

Sixteen Projects Selected for the FIFA/CIES International University Network Award 2022

A new record was achieved for the FIFA/CIES International University Network Award as by the end of the regulatory deadline CIES had received sixteen projects which will now compete for the twelfth edition of the competition. An international jury will announce the winning work on 24 February 2022.

Sixteen group works will participate in the twelfth edition of the FIFA/CIES International University Network Award 2022. As in 2020, students had to deal with the constraints caused by the continuing global pandemic. Indeed, for most of them, it was almost impossible to meet in the classroom to discuss and develop their project ideas together around a table. Most of the interactions, therefore, took place at a distance via screens. However, these new working methods did not prevent them from presenting varied project proposals. In 2021, the students were particularly interested in themes related to women's football, eSports, new technologies, volunteering, health, stadium management, as well as governance and education for sportsmen and sportswomen.

Created in 2011 on the initiative of the Universidad Católica Argentina, the FIFA/CIES International University Network Award aims to reward original work which further promotes the understanding of sport and also the development of innovative projects that can be implemented at continental, national, regional and local levels.

The sixteen projects selected by the CIES partner universities are:

Universidad Católica Argentina, Buenos Aires, Argentina

Mailén Castillo, María Díaz Guadalupe, Melisa Eugenia Naumann Gorga, Fernando Paredes

FANEX - #MiraComoJugamos – Integrated sports platform

To promote access to those sports which do not receive media attention and, therefore, a large part of the public attention. To bring these sport disciplines closer to their fans and spectators through information, geo-positioning and streaming.

Université Cheikh Anta Diop, Dakar, Senegal

Jeanne Yolaine Bikié Eone Etouke, Ousmane Diop Diallo, Tamberou Niane, Abdoul Aziz Mbodji

Elaboration of a business plan for multi-sports stadiums in Africa: Case of the Léopold Sédar Senghor stadium

To propose coordinated actions to enhance multi-sports stadiums in Africa and make them more profitable (leisure areas, physical and virtual shops, organisation of major competitions, implementation of alternative means of payment, virtual visits, strengthening of links with supporters, non-fungible tokens, etc.).

Universidad Santo Tomás, Santiago, Chile

Catalina Carmona, Javier Ulloa, Miguel Gaete, Yanira Gutiérrez

Fundación Retribuye Deportes – Reborn, a lifestyle

To respond to the changes in behaviour in contemporary societies (COVID-19 pandemic, sedentary lifestyle, sophistication of lifestyles, etc.) and their consequences (overweight, obesity, hypertension, diabetes, etc.). To provide young children with an integral development, taking care of their mental health and physical well-being, through the benefits of sport and a healthy lifestyle.

Nelson Mandela University, Port Elizabeth, South Africa

Moonira Ramathula, Hlalefeng Nelson Belesesi, Surprise Mhlohlomeng Moriri

WOMEN'S FOOTBALL - Grassroots girls football development - Access to participation for girls between the ages of 6-13

To present the current realities of grassroots football development for girls in South African women's football, in comparison with the highly successful 'Get Into Rugby' programme. To analyse how the same methodologies can be applied to increase the number of girls participating in grassroots football. To support the realisation of SAFA's Vision 2022 (to get 1M women involved in structured football) and to align with the national sport policy to increase the number of girls playing sport.

Cairo University, Cairo, Egypt

Ahmad Karem, Amr Adel, Angy Al-Gemayl, Maram ElKady, Seif Amer

EtawaḒ – To volunteer

To offer a platform that enables volunteers to apply easily and organisers to manage these applications before, during and after a sports event (application procedure, daily information, management of PCR tests, interaction between volunteers and their managers, online training, feedback, evaluation of volunteers' work, etc.).

Universidad de Costa Rica, San José, Costa Rica

Betsabé Barrantes Cruz, Kattia Campos Marín, Jonathan Carvajal Gorgona, Marienela Hernández Rodríguez

Management Manual for representative sports organisations at national level

To establish a management framework designed to maximise the resources of sports organisations in order to promote their growth. To establish the current status of the management of national representative organisations through ad hoc survey instruments. To provide sports managers and/or administrative staff with the appropriate or necessary tools for better management and productivity.

The University of the West Indies, Port of Spain, Trinidad & Tobago

Richard Goddard, D'Jhavae Cipriani, Rawle St. Louis

The Future of Futsal: Girls Play Too

To encourage girls aged 11-15 years old to play within the developmental structure established by the Trinidad and Tobago Football Association while increasing their abilities as football players. To bring Trinidad and Tobago's female futsal players to the forefront of the sport at the national level.

