



ANNUAL REPORT 2022



SPORT2BE
FROM SPORTS TO A JOB

From Sports to a job...

In June 2023, it will be 5 years since Sport2Be began its transformation based on the (very) inspiring model of *Sport dans la Ville* in France. What a journey!

Despite the health, energy and economic crises of recent years, the association has registered more than 800 registrations for its 16 free weekly sports activities in 2022. 1 out of 3 young people is a girl, 10 of the 30 active coaches come from our own sports sessions..., these are not fixed stats, it is the DNA of Sport2Be!

The milestone of 1,000 young people, coming from Anderlecht, Molenbeek, Brussels, Koekelberg and even Tongeren, will be largely exceeded with the opening in 2023 of 6 new activities.

And then, after a test year, how can we not underline the very promising official start of Job2Be, our dynamic professional development platform for young people aged 16 to 25! Nearly 80 young people are already following one of the 3 main lines of action: discovery, orientation and support.

Thanks to the strong support of loyal partners such as Basic-Fit, the 4 Wings, Bernheim & Wealtheon Foundations, and more recently of the Minister of Sports of the Walloon-Brussels Federation, Valérie Glatigny, Sport2Be has the solid foundations and the credibility necessary to take up its many new challenges.

... From Sports to a job

Tanguy Nève, *Founder of Sport2Be*

BEFORE STARTING...

...and because a picture is worth a thousand words:

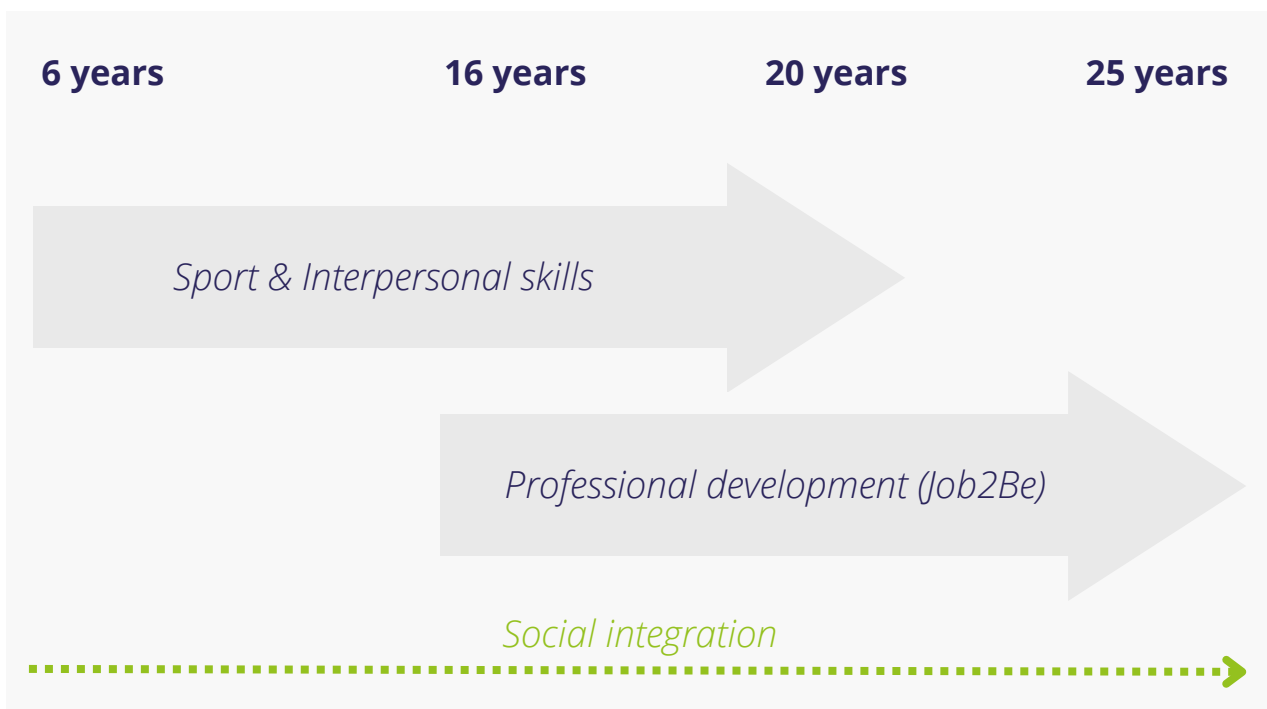
*Check this
out*



HOW TO GET FROM SPORTS TO A JOB?

