



CLAUDIO MARANGONI
FOOTBALL AND SPORTS SCHOOL

*35 years helping our children
grow through sports*



First Argentine Children's Physical Education & Sports School

The Escuela Modelo de Fútbol y Deportes Claudio Marangoni (Claudio Marangoni School of Football and Sports) was founded by Claudio Marangoni in 1987. It belongs to the physical education, sports, recreation and wellness sector. It develops various lines of services, in Argentina and in other Latin American countries, such as:

- Organizes and fully manages football and sports schools. These schools take place in our own facilities as well as in private schools, clubs, universities and gated communities. They are targeted at children from age 2 and older.

- Conducts football- and sports-driven social inclusion and CSR (corporate social responsibility) programs, in partnership with companies and governmental institutions.

- Plans and carries out training courses for coaches and trainers, aimed at performance and skills upgrading.

- Provides management and marketing services to professional and amateur football clubs.

- Conducts studies and publishes papers on football and sports.

- Organizes large scale sports and recreational events.

The School began to take shape in the mid-1980s. Marangoni reached the peak of his career as a professional footballer when he decided to respond to requests of friends and acquaintances to teach their children how to play football. Over the years, what began as a hobby became the First Argentine Children's Physical Education and Sports School, endorsed by the National Government.

In 1980 there were no specialized centers in infant and youth football teaching and training in Argentina, where boys and girls could learn and practice the sport at an early age, under a formative teaching program. Therefore, Claudio Marangoni established a comprehensive method of conducting football lessons, based on psychopedagogy and psychomotricity underpinnings.



CLAUDIO MARANGONI, FUNDADOR Y CEO

Claudio Marangoni is a renowned Argentine kinesiologist and professional footballer who played at first division of local clubs (Club Atlético Independiente, Club Atlético Huracán, Club Atlético Boca Juniors) and abroad (English Sunderland) in the 1980s, as well as in the national team, retiring from professional football in 1990.



OUR WORK IN NUMBERS

35
YEARS

TEACHING BOYS
AND GIRLS
HOW TO PLAY
FOOTBALL.

MORE THAN

+500K STUDENTS

MANAGES

+100

FOOTBALL SCHOOLS AND
ACADEMIES ARGENTINA AND
LATIN AMERICAN COUNTRIES.

STAFF OF

+300

TRAINERS

FOOTBALL SCHOOLS

10K

BOYS AND GIRLS
ATTEND MONTHLY.

60%

2 AND 8 YEARS OLD.

MORE THAN

78%

COME FOR 5 OR MORE
CONSECUTIVE YEARS.

SOCIAL INCLUSION PROGRAMS

PLAN, CONDUCT AND
EVALUATE MORE THAN

+10

PROGRAMS ANNUALLY

FOOTBALL AS A KEY
COMPONENT FOR
SOCIAL DEVELOPMENT
AND INCLUSION.

70%

OF OUR PROGRAMS HAVE BEEN
CONDUCTED FOR 4 OR MORE
CONSECUTIVE YEARS.

+7K

BOYS, GIRLS, AND YOUNGSTERS,
PARTICIPATE IN SPORTS- AND
FOOTBALL-DRIVEN INITIATIVES.

80

LOCAL AND NATIONAL
INSTITUTIONS COLLABORATE
IN OUR PROGRAMS.

OUR INITIATIVES TAKE
PLACE IN **VULNERABLE
COMMUNITIES** LOCATED
IN DIFFERENT PROVINCES
OF ARGENTINA.

OUR PRINCIPLES

- Promoting comprehensive processes of teaching and training
- Leading the first steps between sport and childhood
- Fostering socialization through football
- Using football and sport for value education
- Targeting fair play as key value

OUR VALUES

- Learn and play
- Happiness and friendship
- Passion and creativity
- Effort and commitment

INSTITUTIONAL AWARDS & RECOGNITIONS:

- The Claudio Marangoni Football and Sports School is sponsored by the Argentine National Ministry of Education and Sports.
- The Claudio Marangoni Football and Sports School's programs are recognized within the Federal Law of Education.
- The Claudio Marangoni Football and Sports School has been acknowledged by the General Direction of Private Education Management.
- The Claudio Marangoni Football and Sports School has been acknowledged as the first and unique Physical Training Academy for Children with Sports Orientation in Argentina.



