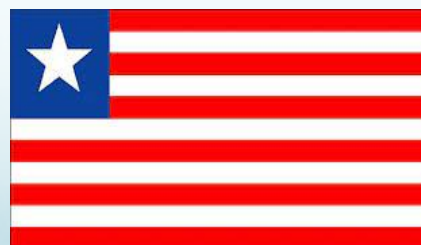


NATIONAL SPORTS INSTITUTE

Complexe Georges Weah

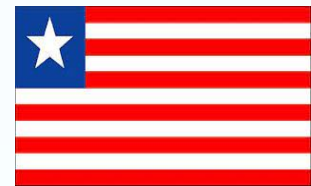
ILE DE BALI



Demain s'invente maintenant



PROJET



❑ VISION

- Become the sports benchmark integrating the moral, social and cultural values that will contribute to the promotion of human

❑ BUSINESS MODEL

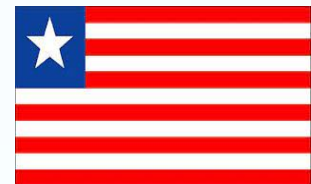
- Build a socio-economic model promoting the development of the sport ecosystem in Liberia with international influence

❑ PRESENTATION OF THE PROJECT

- Ensure physical, mental and cultural health
- Initiate cultural recreational activities sports and school games
- Organize sports and recreational ecosystems
 - ❖ Develop mass, amateur sport and initiate elite Sport
 - ❖ Implement sports economic activities
- Establish and build the National Institute of Sports and Physical Education of Liberia



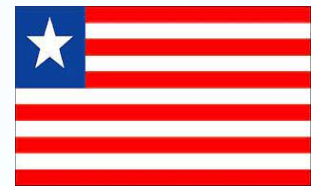
AREAS OF STRATEGIC ACTIVITIES



BUSINESS	DEVELOPING SPORT AND RELATED ACTIVITIES	
Strategic Areas of Activity (DAS)	Initiate elite sport Develop mass and amateur sport	Create sporting economic activities
Key factors of success (FCS)	• Youth craze • Political will and Potentialities	• Current investment • Knowledge of the activity
Competitive advantages (AC)	• Integrative project with the population	• Innovative project in its conception in Liberia
Differentiating factors	• Knowledge of the international sporting environment	• International partnerships • Skills and qualifications of the promoter



STRATEGIC AXES



❑ SPORT AS A LEVER FOR SOCIO-ECONOMIC DEVELOPMENT

- Build and implement a genuine national and regional sports policy based on Four fundamental pillars
- **Train and inform:** students, future management managers, sports technology and sports leaders in the requirements of professional sport
- **Good governance:** reinventing governance and economic models
- **Sports and economic performance**
- **A productive and profitable industry, creating jobs and wealth**

❑ EDUCATE THROUGH SPORT

- Massively deploy local sports and socio-educational infrastructures through sport
- Promote "sport for all and for all"
- Invest in human capital,
- Make mass sport the engine of the economy

❑ CREATE A NATIONAL AGENCY FOR SPORT

- Ensure the regulation of the sector
- Ensure the effective implementation of the sports policy decided

❑ CREATE A NATIONAL INSTITUTE OF LEADING SPORTS EXCELLENCE

- Reshaping the island of BALI
- Strengthen regional collaboration
- Strengthen and develop specialized training for sports study executives
- Ensure the education and health of athletes and provide them with a satisfactory standard of living
- Offer specific services, seminars, meetings, etc. Duplicate in countiesPartnerships:
High competition requires the establishment of a detection

❑ PROMOTE SPORTING ACTIVITIES

- Make the sports sector a real productive and profitable industry, creating jobs and wealth
- Make mass sport the engine of the economy
- Develop sports-entertainment and its media coverage

☐ DEVELOP SPORTS, RECREATIONAL AND CULTURAL ACTIVITIES

- Develop physical and recreational education and strengthen social cohesion
- Promote the retention of young people in the education system through sport and create social links working for the reconstruction of the country

☐ STRENGTHEN SKILLS

- Education, training, sports coaching experts and sports executives

☐ DEVELOPING HIGH-LEVEL SPORT

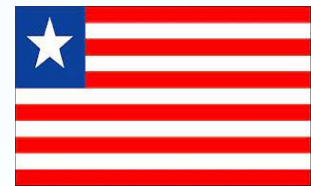
- Prepare athletes to perform in major competitions Strengthen high-level training and promote the emergence of managerial expertise
- Ensure the health and school and university education of athletes

