



Skate Gal Club

WE RIDE FOR AFRICA

Skate Gal Club

A project of the collective Surf Ghana

Accra, Ghana

CONTEXTE

Au Ghana, la **dépression** chez les jeunes femmes est un fléau et les facteurs sont nombreux : **faible niveau d'instruction, perte d'emploi, exclusion sociale et professionnelle et violence sexuelle.**

Parallèlement, la pratique sportive par les femmes est limitée.

Le pays n'offre toujours **pas d'infrastructure sportive dédiée ni d'encadrement adapté.**

STRUCTURE PORTEUSE

WE RIDE FOR AFRICA

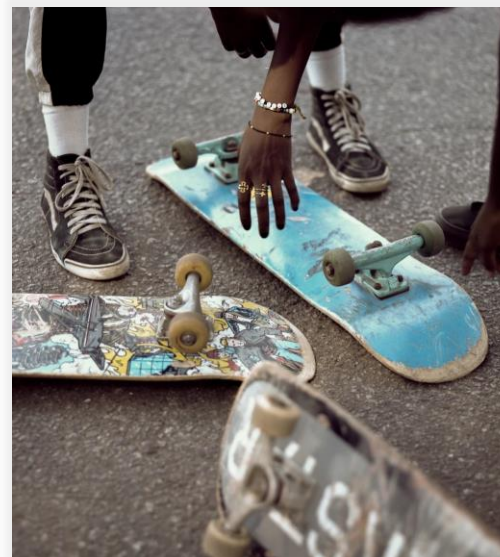
EN PARTENARIAT AVEC SURF GHANA

OBJECTIFS DE DEVELOPPEMENT DURABLE



Objectifs

- Développer et encourager la pratique féminine du skateboard.
- Emanciper les femmes par le skateboard
- Améliorer le bien être des filles et jeunes femmes
- Inspirer et créer des liens sociaux entre les jeunes femmes à travers la pratique sportive.



Activités

- Evénements sportifs réservés uniquement aux jeunes filles
- Ateliers créatifs
- Voyages



Bénéficiaires

Jeunes filles et jeunes femmes

Age : 6-25 ans

Pays : Ghana

Localité : Accra

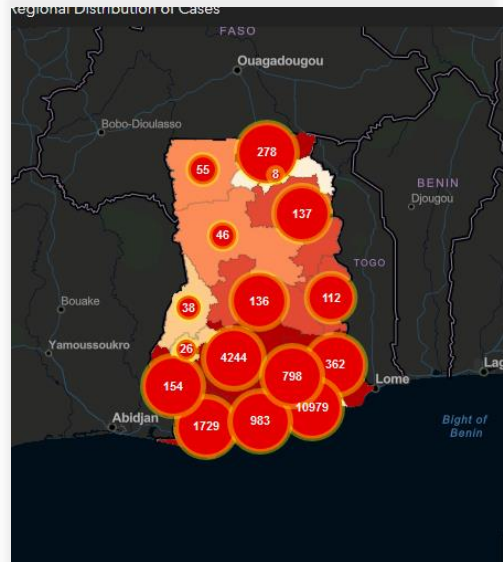
Le projet soutenu

par la foundation Azikia

Création d'un magazine par les jeunes filles du Skate Gal Club.

DOTATION: 2500 €

Slide β



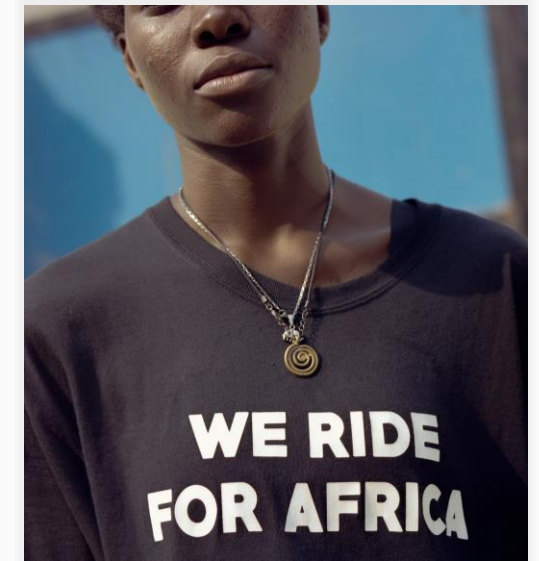
Une réponse immédiate Covid 19

Un mini magazine initié durant la crise sanitaire covid-19 pour soutenir l'inclusion sociale des jeunes filles skateboardeuses durant la période de confinement.



