



INTERNATIONAL
OLYMPIC
COMMITTEE



June 2013

Olympism in Action

Sport Serving Humankind

Department of International Cooperation
and Development

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Message

By Jacques Rogge, President of the International Olympic Committee



We all know that sport can play an important role in contributing to a better and more peaceful world. We all know about the enormous potential of sport, its global reach, its universal language, and its impact on communities in general and young people in particular.

The International Olympic Committee (IOC) has therefore identified development goals it believes it can help advance through sport, together with its partners, namely the National Olympic Committees, the International Federations and the Olympic Games Organising Committees, and also with governments, UN agencies, programmes and funds, as well as non-governmental organisations.

However, much remains to be done to ensure that sport is used systematically and in a concerted manner. That is the *raison d'être* of the International Forum on Sport for Peace and Development, the third edition of which is being held at the UN in New York on 5 and 6 June 2013. Jointly organised by the IOC and the UN Office on Sport for Development and Peace (UNOSDP), with the support of the United States Olympic Committee (USOC), the theme of this 2013 edition is “Creating a Common Vision” in order to focus specifically on the impact of sport on achieving the Millennium Development Goals (MDGs), and how to move forward with the mainstreaming of sport in development policies and strategies.

By using sport as a tool, the IOC and its partners implement various activities – as illustrated in this report – across the globe in fields such as humanitarian assistance, peace-building, education, gender equality, the environment and the fight against HIV/AIDS, hence contributing to the achievement of the UN MDGs. The UN Observer status granted to the IOC pays tribute to these efforts and is a sign of the strong bond between the IOC and the UN, which share the same philosophy and values.

Today, physical activity is no longer a luxury; it is a duty and responsibility. Today, it is essential for general development, good health and a longer life. As physical inactivity is recognised as one of the leading risk factors for global mortality, the World Health Organisation (WHO) has recognised sport and physical activity as one of the three pillars for the effective prevention of non-communicable diseases (NCDs), alongside good nutrition and avoiding tobacco. The entire sports movement and its stakeholders must reinforce their collaboration in this field, while at the same time respecting each other's space and autonomy.

If I had one wish to make, it would be that the entire community as a whole is aware of and active in the development of humankind.

While the role of sport in driving and achieving the MDGs has been recognised, it is necessary that this be reinforced in preparation for support of the envisaged Sustainable Development Goals. The theme of Rio+20, The Future We Want, was appropriate in that young people were placed at the centre of the sustainability for which we all hope.

That resonates with the renewed thrust of the IOC to emphasise the involvement of young people, and to provide resources for the creation and distribution of relevant tools that attract young people to adopt healthy lifestyles and to be active in life.

Sport is and will remain our main mission. However, we have a civil responsibility to place it at the service of humanity for the benefit of society as a whole. The power of sport as an educational and communication tool makes it a natural and key element of sustainability and the development of society.

However, whilst there is no doubt about the positive role sport can play and has played in society, it is still very much a work in progress. Much will have been achieved when nations factor sport into their national development agendas.

Let us continue to work together to tap into the full potential of sport.

1. Introduction

By T. A. Ganda Sithole, Director of the Department of International Cooperation and Development.

1.1 The IOC and the UN

Direct relations between the IOC and the UN have spanned three UN Secretary Generals – Boutros-Boutros Ghali, Kofi Annan and Ban Ki-moon. Each one of them has raised the bar on the relationship, Mr. Ghali supporting for the first time an Olympic Games-related resolution which was debated and adopted by the UN General Assembly; Mr Annan receiving the Olympic Torch at the UN and visiting the IOC to discuss the support for sport in his drive for progress in achieving the Millennium Development Goals and Mr. Ban visiting the IOC on two occasions, attending the 2009 Olympic Congress as guest of honour and institutionalising the two-yearly report on sport to the UN General Assembly.

Mr. Ban has also undertaken a joint trip to Lusaka, Zambia with IOC President, Jacques Rogge, visiting the Olympic Youth Development Centre, a project of the far reaching multi-million dollar Olympic Sport for Hope programme of the IOC whose purpose is as much about bringing sport to young people where they do not have enough facilities as it is about development of the community at large, education for the young people, health and peace. No doubt, Mr. Ghali would have continued to build on the relationship between the IOC and the UN. But he was to serve just one term. His successors have had more time to factor in sport in their agendas having also recognised its value, its incredible reach, its universal acceptance as the best ever communication tool there was but which could also be just as destructive if it was not put to good use.

The UN 2009 invitation to the IOC to participate in the work of the General Assembly, the first time that a sports organisation had thus been accorded such an honour, and to become only the fifth international organisation that has no links to governments to join the august body, was probably the ultimate in the relations between the two organisations. For the first time, sport had a voice where it mattered the most. The world sporting movement could now directly try and convince those governments that still needed to be convinced, that sport was good for development, for health, for education and for mobilising young people and the community for peace. They could use it to reach out to the more than 300,000 child soldiers in conflicts around the world and that governments would be making a wise choice by investing in sport, allowing more time for sport and physical activities at school and providing safe playing areas for children.

To that end, the IOC has been discussing legislation and relevant actions with ministers and relevant and interested regional organisations. The European Union and the African Union have been foremost in their quest to engage in sport. A near-revolution in the understanding of sport is taking place in Africa. With the involvement of continental sports organisations, the African Union ministers of sport and youth have crafted the ground-breaking New Architecture for Sport in Africa, a policy that will shift sport from being treated as an entertainment undertaking to one that contributes to peace, security, development, gender equity and education. Unlike in the European Union, there is still need for African countries to fully subscribe to the new policy and mechanisms, now hamstrung by lack of funding, need to be put in place in AU structures to over-see implementation.

1.2 Relations with UN family

The vast majority of UN agencies, funds and programmes have signed Memorandums of Understanding with the IOC. Over the past 12 years, the IOC has upped its engagement with the organisations and increased communication and adding resources to activities with those that were development-inclined, especially in developing countries. The result has seen dramatic increase in resources being applied to activities with, in particular, the World Food Programme (WFP), the United Nations High Commissioner for Refugees (UNHCR) and, mainly through NGOs and National Olympic Committees, the UNAIDS.

If figures from the fields are something to go by, vast numbers of young people have now been touched by the IOC sports programmes and sport has played a role in changing lives. The creation of the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) has created new avenues for collaboration between the IOC and the UN in an area that is deemed as extremely important in the very development of mankind itself. However, like any new organisation, UN Women have, between setting itself up and immediately starting to do its job, been weighing its future relation with the IOC.

1.3 Development through sport

Placing sport at the service of development may not be the preserve of the IOC. However, the organisation has committed immense resources to making lives better through sport. The Olympic Sports for Hope programme has landed in Haiti, a country that not only has for a long time faced economic development challenges, but also is still to recover from the devastating earthquake that took the lives of thousands and destroyed property worth billions of dollars.

The multi-million dollar project certainly dwarfs hundreds of other projects, from Isla Fuerte, the Pacific Ocean island of Columbia, to Gatumba in Burundi, the IOC has played its part in providing facilities to societies that were in need. Each and every one of the facilities has a story behind it. Either the people are so poor they cannot afford the facilities, and providing them will improve their livelihood, or it may be a case of providing a facility that will be used to bring post-conflict society together.

In some cases the IOC has simply funded projects because of a link they had to sport. The construction of a clinic in rural Tanzania in collaboration with the WFP and the refurbishing of a maternity outpost across the road from the Boane OlympAfrica Centre in peri-urban Maputo are cases in point.

1.4 Sport for peace

Organising Committees of the Olympic Games have gradually integrated the Olympic Truce into their activities. Since 2004, when the Olympic Truce featured at the Olympic Games in Athens, albeit as a stand-alone activity, subsequent organising committees have either brought Truce activities into the village or, as was the case with London, made them a programme of the organisation. The Hellenic Government of the day was first to truly mobilise world governments to co-sponsor the UN Resolution on the Olympic Games entitled “Building a peaceful and better world through sport and the Olympic ideal” in 2003. The Resolution became a permanent feature on the UN General Assembly agenda in 1993.

Two years later, the organisers of the Games in Turin improved on the Athens project by introducing Olympic Truce walls for both officials and the athletes to append their signatures in support of peace. The Chinese also integrated the Olympic Truce, and for the first time built a permanent wall in tribute to peace, a structure that has become a legacy of the 2008 Games. In Vancouver the Olympic Truce was taken over by the Governor General and the government who saw the Games as an opportunity to reach out to the diverse make-up of the country's youth population. The Olympic Winter Games in 2010 were also the first to be held on land owned by indigenous people. They took ownership of the Games as the authorities exploited the opportunity to the full and ensured that the harmony created around the organisation of the Games became part of Canadian culture.

The Governor General Michaëlle Jean's engagement with young people under the Olympic Truce banner confounded many. Young people turned up in their thousands at events such as one she held at a shopping mall. Along with HSH Prince Albert II, himself a known environmentalist and believer in the qualities of sport as a driver for peace, she allowed young people to talk about themselves, their communities, greater Canada and their aspirations for peace. Under normal circumstances, this unscripted, live internet streamed event would have been a risky undertaking. But such was the powerful message for peace there was no other way to deliver it. In the Olympic Village the organisers for the first time extended the Olympic Truce to the Paralympic Games. The monuments to this event were built to last in the two Games Villages.

True to the tradition of subsequent organising committees raising the bar, the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) made the Olympic Truce an integral part of the organisation of the Games. Teams checking into the Games Village were required to add signing of the Olympic Truce to the traditional welcome ceremony.

The UN Secretary-General participated in the Olympic Torch Relay for the first time, and later surprised the tens of thousands who attended the Opening Ceremony and the billions who followed it on live television broadcasts by carrying the Olympic flag into the Stadium. Until then the Secretary-General's involvement in opening ceremonies had been limited to his recorded messages calling for peace before, during and after the Games, and provided a window of opportunity for peace initiatives to be undertaken in conflict areas. This breaking of new ground by London will be hard to beat, especially considering that the government mobilised ALL the Member States of the UN to co-sponsor the Resolution in the General Assembly.

The Department, in collaboration with the authorities in London and the International Olympic Truce Centre, has followed up on the good examples of London and will make the necessary recommendations to Sochi, Rio and PyeongChang. The IOC, however, continues to adopt the policy that while the organising committees are required to drive the UN Resolution one year before the Games and to include Olympic Truce activities in the Games, the exact nature of the activities should be determined by the organising committee and the authorities in the relevant city and country respectively. Sochi, Rio and PyeongChang have expressed their wish to place the Olympic Truce at the centre of their activities. And for good reason. The organisers of the 2016 Games are determined to use the Games to address the serious socio-economic problems in crime-infested areas and to provide safe environments for young people who, for lack of economic activities, education and sporting opportunities, turn to crime.

PyeongChang organisers, on the other hand, have their work cut out for them. One of the greatest legacies of the Seoul 1988 Games was the setting up of the Seoul Peace Prize, only recently awarded to Mr Ban. In their bid for the Games, going back to two previously failed attempts, PyeongChang insisted that the

Games would offer an unprecedented opportunity to promote peace and understanding in the Korean Peninsula, given also the venue's proximity to its northern neighbour.

All that said, the immediate concern is for the Olympic Truce programme in the organisation of the Olympic Winter Games in Sochi. Although not much has been said about the preparations, it is known that the Russian Government will present to the UN General Assembly later this year the Olympic Truce Resolution for its consideration and adoption. The first-ever session of the annual Sport and Peace Convention was hosted by the Organising Committee in Sochi, thereby demonstrating their dedication to the concept.

