



PROJETO BOM SUCESSO

FINAL REPORT
NOVEMBER/2021

Scatec

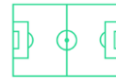




OUR MISSION

LOVE.FÚTBOL is a global non-profit organization that harnesses the power of sport and community to reclaim and redefine play spaces as platforms for sustainable social change.

We have been working together for a few months with Scatec and the community of Bom Sucesso on planning, designing and developing the project. The execution phase was developed, where community volunteers have put their hands dirty to collectively build their dream. The renovation of the physical space is completed and we came together to celebrate this collective achievement. Now it's time to enjoy the new spaces and put into practice the sustainability plan planned by everyone.



ACCESS TO PLAY



COMMUNITY OWNERSHIP



PLATFORM FOR GROWTH

PROJECT PHASES



Understanding

- Community Identification and evaluation
- Initial contacts
- Assessment of level of need, partnership and sustainability potential

Formalizing

- Initial project planning
- Formalization of project and partnerships
- Construction survey, collective design and plans
- Community Asset Map
- Training of coordinators
- Approvals and permits

Connecting

- Full project planning and methodology alignment
- Community and stakeholder engagement
- Establishment of Community Network (CN)
- Role distribution and development of workplan

Building

- Construction
- Collective Build Days
- Weekly meetings and plan with CN
- Building of Sustainability Plan and Tools
- Monitoring and reporting on construction progress

Celebrating

- Celebration
- On-site activations & PR
- Kick-off games
- Cultural presentations

Monitoring and supporting

- Transition CN into management role
- Finalizing tools and management training
- Implementation of sustainability plan
- M&E
- Program implementation







95% OF THE PROJECT COMPLETED



IDENTIFICATION



-  Initial alignments between Scatec and love.fútbol to define the main goals and scope of the project
-  Initial contacts with local leaders and groups and first visits for evaluation of physical spaces
-  Identification and evaluation of local implementing partner, local coordinators and potential construction partners
-  Implementation of a project design survey in the community in order to understand the main needs and expectations about the physical spaces:



50 participants



16 – 68 years old



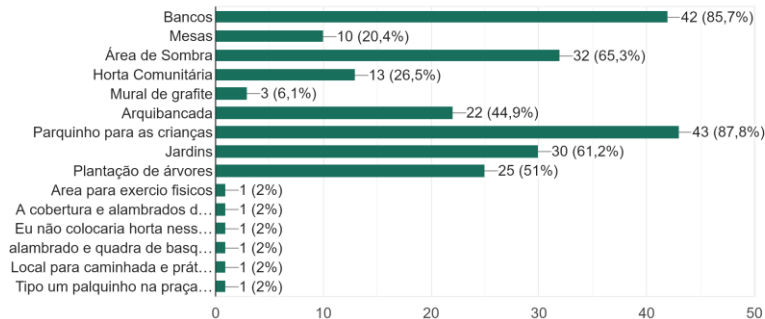
15 different professions

IDENTIFICATION

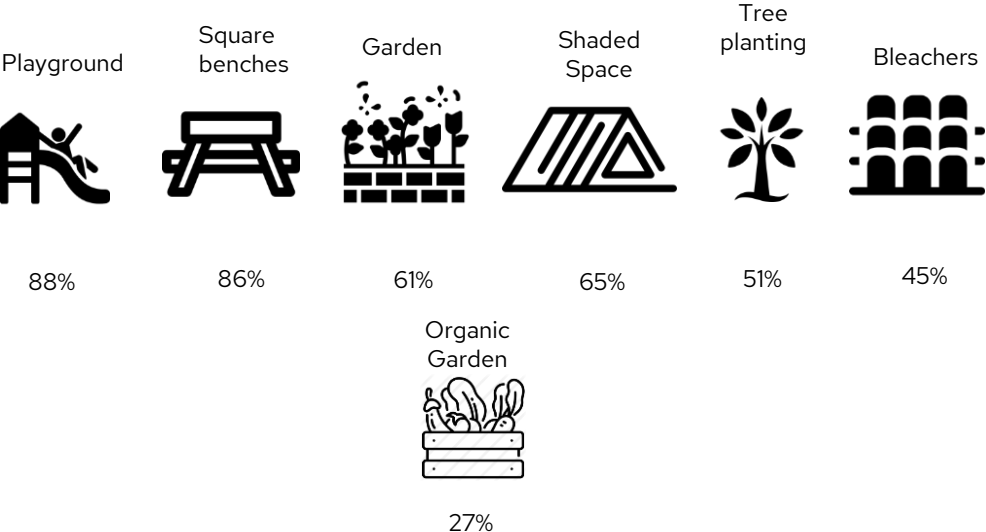


PROJECT DESIGN SURVEY

Select the three main elements you would like to be included in the space revitalization work.
49 answers



