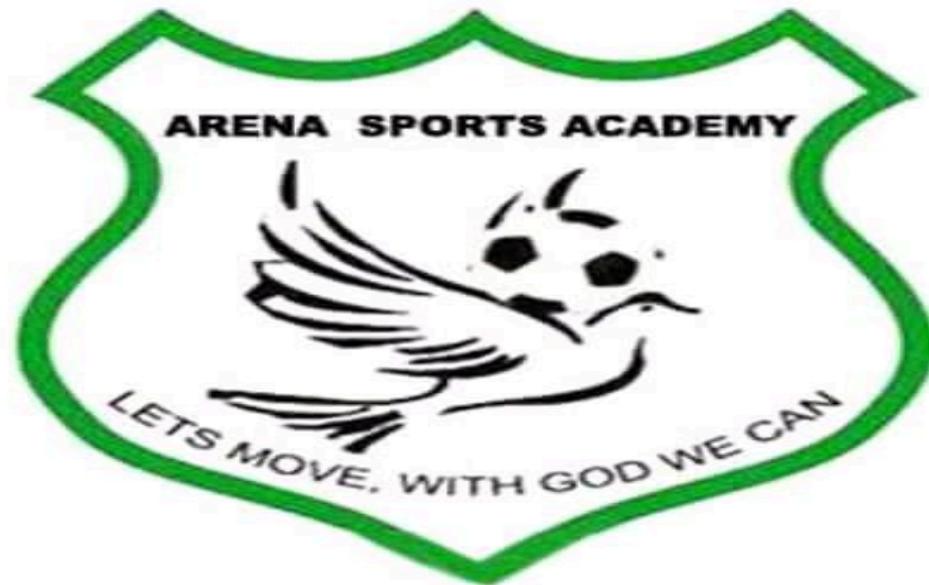


PROFILE OF ARENA SPORTS ACADEMY UGANDA



Arena Sports Academy; Bunamwaya, Ngobe, Near Hass Petrol Station, Shop No:Doo3. Wakiso District. TEL:+256 701102346 / +256 746971205.

EMAIL: arenasportsacademyug@gmail.com

WEBSITE: <http://arenasportsacademyug.org>.

ABOUT US:

Arena Sports Academy was formed in 2014 with an initial membership of 20 members. From our humble beginnings, we have grown in membership, networks and credibility within the Sports fraternity, especially in soccer games itself in Uganda. The growth in the club's player membership has even accelerated over the years, where membership has tripled from 100 in 2020 to over 350 members today and keeps on increasing.

Mission:

To develop complete soccer players and teams in a safe and supportive environmental conservation and sustainable social-economic Development through Climate Change Mitigation and Adaptation Plan of Action, by excelling in the Technical, Tactical, Physical and Psychological areas of the Sports and Games, while simultaneously instilling among our young players Positive Core Values for excellent Work Ethics, Self-Discipline and Professionalism at a very young age for career development and success in life.

Vision:

- To provide the best environment for elite soccer players in Uganda and worldwide by providing the highest quality player development programs, facilities, coaches, training, competition and leadership.
- To advance players on to all levels of college rosters, Uganda National Teams, and to be recognized leader and centre for player development at every level of play
- To be the number sports project in Africa on and off the pitch.

OUR SERVICES:

- We organize euro tours
- work as football agents for player
- a sports event management
- have a soccer academy for nurturing talents
- arrange international football try outs for players
- provide free football trainings for infants in school through the school administration

CORE VALUES

Fair play: ensuring equity for all

Oneness: bringing everyone together irrespective of Social, Political, and Economic & cultural attributes

Openness: accepting positive criticism, being transparent and honest in all we do

Team work: cooperation in delivering of our targets with both internal and external stake holders

Belonging: fulfilling obligations and enjoying rights of association

Accountability: accounting for all decisions and activities performed

Loyalty: offering committed service to the game

Leadership: providing clear and exemplary management.

