



Want to become the official Dance4Life organisation in your country?

Great that you're interested in implementing Dance4Life in your country! Dance4Life will only succeed by being supported and partnered with existing strong organisations to create a true global youth movement to halt HIV and AIDS!

All our National Concept Owners (NCOs) implement the full Dance4Life concept and therefore share a number of essential characteristics and requirements. We've listed these below for you to check whether you are suitable to become an NCO. First, a short general introduction about being an NCO:

Dance4Life International works with existing Non-Governmental Organisations (NGOs) who implement Dance4Life in their country. This partnership is defined in the License Agreement signed by the chosen NGO and Dance4Life International. This Agreement gives the NGO the right to use the trademarked Dance4Life brand, concept and format in its country, according to our global framework and guidelines. In return, the NGO reallocates 5% of its Dance4Life budget to Dance4Life International to invest in the development of the concept, materials and knowledge sharing. The NCO is held accountable for reaching the targets set by them and Dance4Life International together.

If you are interested in becoming an official Dance4Life organization, then check to see if your organization meets the following criteria:

- ✘ You are an officially registered NGO in your country.
(If you're an individual or commercial organization please go to the [Support Dance4Life](#) section of our website to find out how you can support us).
- ✘ You do not work in one of the already existing Dance4Life countries: Germany, Ireland, Kenya, Mexico, Moldova, Netherlands, Nigeria, Russia, Serbia, Sierra Leone, South Africa, Tanzania, Turkey, Uganda, UK, USA, Vietnam, Zambia, Zimbabwe
(If you do work in a Dance4Life country please [contact our NCO](#) there to find out how you can support them).
- ✘ You preferably have national reach in your country or can form a consortium with other NGOs to realize this.
- ✘ School youth (13-19 years old) are an existing target group for your organisation.
- ✘ Your organisation is active in the field of SRHR, HIV and AIDS.
- ✘ Your organisation would have a minimum of two people available to work on the Dance4Life project fulltime.
- ✘ There are sufficient funding possibilities in your country for you to cover your budget (in the first year an average budget of €125,000 is needed).

- ✘ Your organization has at least 3 years experience with projects dealing with one or more of the following themes: HIV and AIDS and SRHR, Youth, Media, or Culture.
- ✘ You will be able to involve a minimum of 5,000 young people in Dance4Life in the first year of the project.
- ✘ Access to relevant media, funding, content, and implementing partners, as well as an event organiser and Ambassadors.
- ✘ You will be able to implement Dance4Life fully, including monitoring and evaluation, budget, reporting to funders, a nationwide media campaign and the two dimensions of Dance4Life:

FIRST DIMENSION – Schools4Life			
	Title	Description	Goal
1.	The Heart Connection Tour	The Dance4Life Tour Team travels to schools with a performance that creates awareness in a funky and emotive way, with music, dance, video, peer educators and young people living with HIV. The tour is personal, interactive and positive and functions as a kick-off.	To open the hearts and minds of young people and to inspire and mobilise them into action. It's Dance4Life's kick-off.
2.	Skills4Life	In-depth educational/life skills programme including topics like: <ul style="list-style-type: none"> ✘ Sexuality ✘ Sexual and Reproductive Health and Rights and choice based prevention ✘ Drug Abuse and HIV ✘ Global awareness of HIV and AIDS Provision of skills and tools to help young people apply this knowledge to their daily lives – negotiation, decision making, communication, entrepreneurial skills and youth empowerment	To further empower, mobilise and inform young people.
3.	Act4Life	Actions that young people undertake, varying from awareness raising, to fundraising, to advocacy.	These actions make a difference on a personal and community and/or national and/or international level.
4.	Dance4Life Event	Global, thematic event held every two years on the Saturday before World AIDS Day. Young people celebrate life and are united and create a visible youth platform.	To reward, empower and unite the Agents of Change and make a visible statement to national and world leaders
SECOND DIMENSION – Campaign4Life			
	Title	Description	Goal
1.	External communication campaign	Two part global campaign: <ul style="list-style-type: none"> ✘ using role models, media and music to invite the wider public (youth, individuals, organisations, companies etc) to support Dance4Life ✘ a campaign focusing on the Event. 	Creates awareness about HIV and AIDS, gives visibility to the Agents of Change, generates public support and raises funds for Dance4Life.
2.	In-school communication	Communication materials around HCT, Skills4Life, Act4Life and the Event.	To stimulate school youth to actively participate in the Dance4Life programme in their school.

We will be identifying new Dance4Life countries and organizations in 2009 and 2010, when we hope a total of eight new countries will join us. The following points are taken into consideration by Dance4Life International during the identification process:

- ✘ The demographics, politics and economy of the country.
- ✘ The existing geographic spread of Dance4Life internationally.
- ✘ The HIV prevalence in the country.
- ✘ The capacity of Dance4Life International to support each NCO.
- ✘ The advice from our partners about a potential NCO, such as from the World AIDS Campaign, Oxfam Novib, Ford Foundation, SAN!, UNFPA, Youth Coalition, GNP+, Y-PEER, SPW, IPPF and our existing NCOs. We also receive advice with government bodies through the Dutch Ministry of Foreign Affairs and their Embassies.

If your organisation matches our criteria and you are interested in becoming an NCO, please contact [Colin Dixon](#) at Dance4Life International. We will then consider whether your organisation and your country is suitable.