



Report 2023-2024

Sustainable Environmental Conservation Tournaments-SECOTO

“SECOTO” the only mega sports event on conservation





We Play, we Connect, we Protect

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The Only Mega sports Event on Conservation

Contents

00. Acronym and Abbreviation.....	1
01. Remark	2
02. Acknowledgement	3
03. Introduction	4
04. Establishing SECOTO Rwanda Office and staff.....	5
05. Signing MoU with Rwanda Football Association-FERWAF.....	6
06. SECOTO International Conference.....	7
07. Hosting the URI Global Council 2023.....	9
08. Asia Machinery Investment Ltd.....	10
09. Eco Spart Cup –UAE.....	11
10. COP28 –UAE and signing MoU with Creative Hub and UAE sports for all federations.....	12
11. SECOTO Sports Collections (Saving The Earth Campaign).....	13
12. SECOTO International Green FZC.....	14
13. SECOTO MEES 2024	15
14. SECOTO Magazine.....	16
15. Greenpreneur Campaign	17

Acronyms and Abbreviations

IGC: Intercontinental Green Cup

GGGI: Global Green Growth Institute

RDB: Rwanda Development Board

SECOTO: Sustainable Environmental Conservation Tournaments

SIG: SECOTO International Green

URI: United religion Initiatives

WGC: World Green Cup

WGA: World Green Award





Remarks

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 read this report revealing the success of SECOTO in its first year 2023-2024. **Sustainable Environmental Conservation tournament-SECOTO** is the first and only mega sports event on Conservation on the earth With a series of sports competitions, workshops, and panel discussions. Exhibitions.

This platform is an opportunity to showcase innovative solutions and best practices for addressing climate change while fostering collaboration and solidarity among worldwide countries through sports for climate.

SECOTO 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 World. The youth between ages 18-30 from all 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 by combining sports and environmental awareness, as well as seek to inspire individuals, communities, and governments to take action towards a more sustainable future. 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.

In this report, you will see that since we started this program, it's grown quickly and is appreciated by different young people around the World. In one year we get 161 community organizations from 121 countries. that are ready to promote sports for climate as the key of youth empowering program through environmental Clubs and sports clubs

We Play, We Connect we protect

SHUMBUSHO Patience

CEO and Founder

Acknowledgment



2023-2024 is the founding year of the Sustainable Environmental Conservation Tournament-SECOTO under **Eco Arts initiative** and **SECOTO International Green FZC** as it was the time to create concepts, implementation guidelines, approaches, identification, collaborates with various stakeholders, including government agencies, non-profit organizations, and corporate partners, to amplify its impact. These partnerships help secure funding for sustainability initiatives, expand outreach efforts, and implement long-term strategies for sports environmental conservation.

First I extend my appreciation to the **Global Green Grant Fund** for its financial fund for seeding the ideas.

I would like to express my gratitude to the team of the **Rwanda Development Board (RDB)** and **Rwanda Convention Bureau (RCB)** for their Contribution to analysis and advisory.

My special thanks are oriented to **United Religions Initiative San Francisco (URI Global)** as our community partners in 120 countries.

I Seize my gratitude to, **Global Green Growth Institute (GGGI)** for partnering with us in creating awareness about zero plastic Waste and promoting Greenpreneurs through the SECOTO Event and in the schools and opportunity sharing.

I thank the **Norrskan House Kigali/Circular Economic Hub** which is our home and place to extend our network and during Secoto developments

All Grateful seized to the Ministry of Environments Rwanda for its accreditation to launch SECOTO during COP28 and the Ministry of Sports

I would like to express my appreciation to the **Creative hub-UAE** and **UAE Sports for all Federations** for their effort to launch SECOTO in COP 28 and network exposure in GCC countries.

I extend my sincere gratitude to Asian Machinery Investment which became the first sponsor of SECOTO

Finally thanks to all the team of Eco Arts initiative, Spartcup management, Nour attorney Company

Mohamed Noureldin

Deputy CEO

SECOTO Internatinal Green FZC

A handwritten signature in black ink, appearing to read 'mfn', located below the typed name and title.