The Russian government is itself sponsoring a number of Olympic Values projects around the Games. It is determined to ensure that the Games are held in conditions of peace and that they will contribute to understanding and peaceful coexistence among the population and with the country's neighbours.

1.5 Humanitarian actions

The IOC's humanitarian policy has been following a two-track approach. It has provided humanitarian support on the back of sport where young people and communities who live in deprived areas or refugee camps are provided sports equipment. The IOC has also provided direct funding to alleviate humanitarian crises. Victims of tsunami and earthquake disasters and those displaced by war and environmental phenomenon have all been considered for aid by the IOC, either directly or through expert international organisations.

Giving is Winning, a project that has been undertaken solely at the last three Summer Olympic Games, has become an iconic experience through which athletes, officials and sponsors of the Olympic Games, partners and supporters have expressed their support for young people, particularly in refugee camps. Tens of thousands of clothing items have been collected in the name of the Olympic Games for people in camps as far apart as Africa and Asia.

The IOC itself has donated millions of dollars to humanitarian causes. For the first time last year, in a typical self-help approach to a continental problem, the Association of National Olympic Committees of Africa (ANOCA) joined the IOC in donating money to alleviate a humanitarian crisis which threatened the lives of millions in East Africa. Through these programmes, the IOC dispenses to young people a culture of concern, of solidarity and of giving. Such has been the success of the educational part of the Giving is Winning project that, long after the Athens, Beijing, and London Games, athletes and other entities of the Olympic Movement kept on sending in donations in the name of the project.

The Department has mooted a major shake-up of the project and will present a proposal to the IOC President and to the IOC Executive Board. Under the new proposal, financially able NOCs and high profile athletes would be offered opportunities to adopt refugee camps, teams or sportspersons living in refugee camps. They will be encouraged to visit the camps, meet the persons they are sponsoring, provide equipment and participate in preparing sports fields. The project would have been proposed to the IOC President and the Executive Board for their consideration in time for the London Games, but for the time it took to put the project together.

The IOC has, as usual, set aside funding for continued collaboration with humanitarian organisations such as the WFP and UNHCR. The unfolding tragedy caused by the sectarian conflict in Syria has not escaped the attention of the IOC. At the time of compiling this report, the Department had just been on a fact-finding mission to Jordan to discuss delivery of sports aid that has been offered by the IOC for the refugees in both Jordan and Turkey. The IOC has also made available to the humanitarian organisations dealing with the situation funding for the procurement of specific needs as per the request of the UNHCR. The situation is dire, and more refugees continue to pour across the borders to Jordan and Turkey.

1.6 Talking to young people

In response to the overwhelming calls at the 2009 Olympic Congress for the IOC to directly reach out to young people, a major project, the Youth Strategy, has been authorised by the Executive Board. A fully-funded four-year plan is meant, among other things, to encourage young people to take up sport and for the population at large to adopt healthy lifestyles. At the top of the Youth Strategy is a plan to produce generic materials for use by non-professional sports people to keep them in shape and stay healthy.

The IOC has an obligation to help society get moving. Two years ago, the President of the IOC was invited to the UN General Assembly to join world Heads of State and government to talk about the serious situation created by non-communicable diseases (NCDs). Suddenly, the world had woken up to find itself in the midst of a fully fledged pandemic of HIV and AIDS proportions that was killing millions across the globe. Yet the long-term prevention did not necessarily have to be invented in a lab. It was instead available through healthy lifestyles.

The IOC President pledged the support of the Olympic Movement, that it would do its best to get young people in the main to play sport, to exercise their bodies. Plans unfolding in the Youth Strategy are therefore meant to contribute to making real that undertaking. The enhanced Sports for All programme and the worldwide Olympic Day celebration are certainly not just for the competitive sportspersons. It is all part of the Olympic Movement's idea to get society moving, exercising and living well.

The IOC is also currently looking into the possibility of 23 June being recognised as the International Day of Sport and Physical Activity. Judging by the need for humanity to recognise once again that the body is designed to move, that we all have a chance to live longer if we adopt healthy lifestyles, there certainly may be a case for just one day in a year to dedicate our thoughts, actions and focus to the immense benefit of sport and physical activity.

1.7 Sport and gender equality

The IOC has relentlessly pursued the policy of gender equality in and through sport. This year is the first of a four-year programme that has been accepted by the Executive Board for an accelerated programme to promote women in and through sport. As an incentive, winners of the annual IOC Women and Sport awards, starting this year, are also awarded funding for their favourite women and girls-related projects.

Special training programmes for women, to equip them with the necessary and requisite knowledge that would make them competitive administrators, have been designed. Coaching and athletic scholarships as well as degree programmes in sports administration have long since been the target of Olympic Solidarity funding.

However, while the tendency has been to judge the success of the policy by the number of women who are elected to positions of greater responsibility in NOCs, IFs and Continental Associations, the fact remains that much more has happened “below the radar”. For a start, the Games in London were the first at which every NOC could enter female competitors without any of their governments setting restrictions.

The numbers of women elected to senior sports positions is expected to increase dramatically this year, even though the actual numbers of presidents and secretaries general might not show discernible positive changes. It is highly unlikely that by the end of the election circle there will still be a single NOC, IF or Continental Association without a woman on their boards.

The continuous push for a situation whereby girls and women were offered, at least at the Games, the same opportunity to participate in sport as their male counterparts, has seen dramatic improvements in attitudes towards females, even in the most conservative of countries. The creation of UN Women, which has signed an MoU with the IOC to promote women and girls, could therefore not have happened at a better time.

1.8 Olympic education and culture

Educational programmes of the Olympic Games have assumed greater importance with the passage of time. The onset of the Olympic Values Education Programme (OVEP) in time for the Games in Beijing and the creation of the Youth Olympic Games have placed education at the centre of the Olympic Games action. It is highly unlikely that the numbers that were attained by China in the run-up to the 2008 Beijing Games could ever be attempted in the next dozens of years. Only China, at least for now, could mobilise 400 million young people to participate in a comprehensive Olympic education programme in time for the Games.

The London Games programme was unique in terms of its content and its application. London worked on a long-term programme for its schools. The Russians have created a whole new Olympic University as a legacy of the Sochi Games, the first such project of its kind and one that will be as difficult to match, more so considering they are hosting the much smaller Olympic Winter Games.

The OVEP has spread fast, particularly in developing countries which lack the capacity to develop their own programmes. This year, OVEP, unveiled in China in its original form in the city of Nanjing, gets ready for the second edition of the Youth Olympic Games next year. The flexibility of the programme is what makes it attractive to big and small NOCs alike. The Brazilian NOC has rewritten parts of the manual to reflect its own situation. The organisers of the YOG will add 10 pages to the current manual without changing its content, in order to reflect some of their specific situation, and will use it to reach out to millions of young people.

The four-yearly sport and art competition and exhibition was last year a great success. London exhibited the entries in the iconic Guildhall, the same building in which the Magna Carta is displayed. Other cultural projects have been put on hold as they are being restructured – Sport and Photography, Sport and Video and Sport and Literature.

1.9 Sport, environment and the Olympic Legacy

The Earth Summit last year, Rio+20, endorsed the redefinition of sustainability to include socio-economic aspects alongside the environment. There were congruent with IOC direction, and the policy could not have been starker, first with the youth focus of the conference as reflected in the theme “The Future We Want”, the announcement by the UN Secretary-General that he would be creating a position in his office of a youth special adviser, and the shaping up of the Sustainable Development Goals as successor to the MDGs which “expire” in two years’ time.

Since 1994, the IOC has been laying stock to the environmental legacy of the Games and encouraging its entities to follow suit. The recently published Olympic Legacy report provides proof, if any were needed, of the great all-round legacy that the Games bequeath host cities and countries. Admittedly that was not the case in the past. White elephants that dot the landscapes of early organisers of the Games, built without their future contribution to society, have done great damage to the reputation of the Games as a mega consumptive event that contributes nothing to the economy of host countries.

Sustainability is now key to any bid that wishes to be treated seriously. The post-use of facilities, the legacy of increased participation in sport by young people, access to facilities by the population at large, and infrastructural development in general now count toward the successful hosting of the Olympic Games.

1.10 Conferences and seminars

The IOC organises dozens of world conferences and seminars around the world. They are the best way to bring together experts from outside the sporting movement with its own, to exchange ideas on subjects ranging from gender equality and environmental sustainability to education and culture, science and medicine, sport for all and sport for development and peace.

The 3rd IOC-UN Forum on Sport for Peace and Development being held in New York is a product of a long line of seminars and forums which dealt only with regional issues and with little UN involvement. This session in New York is significant in more ways than one. First, it will be the first time that an IOC-related international forum has been organised at the United Nations in New York. Secondly, it is the last IOC international conference before the change of the guard at the world’s premier sports organisation. And, finally, the world will witness the beginning of the immortalisation of relations between the IOC and the UN when President Rogge and Mr Ban cut the ribbon to begin the process of opening a permanent sports exhibition in the UN building.

This report is a conglomeration of just a few of the actions that the IOC has taken over the past 12 years to live true to its credo to place sport at the service and development of humankind.

2. Human Development

2.1 Our philosophy

“The IOC and the sports movement in general have a social responsibility to provide access to sports practice and in so doing to spread the values of sport to all sections of society”. Jacques Rogge, IOC President



© IOC

Over the years, the IOC, as a responsible member of civil society, has implemented a comprehensive programme creating opportunities for access to sport and physical activities and using them as tools for socio-economic community development. A way to develop sport worldwide, but more importantly, a modest though committed contribution to support the progression of humankind’s common objectives for achieving universal human development and peace between and among nations.

To deliver this programme, the IOC has been able to count on the support and the expertise of numerous partners, without whom this intervention would have not been possible. It has in particular leveraged its cooperation platform with United Nations’ agencies and other international or national governmental or non-governmental organizations specialised in development and humanitarian assistance. It has worked with National Olympic Committees that have also committed their resources and support to put sport at the service of the most vulnerable and under-privileged, and in particular children, young people and women. It has furthermore leveraged synergies with several International Federations, which have also designed, funded and applied their programmes to the cause of human development through sport.

2.2 Capacity building efforts

Using sporting infrastructures as a starting point, but in fact aiming to support rebuilding local communities and empower them through sport, is a field where the IOC has invested heavily over the years.

Together with the International Labour Organisation (ILO), the NOC of Mozambique and the local development agency, a major poverty alleviation and economic development programme has been implemented for the community of Boane, 250km away from the Mozambique capital. Support has been provided to pay school fees for primary school children from under-privileged families and bring them back into the educational system. At the same time, local women have been trained to manufacture school uniforms



© NOC of Mozambique

and to produce groceries to be sold at the local markets, and have formed a

cooperative. The OlympAfrica centre, where the programme is being implemented, is also used as a sports training centre for some 1,000 children from the surrounding villages, who benefit from sport and education courses.

Sport development projects for rural communities of several countries such as Samoa, Guinea and Niger have taken shape with the UN Food and Agriculture Organisation (FAO), aiming not only to promote physical activity and healthy well-being, but also to consolidate the community structure and prevent the exodus of youth from the countryside to the cities. Building on the FAO's existing Special Programme for Food Security, the IOC has provided sports material and helped rehabilitate old basic sports infrastructures and build new ones, under the local leadership and monitoring, and with the cooperation of the NOCs concerned.

More recently, a sports centre opened in 2010 in Lusaka, Zambia, the first in a series of multi-sport facilities scheduled to be built in developing countries as part of the IOC's Sport for Hope programme. Including indoor and outdoor venues, the centre aims to provide young athletes, young people and neighbouring communities in low and middle-income countries with better opportunities to practise sport, as well as offer them a wide range of value-based educational programmes, health services and community activities aimed at improving their quality of life. Construction of the second Olympic Youth Development Centre recently got underway in Port-au-Prince, Haiti, as part of the nation's reconstruction process, through providing direct support to rebuilding its sporting infrastructures, and contributing to promoting social values and a hope for a better future. Here again, the joint venture between the IOC, Haitian NOC, International Federations, the Government, the private sector and civil society groups is striving to making a difference for youth and future generations to come.