Sport2Be is a nonprofit organisation that facilitates the social and professional integration of young people in difficulty through sports. Sport2Be acts simultaneously at 3 levels: sport, social integration, and professional integration.

Sport plays a double role in our approach. First, it enables us to get in contact with the youngsters more easily in their geographic comfort zone as activities are offered at the heart of the neighbourhoods. Second, it is an ideal tool for the participants to gain transversal key soft skills as from 6 years old.



SPORT2BE THROUGHOUT THE YEARS



EXPANDING SPORTS ACTIVITIES

In 2022, 3 new activities were launched in Brussels, as well as a new discipline in Tongeren, Flanders, with kickboxing.

BASKETBALL

- 1) Peterbos (Anderlecht)
- 2) Parc De Motten (Tongres)
- 3) Parc Victoria (Koekelberg)
- 4) Stade Vander Putten (City of Brussels)
- 5) Verdi (Anderlecht) **NEW (*)**

DANCE

- 6) Basic-Fit Brussels Anderlecht Van Kalken
- 7) Basic-Fit Brussels Anderlecht Westland
- 8) Basic-Fit Brussels Molenbeek
Ch. de Ninove Ladies
- 9) Basic-Fit Brussels Koekelberg Simonis

FOOTBALL

- 10) Verdi (Anderlecht)
- 11) Scheut (Anderlecht) **NEW (*)**

STREET SOCCER

- 12) Salle Decock (Molenbeek)
- 13) Cité Modèle / Modelwijk (Laeken)
- 14) Gare Maritime (City of Brussels) **NEW**

TENNIS

- 15) Parc de Motten (Tongeren)

KICKBOXING

- 16) Parc de Motten (Tongeren)



(*) With the support of

Adeps
FÉDÉRATION WALLONIE-BRUXELLES

817

**YOUNG PEOPLE REGISTERED TO
THE SPORTS ACTIVITIES**

**AROUND
30%**

OF GIRLS

33

SPORTS COACHES

9

JUNIOR SPORTS COACHES

Coaches who are ex-participants



6

SPORTING DISCIPLINES

1.336

HOURS OF SPORTS IN 2022



OFFERING THE RIGHT TOOLS

ON THE PATH TOWARDS JOB & TRAINING WITH JOB2BE

2022 has been a turning point for Sport2Be's program for **professional integration** called **Job2Be**. After a first full year in 2021-2022, the team learned key lessons and further developed its network of partners. Since September '22, it is **more than 70** young people who joined the program.

As the goal of the program is also to **inspire**, we were honoured to welcome **Faustino Rabasot** (Decathlon Belgium's CEO) last September as our "2022-2023 godfather".



The development of Job2Be would not have been possible without the **Wealtheon Foundation**. **Kathelijn & Victor Zwart** were the first to specifically support our program for professional integration.

Big thank you to them for their trust and support, as well as to **Vincent Vanasch** who is also part of the Foundation.





JOB2BE IN NUMBERS

40+

work experiences found since the beginning of Job2Be in 2021



75

enrolled in Job2Be 2022-2023



3

tracks
Discovery, Pursuit & Come-back



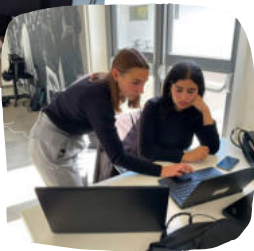
14

collective activities in 2022



24

one-to-one meetings in 2022



USING THE POWER OF THE COLLECTIVE

WE JOINED THE BRUSSELS SPORT & EMPLOYABILITY PLATFORM

2022 marked the beginning of the **Fondat°Bernheim**'s support to develop **Job2Be**. Beyond financial means, this support goes along with a new cooperation platform: the **Brussels Sport & Employability**

Platform. It brings together 4 actors using sport as a tool for the professional integration of young people.