Objectives and Expected Outcomes

The objectives of the Power of Creativity Arena Sports and Basic Education for Skills Development Program are to promote the professional business and management skills development and career prospects for young Sports Professionals working in the creative industries; promote professionalization and development of the creative sector; and enhance its ability to provide economic opportunities for Job Creation and Avenues for Positive Self-Expression among Ugandan OR African Youths through projects that:

- Help early career Young ASA Network member beneficiaries aged 12-25 years improve their business, financial management, and hands on skills.
- Enhance the work-ethics and sustainability of Youths Incubation Projects operating in the creative sector.
- Strengthen ASA Networks for Youths Incubation creative industry and associations;

- Connect ASA Sports and Skills Development Networks working in the creative sector to National, Regional and Global counterparts or mentors.
- A special all-terrain vehicle, equipped with a solar system, low-power laptops, an internet router, a tent, chairs and tables enables trainers to provide free lessons in computer skills to ALL Sports Children and Youths within ASA Networks and to other planned camps among local partner Schools and communities.
- Computer Education in a rural environment faces some unique problems: Non-availability of hardware & its maintenance services; Lack of skilled teaching faculty; Inconsistent power-supply.
- The mobile camp is a part of the '[Youths Incubation Digital skills as ASA Network local library project](#)', which aims to provide digital literacy training to All ASA Network for Children and Youths Sports and Creative Industries Program Development, connecting them to free online learning opportunities.
- ASA Networks will partner with Local communities, Member Schools and Faith-Based Organizations, Cultural Institutions and Community libraries within our Local Networks in Partnership with Potential International Development Partners with similar objectives for Bridging the Digital Gap Between the Global South and the Global North.

Our Current Activities:



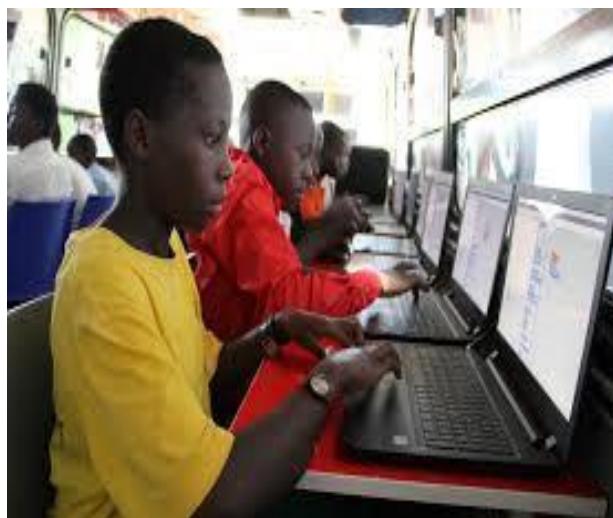
Over 16 teams playing in virtually every amateur division Uganda; A junior (6-8 years old) contingent of over 130 children; A girls team (10-18 years old) contingent of over 20 girls; A senior team (16-25 years old) contingent of over 40 boys; 250 registered players and climbing; We are growing the academy with a

sound reputation, attracting members from across the metropolitan area; An extended supportive community, in excess of 500 people, made up of players, parents and supporters.

Digital skills are a key enabler for inclusion and the efficient use, adoption, and creation of digital technologies in Uganda's growing digital economy. Such technologies can transform the nature of both formal and informal work across various sectors.

In Africa, the digital divide presents unique challenges to the realization of children's rights. Limited access to digital technologies and internet connectivity restricts children's opportunities for learning, participation, and social interaction. Bridging this digital divide is crucial to empower African children and enable them to benefit from the digital world's opportunities. Access has since increased because of COVID-19 and online learning which required more children to access the digital space. Children have access to ICT devices. More Children and Youths in the urban setting were found to have access to mobile phones and laptop computers from household members, while more children and Youths from the rural setting have no or little access to these devices.

Digital Rights and Education: Access to quality education is a fundamental right for all Children and Youths. In the digital age, leveraging technology in education can bridge educational gaps and provide equal learning opportunities. Promoting digital literacy and ensuring children have access to educational resources online is crucial for their development and future success.





ASA-Network is a pioneer in implementing Children and Youths Digital Incubation Projects to enable educational programs, for school children and Youths, especially in Rural and Vulnerable Poor Urban Communities. ASA-Network has devised innovative methods in an outreach Program to take Digital Incubation Projects to Rural-Urban Poor Communities in Uganda. By promoting educational content to enhance the teaching and learning process, and to increase the quality of education & generate the interest in learning, ASA-Network is developing innovative methods of using a Low Cost Mobile Computer Labs, to reach Rural-Urban Vulnerable Schools. ASA-Network faces a challenge to maximize utilization of resources in Digital-IT education to cover a substantial geographical region of Uganda where most of its Sports and Creative Industries are located among various communities. Hence, the mobile computer Heavy Duty Vehicles/Vans, with corporate support can be a way to augment this very aim of maximum reach to the masses. ASA-Networks IDEA includes a component on developing inclusive digital skills and capabilities of Children and Youths. Digital inclusion is key. Everyone—including Children and Youths and Young People with disabilities—should benefit and have equal, fair, and safe access to information and the necessary digital literacy. Unfortunately, this is not the case.