STRATEGIC ALLIANCES



OUR PARTNERS



CONTACT US

✉ informes@claudiomarangoni.com.ar

f /escuelamarangoni

📍 claudiomarangoni.com.ar





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Main underpinnings in the Claudio Marangoni School's approach to football teaching method

Movement, perhaps one of human beings' most complete behaviors, involves physical, cognitive and socio-affective areas. Taking as a starting point the movement education, **Claudio Marangoni Football and Sports School develops programs of PHYSICAL EDUCATION and CHILDREN SPORTS** with the objective of providing the most adequate answers to a totality of requirements and concerns within a framework of affection, creativity and imagination. What is more, it holds a broad and multidirectional pedagogical criterion, allowing us to accompany students' growth, inviting them to discover all the possibilities of movement that they can express.

Through a permanent dialogue with families and prioritizing respect for ages, evolutionary characteristics, individual needs and interests; and considering Physical Education as a step in general education, the School proposes an alternative that will open a door and constitute a platform for taking off towards future sports practice, the enjoyment of good health and a progressive adaptation to the different situations of social life.

PLAYING is a very valuable component of Physical Education. Due to its significance, it is most probably the most important component in the life of a child. Play-based activities are the center of childhood, key to development and growth.

Our School puts into practice its teaching-learning programs and methods through play-oriented activities. These is done through a progressive path that moves our proposals to students from a simple game to sports, going through different stages that compose a general training process where at the center one can identify the student and his or her pleasure for the proposed activity.

CLASSES' MAIN STRUCTURE

- Body expression
- Children's Physical Education
- Sports Orientation



GENERAL OBJECTIVES

That our students:

Find in the School an environment where affection constitutes a priority value.

Attend classes with enthusiasm and desire to learn, play and have fun.

Integrate with their classmates, generating solidarity groups, united in friendship.

Manage to assimilate pieces of advice and good examples, fostering future behaviors that will allow them to develop a natural, happier and vices-free life.

Are able to compete, when the time comes, with a spirit of loyalty, with the will to play to win, but with the firm attitude of rejecting victory at "any price".

Strive to improve and progress with dedication and care.

Share with joy and serenity the moments of triumph or defeat, understanding them as simple possibilities that allow them to play among friends.

Accept the established rules and respect those responsible for applying them.

Know that efficiency is the desired path, but always within a framework of honesty and dignity.

Live together accompanied by their teachers, in a new world, that of a sport, which could be taken as a true school of life, where violence, in any of its expressions, has no place.

Understand the importance of respect for the other as an expression of a better social behavior.

Have ongoing opportunities to express themselves creatively and with the imagination that every educational process requires

Immerse into current social realities having received the best attention, respecting their psychobiological ages, with our manifest intention of having understood, together with them, a unique and beautiful stage of life, childhood.

Understand "Fair Play", stick to the truth without cheating, in sport first, and always in life.





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Claudio Marangoni and the School's foundation

Claudio Marangoni is a renowned Argentine professional former football player who played in the first division of local clubs (Club Atlético Chacarita Juniors, Club San Lorenzo de Almagro, Club Atlético Huracán, Club Atlético Independiente, Club Atlético Boca Juniors) and from abroad (Sunderland English) in the decade of 1980, and integrated the Argentine Selection, retiring from professional football in 1990.

Self-defined as passionate about teaching, and at the height of his career as a professional footballer, he decided to respond to requests from friends and acquaintances to teach their children how to play football.

By the mid-1980s, when Marangoni decided to take the path of teaching in football, there were no centers in Argentina specialized in teaching this sport. At that time, according to Marangoni himself, except in professional football clubs, there was no institutions teaching football through formative and recreational approaches, where children could practice at an early age and follow an educational program.

The central characteristic of the Claudio Marangoni School, which from its origins went beyond sports education, constituting itself as an integral educational project, with a strong imprint of psychopedagogy, carried forward by an interdisciplinary team of professionals led by Claudio Marangoni himself and composed mostly by physical education teachers.