Introduction of SECOTO

Sustainable Environmental Conservation Tournament- SECOTO is a global Program established by **SHUMBUSHO Patience** under **Eco Arts Initiative** in partnership with **Global Green Grant Fund** and powered by **SECOTO International Green FZC** 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 the key of sustainable development and youth empowerment program approach the community.

This program launched 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 annual 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

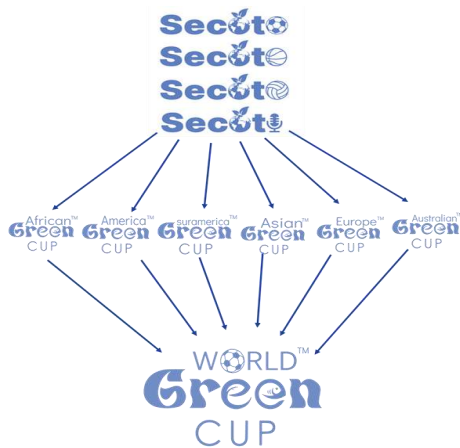


OVERVIEW

The 10,688 Eco Sports Clubs from all 167 countries between ages 8 -30 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.

SECOTO is not only a mega sports event that will reach to billions of sports fans, entertainment lovers, and environmental activists, but it is also a platform that will nurture a new talented generation who have the spirit of being Earth Guardians.

Transform “sports club” to “eco sports club” and “environmental club” to “eco sports club”, 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 in their community by increasing the endless of diversity Culture.





We engaging young people in Conservation for sustainable Development through Sports and entertainments.

*We play,
We Connect,
We protect*

MISSION

The **SECOTO** is a unique Initiative that aims to raise awareness about climate change and promote sustainable practices across the World through sports and arts performances as well as Unify World young people to act on the climate agenda with the same spirit and strengthen empowerment program from the community to international.

