

5/16/2013



UN Development Programme Brazil - Brasilia

Project ID: 00073849
Project Title: MAP - Social Inclusion through Sports
Start Year: 2013
End Year: 2014
Implementing Partner: Direct Execution

| Budget (US\$) as of Last Revision on 13-May-13 | | |
|--|-----------------------------------|------------|
| Donor | Fund | Amount |
| PRIVSECT | 68125 Advocacy mobn prtshp povrty | 175,000.00 |
| Total Budget (2013 and Beyond) | | 175,000.00 |
| Total Expenditure (2012 and Prior) | | 0.00 |
| Award Total | | 175,000.00 |
| Unprogrammed/Unfunded | | 0.00 |

Responsible Party: UNDP

Revision Type: Initial Project Approval


Brief Description:

According to UNDP Brazil Programme (CPD) for the 2012-2015 cycle, the current focus of work in the country is to promote the continuous support to the Brazilian Government in the key-areas: achieving the MDGs with a particular emphasis in reducing inequality; strengthening the capability to integrate sustainable development and productive inclusion in order to reduce poverty; bigger support to public policies aimed at reducing vulnerability to violence; and South-South cooperation with emphasis in the development of capacities through a political advisory process that is able to aggregates value, promote advocacy, knowledge management and support to strategic projects management.

In view of the big events to happen in Brazil, namely the Confederations Cup (2013), FIFA Soccer World Cup (2014) and the Olympic Games (2016), it is expected the opportunity to promote a bigger social inclusion through sports and through inclusive sustainable development initiatives. The initiatives hereby presented are directly related to UNDP core mandate (which is to eradicate poverty) and to the national priorities, being shared between the country and the organism for the next years.

Thus, this project aims to promote social inclusion and poverty reduction through sport. Its main products are:

1. Institutional Strengthening of the Sport Network for Social Change;
2. Social inclusion projects within the Sport Network for Social Change (REMS) ;
3. National Games for Social Inclusion; and
4. Effective Project Management

Agreed by: Jorge Chediek 
Agreed by: Resident Representative
Agreed by: UNDP
Date: 13-May-13

I. SITUATION ANALYSIS

In 2000, world leaders made the commitment to achieve the Millennium Development Goals, a set of eight goals aimed at making the world a more just, caring and better place to live. This set includes the main goal which is to reduce extreme poverty by half until 2015.

To help publicize its mandate, UNDP counts with the support of artists, celebrities, intellectuals, athletes, singers who dedicate their time and use their image standing in front of the public to represent international humanitarian causes. Despite differences in their careers, the Good Will Ambassadors have in common their disposition to use their time and influence in order to help people in vulnerable situations.

The UNDP Good Will Ambassadors Ronaldo Nazário and Zinédine Zidane, worldly renowned former soccer players, use their potential to draw public and media attention to the MDGs by participating in the soccer match called "Match Against Poverty", an event that has been happening yearly since 2003. Each ambassador is the captain for each team. This match, which attracts more than 30.000 people and is television broadcasted to several countries, has the goal to pass on a strong message: "let us all unite to end poverty".

The net income acquired from tickets sold to the match is used to fund development projects that focus on social inclusion, eradicating poverty and empowering people. This initiative aims to directly support projects that contribute to the mitigation of poverty in some of the most affected areas in Latin America, Asia, Africa and Eastern Europe.

For the first time since 2003, the Match Against Poverty will happen outside Europe. On December 19th, 2012 friends of the UNDP Good Will Ambassadors Ronaldo Nazário and Zinedine Zidane will meet in Porto Alegre, at the Grêmio Stadium, to play one more match in favor of eradicating poverty. The net income collected will revert to actions to fight poverty in Brazil: despite progress achieved during the last years, the absolute numbers of the Brazilian population living under extreme poverty still sum up to 16 million.

II. STRATEGY

According to UNDP Brazil Programme (CPD) for the 2012-2015 cycle, the current focus of work in the country is to promote the continuous support to the Brazilian Government in the key-areas: achieving the MDGs with a particular emphasis in reducing inequality; strengthening the capability to integrate sustainable development and productive inclusion in order to reduce poverty; bigger support to public policies aimed at reducing vulnerability to violence; and South-South cooperation with emphasis in the development of capacities through a political advisory process that is able to aggregate value, promote advocacy, knowledge management and support to strategic projects management.

In view of the big events to happen in Brazil, namely the Confederations Cup (2013), FIFA Soccer World Cup (2014) and the Olympic Games (2016), it is expected the opportunity to promote a bigger social inclusion through sports and through inclusive sustainable development initiatives. The initiatives hereby presented are directly related to UNDP core mandate (which is to eradicate poverty) and to the national priorities, being shared between the country and the organism for the next years.

