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BOA VISTA INTERNATIONAL CONFERENCE OF PARTNERS 2023 (CIP23)

Cabo Verde's Sports Platform Program Strategic Note

VISION

Cabo Verde Sport's Platform, through the **Educare Nos Campus Program** has a macro-vision of the PEDS II which is "By 2026 Cabo Verde will be an advanced democracy, a dynamic economy, in digitization and diversification, an inclusive Nation, integrated in the ECOWAS, with shared prosperity, high international prestige and a source of pride for all." The vision for sports, to be implemented by the IDJ, reflects the Government's policy to **Transform Cabo Verde into an International Sports Platform**, investing in the massification of sports, in the promotion of National School Games, in the formalization, qualification and specialization of human resources, as well as investing in certified infrastructures, while promoting major international sporting events and guaranteeing national representations in international competitions of high value and sports merit. To support the Government's vision, the creation of Cabo Verde's Anti-Doping Laboratory, will place the country as the second in Africa and on the restricted map of the few countries in the world with Anti-Doping Laboratory accredited by the World Anti-Doping Agency (WADA). This Accreditation will have a great impact on the promotion of the country's international image and will have a tremendous impact in attracting Major Sports Events Organizations. Sports diplomacy and international cooperation, externally and internally, cross-sectoral political cooperation are important components of this strategic vision, such as Sports-Tourism, namely active tourism, maritime and water sports.

MAIN CHALLENGES

Redesigning the current sports model is a major challenge when dealing with the insularity, high levels of vulnerability and fragility, low income and high levels of poverty of a small developing state that wants to assert itself alongside great sports nations, both externally and internally, restructuring the sports and governance model in a self-sustainable manner, while creating the conditions for access and participation in the regular practice of sports, throughout the life cycle, accompanying citizens in their journey in society through different sports sub-systems, such as schools, universities, federations and the armed forces, for people with disabilities, for the vulnerable population, for prisoners, and for municipal and tourism workers.

It is of utmost importance that this reformulation is based on the UNESCO International Convention Against Doping in Sports.

On the other hand, the creation of the Laboratory, would attract part of the samples sent from African countries to be analyzed across Europe, representing, by itself, a self-sustainable alternative, capable of putting Cabo Verde on the map of scientific research on doping.

27|28 ABRIL

**IMPULSIONAR MUDANÇAS
E ACELERAR O DESENVOLVIMENTO**

DRIVING CHANGE AND ACCELERATING DEVELOPMENT

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Cabo Verde's Sports Platform Program Strategic Note

MAIN OBJECTIVES OF THE PROGRAM

The main objectives of the **Educare Nos Campus Program** are the following:

1. Promote the improvement of the practice levels and the country's attractiveness in the field of Sports, maximizing its recognized benefits in both social and economic areas, through investment in infrastructures at school and national levels.
2. Increase the rate of sports agents who, directly or indirectly, are engaged in sports, qualifying them with certified competence and specialization, in order to support and coordinate the different project's activities to be implemented.
3. Elaborate a Conceptual Model for the Development of Cabo Verdean Sports, in its distinct sub-sectors, in order to assert the country as an International Sports Platform.
4. To make Cabo Verde the second country in Africa with Anti-Doping Laboratory Accredited by WADA.

SPECIFIC OBJECTIVES

1. By 2026, increase by 10 the number of quality sports infrastructures with international certification and achieve 10 quality sports school infrastructures at a national level.
2. By 2026, increase the proportion of competent and specialized sports agents by 40% to reach 90%.
3. Investing in sports infrastructures, as well as in human resources capacity building, will have an impact on attracting major international sporting events, assert the country as a destination for active and sports tourism, increase the active participation rate of the population and, consequently, reduce sedentary and addictive behaviors while, additionally, increasing School Sports and promoting Gender Equality and Equity.