The aim is to promote

- the **sharing** of experiences
- **best practices** and their **impact**
- the development of **skills**
- concrete **collaborations** in the interest of the young people concerned
- the **recognition** of sport as a tool for youngsters' professional integration



Among the first learning opportunities:

- Meeting with **Actiris, Bruxelles Formation** and the **Cité des Métiers**
- Training and collaboration with the **VUB's Sport & Society Research Group (SASO)**
- Discussion with **Bernard Devos**
- Conference with **Jean Colinet** on self-confidence through sports

Fondat°Bernheim

SPORT & EMPLOYMENT TOURNAMENT: "AUTOUR DU TERRAIN"

After the 1st edition in 2021, the sport & employment tournament, co-organized with BX Brussels, FEFA and Anderlecht has been improved. An afternoon composed of workshops/exchanges with partner companies and sports activities where youngsters and employers were mixed.



THE NOVELTIES

- A **new name** for more **inclusivity** (from "Autour du ballon" (*Around the ball*) to "Autour du terrain" (*Around the field*))
- From less than 1% of **girls** participating in the event to close to **25%**
- An exclusive **body combat** activity given by **Basic-Fit** in addition to the football tournament
- **CV coaching** before the event for all registered young people

THE OUTCOMES

109

REGISTRATIONS

6

COMPANIES

Basic-Fit, IKEA, Decathlon, DHL, Quick, Infrabel

AROUND
30

YOUNGSTERS
RECONTACTED

15+

JOBS FOUND



BUILDING TRUST

WE MET THE PARTICIPANTS' FAMILIES

This year, we continued to meet the participants' families and visited **147 more** households. The opportunity to get feedback, to make sure they know Sport2Be and its offer well, and to build a trustworthy relationship with them.

93%

of the families are **highly satisfied** of Sport2Be's initiative

75%

of the parents consider that the fact that the activities are **free** is an **important factor**

76%

of the parents believe that Sport2Be has a **positive impact** on the **neighbourhood**

96%

of the participants feel **welcomed** by Sport2Be coaches



On top of enabling us to collect information and feedback, it adds a human dimension to our activities. Families are often a bit reluctant to welcome me in their house at first but, when I leave after the visit, the feeling is always positive. It builds their confidence in us, we are no longer just a sports organisation.

Yassine, coach and support for the family visits

MEETING THE YOUNGSTERS WHERE THEY SPENT MOST OF THEIR TIME

WE LAUNCHED SCHOOL2BE

Why just hand out flyers at the school gate when you could do it from the inside? And why just hand out flyers when you could offer an introduction to Sport2Be's activities? School2Be is the answer to that question.

The aim: collaborate with schools to offer introduction to our sports activities during physical education class or lunch time within their institution. One of the main advantages of School2Be is that it allows us to specifically target age groups for which our activities are not yet complete. Also, if they are 16 or older, we can talk about sports animations but also about Job2Be.

In 2022, we provided our 2 first dance classes at the *Collège Matteo Ricci* in Anderlecht and initiated other contacts. Full deployment of School2Be in 2023 thus!



DUPLICATING AN INSPIRING MODEL

The French association ***Sport dans la Ville*** is not only an inspiring model for Sport2Be, it is also a partner.



Sport dans la Ville is the main association for professional integration through sport in France. Based in Lyon, they are active since 1998.

Today, they represent 10,000 young people on sports fields spread over 60 locations across the country (Lyon, Grenoble, Saint-Etienne, Paris/Ile-de-France, Lille, Marseille). They propose 5 programs, including *Job dans la Ville* in which 3,000 youngsters participate.

Beyond duplicating their model in Belgium, we want to increase the opportunities to work together as partners. That is why we organized the **first exchange** between French and Belgian young people in 2022.

In October, 12 young people from the Hauts-de-France region spent 3 days in Brussels. On top of visiting Brussels and its European institutions, they had the opportunity to discover how a fitness business is ran behind the scene.



Indeed, they visited the Brussels headquarters of our **shared partner Basic-Fit** as well as some of their clubs with Job2Be participants.

Our neighbours also took part in a **street soccer tournament** organized by Sport2Be (the girls reached the 1/4 finals!).

Both Frenches and Belgians enjoyed the time together.