Thus, this project aims to promote social inclusion and poverty reduction through sport. Its main products are:

1. Institutional Strengthening of the Sport Network for Social Change

The Sport for Social Change Network (REMS) is a global initiative of Nike, which began in Brazil in 2007 through a UNDP project, whose mission is the recognition and promotion of sport as an essential tool for social and community development. Shares of Network involve the training of third sector organizations related to the field of sport and development; increasing number of sport and development programs; supporting innovative experiments that demonstrate how sport can be an effective strategy for social development , among others.

The REMS currently has about 50 NGOs related to sports and other areas of development (such as safety, health, gender, people with disabilities, among others), and its final target audience is about 50 thousand people, mostly residing in vulnerable areas of Brazil.

Product 1 is designed to prepare members of social organizations from REMS for the new National System of NGOs which will be released by the Brazilian government after the approval of the new regulatory framework for the third sector.

2. Social inclusion projects within the Sport Network for Social Change (REMS)

The product 2 provides launching bids to finance activities undertaken by NGOs REMS members regarding the issues i) social inclusion and ii) persons with special needs. The bids will be disseminated among the members of REMS and their proposals will be evaluated by a committee composed of representatives of UNDP, the Secretariat of the Network, government representatives and partners coordinating games. It will also create a mechanism to monitor and evaluate the actions undertaken by NGOs selected. The best experiences are systematized later to be spread to national and international levels.

3. National Games for Social Inclusion

Given the number of sports professionals (active or retired) engaged in the social area in Brazil, there is interest to launch a local initiative of the National Games for Social Inclusion. The experience will bring together athletes divided between national teams of Ronald and Cafu and net income of the game will revert to actions to combat poverty in the country.

4. Effective Project Management

This result provides actions for management, monitoring and evaluation of the project as well as the communication actions necessary for the smooth progress of the project.

Project duration is of 18 months, so UNDP Brazil expects to finish the proposed activities until December 2014.

The main beneficiary of this Project is the Sport Network for Social Change (REMS), since all its 50 members will take part of the capacitation trainings provided by the Project and 5 of them will have a social program financed in its scope. The number of beneficiaries will be increased with the implementation of the initiatives foreseen in the referred social programs. Also, the results of the National Games for Social Inclusion can also benefit a great number of poor people in Brazil.

III. MATRIX OF INCOME AND RESOURCES

| PRODUCTS EXPECTED | GOALS OF PRODUCT | INDICATIVE ACTIVITIES | RESPONSIBLES | INPUTS / RESOURCES |
|--|--|--|--------------------|--------------------|
| <p>Product 1 - Institutional Strengthening of Sport for Social Change Network</p> <p>Ground Zero: no regulatory system of NGOs in Brazil</p> <p>Indicators: NGOs REMS able to act in line with the new regulatory framework for social organizations in Brazil</p> | <p>Goals 2013 - 100% of the REMS NGOs trained to act in line with the new National System for NGOs</p> | <p>1.1 Hiring consultants; 1.2 Prepare guiding booklet; 1.3 Conduct workshops; 1.4 Organize meetings with the government agencies responsible for this thematic.</p> | <p>UNDP Brazil</p> | <p>USD 40,000</p> |
| <p>Product 2 - Projects of social inclusion within the Sport for Social Change Network</p> <p>Ground Zero: To date the Network has benefited from no resources to finance the activities of its members</p> <p>Indicators: Number of projects undertaken and the number of beneficiaries served</p> | <p>Goals 2014 - Start at least 5 projects of social inclusion within the REMS</p> | <p>1.1 Develop bid; 1.2 Launch bid; 1.3 Form Technical Committee to analyze the proposals received; 1.4 Establish contract / agreement with the selected NGOs; 1.5 Form a Technical Committee for Monitoring and Evaluation to supervise the developed activities.</p> | <p>UNDP Brazil</p> | <p>USD 60,000</p> |