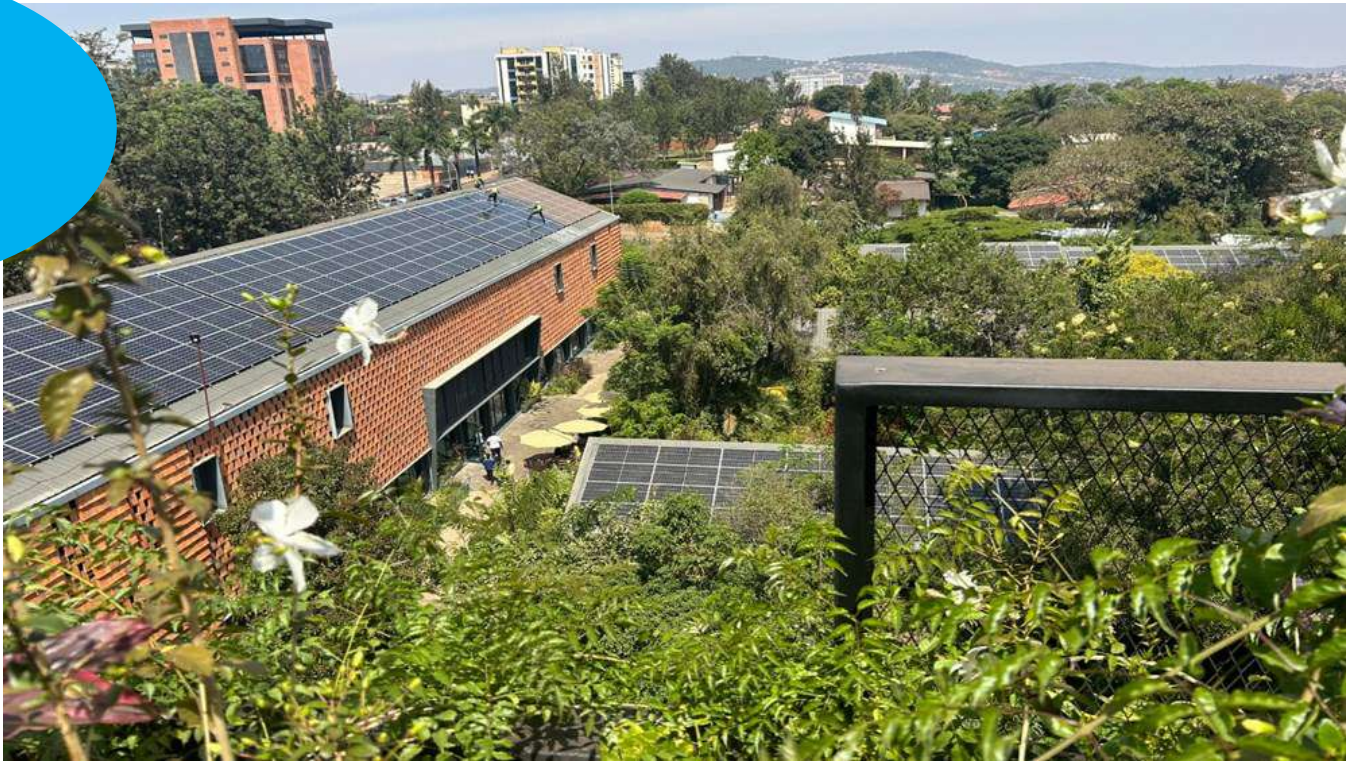
GOAL

The primary goal of the **SECOTO** 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 events seek to inspire individuals, communities, and governments to take action towards a more sustainable future and inspire the other countries of the World

- UN Sports for Climate
- IUCN sports and Nature
- Sustainable Development Goals
- UNESCO
- Paris Agreements of Climate Change
- FIFA' Sustainability

CONTEXTES

ACT. 1



Opening SECOTO Office in Rwanda

In 2023-2023 Eco Arts Initiative created the intersection of sports and environmental conservation that has gained significant attention globally. The establishment of sustainable initiatives that promote environmental conservation through sports has become a priority for many countries, including Rwanda where this initiative was born. One such initiative is the Sustainable Environmental Conservation Tournament (SECOTO) in Rwanda, which aims to leverage the power of sports to raise awareness about climate change and promote sustainable practices. **Norrskan House Kigali** - Circular Economy which is the biggest hub in East Africa becomes the home of the development of SECOTO, this facilitates Eco arts to establish regional team which will coordinate all activities regarding sports for the climate in regions



ACT. 2

Signing partnership agreement with Rwanda Football Federation- FERWAFWA



The Memorandum of Understanding (MoU) signed between the Sustainable Environmental Conservation Tournament (SECOTO) and the Football Federation Rwanda Association (FERWAFWA) signifies a significant partnership aimed at promoting sustainable environmental conservation through football activities in Rwanda.

Purpose of the MoU: The primary objective of signing the MoU between SECOTO and FERWAFWA is to leverage the popularity and reach of football to raise awareness about environmental conservation among players, fans, and the general public. By collaborating on various initiatives, both organizations aim to promote sustainable practices and

inspire positive change within the community.

Key Components of the MoU:

Environmental Awareness Campaigns: The MoU outlines plans for organizing joint campaigns that focus on educating stakeholders about environmental issues and encouraging sustainable behaviors.

Green Initiatives at Football Events: Both organizations commit to implementing eco-friendly practices at football matches and tournaments, such as waste management, energy conservation, and promoting recycling.

Youth Engagement Programs: The MoU includes provisions for engaging youth in environmental conservation efforts through football-related activities, workshops, and educational programs.

Collaborative Projects: SECOTO and FERWAFWA plan to collaborate on projects that combine sports with environmental conservation initiatives to maximize impact and reach a wider audience.





The Conference of Sustainable Environmental Conservation-SECOTO is a global event aimed at bringing together representatives and delegates from 73 countries to discuss and address pressing environmental issues facing the world today. This conference serves as a platform for sharing knowledge, best practices, and innovative solutions to promote sustainable environmental conservation on a global scale through Sports in cycles cooperation of URI.

Venues: Hosting a conference of this magnitude requires meticulous planning and coordination. The organizing committee must secure a suitable venue that can accommodate a large number of delegates, provide necessary facilities for presentations and discussions, and ensure logistical arrangements are in place for the smooth running of the event.

Agenda and Topics: The agenda for SECOTO would encompass a wide range of topics related to sustainable environmental conservation through sports and Arts, including but not limited to climate change mitigation, biodiversity preservation, renewable energy adoption, waste management strategies, water conservation efforts, and sustainable agriculture practices. Workshops, panel discussions,



Delegates' Participation: Delegates from 73 countries actively participated in the conference by presenting projects, and initiatives undertaken in their respective nations to promote sustainable environmental conservation. Interactive sessions would allow for knowledge exchange, peer learning, and capacity building among participants.