2.3 Social integration

In Northern Uganda, following years of conflict, many of the internally displaced persons and child soldiers who used to live in camps are now returning to their home villages. But reintegration into a normal life is challenging. The IOC has supported a sport-based programme implemented by NGO Warchild Holland, in partnership with UNICEF, which aims at actively involving children and young people in the activities of the community and rebuilding social networks. An inter-parish football and netball league benefited over 16,000 children and 25,000 adults, with sport helping them to relax, focus on healthy behaviours and social cooperation. Related community work was also implemented through the project, helping young people to define their new role in the community and increase their self-esteem.

With the United Nations Development Programme (UNDP), another project model was successfully implemented. Sports elements have been added to a national programme against poverty and violence jointly implemented with the Ministry of Public Security and Justice in El Salvador.

The “Sport for Peace and Development” project allowed successful interventions in some of the most violent municipalities in the country. The rehabilitation or construction of playgrounds and the organisation of special sporting activities, during which young people were educated on solidarity, respect for themselves and others, co-existence and understanding, brought a new dimension to the fight against high levels of crime.



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2.4 Making the difference for children and youth

Just like the previous examples of projects, those that have been put in place in close collaboration with the World Food Programme (WFP) and their School Feeding Programme, or with the UNHCR over the last years have been successful because of their simplicity and the immediate benefit they provide to the beneficiaries, and to children and youth in particular. For these particular projects, the IOC has developed a specific product, an **IOC Sports Kit**, a solid and lockable metallic trunk containing three items of basic sports equipment (such as a football, volleyball, netball, basketball, table tennis kit or other local preferred sports) as well as other light recreation material such bibs, caps, chalk, pickets to mark the playing field, inflating pumps and tape measures that provide an opportunity to about 300 children to enjoy sport and physical activity in very diverse settings. Since their creation in 2009, the Sport Kits have been welcomed by over 650,000 children and young people in WFP-supported schools as direct beneficiaries, and around one million people if we also consider the community around them in 42

countries. IOC TOP partner Samsung has also recognised the value and effectiveness of this programme and joined the IOC to help provide sports kits around the world.



IOC Sport Kits / © IOC

Among numerous examples that could be mentioned, Afghanistan is certainly eloquent. In addition to receiving deliveries from the WFP, children of 13 provinces were also provided with sports kits. For them, it was a true surprise. The most moving reactions came from the children themselves, such as 13-year-old Ahmadullah showing an old football, he explained: “I like playing football. A while ago, my friends and I contributed 20 Afghanis each (about 40 US cents) to buy a football, but it is very old now. There were some children who wanted to play but they had no money to buy a ball. Now with this new gear, everyone will be able to play.” These words say it all. “Development of society is connected

to the development of children. If the children are healthy and strong, they will be able to play a key role in the development of their society and could properly lead the community in the future,” said Abdul Moqim Halimi, Head of the Department of Education in the Panjshir region. We may hope that maybe among these children, there could be a champion of tomorrow. History tells us that Paul Tergat, a legendary runner and champion of Kenya, was once among the kids who benefited from the WFP School Feeding Programme. It is no wonder that he has since become one of their Goodwill Ambassadors.

2.5 Olympic Games legacy

The IOC is known principally for its main activity: the Olympic Games. But how does this major elite sports event align with the IOC mission for a peaceful and better world through sport? This is the question that is often put on the table and which the IOC has increasingly addressed over the years. Indeed, the Olympic Games is an event that goes well beyond showcasing sporting excellence. The IOC and the local Organising Committees, in partnership with national and local authorities, are working jointly to ensure an increasing lasting and positive legacy for the host city, the region and the country at large. Major sports event these days are specifically designed to also contribute to economic development and defined causes that directly benefit cities, countries and their inhabitants. Job creation, lasting economic benefits, environmental sustainability and infrastructural development, such as housing, roads and communications, are provided with a long-term view of supporting the welfare of the people.

The recent Organising Committees of the Olympic Games have set a high standard for contributing to human development. Vancouver in 2010 and London in 2012 have raised the bar even higher: Vancouver with its involvement of the indigenous people in the organisation of the Games, action that has brought peace and harmony where none was known between the four host First Nations; and London with its

International Inspiration programme, a comprehensive sport for development programme across the UK and 20 countries, that is benefiting tens of thousands of children and youngsters around the world through multiple partnerships at government, civil society and UN levels.

2.6 Bringing joy and hope to the most vulnerable



© ICRC

Reality shows that humanitarian and emergency situations in the world are often tended to last, unfortunately, and victims of natural disasters, wars or internal conflicts endure suffering and disarray for months and years. When their basic survival needs are met by specialised humanitarian agencies, there is a place for sport to come in and bring much needed physical and psychological benefits. In partnership with the International Committee of the Red Cross (ICRC), the IOC has helped in the rehabilitation of outdoor safe play areas for young people and children

of 42 communities of Azerbaijan, where landmines are a deadly legacy of years of hostility. Children themselves and community leaders were closely involved in designing the play areas, which was an important dimension of the project itself.

Similarly, the ICRC integrated in its physical rehabilitation programme in Afghanistan and Cambodia a special sports dimension, in partnership with the IOC, which concerns paraplegics (whose disabilities are a result of mines and explosive remnants, polio or other hazards). Sport, in particular tennis, basketball, table tennis and archery, has a positive effect not only on the physical rehabilitation process of paraplegics, but also on their self-esteem and reintegration into society. Sports events are also used to raise awareness of preventive measures, treatment and the rights of people with disabilities. Moreover, local physiotherapists have been trained to integrate adapted sport in their rehabilitation curriculum.

The IOC also offered humanitarian sport assistance to some of the most vulnerable of all, refugees, internally displaced people and returning refugees, and has worked closely



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with the United Nations High Commissioner for Refugees (UNHCR) to this end in numerous countries of Africa, Asia, Latin America and Europe. With over 34 million people living in this situation, it is difficult to ignore their needs. Refugee populations, which are largely composed of young people and children, need leisure activities to overcome the idleness of their life in a camp, to give them a sense of joy and hope, and to bring a semblance of normality and structure to their lives in disarray. In Namibia, the IOC and UNHCR, together with the local NOC, teamed up to implement an ambitious three-year sport and education programme for some 8,500 young people living in the Osire refugee settlement in the centre of the country. The programme has been specifically designed to involve young people in sports activities in order to alleviate some of the major problems affecting them, namely teenage pregnancy, sexually transmitted infections (such as HIV), and drug abuse.



© UNHCR

But sports activities can also serve to facilitate dialogue with the local communities surrounding the camps. In Costa Rica for instance, the IOC and UNHCR, together with the local NOC and the *Red de Jovenes sin Fronteras* joined forces around a project promoting inclusive education and local integration of young urban refugees through sport, and recreational and awareness-raising activities. Knitting ties towards integration, young refugees and migrants as well as young local members of the

beneficiary communities gathered for theoretical lessons on migration and

refugee issues, Olympic Values education sessions, not forgetting several sporting and recreational activities.

Fighting sexual gender based violence through sport is another area of intervention. Team play, fun, leadership, cooperation and decision-making skills are among the core elements which can facilitate behaviour change among these vulnerable populations. Uganda and Venezuela UNHCR local teams and the IOC have developed a sport and education based programme for girls and boys of these communities which encompasses mixed team sports competitions and sensitisation on gender issues, sexual exploitation and abuse.

2.7 Giving is Winning

Building on this philosophy and partnership, since 2004 the IOC and UNHCR have organised a “Giving is Winning” programme in the run-up to the Summer Olympic Games. The IOC, NOCs, Federations, sponsors, athletes, members and other supporters of the Olympic Movement have joined this world-wide solidarity campaign and donated important quantities of sports and casual clothing for those in need. Since its inception, the campaign has collected over 170,000 items of clothing, or close to 36 containers that have reached refugees in 23 countries.



Incidentally, several athletes who participated in the Olympic Games know what it is like to be a refugee. Among them are Guor Marial and Lopez Lomong, both born in what is now South Sudan. Marial participated in the London Olympic Games in the marathon as an Independent Olympic Athlete under the Olympic flag, and Lomong as a Team USA athlete in the 5000m. Needless to say that they both demonstrated their strong support for the “Giving is Winning” campaign.

“Many young refugees spend years languishing in bleak camps, around the world. For them a gift of sportswear associated with famous athletes from across the Olympic spectrum is a tremendous morale-booster – a sign that the outside world does still care”. Antonio Guterres, UN High Commissioner for Refugees.

2.8 Support of major humanitarian crises

In parallel to its current programmes of human development through sport, the IOC regularly provides support, on an ad-hoc basis, of important relief operations through donations of first aid and emergency goods for populations affected by war, natural disasters and major catastrophes. As for most other IOC projects at a community level, the NOCs of countries concerned are also involved in these initiatives. From Darfur populations, to victims of the tsunami in South-Eastern Asia, or the earthquake in Pakistan or Haiti, or civil war in Syria, humanitarian equipment including tents, blankets, buckets and soap, as well as cash for food provision, has reached them through partnerships with UNICEF, ICRC or WFP. This is another way for the IOC to place sport and its network at the service of humanity.

2.9 Still more to be done

Over the last decade, the IOC has invested energy and resources in an average of 20 projects per year that have become a reality in more than 65 low and middle income countries around the world, be it as a donor, a contributor or a convener of the project itself. Whatever the scenario, while it has done its best, the IOC is fully aware that more must and can be done. And scaling up our progress cannot be done without stronger synergies and open dialogue to maximise resources and capacities.

3. Health and Well-being

3.1 Our philosophy



Healthy active youth / © Sochi 2014

The world today faces many health challenges that undermine the capacity of communities and future generations to live longer and prosper, not least the increased impact of non-communicable diseases (NCDs) on mortality rates in developed and developing countries which, to say the least, has reached alarming proportions. NCDs are not just a threat to the health of people; they are also a threat to the global socio-economic fabric that binds us together.

Such is their devastation, that according to the World Health Organisation (WHO), they are expected to claim more than 35 million lives this year. If current trends continue, the death toll will climb to more than 41 million in just four more years. The impact of NCDs goes well beyond the lives lost and the daily suffering of millions of people. These preventable diseases have an adverse impact on the economic growth and social development in countries around the world. Physical inactivity is now recognised as the fourth leading risk factor for global mortality. Obesity is reaching epidemic proportions in some countries. At least 2.6 million people die every year from ailments linked to obesity or excess weight.

On another level, malaria and polio are continuing to expand in the most vulnerable populations; miscarriage and birth mortality are curtailing progress on maternal health; and sedentary behaviours and drug abuse are acknowledged to have an impact on the development, contribution and the very the future of young people in many countries.

It is a grim picture but for one thing: something can be done to mitigate this unfolding disaster. The institutional promotion of healthy lifestyles by the IOC as enshrined in its newly developed Youth Strategy is the Olympic Movement's response to the international community's call for greater cooperation, coordination and collaboration in fighting this new scourge.

3.2 Healthy legacy of the Olympic Games

The first level of the IOC's intervention is in its own arena of expertise - the Olympic Games. Health promotion and assistance takes another dimension here, but is just as important for those who benefit from it. The protection of the health of athletes has long been one of the major concerns of the IOC, the fight against doping in sport and the prevention of injuries being but some of the better known and well-resourced projects that are undertaken by the IOC with and through International Federations and related organisations such as the World Anti-Doping Agency (WADA).

