

2024 REPORT



INTRODUCTION

Dear Coaches, Colleagues, Partners,

As Chair of ICOACHKIDS, I am honoured to present our 2024 Annual Report. This year has been one of remarkable growth, innovation, and commitment to promoting the ideals of child-centered coaching and empowering young athletes around the globe. Our vision of reimagining sport for children so “every child has access to positive sports experiences that foster a love for sport and physical activity” has continued to thrive, as evidenced by the impactful programs and initiatives we’ve launched this past year.

In collaboration with all of our partners, including the European Commission, FIFA, Nike, UNICEF, FIBA, UEFA and many others, ICOACHKIDS has made significant strides in expanding access to sports for underserved populations, especially for young girls through our ICOACHGIRLS initiative. The establishment of girls-only Play Centres in multiple countries demonstrates our commitment to increasing participation and fostering a sense of belonging for every child in the world of sports.

Our global reach has never been broader, with over 350,000 users from more than 200 countries engaging with our online courses and resources. The dedication of our team, our partners, and the coaches has led to over 23,000 course enrolments through our free online learning provision, showcasing our commitment to advancing educational opportunities in coaching and child development. All helping us to realise the ICOACHKIDS goal “to become the centre of excellence for education, development and policy in youth sport.”

Moreover, the successful hosting of our 8th International ICOACHKIDS Conference brought together renowned experts, providing a platform for knowledge exchange and collaboration on critical topics such as engaging Girls and young female coaches, holistic development, and innovative coaching practices.

As we look back at our accomplishments, we are also inspired to move forward with renewed energy, tackling the challenges that lie ahead and striving for excellence in all our endeavours. This report reflects not only our achievements but also our vision for the future. We aim to continue influencing youth sports positively and ensuring that, sport provides a positive, meaningful, person-centred experience for each and every child.

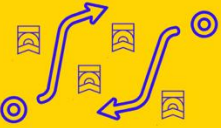
Thank you to all our stakeholders, partners, and coaches who have been part of our remarkable journey this year. Change is a collective endeavour- and together, we can make a difference—together, we can shape the future of youth sports and impact positively on the lives of countless young athletes worldwide.

Warm regards,

SHEELAGH QUINN

CHAIR, ICOACHKIDS GLOBAL MOVEMENT COMMITTEE





KEY STATISTICS




WEBSITE

OVER
350,000
USERS

FROM OVER
200
COUNTRIES


48%


52%

ONLINE COURSES

OVER
20,000
MOOC
ENROLMENTS

ICK ESSENTIALS:
3,000+
MODULE
COMPLETIONS

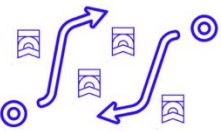
OVER
500,000
COURSE VIDEO
VIEWS

SOCIAL MEDIA

15
MILLION
SOCIAL
IMPRESSIONS

OVER
700,000
YOUTUBE
VIEWS





IN THE SPOTLIGHT



ICOACHGIRLS

Across 2024, our ICOACHGIRLS Project, co-funded by the European Union, has seen girls-only Play Centres open across the continent with our project partners. The centres have engaged over 1,000 girls and trained over 200 female coaches across Ireland (Sport Ireland), Slovakia (Special Olympics) Hungary (Hungarian Coaches Association) Lithuania (Lithuanian Sport University and FIBA), the Netherlands (NOC*NSF) and the UK, Belgium, Czech Republic, Italy and Spain (FIBA).

ICOACHGIRLS aims to promote and increase physical activity and sport amongst girls aged 5-11. The programme is aimed at girls that have never taken part in organized sport, or those who have tried and have dropped out. You can find out more about ICOACHGIRLS [here](#).



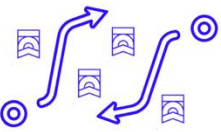
ICK x FIFA

ICOACHKIDS are proud to have partnered with FIFA to develop a suite of resources on Player Centred Coaching and Safeguarding in Talent Development.

The partnership has included the development of online and face-to-face courses as a part of FIFA's Talent Development Scheme.

In September, Dr. Gary Hodgson and Sheelagh Quinn conducted a pilot delivery of the face-to-face at FIFA's Talent Coach Workshop, hosted in Zurich, Switzerland in September.





COACH THE DREAM

In May, ICOACHKIDS co-founder, Professor Sergio Lara-Bercial was invited to Nike's Coach the Dream event at NIKE WHQ in Oregon, USA. Sergio was also part of a panel of youth sport experts at the event.

In October, Sergio and Dr. Ruth Brazier also visited NIKE HQ in Paris to participate in the NIKE future of Youth Summit.

You can find out more about the initiative [here](#).



ICK CONFERENCE

On Friday 25th October 2024, the 8th International ICOACHKIDS Conference took place, hosted by founding partners, the Lithuanian Sports University.

