



Tîm Cymru 22  
Team Wales 22



2022

Yr Urdd a Chwpan  
Pêl-droed y Byd

The Urdd and the  
FIFA World Cup

# The Urdd supporting 'Team Wales' at the FIFA World Cup 2022

Working with 'Team Wales' Urdd Gobaith Cymru delivered several projects to support the Wales Football Team at the FIFA World Cup in 2022. Four of these projects were funded by Welsh Government as part of the Partner Support Fund.



Urdd projects supported the Welsh Government and Team Wales' objectives to promote Wales by projecting our values to audiences in Wales and internationally. The Urdd supported the opportunity to showcase Wales across the world, helping audiences to learn, understand and value our country.

The Urdd's mission as an organisation is to empower young people to be proud of their language and heritage, to be open to the world by promoting global citizenship and ensure that the young people of Wales are inspired to live to these values.

## Our social media and press reach:

Our social media messaging made **1,928,990 impressions** between 1 October and 2 December

Our overall engagement rate for social media posts and messages across all platforms was 9.5%, with over **180,000** overall engagements including likes, shares and comments

Our social media posts were seen in **14 countries** across the globe.

Total press and media items (print and online) for all projects resulted in **601 articles** with a total reach of **11.97B** (including Choir Project)

Our most successful social media post was Dafydd Iwan's performance of Yma o Hyd during our World Cup Jambori, with over

**123,000 views**

across our platforms since 10 November

Click to see video



# Throughout the projects the Urdd ensured:

**90%**

of all primary schools in Wales took part in the Urdd Jambori

**238,000 children**

from 1200 schools joined the Jambori



**5,809 children**

engaged in the schools' players roadshow in Wales and England



# The Urdd's Projects in Wales

## Urdd Jambori

The Urdd Jambori (Wales's World singalong) was attended by 238,000 children across Wales. Produced by the Urdd and a live streamed co-production between Urdd, S4C, Boom Cymru and BBC Wales, the Jambori was simultaneously watched at 10:30 on the 10th of November in 1,200 schools with 238,000 children singing along.

On the day of the Jambori social media was flooded with images and videos of thousands of children singing along with the event, with the highlight video of 'Yma o Hyd' sung by Dafydd Iwan and all the school children receiving 123,000 views on social media. School resources were also produced to help support the schools to learn the songs, such as Welsh pronunciation guides and backing tracks. As a result, the majority of primary school pupils in Wales have on memory a new songbook celebrating Wales.

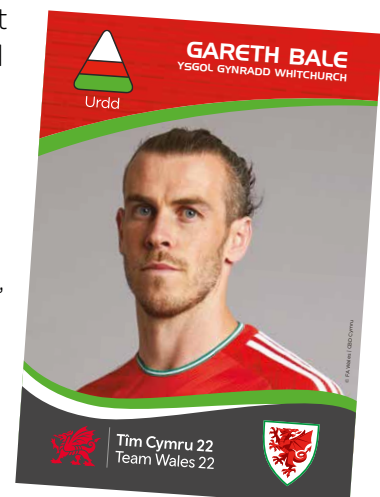


## Celebrating our players through school engagement

This was a five-week roadshow which visited 23 primary schools of the players in the Wales squad; the roadshow also included 6 schools in England. At each school, the Urdd sports department delivered football workshops together with a presentation on Wales and its World Cup campaign, sharing our culture and values. As a result, 5,809 children participated in the roadshow and its workshops.

In addition, Mr Urdd made a guest appearance in his Wales football shirt and rainbow bucket hat!

The PR coverage of the Jambori was extensive with articles across all Welsh media and inserts on BBC Radio 5 Live, BBC Cymru Wales, ITV Wales and S4C.



# The Urdd's Projects in Qatar, Dubai and America

## Welsh Youth Ambassador Qatar Programme

Supported by Urdd staff and youth ambassadors, we delivered 6 days of sport and arts workshops in 3 schools in Doha and Dubai.

The workshop programme introduced Wales, our language, culture, and country to a new audience through 3 themes:

- ‘**Fel Merch**’  
empowering girls in sport
- ‘**Chwarae yn Gymraeg**’  
using play to introduce children to the Welsh language
- ‘**Merched yn gwneud Miwisg**’  
empowering girls through music

The Urdd youth ambassadors engaged with 1080 children and young people aged between 8 and 14 years old in Doha and Dubai. The children and young people participated in sport and music workshops, learnt some basic Welsh phrases, and were introduced to the history of the Welsh language through the song ‘Yma o Hyd’. The youth ambassadors were inspirational role models and embodied how sports and culture can engage and empower children and young people whatever their background.