Main equipment that the community would like to include in the revitalization of the space:



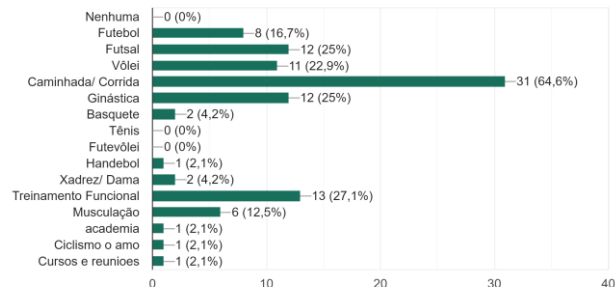
IDENTIFICATION



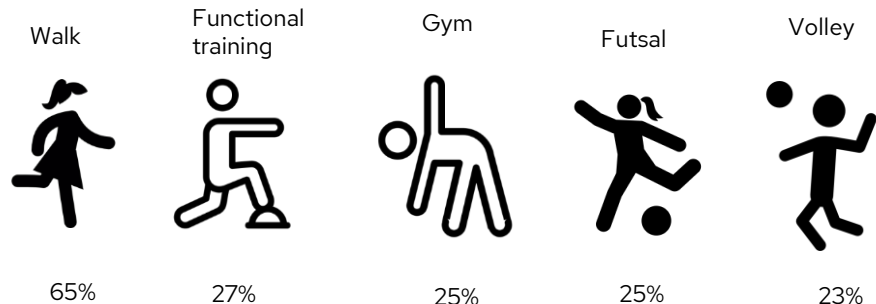
PROJECT DESIGN SURVEY

Tell us which sports activities you most identify with.

48 answers



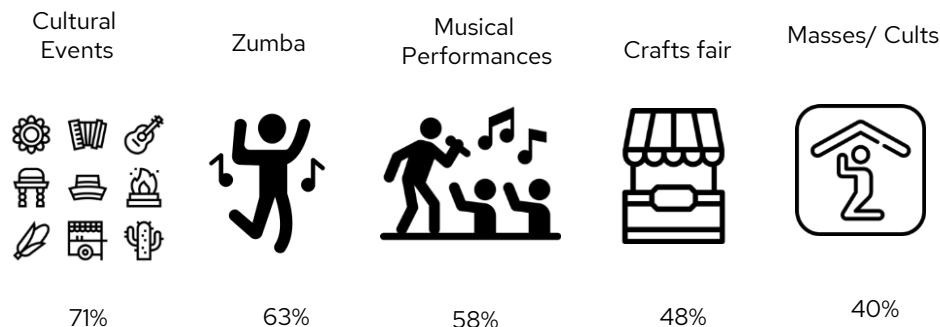
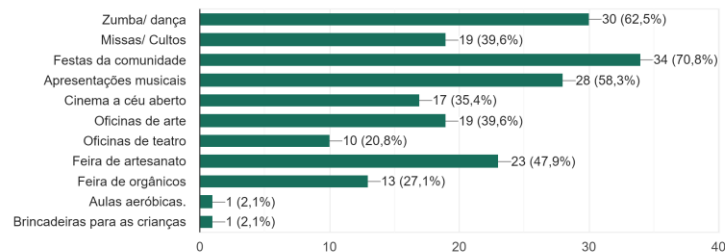
Sports that the community residents are most identified with:



Activities besides sports that the community residents are most identified with:

What other activities besides sports would you like to have in the space?

48 answers



IDENTIFICATION



PROJECT DESIGN SURVEY

Architectural project design developed by partner architects based on:

1. The survey's responses;
2. Technical information provided by local engineer based on a previous geographic study of the land;
3. The available construction budget;
4. Possibility of using local resources in abundance;
5. Recyclable materials available nearby;
6. Tips on construction details provided by local construction professionals.





IDENTIFICATION



"The spaces that will be revitalized will provide children and everyone in the community the opportunity to enjoy more leisure time and to practice other activities. We all know the importance of these spaces for the development and involvement of our youth."

