two flagship approaches: street sport facilities and youth leadership, plus Move's focus on play and creativity. The GAME Box is a workplace, a storage for cones and balls, and a meeting place for Playmakers, other volunteers and participants. All this makes the container a good candidate as a cost-effective Street Sports Facility in unstable areas with refugees, displaced and host communities. ■



*"My dream is to have a GAME Zone in my city Al Mafrag. Many children around here, Jordanian and Syrians, would benefit from this opportunity, as we lack the proper activities and facilities here. I would travel all over the world to accomplish that, not only to the GAME Zone in Irbid."*

*- Mohammad Abdullah Naser Obeid, GAME Playmaker of the Year*



*"I wanted to be part of something bigger, something which allows you to freely share what you know and also learn from others."*

*- Ruby Lartey, GAME Playmaker, Ghana*

*"It's amazing seeing how sports and the GAME community can help young girls feel more confident and become brave enough to try out new things and help each other out. It makes me really proud to be a Playmaker."*

*- Christina Elnif Andersen, Volunteer of the Year, GAME House Copenhagen*







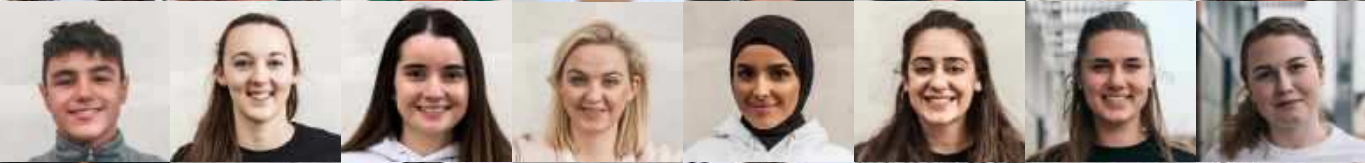
*"There is something special about the community. You don't always have to be the best and there is room for diversity! My diversity made me insecure before, but from being part of GAME it has turned into a force!"*

*- Maymanat Asgari, Volunteer of the Year in the Playmaker Program, GAME Denmark*



*"I joined GAME to be an active citizen in my community and to improve my own skills and the skills of others."*

*- Roukaya Chaker, Volunteer of the Year, Lebanon*



*"It makes sense to me to be a volunteer in GAME because I wish that I had had a person like myself in my life when I was a kid. My goal in life is to do something for others. Making others happy makes me happy - especially when people are dealing with problems."*

*- Søren Thomsen, Volunteer of the Year, 'Friendships on Asphalt', GAME Denmark*



# STREET SPORTS AND ENTREPRENEURSHIP

## “NOW I HAVE A PASSION TO FOLLOW”

**Y**oung people have huge development potential. Young people are courageous, innovative and restless, they have an urge to be creative and have high expectations for themselves and their communities. To unleash this power, GAME is not only providing training and meaningful roles in community programs but also economic resources. GAME is doing this in Denmark in partnership with Nordea-fonden via the Danish Platform for Street Sports, and in GAME Jordan, in partnership with the Danish Ministry of Foreign Affairs’ Danish-Arab Partnership Programme (DAPP) via the Street Sports Incubator.

### STREET SPORTS INCUBATOR

Since January 2018, GAME has been partnering with the Danish-Arab Partnership Program and the local Jordan Youth Innovation Forum (JYIF) on the project ‘Youth-led Street Sports for All’ in Jordan. The mission is to train, empower and involve youth in Jordan. The program gives youth the opportunity to use street sports, leadership and entrepreneurship to make positive changes for themselves and for the children and peers in their local area. Every week young volunteers lead practices for local children in 11 GAME Zones in Jordan.

### HIGH YOUTH UNEMPLOYMENT

After a successful first year of training young GAME Playmakers and well-attended community street basketball and street football practices, the partnership between GAME and JYIF has expanded the GAME Jordan program with a project that aims to alleviate the high unemployment among young people in Jordan.

The Street Sports Incubator will strengthen entrepreneurship and organizational talent in a country where youth unemployment has reached 40% and many young people have little hope for the future. The project supports young people’s ideas with seed funding, counselling and mentoring, in order to transform their ideas into viable business start-ups

or non-profit initiatives.

In 2019, 88 young people were part of the two rounds of incubation in 2019 for youth in Jordan, and seven projects have so far been selected to receive seed funding and mentoring.

### BELIEVES IN THE FUTURE

Omran Saymech is a passionate and hard-working young man who believes in himself and in his future.

