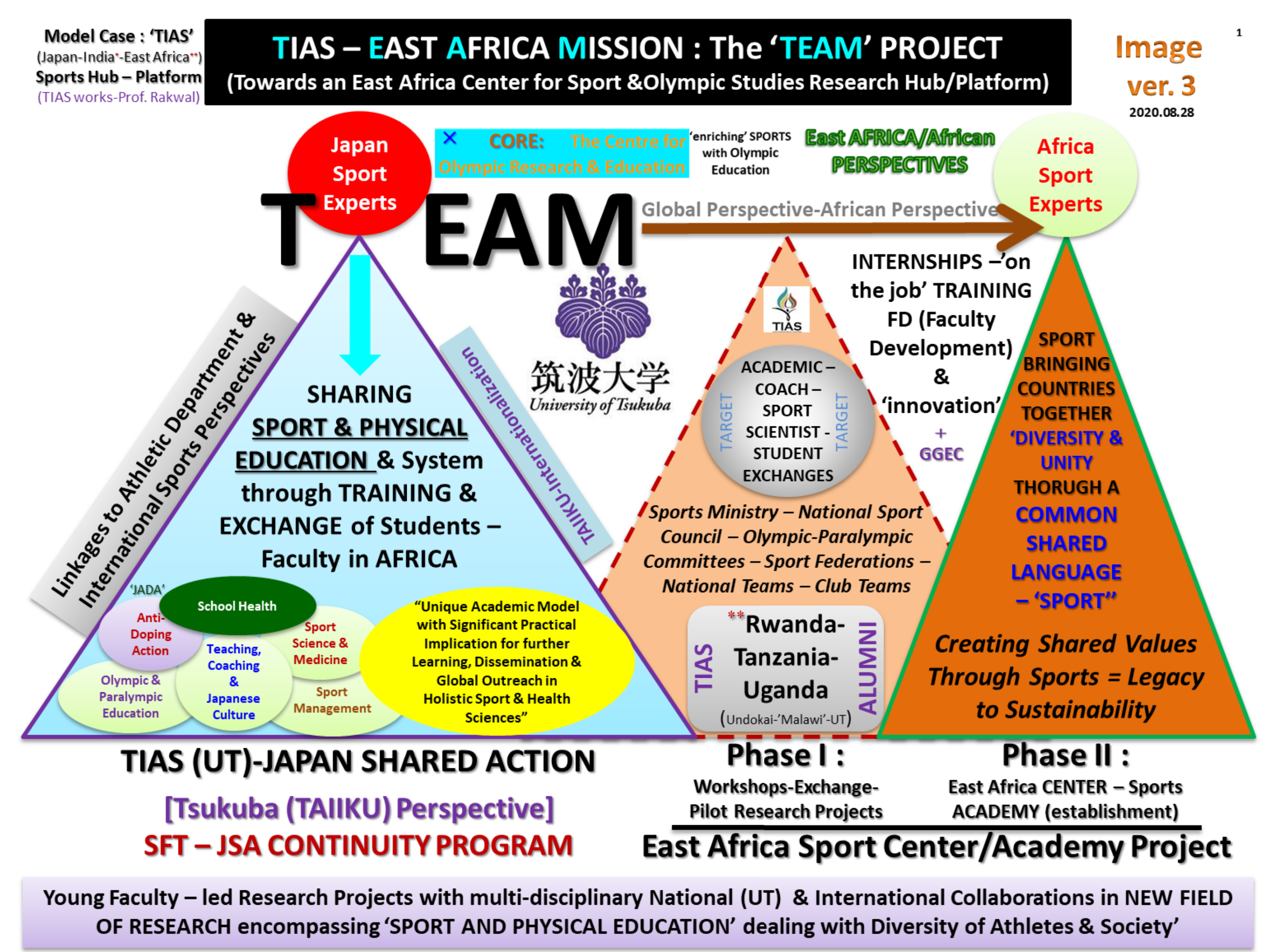
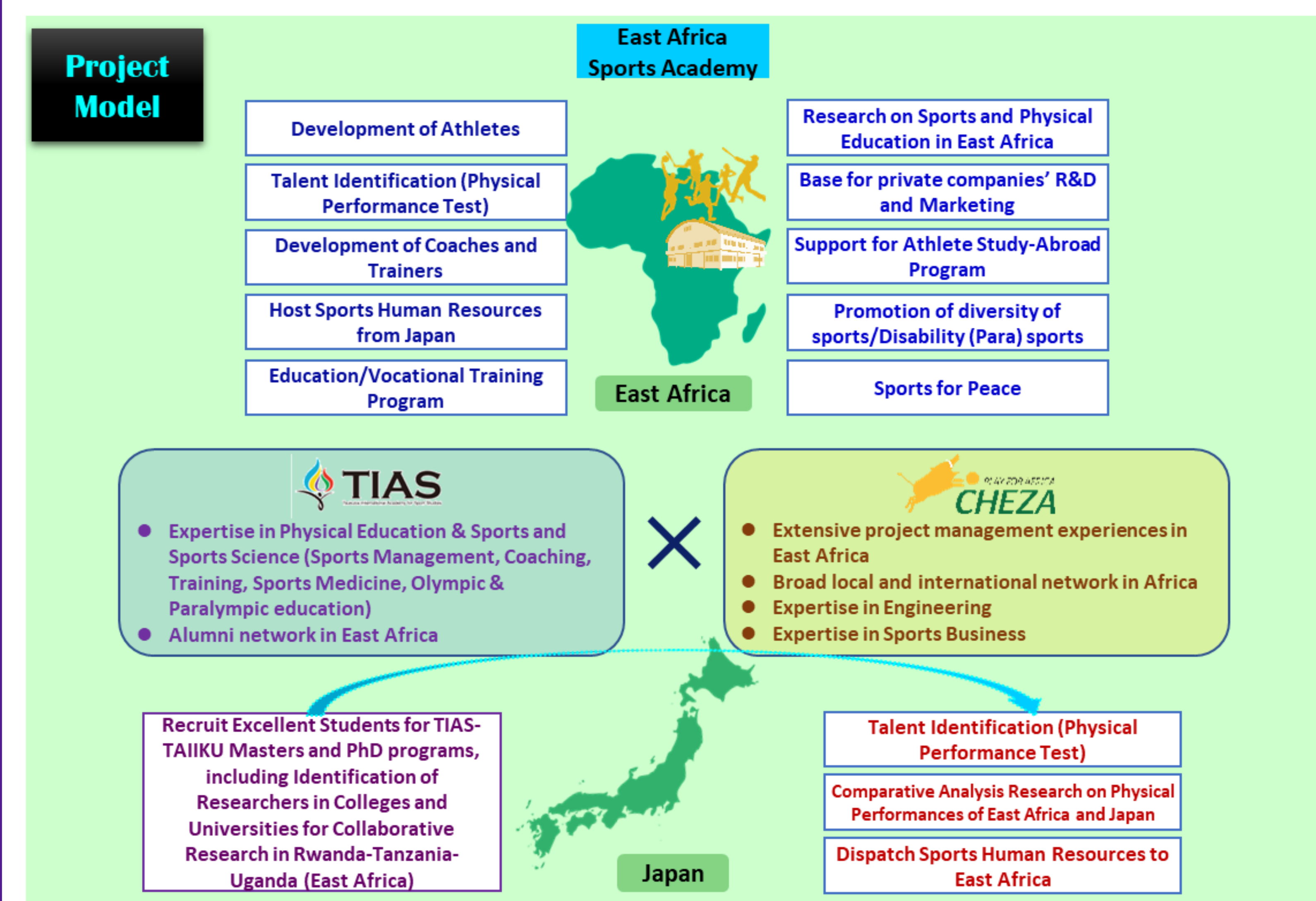