Next destination: **Lille** in May 2023! First trip abroad as part of Sport2Be activities.

But it does not stop there...



..."A dream machine in Drôme Provençale".

This is how *Sport dans la Ville* calls its **vacation and training center** in Le Poët-Laval (Drôme) where sports activities, discovery of nature and permaculture, as well as training in hospitality are made accessible to young people of their programs.

And guess what? A group of **Sport2Be** participants is **invited** to spend a week there during the **Summer 2023**. We hope that this will be only the beginning of abroad adventures for the Belgian youngsters we follow.

CELEBRATING NEW PUBLIC SUPPORT

FEDERATION WALLONIE-BRUXELLES

In May 2022, we were delighted to welcome Mrs **Valérie Glatigny**, Minister of Higher Education, Social Promotion Education, Youth Assistance, Youth, Sports and Promotion of Brussels, among others within the government of the **Fédération Wallonie-Bruxelles** for a visit on several of our sports fields.

Mrs Glatigny and her cabinet trusted Sport2Be to make Brussels shine through its initiatives.

We are also grateful for the recent support of the Adeps ("Administration générale du Sport") whose mission is to promote, organize, encourage and supervise physical and sports activities for the French-speaking population of Wallonia and the Brussels-Capital Region.

At a local level, we are also proud to be part of the *Contrat de Quartiers Durables / Duurzame Wijkcontract* that aims at strengthening the Bizet neighborhood in Anderlecht.

Anderlecht remains a partner of choice for Sport2Be. The municipality of Fabrice Cumps is always proactive and ready to act. Special thanks to the aldermen Julien Milquet, Nadia Kammachi and Fatiha El Ikdimi for their continuous trust in our project, we are looking forward to 2023!



THANK YOU 4WINGS FOUNDATION

THE 4WINGS FOUNDATION HAS BEEN AN ENABLER

The past year marked the end of the 4Wings Foundation's support. The Foundation's vision is indeed to help young projects to get launched and to enable them to stand on their own feet.

Without their key support, Sport2Be could never have become what it is today. The family and the team behind the Foundation has trusted us and support us in our development. Thanks to them, we implemented impact measures since Day 1, we met other valuable actors of all types, and we could test and improve the model of Sport2Be in Brussels thanks to financial support the public authorities would not have given us without some background.

It is also an honour to have Nicolas Lhoist, a member of the family behind 4Wings, as Chairman of the Board. Thanks to his experience, he always has wise advise to ensure Sport2Be's smooth growth.



COUNTING ON KEY PARTNERS

BASIC-FIT'S SUPPORT RENEWED FOR ANOTHER 3 YEARS

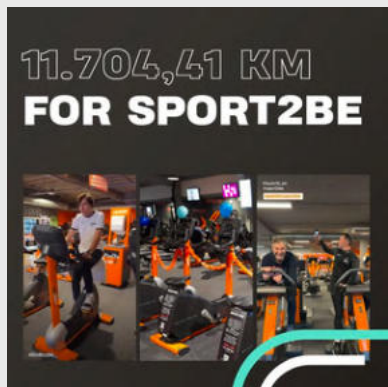
Wondering what a dream partnership looks like for Sport2Be? **Basic-Fit** is the perfect example. The fitness leader has been supporting us since 2020 at 3 levels:

1. **Financial support**
2. **Dance classes** (access to sports infrastructures & dance coaches)
3. **Involvement in Job2Be**

1

FINANCIAL SUPPORT

- Financial means to offer 100% free quality sports sessions
- **Pedal for Sport2Be:** 48 hours to pedal 10,000 km for Sport2Be (1 km = 1 €) in all the clubs in Belgium. Basic-Fit members were on fire as we reached 11,074.41 km, more than last year!



2

DANCE CLASSES

Thanks to Basic-Fit, we can offer a safe space to teenage girls so they can learn how to dance with qualified dance professors. A team of motivated people ready to help young ladies sport and build their self-confidence.



3

INVOLVEMENT IN JOB2BE

Basic-Fit also wants to make a difference at the professional level. In 2022, we organized the first discovery activity at Basic-Fit HQ (cf. page 15) so Job2Be's participants could discover a new sector and all occupations required behind.