Omran is one of the participants selected for the first cycle of receiving seed funds and mentoring in the first incubator round. He is very proud of his project and the way it has developed during the Incubation Program, sharing that it helped him shape a new plan to achieve his goals and realize his dream:

*“During my time in the Street Sports Incubator, I realized that the branding identity is essential for market success. So, the app will be rebranded with a new name and design, to make it more user friendly. Right now, it is in the testing phase, and looking promising for a success in the upcoming summer. We expect 2,000 downloads in the first month of release,”* Omran says.

Omran’s project is a mobile app that lets people connect with friends, form teams, and find a facility, in order to play their favorite street sport.

### PASSION FOR PARKOUR

The young people in the Street Sports Incubator are both entrepreneurial and innovative. Tareq Ababneh and two of his friends have started the very first parkour club in Jordan at the age of only 16. Their idea is called Parkoman and has a mission to teach parkour to young people in Jordan at very low fees, lowering the threshold to the sport.

*“I never dreamed about being the first to open a parkour club in Jordan, being only 16 years old. Now I have a passion to follow and I will keep working on it,”* Tareq says.

### ACCESS TO TECHNOLOGY

For the second cycle of the incubator, the lack of facilities, particularly the access to technology, has proven to be a setback for the participants. Therefore, JYIF is granting the participants access to their office at certain times. They are provided with computers and internet access for research and development on their projects.

*Tareq Ababneh is part of the first circle of incubation in The Street Sports Incubator project in GAME Jordan. The participants are supported in creating an idea and delivering a pitch in front of an expert panel. If the idea is promising the participants will continue in the program and after six months the most sustainable and innovative ideas are selected for seed funds and mentoring. Tariq and his two friends were among those selected with their idea on how to lower the threshold to join parkour in Amman.*







*One of the 153 innovative street sports projects that The Danish Platform for Street Sports supported in 2019 was the SLIP Festival: a five-day skateboard festival to showcase the power of skateboarding when it comes to inclusion and social change. This ramp was first built and then skated by the festival guests. The people behind the SLIP Festival have since been mentored by the Platform to develop the festival even further.*  
 Photo: Asbjorn Sand

### **PLATFORM FOR STREET SPORTS**

In Jordan, the Street Sports Incubator is addressing the immense youth unemployment problem by fostering entrepreneurship. And everywhere GAME operates, it's a non-negotiable point of delivery to address and advocate for a local issue.

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

In 2019, the Danish Platform for Street Sports turned 153 youth ideas and street sports projects into reality, by microgrants,

counselling and networks.

### **ENTREPRENEURIAL SKATERS**

One of these projects is the skateboarding festival, SLIP Festival, with the goal of having more people join skateboarding and to create awareness of the inherent power of social change in skateboarding.

The idea for the SLIP Festival came from the skateboarder, Asbjorn Sand, who wanted to give something back to the skateboarding community. For him, skateboarding provides an opportunity to belong to a community where people can talk across gender, age, ethnic and social backgrounds, and he sees the sport as a means for youth to feel welcome and to take responsibility. These characteristics of the sport are not very recognized, but the SLIP festival has a mission to create awareness of this.

After receiving a grant for the successful first festival, The Platform for Street Sports continued the dialogue and supported the three passionate entrepreneurs behind the festival in fundraising five times the initial amount to secure sustainability of the project. ■



*"As children, we never had the opportunity to be mentored or have safe spaces to play. Being Playmakers, we now have the opportunity to give back to our community and mentor our young brothers and sisters."*

*- Elvis Adjei, Volunteer of the Year, Ghana*

*"I learn some valuable skills here in GAME. The schools get you tools to become educated, but not skills to use in life."*

*- Salem Louf, Lebanon*



*"I LOVE the diversity! It provides an opportunity to learn so much about myself and others. The space that has been created in the GAME House Aalborg creates the seedbed for truly sustainable communities. This is a place where you feel enormously respected for who you are and the potential you have - no matter what role you have in the house."*

*- Emily Nymark, Volunteer of the Year, GAME House Aalborg*







*"It's nice to be a part of something where you're always in a good mood. There is an awesome atmosphere in GAME and, if you like, you always have the opportunity to be a part of GAME's development."*

*- Anders Niclas Aggerholm Vermeulen, Volunteer of the Year, GAME House Viborg*



*"With GAME I have become more active and I've learned how to work with children in a way that makes them happy and want to come to practice every week."*

*- Dalia Kokash, GAME Playmaker, Jordan*



*"I can feel that I make a difference by seeing how happy the children are when we are doing the dance practices. It makes me happy."*

*- Karol Jazmin, Volunteer of the Year, GAME House Esbjerg*

*"I always tell my father what I'm doing in GAME, and he always encourages me to what I'm doing. We try as girls, with our girl power, to change our world."*

*- Batoul Nemer, GAME Playmaker, Lebanon*





# YOUTH ON THE MOVE

## BRINGING DIGNITY TO THOSE DISPLACED

In 2018, one in every four refugee adolescents attended secondary school, compared to 84% of adolescents globally, with only 3% of refugees enrolling in higher education. Data from UNHCR shows that 3.5 million school-aged refugee children had no days of school in 2016.