The tobacco-free policy that has been enforced by the IOC, and supported by the WHO as an integral part of the organisation of the Olympic Games, is not only meant to guarantee a smoke-free and therefore healthy environment in competition venues, but also meant to promote healthy lifestyles beyond the Games as part of the health legacy of the Olympic Games. With the full support and participation of WHO and local health authorities, the IOC runs information campaigns about the dangers of tobacco on health. Similarly, the IOC and WHO have partnered to provide information about nutrition and healthy lifestyles to athletes participating in and visitors to the Games. As a matter of course, Organising Committees are required by the IOC to develop and implement a comprehensive, long-term health legacy policy for the population at large. Its elements include disease surveillance, risk management, health emergency response, an enhanced living environment for the host city's citizens and increased health awareness among the community in general.



© IOC

young people about the importance of first aid and the morals of blood donation. The joint UN Programme on HIV and AIDS (UNAIDS) has been providing a comprehensive and interactive education programme on HIV prevention. In a dedicated “Health Zone” in the Athletes’ Village, the young athletes also learn about nutritional aspects and the implications of a healthy body image through interactive games and educational videos.

The Youth Olympic Games (YOG) also provide another important platform to tackle health issues with young people and educate them on healthy behaviours. Concern about youth inactivity and rising obesity rates was one aspect behind the IOC's decision to launch the YOG, primarily as an educational venture.

As part of the Culture and Education Programme, YOG athletes and visitors are taught about making the right choices in life through interactive activities. The World Anti-Doping Agency (WADA) dispenses education on doping while the International Federation of the Red Cross

and Red Crescent Societies (IFRC) has taught

But beyond what is delivered around the Olympic and Youth Olympic Games, the IOC stresses the aspect of the competitions as an inspiration for everyone to engage in sport and physical activity. The Games give a worldwide audience a chance to share the joy of competition and encourage millions of young people to emulate their sporting heroes. In the host country, the Games leave a legacy of world-class sports venues, a more vibrant sports infrastructure and heightened enthusiasm for sport among the general population, on which the national government can build sound sports development policies to provide great opportunity for their population to be physically active and healthy.

3.3 Sport as a key for healthy lifestyles for all



© NOC of Spain

The IOC's second level of intervention is in grassroots sport. Worldwide campaigns such as the WHO-led "Move for Health" that were implemented in the 1990s, and which the IOC supported, have increased advocacy and generated supporting programmes to encourage people across all age groups to become, and stay, physically active and adopt healthier behaviours.

Nearly 30 years ago, the IOC established the Sport for All Commission to support efforts to spread the health and social benefits of regular physical activity. It is worth noting that the commission's mandate speaks of "physical activity" not "sport" or "athletic competition". The Sport for All Commission also hosts high-level conferences with educators, academics, sports administrators, government officials, representatives of UN agencies and other stakeholders to share ideas on ways to encourage physical activity and healthy lifestyles without necessarily participating competitively. Conclusions of the conferences have always reconfirmed certain key principles that:

- There is a need to focus on the importance of sport and physical activity as a key element of health policies.
- When formulating socio-economic policies, national authorities must always take into consideration the importance of sport and physical activity as an important element for the health of the people.
- Funding sport and sport for all is an investment in the very health of a nation whose positive returns are enormous and long term.

The Olympic Day, on which occasion the founding of the IOC on 23 June 1894 is commemorated, has become a worldwide celebration that typically includes sporting competition and other forms of physical activity across all age groups throughout the world.

The IOC Medical Commission is also working with leading scientists and experts on promoting health through sports participation. It has published several expert papers such as the "Health and Fitness of Young People through Physical Activity and Sport", and has taken a strong position on the prevention of NCDs. These documents define the health consequences of inactivity. They establish the scientific basis for the argument that sports and general physical activity are good for one's health. They argue strongly that no matter one's age, continued participation in physical activity contributes to good health. They also

provide recommendations on potential solutions to and propose global partnerships in the fight against sedentary lifestyles.

The contribution of sport and the IOC in particular to the fight against NCDs received recognition, if any was needed, by the UN in 2011 when President Rogge was invited to join the



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world's Heads of State and government at a special high level meeting on NCDs in New York. In his presentation, the IOC President said in order for sport to work and contribute more effectively to the fight against NCDs, four key considerations needed to be taken into account and action taken:

- More safe and accessible public spaces for physical activity and sport had to be provided.
- New partnerships with sectors beyond sport – such as transport, finance, urban planning and industry, among others – had to be created in order to expand the impact of sport in urban areas.
- It was necessary for public authorities to ensure that sport, physical education and physical activities were considered as an integral part of formal national education.
- Public authorities had to be encouraged to invest more in the development of sports infrastructures and building the necessary capacities in sports organisations.



© IFRC

He spoke about actions that the IOC has championed in support of the Millennium Development Goals and in collaboration with expert partner organisations. There are already many such examples of results-oriented actions being undertaken by the IOC in collaboration with non-sporting organisations. The anti-measles and anti-polio project in some African countries with the IFRC and the participation of NOCs being but one of them.

In Uganda, the IOC has been in partnership with the Mentor Foundation, a leading international NGO, educating young people against drug use and substance abuse. Other examples abound with other organisations.

3.4 Fighting against the HIV/AIDS epidemic

“An estimated 34 million people are living with HIV, with 2,500 new HIV infections being recorded per day, mostly among young people (...). It is vitally important for young people to have access to information about HIV so that they can stay HIV-free and lead healthy and productive lives. The sports community is a key partner in reaching out to young men and women, whether in their villages or towns, or globally”. Michel Sidibé, UNAIDS Executive Director

Of all the social development initiatives of the IOC, few have been as emotive and encompassing as the HIV and AIDS education project. The AIDS epidemic poses a real and serious threat to human existence, development and security. The fact that it targets and incapacitates mainly the young people who form the backbone of society itself and, of course, the Olympic Movement, raises concern for the IOC.

The sports community has not been spared. It is in this framework and based on the fundamental principle of Olympism which strives to place sport at the service of mankind that the IOC has developed related programmes of activities to contribute to the fight against the epidemic.



HIV prevention workshop, Kiev, Ukraine / © IOC

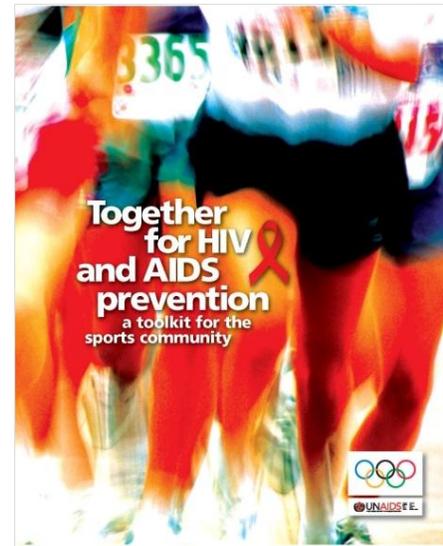
The programme aims at promoting AIDS awareness and HIV prevention, as well as fighting discrimination. This programme is implemented in cooperation with UNAIDS, the Red Cross and Red Crescent movement, and the non-governmental organisation, Churches United Against HIV and AIDS (CUAHA) - three organisations which are particularly active in policy development and community work.

On the advocacy side, the IOC, in partnership with UNAIDS and Organising Committees of the Olympic Games, promotes special **educational campaigns during the Olympic Games**. Targeting athletes and officials in the Olympic Villages, the campaigns aim to raise awareness of the epidemic and healthy behaviours and encourage athletes to become ambassadors of this fight in their own country.

The IOC also organises **regional workshops on HIV/AIDS prevention through sport**, gathering together representatives of National Olympic Committees and experts from UNAIDS, the IFRC, UNICEF, and other local partners to discuss how sport could help support national and international efforts to curb the spread of the AIDS epidemic, especially among young people.

The IOC and UNAIDS also published a joint **toolkit on HIV and AIDS prevention through sport** is specifically designed for members of the sports community. Available in English, French, Russian, Chinese, Portuguese, Spanish and Kiswahili, it offers more information on the epidemic, how prevention can be effective, how sport can be beneficial for HIV-positive people, all about testing and counselling, specific suggestions for activities for young people in the age bracket of 10 and over, as they are a crucial target group for prevention.

Several NOCs, from Brazil to Barbados, Kenya, Lesotho, Myanmar, Belarus, Fiji to Papua New Guinea, as well as countless sports organisations are also working on HIV prevention with their local National Health Councils and local NGOs, and their efforts are critical if UN targets to stop, and starting to reverse, the rate of infection is to be met by the 2015 deadline.



© IOC

4. The Promotion of Peace

“One of the fundamental principles of the Olympic Movement is to contribute to building a peaceful and better world through sport, practiced without discrimination of any kind and in the Olympic spirit. This is essentially why the International Olympic Committee revived the ancient Greek tradition of ‘Ekecheira’, the Olympic Truce: using sport as an instrument to foster dialogue for reconciliation and peace, with the support of the United Nations calling on its member states.”

Jacques Rogge, IOC President and Chairman of the International Olympic Truce Foundation



IOC President and UN Secretary General Ban Ki-moon during the London Olympic Torch Relay 2012

© IOC

In its role as leader of the Olympic Movement and guardian of the Olympic ideals and values, the IOC has worked tirelessly for over a century to place sport at the centre of the harmonious development of mankind. Of course, sport alone cannot enforce or maintain peace. But it has a vital role to play in building a better and more peaceful world. Sport can facilitate dialogue between different communities and be a catalyst for mutual understanding in our society. To that end, the IOC has undertaken several initiatives with UN peace-keeping missions, UN agencies, the sports community and governments in many countries around the globe.

The decision in 2005 by world leaders to formally recognise the value of sport to human development and its contribution to the achievement of the UN Millennium Development Goals was the turning point in the

very evolution of the IOC's approach to development and peace through sport. At the launch of the International Year of Sport and Physical Education, former United Nations Secretary-General, Kofi Annan said, *“Sport is a universal language. As its best it can bring people together, no matter what their origin, background, religious beliefs or economic status. And when young people participate in sports or have access to physical education, they can experience real exhilaration even as they learn the ideas of teamwork and tolerance. That is why the United Nations is turning more and more to the world of sport for help in our work for peace and our efforts to achieve the Millennium Development Goals.”*

4.1 Translating the Olympic Truce into reality



Olympic Torch Lighting Ceremony
/ © IOC

The Olympic Games of antiquity were first created in 776 BC in order to bring a temporary halt to the fighting between Ancient Greece's warring city-states. They were resurrected for the modern era in Athens, Greece, in 1896, but the Olympic Truce remained dormant for almost a century. It was only in 1992 that the IOC decided to revive that ancient concept in order to protect the interests of the athletes and sport in general, and to encourage the quest for peaceful and diplomatic solutions to the conflicts around the globe. In the context of both the ancient and the modern Olympic Games, the Truce remains one of its dominant values.

The IOC is committed to fulfilling its social responsibility role of bringing sport and the values of sport to all fields of society; but it cannot drive this agenda on its own. It is therefore important to partner with those whose responsibility and expertise lie in making peace and driving national development.

In this regard, the IOC has cooperated with several NOCs, UN Agencies and NGOs to undertake projects around the world aiming to promote dialogue between different communities through sport. Such projects have been carried out in different countries of Africa, Asia, Europe, and the Americas.

Since the creation of the International Olympic Truce Foundation and the International Olympic Truce Centre in 2001, the IOC has focused its activities on advocating this crucial issue of using sport as a tool for peace-building, through the organisation of seminars and Forums, and issuing publications.

