



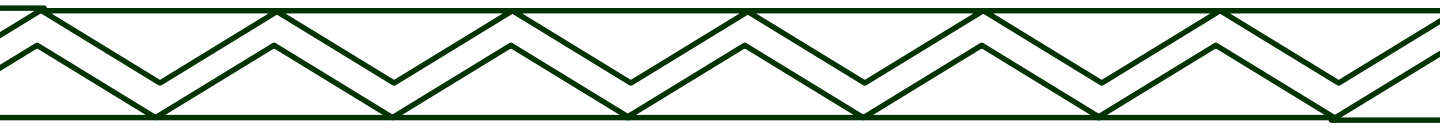
# AFRICAN<sup>TM</sup> GREEN CUP 2025 First editions

The only mega sports event on conservation in Africa

**AFRICAN<sup>TM</sup>  
GREEN CUP**  
we play, we Connect, we protect

# Contents

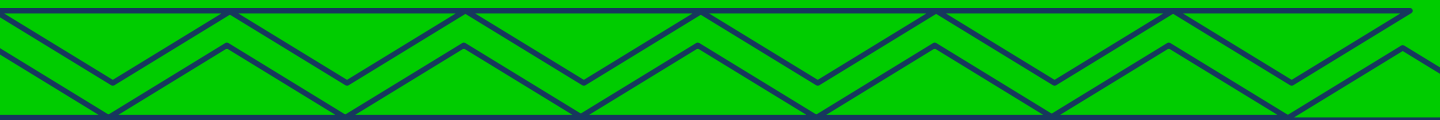
			
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# AFRICAN GREEN CUP™

The only mega sports event on Conservation in Africa

*We play, We Connect, We protect*





## SECOTO Background

Sustainable Environmental Conservation Tournament- SECOTO is a new global established by **Eco Arts Initiative** ([www.ecoarts.org.rw](http://www.ecoarts.org.rw)) and powered by **Eco Arts Ltd**, to empower young people to advocate for environmental protection and assist a new, talented generation in Sports, and arts through promoting a sense of earth stewardship via **UN Sports for Climate** and stabling environmental Clubs into Eco Sports Clubs as key of sustainable development and youth empowerment program approach the community.

This project announced at **COP28 UAE** in December 2023 in Dubai, is centered around four key sports disciplines: Football, Basketball, Volleyball, handball, and entertainment, all working towards the theme of "**Engaging Young People in Conservation for Sustainable Development through Sports and Arts.**"

With the catchphrase "**We Play, We Connect, We Protect,**" SECOTO has eight Mega continental sports events in conservation such as **African Green Cup™, Asian Green Cup™, European Green Cup™, Oceanian Green Cup™, American Green Cup™, South America Green Cup™, and Eco Sports Cup-UAE and World Green Cup™** These mega sports event are subdivided in different tournament according the sports sector that has been identified during SECOTO international workshop which joint 121 countries from different continent. For more detail visit [www.secoto.org](http://www.secoto.org)



## Welcome message

In the world of sports, competition often drives athletes to push beyond their usual boundaries and reach new heights. SECOTO aims to harness this spirit of rivalry to promote conservation.

With great pleasure, we invite you to partner with us for the launching Sustainable Environmental Conservation tournament as the first and only mega sports event on Conservation in Africa **“African Green Cup™”** With a series of sports competitions, workshops, and panel discussions. The event would be an opportunity to showcase innovative solutions and best practices for addressing climate change while fostering collaboration and solidarity among African countries through sports for climate

**African Green Cup™** is set to be an exciting and memorable time of mega sports events bringing together young people talented in Sports and Performing Arts as conservationists, Sports fans, climate activists, policymakers sports organizations, Environmental organizations, and indigenous people, from all over the African continent.

The youth between ages 18-30 from 144 Eco Sports Clubs in all African countries will convene under the theme **“Engaging young people in conservation for sustainable development”** to be educated and spread messages about the importance of addressing climate change through combining sports and environmental awareness, as well as seek to inspire individuals, communities, and governments to take action towards a more sustainable future.

Approximately 13,000 talented youth will take part physically in the sports Eco tournaments **African Green Cup™** and **African Green Awards™** And elevate the quality engagement of sports lovers in Environmental protection, through **Arts performances, Football, Basketball, Volleyball, music performance, Comedy, traditional dance, and modern dance** which will be hosted in countries selected.

**African Green Cup™** is not only a mega sports event that will reach millions of households, sports fans, entertainment lovers, and environmental activists, but it is also a platform that will nurture a new African sports talented generation who have the spirit of being Earth Guardians.