The burden of displacement, migration and conflict lay the heaviest on youth and children. Their years in transit become 'lost' years, with gaps in education and life skills for youth and children who are left with lives marked by danger and violation.

### REFUGEES AND DISPLACED

GAME has identified a clear role to play to give youth and children a better chance for education, development, childhood, and play To bring dignity to those displaced.

GAME is working in Europe, the Middle East and Africa to train young people living in centers, camps and host communities as street sports instructors and positive role models. This is empowering youth to be resilient, to engage the children that come to their street sport practices, and to extend the empowerment to their families and community that surrounds them.

The GAME Playmaker Program puts youth in the forefront and equips them to be leaders and role models in their community. The method is to build life skills on an individual and group level and train them in organizing activities for younger children, and ultimately develop transferable life skills for their own



lives and the lives of the children. Coaching street sports is the vehicle to empower young people to believe in themselves, understand their worth as an individual, be in control of their life and decisions, and to help them find their voice and learn skills that enable them to take active roles in society.

These concepts are especially relevant for young people on the move – whether they are refugees or migrants; whether they are in a temporary location or learning to call a new place home.

*One of the GAME Playmakers in Lithuania is Anas Rastmo (2nd to the right). Together with his family, Anas fled from Syria three years ago. His story is inspiring and not uncommon for the remarkable youth in GAME. Anas crossed several countries to reach safety in Europe, yet when he arrived in Lithuania as his last stop, the whole family were lost about who to talk to or whom to call in a new country. In this space on the picture, he claimed his own piece of asphalt in Vilnius. He invited many youths to openly play together which started a GAME Zone and built it up step by step, bounce by bounce.*



*Child Protection is a core responsibility when working with children, like here in the GAME Zone in Ghana, where Playmaker Keena Swoyze is ensuring the children a safe place to play.*

*70% of the children in GAME Ghana did not have a safe place to play before our local partner, DUNK and GAME established a GAME Zone.  
Photo: Nadia Charles*



Since 2003, GAME has been supporting youth and regularly tailoring our education programs to meet the unique needs of the different contexts. This is the case when working with youth in the neighborhoods in Denmark or Lithuania, in which a majority of the population has a migrant and refugee background. Or when working in the protracted Shatila refugee camp in Lebanon where 200-300 children from Palestinian backgrounds come to practice. Or a refugee camp in Jordan inhabited predominately by Syrian refugees fleeing from a war that has ripped families and communities apart.

GAME meets each community's needs by co-designing with local governments, civil society, key stakeholders, and local children and youth. No matter the setting, GAME always builds and develops programs and activities based on a participatory design method that adjusts and innovates the core concept to match the specific needs.

#### **KEEPING CHILDREN SAFE**

"Child Protection is ensuring that children grow up to the best of their potential, in a safe and happy environment." This principle is the foundation for our technical partner UNICEF on Child Protection as for GAME. It carries the daily work at GAME, while also institutionalizing the more pronounced tenets and convictions of the responsibilities of the Protection of the Child. Working in high risk areas only raises the bar for the protection and procedures on keeping everyone safe. Therefore, GAME has increased and intensified partnerships around Child Protection and has, from 2019 doubled-down

on protecting the children and youth we support.

GAME is strengthening the focus on child protection in partnership with The Danish Ministry of Foreign Affairs' Civil Society and Development Fund (CISU) and several technical partners. GAME is building up a three years programming with a Child Protection Road Map, focusing on safeguarding, service mapping, and a referral pathway in partnership with UNICEF. In cooperation with UNHCR, GAME is assessing harmful practices, and focusing heavily on child participation, involving families and communities.

Also, a comprehensive road map design will be completed in Tunisia and in the EU in 2020. ■

#### **YOUTH IN THE EU**

Across Europe, young people are searching for ways to live healthier, to have greater economic opportunity, and to find real and meaningful ways to both belong to the society and contribute to it. At the same time, the world is passing through an unprecedented refugee crisis which offers challenges to the social cohesion within and among many European countries.

