



# LIVING FOOTBALL

June 2009

**SCORE4Africa**

# Vision

- LIVING FOOTBALL is SCORE4africa's legacy project
- Predicated on the idea that more people in Africa could make a living from football
  - Africa's number 1 sport
    - Viewing
    - Participation
  - Africa a 'player' in world game
    - African players significant in top leagues
- Social Enterprise development model
  - Partnerships
  - Investment
  - Enterprise
- 2010 World Cup in South Africa
  - African World Cup
  - Opportunity to leverage this and create maximum value



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# Aims

Drive development and reduce poverty through helping African entrepreneurs to **create jobs** in the **small business sector** around **football**.

Promote a **new paradigm** of development involving **partnership, investment** and **enterprise**.

Maximize **the job creation** and **economic impact** of the 2010 World Cup in South Africa and **across the continent**.

# Current Situation

- Premier League most watched competition
- A community activity
  - Few can afford Vsat connection subscription & generators
- Most people watch matches in informal bars/shabeens
  - Pay a fee
- Local leagues TV audiences declining
  - Local football less economically viable
- Financial insecurity adversely impacts game, governance
  - Dependent on interest of state & how much local elite like football



# Opportunity



- LIVING FOOTBALL Community Hubs
- Linked to (co-owned) by local football clubs
- Viewing Centres
  - World Cup (short term)
  - Premier League, Champions League, Ligue 1, etc (medium term)
  - Local national leagues
- Vsat for satellite TV = internet connection
- Internet access invaluable communal resource

# Opportunity II

- Hub run as social enterprise
  - Internet cafe
  - Viewing centre
    - Club member free = increase club membership
    - Non-members pay fee
  - Food & beverage sales
  - Support centre for local entrepreneurs
- Surplus to club
  - Increased financial viability
  - Strengthen national game at grassroots (long-term)
- Ideal for 3<sup>rd</sup> Sector & other partners to deliver services to community
  - Hub focus for community, so easy access
  - Internet allows access to information online
  - Easy to bolt-on to Hub
- Social enterprise incubator
- Easily replicable
- Allows local variation

# Hub = Partnership nexus



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- Local community fully engaged
  - Staff recruited locally
  - Local schools, NGO's & community groups given discounted or free access to internet & other resources
- Focus for development partners to engage community



# Cost & Operations

- £35k per Hub
  - Vary by country
    - Legal business environment
  - £17.5k to establish
  - £7k operating capital
  - £7.5k training, monitoring & evaluation
  - £3k contingency
- 5 staff per Hub
  - Recruited locally
  - Local entrepreneurs bolt-on services & goods
- Self-liquidating in 3 years
  - Bulk buying discounts
  - Support ‘in kind’
- Venture philanthropy basis
  - ‘Investors’ exit with initial capital after 3 years
  - Preferential interest rates
- SCORE4africa acts as nexus. Engage banks, other funders & 3<sup>rd</sup> Sector

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# Pilot



- SCORE4africa partnering with CBF to pilot LF Hubs
- CBF establishing league in Sierra Leone
  - 48 teams
- 5 LIVING FOOTBALL Hubs
  - Cities & major towns
- Objective to make clubs in CBF league self-sufficient
  - Establish baseline study
  - Proof of concept

# Getting involved

- Corporate social investment
- Support a LF Hub
  - Invest in a LF Hub
  - Provide equipment, expertise & other resources
- Twinning
  - Football clubs can twin with LF Hubs
    - Resources
    - Coaching
- Mentor a player/team
  - Football skills
  - Education & lifeskills
- Adopt a LF Hub
  - Individuals & business can 'adopt' the staff of a specific LF Hub
    - Business mentoring & training
      - Online
      - Visits

# Target countries

- DRC
- Ghana
- Lesotho
- Nigeria
- Rwanda
- Sierra Leone
- South Africa
- Swaziland
- Tanzania
- Tunisia
- Uganda