This resulted from the early recognition of students' needs, interests and concerns. Hence, Marangoni decided - in 1984 and up to the present day - to offer a space for everyone to play football, which is the main objective, but without neglecting the wide range of secondary reasons that are very specific and adjusted to each child.

Initially thought of as a hobby, the venture began by renting soccer fields at a sports club some days a week in 1984 to develop the task. The success was immediate and exponential, year after year with greater adhesion and number of students.



MILESTONES IN THE HISTORY OF CLAUDIO MARANGONI FOOTBALL AND SPORTS SCHOOL

1984	First steps in teaching football to children in a context in which there were no educational and recreational football teaching centers.
1986	Start of a PPP (Private-Public-Partnership) with public educational institutions for the development of a sports education center for boys and girls from 6 years old and up.
1987 - 2018	Launching of the Initiation and Training Sports Program for 2000 families (located until 2018 in the City of Buenos Aires).
1988	Formal constitution of the business organization Claudio Marangoni Football and Sports School. Formalization of planning, implementation and evaluation instruments for football schools.
1990-2018	Opening and development of 20 football schools in different locations in the Argentine Republic.
1991-2018	First Corporate Social Responsibility Project with Citibank (football scholarships for vulnerable children). Since then, and until 2018, more than fifty initiatives were carried out in partnership with private sector organizations.
1992-2018	Opening of 26 football schools in private school's playgrounds and green spaces, located in the City and Province of Buenos Aires. Classes are developed once school hours are finished.
1993	Organization First National Congress of Children's Football Schools.
1994-2018	Launching of sports schools with social and recreational activities in 12 gated communities and clubs.
1994	Achievement of the first institutional recognition: Claudio Marangoni Soccer and Sports School is sponsored by the Argentine National Ministry of Education.
1998-2018	Opening of the Sports and Recreational Activities Family Center located in the Province of Buenos Aires.
1998-2000	Integral Management Project of Club Atlético Acasuso (Div D AFA. Achieving Sports Promotion to First C and B

1999-2012	Organization of massive sports events for children. Disney World Cup (Argentina / Chile / Colombia / Ecuador / Guatemala)
2001- 2002	Expansion of children's football schools to Spain.
2001-2008	Transfer of know-how of Football, sports, recreational and leisure schools set-up and management: know-how transfer to the Republic of Chile.
2003-2018	First Social Inclusión Program developed in cooperation with public sector organizations.
2005-2018	Organization of youth football event in professional football stadiums (eg. Boca, River).
2006	Participation in FIFA World Cup in representation of Argentine Youth Football.
2008	Franchise Republic of Guatemala.
2012	Set-up of Sport and Values CSO, to foster social inclusion through sports initiatives.
2015	Alliance with Real Madrid Foundation.
2016	Alliance with UNICEF Argentina

WHAT WE DO

The Model School of Football and Sports Claudio Marangoni,

Organizes and fully manages football and sports schools/academies. These schools take place in our own facilities as well as in private schools, clubs, universities and gated communities.

Conducts football- and sports-driven social inclusion and CSR (corporate social responsibility) programs, in partnership with companies and public entities.

Plans and carries out training courses for coaches and trainers, aimed at skills improvement.

Provides management marketing services to football clubs.

Offers consultancy and transfer of knowledge services to sports and educational institutions.

Organizes large scale sports and recreational events.



OUR PRINCIPLES

- Promoting comprehensive processes of teaching and training
- Leading the first steps between sport and childhood
- Fostering socialization through football
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HOW WE WORK

Our work is conducted by a team of physical education teachers and trainers, specialized in infant and youth football, driven by the following guidelines:

- equity
- bottom-up design and implementation processes
- collaboration
- result-oriented
- sustainability
- scalability and replicability

OUR TEACHING METHOD

Our teaching system is based on the following anchors:

- holistic notion of child development
- inclusion of every student, disregarding his/her abilities or performance
- use of cutting-edge sports equipments
- offering attractive and fun classes
- identifying and approaching students' special needs and difficulties