Outcomes and Resolutions: After SECOTO, outcomes such as declarations, resolutions, action plans, and partnership agreements formulated to guide future sports actions toward sustainable environmental conservation globally and enforce youth empowerment program through SECOTO in with the purpose to have new talented generation who are climate activist and change maker. These outcomes will serve as a roadmap for countries to implement policies and practices that contribute to mitigating environmental degradation and fostering resilience in the face of climate change challenges.



To hosting the Conference of Sustainable Environmental Conservation (SECOTO) with delegates from 73 countries is a significant opportunity to foster international cooperation, collaboration, and commitment towards achieving common goals in environmental sustainability. By bringing together diverse perspectives and expertise on a global platform like SECOTO can catalyze positive change and inspire collective action for a more sustainable future.



Hosting Global URI Council

Eco Arts Initiative as a Circle of cooperation, hosts the Global Council of The United Religion Initiative (URI). URI is a global grassroots interfaith network that promotes enduring, daily interfaith cooperation to end religiously motivated violence and create cultures of peace, justice, and healing for the Earth and all living beings. The URI Council consists of representatives from different regions around the world who work together to advance the organization's mission.

Community Projects Worldwide: The delegates attending the URI Council are likely involved in various community projects worldwide aimed at promoting interfaith understanding, peacebuilding, social justice, environmental sustainability, and other initiatives that align with the values of the URI network. These projects may range from local initiatives within their respective countries to larger international collaborations.

Impact of Hosting Delegates for Community Projects: Bringing together delegates from 70 countries within the URI Council can have a significant impact on fostering cross-cultural dialogue, sharing best practices in community project implementation, building networks for future collaborations, raising awareness about global issues affecting diverse communities, and inspiring collective action towards positive





Partnership with ASIA Machinery Investment LTD

Partnering with Asian Machinery Investments Ltd in promoting electric car for **Wuling** through a Sport for Climate event represents a strategic collaboration aimed at promoting sustainability, innovation, and environmental awareness through sports. This partnership leverages the growing interest in electric vehicles (EVs) and their role in reducing carbon emissions, aligning perfectly with the goals of climate-focused initiatives.

The primary objectives of such a partnership include:

Raising Awareness:

Utilizing the platform of sports to educate audiences about the benefits of electric vehicles and sustainable practices.

Promoting Sustainability:

Highlighting how both sports and transportation sectors can contribute to climate action.

Brand Visibility:

Increased exposure through event sponsorships, branding on athlete gear, and promotional materials.

Engaging Communities:

Involving local communities in discussions around sustainability and encouraging them to adopt eco-friendly

Market Expansion:

Opportunities to engage with environmentally conscious consumers who are likely to be interested in EVs

Corporate Social Responsibility (CSR):

Enhancing their CSR profile by actively participating in climate initiatives for social change scale.



Eco Spart Cup-UAE

After the bilateral conversation between SHUMBUSHO Patience the CEO of the Founder of Eco Arts, the **General Secretary of UAE Sports for All Federation** and **Managing Director of Creative Hub UAE**- both decided to organize an annual event called of Eco Sparts Cup UAE which will be the sports tournaments bring together the school from around the World via sports for the climate in the United Arab Emirates.

عسارت
SPART CUP

ECO SPART CUP-UAE will a an annually 10-day long international youth multi-activities event that is organized by Creative Hub Events and Eco Arts Initiative with 3,000 – 7,000 players from primary school and secondary will compete in Five SPORTS Categories; **Football, Basketball, Handball, Volleyball, Cricket**, and Five ARTS Categories; **Music, Dance, Music - dance performance art, Singing, Stage performance arts** with the 27 venues in UAE. Under the themes of connecting children with nature through **sports and arts**.



