



# PARTNER IDENTIFICATION FORM

## PARTNER ORGANISATION

PIC	874203674
Legal name of the organisation	Social Development Hub
Acronym/Organisation's short name	<b>SDH</b>
National ID	CV500000301
Address	Avenida Ilha de São Vicente nº2 Palmarejo
Country	Republica de Cabo Verde
Region	Praia
Post code	7600
City	Praia
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## PROFILE

Type of organisation	Non-Governmental Organisation
Is the partner organisation a public body?	No
Is the partner organisation a non-profit?	Yes

## ACCREDITATION

**Has the organisation received any type of accreditation before submitting this application?**

Accreditation type	Accreditation reference
N/A	N/A



## BACKGROUND AND EXPERIENCE

**Please briefly present the partner organisation.**

Founded in October 2024 in Cabo Verde, SDH is part of the CUFA Global network, present in over 60 countries worldwide. This network fosters cultural activities focusing on sports, education, citizenship, and arts, utilizing the Hip-Hop culture as a tool to promote integration and social inclusion for marginalized communities.

CUFA, originally founded by Celso Athayde, an influential social entrepreneur and volunteer, has been recognized globally, earning the World Economic Forum's 2022 Impact and Innovation Entrepreneur Award in Davos, Switzerland, presented by the Schwab Foundation.

Supported by Favela Holding, a conglomerate comprising over 20 companies dedicated to the socio-economic development of favelas, CUFA has made significant strides in promoting entrepreneurship and inclusion. Notably, Favela Holding earned the Caboré 2022 Award for marketing services.

CUFA's international presence includes offices in all Brazilian states, the Federal District, and countries such as the United States, where the organization established its Global Headquarters in the Bronx, New York in 2015, following its Global Week at the United Nations. The UN granted CUFA three key advocacy seats focusing on Housing, Afro-Descendants, and Youth.

Additionally, CUFA has played a pivotal role in initiatives such as Mastercard's Strive Project, which digitizes micro-enterprises in vulnerable communities, and the Women of Favela Social Innovation Labs in partnership with Caixa Econômica Federal and Impact Hub.

Through these efforts, SDH – Cabo Verde aims to empower marginalized communities, promote social integration, and inspire systemic change.



## What are the activities and experience of the organisation in the areas relevant for this application?

SDH, as part of the CUFA Global network, leverages extensive experience in fostering social inclusion and empowerment through a variety of impactful activities. The organization draws from CUFA's long-standing expertise in **sports, education, citizenship, and arts**, with a strong foundation rooted in **Hip-Hop culture** to inspire change in underserved communities. The core activities and experiences of SDH can be summarized as follows:

### 1. Sports-Based Inclusion Programs:

- **Taça das Favelas:** The world's largest football championship among marginalized communities, promoting teamwork, talent, and social integration.
- **Esports Initiatives:** Events like the **Taça das Favelas de Free Fire** help engage youth in digital environments, fostering digital literacy and inclusion.

### 2. Cultural and Artistic Engagement:

- **Through Hip-Hop culture**, SDH promotes initiatives that emphasize self-expression, identity, and creativity, empowering participants through **music, dance, graffiti, and other artistic forms**.

### 3. Educational and Entrepreneurial Projects:

- **Microenterprise Digitization:** Inspired by CUFA's collaboration with the **Mastercard Strive Project**, SDH supports digital transformation for small businesses, equipping entrepreneurs with modern tools to thrive in the digital economy.
- **Social Innovation Labs:** Drawing from CUFA's partnership with **Caixa Econômica Federal** and **Impact Hub**, SDH fosters spaces dedicated to empowering women and marginalized groups through skill-building and innovation.

### 4. Community Development and Social Inclusion:

SDH follows CUFA's proven model of promoting **citizenship and social responsibility**. The organization creates platforms for marginalized voices, encouraging active participation and leadership in civic life.



#### 5. **Global Networking and Recognition:**

- SDH benefits from CUFA's global presence, which includes successful projects recognized by prestigious organizations like the **World Economic Forum** and the **United Nations**.
- The organization is part of a network present in **over 60 countries**, providing a wealth of experience, resources, and international collaboration opportunities.