In 2005, to celebrate the year dedicated to Sport and Physical Education, the IOC, the UN Office on Sport Development and Peace, and the United Nations Development Programme jointly organised **an international forum** in which the Olympic Movement and the UN sought to streamline their cooperation in the development of sport at grassroots level, and the promotion



© IOC

of human development and peace through sport. The international forum marked a turning point in relations between the UN and the sports community, and is since 2009, organized on a biennial basis.

4.2 National and regional advocacy



IOC-CISM Peace and Sport Seminar, Hyderabad, India
© IOC

Besides international efforts, national and regional advocacy programmes have been developed by the IOC over the years. The first regional forum on peace and sport was organised in cooperation with the International Olympic Truce Center in Nicosia, Cyprus, in 2004, taking advantage of the route of the Athens Games' International Torch Relay through the island. European and Middle Eastern NOCs, including Israel and Palestine, participated in the forum in which the contribution of sport to regional and national peace-making, post-conflict reconstruction, development and child protection were discussed. Since, many other conferences, seminars and forums have been organised in cooperation with different partners.

With the International Military Council (CISM), cooperation has led to several Sport for Peace Forums for military representatives to discuss the role of sport in peacekeeping missions, to define areas of possible partnerships at national and regional levels among institutions, and stimulate the implementation of joint peace and sport activities in education for military athletes and for the benefit of the community.

Likewise, the IOC and the Confederation of East and Central African Football Associations (CECAFA) have jointly organised two seminars in Tanzania and Rwanda for the East African countries. Thirteen countries have sent representatives from NOCs and National Football Associations to the two events to share their experiences on how sport, and football in particular, can contribute to national reconciliation between their different ethnic and community groups.

In Peru, the IOC and the NOC cooperated to organise a unique peace and sport seminar for Latin American countries in Lima. The seminar was attended specifically by countries that are experiencing tensions with their indigenous peoples. Representatives debated how sport could play a role in social inclusion, especially for the indigenous populations, to solve delinquency and crime and to improve the quality of life of these people.



Sport and Peace seminar, Kigali, Rwanda / © IOC

4.3 From advocacy to field action



© NOC Haiti

The IOC has developed field projects in cooperation with its partners aiming to genuinely promote the understanding among communities through peaceful competitions and by also providing sports equipment as well as rehabilitating sports infrastructures in conflict and post-conflict countries. Many successful projects have been implemented around the globe, including in Somalia, a country which has suffered from huge problems such as piracy, hijackings and ethnic killings. The IOC has been able to ship sports equipment into the country, which the NOC distributed with the support of the World Food Programme. The IOC also supported the NOC of Somalia in organising sport and peace competitions.

Since 2006, in Haiti, the IOC, UNICEF, the UN peacekeeping mission, the government and local companies have cooperated to create a project initiated by the local NOC to organise the “Peace and Friendship Games”, in the two border cities of Gantien (Haiti) and Jimani (Dominican Republic). The main objectives of these Games were to provide a sporting platform for the reconciliation of populations living along the borders of both countries; and to enable participation in sporting activities for many youngsters, particularly the most disadvantaged.

In the Great Lakes region, a region that has experienced the most atrocious wars of humanity caused by unprecedented ethnic conflicts, on the occasion of the IOC President’s visit in 2011, an Olympic Youth Sport Centre project jointly funded by the IOC, the UNDP, the UNOSDP, and the NOC of Burundi, was officially launched. The multi-sport complex is located along the border with the Democratic Republic of Congo, an area known for tension and violence. The Centre provides a structure for young generations in both countries regardless of their ethnic differences, teaching them Olympic ideals through sport and thus ensuring lasting peace in the region.



Liberian President Ellen Johnson Sirleaf launching the programme on sport for peace / © United Nations

Similarly, the IOC and several UN Peacekeeping missions have joined efforts in trying to use sport in conflict countries, such as the Democratic Republic of Congo, Liberia and Côte d’Ivoire. In Liberia in 2007, together with the government and several NGOs, a five-week nationwide Sport for Peace programme has been organized with the aim to use sport as a vehicle to bring people from various counties together and to foster peace

and friendship in a country that had just come out of a vicious civil war and was struggling to establish and maintain peace.

Since 2006, the IOC has also supported the Tegla Loroupe Peace Foundation initiative; a project with aims to unite an unmarked border area in which Kenya, Sudan and Uganda meet. The people in this area have not known peace for many years. The Foundation has organised an annual race for people in the Great Horn Region, using sport as a unifying force.

4.4 The Olympic Truce and the Games

“Together, the IOC and the United Nations have revived the idea of observing an Olympic Truce. Of course, guns do not always fall silent, but we shall keep trying. We are still being troubled by all what's happening in North Africa, in Libya and in many other parts of the Arab world. However, such Olympic Truce pauses can offer a much-needed respite from violence -- periods in which humanitarian assistance can be delivered. The Truce can also give mediators crucial time.” Ban Ki-moon, UN Secretary-General

The first initiatives were launched in 1992 by the IOC in cooperation with the UN to enable athletes of the former Republic of Yugoslavia to participate in the Barcelona Olympic Games. This materialized further for the 1994 Games, when the UN then passed the first resolution supporting the appeal for an Olympic Truce, thus recognising the contribution that this could make towards “advancing the purposes and principles of the Charter of the United Nations”. Since then, the UN General Assembly has repeatedly expressed its support for the IOC by adopting a resolution entitled **“Building a peaceful and better world through sport and the Olympic ideal”** every two years, one year before each edition of the Olympic Games. Through this symbolic resolution, the UN invites its member States to observe the Olympic Truce individually or collectively, and to seek, in conformity with the goals and principles of the United Nations Charter, the peaceful settling of all international conflicts through peaceful and diplomatic means, and recognises the importance of the IOC initiatives for human well-being and international understanding. The latest Olympic Truce resolution presented by the government of the United Kingdom for London 2012 Olympic Games, was co-sponsored by a record 193 UN member States. *“Sport is one of those forces which can still offer real hope,”* said Lord Sebastian Coe, Chair of the London Organising Committee for the Games to the UN General Assembly.



Torino 2006 Olympic Wall signing / © IOC

Besides the UN activities, other initiatives promote the Olympic Truce in the framework of the Games themselves. It was in 1996 that the Athens Bid Committee stated its commitment to reviving the Olympic Truce and promoting it to the world through the Olympic Torch Relay. Each host city has since encouraged embracing the meaning and spirit of the Olympic Truce in the planning and staging of the Games. This later became an obligation in the Host City Contract.

During the 2006 Turin Olympic Winter Games, athletes and officials showed support for the Olympic Truce by signing one of the three walls situated in the three Olympic Villages.



Governor General Michaëlle Jean meeting representatives of the Four First Nations at the launch of the Vancouver Olympic Truce Wall / © IOC

In Beijing in 2008, the Peace and Friendship Wall, a permanent structure that forms part of the Olympic Games legacy, was signed by athletes, guests and officials during a colorful ceremony in support of the Olympic Truce ideal throughout the Games.

Two years later, the Vancouver Games were reported to be the first-ever Olympic Games to be held on indigenous people's land. Truce projects were rooted in an open invitation for people to "Make Your Peace", which asked individuals to create everyday peace at home, schools, work and in the community. Projects included: delivering Olympic Spirit Boxes filled with

hockey, football, lacrosse, baseball and basketball equipment to 20 Aboriginal communities in Northern Canada; an Olympic Truce Youth Dialogue with Canada's Governor General Michaëlle Jean; and an art installation entitled "Room to Make your Peace".

The Governor General of Canada, the patron of the Olympic Truce for Vancouver 2010, was a perfect symbol of the Olympic Truce as she represented the diversity and richness of Canada's culture and population.

Following Vancouver, LOCOG and the UK government raised the bar even higher in delivering Olympic Truce-related activities. They promoted the ideals of the Olympic Truce both domestically and internationally. Among their activities, the programme "Get Set for the Olympic Truce encouraged young people across the country to learn about the history of the Olympic Truce, to debate and discuss what the Olympic Truce meant to their lives and to undertake an activity to promote peace within their school or community. Materials were promoted to over 20,000



© LOCOG

schools registered with Get Set. The Olympic Truce Wall also formed the backdrop to the Team Welcome Ceremonies; countries' representatives, special guests, athletes and local and international authorities were invited to sign the Wall.

Moreover, through an active public diplomacy programme, the UK increased the international public's interest and involvement in conflict-prevention and peace-building and raised the level of ambition for future Olympic Truce activities. The UN Secretary-General, in the presence of the IOC, recognised the UK's Olympic Truce efforts on the eve of the Opening Ceremony of the London 2012 Games, at a special event organized by the Foreign Office. And efforts are continuing beyond the Games, in partnership with the UN, the IOC and future host nations. In this regard, a day-long Olympic Truce legacy conference, co-hosted by the Foreign and Commonwealth Office and the IOC, took place in March 2013 with the aim of sharing the UK's unique approach to the Olympic Truce - especially how the UK used the concept as part of its international diplomacy work - and of exploring with future Games hosts their initial plans for national and international Olympic Truce programmes.

5. Education and Culture

5.1 The Olympism platform

“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.”

Olympic Charter (Fundamental Principles)



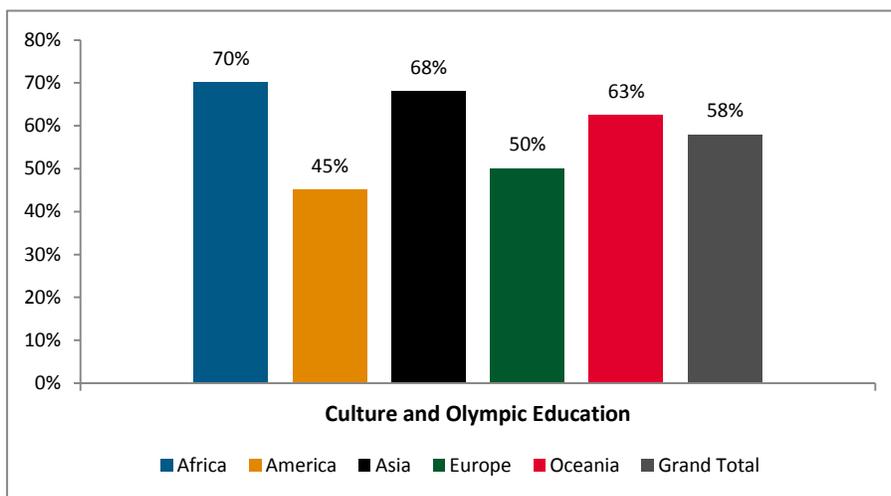
Culture and Education, Vancouver 2010 / © IOC

The leitmotiv of Olympism lies in safeguarding the needs of future generations through the ancient practice of sport and engaging young people to develop a values-based, life-long learning perspective. This has been carried out and continues to gain momentum through the linking of sport with education and culture. In this regard, the role of the IOC was further clarified by the IOC 2000 Commission to the 110th IOC Session at which education and culture was one of the eight topics studied. The adoption of an activity-based format that takes into consideration regional needs was seen as the best way forward to

assist in enhancing the role and visibility of culture and education initiatives within the Olympic Movement. Further direction was provided by the UN Millennium Development Goals, in particular MDG Goal 2 - to achieve universal primary education - and the recent XIII Olympic Congress (Copenhagen 2009), which resulted in 66 recommendations, of which six related to the culture and education.