CLAUDIO MARANGONI FOOTBALL AND SPORTS SCHOOL PHILOSOPHY

The philosophy that has accompanied the Claudio Marangoni Football and Sports School for more than 30 years has been that our students:

- Find in the School an environment where affection constitutes a priority value.
- Attend classes with enthusiasm and desire to learn, play and have fun.
- Integrate with their classmates, generating solidarity groups, united in friendship.
- Manage to assimilate pieces of advice and good examples, fostering future behaviors that will allow them to develop a natural, happier and vices-free life.
- Are able to compete, when the time comes, with a spirit of loyalty, with the will to play to win, but with the firm attitude of rejecting victory at "any price".
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- Understand the importance of respect for the other as an expression of a better social behavior.
- Know that efficiency is the desired path, but always within a framework of honesty and dignity.
- Have ongoing opportunities to express themselves creatively and with the imagination that every educational process requires
- Immerse into current social realities having received the best attention, respecting their psychobiological ages, with our manifest intention of having understood, together with them, a unique and beautiful stage of life, childhood.
- Value the essence of the game, of sport, allowing them to express themselves without pressure, with freedom and pleasure.
- Understand "Fair Play", stick to the truth without cheating, in sport first, and always in life.





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STRATEGIC ALLIANCES

策略联盟



OUR PARTNERS

合作伙伴





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Social Inclusion and Corporate Social Responsibility through Football and Sports

The Claudio Marangoni Football and Sports School was founded in 1984 with the following objectives:

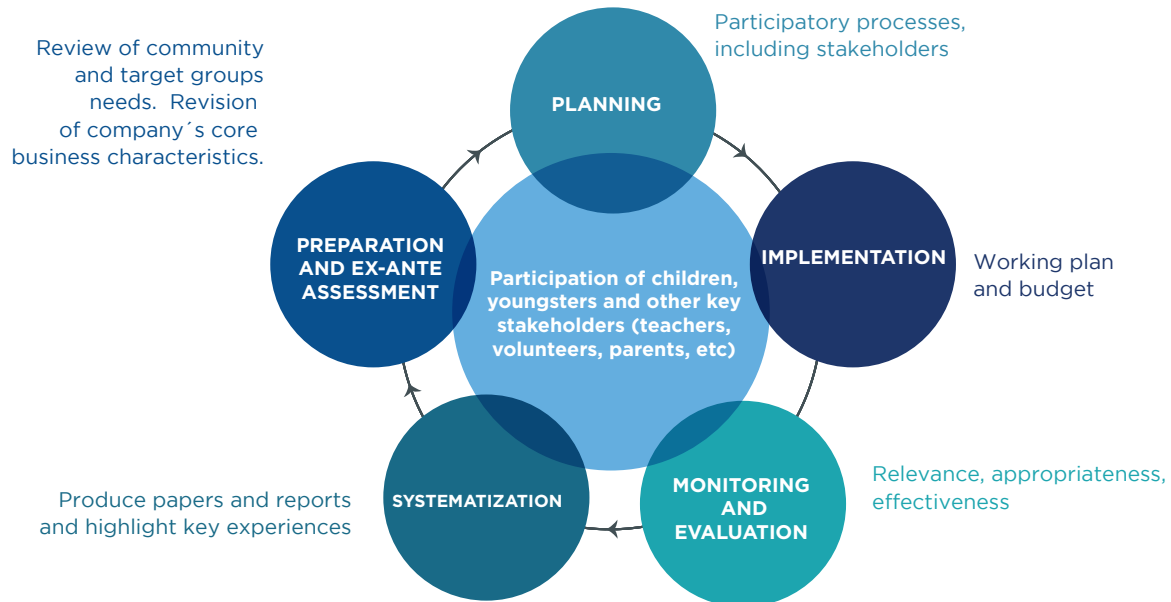
- Provide adequate responses in sports training for children and young people with a broad and multi-sectoral approach
- Develop projects and ventures in the areas of sports, physical education, recreation and wellness aimed at providing comprehensive solutions for educational entities, companies, government agencies and institutions of various types.

