

MOVEMBER AHEAD OF THE GAME PARTNER ORGANISATIONS

[Laureus Sport for Good](#), in partnership with [Movember](#), is looking for six Parisian partner organisations to implement Movember Ahead Of The Game (MAOTG), an initiative which aims to strengthen the well-being and mental health of young people aged 12 to 18 through sport.

ABOUT LAUREUS SPORT FOR GOOD

‘Using the power of sport to end violence, discrimination and inequality for children and young people and their communities across the world, proving that sport can change the world.’

Founded under the Patronage of Nelson Mandela in 2000, Laureus Sport for Good (LSFG) has since funded, nurtured, and built more than 300 sport for development programmes in 40 countries around the world. Through grant funding, capacity building, coalition development and evaluation and learning, we work across six social focus areas: Health and Wellbeing, Education, Gender Equity, Employability, Inclusion and Peace building.

In 2019, Laureus Sport for Good launched the [Sport for Good City initiative in Paris](#) to improve the lives of young people in local communities through sport. The project employs a bottom-up approach, empowering communities to identify and tackle issues that matter most to them using sport and physical activity. A coalition of local stakeholders was established who work closely with Laureus to deliver the programme objectives and positively impact the lives of young people across the city.

MOVEMBER AHEAD OF THE GAME (MAOTG)

Movember Ahead of the Game (MAOTG) is an evidence-based mental health and wellbeing programme developed by Movember, an annual global campaign held in November where participants grow moustaches to raise awareness and funds for critical health issues. The MAOTG programme uses sport as a lever to engage youth aged 12 to 18 and the adults around them in meaningful conversations about mental health, emotional well-being, and habits and behaviours that promote mutual support and seeking help. In particular, it aims to:

- strengthen the life skills of young people,
- improve mental health literacy,
- foster supportive environments, by mobilising parents, coaches and supervisors.

The programme is deployed through interactive workshops, adapted to different audiences (young people, parents, coaches, facilitators), and integrated into sports and associative contexts.

Evaluations of the programme, which has been deployed and proven internationally, show in particular:

- a better understanding of mental health issues,
- greater confidence to support young people and their peers,
- strengthening the links between sport environments and wellbeing support schemes.

Learn more about the programme: <https://aheadofthegame.movember.com/about/>

MAOTG IN PARIS

The objective of these six local partnerships in Paris is to implement the MAOTG programme between April and December 2026 within the individual partner organisation's own structure, in order to strengthen the mental health and wellbeing of the young people they work with. To this programme Participation is based on a logic of cooperation, mutual learning and sharing of practices between the partner organisations, Laureus Sport for Good and Movember.

Facilitators will be trained within each partner organisation on the content and methodology, and they will then be responsible for delivering the programme within their own organisation.

Partner organisations will:

- Designate at least two members of their team to be trained as Facilitators, who will benefit from dedicated training and ongoing support.
- Participate in a training course, designed to enable Facilitators to deploy a series of workshops within their structure, as well as coordination meetings.
- Join a dynamic community of practice, promoting the exchange of experiences and the strengthening of skills.
- Deliver a series of MAOTG workshops within their organisation, including:
 - the three core workshops for 70 young people (12-18), 50 parents and 6 coaches and staff members per club,
 - and additional workshops defined in collaboration with the Project Coordinator.
- Participate in monitoring, evaluation and learning activities and contributing to programme learning.
- Respect safeguarding principles and the programme's quality standards.

Laureus Sport for Good will:

- Provide programme content, educational tools and methodological frameworks.
- Organise and facilitate the training of Facilitators and the community of practice.
- Support partner organisations throughout the implementation phase.
- Provide support related to monitoring, evaluation and communication.

SELECTION PROCESS

Expressions of interest will be reviewed in two stages:

1. Verification of eligibility. At this stage, expressions of interest will be screened against a set of eligibility criteria. Only organisations meeting all of the criteria below will be considered for further assessment.
 - Be a non-profit organisation (association, foundation, community-based sports organisations, sports clubs or similar);
 - Be legally registered and based in France;
 - Have been formally established for at least 12 months at the time of the submission of the expression of interest;
 - Be legally able to enter into a service agreement and deliver programme activities on behalf of the project;
 - Have the legal, administrative and financial capacity to manage the financial contribution associated with the service agreement.
2. Evaluation of eligible expressions of interest, according to their fit with the objectives of the programme, their experience working with young people, their organisational and operational capacity, their contribution to a diverse and complementary ecosystem of actors.

Indicative Timescales: (please note that these may be subject to change)

- Submission of proposals open: 2 February 2026
- Closing date for submission of proposals: 27 February 2026
- Organisation selection: March 2026
- Announcement of selected organisations: 30 March 2026
- Programme start: April 2026

SUBMITTING YOUR PROPOSAL

Proposals must be submitted via the [online form](#). No supporting documents are required at this stage. Additional information may be requested from the shortlisted organisations.

BUDGET

5,500 euros inclusive of VAT.

TERM

This Agreement will commence approximately around April 2026 and finish on 31st December 2026. It is likely



to require weekend and evening work, dependent on availability of stakeholders.

CONTACT

If you have any questions about the programme or the submission process, please send an email to: claire.seang@laureus.com.