'Youth-Led Street Sport for All' is a collaborative partnership funded by the Erasmus+ Sport program in Denmark, Greece, Italy, Lithuania and Malta. The local partners are: ARSIS, CESIE, GAME, Lithuania Integracijos Centras and MOVE Malta.





# **A GOLD MEDAL YEAR FOR GAME HOUSE VIBORG**



*In 2019, the world's eyes turned to GAME House Viborg. The International Organization for Sports and Leisure Facilities (LAKS), together with the International Olympic Committee, awarded a gold medal to the 3,710 m<sup>2</sup> paved street sport and culture house in Viborg and ArchDaily named it 'Building of the Year'. GAME House Viborg was also shortlisted for the 'Beyond Sport Global Awards' in the category 'SDG #11: Sustainable cities and communities'. Furthermore GAME House Viborg was shortlisted for the prestigious European 'Mies Van der Rohe Award', the Architizer A+ Award in the category 'Sport and Recreation' and last but not least the 'Renover Prisen', which is one of the most important Danish awards for refurbishment in architecture.*

*Photo: Heiður Erla Þormar*



# GAME IN PICTURES

20  
19



## DABKEH AT GAME FINALS

Participants celebrating their win in one of the matches during the GAME Finals 2019 in Jordan. The traditional dance, Dabkeh, is a mean of expressing happiness and delight during weddings and festivals. A group of young people come together in a line, move their feet and jump in synchronization, while singing along delightful songs.

## INTERNATIONAL WOMEN'S DAY

Once again, GAME celebrated International Women's Day. Here, GAME House Copenhagen put female role models to the forefront of the activities at the monthly event, 'Friday Jam', dedicated to celebrating the girls. Together with the boys, of course.



## AMONG THE BEST

In 2019, GAME took another step up the NGO Advisor List, which selects the world's best NGO's. GAME moved from number 141 in 2019 to number 130 in 2020. The list is based on criteria such as innovation, sustainability and results.



## SHOE LIBRARY IN GHANA

7,807 children and youth attended GAME Zone practices in Ghana in 2019. But many of them didn't wear shoes at practice - they showed up in flip flops or bare feet. That's why Mo Tahir, who runs the local partner, DUNK, in Ghana, invented a 'shoe library'. Here, the children can borrow a pair of shoes, which they hand over again after practice.



## PARENTS' INVOLVEMENT

With the youth-led activities as a jumping-off point, GAME aims to strengthen local communities and the dialogue and social cohesion among community members. The involvement of parents is key and GAME is moving forward in developing different ways to reach out to and involve the parents. Here, parents are taking part in a fun practice in GAME Lebanon.



## REACHING OUT TO LOCAL COMMUNITIES

GAME's focus on social sustainability has taken GAME House Esbjerg out in the local community to introduce the concept of street sports and low threshold into active communities. Here local children are trying out a new, cool ramp which the team of GAME House Esbjerg built as part of a cooperative project for the area around Praestegaards-skolen (local school), so even more public places can be used for activities and positive communities.





### 70% OF THE POPULATION UNDER 30

In Somaliland, the Playmaker Program has started up GAME Zones in Hargeisa and Berbera with 45 Playmakers trained as coaches in street basketball and football. GAME's presence in Somaliland is necessitated due to an explicit lack of opportunities, especially for children, adolescents and youth under 30 years of age, who make up an astonishing 70% of the population.



### DEVELOPING GAME

Every year GAME's board and staff spends a week focusing on developing the organization. 2019 was dedicated to the UN Sustainable Development Goals, where concrete ideas and projects on how to incorporate the SDG Goals into GAME's daily work, were initiated. As a first step, GAME has signed the UN Sports for Climate Action Declaration.

### GAME GIRLS ZONE UBAH

In 2019, GAME worked hard to increase the number of girls at activities in all GAME countries. Together with partners our Playmakers have arranged practices for girls only. GAME Zone Ubah is one of the safe venues, where girls and women meet up to play street football and have fun together.



### MAKING STREET SPORTS GROW

The Danish Platform for Street Sports supports street sports in Denmark through financial support and counseling. In Beder, Denmark, a local street sport entrepreneur received a grant and mentoring on a project aimed to activate a local spot between two apartment buildings. Today, the children of the area skate, play basketball and play at the new spot.