Cop 28 –UAE and Signing partnership with Creative Hub and UAE Sports for all Federations

The Sustainable Environmental Conservation Tournament (SECOTO) is an innovative initiative aimed at promoting environmental sustainability and conservation efforts globally through Sports. It serves as a platform for various stakeholders, including governments, NGOs, businesses, and individuals, to engage in competitive yet collaborative activities that foster sustainable practices. The tournament aligns with the objectives of the **Conference of the Parties (COP)** meetings under the **United Nations Framework Convention on Climate Change (UNFCCC)**,

During **COP28-UAE** become a great moment to sign MOU with **Creative Hub** and **UAE Sports for All Federations** in order to work together in preparation of **Eco Sport Cup** and **Asian Green Cup** of **Eco Club** which will be hosted in UAE

The purpose of this partnership

- Promote Awareness:** To raise awareness about environmental issues and the importance of conservation efforts among diverse audiences. Through all mega sport events of SECOTO
- Encourage Participation:** To encourage active participation from various sectors in sustainable practices through competitions and collaborative projects
- Showcase Innovations:** To highlight innovative solutions and technologies that contribute to environmental conservation via Sports for climate.
- Foster Collaboration:** To create partnerships among different stakeholders to enhance collective action towards sustainability goals.



SAVING THE EARTH CAMPAIGN THROUGH SECOTO SPORTS

FASHION

SECOTO introduced a sports collection in partnership with **LiDong** in China with a climate awareness message that involves conceptualizing the theme and objectives of the collection. The collection will reflect core values such as sustainability, conservation, and responsibility towards the planet. Collaborating with environmental experts will help ensure that the messaging is accurate and impactful. And used in different Events



To create awareness and keep people think about environmental protection in sports and daily life. The SECOTO established the **Save the Earth** brand of athletic clothing, including footwear, worn for sports activity or physical exercise, it encompasses a wide range of garments and footwear designed specifically for various sports and physical activities. These include tracksuits, shorts, jerseys, t-shirts, swimsuits, ski suits, leotards, sports bras, and specialized footwear like football boots, trainers, tennis, and ice skates. With this new Brand wear of SECOTO™ will be used promotes the Campaign of “Saving the Earth” through the **African Green Cup™**, **Asian Green Cup™**, **Oceanian Green Cup™**, **European Green Cup™**, **Suramerican Green Cup™**, **American Green Cup™**, **Eco Spart Cup- UAE** and **WORLD GREEN CUP™**





FOUNDING SECOTO INTERNATIONAL GREEN-UAE

SECOTO International Green FZC is a Green business and intercontinental social business based in The United Arab Emirate (UAE), founded to organize mega sports events under **Sustainable Environmental Conservation Tournaments (SECOTO)** platform, SECOTO Magazine and SECOTO sports collection. Launched at **Cop 28 in the UAE**, began with Circle cooperation from 120 countries.

it address climate change on a global scale and play a crucial role in promoting sustainability by organizing Eco-sports event and competition that raise awareness about climate change, reducing carbon footprints, and implementing environmentally friendly practices.

it have significant influence due to the scale of the events to organize and the widespread attention they attract. By integrating Sport for climate change considerations into our operations, SECOTO set an example for others to follow and contribute to mitigating the impact of large-scale sporting events on the environment.

SECOTO International Green our aims is to bring together stakeholders from the sports and environmental World to address and combat the challenges posed by climate change through Green Events serve as a platform for discussions, knowledge sharing, and collaboration on how the Eco-sports competitions can contribute to mitigating the impacts of climate change and promoting sustainability. We are also working towards transforming environmental clubs into Eco - sports clubs

The primary goal of **SECOTO international Green** is to utilize the popularity of sports and entertainment as a platform to engage with a wide audience and disseminate messages about the importance of addressing climate change. By combining sports with environmental awareness, the events aim to inspire individuals, communities, and governments to take action towards a more sustainable future and serve as inspiration for other countries Worldwide



Middle East Event Show



Middle Eastern Events show is particularly significant due to the time to collaborate with the different company familiar with organizing the Green event in case to keep strengthening the upcoming event with materials that are eco friendly and reducing footprint during the SECOTO Events as well as to handle together environmental challenges and opportunities. The Middle East faces issues such as water scarcity, desertification, urbanization impacts, and energy consumption patterns that necessitate urgent attention.

Regional Relevance: The tournament addresses specific regional concerns by tailoring its themes to local environmental issues. This relevance enhances engagement from local communities and stakeholders.