One of our coaches also had the chance to get a job in one of their clubs. Looking forward for the next opportunity!

BIKING FOR THE GOOD CAUSE

BIKE CHALLENGE BY Degroof Petercam

On April 23, we held the 1st edition of the "Sport2Be Bike Challenge by Degroof Petercam".

A 127km route from Brussels to Knokke perfectly designed by Nico Ruyloft and Go4Cycling for the good cause. Special thanks to Ville de Bruxelles - Stad Brussel and the police who escorted the peloton to exit the City. This event would not have been possible without the support of Degroof Petercam & Degroof Petercam Asset Management.

See you for the 2023 edition on April 22nd? This year, we will also propose a golf competition on top of the bike challenge!



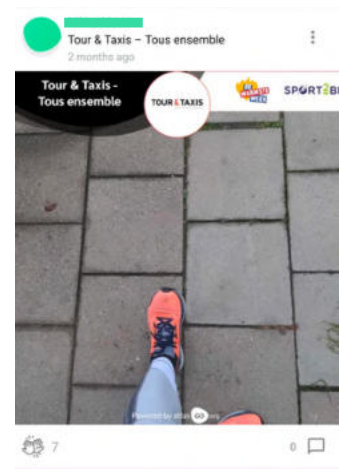
MOBILIZING TEAMS AROUND SPORT2BE

EVER HEARD OF ATLASGO?

atlasGO is a holistic platform that aims at improving the well-being of companies' employees with gamified activities, customized challenges, and wellness content created by experts.

On top of creating healthy habits, atlasGo challenges allow participants to give back to the community by supporting nonprofit organizations. Simple: Define a budget, a common objective to reach (ex. 1000 km in one month), and unlock a donation for a good cause if your team reaches the goal.

Several partners already took on the challenges!



THEIR WELL-BEING HAD AN IMPACT



SETTING UP NEW COLLABORATIONS

DECATHLON BECAME AN OFFICIAL PARTNER

In February 2022, we officially signed a partnership convention with Decathlon. This collaboration covers several topics: contribution to Job2Be (training, visits, hiring), visibility & communication, exchange of best practice, as well as discounts on sports material.

We really enjoy the co-construction dynamic with the team!

FINANCIAL SUPPORT IS COMING TOO

Thanks to this first step of partnership with Decathlon, we became eligible for a financial

support at the Foundation of Decathlon. Along with Decathlon's collaborators, our Managing Director went to Lille to present our project of Boxing Academy. And... we have been selected and will be granted funds to open this new activity within the Gare Maritime, next to our office at Tour & Taxis.

See you on the boxing ring in 2023!



AND, WE'RE ALREADY COUNTING ON AG SOLIDARITY

Thanks to AG Solidarity, we are able to provide many fields with equipment in 2022, and we will be able to equip some of our new fields in 2023 as well.

We truly thank AG Solidarity for its support, and we hope to pursue and further develop this partnership along with our national expansion.



GETTING OUR OWN SPACE

NEW OFFICE SPACE IN BRUSSELS

We are proud to announce that our office space is officially located on the site of **Tour&Taxis** since January.

This is definitely a key milestone in the pursuit of our mission. We now have the space to meet partners, to host Job2Be collective activities, organize 1-to-1 meetings with young people, but also a place for Job2Be participants who need to use a computer to work on their professional project.

As Tour&Taxis is full of inspiring actors, it is a wonderful opportunity to meet new potential partners. We already collaborated with our neighbour, *l'Ecole du Cirque de Bruxelles*, Accenture, Nextensa, Bruxelles Formation, EGO, and more are coming.

A NEW SPORT PLAYGROUND FOR THE YOUNG PEOPLE

On top of office space and partners, our new location gave birth to a new playground for the young people. Tour&Taxis wants to meet the local population, especially the young people who often hang around with their friends in the Gare Maritime.

A good way to do that? Sport with Sport2Be of course ! In November 2022, we opened our **Street Soccer Academy** inside the **Gare Maritime**.

A **Boxing Academy** will also be created there in 2023. Stay tuned!