### MONTHLY B-BALL TOURNAMENT

Basketball is not just a sport in Lithuania, it is a lifestyle. Maybe that is why the monthly basketball tournament in 'LOFTAS' in Vilnius has been received so well in one of the EU countries in the Erasmus + partnership YSSA. Around 100-150 young people show up every time for the event, where people come and play, support their friends and chill out. Together with the local partner, Lithuania Integracijos Centras, GAME runs weekly street sports activities in six zones in Kaunas and Vilnius.



### TUNISIA IN THE STARTING BLOCKS

In 2019, GAME laid the groundwork for a 2020 start of youth-led street sport activities in Tunisia. GAME has teamed up with like-minded local organisations, amongst others the youth-led organization IIDebate who sees a great potential for empowering and engaging new groups of youth and children through GAME's methods. Here, future GAME volunteers from four potential GAME Zones are taking the first steps toward meeting GAME's objective of bringing sports, skills and hope to children and youth in Tunisia.







**NATIONAL SANITATION DAY**

As part of GAME Ghana’s efforts to improve sanitation in communities, GAME’s Playmakers have joined the National Sanitation Day which takes place the first Saturday of every month. This involves cleaning of open gutters, sweeping the streets, fixing a neighborhood footbridge and much more. The initiative is led by the Ministry of Local Government and Rural Development.



**ROSKILDE FESTIVAL**

GAME was, once again, at Northern Europe’s biggest festival to activate the festival guests in a cool way. GAME’s Playmakers are always a big part of GAME’s participation at Roskilde Festival. Here, Ishara Kalamba and Khalil Abdeddaim use their experience from running weekly practices to invite festival guests into a diverse sports community with room for everyone.



**BOOKING AND CONFERENCES**

The GAME Houses in Copenhagen, Esbjerg, Viborg and Aalborg are perfect for meetings, conferences, events and workshops. The uniquely renovated industrial buildings provide a raw, asphalted framework for events. Here Google is using GAME House Aalborg as a conference venue.

**PLAYMAKER CAMP LEBANON**

Empowerment, life skills, teamwork, gender equality and street sports are part of the program at all GAME’s Playmaker Camps. Here, Lebanese Playmakers are filling out a large scale ‘practice planner’ which helps them organize their weekly street sports activities in the 13 GAME Zones they run in Lebanon.



**STREET GAME FESTIVAL**

All children and youth who love street sports are invited to local Street GAME Festivals in their local GAME Zone in Lebanon and Denmark. Street GAME is an extra special day in the Zone with activities in street basketball and street football, mixed with dance performances, street art, food and music. Here, a high five before a panna match at the Street GAME in Sin el Fil GAME Zone in Lebanon.

**SHORTLISTED FOR SDG AWARD**

In 2019, Street Sports Incubator in GAME Jordan and GAME House Viborg were shortlisted for the ‘Beyond Sport Global Awards’ in two categories: SDG #8: Sport for Decent Work and Economic Growth Award. SDG #11: Sport for Sustainable cities and communities.







### FIRST CYCLE OF STREET SPORTS INCUBATOR

The Street Sports Incubator is the first of its kind in the Middle East. It promotes entrepreneurial skills among youth in the field of street sports. Third place in the 'Initiative's Category' came up with an idea to integrate sports in disability centers. Amani, Rana and Ikhlas Al-shabattat received their award from the Minister of Youth, H.E. Mohammad Abu-rumman, at the award ceremony and head of GAME's local partner JYIF, Ali Haddad.



### GREAT HOSTING LOWERS THRESHOLD

With a total of 5,290 in 2019, the GAME House in Aalborg has the highest number of members. The 25-year-old Junior Coordinator, Jesper Seemann Serritzlew, always welcomes the members with a 'Hi, nice to see you again' from the reception, or with a basketball on the asphalt: *"I believe that the high membership numbers are due to our commitment to our members. We always make sure that one of us staff are on the asphalt to interact in opening hours. Great hosting is one of our most important tasks to make our members feel included and part of a positive community."*

### SUNDAY MEET-UP IN GREECE

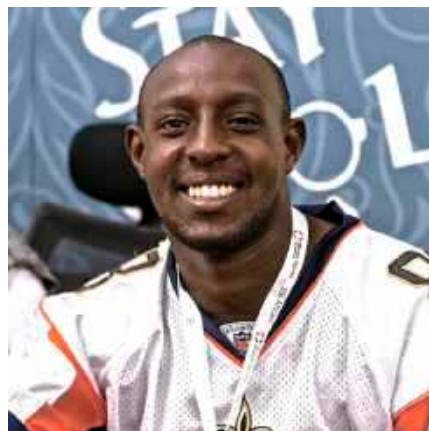
Sundays are good days in Thessaloniki in Greece for children and youth that like football. ARSIS, who is the local partner in the Erasmus+ Program 'Youth-led Street Sports for All', and their partner, Macedonia Football Clubs Association, arrange 'Sunday matches' in the GAME Zones. Here, children meet up and play football with others from around Thessaloniki. More than 40 children join every Sunday! On weekdays in Thessaloniki, ARSIS runs street sports trainings for local children, migrants and refugees in street basketball, street soccer, parkour and dance.