ASA-Network's role of Empowering Children and Youths in Creative Industry for Edutainment Job Opportunities as part of Africa's Nation Building:

Creativity and culture are able to bypass geography, ethnicity, religion, and language and mobilize people behind a vision and the late US Representative and Civil Rights leader John Lewis said it the best “Without the arts, without music, without dance, without drama, without photography, the civil rights movement would have been like a bird without wings.” The importance of creative and cultural industries in the development of Africa cannot be emphasized enough.

The Children and Youths have the potential to revolutionize the African cinema landscape by infusing fresh perspectives, innovative storytelling, and modern techniques. Their creative energy can amplify diverse narratives, shedding light on untold stories and amplifying underrepresented voices. Embracing emerging technologies and global trends, the youth can attract wider audiences, both locally and internationally, contributing to the growth and recognition of African cinema on the global stage. Their passion for change and social issues can inspire powerful narratives that resonate with a broad spectrum of viewers, fostering a vibrant and flourishing cinematic ecosystem in Africa.



ASA Vision and Action Plan to Promote: Traditional Music, Dance, Performing Theater Art and Film Production for Creative Industry among Children and Youths Members of ASA Network. There is a need for Costumes, Recording Studios, Equipment, Vehicles like Mobile Film Vans and Training for Skills and Capacity Building.

The Potential: Africa has the youngest population in the world – with 70% under the age of 30 and by 2035 Africa will have more working age people than the rest of the world combined. This is a huge potential for growth and development but only if young people are educated, empowered, provided with the opportunities and skills to realize their full potentials. The creative and cultural industries not only have the potential to transform Uganda and Africa's economies and address youth and women unemployment, but also safeguard cultural heritage for future generations and help us in re-shaping a prosperous future for Nation Building.

Some of the ways that ASA-Network both Local and Global can support young people and women in these industries are:

- Promoting human capital through training, mentorship, occupation specific skills training, and apprenticeship opportunities.
- Providing access to finance in the form of grants, micro-financing or by developing partnerships.
- ASA-Networks, facilitating access to regional and international markets through commercial agreements, building brands and marketing products of entrepreneurs across border with Regional African Continental Free Trade Area (AfCFTA) agreement is a great opportunity for this.
- Building networks and community hubs to support and build resilience for self-employed individuals.

Fashion Design and Tailoring Skills Development for ASA-Networks Children and Youths:



Tailoring as an act of sewing or making garments or apparels for people by skilled tailors. ASA-Network program for Fashion and Designs will involve its members in a number of Tailoring and Fashion Design Skills Training Programs for Jobs Creation such activities will include among others: Taking body measurement, Designing and Drafting of Patterns, Cutting of fabrics, threading the needles, Stitching or assemblage of cut pieces into apparels. ASA-Network's main goal is to make Tailoring and Fashion Design as a means of livelihood for Job creation by interested individuals among the Sports participants Both Male and Female Youths. We intend to purchase. ASA-Networks intend to empower

young national by giving them access to some of the following basic items: Automatic and Electric Sewing Machines.

As the second largest sector in the developing world like Africa after agriculture, the fashion, textile and clothing industry has the potential to transform lives, in Uganda particularly for Female Youths and Male Youths as well due to its vast industrial sector in Value Chain Production. Global value chains are integral to inclusive growth across the world, and a clear indicator of economic transformation. In Uganda and Africa Region, despite this potential, challenges remain. The majority of fashion businesses are informal, with limited access to Technology Transfer with appropriate industrial Skills, Finance for growth and high costs of shipping and transportation of raw materials. But though there remains work to be done in strengthening the value chain of Uganda and Africa's Fashion AND Design industry, the rapidly rising awareness and recognition of our extraordinary creative talents on the National, Regional and Global Market Platform, especially with a Large Number of a Young Population and an Emerging Africa's Film and Creative Industry forever needed costumes, the demand for this Fashion and Design Industry is rapidly taking an center stage in Africa's Economies.

ASA-Networks for Empowering Vulnerable Rural-Urban Children and Youths through Social-Welfare, Nutritional Food Security, Primary Education and Education for Human Capital Development:

Social protection measures support rural households in crisis situations. They improve food and nutrition security and enable households to better deal with risks and invest in more profitable livelihoods. But they do a great deal more;

The importance of social protection for Rural Development is increasingly reflected in the Local, National, Regional and International debates.