“I have the audacity to believe that people’s everywhere can have three meals a day for their bodies, education and culture for their minds, and dignity, equality and freedom for their spirits.” Martin Luther King, Jr –1964

The alliance of sport, education and culture, with a view to creating a well-rounded formative process for young people, is implemented through diverse educational and communication channels such as world conferences, the Youth Olympic Games (YOG), the Cultural Olympiad, IOC art contests, the Olympic Values Education Programme (OVEP) and Olympic Solidarity World Programmes. Guided by the IOC Executive Board and the respective Commission, the mainstreaming of cultural and educational Olympic activities is being effectuated as stated above through a number of advocacy and information-sharing platforms for which the ownership by NOCs is instrumental. A graphic overview shows that 58% of NOCs overall have an operational culture and Olympic education commission.

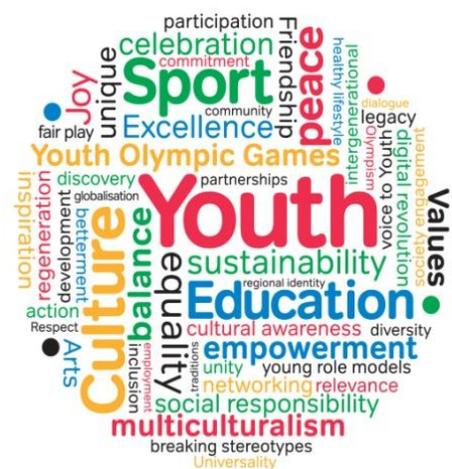


NOC Culture and Olympic Education Commissions per continent
(2012 IOC Annual Survey, NOC Relations Department)

5.2 A global dialogue

A major tool for constructive dialogue and information sharing is the organisation of IOC world conferences, which have grown from a one-directional experience to a collaborative, audience-centric conference model. Delivered on a biennial basis and serving to ensure global scale participation, the conferences are the cornerstone for developing IOC policy on culture and education in relation to sport and its associated activities. They have provided a unique opportunity to assemble key stakeholders from the world of sport, education, governments, non-governmental organisations, academia and the business community to define the priority issues and the necessary pathways to achieve the set IOC objectives. In recent years, the IOC Conferences on Sport, Culture and Education have been organised in partnership

with global organisations such as the United Nations Educational, Scientific and Cultural Organisation (UNESCO), which has served to increase the impact of these events. The most recent edition took place in Amsterdam (2012), and showcased the power of youth and the concrete change that young people are making in their own communities.



Building on previous Conference editions and with specific reference to the Durban Declaration, “that an investment in young people – using sport as a medium – is an investment in national and community development”, the Amsterdam Conference closed by issuing, among other things, a call to include values-based education and physical education in school curricula and to support the introduction and enhancement of educational programmes for athletes aimed at optimising their post-athletic careers.

The progress in involving young people, which is one of the key objectives of the event, can be illustrated by the growing allocation to them in the Conference programme. Starting with Busan (2008), the Conference set a precedent in providing the opportunity for young athletes to speak to a global audience on

their perspective and challenges faced in combining their sporting career with school education. The subsequent two Conferences in Durban (2010) and Amsterdam (2012) built on this, and expanded the approach to a youth caucus format where more than 12 young participants showed how the YOG product actively functioned as a key platform for youth education, and led to the Conference in Amsterdam (2012), where an inter-organisational assembly of YOG participants and other young leaders focused on the empowerment of young people in reference to policy, practice and potential of sport and Olympism as they relate to culture and education.

5.3 The blending of sport, culture and education

The vision of the YOG was to inspire young people around the world to participate in sport, and adopt and live by the Olympic values. In the successful wake of Singapore (2010) and Innsbruck (2012), the involvement of International Organisations (IOs) in the Global Issues Booth activities proved to be an innovative element with the educational objectives of enabling athletes to identify the principal social issues facing the world today; develop a better understanding of these issues; and focus on how young athletes can contribute to real solutions in their own communities.

Through walk-in activities and issue-related workshops, the Global Issues Booths focused on delivering learning objectives to: raise awareness of the value of active citizenship; to communicate through storytelling and games the values of excellence, respect and fair play in sport; to come into contact with the intellectual expression of the Olympic Movement; to take away an understanding of priority issues related to the Convention on Rights of the Child; promote positive attitudes toward vulnerable migrants and marginalised groups; activate engagement through volunteerism; and instil commitment to environmental stewardship in a fun and interactive way.

The participation of IOs within the CEP framework served to add specialisation and expertise from the field and - just as International Federations (IFs) present in-depth knowledge of the various sports disciplines - the IOs provide a wealth of expertise in terms of the global priority issues and bring added value with their well-developed educational programmes and content knowledge. This type of multi-dimensional partnership is essential in broadening the scope of an athlete's mindset. Shortlisted IOs included the International Fair Play Committee (IFPC), International Olympic Academy (IOA), International Federation of Red Cross and Red Crescent Societies (IFRC), The Joint United Nations Programme on HIV/AIDS (UNAIDS), United Nations Environment Programme (UNEP), United Nations Children's Fund (UNICEF) and World Anti-Doping Agency (WADA). The Nanjing 2014 YOG will follow a similar partnership format.

The addition of this hybrid sporting event has been shown to be a stepping stone to the Olympic Games for young athletes and further provides the chance to showcase the unique DNA of the Olympic Movement as more than a branch of the international sports industry but a social movement through intercultural education.

5.4 The communication of cultural capital

The richness of the Olympic Movement is brought to light not only in the staging of the Olympic Games, but also in the cultural and artistic diversity epitomised among the five continents. In the form of the Cultural Olympiad programme, the art and culture of a host city, as well as from a host nation perspective, are celebrated on the global stage with the aim of rendering a meaningful experience through the reinforcement of cultural values.

The evolution of a four-year long cultural programme culminating in an Arts Festival in conjunction with the Games was initiated in 1992 during the Barcelona Games, and this led the charge for adapting the programme duration and the type of activities that were included. In the various editions since then, the cultural component has been instrumental in fostering cultural awareness and targeting the eyes of the world on local creativity. In the case of Sydney, the cultural component highlighted the diverse Australian cultural communities and paid close attention to its Aboriginal peoples.

In Turin, the culminating effect of the Cultural Olympiad was visible through the festive atmosphere during the Games, where creative inspiration was linked with the intangible benefit of a fun environment. The organisers of the Beijing Olympic Games positioned the annual festivals as ceremonial celebrations in the lead-up to showcase their preparations for the Olympic Games alongside giant-scale complementary cultural events. The festival format of Vancouver 2010 gave Canada's indigenous peoples international exposure never before experienced, through the performing native arts and cultural display.

London 2012 marked a new era in the delivery of the Cultural Olympiad, with its unprecedented management framework, investment of public stakeholders and innovative branding through the London 2012 Inspire mark. The idea of nation-wide programming - with strong regional involvement and emphasis on young people as creators and users of programme activities through present-day technological tools - aimed to make the cultural narrative 'the most accessible, youth oriented, innovative and outreaching Olympic cultural programme in history'.

One hundred years of Olympic culture and arts programming has played a growing role in defining and contributing to the IOC's commitment to presenting cultural and artistic activity alongside sport.

Art competitions were held as from 1912 (Stockholm) during the period of the Olympic Games to the London Games in 1948. The winners of the competitions were awarded gold, silver and bronze medals, similar to the winners of the sporting competitions. These artistic events were positioned to interconnect the competitive side of sports with artistic endeavour. To this end, and with the concept of blending sport with culture, the IOC re-launched the idea and established various contests to perpetuate this association on a national level.



IOC Sport and Art Exhibition, London 2012 / © IOC

Organised on a biennial or quadrennial basis, IOC artistic competitions included: Sport and Literature, launched in 2001 to support children's literacy and knowledge

of Olympism; Sport and Photography, organised in 2007 in which young photographers saw their work for the first time being exhibited; Sport and Singing, launched in 2007; and Sport and Art, launched in 2004, fostering an active synergy between the sporting world and artistic institutions. In Beijing, winning works were included in the Olympex 2008 Expo where the event often opened its doors to more than 40,000 visitors. In London, during the 4th edition of this competition, more than 60 artists from over 50 countries submitted candidatures under the 2012 theme of: *Sport and the Olympic values of excellence, friendship and respect*. All winning works of the national phase were exhibited at the House of International Sport in Lausanne, and the 16 winning works, including the runner-ups, were exhibited at the Guildhall Art Gallery against the backdrop of the excavated ruins of London's Roman Amphitheatre.

The Olympiart Award was the first Commission contest, launched in 1991, and aimed at strengthening the link between the arts and the celebration of the Olympiad. Art forms such as painting, architecture and music have been honoured with the awardees of Hans Erni, Pedro Ramirez Vázquez, Mikis Theodorakis, Huang Yongyu; and in 2012, the Award was presented to Danny Boyle during the Opening Ceremony of the Amsterdam World Conference. The continuing communication between the world of sport and the world of art serves to remind the Olympic Movement of the place art has in its midst.

5.5 A 365-day model

A spearhead project within the framework of the IOC global Youth Strategy, OVEP has shown itself to be a key instrument in addressing the issue of how the integration of sports activities can make learning more appealing and increase motivation among young people. As stated by the IOC President, "sport is a powerful tool for reaching out to today's youth on all continents and for educating them early on about healthy and responsible behaviours."



100 m graffiti wall, OVEP Workshop, Amman, Jordan / © NOC of Jordan

Since its creation in 2005, OVEP has used sport for values-based teaching and mainstreaming education on the field of play, in the classroom and in life. The development of the “Teaching Values: An Olympic Education Toolkit” formed the basis of a life-skills training model and referential resource for promoting the educational values of Olympism. During the project pilot phase, three continents – Africa, Asia and Oceania – featured prominently as having been the successful test beds for the programme. From the period of 2008 to 2010, 10 Train the Trainer workshops were organised in the above continents, encompassing the initial participation of around 45 countries. Today, more than 110 countries have been involved in the programme, and the numbers are increasing vis-à-vis the cascade effect of the training model making the actual numbers even higher.

Through the relay of existing networks and joint collaboration, OVEP continues to gain momentum and provide enrichment to curricula in formal and informal settings. This has been achieved through inclusion in and channels of distribution such as:

the educational programmes developed and implemented by Organising Committees of the Olympic Games, wherein Olympic education activities touched 400,000 schools with a reach of 400 million during Beijing 2008; Vancouver 2010 launched an online learning environment where 2,100 British Columbia schools had access to the resource manual, and 200,000 resource hits on the Vancouver website platform were tracked; London 2012 “Get Set” programme, with its national participation of 20,457 UK schools and the spillover of its international segment. As well as International Inspiration, the flagship sports legacy programme of London 2012, through its youth sport leadership intervention, saw 40,300 Young Sports Leaders with a total outreach of +800,000 pupils delivering the values-based module;

UNESCO, through its Associated Schools Network consisting of 9,000 schools, and the implementation of a sub-regional OVEP workshop in 2010 for six Caribbean countries as the starting point;

the educational programmes implemented through the Olympic family network, such as the International Olympic Academy and its annual international sessions and seminars; National Olympic Academies and their building of good practices; the International Pierre de Coubertin Committee, with its strong Olympic education focus through the Coubertin Schools Network and the delivery of a biennial youth forum; the International Fair Play Committee, which serves to foster sportsmanship in international competition by fighting chauvinism and violence in sport and recognising through its annual Fair Play Awards honourable acts in sport; the OlympAfrica Foundation, which has the set objective to promote in all African countries the implementation of a network of Olympism spreading centres wherein OVEP is incorporated in the scope of the organisation's activities; the Sport for All community-oriented Olympic Youth Development Centre in Zambia, through its education sessions, has incorporated training for OVEP young leaders.