☐ ENSURING EQUITY OF ACCESS TO ESSENTIAL SERVICES

- Creating hope for all through sport
- Enable the population to lead a decent life



PLAN SOCIO-ECONOMIQUE ET SPORTIF

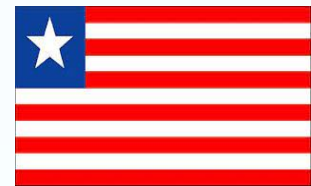


❑ MAKE SPORT A REAL LEVER FOR DEVELOPMENT

- Create and Build a national institute of cutting-edge sports excellence
 - ❖ Develop high-level sport
 - ❖ Bringing together Liberia's best athletes
 - ❖ Specialized health center
- Create 57 mini-zones (ZSP) sports, local, recreational and cultural
 - ❖ A sports platform, lit with a solar generator made in Liberia (charging phones)
 - ❖ A health dispensary (if not existing)
 - ❖ Agricultural land for shared gardening (depending on possibilities)
 - ❖ According to possibilities: Agri-food manufacturing activities
- Propose a sports project and a development strategy for Liberia: sports and organizational culture and real motivations for the promotion of sport
- Skills enhancement: Training, management
- Organize inter-district competitions "challenge of solidarity activities »
- Adapt educational policies by developing sports practice (EPS) and recreational activities
- Develop sports tourism, a booming market



SOCIO-ECONOMIC AND SPORT PLAN



❑ HUMANIST AND SPORTY

- Raise awareness among stakeholders of the impacts of a sports development policy
- Make youth entrepreneurship a priority
- Encourage CSR in companies by encouraging them to create partnerships with young entrepreneurs in sports activities
- Massive deployment of local sports and socio-educational infrastructures

❑ PROJECTS – EVENTS

- Organize the sports conference in Monrovia
- Communicate on the sports sector
- Develop sports-entertainment and media coverage
- Implement socially marked sports leisure activities and untapped sports tourism

❑ FUNDING

- Encourage private investment and the deployment of public-private partnerships
- Set up a "Sports Fund »
- Develop profitable economic sectors in the form of taxes ex Sports betting market
- Establish a regulatory role for the state, guarantor of good governance
- Create a national sports agency

DEVELOPMENT OF SPORTS ACTIVITIES IN LIBERIA

GOVERNANCE



STATE

Projet sportif
15 Counties
68 districts

HIGH LEVEL SPORT

MASSE SPORTS

TRAINING

PEOPLE

PARTNERSHIP

BALI INSTITUTE SPORT

- LEADING NATIONAL INSTITUTE OF SPORTS EXCELLENCE
- Develop high-level sport (Football, Volleyball, and then swimming, basketball)
- High level training and training
- Sports conference in Monrovia

ECONOMIC DEVELOPMENT

- MINI SPORTS AND RECREATIONAL ZONES of proximity (ZSP) with health, energy, water
- Entrepreneurship and business creation
- Access to sports tourism
- Promote and Market the sector

SKILL REINFORCEMENT

- EDUCATIONAL POLICY
- Technical sports training
- Teaching units Schools, universities, Clubs, etc.
- Managerial expertise in sports management (clubs, etc.)

SOCIAL DEVELOPMENT

- LOCAL INFRASTRUCTURE (ZSP) and health
- Raise awareness
- Communicate
- Recreational activities around sport
- "Solidarity activity challenges" competitions

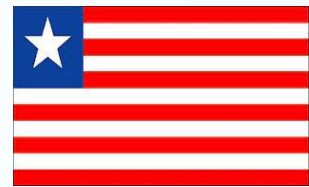
SOCIO SPORTS ECONOMIC MODEL

Decentralized – international
FINANCING

International federations
Local companies, sports betting, etc.



HOW TO CONCLUDE ?



To those who will tell you that this is a sweet unrealistic utopia, because they are fossilized in their certainties, their fears and their selfishness, do not hesitate to answer that:

THE WORST OF POLLUTION IS THAT OF THE MIND

"If your only tool is a hammer: all problems for you will look like nails" (Mark Twain)

Thank you for your attention