Linking ecological, economic and social dimensions is essential for the implementation of the United Nations' Agenda 2030 and its 17 Sustainable Development Goals (SDG). To address the complex challenges called for under SDG 2 – end hunger and attain food security and better nutrition for all – multi-sectoral solutions will be required. In addition to the sufficient and sustainable production of healthy food for a growing population, Uganda's Children and Youths has the largest Percentage share at the national level, they need access to health care, clean water and education. The Vulnerable Youths in Both Rural-Urban Communities need employment opportunities to earn a decent income. Chronically poor Children and Youths, those in acute emergency situations need a social safety net if they are to have access to balanced nutrition.

Social protection instruments ensure adequate food for all and enable even the poorest and most vulnerable segments of the population to acquire the essentials. If they are well designed, these instruments can do much more. They can improve the quality of diet, contribute to better education for women and girls, develop the productive and social infrastructure, conserve resources and galvanize the rural economy.



ASA-Networks believe that a comprehensive role of social protection is becoming increasingly important in the development context. Over the last decade, Uganda has experienced rapid economic growth. However, development and prosperity have often remained limited to very small, mostly urban elite. Poor populations in rural areas benefit little from this growth. This endangers internal cohesion Social-Economic stability, especially in Rural Communities where majority of the population. For economic development to be broadly effective and sustainable, social redistribution and participation of all citizens in SHARED PROSPERITY AND DEVELOPMENT are necessary. Without inclusion through social protection instruments, growth remains fragile and unsustainable.

ASA-Networks in Promoting and Supporting Food Security, Commercial Farming and Agro-Forestry for Children and Youths participation in Climate Change Mitigation and Adaptation Plan of Action:

We support the Initiatives for the improved use of traditional practices, management of resources and integration of trees into farming systems to enhance the contribution of forests and trees to food security among ASA-Network Local communities where our Children and Youths Sports members live. Food security is when “all people at all times, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs...” (FAO 1996) in four interrelated categories: availability, accessibility, utilization, and stability (FAO 2008). Food security is a complex issue impacted by and influenced by climate change, natural resource use patterns, and demography.

Foods from forests and other tree systems in Africa constitute an important component of household food supply. They include a wide variety of plant and animal products found in markets in both rural and urban areas. In many villages and small towns, the contribution of forests and trees to food supply is essential for food security, as they provide a number of important dietary elements that the normal agricultural produce does not provide adequately. In many areas, dietary deficiencies and the monotony of the usual diet are reduced or avoided through this "hidden harvest". However, despite the variety, importance and richness of foods from Agro-forestry in the local communities of Uganda, progress has been very slow in designing and implementing measures to increase the contribution of Agro-Forestry; Food Crops, Fruits Trees, Herbs and Animal-husbandry and Poultry to food production and food security through bold application of science and technology as part of the big picture for Climate Change Mitigation and Adaptation Plan of Action.



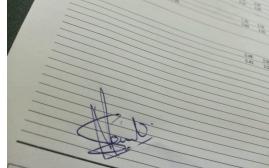
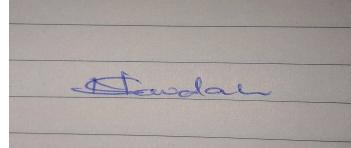


Agro-forestry is promoted as one such intervention, that can improve ecosystem services and, when well-planned and implemented, can positively affect health, food access, and income (Nair and Toth [2016](#)); This is ASA-Network's Strategic Plan of Engagement with project beneficiaries among the Target Local Communities where our young sports persons live.

The contribution of forests and trees to food security in Uganda is significant, diversified and valuable. It ranges from direct production of food to provision of jobs and income. Also, most Ugandan households, both rural and urban, depend on fuel-wood for domestic energy supply for cooking food. However, under current practices, these contributions are not sustainable. They can only be sustainable if the natural resources are managed in an appropriate manner and if substantive research and improved technology are invested in the forestry sector. A combination of initiatives aimed at a better understanding of local and traditional practices, inventory, better management of resources and integration of trees into farming systems can greatly enhance the contribution of forests to food security in Uganda.

ASA-Network Board of Directors:

NAMES	POSITION	SIGNATURE	PHOTO

Mr. EDWARD NSAMBA	<u>Executive Director/CEO, Arena Sports Academy</u>		
Mr. GODFREY MAGERO	<u>Member on the BOD, Arena Sports Academy</u>	<i>Godfrey Mager.</i>	
Mrs. NABUKALU SAUDA	<u>Member on the BOD, Arena Sports Academy</u>		

ASA-Network Board of Management Staff Team:

FATUMA LUWEDE KAYONDO.	Former She Cranes. Head Coach.Girls Football	
RONALD NSAMBU	Vice Chairman.AsA	
MIREMBE VICTORIA NSAMBA	Executive Secretary ASA	
NYANZI HENRY	Former Soccer Player, Works With Fufa./Manager Asa.	