ONGOING AND PLANNED REFORMS

The implementation of reforms at the legislative level is one of the structuring measures, namely with the Sports Framework Law of the sports political system aiming at growth and quality in the scope of participation, organizational structure, either at the Governmental level with the creation of a Public Institute or at a non-governmental level aiming at rationalization and self-sustainability, promoting elementary sports through measures such as the National Program of Physical Activity and Health (Mexi Mexê), the National Anti-Doping Program, school sports, ensuring, thus, the quality of the country's participation in the international sports scenario.

The recent investment in the statistical information and sports monitoring system has reinforced the strategies focused on sports production, and these reforms are correlated with the construction of sports infrastructures and human resources capacity building.

EXISTING PARTNERSHIPS

The Sports Sector has high and very powerful partnerships with legal and natural persons, both at international (external) and national (internal) levels.

Internationally, the World Bank is the current partner in the "Harmonizing and Improving Statistics" program from which we are producing "National Sports Statistical Data and the elaboration of the Charter of Artificial Sports Facilities". Moreover, in addition to the potential of the Cabo Verdean Diaspora (1.5 million people), we have political Cooperation at Governmental and Non-Governmental levels, at the African Region and at International levels.

The Cross-sectoral Political Cooperation takes place both vertically and horizontally. The vertical articulation at

27|28 ABRIL

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PARTNERS:





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INTERNACIONAL
DE PARCEIROS

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CONFERENCE OF PARTNERS

BOA VISTA INTERNATIONAL CONFERENCE OF PARTNERS 2023 (CIP23)

Cabo Verde's Sports Platform Program Strategic Note

Central and Municipal levels prevents insularity and allows geographic continuity. The Governmental partnership is transversal, focusing on the sectors of active tourism, maritime and nautical tourism, health prevention and in the promotion of physical activity with the Sea, Education, the Armed Forces and with Social Inclusion.

THE NECESSARY FUNDS

The necessary funding is € 24 M.

Educare Nos Campu Program and € 3.5 M for Cabo Verde's Anti-Doping Laboratory.

Cabo Verde is a SIDS and African State with high levels of vulnerability and fragility, low incomes and high levels of poverty. The sports sector, given its economic weight, comparable to some sectors, being a resilient sector and due to its innovation and transferability capacity to and from sports, as well as for its visibility, notoriety and trans-sectoriality, stands out and reveals its strategic importance in the integration of the country into the global economy, representing, thus, an opportunity for both public and private investment.

The investment will lead to greater employment opportunities

PERSPECTIVES FOR THE SECTOR: priority projects and programs

Educare Nos Campu is a priority program that comprises two sub-programs, one is the building of sports infrastructure for high competition and school sports infrastructure while the other sub-program is human resources capacity building.

The priority projects are: organize international sports events, school sports games, promote gender equality and equity, develop the sports statistical information and monitoring system, develop the National Physical Activity and Health Program (MexiMexê), develop High Performance Centers and Sports Medicine Centers, promote the national sports ethics program.

Additionally, Cabo Verde's Anti-Doping Laboratory is a project of great importance and plays a major role in the resolve of the Government to develop the country with and through sports.

COMPONENT 1: SPORT – EDUCARE NOS CAMPU

KEY INFORMATION

Type of Opportunity: Public Private Partnership

Required Resources: € 24 M

Promoter: Deputy Minister of the Prime Minister for Youth and Sports

Seeking: International Development Partners, Private Sector Investors

Location: Republic of Cabo Verde (all islands)

Status: Project Conception

Beneficiaries: direct jobs, sports and physical activity agents, sports events managers, fitness gyms and health clubs, sports agents and nautical tourism

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27|28 ABRIL

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CONTEXT

Cabo Verde's Sports Platform reinforces the sports economic dimension and its socio-economic benefits, becoming one of the priorities and pillars of the economy in the Government's strategic development plan and long-term vision, transforming Cabo Verde into an international sports platform and reinforcing the tourism sector, through investments in training and specialization of the human resources and in certified sports infrastructure capable of attracting major international sporting events in partnership with the tourism sector. Training human resources and building sports infrastructure will contribute to job creation with the potential to make Cabo Verde a circulation economy located in the Middle Atlantic, in the ECOWAS region and an attraction for the Diaspora

Investment will lead to:

- Greater local employment opportunities
- Greater opportunities for businesses, directly and indirectly, related to sports (fitness sector, gyms and health clubs, active tourism, nautical and maritime sports and international sporting events and exchanges)
- Promoting active and healthy citizens, active and healthy communities and improving the quality of life with tangible and intangible cross-sectoral impacts
- An increase in local consumption due to the growth (quantity) of regular sports practice and physical activities, development of high performance (quality) and management of international sporting events
- Greater economic growth and socio-economic benefits, strengthening cross-sectoral political cooperation and increasing the strategy of sports diplomacy and international cooperation.