#### 6. **Partnerships and Economic Development:**

- SDH is supported by models like the **Favela Holding**, which fuels economic empowerment by creating businesses that cater to the unique needs of marginalized communities.

Through these diverse activities and CUFA's rich history of success, SDH is equipped with the experience, methodologies, and global connections to drive meaningful **social integration and empowerment** in Cabo Verde.

### **What are the skills and expertise of key staff/persons involved in this application?**

**Project Manager/Expert/Researcher: Filomena Fortes** is a Phd that is a world-renowned leader in Sports. Since 2019 she has been a member of the International Olympic Committee (IOC). She also is the Cabo Verde NOC President since 2014. She has the position of ANOCA Vice President Zone 2, President of ACOLOP (Association of the Olympic Committees of the Portuguese Speaking Country's). She is the first African (men or women) to be a Member of WADA Foundation Board. She also has key positions in the IOC as a Member of Future Host Commission for the Games of the Olympiad, a Member of Sport and Active Society Commission, a Member of Olympic Education Commission, and a Member of Los Angeles 2028 Coordination Commission. She is one of the most respected sports leaders in Africa.

**Project Manager / Trainer: Leonardo Cunha** is a manager and founding partner of the WeCare community, Leonardo Cunha, has been working for about a decade with human development projects, especially applied to the areas of Youth, Sports, Branding, Olympism and Social Entrepreneurship in the Cabo Verde market and Portuguese-speaking countries. He is one of the world Leading Experts on the usage of Olympic Solidarity funds, a renowned international speaker, and a Master Facilitator. In addition to being a



professional trainer, he was also a guest professor in the master's degree in Sports Management held at the University of Cabo Verde, a lecturer at the Intercontinental University of Cabo Verde - UNICA, in the degree in Sports Sciences. Since 2022, Leonardo Cunha has also served as Executive Director of ACOLOP - Association of Portuguese-speaking Olympic Committees, in addition to being Project Manager of SEA - Sport Evolution Alliance and Manager of the Club Licensing Department of the Cabo Verdean Football Federation. Leonardo Cunha has followed continuous training in business and project management, always with the mission of promoting the achievement of the Millennium Sustainable Development Goals.

**Project Manager / Communication Expert: Susana Duarte** is a Postgraduate Marketing Management from Lisbon School of Economics & Management (ISEG) at the University of Lisbon, another nearly two decades of experience in marketing area, more specifically in communication. For about 10 years he has been playing leadership positions in marketing or Communication directions, specializing in creation of content. Susana Duarte founded WeCare in 2019, a company that is dedicated to the promotion of social entrepreneurship has become a reference in the industry in Cape Verde. She is currently Community Manager at WeCare, a trainer and provides consulting on national and international projects.

**Project Manager / Trainer: Dilma Vieira** has built a distinguished professional career as a Business Promotion Specialist at Pro Empresa in Sal. She currently serves as the Entrepreneurship Program Manager at BIC, Administrator at IES, and Administrator at the company Foto Vieira SA. In addition to her administrative roles, Dilma is also a trainer and business coach, contributing to professional development and organizational growth. She holds a degree in accounting and a postgraduate qualification in Organizational Management.

**Project Manager: Elton Gonçalves** holds a degree in Business Management and a master's in Sports Organization Management from the University of Cabo Verde. With a strong background in management and leadership, he is committed to promoting social inclusion and empowerment. Currently, he serves as the Manager of the Lideras Incubator, an organization dedicated to the socioeconomic inclusion of individuals with disabilities and other at-risk groups. His work focuses on providing opportunities through professional training, special education, and environmental education programs. Elton's dedication to inclusive development and his leadership skills contribute significantly to creating opportunities for marginalized communities, fostering equality and social integration in Cabo Verde.



**Has the partner organisation participated in a European Union granted project in the 4 years preceding this application?**

YES

## **LEGAL REPRESENTATIVE**

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## **CONTACT PERSON**

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