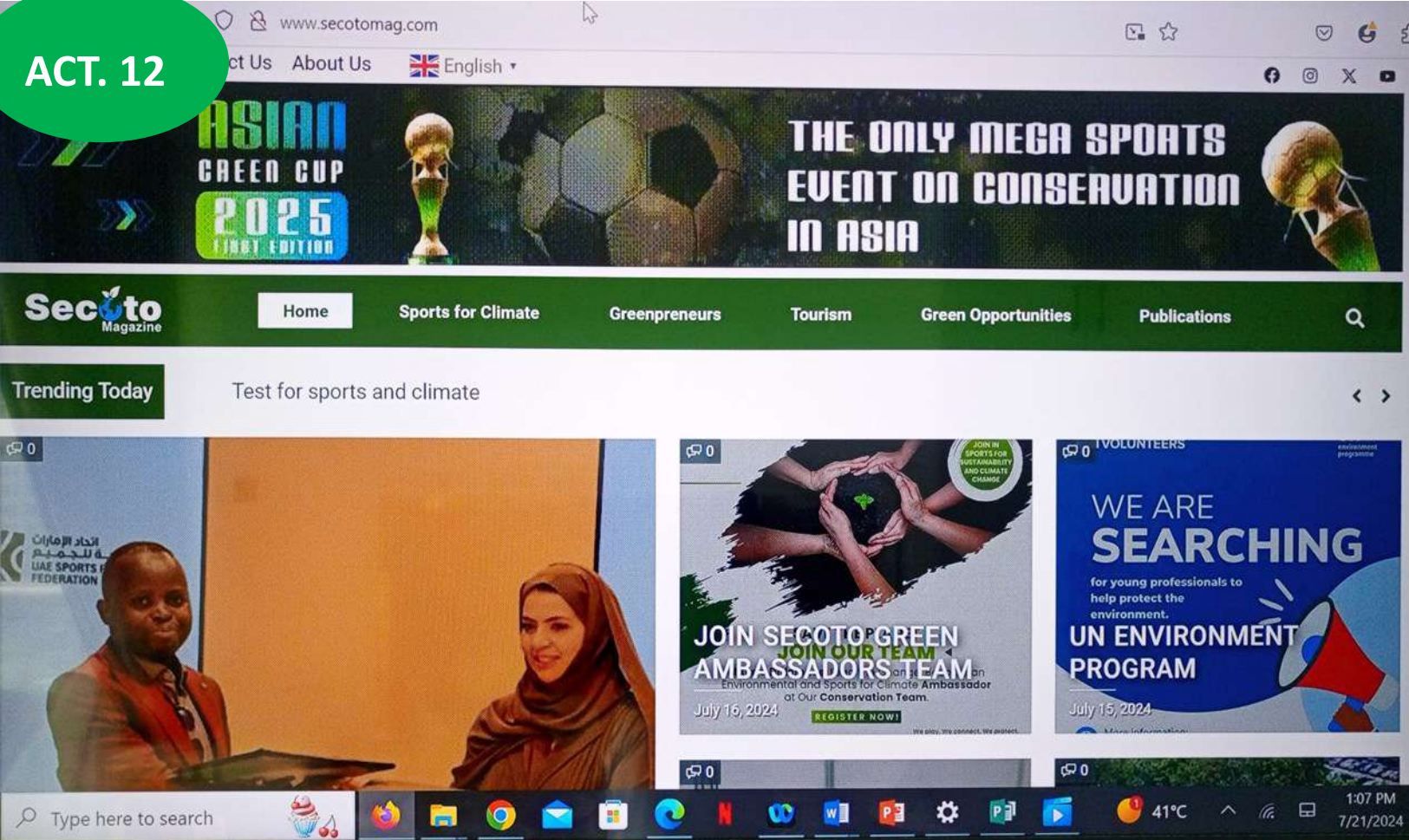


Collaboration with Local Entities: SECOTO collaborates with local universities, research institutions, government agencies, and NGOs to ensure that the tournament reflects the needs and aspirations of the region's populations.

Assessing Innovations: Events held in the Middle East provide a platform for showcasing innovative projects from participants that focus on renewable energy solutions, waste management systems, sustainable agriculture practices, and conservation efforts.