Une formation ludique et collaborative

Un atelier de formation sur 3 mois pour élaborer un travail de fond incluant étapes d'apprentissage des process de création, production & communication d'un magazine.



Un projet de réinsertion sociale

Le projet permet de soutenir la création artistique des jeunes femmes déscolarisées et sans emploi. Un moyen également de développer la confiance en soi et de créer de nouvelles perspectives d'avenir.



WE RIDE FOR AFRICA

Surf Ghana

Performances

How we perform

Fondé en 2017, We Ride for Africa a pour ambition de démocratiser les sports de glisse en Afrique de l'Ouest.

Founded in 2016, We Ride for Africa has the ambition to democratize action sports in West Africa.

We Ride for Africa a lancé le projet Surf Ghana, un collectif qui développe l'entrepreneuriat des jeunes athlètes à travers un programme annuel sportif et éducatif. Cela inclut ateliers, discussions, voyages, partenariats

We Ride for Africa has launched Surf Ghana, a collective that develops entrepreneurship and educational program for athletes. It includes workshops, talks, trips and partnerships with brands.



sports
equipment
collected

230



Skate and surf
lessons

2000



Community

8530



Press release

25



Extreme sports
events

15

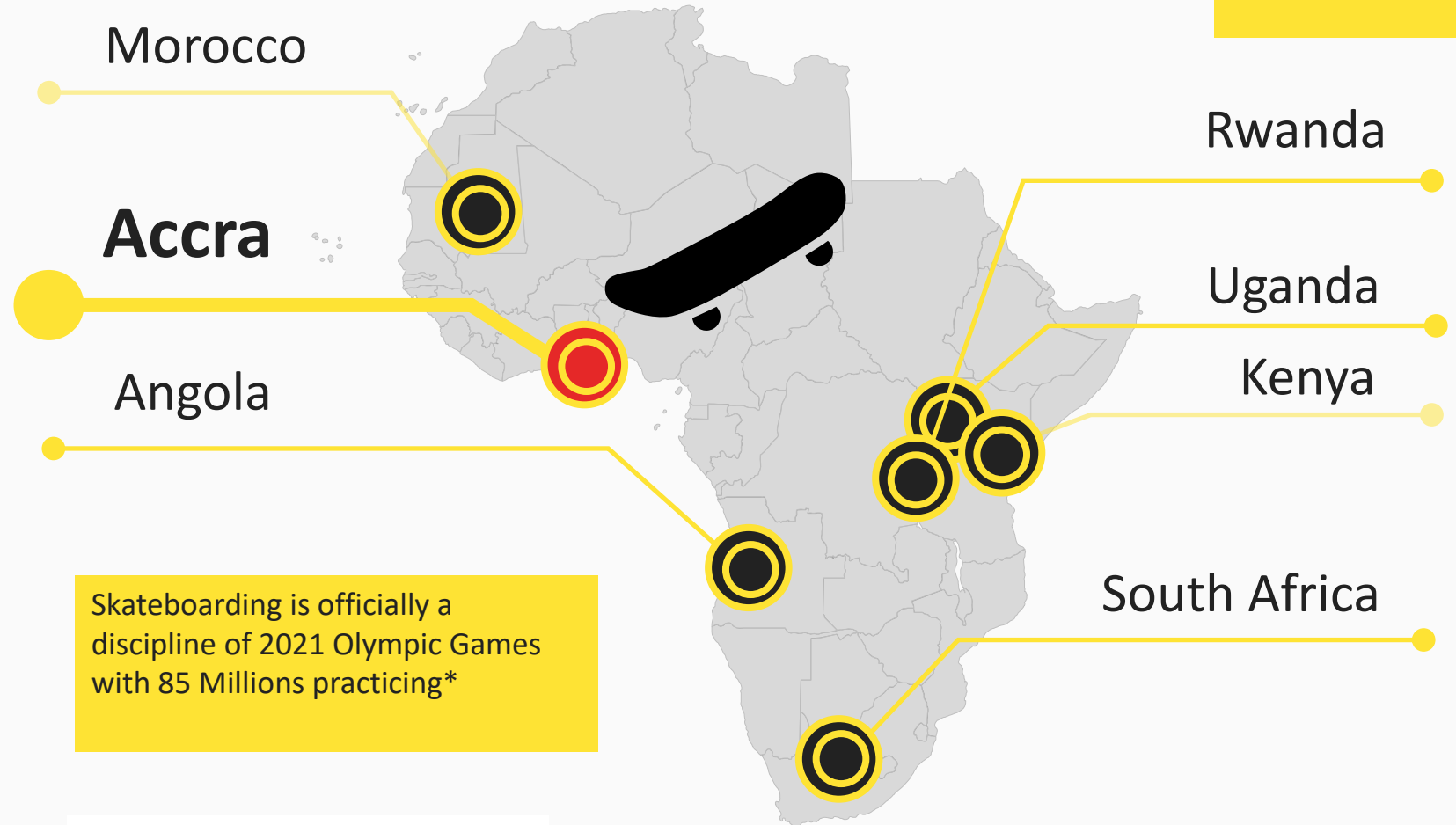


Our future project



A skate park for Accra

- Over 3 500 Skateparks Worldwide*
- Less than 10 skateparks in Africa.



A disadvantaged context to support the well being, the creativity and youth entrepreneurship in Ghana



Sport infrastructure is still luxury in West Africa

A sport club costs between 25 to 50% of an average monthly salary of a young adult vs 3% in Europe.

Quality sport infrastructures often belong to private schools or University. The access is restricted.



A limited access to co-working spaces

In Ghana, most of the young creatives out of school don't have an easy access to co-working space. It costs an average month salary (300-400 ghs).



Art, Sports & Culture public institutions don't provide entrepreneurship program