PADDY NTEGE	: Head Of Charity and Social Welfare	
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Future Plans:

1. Building a One Stop Center Sports and Games Recreation Infrastructure for Training and Tournament Competitions, including Stadiums facilities.
 2. Real Estate Housing Development for Children and Youths ASA Members from Vulnerable and Poor Households families. Including Low and Higher Institutions of Learning facilities for Academic and Skill Development Training for Jobs Creation.
 3. Establish Commercial Mixed Farmland for Crops and Animal husbandry and Agro-forestry, for the purposes of Nutritional Food Security and Income generation.
 4. Promote International Exchange Programs in Sports, Games and Creative Industries, including; participation in Conferences, access to Sports and Games International Scholarships, International Languages studies and Culture Cooperation, especially among Commonwealth English Speaking Countries, USA, European Union, Republic of KOREA, Japan and China.

Local and International Networks and Partners:

- Kings of Soccer Gala.
 - Kampala Junior Football Association.
 - Uganda Youth Football Association (Affiliated to Federation of Uganda Football Association-FUFA).
 - New Leaf Technologies Uganda Ltd (Christian Mission in Holistic Transformational Development, Marketing and Project Development Consultant Services for Local Churches and Global Mission Training Both Online Zoom Room and On-ground Mobile sites).
 - FCV, International Football Academy, London, United Kingdom.

Certificate issued on: 17-09-2018 11:28, No: BRS-BNRC-2-18/92589



Registration No: 80020001232765



THE REPUBLIC OF UGANDA

THE BUSINESS NAMES REGISTRATION ACT

Certificate of Registration

HEREBY CERTIFY that ARENA SPORTS ACADEMY this 17th day of September, 2018 has been duly registered pursuant to and in accordance with the provisions of the Business Names Registration Act and e Rules made thereunder, and has been entered under the number 80020001232765 in the index of gistration.

IVEN under my hand at Kampala this 17th day of September the year 2018.

NOTE Under section 13 of the above Act, this Certificate or a certified copy
- thereof must be kept in conspicuous position at the principal place
of business of the firm or individual. Failure to do so will render the
offender liable to a fine of Shs. 1000.

Signature: ANGELA NYESIGA

Registrar for the purposes of Business
Registration Act

Printed on 16:45:13 17-09-2018



If the National Seal is not visible, it is attached on the reverse side of this document.



UGANDA YOUTH FOOTBALL ASSOCIATION

Grooming Footballer's for the Future
FUFA Special Interest Group, Eseza House, Lunguji, Edward Ssekandi Rd
P.O. Box 3303, Kampala 201, Fax: +256-414 272702

Affiliated to Federation of Uganda Football Association - FUFA

Certificate of Registration

This is to certify that

ARENA SPORTS ACADEMY

Youth Group/Academy has been Registered on the
05th of October 2018 with Uganda Youth Football
Association

UYFA as an Academy/Group under No. **UYFA /113 /18A**

The association reserves the right to withdraw and or cancel the
certificate in case if misused and subject to

Re-Application/ Re-Registration.

K.
CEO



S.
Chairman



KAMPALA JUNIOR FOOTBALL ASSOCIATION (KAJUFA)



FUFA
1947

Certificate of Participation

This Certificate is awarded to

ARENA SPORTS ACADEMY

in recognition of participation in the 13th edition

of 1st term Holiday soccer camp held at Kibiri

Modern Primary school from 27th-29th May 2016

Chairman

Lubega Robert

Guest of Honour

Mr.Sonko John

KINGS OF SOCCER GALA SECOND EDITION



CERTIFICATE OF PARTICIPATION

This is to acknowledge that



.....NSAMBA EDWARD(Best Manager)

Participated in the "Kings Of Soccer Gala Second Edition 2017"
held at Mukono High play ground
on 16th December 2017, organised by

Mukono Galacticos Soccer Academy

Original

.....

Nteza Isaac
ORGANISER

.....

Mukama Frank
CHAIRMAN



CERTIFICATE OF REPRESENTATION

THIS IS TO CERTIFY THAT ARENA SPORTS ACADEMY
IS AN AUTHORISED RECRUITMENT REPRESENTATIVE OF

FCV INTERNATIONAL FOOTBALL ACADEMY LTD, GRACE DIEU MANOR PARK, LEICESTERSHIRE, LE67 5UG
REGISTERED IN ENGLAND 12758067

VALID FROM 30TH OCTOBER 2024 TO 30TH OCTOBER 2026



London, United Kingdom—International Partners