## Overview of the African Green Cup™



Africa, known for its diverse ecosystems and unique wildlife, **African Green Cup™** is represented by Eco Sports Club hailing from various countries, each contributing its distinct perspective and expertise to the tournament. The unity among these Eco sports Club reflects a shared commitment to addressing the environmental challenges that the continent faces, emphasizing the powerful connection between sports and climate action



The SECOTO **Sustainable Environmental Conservation Tournament** in Africa is not just a competition; it's a platform where sports meet environmental stewardship. Diverse Eco-sports clubs from across the continent unite with a shared purpose-sustainable conservation through sports. These Eco teams are comprised of individuals dedicated to preserving Africa's rich biodiversity by protecting natural habitats and promoting environmental sustainability.

Through their diverse initiatives, these Eco teams demonstrate that the language of sports can transcend borders and effectively communicate the importance of conservation and climate resilience in African and beyond.



### African Eco Sports Profile

- Reinforcing conservation of savannah ecosystems, through eco sports events and competitions to raise awareness about the impact of climate change on wildlife and engage local communities through sports initiatives, linking the thrill of the game with environmental advocacy.
- Utilize sports events to draw attention to deforestation issues in the African rainforest. Their campaigns include Eco sports matches and events that highlight the urgent need for rainforest conservation in the face of climate change.
- Leveraging sports activities to promote marine conservation and sustainable living. By organize community sports events with an environmental protection and encourage participants to adopt eco-friendly practices in their daily lives and aquatic-themed events help them convey the importance of preserving Africa ecosystems in the context of climate change.



# Mission



The **African Green Cup™** of Nations for Climate Change is a unique Initiative that aims to raise awareness about climate change and promote sustainable practices across Africa through sports and arts performances as well as Unify African countries to act on the climate agenda with the same spirits.

## Purpose and Goals

The primary goal of the **African Green Cup™** of Nations is to use the popularity of sports and entertainment as a platform to engage with a wide audience and spread messages about the importance of addressing climate change. By combining sports with environmental awareness, the event seeks to inspire individuals, communities, and governments to take action towards a more sustainable future and inspire the other countries of the World

## Format and Activities

During the **African Green Cup™** of Nations, participating teams not only compete on the Sports field but also engage in various activities related to environmental conservation. These activities include tree planting initiatives, beach clean-ups, educational workshops on climate change, and sustainability practices by increasing the endless unique African Culture.



## Asian Green Cup™ Highlights

## Key Themes

1. African Green Cup™ Inauguration
2. Press Conferences and announcing three hosting countries.
3. COP29 expo Sports For Climate
3. Eco Tournaments :
  - Opening Ceremony
  - Arts Performances
  - Awarding Ceremony

### Climate change

Education

SDGs campaign

Culture exchange

Sustainable Eco tourism

Ability to disability

### SPORTS CATEGORY:

1. Football 2. basketball 3. Volleyball

### PERFORMING ARTS:

1. Music 2. Culture 3. dance

Note: all events will be hosted in Three countries according to the sector





## Inauguration of African Green Cup™

A Conference that will bring together 720 leaders and brilliant minds from sports organizations, Environmental organizations, private sectors, Government leaders, and environmental and sports Experts to discuss the implementation of the **African Green Cup™**. They will meet together to brainstorm, discuss, and establish guidelines, rules, and regulations, and approve Calendars and programs. As well as establishing committees of **African Green Cup™** in Football, Basketball, Volleyball, and Arts Performances

- 1<sup>st</sup> Day: Opening Ceremony
- 2-4<sup>th</sup> Days: meetings Sessions according to agenda
- 5<sup>th</sup> Day: City Tour
- 6<sup>th</sup> Day: Closing Ceremony



## Press Conference and the host countries announcement

The press conference announcing the hosting countries of the **African Green Cup™** will be a highly anticipated event that will bring together representatives from various Asian nations, sports organizations, and environmental groups. The conference will be held at a prestigious venue, with media outlets from around the World in attendance to cover the announcement.

### Key Points Discussed at the Press Conference:

**Selection Process:** The organizers of the **African Green Cup™** will outline the rigorous selection process that was used to choose the hosting countries. Factors such as environmental sustainability, infrastructure readiness, and commitment to promoting green initiatives were taken into consideration during the selection process.

**Environmental Initiatives:** The press conference also will highlight the various environmental initiatives that will be implemented in conjunction with the **African Green Cup™**. These initiatives include tree planting campaigns, waste management programs, and renewable energy projects aimed at reducing the carbon footprint of the tournament.

