Sport has several benefits for every society like...

- connecting people
- improving national pride and unity
- improving health.
According to the Rwanda Government’s Sports Development Policy (October 2012) Rwanda should have “a higher percentage of population playing sport than in any other African nation and should be ranked amongst the top three African countries in basketball, volleyball, cycling, athletics and Paralympic sports, and a top-10 position in football. It also aims to foster increased participation of people in traditional sports”.

The Netherlands as a benchmark
For a small country, 17 million inhabitants only, the Netherlands is performing well in sports. Dividing the total amount of Olympic medals won since the start of the modern Olympic games in 1896 by the current (2016) population, the Netherlands is by far the number 1 in the world:

- The Netherlands 1 medal per 43,000 inhabitants
- United Kingdom 1 per 74,000
- Germany 1 per 74,000
- United States 1 per 116,000
- Kenya 1 per 473,000
- China 1 per 2.3 million
- India 1 per 45 million

Paralympic medals included the performance of the Netherlands is even better.

Holland on top; how come?
- Professional management & organization of sport entities (experienced professionals in board)
- Performance & results driven
- Shared vision & integrated checks & balances
- Bottom up approach
- Ecosystem approach with commitment from athletes and shareholders
- Excellent sports infrastructure
- Knowledge and experience in sports accommodations development, management and maintenance
- High tech sports technology development
- Superb coaching programs, coaching coaches and trainers
- Sports structures at schools and clubs
- We see solid structured recreational sport as a strong basis for the top

The reason for these successes can be found in the space for sports on the agenda at national and local governmental level. Although investments in sport and sport infrastructure are substantial, at the end it is a cost-saver due to a healthier population and savings in healthcare.

In Noordwijk, a village with a 25,000 population and home base of the international sports management academy, over 80% of the children (6-18 years) is active in sports, resulting in under average nuisance youth, less spending in youth care and savings in health care.

Having such a huge number of children active in sports, the performance at the Olympics is not a surprise. Although soccer is the biggest game in number of players, Olympic and World titles have been won in several sports like volleyball, swimming, water polo, ice-skating, tennis, hockey, athletics, boxing, cycling, several Paralympics disciplines and many others.

It is the result of sustainable investment in sport infrastructure, training programs and the management of sports.

International Sports Management Academy offers education, support and expertise sharing to entrepreneurs, board members of sports organisations and civil servants having a responsibility in sports development education and coaching. We would be delighted to join the (sports) authorities of Rwanda in the further development of sports in their country.

An eventual team supporting further sports development in Rwanda can consist of:

Rob van Nes MBA, CEO of the International Sports Management Academy and the International Business Development Academy. Rob is an experienced international business developer with several connections in sports. He represented his country in skiing and was chairman of the board of both a hockey club and a tennis club in the Netherlands. He is co-founder of Sports in Spain and One Million Hockey Legs India and is Board Member of the Sport Fairs Foundation and the World Beach Hockey Federation.

Prof. Dr. Dewandan Mahadew, Chairman of the Advisory Board of the International Sports Management Academy. Dewandan is a versatile and multi-skilled professional with a broad background. He has master degrees in process engineering, industrial management and business management and a DBA degree in strategic management. He has a profound interest in sport development from a managerial point of view including organisation, management, corporate identity and stakeholders engagement.

Floris Jan Bovelander MSc., former National, European and World Cup winner and Olympic Gold medallist in hockey. He is world-wide considered as one of the all-time stars in hockey. Bovelander is Ambassador For Right to Play and co-founder of the Sport Fairs Foundation and Sports in Spain. His company owns a sports centre and organizes sports events and camps (running sports programs for over 10,000 children per year with his team of 200 coaches). He has an extensive international network with sport organisations and athletes.

Bovelander and van Nes currently run a grassroots sports (hockey) development program in India. The program aims to organise sports events for 500,000 children at the occasion of the World Cup Hockey in December 2018 in India. Next they establish a Centre of Excellence in the east of India. For information and videos have a look at www.onemillionhockeylegs.com and www.facebook.com/onemillionhockeylegs

What can we do for Rwanda…

We are open to share our knowledge and experience in both grassroots and top sport developments to give an extra impulse to the good work you are already doing. Obviously we include our experiences in India.

Having several disciplines in our project team (analytical skills and project structuring, top sport experience, managing sport organisations and sport infrastructural projects and organising sports events) we can...

- Make an analysis of the current situation (general and per sport sector)
- Develop and discuss an Action Plan
- Advise in result-oriented organizational matters
- Advise in sport infrastructural investments
- Advise in managing sports organisations
- Make links with prospective partner communities and sports organisations in the Netherlands
- Organise a trip to the Netherlands for a delegation from Rwanda including visiting major sports venues in Amsterdam, Rotterdam and other cities in the Netherlands like Noordwijk European City of Sports 2017. The Mayor of Noordwijk, former member of the national parliament for sports and member of the Advisory Board of the International Sports Management Academy, will be happy to host the delegation.

Investment

Although we do not consider this as a commercial project, there will be expenses for a number of trips for the project team to come over to Rwanda and for the time involved. Together we have to find a solution on how to cover these costs.