The School's community commitment was inherent to its foundation and is rooted in the conviction of its founder about the social role that play and sports have in community and child development:

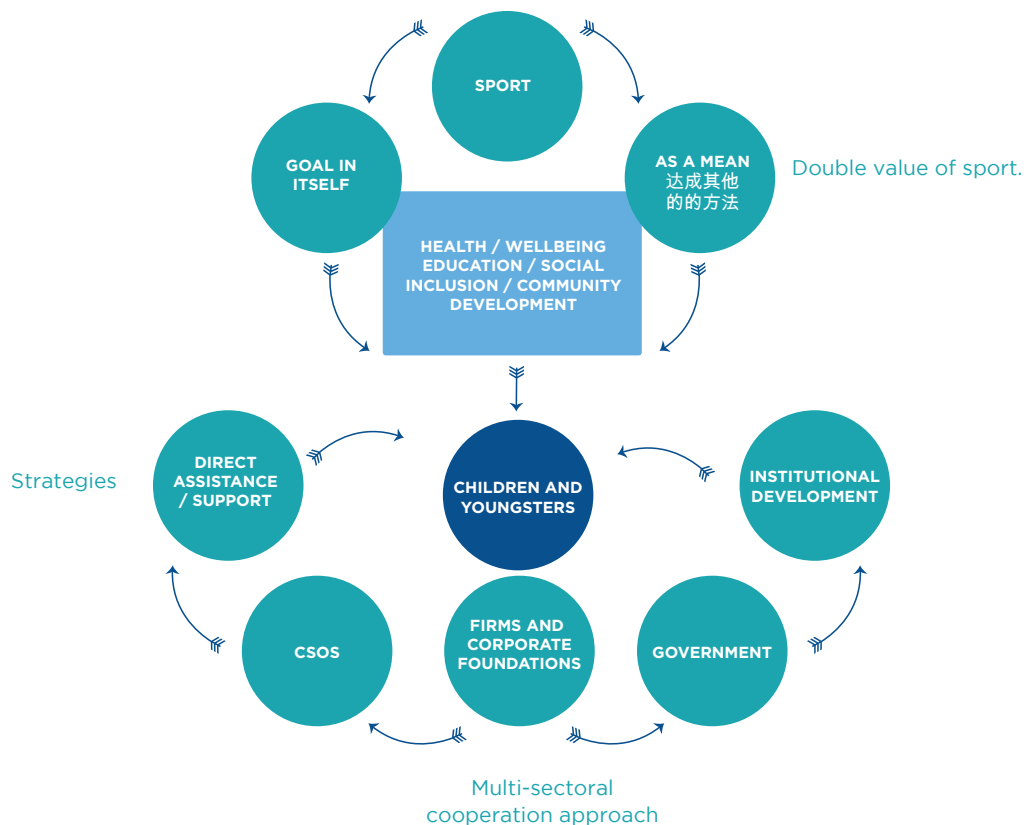
"Sport and games play an important role in a child's life. In addition, physical activity is essential for physical, psychomotor and social development until adolescence. Sport is a way of learning values that last a lifetime; we also know that it improves motor skills and stimulates teamwork, helping students acquire the ability to socialize. "



THE SCHOOL'S INCLUSION AND CSR WORKING METHOD:



SPORT-BASED SOCIAL INCLUSION INITIATIVES DRIVEN BY THE PRIVATE SECTOR



THE VALUE OF SPORT

Sport has certain particular attributes that allow it to contribute to achieving multiple development objectives:

- Has social and cultural value in many societies.
- Has the ability to operate as a communication platform between people of different nationalities, religions, socio-economic sectors, etc.
- Unites children, youth and adults, with a shared goal.
- Provides a safe environment for peer-to-peer talk.
- Has a key role for the reduction of non-communicable diseases.
- Has the potential to establish the bases for a healthy development of children.
- Requires participants to accept rules of the game and behavior.



SPORT AND HEALTH

- Sport's contribution to children's and young people's health and wellbeing stands out as one of its main values.
- It seems to be the main "medicine" against sedentary life, which is linked to obesity, diabetes, hypertension.
- It might contribute to reduce the risk of diseases that develop in adult life but would have their origin in childhood (osteoporosis, coronary heart disease).