Most of the initiatives are private, limited & provided by NGO that give emergency response that cannot guarantee sustainable vision.

A new sport eco-system to create



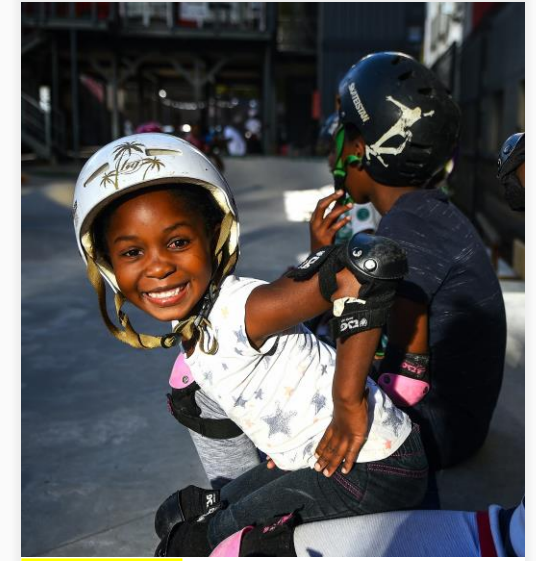
Olympics Games included Skateboarding

Skateboarding is officially a discipline of 2021 Olympic Games with 85 Millions practicing.



In Ghana, 57% of the population under the age of 25

In Ghana 16 millions of the population have less than 25 years old.



New market and new job opportunities

Carpentry, sport coaching, sport tourism, sport journalist, sport photographer, sport event manager. Etc....



Press and partners

International brands

Organizations

Local

Our partners



Surf Ghana

VOGUE

BBC

NOW

THIS

TRACE
AFRICA

VICE

arte

Press coverage

SKATEISM



Konbini®

NATIVE

yahoo!

L'EQUIPE-FR





Contact

Surf Ghana

Sandy Alibo

Founder



"I believe that Sports can contribute to the personal and professional emancipation of young Africans."



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FOUNDER OF WE RIDE FOR AFRICA & SURF GHANA COLLECTIVE

My previous experience as a Sponsorship Manager for Orange France (sports department) has allowed me to redefine the concept around sports infrastructures. I envisioned a healthy ecosystem that could benefit the youth. During seven years for Orange France, I have created over 20 sports events, built an online action sports community, and managed over 25 athletes from different fields (skateboarding, surfing, skiing, snowboarding, and BMX). Ex Business Developer for Konbini Africa, a new generation media company (reaching 60 million unique visitors a year in over 30 countries and a significant player in the world of pop culture), I have developed skills in strategic partnerships, digital marketing and strategies (Branding, mobile, social media marketing) on the West African segment.

7 years+ in extreme sports in industry in France.

Nominee Okay Africa 100 Women 2020's list as a changemaker and forward thinker in Africa