REASONS TO INVEST

- The Government considers the development of Cabo Verde as a Sports Platform of strategic importance in the country's integration into the global economy, contributing to the PEDS II objectives of creating employment opportunities and promoting sports long-term sustainable development.
- Internationally certified and recognized sports infrastructures will encourage international sporting events and preparation and competition actions of high value and sporting merit with the capacity to boost tourism.
- Private sector investment opportunities in building sports infrastructures
- Investment opportunities from the Cabo Verdean Diaspora
- Promotional platform for the internationalization of sports and for closer relations with the AU, the ECOWAS, the USA, Brazil, the CPLP and the EU.
- Tax incentives and the Patronage Law
- Sports Governance Model to be implemented will be less bureaucratic, decentralized, more innovative, more competitive, and more collaborative.

27|28 ABRIL

**IMPULSIONAR MUDANÇAS
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Cabo Verde's Sports Platform Program Strategic Note

<i>Investment Impacts</i>	
Transformative Potential	HIGH: The qualification and specialization of human resources and the construction of internationally recognized and certified infrastructures will make a significant contribution to the consolidation of Cabo Verde as an international Sports platform and its integration into the regional and global economy.
Efficiency And Effectiveness	HIGH: Qualified and specialized human resources and internationally certified and approved sports infrastructures contribute to greater internal demand and greater international and regional attractiveness associated with a quality tourist offer and logistical para-sports support.
Sustainable Development	HIGH: Investments in Human Resources and Sports Infrastructures will have tangible and intangible economic impacts, job creation, health and the promotion of healthy living habits, social inclusion, innovation and digital transformation, environmental sustainability, local and territorial development of Cabo Verde and on the SDGs 3, 4, 5, 8, 9 and 11.
Country Ownership	HIGH: The promotion of Cabo Verde on an international sports platform is a strategic priority and one of the economic pillars of the Government's Strategic Plan for Sustainable Development (PEDS II).
Recipient Needs	HIGH: Cabo Verde is a SIDS and African State with high levels of vulnerability and fragility, low income and high levels of poverty.
Investment Opportunities	HIGH: Investment opportunities for the private sector, namely Sports Production Entities, Regulatory Entities, Sports Industries, Services and Events and services related to Active Nautical and Maritime Tourism.

27|28 ABRIL

IMPULSIONAR MUDANÇAS
E ACELERAR O DESENVOLVIMENTO
DRIVING CHANGE AND ACCELERATING DEVELOPMENT



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BOA VISTA INTERNATIONAL CONFERENCE OF PARTNERS 2023 (CIP23)

Cabo Verde's Sports Platform Program Strategic Note

COMPONENT 2: CABO VERDE'S ANTI-DOPING LABORATORY

Key information

- Type of Opportunity: Second Accredited Anti-Doping Laboratory in Africa
- Resources Required: € 3 5000 000
- Promoter: Government of Cabo Verde
- Seeking: International Development Partners
- Location: Island of Santiago
- Status: Initial Stage
- Beneficiaries: Cabo Verde and others countries from our sub-region
- For more information, contact: Emanuel Passos, President of National Anti-Doping Organization of Cabo Verde (ONAD-CV), Praia, Cabo Verde, Tel: (+238) 5347850, E-mail: emanuel.passos@onad.gov.cv