## Quotes from teachers in Doha and Dubai:

“The children absolutely loved their time with you and are all big Welsh fans now! So many were watching Wales in the World Cup just because of the positive impact that you had on them.”

***PACE School Dubai***

“Your staff have been an absolute delight to be around, and our staff and students have learned so much. We have children walking around counting in Welsh and even some England supporters who have swapped allegiance for the World Cup!”

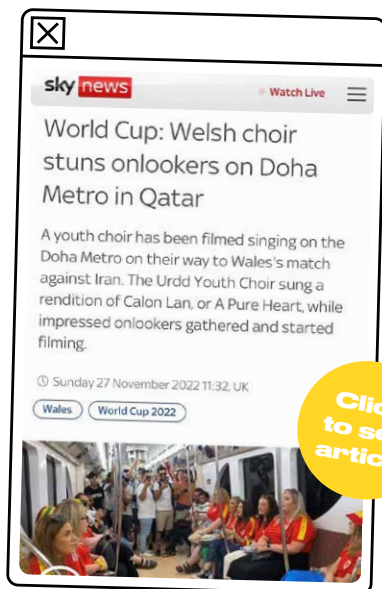
***DESS - Doha***



ITV Wales, BBC Wales and S4C (Newyddion) filmed at the schools for news items during the world cup.

# Urdd Choir in Doha (in partnership with Wales Arts International)

The Urdd worked with 'Wales Arts International' and chose Côr Dyffryn Clwyd, the winning choir at the Urdd 2022 National Eisteddfod, to participate as members of the cultural squad visiting Qatar. Their week-long visit included performances at official ministerial events, media and fan facing performances with Dafydd Iwan and the Barry Horns at the Wales Bucket Hat installation, media facing performance at



Katara Cultural Village as well as engaging Wales and international fans.

As well as performing, members of the



choir led on a number of interviews and engagement with Welsh and international media, including BBC News, PA and Qatar

Television. References about the choir were also made in an articles in the **Telegraph** and on **Sky News**, as well as many social media outlets.

# Soccer in The Circle – Washington DC (Urdd funded)

To amplify the voice of youth an opportunity was secured for a young artist, Ffion Pritchard, winner of the 2019 Urdd Arts Scholarship, to travel to Washington DC to collaborate with an artist based in the US. During the 'Soccer in the Circle' event, the two artists co-created a mural portraying the essence of empowerment and youth.

The project supported the Welsh Government objective, encouraging visitors at the event to ask more about Wales and the Urdd. The mural will be on public display in Washington DC, with plans for it be transferred to the National Archive of the United States as a record to commemorate the event.



# Summary

The Urdd has successfully created engaging, varied and dynamic projects both here in Wales and internationally to amplify the Team Wales campaign.

The Urdd through its staff and volunteers were all mobilised, together with a successful social media campaign to promote Team Wales in Wales and internationally. Working in partnership was vital and we would like to acknowledge the support of the Football Association of Wales, S4C, BBC Cymru Wales, Boom Ltd and Wales Arts International as well as Welsh Government departments in ensuring success.



## Through these projects the Urdd has demonstrated its ability to:

**Embed Wales's values** and engage with young people to portray Wales as a vibrant and **forward-thinking nation**.

**Successfully link culture and sport** through the voices and actions of young people in Wales.

Raise the profile of Wales by using our experience of promoting the Welsh language to **collaborate** with other countries.

Through our branded projects such as '**Fel Merch**' and '**Chwarae yn Gymraeg**' highlight Wales's established reputation as a **Nation of Sanctuary**, promote the Welsh language and all minority languages, and also show our **commitment to human rights** and the **promotion of diversity**.

Successfully work in partnership with international, national, and regional partners to showcase **Wales's cultural identity**.

## To the future

The projects delivered are evidence of the Urdd's ability to create, engage and deliver national and international projects to support Team Wales. We also demonstrated our ability to support and co-operate with partners by sharing resources and campaigns.

As Team Wales develops its brand for national and international events e.g. 2023 Rugby World Cup, UEFA Euro 2024, the Urdd would welcome opportunities to be considered as a delivery partner for Team Wales in the future.