

KYPSELI MUNDIAL

2025

REPORT



SUMMARY

Kypseli Mundial 2025 marked the second edition of this growing community football tournament and cultural festival, building on the success of its inaugural year with expanded participation, greater engagement, and a stronger impact. Over two weekends, the event brought together over 2,000 players, artists and spectators from diverse backgrounds, fostering unity and celebrating multiculturalism in Athens.



With 400+ players and coaches, 80+ performers, 30+ bazaar vendors, and an estimated 3,000 attendees, Kypseli Mundial 2025 demonstrated the power of sport and culture as tools for social cohesion. The event also integrated critical awareness-raising initiatives, including sexual health services, anti-discrimination policies, and workshops on combating gender-based violence.



This report highlights the achievements of Kypseli Mundial 2025, acknowledges the invaluable support of our partners, and outlines key lessons for future growth.



ACKNOWLEDGEMENTS

We would like to thank our sponsors for making KM25 possible!



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HIGHLIGHTS

FOOTBALL

- ⚽ 4 days of football
- ⚽ 30 matches
- ⚽ 18 teams
- ⚽ 360 players and coaches
- ⚽ 30+ different countries



PERFORMANCES

- ⚽ 2 days of music and dance
- ⚽ 20+ performances & workshops
- ⚽ 120+ performers
- ⚽ 35+ countries represented



BAZAAR

- 35 migrant communities and businesses with world foods and handicrafts.
- 10 NGOs promoting their services
- 3 grassroots fundraisers
- Workshops & activities for kids



HEALTH & AWARENESS

- Sexual health clinic (80+ HIV/STI tests conducted by Positive Voice)
- Workshops on combating Sexual and Gender-Based Violence (SGBV)
- Responsive medical team
- Anti-discrimination policies with a zero-tolerance policy.



SPECIAL MOMENTS

- Closing ceremony featuring African masquerade, acrobatics, and drumming
- Deputy Mayor of Athens awarding trophies and medals
- Ivory Coast Embassy representatives presenting award to last year's champions.



GOALS

Kypseli Mundial was founded on principles of diversity, community and participation.

HEALTH & WELLBEING

To promote sports, wellbeing and enjoyment for people of all age, race, class, gender, sexuality, religion.



YOUTH ENGAGEMENT

Encourage young people through sports and performances, fostering a sense of pride in their heritage and openness to other cultures.



EDUCATION & ADVOCACY

Share knowledge and tools that address social issues in our communities.



GRASSROOTS INITIATIVES

To promote community-led initiatives that effectively promote social cohesion, and serve as a model for similar projects and communities.



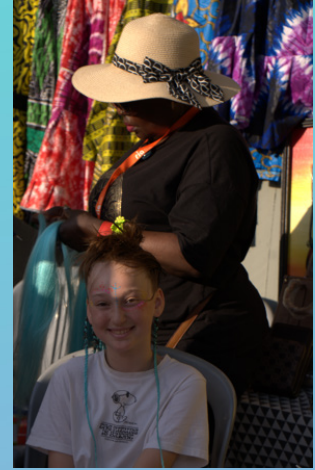
GENDER INCLUSION

Promote women in sports and raise awareness around Sexual and Gender Based Violence.

IMPACT

DIVERSITY

The event brought together over 2,000 participants from diverse backgrounds, including players, performers, and spectators, representing 35+ nationalities. This created a vibrant space for cross-cultural exchange and mutual understanding.



COMMUNITY PARTICIPATION

We used local photographers, videographers, graphic designers and transportation to promote our communities' businesses.

We provided a platform for young, local talent to share their music and dance performances.

5 new football teams were created as a result of Kypseli Mundial: Afghanistan, Yoga & Sports, Mazi Housng, Rebel Roses & Congo.

EMPOWERMENT

Refugee support organisations and grassroots campaigns were given free platforms, amplifying their voices and connecting them with the broader community.



FEEDBACK & RESPONSE

After Kypseli Mundial 2024, we spoke to the players and coaches, the performers and vendors, the municipality and sponsors to ask how they thought we could improve Kypseli Mundial in 2025. Here is a list of areas that were highlighted and how we responded.