| | | | | |
|--|---|--|--------------------|-------------------|
| <p>Product 3 – National Games for social inclusion piloted (friends of Ronaldo vs. friends of Cafú)</p> <p>Ground Zero: No UNDP Brazil previous experience of holding an event of this nature</p> <p>Indicators: one “national game for social inclusion” per year</p> | <p>Goals 2013 - Make the 1st National Game for Social Inclusion</p> | <p>1.1 Select the company to organize the event;</p> <p>1.2 Establish strategic partnerships to support and sponsorship of the Game;</p> <p>1.3 Develop a new model for organizing the event, seeking to establish differences regarding charity football event already held in Brazil;</p> <p>1.4 Establish agreements with government agencies and the media to promote the event;</p> <p>1.5 Conduct the event;</p> <p>1.6 Define criteria to use the funds raised and monitor its application.</p> | <p>UNDP Brazil</p> | <p>USD 40,000</p> |
| <p>Product 4 - Effective Project Management</p> <p>Ground Zero: no hired staff to manage the project</p> <p>Indicators: Project managed, monitored, recorded and disseminated, as the rules of UNDP</p> | <p>Goals (2013): the project management team formed;</p> <p>Goals (2014): successful experiences recorded and disseminated.</p> | <p>1.1 Define, select and hire the team manager of the project, including the team responsible for communication</p> <p>1.2 Draw communication strategy;</p> <p>1.3 Develop promotional material for the project actions;</p> <p>1.4 Conduct monitoring and evaluation missions.</p> | <p>UNDP Brazil</p> | <p>USD 35,000</p> |



*Empowered lives.
Resilient nations.*

Minutes – Project Appraisal Committee Meeting – MAP 2012 funds

3 May 2013

The Project Appraisal Committee (PAC) met on 2 May 2013.

Present: Petra Lantz, Fabien Lefrançois, Nancy Bourquin, Aziyadé Poltier-Mutal, Salwa Al-Dalati (rapporteur).

Absent: Kelly Papadaki

A Project Appraisal Committee (PAC) reviewed details of a project proposal “Social Inclusion through Sports” submitted by the UNDP Country Office of Brazil,

The UNDP office in Brazil was informed that grants from the proceeds of the Match Against Poverty could be considered for a maximum amount of USD 175,000.

After careful consideration and evaluation of the project, the members of the PAC agreed on the relevance of the activity because of its focus on the Sport Network for marginalized youth and social inclusion. The Committee took note of the fact that the aim of the project is to achieving the MDGs with a particular emphasis in reducing inequality; strengthening the capacity to integrate sustainable development and productive inclusion in order to reduce poverty; enhanced support to public policies aimed at reducing vulnerability to violence; and enhancing South-South cooperation.

Having favorably considered the whole initiative which fulfills approval requirements, the PAC is however proposing to request the UNDP Office in Brazil to provide additional information on the number of projects undertaken and the number of beneficiaries served.

The Committee unanimously agreed that:

- the first installment amounting to USD 100,000 be transferred once the requested information is received
- the second tranche, totaling USD 75,000, to be paid out upon the receipt of the first report on the project.

**A project presented by Brazil Country Office MAP 2012-
Inclusion through sports**

Social

| Selection criteria | Points | |
|------------------------------|---------------|-----------|
| 1. Support vulnerable groups | 20 | 18 |
| 2. Relation to MDG 1 | 20 | 15 |
| 3. Number of beneficiaries | 30 | |
| 4. Duration of the project | 20 | 15 |
| 5. Counterparts | 10 | 8 |
| TOTAL | 100 | 56 |

Date: 3 May 2013

Name: Petra Lantz, Fabien Lefrançois, Aziyadé Poltier, Nancy Bourquin



Annual Work Plan

Brazil - Brasilia

Project: 00073849

Project Title: MAP - Social Inclusion through Sports

Year: 2013

Report Date: 5/16/2013

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UNDP - BRASIL

| Output | Key Activities | Timeframe | | Responsible Party | Planned Budget | | | | |
|---|-----------------------------|-----------|----------|-------------------|----------------|----------|--------------|--------------------------------|-----------|
| | | Start | End | | Fund | Donor | Budget Descr | Amount US\$ | |
| 00086470 MAP-Social Inclusion via Sport | Effective Project Manageme | 1/5/13 | 31/12/14 | UNDP | 68125 | PRIVSECT | 75100 | Facilities & Administration | 1,144.86 |
| | | | | | 68125 | PRIVSECT | 71300 | Local Consultants | 12,000.00 |
| | | | | | 68125 | PRIVSECT | 71600 | Travel | 4,355.14 |
| | Institutional Strengthening | 1/5/13 | 31/12/14 | UNDP | 68125 | PRIVSECT | 71600 | Travel | 5,000.00 |
| | | | | | 68125 | PRIVSECT | 71300 | Local Consultants | 12,000.00 |
| | | | | | 68125 | PRIVSECT | 75700 | Training, Workshops and Confer | 10,383.18 |
| | | | | | 68125 | PRIVSECT | 72100 | Contractual Services-Companies | 10,000.00 |
| | National Games | 1/5/13 | 31/12/14 | UNDP | 68125 | PRIVSECT | 75100 | Facilities & Administration | 2,616.82 |
| | | | | | 68125 | PRIVSECT | 71300 | Local Consultants | 12,000.00 |
| | | | | | 68125 | PRIVSECT | 71600 | Travel | 5,000.00 |
| | | | | | 68125 | PRIVSECT | 75100 | Facilities & Administration | 2,616.82 |
| | | | | | 68125 | PRIVSECT | 75700 | Training, Workshops and Confer | 10,383.18 |
| | | | | | 68125 | PRIVSECT | 72100 | Contractual Services-Companies | 10,000.00 |
| TOTAL | | | | | | | | 97,500.00 | |
| GRAND TOTAL | | | | | | | | 97,500.00 | |