### VOLUNTEER OF THE YEAR

Mohammad Abdullah Naser Obeid is awarded 'Volunteer of the Year 2019' in all of GAME for his outstanding commitment and work with children and youth in GAME Zone Irbid in GAME Jordan. Every Friday, he travels one hour to join the weekly practices.

*"My dream is to have a GAME Zone in my city Al Mafraq. Many children around here, Jordanian and Syrians, would benefit from this opportunity, as we lack the proper activities and facilities here. I would travel all over the world to accomplish that, not only to the GAME Zone in Irbid."* says Mohammad.



### CONTAINER FOR SPORTS

The first GAME Box was launched in Malta in the beginning of 2019. Here, the local partner, MOVE Malta, placed an old shipping container at a college in Paola and transformed it into a hub for youth led street sports and culture for the Erasmus+ program that is a partnership between organizations in Denmark, Greece, Italy, Lithuania and Malta.



### NATIONAL DAY OF STREET SPORTS

In Denmark, the National Day of Street Sports had its five year anniversary in 2019. Throughout the whole country 46 different street sport actors celebrated street sports in their local areas where children had the opportunity to try skateboarding, panna, street basketball and a lot of other street sports. The whole event was organized by 46 local street sport actors and supported by GAME's Danish Platform for Street Sports. In total 22,936 people participated in the National Day of Street Sports.



# A LITTLE HIP-HOP A DAY KEEPS THE PROBLEMS AWAY

*Music is an important part of all of GAME's activities. DJ's are part of the program at every event in GAME and the volunteers bring music to all local practices. The GAME Urban Music School brings beat production and DJ skills to participants in all the GAME Houses.*  
Photo: Marianne Hjort



**Hip-hop can be playful and unpretentious: a microphone or a beat is a powerful platform for expressing yourself or for dialogue between people. A dream came true in 2019, when GAME Urban Music School came to life.**

Squeaking sneakers, bouncing balls and heavy hip-hop are the soundtrack to GAME's activities all over the world. Since 2003, street sports have been GAME's tool for social change, but music, and especially hip-hop, has always been a part of GAME's activities.

Out on the asphalt music is used as a way to let passers-by know that something is going down. And for the people already there, it sets the tone by creating an ambience and backdrop for the street sports activities. Sometimes it even functions as the main attraction when live acts are part of a GAME event.

Focus on diverse and gender balanced playlists, dj's and acts is an important part of music as a tool to work for gender equality in urban music.

In 2019 music got to play an even greater role in getting more children and youth to be a part of GAME with the launch of GAME Urban Music School in Denmark, supported by the Danish Foundation Tuborgfondet.

## LIFE SKILLS THROUGH MUSIC

GAME Urban Music School consists of sessions where young people get the opportunity to develop their skills in rap, dj'ing and beat production with other young people in their local communities.

The project aims to build and strengthen communities for young people around music and to develop the participant's life skills.

*"Street culture and music have the potential to reach those youth who find it difficult to settle into more traditional after-school activities. Often, this group is seeking a more flexible framework where the diversity and community are prioritized - and music as expression and identity carrier stands strong,"* explains Mikkel Selmar, head of GAME Facilities and Events.

*"A positive and inclusive music community provides the framework for individual change through success experiences, strengthened personal and social skills, which can also have an impact on, for example, school performance and other significant life dimensions,"* Mikkel says.

The project targets young people between the ages of 15 and 25 and has room for everyone across gender, background and knowledge of music. GAME Urban Music School is set-up in the four GAME Houses in Denmark and will help strengthen the urban music communities in the four cities. Several participants in GAME Urban Music School have already performed at local music events.