IMPROVED LAYOUT

Last year, we had the live performances and football on two different levels. We received feedback that this made some of the workshops not well attended, because the festival was too spread out. Some people did not know there were activities on the top level. This year, we put everything together and it worked much better!

BETTER PROMOTION

This year, we utilised our social media channels much more effectively. Last year, we had around 300 followers and this year, we have 1,100. We also collaborated on posts with our sponsors to ensure greater coverage and exposure.

HEAT PROTECTION

KM24 was very hot, and many people asked us for better shade cover. At KM25, we created a shaded cover over the stadium and in the bazaar. In the spirit of collaboration, we have lent the shade cover to the Municipality of Athens so future matches can benefit from our construction!



SECURE PLAYERS AREA

Last year, because there was no shade in the stadium, many fans watched the game from the area that is supposed to be reserved for players. Although we had no incidents, this created a security and health hazard. This year, we created tournament badges for players, volunteers, medics and photographers so that these spaces remained safe and secure.



INCREASED ATTENDANCE

Last year, some of the vendors noted that there were not enough people in the market, and the performers on Saturday night said that most of the crowd had left by 21.00. This year, there were many more spectators and the market sellers did much better! Saturday was busy until we closed at 23.00



MORE MATCHES, MORE TEAMS

Teams asked us to have more matches, and more women's teams. WE responded by organising two weekends of football with 16 men's teams and 4 women's teams!

AREAS FOR IMPROVEMENT

There are always things we can improve! Here is a list of things, we noticed need improving for next year. We will continue to speak with our communities, teams, performers and sponsors to make future events even better!

IMPROVED TIME KEEPING

On both Saturday and Sunday, we were not able to keep to football match schedule. This was due to late arrivals, injuries and an unrealistically tight schedule. Next year, we will need to improve this!



VOLUNTEER COORDINATION

We need more volunteers with specific roles and hours of work, especially to help set up and take down the festival!

HEAT PROTECTION

Extend the shade coverage in the stadium and bazaar area!



INCREASE MEDIA COVERAGE

KM25 was featured in ERT, Life-O and Rosa. But we would like more news channels to cover our event.

FEEDBACK



"THE ORGANISATION FOR VERY GOOD"
VENDOR, CONGO

"A MAGNIFICENT FESTIVAL AND THE FOOTBALL TOURNAMENT WHICH BROUGHT JOY TO ALL THE COMMUNITIES. IT WAS REALLY GREAT. I THANK YOU AGAIN TO THE GREAT ORGANIZING TEAM. CONGRATULATIONS"

PRESIDENT OF CAMEROON COMMUNITY



"IT WAS FANTASTIC AND EVERYONE ENJOYED IT! IF THERE'S A CHANCE FOR ANOTHER TOURNAMENT, WE WILL DEFINITELY PLAY AGAIN!"
COACH, AFGHANISTAN



"I APPRECIATE YOU GUYS TOO FOR ORGANIZING SUCH A GREAT EVENT TO RAISE AWARENESS AROUND THE GLOBE."

SIERRA LEONE PLAYER

"ALWAYS HAPPY TO TAKE PART IN SUCH AN INTERCULTURAL EVENT, THANK YOU!"

VENDOR, MADAGASCAR

"THANK YOU THAT WE HAD THE OPPORTUNITY TO PARTICIPATE IN THIS BEAUTIFUL TOURNAMENT AND THIS YEAR!!!"

REFEREE, GREECE

"WE GREATLY ENJOYED IT! THANK YOU FOR YOUR ENCOURAGEMENT AND SUPPORT"

PERFORMER, NIGERIA

"THANK YOU SO MUCH FOR HAVING US! WE WERE VERY HAPPY TO BE PART OF THE TOURNAMENT"

MEDIC, CANADA



THANK YOU!

ΚΥΨΕΛΗ

KM26
LOADING

MUNDIAL

ORGANISED BY



COMMUNITY
RIGHTS
IN GREECE



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