We were joined by youth sport experts: Dr. Ruth Brazier, Leeds Beckett University, Dr. Dan Ransom, Manchester United, Azhar Yusof CoachSG, Dr. Lauren Lieberman, SUNY Brockport, Lorraine Lafreniere, Coaching Association of Canada, Dr. Brigita Zachovajeviene, Lithuanian University of Health Sciences, Dr. Megan Hill, Leeds Beckett University presenting UEFA Playmakers, Jaejung Jung & Remko Kenter CEV - Confédération Européenne de Volleyball, Tadas Petravičius, FULLGAZZ ACADEMY, and Audrone Vizbariene, RIUKKPA.



SUPERNOVAS

ICOACHKIDS have partnered with InDrive Supernovas to recruit, train and mentor youth sport coaches in Kazakhstan, Egypt, Kenya, Ghana, Morocco, Colombia and Chile.

The growing programme, creating more opportunities for children to have more positive experiences of sport and physical activity through football, has seen 1500+ children participate.

The ongoing partnership sees ICOACHKIDS develop and deliver support and resources for all Supernovas coaches in English, Spanish, Arabic and Kazakh.



ICK x GAA

ICOACHKIDS has established a partnership with the Gaelic Athletic Association and created co-branded Gaelic Games Family versions of the ICK Massive Open Online Course (MOOC) videos.

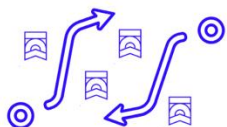
The course themes include:

- Developing Effective Environments for Children in Sport
- Child-Centred Coaching and Physical Literacy
- Coaching Children: Planning Doing and Reviewing
- Maximising Sport Participation and Engagement in Youth Sport
- Developing Effective Talent Development Environments

The partnership was officially announced on Saturday 23rd November 2024 at the Gaelic Games Coaching Conference, where Professor Sergio Lara-Bercial also presented a keynote session on our latest research findings.



MONTH BY MONTH



FEB



ICOACHKIDS Global Movement Committee Meeting



Youth Sport Network position paper launched



Recognised in Nike's Global Impact Report

MAR

APR



Delivery of safeguarding webinar programme for Olympic Gold Quest, India



Online training of InDrive Supernovas coaches from Egypt, Kenya and Ghana.



Launch of ICOACHGIRLS Play Centres across Ireland with Sport Ireland



Professor Sergio Lara-Bercial was a panel member at the Nike Coach the Dream event in Oregon, USA



Launch of ICOACHGIRLS Play Centres in Slovakia with Special Olympics

MAY

JUN



Delivery of the ICOACHKIDS Essentials workshop at the Manchester Festival of Coaching in Manchester, UK.



MOOC video subtitles made available in over 30 languages



The first Youth Sport Network meeting was held online



ICK film Child Rights in Sport course with UNICEF UK in Madrid, Spain

JUL

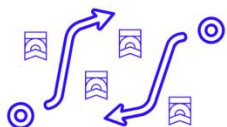
AUG



ICK and FIFA collaborate to launch the Player Centred Coaching and Safeguarding in Talent Development course online



MONTH BY MONTH



SEP

-  Professor Sergio Lara-Bercial and Dr Ruth Brazier attended the Nike Future of Youth Sport Summit in Paris, France
-  Dr. Gary Hodgson and Sheelagh Quinn pilot the Player Centred Coaching and Safeguarding in Talent Development face to face course at FIFA HQ in Zurich, Switzerland
-  ICOACHGIRLS Play Centres launch in Hungary (Hungarian Coaches Association), Lithuania (Lithuanian Sports University), Belgium, UK, Czech Republic, Italy and Spain (FIBA)

 8th International ICOACHKIDS Conference was held at the Lithuanian Sports University in Kaunas, Lithuania

 Presented on holistic talent development environments at the Lithuanian Sports Forum in Kaunas, Lithuania


 ICOACHGIRLS webinar presented with TAFISA


 ICOACHGIRLS Play Centres launch in the Netherlands with the NOC*NSF

OCT

NOV

 Guillermo Calvo presented on Child-Centred Coaching at the Third Rowing Coaches Congress in Cacia, Portugal


 ICOACHGIRLS presented at the Special Olympics Conference

 ICK Essentials presented at the European Network of Sport Education Conference in Tirana, Albania

 Keynote on reducing youth sport dropout and holistic TDEs presented at the Irish Gymnastics Conference, Ireland

 Launched the ICK partnership with the Gaelic Athletic Association at the GAA conference in Dublin, Ireland

 ICOACHKIDS Global Movement Committee Meeting

 Keynotes and practical workshops delivered on Placing Children at the Centre of Youth Sport and ICOACHGIRLS at the DSJ conference in Frankfurt, Germany

DEC



Thank you to our founding partners, the heartbeat of ICOACHKIDS



And thanks to our partner group for their continued support and collaboration



University of Applied Sciences



PLUS MANY MORE



ICOACHKIDS.org