A survey conducted among the participants of the GAME Urban Music School in Aalborg and Copenhagen has already shown promising impact in the projects inaugural year as four out of five have improved their self-esteem, 75% have become better at working together with others and almost everybody have made new friends while participating in GAME Urban Music School. ■



# 10 RECOMMENDATIONS

## FOR ENGAGING MORE GIRLS IN POSITIVES SPORTS COMMUNITIES

Make sure the girls feel **invited** to the activities

**Adapt activities** to local context and needs

Support diversity by understanding **culture specific barriers**

Use **comfortable, safe and nearby** locations

Involve **female role models** as coaches

Involve the **girls as co-creators** of the activities

Create opportunities for the girls to cultivate their **friendships**

Remove the feeling of **performance pressure**

Make the girls experience **progression**

Create trust in the activities amongst **parents**

---

The existence of gender inequality in sports is well documented. According to WHO 85% of adolescent girls globally do not meet the current recommendations of physical activity. Also, girls with minority background have a significantly lower participation rate in sports and physical activity than their peers.

This imbalance calls for rethinking how we develop, design and organize activities in order to make sure that all girls can find their way to positive communities.

GAME has used an explorative approach and gathered knowledge about girls' leisure time, their motivational factors and needs, as well as what barriers that may arise when it comes to sports participation. On that background we have developed 10 recommendations for engaging girls who is currently not active. We have taken the outset in underserved communities around Denmark where a majority of the girls have minority background.

**For more on the recommendations, go to [www.game.ngo](http://www.game.ngo)**



# FINANCIAL STATEMENT

	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>INCOME</b>	<b>EUR</b>	<b>EUR</b>	<b>EUR</b>
Ministries	703,223	459,092	630,664
Municipalities	766,602	948,886	1,029,469
Other local funding	24,566	12,735	0
Membership fees and payments	74,206	178,165	181,705
Event income	23,622	10,397	58,220
Rental income	236,203	168,354	220,078
Sponsors	71,049	61,059	50,581
Foundation and grants	2,057,005	2,135,466	2,277,681
Other income	102,679	75,167	99,652
<b>TOTAL INCOME</b>	<b>4,059,155</b>	<b>4,049,321</b>	<b>4,548,051</b>
<b>EXPENSES</b>			
Personnel	1,544,272	2,329,376	2,675,030
Buildings	178,124	139,078	166,863
Miscellaneous activities	484,742	258,860	390,116
Playmaker	68,821	76,803	73,984
GAME Zones	50,765	153,974	43,704
Street GAME	65,032	87,728	56,137
GAME Finals	52,021	43,573	67,181
Friendships on Asphalt	-	40,729	56,885
Exchanges	7,615	5,364	10,453
Street sports facilities	652,295	5,960	9,872
Research & development	-	137,871	134,430
Knowledge sharing	4,971	19,213	77,077
Communication	79,707	121,346	121,866
Micro grants	564,941	457,346	471,520
Administrative costs	208,641	158,176	165,004
<b>TOTAL EXPENSES</b>	<b>3,961,949</b>	<b>4,035,397</b>	<b>4,520,124</b>
<b>RESULT</b>	<b>97,206</b>	<b>13,924</b>	<b>27,927</b>

# BALANCE

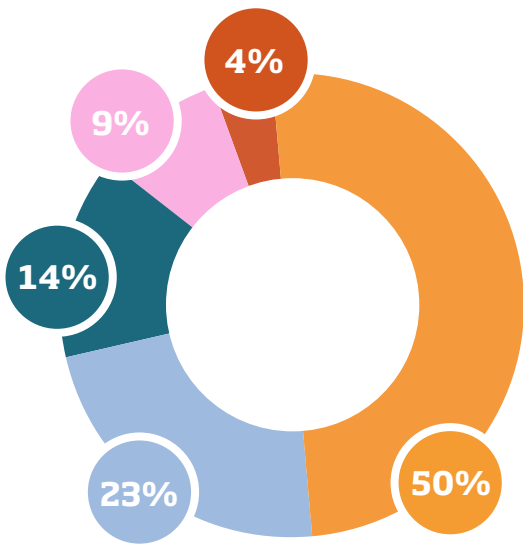
	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>CURRENT ASSETS</b>	<b>EUR</b>	<b>EUR</b>	<b>EUR</b>
Inventory	6,512	6,544	8,422
Total receivables	185,570	712,679	464,618
Liquid assets	2,250,288	1,173,354	1,374,500
Total current assets	2,442,370	1,892,577	1,847,540
<b>TOTAL ASSETS</b>	<b>2,442,370</b>	<b>1,892,577</b>	<b>1,847,540</b>
<b>EQUITY LIABILITIES</b>			
Contributed capital	252,616	349,822	363,296*
Results brought forward	97,206	13,925	27,927
<b>TOTAL EQUITY</b>	<b>349,822</b>	<b>363,747</b>	<b>391,223</b>
<b>LIABILITIES</b>			
Other debts	0	0	59,764
Providers of goods and services	2,580	3,319	1,726
Other debt	134,399	202,112	136,595
Advance payment	1,955,569	1,323,399	1,258,232
Debt obligations			
Total liabilities	2,092,548	1,528,830	1,456,317
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>2,442,370</b>	<b>1,892,577</b>	<b>1,847,540</b>