Vanessa, School Director and Local Project Coordinator



APPROVAL



Development of spaces design based on survey responses and alignments among partners and local references



Initial alignments with local municipality



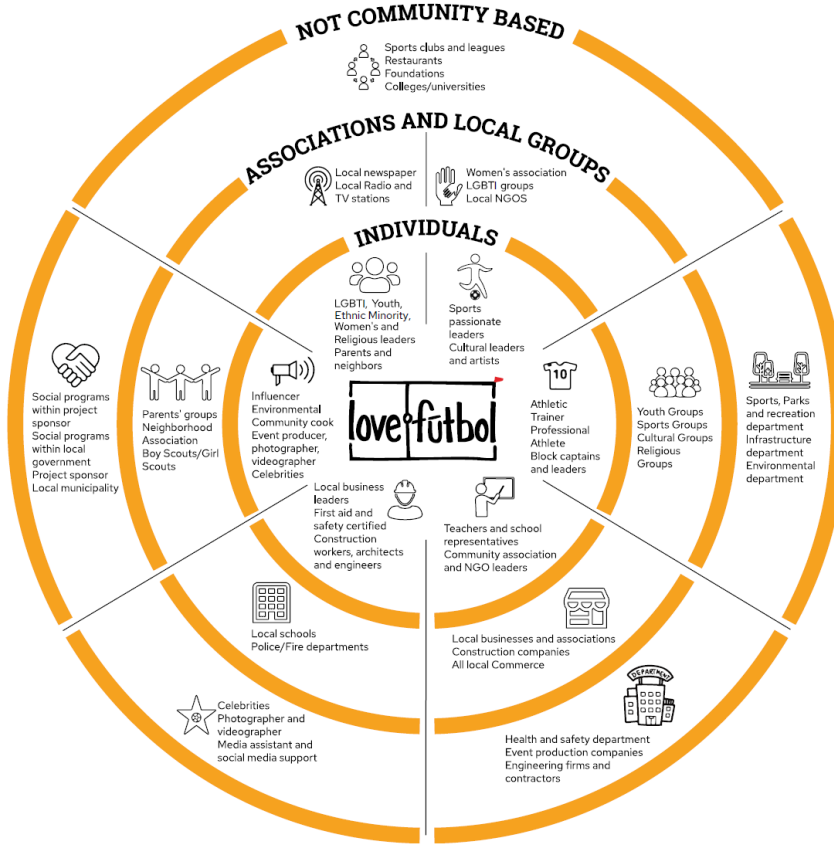
Definition of all project partners and final alignments on project budget and schedule



Signing of agreements between Scatec and love.fútbol, with local implementing partner, local coordinators, landowner and construction partner



10 hours of online training sessions with 3 local project coordinators and local asset mapping development
(45 local groups and leaders listed)



"This project is an achievement for us who want the best for our community. It's a dream come true."

Silvia Pinheiro, President of Neighbors Association of Bom Sucesso





INITIAL ENGAGEMENT



20+ *A*

individual informal meetings with leaders, cultural, environmental, sports and women local groups, businesses and companies, neighbors and local institutions

1st *A*

face-to-face meeting with municipality of Quixeré to present the project attended by the mayor and secretaries from different departments of the local administration

30+ *A*

participants participants in the first collective meeting with the community

60+ *A*

volunteers terms filled out by residents of Bom Sucesso and other neighborhoods in the city, members of the local government and Scatec employees

INITIAL ENGAGEMENT

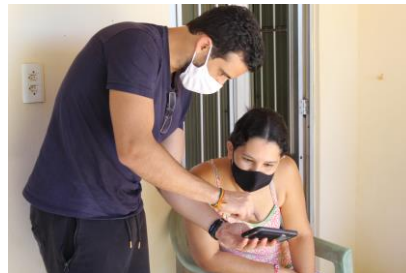


“Scatec has been doing a really important job to improve our public equipment in recent years, especially in Bom Sucesso. At first the school, then the local health unit and now this project. We are starting conversations with Scatec and love.futebol in order to extend this methodology to other projects and communities in our city.”

Toinho, Mayor of Quixeré.



INITIAL ENGAGEMENT



COMMUNITY COMMS MATERIAL

Material that'll be used during the project, especially at community events (build days and opening)



Scatec





DEVELOPMENT



140+



people from over 25 local groups and institutions already involved with the project.

2300+



volunteer hours donated by the community. This amount is a result of the hours dedicated during the Build days + Inauguration + Eleven planning meetings + Smaller construction joint efforts among volunteers. This amount consists of a contribution of approximately US\$7K USD in labor efforts.

4000+



USD donated in materials and services by the local municipality and local partners

14



weeks of construction work in the space, distributed among the pitch, the square and surrounding spaces.

DEVELOPMENT



Community Network - 11 meetings | Average of 20 attendees per meeting



DEVELOPMENT



On August 27th, during the execution of the project, the municipality promoted the first public cultural event in the history of Bom Sucesso. Local artists and cultural groups from Quixeré presented fun and traditional performances on the community's sports pitch.