Capacity Building Workshops: In addition to competitions, SECOTO organizes workshops aimed at building capacity among participants regarding sustainable practices and technologies relevant to their local contexts.

Networking Opportunities: The events facilitate networking among participants from diverse backgrounds which can lead to future collaborations beyond the tournament itself.



SECOTO Magazine, an online and print magazine focusing on sport for climate and performing arts for climate catering to individuals interested in the intersection of sports, performing arts, and environmental sustainability. In case to raise awareness about the impact of climate change on these sectors and highlight initiatives that promote eco-friendly practices.

By combining coverage of sports for climate and performing arts for climate in one magazine, readers would gain a comprehensive understanding of how these sectors are responding to the challenges posed by climate change. The magazine could serve as a platform to inspire individuals to take action towards a more sustainable future share success of greenpreneurs, Green opportunities and sports for climate. And highlight the success story of climate activists from 120 countries.



Trophies selection SECOTO Events

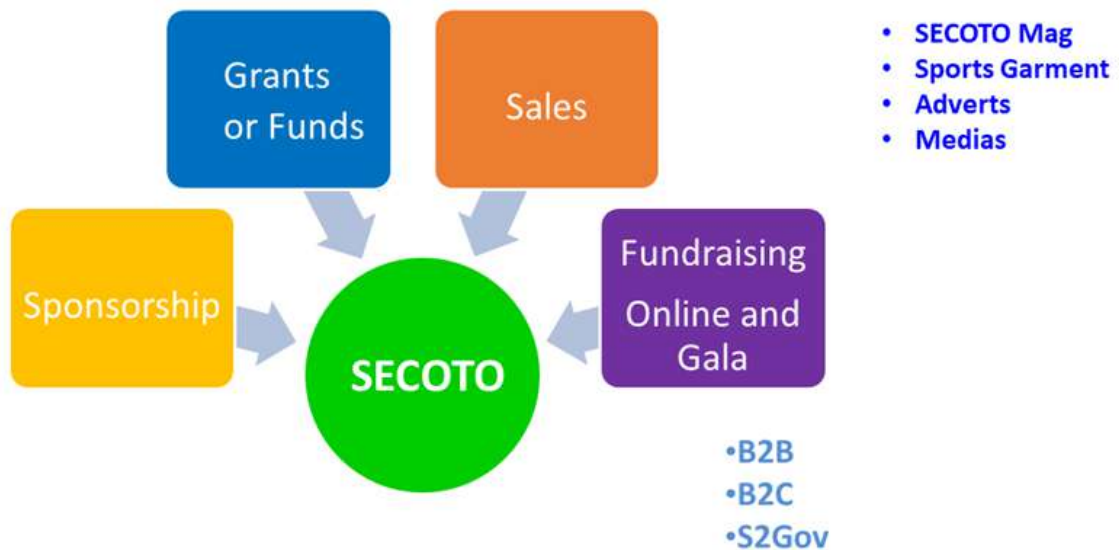


Our graphics designers and conservation committee designed the different Trophies of Six mega sports event On the Conservation which will take place in 2025. In all continents, this is accomplished by planning the implementation schedule of every event and engaging the region stakeholders in the preparation every trophy is designed according to the problem of climate that is facing every continent. And the SDG that will be highlighted is based on the countries that will participate. The first edition will start with Eco Football Asian Green Cup, European Green Cup, African Green Cup, Oceanian Green Cup, Northern American Green Cup and South American Green Cup World Cup and Eco-Sports Cup



SOURCE OF FUND

Financial Resources



Grant
Fundraising
Sales
sponsorship

821,000 USD

Office Rwanda
Press conferences
SECOTO International Conferences
URI Global council
Eco spart cup –UAE
Cop 28
SECOTO Sports collection
SSECOTO International Green FZC
SECOTO Magazine

Team Work



Community Partners



SECOTO Relations



Social Medias

<https://rw.linkedin.com/in/patience-shumbusho> <https://twitter.com/ambayouthrwa?lang=en> <https://www.facebook.com/patience.shumbusho/> <https://www.instagram.com/patienceshum/>

Website

www.patienceshumbusho.com
www.ecoarts.org.rw
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@SECOTO10



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@SecoTV1



@SECOTO10



@SECOTO_1



@Secoto123



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