Annual Work Plan

Brazil - Brasilia

Project: 00073849

Project Title: MAP - Social Inclusion through Sports

Year: 2014

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UNDP - BRASIL

| Output | Key Activities | Timeframe | | Responsible Party | Planned Budget | | | | Amount US\$ |
|---|------------------------------|-----------|----------|-------------------|----------------|----------|--------------|-----------------------------|-------------|
| | | Start | End | | Fund | Donor | Budget Descr | | |
| 00086470 MAP-Social Inclusion via Sport | Effective Project Managemen | 1/5/13 | 31/12/14 | UNDP | 68125 | PRIVSECT | 75100 | Facilities & Administration | 1,144.86 |
| | | | | UNDP | 68125 | PRIVSECT | 71300 | Local Consultants | 12,000.00 |
| | | | | UNDP | 68125 | PRIVSECT | 71600 | Travel | 4,355.14 |
| | Social inclusion Projects-RE | 1/5/13 | 31/12/14 | UNDP | 68125 | PRIVSECT | 71300 | Local Consultants | 12,000.00 |
| | | | | UNDP | 68125 | PRIVSECT | 75100 | Facilities & Administration | 3,925.23 |
| | | | | UNDP | 68125 | PRIVSECT | 71600 | Travel | 3,925.23 |
| TOTAL | | | | | | | | 40,149.54 | |
| GRAND TOTAL | | | | | | | | | 77,500.00 |



United Nations Development Programme

00073849 - 00086470 - MAP - Social Inclusion through Sports
Initial Budget Revision - 13-May-2013

Main Source of Funds: Advocacy mobn prtshp povrty
Executing Agency: DEX

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UNDP - BRISIL

| Acct | Donor | Fund | Total | 2013 | 2014 |
|-------|----------------|-----------------------------|--------------|-----------|-----------|
| 51005 | 00311 | 68125 | 163,551.41 | 91,121.50 | 72,429.91 |
| | Private Sector | Advocacy mobn prtshp povrty | | | |
| | | | Net Contrib. | 7.00 | 7.00 |
| | | | GMS. % | 6,378.50 | 5,070.09 |
| | | | GMS. | 97,500.00 | 77,500.00 |
| | | | Total | 91,121.50 | 72,429.91 |
| 51005 | C/S Total | ----- | 163,551.41 | 91,121.50 | 72,429.91 |
| | | | Net Contrib. | 7.00 | 7.00 |
| | | | GMS. % | 6,378.50 | 5,070.09 |
| | | | GMS. | 97,500.00 | 77,500.00 |
| | | | Total | 91,121.50 | 72,429.91 |
| | 00012 | 4000 | 0 | 0 | 0 |
| | | | Net Contrib. | 0 | 0 |
| | | | Total | 0 | 0 |

Luiz Jellen
UNDP - BR - SIC



United Nations Development Programme

C/S Schedule of Payments

Project: MAP - Social Inclusion through Sports

Atlas Project Number: 00073849

Atlas Output Number: 00086470

Main Source of Funds: Advocacy mobn prtshp povrty

Executing Agency: DEX

Budget Currency: USD

| Account | Fund/Donor | Year | Date | Budgeted Amount | Scheduled Amount | Balance |
|--------------------|-------------|------|------------|-------------------|-------------------|-------------|
| 51005 | 68125/00311 | 2013 | | | | |
| | | | 31/05/2013 | | 100,000.00 | |
| | | | | 97,500.00 | 100,000.00 | -2,500.00 |
| | | 2014 | | | | |
| 31/01/2014 | | | 75,000.00 | | | |
| | | | 77,500.00 | 75,000.00 | 0.00 | |
| Grand Total | | | | 175,000.00 | 175,000.00 | 0.00 |