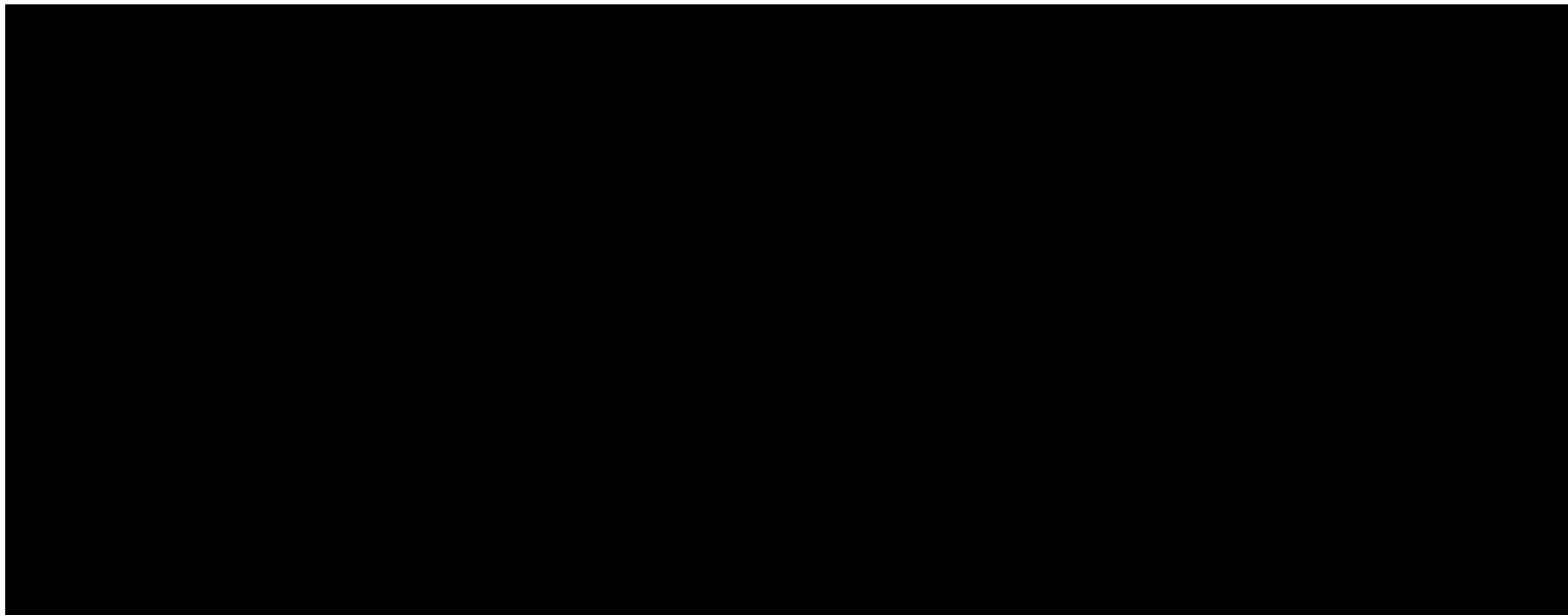
"In more than 20 years working with culture in the city, this is the first time we have held a presentation here in Bom Sucesso. We are really happy to come and share with the community the popular culture of "Bumba Meu Boi."

[Toinho de Toni](#), Quixeré's cultural representative



[Local blog video about the event](#)



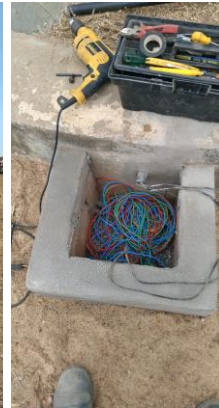


Message from our ambassador Hernanes to the community

DEVELOPMENT



DEVELOPMENT



DEVELOPMENT



DEVELOPMENT



DEVELOPMENT





DEVELOPMENT



BUILD DAY I

First volunteer build day | September 11th

80 *A*

adults attending the event + approximately 40 children. 58% of volunteers were women.

520 *A*

volunteer hours donated during 9 hours of event preparation and execution

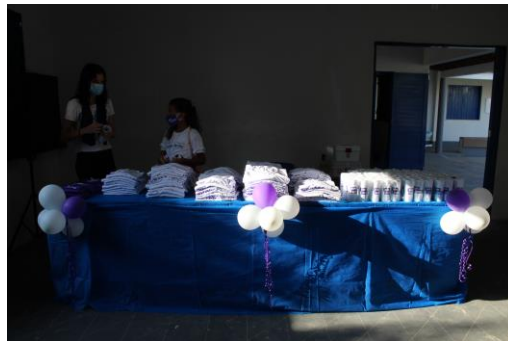
10 *A*

simultaneous activities developed during the event (storytelling for children, weeding, garbage collection, installation of recycled tires, installation of organic garden, gravel spreading, stretching and ice breaker dynamics, food preparation, decoration, etc.)