**TOUR
& TAXIS**
YOU, TOMORROW



AN OPPORTUNITY TO HOLD OUR FIRST OPEN HOUSE

In August 2022, we held the first edition of Sport2Be's Open House event inside the beautiful setting of the Gare Maritime. Through this event, we pursued several objectives:

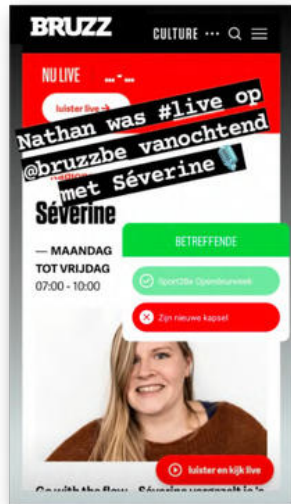
- Anticipating September rush for sport registrations
- Meeting with participants and their families
- Meeting with coaches and partners before resuming sports activities
- Attracting the curious who were passing by and inviting a different public to Tour&Taxis.

During 4 days, we helped young people and their parents to register to our activities, we offered free sports sessions, and we welcomed partners such as **Basic-Fit** for a body combat session, and the team of Decathlon Kids from Lille. We also offered visitors freestyle soccer and basketball shows.

The 2nd edition will be adapted on the basis of these first learnings.



IMPROVING OUR VISIBILITY



Reports and interview on TV and the **radio** regarding Sport2Be and its **Open House** event

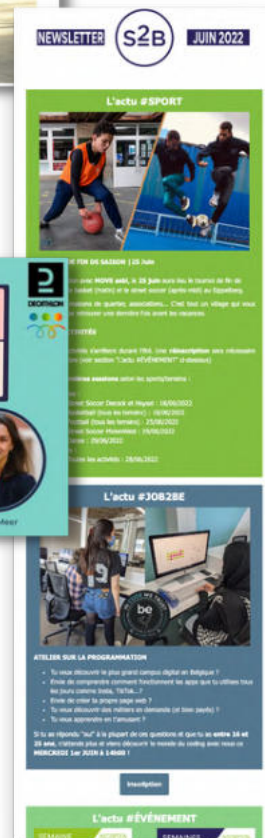


[CLICK HERE](#)

Presentation of Sport2Be during the **5th International Diversity & Inclusion Event** organized by **Decathlon**



Launch of the **newsletter** (French & Dutch versions)

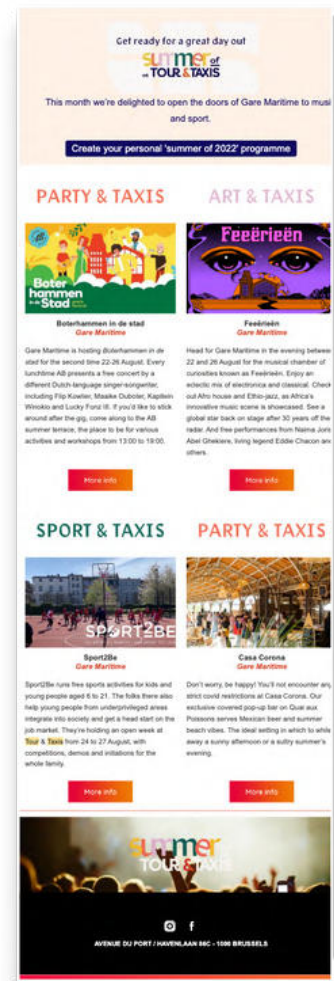


Nonprofit pitch session at the **Belgian Impact Day** organized by **Impact Finance Belgium**

Sport2Be's first **Open Week** event featured in **Tour&Taxis** newsletter last Summer



Basketball and street soccer shows at the **Brussels Padel Open** by **Sport2Be** coaches and participants



Sharing of Sport2Be' events and news by **partners** and **other actors** on social media



GROWING THE TEAM

BOARD

- **Tanguy Nève**
Founder
- **Nicolas Lhoist**
President
- **Britt Luyten**
Maxus
- **Jill Boon**
Co-founder
- **Pierre Iweins**
Treasurer
- **Philippe Oddou**
Sport dans la Ville



SPORT2BE FRIENDS FUND (KING BAUDOUIN FOUNDATION)