Relevant Facts

- A 61.2% increase in the number of samples (both urine and non-ABP blood samples) analyzed and reported to the Anti-Doping Administration & Management System (ADAMS);
- An increase in the total number of samples analyzed and reported by nearly all WADA accredited laboratories and WADA-approved laboratories into ADAMS;
- here is only one (1) Laboratory accredited by the World Anti-Doping Agency (WADA) in Africa (located in South Africa);
- The existence of a WADA-accredited laboratory will exponentially increase Major Events Organization hosted by Cabo Verde;
- Hosting Major Events Organization will help promote the country with and through sports, thus contributing to the development of tourism;
- International tourism contributes with 24% to the GDP, while the industry represents only 10% of jobs;

Background

The program of the X Legislature Government proposes to transform Cabo Verde into a specialized hub in hosting major events organization. Additionally, and corroborating the objective proposed by the Government, the Strategic Plan for Sustainable Development (PEDS) presents "Cabo Verde's Sports Platform " as the eighth pillar of PEDS. Nevertheless, Major Sports Events Organization, due to their nature, economic impact and need to comply with international standards, are always associated with a strong anti-doping program. Thus, the urine and/or the blood samples collected during events should be analyzed with the required urgency, coupled with high security and a quality control system. In fact, the blood samples, due to their specificity, must be analyzed within a very short window of time.

27|28 ABRIL

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DE PARCEIROS

INTERNATIONAL
CONFERENCE OF PARTNERS

BOA VISTA INTERNATIONAL CONFERENCE OF PARTNERS 2023 (CIP23)

Cabo Verde's Sports Platform Program Strategic Note

By creating an Anti-Doping Laboratory in the country, Cabo Verde would always have an advantage during the presentation of a candidacy to host Major Sports Events Organization. It is the stamp of quality that is missing in the Government's goals and PEDS.

Additionally, in Africa there is only 1 (one) Anti-Doping Laboratory, accredited by the World Anti-Doping Agency (WADA), and it is located in South Africa. In fact, there are currently 30 (thirty) laboratories around the world accredited by WADA to conduct human doping control sample analyses. The creation of Cabo Verde's Anti-Doping Laboratory, will place the country on the restricted map of the few countries with this accreditation.

This Accreditation would have a great impact on the promotion of the country's international image and would have a tremendous impact in attracting Major Sports Events Organization.

Cabo Verde offers excellent natural conditions for mountain sports, (ultra) marathon, water sports (including sailing, surf, wind, and kite surfing). Coupled with the creation of Anti-Doping Laboratory, the Major Sports Events Organized in Cabo Verde will have a direct and strong impact in the tourism and consequently into the economy. In fact, in the last fifteen years, international tourism to Cabo Verde has grown substantially, representing 23.6% of the GDP, which can be dramatically enhanced by the existence of the Anti-Doping Laboratory - Major Sports Events Organization axis.

The Anti-Doping Laboratory will also put Cabo Verde in the map of scientific research in doping matters, Toxicology & Multipurpose Labs (which will have close collaboration with the Institute of Forensic Medicine), Life Sciences Research Division, and an Education & Research Office (which will work closely with the national universities), in addition to anti-doping analysis. Due to this and based on the operational independence, as established in the International Standard for Laboratories, the Anti-Doping Laboratory of Cabo Verde will cooperate with relevant regional organizations and agencies and other Regional Anti-Doping Organizations. Moreover, Cabo Verde's Anti-Doping Laboratory will develop scientific research projects in collaboration with other international doping laboratories and national and international scientific institutions on doping-related matters.

Reasons to Invest

- Cabo Verde would like to become a Hub in Major Sports Events Organization.
- Anti-Doping Laboratory Accredited by WADA will have a strong impact on the process of hosting Major Sports Events Organization
- Cabo Verde will become the second country in Africa with Anti-Doping Laboratory Accredited by WADA
- Anti-Doping Laboratory Accredited by WADA will be self-sustaining
- Anti-Doping Laboratory Accredited by WADA will promote the image of the country internationally
- Anti-Doping Laboratory Accredited by WADA will have a strong direct and indirect impact in the tourism and consequently in the economy

27|28 ABRIL

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E ACELERAR O DESENVOLVIMENTO**

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