DEVELOPMENT



BUILD DAY I



DEVELOPMENT



BUILD DAY I



DEVELOPMENT



BUILD DAY I



DEVELOPMENT



BUILD DAY I





DEVELOPMENT



BUILD DAY II

Second volunteer build day | October 2nd

91 *A*

adults attending the event + approximately 40 children. More than a half of volunteers were women.

740 *A*

volunteer hours donated during 11 hours of event preparation and execution

18 *A*

Scatec employees participated in event activities

10 *A*

simultaneous activities developed during the event (storytelling for children, recycled tires painting, church's wall painting, renovation of the square's floor, sustainable garden construction, square aches painting, graffiti mural painting, stretching and ice breaker dynamics, food preparation, decoration, etc.)

DEVELOPMENT



BUILD DAY II



DEVELOPMENT



BUILD DAY II



DEVELOPMENT



BUILD DAY II



DEVELOPMENT



BUILD DAY II



"This project has helped to strengthen the feeling of family among us. Working together we continue to build our community."

Aliana Lima, Project's Comms Captain





“Seeing the strength of the community working together in this project made me very happy! Being engaged on it gave me the opportunity to make friends that I want to take with me for the rest of my life. I will carry this experience forever in my heart and mind!”

Nathália Freitas, Leader of HSE at Scatec and Security Captain during the project




DEVELOPMENT



INAUGURATION

Project Launch | October 29th

300+ 

attendees at the ceremony among participants from cultural groups, residents and local authorities

8 

cultural presentations performed by local groups during the event: Popular drama (local traditional performance), Giant Puppets Parade, Local Philharmonic Orchestra, Capoeira, Local Talents, etc.

560 

USD raised during the event through a bingo and a symbolic fee from stalls that sent food at the event



[Article](#) about the project published on the most important sports website in the country

DEVELOPMENT



INAUGURATION



DEVELOPMENT



INAUGURATION



DEVELOPMENT



INAUGURATION



“In this project the word construction goes far beyond the build labor, placing bricks, stones, sand or painting. Means the construction of a stronger community that has a lot to accomplish from now on, increasingly aware that working together is essential for its sustainable development.”

Adriano Lima, Program Coordinator and CLO's at Scatec



DEVELOPMENT



KPIs



DIMENSIONS AND ITEMS

GOALS

REACHES

Mapping and engagement of community groups

Minimum of 5

25 (500%+)

Community network members, ,
representing diverse community groups

Minimum of 10

Average of **24** members present at all meetings and events of the project
(240%+)

Community volunteers engagement

Minimum of 80

122 community volunteers engaged
(152.5%+)

Hours of volunteer labor

1,000

2,300 hours of volunteer labor donated
(230%+)

Engagement of women during the project

Minimum of **40%** of total volunteers

60% of total volunteers were women

Scheduled groups, activities/ events for regular pitch use, by the pitch opening

Minimum of 10

10 groups scheduled for regular pitch use before inauguration (100% accomplished)

Funds raised for annual pitch maintenance by the inauguration

Minimum of **20%**

100% of funds for pitch maintenance raised until the inauguration event

Number of beneficiaries, per year

500 people

100% accomplished







POST-PROJECT



SPACES' CALENDAR

SCHEDULED AND PLANNED ACTIVITIES AT THE SPACES

Quadra Osmar Júnior (Multisports Pitch)

- | | |
|--|---|
| 6  Football activities/ week | 1  Volleyball training/ week |
| 2  Zumba sessions/ week | 1  Capoeira training/ week |
| 1  Basketball training/ week | |
| 4  Football tournaments and leagues/ year | |

Praça Donatília Lima (Square)

- | | |
|---|---|
| 2  Walking groups/ day | 2  Gym groups/ day |
|---|---|



POST-PROJECT



MAIN NEXT STEPS

Estimated dates of main project milestones to come



~~Community Network Meeting #1~~ | **Aug 13th**



~~Beggining of Construction~~ | **Aug 16th**



~~Build Day Rehearsal #1~~ | **Sep 8th**



~~Build Day #1~~ | **Sep 11th**



~~Build Day Rehearsal #2~~ | **Sep 29th**



~~Build Day #2~~ | **Oct 2nd**



~~Project Inauguration~~ | **Oct 29th**



Monitoring and Supporting | **Nov/21 - Jan/22**





THANK YOU