**Impact on Local Communities:** The organizers will emphasize the positive impact that hosting the **African Green Cup™** would have on the local communities in the host countries. From job creation to infrastructure development, the tournament is expected to bring about lasting benefits for the host nations.

**Collaboration with International Organizations:** Representatives from international environmental organizations will also speak at the press conference, highlighting their collaboration with the **African Green Cup™** organizers to ensure that the tournament meets international standards for sustainability and environmental responsibility.



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## Introduction to COP 29 The World Green Cup and Intercontinental Green Cup

The COP 29 will be a crucial event where countries come together to discuss and negotiate actions to address climate change which is a good time for exhibiting the impact of SECOTO during World Green Cup™ and intercontinental Green Cup

**Exhibiting Sport for Climate at COP 29** Exhibiting SECOTO at COP 29 will have a profound impact on various stakeholders. By showcasing how sports **World Green Cup™** and Intercontinental Green Cup, for different sports sectors and fans are taking steps to reduce their carbon footprint and promote sustainability. This exhibition will highlight innovative practices of eco-sports clubs in community engagement and the best way to raise new talented generation in who are climate activists and such as sustainable stadium designs, eco-friendly sporting events, and carbon-neutral initiatives undertaken by sports bodies.

**Raising Awareness and Mobilizing Action** One of the key impacts of exhibiting Sustainable Environmental Conservation Tournament (SECOTO) at COP 29 is the potential to raise awareness about the urgency of climate action among a diverse audience. Sports have a unique ability to capture public attention and engage people from all walks of life. By leveraging the popularity of sports, COP 29 can amplify its message on climate change and mobilize a broader community towards sustainable practices.

**Influencing Policies and Partnerships** Another significant impact of showcasing SECOTO at COP 29 is its potential to influence policies and foster partnerships. Governments, sports organizations, and businesses attending the conference may be inspired to collaborate on initiatives that promote sustainability in sports. This could lead to the development of new policies, funding mechanisms, and partnerships aimed at reducing the environmental impact of sports activities.

**Promoting Sustainable Practices in Sports:** SECOTO at COP 29 will also catalyze the promotion of sustainable practices within the sports industry. By highlighting best practices and success stories, COP 29 by encourage sports organizations to adopt environmentally friendly policies, invest in renewable energy solutions, and engage in community outreach programs that support climate action.

# Opening ceremony

The opening ceremony of the African Green Cup™ for Climate is a significant event that brings Sports lovers, music, dances, culture lovers, policy makers climate activists animal keepers, and all friends in sports and climate convene together for the opening ceremony to The hosting countries selected.

## Key Components of the Opening Ceremony:

**Artist Performance and Traditional Performances:** Cultural performances showcasing the rich heritage and traditions of Africa are often featured during the opening ceremony. These performances celebrate the diversity of African cultures while underscoring the importance of preserving the environment for future generations.

**Speeches and Presentations:** Prominent figures, including government officials, environmental experts, and activists, may deliver speeches highlighting the impact of climate change on Africa and the role of sustainable practices in mitigating its effects.

**Symbolic Gestures:** Symbolic gestures such as tree planting ceremonies or symbolic pledges to reduce carbon emissions are common during the opening ceremony. These actions serve to symbolize a commitment to environmental stewardship and inspire others to take action.

**Exhibitions and Displays:** Exhibitions showcasing innovative green technologies, sustainable practices, and environmental initiatives may be featured at the opening ceremony. These displays aim to educate attendees about practical solutions for addressing climate change.

**Networking Opportunities:** The opening ceremony provides a platform for participants to network, exchange ideas, and forge partnerships in support of environmental sustainability. It catalyzes collaboration among stakeholders committed to combating climate change in Africa.

**Official Launch of Competitions:** The African Green Cup™ for Climate may include various competitions focused on sustainability, renewable energy, waste management, and other environmental themes. The opening ceremony marks the official launch of these competitions, setting the stage for participants to showcase their innovative solutions.



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## Eco Tournaments

A total of eco teams will be selected from across the African continent to participate in football, Basketball, and Volleyball in the three hosting countries for a period of 24 days focusing on sports for climate a unique initiative that combines sports with environmental awareness. 162 games for all 3 sports categories means 486 games and 82 performances will serve as a platform to raise awareness about the impact of climate change. The event will also include side events for a panel discussion, accompanied by the performance of artists and cultural performances for **African Green awards™** aiming to foster collaboration and dialogue on climate-related issues while showcasing the power of sports in driving positive change.