NOC targeted activities catering to grass roots deployment continue to grow as regionalised modes of delivery are being activated on the ground through initiatives such as the peer-to-peer format started in Oceania by the Federated States of Micronesia which is now spilling outward to surrounding islands; the joint collaboration of the New Zealand Olympic Committee and the National Academy with the Ministry of Education, which has resulted in the inclusion of Olympic education as a classroom-based activity in the physical education training curriculum; a unified and coordinated approach



OVEP module in Young Sports Leaders (YSL) Programme
© International Inspiration/UK Sport

through the development of a replicable OVEP delivery model by the NOC of Zimbabwe in collaboration with its National Olympic Academy; the use of current social media tools by the NOC of Jordan to engage the region and focus on training university level educators with the hope of achieving continued integration of OVEP into the national university curriculum; the delivery of a Spanish version of the Toolkit resource by the NOC of Spain, making it accessible to Spanish-speaking countries through its web-based platform; the NOC of Brazil, with its potential reach of 65 million people under 18, including 23 million students with a plethora of school-related activities and the provision of the OVEP toolkit in Portuguese.

Olympic Solidarity's World Programmes dedicated to disseminating Olympic values are a longstanding relationship and form a key partnership within the IOC framework. The programmes assist NOCs in their efforts to promote Olympism and Olympic values at grassroots level. NOCs have continued to show significant interest in the various opportunities made available through the OS funding stream, notably in

terms of targeting youth and collaborating with national educational bodies. OS reported to the Commission during the 2012 annual meeting that, since the beginning of the 2009 quadrennial, 177 initiatives have been or are being implemented by 86 countries; representing more than 40% of all NOCs. OS indicated a 30% increase with respect to the total number of 144 projects financed in the quadrennial period of 2005-2008. Approximately 50% of the projects financed by OS focus specifically on the targeted youth demographic via school programmes, which includes implementation of OVEP at a national level, and contest-related activities delivered in schools/clubs.

Some interesting facts and figures obtained through an IOC annual survey show that, out of the 107 NOCs that responded to the questionnaire, 79% of NOCs promote Olympism through dedicated programmes; 61% have programmes targeting schools; and 85% of would like to continue to learn more about the IOC's Olympic Values Education Programme.

The OVEP project has demonstrated that this programme can be utilised as a 365-day tool for Olympism in action and, through its values-based approach, help to support the building of skill sets for life. Continuing improvement and additions to the resource materials available are required as the project moves forward. This will be realised through the development of a second edition of the OVEP Toolkit and subsequent accompanying teaching resources. Furthermore, optimising delivery structures, such as NOCs taking active ownership of the project and reliable monitoring and surveillance systems, is essential for sustainable roll-out of the project.

5.7 The road ahead

The evolution of sport has been accompanied by socio-cultural progress, given the value of sport in relation to education, physical activity and health. The IOC has shown that the concept of using sport as a vehicle to deliver messages in relation to global education can be highly effective among young people. Through the solid and continuous delivery of the diverse initiatives, it has attempted to contribute to the framework of the international agenda and grassroots sports development.

The alignment of OVEP with the broader IOC Youth Strategy, which is planned for OVEP Phase II, will serve to further strengthen the effectiveness of the project. Physical literacy and learning through movement will contribute to the development of moral and intellectual learning.

6. Gender Equality

6.1 The IOC and gender equality policy



© IOC

Sport provides a sphere in which women can renegotiate concepts of femininity and masculinity, challenge stereotypes which label women as weak and inferior, and demonstrate to their communities what they are capable of achieving. Sport builds confidence and decision-making skills. It encourages self-discipline and provides a sense of accomplishment. As such, promoting girls and women's involvement in sport is an important tool in gender equality and women's empowerment and, more broadly, in development and social change.

Access to sport and physical activity is fully part of international conventions and documents that have been adopted by the United Nations and other institutions, such as the Beijing Platform for Action and the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW). The IOC was founded more than a century ago to harness the power of sport at the service of humanity. At that time, it had little interest in women's participation. However, times have changed and the IOC has played an important role in establishing a positive trend to enhance women's participation in sport, especially in the last 20 years taking action in the field of advocacy, especially among the NOCs and IFs.

In 1995 that the IOC decided to create a Women and Sport Working Group, as recommended by the Study Commission of the 1994 Centennial Olympic Congress. The Working Group, which became a fully pledged commission in 2004, was tasked with advising the IOC President and the Executive Board on suitable policies to be implemented in this field. At that time, the Working Group developed a strategy for ensuring that girls and women are given equal opportunities to engage in sport and physical education throughout their life. That strategy included work in three areas: the Olympic Games programme; the promotion of women sports leaders; and a strong IOC advocacy campaign to place equality higher on sporting agendas.

The Olympic Games have provided a global stage for women athletes to defy gender stereotypes since 1900, long before women obtained the right to vote in most countries. Women Olympians serve as powerful role models for young girls around the world, even girls who do not intend to pursue a career in sport. Some women athletes return from the Games as national heroes in countries that rarely celebrate

the achievements of women. Women Olympians prove that girls can overcome societal expectations and achieve their dreams in spite of obstacles.

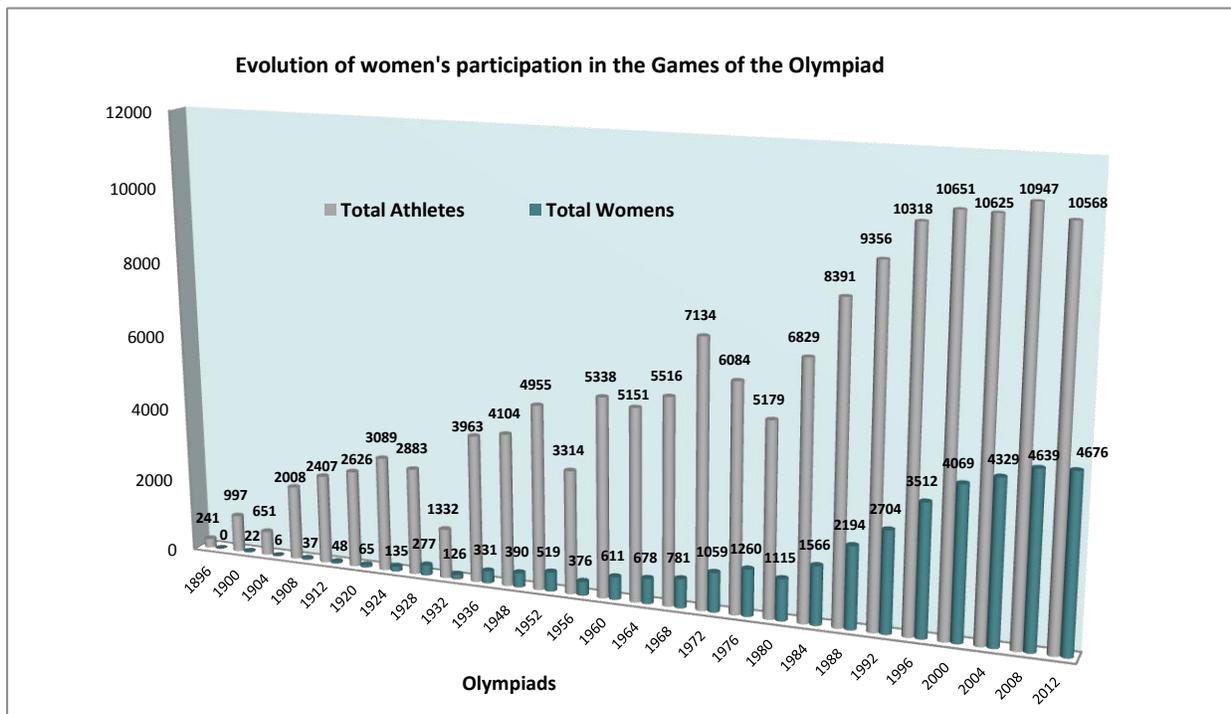
6.2 Coming a long way



© IOC

The process of including women in the Olympic Games of the modern era has been very long. Indeed, the Olympic Games of antiquity were open only to men who served a very special position in society because of the manly roles they played in life that emphasised their courage and physical strength, while women were valued for the quality of children they produced. This belief had been cultivated throughout the centuries and still existed when the Olympic Games were revived by Baron Pierre de Coubertin, the founding father of the International Olympic Committee. Several writers quoted him as a traditionalist, a man of his social origins and of his time, definitely opposed to women's participation in public sport and in the Olympic Games.

The first Games of 1896 in Athens, which took place in difficult circumstances while the Greek people were going through a series of political unrest, were open to men only. It was in 1900, for the second edition of the Games, that women were allowed to participate. The numbers were certainly low, just 22 (2%) participants out of a total of 997 athletes competing in just five sports: seven in tennis, one in sailing, three in croquet, one in equestrian and 10 in golf.



6.3 Key factor to success



© IOC

The IOC's policy on women in sport has focused on increasing opportunities for female athletes to compete in the Olympic Games and ensuring that the women's sports programme at the Olympic Games is expanded. Thus, women's participation in the Games has grown steadily; particularly since the IOC decided, in 1991, that any new sport on the Olympic programme should have both men and women's events.

The most recent Olympic Games, in London last year, were a significant milestone towards the goal of gender equality, with a record 44% participants being female. With the inclusion of women's boxing, women competed in every Olympic sport on the Olympic programme for the first time. Also in London, women outnumbered men

on 35 NOC teams, including some of the largest delegations. With the inclusion of women on teams from Saudi Arabia, Qatar and Brunei Darussalam, now every NOC has sent women to the Games.

MAIN FIGURES ON WOMEN'S PARTICIPATION IN THE GAMES

Year	No. of Sports		No. of NOCs		No. of Participants		Year	No. of Sports		No. of NOCs		No. of Participants	
1896	-	-	-	-	-	-	1972	8	3	65	-	1058	206
1900	2	-	5	-	22	-	1976	11	3	66	30	1247	231
1904	1	-	1	-	6	-	1980	12	3	54	31	1125	233
1908	2	-	4	-	36	-	1984	14	3	94	35	1567	274
1912	2	-	11	-	57	-	1988	17	3	117	39	2186	313
1920	2	-	13	-	77	-	1992	19	4	136	44	2708	488
1924	3	1	20	7	136	13	1994	-	4	-	44	-	523
1928	4	1	25	10	290	26	1996	21	-	169	-	3626	-
1932	3	1	18	7	127	21	1998	-	6	-	54	-	788
1936	4	2	26	15	328	80	2000	25	-	199	-	4069	-
1948	5	2	33	12	385	77	2002	-	7	-	77	-	886
1952	6	2	41	17	518	109	2004	26	-	201	-	4306	-
1956	6	2	39	18	384	132	2006	-	7	-	80	-	960
1960	6	2	45	22	610	143	2008	26	-	203	-	4637	-
1964	7	3	53	28	683	200	2010	-	7	-	82	-	1044
1968	7	3	54	29	781	211	2012	26		204		4'676	

Summer Games

Winter Games

6.4 Women leaders



Peru NOC Executive Board Members / © IOC

Although the situation is improving on the field of play and in terms of access to sporting and recreational activities, the gap is still very wide in leadership and decision-making roles. In sports organisations, there remain obstacles that hinder access to positions of responsibility and influence. In 1996, the IOC set out to encourage NOCs, IFs, and sports bodies belonging to the Olympic Movement to establish as a goal that at least 20% of the positions in all their decision-making structures (in particular the executive and legislative bodies) be held by women. The policy has largely been successful, thanks to the various programmes that have been put in place to support women with further knowledge of issues to build on their existing capacity, enhance the understanding of NOCs in general and increase the buy-in by the IFs. As a result, the number of female executive board members being presidents, vice-presidents and secretaries general in NOCs is the highest ever.