- **Marc-Eric Janssen**
Co-founder
- **Marc Delvaux**
Co-founder

PERMANENT STAFF

- **Tanguy Nève**
Managing Director
- **Nikita Meer**
Job2Be Program Manager
- **Jill Boon**
Operational Coordinator
- **Yowali Songolo**
Operational Coordinator
- **Sophie Luypaert**
Finance
- **Marie Vanderlinden**
Volunteer for School2Be
- **Nathan De Bonte**
Sport, Partnership & Event Manager
- **Arthur Boland**
Project Leader & Job2Be Coach
- **Norddin Farès**
Operational Coordinator
- **Imane Elrhifari**
Operational Assistant
- **Yassine Abderrahim**
Development Coach

SPORTS COACHES

Basketball Antoine Jehanne | Nabil Fallah | Fayssal El Mahsini | Mourad El Ualid | Joël Mpokufuri | Bilal El Yahyaoui | Rania Tanouti | Nassira Zariouh El Kaidi | Zaineb Boulherhcha | Mohamed El Yaakoubi | Younes Amrouche | Yannick Ruyter | Laurens Portugael | Arthur Hougaerts | Youssef Meftah

Football Imane Elrhifari | Hamza El Aissaoui | Mohamed El Bakkali | Ali Degerli | Amine Ayi | Ismaël El Achab

Street Soccer Elias Tadili | Yassine Abderrahim | Abdoul Van Ael | Rodrigue Quiankala | Mohamed Reda Bouassab | Ismaël Azzahafi

Dance Dalal Khaldi | Sofia | Yohanna Riffo | Aimée Dondjio

Kickboxing Jamy Leduc

WHAT'S NEXT?

BAILLET LATOUR FUND & NEW SPORTS LOCATIONS

Another major support is coming in 2023! The Baillet Latour Fund has indeed decided to join the adventure. Thanks to this new partner, Sport2Be wants to reach the threshold of 1,000 young people registered in Brussels Region. This will be made possible through the opening of 5 new locations and 1 new academy:

- Boxing Academy @ Gare Maritime (1000 Brussels)
- Football & Basket @ Cité Modèle / Modelwijk (1000 Brussels)
- Football @ Val Maria (1120 Brussels)
- Football @ Decock (1080 Brussels)
- Football @ Peterbos (1070 Brussels)



100 MINUTES ON AIR TO INCREASE SPORT2BE'S IMPACT

Sport2Be has been selected by the **N Group** in its contest "**100 minutes to change the world**". Through this, we are granted **100 minutes on air** with a 30-second spot to talk about our projet. A great opportunity to **raise Belgians' awareness** of the social and professional integration of young people through sport.



Gagnez
100 minutes
pour changer le monde
#CriezLeSurTousLesToits



THANK YOU

MAIN PARTNERS



FÉDÉRATION
WALLONIE-BRUXELLES



PUBLIC & OTHER FINANCIAL PARTNERS

Adeps	King Baudouin Foundation	MOVE asbl
Anderlecht	Koekelberg	Tongeren
City of Brussels	Loterie nationale	VGC
Degroof Petercam	Molenbeek	Wealtheon Foundation

VALUE PARTNERS

Allomax	Florence Descampe	ODB
Arnaud Denewet	Forum Communication	Optim HR
Aurélié Soldai	Hypnotized	Silvio Proto
Blue Yuzu	Jean-Luc Schellens	Skateroom
C-Clear Partners	Marc Renard	Toolbox
Damien Bassine	Maxus	Tour & Taxis
Danuta Ciechanowski	Mercier Vanderlinden	Unified Post
Eric Boschman	Nextensa	Vanessa Issi

JOB2BE PARTNERS

BeCode	FEFA asbl	Philippe de Selliers
BRUSEP	Hercules Construct	Silvana Del Rio
BX Brussels	Humaneo Coaching	Sportero Events
Decathlon	Ikea	Startup Vie
Ecole 19	JEEP! Bruxelles	
Faustino Rabasot	Kingsley & Partners	

EVENTS PARTNERS

atlasGO	Early Risers	Mannes Smart & Mercedes
Banque Delen	Go4Cycling	Sportero
BATD	LSE	



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