Universidad Rey Juan Carlos, Madrid, Spain

Daniela Maldonado, Juan Barrios, María Jesús Villodres, Santiago Miale, Yuriko Saeki

Goal5 - Platform for the training of women working in the sports industry

Creation of a digital platform for women working in the sports industry to further their education and thus enhance their employability (increased visibility, continuous learning, exchange of ideas, equal employment in the sports industry).

Fundação Getulio Vargas, Rio de Janeiro and São Paulo, Brazil

Beatriz Loduca Sivieri, Francisco Negreiros, Vitória Teixeira Cabral, Béatrice Caliani, Kelly Müller

THE FUTURE IS FEMALE: Ways to develop female soccer in Brazil and value its potential

To define how the current scenario of women's football in Brazil can be developed by promoting greater fan involvement, either through the practice of the sport or through its consumption as a media product.

Fundação Getulio Vargas, Rio de Janeiro and São Paulo, Brazil

Lucas Barroso, Rafael Fortes

Non-Fungible Tokens – NFT's: Possibility of Commercial Exploration by the Sports Industry – NFT's Project for the FIFA World Cup

To develop an NFT product in relation to the World Cup so that FIFA can strategically position itself in this market. To define a product that does not only generate immediate financial revenues but is also an instrument to develop football.

Universidad Metropolitana, Caracas, Venezuela

Sabrina Suárez, David Cárdenas, Nicolás Rodríguez, José Antonio Quintero, Carlos Martínez

Project to develop the P.A.N camp to the FIFA21 eSports modality and create the first P.A.N eSports team in Venezuela

Following the COVID pandemic, to highlight an initiative that contributes to the development of sport in Venezuela, taking into account new avant-garde models of sport management (eSports). To adapt the Polar company's P.A.N. camps to the "virtual way of life" in the form of eSports.

Universidad San Martín de Porres, Lima, Peru

Patricio Renato Ampuero Figueroa, Mario Francisco Carrasco Castillo, Fernando Miguel Eslava Mendoza, Diana Carolina Lopez Silva, Hever Giovanni Valdiviezo Montano

"Cracks" Bluetooth earphones

To bring to the market an alternative to bluetooth earphones for fans and/or supporters to satisfy their need for connectivity and portability, while at the same time allowing them to identify with their favourite club and strengthen their emotional bond with it.



CENTRE
INTERNATIONAL
D'ÉTUDE DU SPORT

Higher School of Economics, Moscow and Saint Petersburg, Russia

Svetlana Kokorina, Vladymir Gabulov, Sergey Rasulov, Marta Izotova, Egor Posadkov

Skill Pro – New Educational Methodology beyond Sports

To propose an educational product (digital application) improving the quality of the sport education system in Russia through a programme based on the development of soft skills in athletes, related to important themes (doping, collaboration with sponsors, diversity, inclusion, social media, finance, image, etc.).

Kozminski University, Warsaw, Poland

Marta Przywara, Kornel Kurzątkowski

Organisation of a Polish Nationwide Educational-Outreach Campaign promoting Women's Sports - Example of Sports Clubs from Łódź

To implement a social campaign to contribute to the popularisation of women's sport and to transmit important social values such as fair play, respect, cooperation, etc. Organisation of joint activities by four sports clubs in Łódź (Poland), active in three different disciplines, namely football, basketball and volleyball.

Mahatma Education Society's Pillai Institute of Management Studies & Research, Mumbai, India

Darni Carapurcar, Tharakesh Dharumaraj, Niranjana Raju, Shubham Ruhela

A Study of the existing and emerging business models in the Indian eSports Ecosystem

To provide an overview of 4 eSports business models that exist or are emerging in India and the potential they represent. To propose a hybrid business model for future entrepreneurs in the domestic eSports market.

Universidad de Las Américas, Quito, Ecuador

Gustavo Silikovich, José Antonio Fábara, Carlos Morán, Enzo Sgaravatti

Full training for footballers - Prepare them for the next day

To avoid the "frustrated footballers' career" and provide an option for them to access quality education that gives them the tools to lead a life after football. To design an educational plan that is adaptable to clubs and players with specific sporting and academic skills so that they have the opportunity to access quality education in a healthy environment.