TIAS Alumni, Legacy, and Linkages with CHEZA in Rwanda through Japan as a Precursor to the East Africa Sports Academy – A Case Example

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- ❑ This perspective provides an insight into the development and progression of an idea stemming from past 3 years of interaction between East Africa (Rwanda, Tanzania and Uganda) through TIAS alumni.
- ❑ Specifically through stakeholders in Rwanda and with colleagues from a newly established (2020) sports venture – CHEZA, the idea develops towards 'sports education-physical education' and the concept of – sharing of knowledge.
- ❑ Importantly, the idea is a continuation of the Sport for Tomorrow (SFT) initiative wherein the Tsukuba International Academy for Sport Studies (TIAS) was established; i.e., the core of this paper is fully aligned with the TIAS-SFT goal of international contribution through and development of sport at all levels.
- ❑ The proposal to establish a sports academy in Rwanda was initialized by CHEZA and TIAS independently as part of their own expertise, however, connected through the TIAS alumni in Rwanda in 2018 during a TIAS faculty field visit to East Africa.
- ❑ The ideas matched and grew upon understanding through multiple discussions and linking the proposed sports business model with the sport educational and research strength of TIAS (TAIKU-University of Tsukuba). Initiation of this sport industry-academia model is presented along with its current status and future direction.
- ❑ Today standing on the 'foundations' set by SFT, we are able to present a proposal taking a step forward to continue the SFT legacy post-2020 through its alumni and other stakeholders with an international perspective and goal.
- ❑ The start point for this lies in the opportunity created in Rwanda, in particular with RNOSC, developing a model case that can be translated to Tanzania and Uganda (and others) as a second step.
- ✓ **VISION TO ACTION : CHEZA (Play for Africa) × TIAS – we met the seed of what is now "CHEZA" (means "to play" in Swahili language) in RWANDA in 2019 and come together here in 2020 as an INITIATIVE for tomorrow.**



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“CHEZA’s mission is to foster human resources in Japan and East Africa and bridge the two regions through education and sports. CHEZA’s vision is “the world where every child can fulfill his potential and have choices in life”. It provides 3-pillar programs; **1) Education program, 2) Sports program, and 3) Consulting services** to private companies. Herein lies **linkage between academia (TIAS) and industry combining our expertise towards a common goal of 'education and sport'**, each complementing the initiatives as outlined above. Finally, **A WARM SMILE AND GENUINE INTEREST IN EAST AFRICA CONNECTS US ALL.**”

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