### Format and Structure:

The competition is structured as a series of matches between the participating teams, from **the groups stages, knock-out, semi-final to final**. with each match highlighting a specific aspect of climate change and sustainability. Teams are encouraged to incorporate eco-friendly practices into their training routines, such as using recycled materials for equipment or promoting energy conservation in their facilities. Additionally, educational workshops and seminars are organized alongside the matches to engage players, coaches, and fans in discussions about climate action and environmental stewardship.

### ECO SPORTS CLUBS

- Football 54
- Basketball 54
- Volleyball 54
- Arts performance 30 per group

*Every Eco team will play 3 games from groups stage*



## African Green Cup™ Awarding Ceremony

The awarding ceremony for the **African Green Cup™** is a prestigious event that honors Eco Sports Clubs, and fan clubs communities that have made significant contributions to environmental protection and sustainable development. Overall, the awarding ceremony for the **African Green Cup™** is a significant event that recognizes and celebrates the outstanding achievements of individuals and organizations dedicated to protecting the environment and promoting sustainable development in Africa through sports.

### Sports Cups Categories

- The **African Green Cup™** features various award categories that recognize different aspects of environmental conservation and sustainability. These include the first Eco Sports Clubs in Football, Basketball, and Volleyball, **Awards for biodiversity protection, Renewable energy innovation, waste management practices, community engagement,** and youth leadership in environmental stewardship.

### Arts Awards Categories

- Best Artist performances,
- Best cultural performances
- Best dancing Group
- Best Comedians
- Best Movies

### Others Awards

- Best Fans Clubs promote sustainability during the tournaments
- Young player
- Best innovative eco sports clubs

**Note:** The Fist Five team will participate in the **World Green Cup™**



# Impact of African Green Cup™

**African Green Cup™** has a significant impact on the world in various ways. It will leverage the popularity and influence of sports to raise awareness about climate change, promote sustainable practices, and drive positive environmental action. This impact will be observed across different dimensions, including environmental consciousness, Sports development community engagement, policy advocacy, and global collaboration.

- **Environmental Consciousness** Integrating climate-related messages into sports events and activities that contribute to raising environmental consciousness among eco-sports clubs, fans, and the general public By leveraging the reach and appeal of sports, It effectively communicates the urgency of addressing climate change and encourages individuals to adopt eco-friendly behaviors, leading to a more environmentally conscious society, and fostering a culture of sustainability and responsible environmental stewardship.
- **Community Engagement:** this tournament will serve as a platform for engaging local communities in environmental initiatives. Through partnerships with grassroots organizations, eco-sports clubs, and community outreach efforts, it will mobilize individuals to participate in conservation projects, clean-up campaigns, and other eco-friendly activities. This community engagement not only fosters a sense of collective responsibility towards the environment but also strengthens social cohesion and resilience in the face of climate challenges.
- **Policy Advocacy:** The influence of sports extends beyond entertainment and leisure; it also holds a significant way in shaping public opinion and influencing policy decisions. This Eco tournament program will advocate for policy changes that prioritize sustainability, renewable energy, and carbon reduction strategies. By leveraging its influence on public discourse, this initiative will also push for environmentally friendly policies at local, national, and international levels, thereby contributing to the global effort to combat climate change.
- **Global Collaboration:** African Green Cup™ will unify the power that transcends geographical boundaries and cultural differences and increase the facilitation of global collaboration by bringing together Eco sports Clubs and organizations from around the world to collectively address climate issues. This collaborative approach will foster international partnerships, knowledge exchange, and joint initiatives aimed at mitigating the impacts of climate change on both local and global scales.



## Why partner with African Green Cup



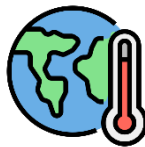
Increasing your activities by becoming a strong partner for achieving to Sustainable Development Goals and seeding the sustainability of your firm for a better future



Engage young people in environmental protection and help them to develop their talent in the World.



Help us bring together voices from across sectors including civil society, youth, and the private sector to ensure Sustainability is considered from all areas of society.



Support advocacy efforts in curbing/mitigating the impact of global warming as a direct and immediate threat to the economies, the communities, and the way of life of the People in the World



Raising a New talented Generation and upcoming famous in sports who are the Earth custodians.



Helping the youth to address the loss and damage in their community through Sports and Arts.



# Branding Guideline



## Note

- The branding message will be identified according every country's climate issues
- The partner and sponsor will be branded according to the of sustainability that they want to promote.



WORLD  
**Green**  
CUP

Zero Emission



Save  
Marine species

AFRICAN  
**GREEN CUP**  
we play, we connect, we protect

Don't Let them  
Extinct



VISIT  
UGANDA

**Secot**  
we play, we connect, we protect

Saving marine  
species





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# *We Play, We Connect, We Protect*

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