Example of a project conducted by the Claudio Marangoni School linked to Health:

Active School Break - Chile Sports - Gatorade - Public and Private Schools

Initiative developed with the aim of increasing levels of physical activity and sports practices in the school population during recesses/school breaks; incorporate good eating habits and raise awareness about the importance of hydration in physical activity.

Training modules for school staff and teachers on simple, self-administered, individual or group based games and playing strategies, all adaptable to basic facilities.

Playing sessions were conducted in each school as well as delivery of teaching material.



SPORT AND EDUCATION

Within schools, physical education in general and sport in particular are essential components to achieve quality educational processes.

The teaching of sports deals with the skills development And tactical understanding. However, it also plays an important role in strengthening of one's own body knowledge, movement abilities, as well as the development of other training objectives such as the development of social, volitional, and cognitive abilities.

The complementary recreational-sports activities to formal education are a good mechanism of establishing safe environment where children and young people can continue learning sports once classes are over.



Example of a project conducted by the Claudio Marangoni School linked to Education:

1. School of Initiation and Sports Training "El Campito"

- 1987 / 2018 Teachers and Parents Associations, Las Heras Public Park School Community and the entire Educational District - City of Buenos Aires

Collaborative initiative founded on the articulation between the Marangoni School, Teachers and Parents Associations, the School Community of Las Heras Park (located in the Palermo neighborhood, City of Buenos Aires) since 1987.

- Its coverage reaches approximately 2,000 children annually. The School is located at a public space that fosters the link between different schools as well as amongst schools, students and their families.
- Each year, the sports and recreational activities offered to children and adults by El Campito have been planned as an annual program, through a multi-stakeholder dialogue process and proposed as an addition to formal physical education and sports training held by schools.
- The activities - carried out prior to or once school is over, throughout the school year and during school holiday periods - are provided free of charge.

2. Community Sports

- 2000 Initiative developed with the support of IRSA (Leading Construction Company in Argentina)

Initiative conducted to prevent and reduce school dropouts, improve socio-emotional and motor development, teach behavioral patterns, promote hygiene habits and strengthen nutritional status.

- The proposal combined recreational and sports activities with other designed to work on health, violence and group norms. A snack was offered to participants as well as a medical and psychopedagogical checkups.
- The program was developed at the Marangoni School and reached 240 children from 9 to 13 years old in the Province of Buenos Aires.

SPORT AND SOCIAL INCLUSION

Governments and companies usually focus their efforts on promoting social inclusion or community development.

These efforts are usually linked to:

- Stimulation of (healthy) relationships between peers.
- Promotion of interest in sports activities planned by the community.
- Development and strengthening of local organizations with skills to develop sports activities.
- Mitigate violent and criminal behavior, especially among young people.

Example of a project conducted by the Claudio Marangoni School linked to Social Inclusion:

1. Sports and Energy in Action

- 2013/2017 YPF Foundation - YPF SA (Argentine Oil Company)

Purposes:

- Teach children and young people about social values that are key to their development.
- Offer teachers and volunteers a training program which highlights new initiatives that can be replicated innovatively among different groups of students to improve participants' self-esteem, positive self-improvement attitudes as well as a sense of belonging and social inclusion.
- Develop sports clinics, workshops, special activities on value education and football tournaments aimed at children, youngsters, teachers and volunteers.

Implementation sites:

- Patagonia Region Provinces (Southern area of Argentina): Santa Cruz - Neuquén - Chubut - Mendoza



2. Adolescence Program

-2013/2018 Ministry of Social Development of the City of Buenos Aires

Purpose:

- Discover the relationship between physical education and the strengthening of social skills in adolescents, reinforcing their self-esteem and strengthening the emergence of positive leaderships.

Main features:

- Sport practice is combined with activities and spaces of social containment, conducted by teachers and social operators in an articulated manner.
- The project is carried out in sports centers of the City of Buenos Aires, and comprises socially vulnerable youngsters from 14 to 18 years old.