## TOTAL INCOME FROM GAME AND BRANCHES

GAME	4,548,051
GAME LEBANON	180,792
JOINT PROJECTS	-33,075
<b>TOTAL INCOME</b>	<b>4,695,768</b>

\*Discrepancies between years are due to fluctuations between DKK and EUR

# GAME 2019 IN NUMBERS

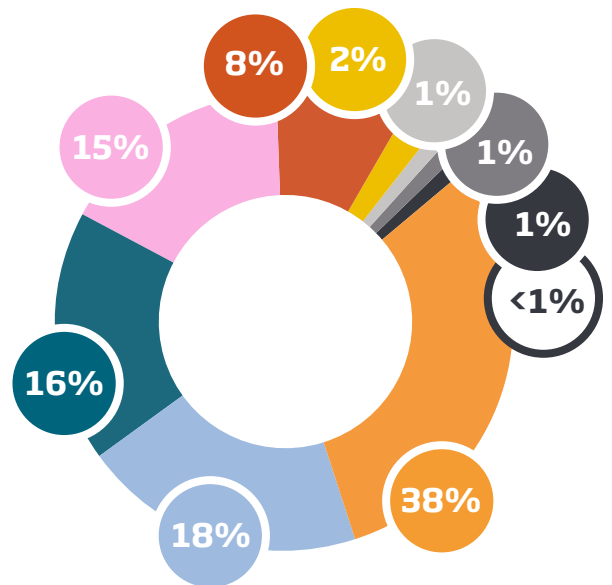


## INCOME

FOUNDATIONS:	2,277,681 EUR
MUNICIPALITIES:	1,029,469 EUR
MINISTRIES:	630,664 EUR
OTHER EARNED INCOME:	428,532 EUR
MEMBER & USER FEES:	181,705 EUR
<b>TOTAL INCOME:</b>	<b>4,548,051 EUR</b>

## EXPENSES

GAME HOUSES (DENMARK):	1,728,688 EUR
PLAYMAKER PROGRAM (DENMARK):	791,136 EUR
DANISH PLATFORM FOR STREET SPORTS:	754,953 EUR
SHARED COSTS (Administration, Communication & Fundraising)	665,847 EUR
JORDAN:	349,333 EUR
EUROPE:	102,401 EUR
SOMALILAND:	51,861 EUR
GHANA:	40,996 EUR
LEBANON:	29,650 EUR
TUNISIA:	5,261 EUR
<b>TOTAL EXPENSES:</b>	<b>4,520,124 EUR</b>



2,869,146 EUR

INCOME

**2016**

4,059,155 EUR

INCOME

**2017**

4,049,321 EUR

INCOME

**2018**

4,548,051 EUR

INCOME

**2019**



# THANK YOU!

WITHOUT YOU, WE COULDN'T HAVE DONE IT



any.cloud • Arla • Belbin • Microsoft • Podio • SOUNDBOX • Sympa • UNHCR • UNICEF

Fredensborg Kommune • Kolding Kommune • Gladsaxe Kommune • Struer Kommune • Sønderborg Kommune  
Holbæk Kommune • Høje-Taastrup Kommune • Ishøj Kommune • Aarhus Kommune • Odense Kommune • Næstved Kommune  
Langkærparken - Det Boligsociale Fællessekretariat • Partnerskabet Urbanplanen • Advice • Ashoka • BHJ Fonden  
Esbjerg Fonden • Kongens Enghave Lokaludvalg • Legat Lassen Richard

ANNUAL REPORT  
GAME ANNUAL REPORT  
GAME ANNUAL REPORT  
GAME ANNUAL REPORT  
GAME ANNUAL REPO  
GAME ANNUA  
GAME

## GAME

GAME is working for social change through youth-led street sport and culture in Denmark, Ghana, Greece, Italy, Jordan, Lebanon, Lithuania, Malta, Somaliland and Tunisia.

GAME establishes innovative facilities and trains youth-leaders as coaches and role models in street sports and civil society.

**WE LOVE  
ASPHALT**  
*Game*

**Join us here:**

[GAME.ngo](#) 

[WeLoveAsphalt](#) 

[/GAMEinternational.com](#) 

[/GAME\\_international](#) 

[/company/GAMEinternational](#) 

[WeLoveAsphalt](#) 