The first step to include women in the IOC membership was taken in 1981 in Baden-Baden, when Flor Isava-Fonseca, the Venezuelan former Olympic equestrian specialist, and Pirjo Haeggman the Finnish Olympian in Athletics were elected as the first women IOC members. Since then, many women have been elected as IOC members. There are currently 20 women (20%) members out of 100 active members. Another four are honorary members. Three women serve as IOC Executive Board members: Nawal El Moutawakel, Gunilla Lindberg and Claudia Bokel, the first time in the history of the IOC that three women have served on the IOC Executive Board at the same time. Ever since the 1996 Games when participating athletes were given the opportunity to elect their own peers to represent them in the IOC, Olympic athletes have consistently nominated both men and women, in equal numbers.

Women are increasingly taking leading roles within NOCs, albeit at a slower pace than female athletes are being accommodated on the competition field. By the time of compiling this report, 11 NOCs were headed by female presidents. A further 23 females served as secretaries general and several more as vice-presidents, deputy secretaries general, treasurers and deputy treasurers in the executive committees of the 204 NOCs.

20 Female IOC Members

HSH Princess Nora of Liechtenstein (Liechtenstein)
Anita L. DeFrantz (USA)
HRH the Princess Royal (Great-Britain)
Gunilla Lindberg (Sweden)
Irena Szewinska (Poland)
Nawal El Moutawake (Morocco)
Nicole Hoeverstsz (Aruba)
Beatrice Allen (Gambia)
Rebecca Scott (Canada)
HRH Princess Haya bint Al-Hussein (UAE)

Rita Subowo (Indonesia)
Claudia Bokel (Germany)
Yumilka Ruiz Luaces (Cuba)
Lydia Nsekera (Burundi)
Maria de la Soledad Casado Estupiñan (Spain)
Yang Yang (China)
Angela Ruggiero (USA)
Barbara Kendall (New Zealand)
Aicha Garard Ali (Djibouti)
Lingwei Li (China)

4 Female Honorary Members

Dame Mary Alison Glen-Haig (Great Britain)

Flor Isava Fonseca (Venezuela)

HRH the Infanta Doña Pilar de Borbón (Spain)

Manuela Di Centa (Italy)

Female NOC Presidents and Secretaries Generals

AFRICA

Presidents

Aicha Garad Pertus – Djibouti

Agnes Tjongarero – Namibia

Matlohang Moiloa-Ramoqopo – Lesotho

Miriam Moyo – Zambia

Secretaries General

Helene Mpinganjira – Malawi

Hezel Kennedy – Zambia

Betelhem Mekonnen – Ethiopia

Muriel Hofer – Swaziland

AMERICAS

Presidents

Judith Simons, JP – Bermuda

Sarah Rosario – Puerto Rico

Secretaries General

Nicole Hoevertsz – Aruba

Veda Bruno-Victor - Grenada

Silvia González – Costa Rica

Carlena Sampson de Díaz - El Salvador

Lyn Reid – US Virgin Islands

ASIA

Presidents

Rita Subowo – Indonesia

Secretaries General

Nour El-Houda Karfoul – Syria

Lana Al-Jahgbeer - Jordan

EUROPE

Presidents

Stefka Kostadinova – Bulgaria

Daina Gudzinėvičiūtė - Lithuania

Secretaries General

Gunilla Lindberg – Sweden

Marlse Pauly – Luxemburg

Yvette Lambin – Monaco

Nese Gundogan- Turkey

Liney Gakkdivsdittir – Iceland

Cristina Vasilianov - Moldova

Rhizelaine Diouri-Joksimovic – Bosnia-Herzegovina

OCEANIA

Presidents

Lady Joyce Robyn Kaho Tu’Ivakano – Tonga

Ese Apinelu - Tuvalu

Secretaries General

Bakai Temengil – Palau

Rosaline Blake B.E.M – Cook Islands

Kereyn Smith - New Zealand

Lorraine Mar – Fiji

Auvita Rapilla – Papua New Guinea

Female IF Presidents and Secretaries General

Summer Olympic IFs	
HRH Princess Haya Al Hussein	President, FEI
Marisol Casado	President, ITU
Yuki Shigeno	Secretary General, IGF
Loreen Barnett	Secretary General, ITU
Shiny Fang	Secretary General, UIPM
Winter Olympic IFs	
Kate Caithness	President, WCF
Sarah Lewis	Secretary General, FIS
Nicole Resch	Secretary General, IBU
Heike Grosswang	Secretary General, FIBT
Recognised IFs	
Jessie Phua	President, FIQ
Molly Rhone	President, IFNA
Régine Vandekerckhove	Secretary General, UIM
Urvasi Naidoo	Secretary General/CEO, IFNA
Beng Choo Low	Secretary General, ISF
Gillian Hill	Secretary General, IWWF
Naidoo Urvasi	Secretary General, INF
Viven Lau	Secretary General, FIQ

6.5 Gender mainstreaming programmes

Although women are increasingly taking leading roles within the Olympic Movement, it is undeniable that barriers preventing women from reaching positions of responsibility still exist, be it in the Olympic Movement, international organisations, governments or parliaments. The IOC has been working tirelessly over the last decades to raise awareness of the fundamental principle of equal opportunity. The IOC's activities span from technical and financial assistance through the 204 NOCs for community-based programmes for the empowerment of women and girls through sport, provision of sport and recreation facilities, to skills development training programmes on management and leadership for women.

It has established a programme of **regional and continental seminars/training** and special assistance for female administrators, coaches, technical officials and journalists in the national and international sports movement. As such, the IOC aims to ensure that female representation within the Olympic Movement becomes a reality.

The first series of seminars, which were held on five continents over 10 years and which aimed to give greater visibility to women and sports issues and to encourage the NOCs to do more work in this area, have proved to be one of the most effective tools to tackle the underrepresentation of women in the Olympic Movement. These seminars were organised in 18 countries in the five continents.

These seminars have evolved over the years, from forums which provided participants with opportunities to discuss policies, exchange ideas and network, to fully fledged capacity-building courses led by teams of experts. Training sessions have been run in all five continents since 2006 and are due to continue as recommended by the last Conference.

The programme of these training sessions includes:

- challenges and solutions in leadership;
- networking;
- how to successfully run a campaign and gain support;
- principle of negotiations;
- the art of persuasion, how to increase buy-in and reduce resistance in your communication;
- successful fundraising efforts;
- mentoring sessions; and
- management tools.



Women and Sport Training, Mexico 2012 /© Fabien Smadja



© IOC

As a result, hundreds of these women were trained in five continents, and the messages, lessons and exchange of ideas in those valuable arenas and times were useful and productive. They established contact that they keep and foster in connections worldwide. More women are now involved in the Olympic Movement every year. More women have learnt to inspire and mentor other women and girls; and not only in sports management and leadership, but also in the practice of sport and on how to breathe life into the Olympic values.

In addition to the training programme, the IOC is also actively engaged with the Olympic Solidarity in promoting sport for girls and women at grassroots level. Girls do not have to become Olympic athletes to experience the empowering benefits of sport. A special “**women and sport**” programme has been created to help NOCs in developing countries to implement other types of projects, including, for example, gender equality activities targeting communication campaigns, national research programmes, national seminars and participation in meetings.

6.6 World conferences

Held every four years, the aim of the IOC World Conference on Women and Sport is to assess the progress made in advancing the cause of gender equality within the Olympic Movement and to define future priority actions to improve and increase the involvement of girls and women in support of the international agenda on gender equality. The conferences continuously strive to identify impediments to women's participation in sport and the barriers to their progress. Moreover, these conferences have openly addressed issues related to political, religious and cultural factors which women say are some of the constraints to their free involvement in sport.



5th IOC Women & Sport World Conference, Los Angeles 2012
© IOC

The last Conference, which took place in Los Angeles in February 2012 under the theme “Stronger Together, the Future of Sport”, attracted more than 700 delegates from 121 countries. The theme recognised that, in order to continue these extraordinary achievements and to move to the next level, women and men will need to work together to break down barriers and overcome obstacles to further progress. Only through collaboration and partnership will full equality be reached.

The Conference also provided an opportunity to measure the progress made in terms of equality and identify further action that has to be undertaken in the near future. For the sporting movement, the short-term goal, which will also have long-term repercussions, is to ensure that the next elections in the Olympic Movement bring in more women.

The immediate and future action will be:

- keep the issue of gender equality high on the agenda of conferences and other meetings;
- enhance networking and cooperation with other organisations promoting gender equality;
- provide training and support for women considering standing for elections;
- continue the existing training programmes for women (leadership, management and media);
- help National Olympic Committees to adopt a long-term strategy on women and sport;
- establish key performance indicators which will help the Olympic Movement to monitor progress;
- establish a database of best practices and success stories to be shared with the sports movement; and
- in cooperation with the media, ensure equal coverage of women's events and promote female role models.

6.7 IOC Women and Sport Awards

Created in 2000, the IOC Women and Sport Awards represent a real opportunity to leverage the recognition of gender equality promotion in sport on each continent.

Each year, six trophies are offered, one per continent, and one at world level, to a woman or a man, or an institution/organisation in recognition of their outstanding contribution to develop, encourage and strengthen the participation of women and girls in physical and sports activities. Exemplary actions in coaching, in administrative and leadership sport structures, and the promotion of women's sport in the media and of women journalists are a part of the award criteria



2012 Women and Sport Awards Winners / © IOC

6.8 The way forward - building on partnerships

The IOC President has said, “It is time to build on the progress we have made through our successful collaborations with the United Nations and other allies by strengthening and expanding those partnerships”. Today's reality is that the world of sport, like many other sectors of society, is far from gender balanced. There is tremendous potential for cooperation, and consequently for joint and stronger actions for women's advancement.

The IOC policy for women's empowerment through sport will continue to be developed and implemented through numerous partnerships with sports organisations, UN agencies, NGOs and other members of civil society so as to join efforts to promote women's participation in sport and physical activity and the empowerment of women and girls through sport, in a framework of gender equality and sustainable development in line with the Millennium Development Goals.

The issue of gender equality and women's empowerment will remain a permanent concern to the IOC and will continue to play its role by continuing to provide more opportunities for girls and women in and through sport, as well as to pursue fruitful partnerships with all parties involved; in particular the UN System, Member States, NGOs and the sporting movement.

7. Environmental Sustainability

7.1 IOC heeding the clarion call

“Satisfying the needs of the present generation without compromising the chance for future generations to satisfy theirs.” Our Common Future, The Brundtland Commission Report, 1987



Exhibition of environmental sustainability
© Vancouver 2010

The Centennial Olympic Congress (Paris, 1994), referred to as the Congress of Unity, recognised the importance of the environment and sustainable development. This led to the following amendment to the Olympic Charter to strengthen the inclusion of environmental principles and provide for a sustainable development framework within the mission and role of the IOC: “to encourage and support a responsible concern for environmental issues, to promote sustainable development in sport and to require that the Olympic Games are held accordingly”.

The IOC has acknowledged its particular responsibility in terms of promoting sustainable development, and underlines the importance of (i) protecting the natural resource base and the environment, and (ii) putting in place economic and social well-being measures that do not impinge on the broader vision of sustainable development. The human element of intergenerational solidarity is crucial to take into account the impact on the opportunities for future generations.

In keeping with the IOC objectives of establishing an awareness-raising process and providing basic referential tools under the tutelage of a broad-based educational campaign, a number of publications have been developed and made available to the sporting public. This constituted

the creation of resources advocating environmentally sound practices and turning environmental challenges into new opportunities for the sporting community. The scope of information was directed at large and developed entities, small-scale organisations, and individuals or specific target groups. Transfer of acquired knowledge and information sharing through IOC publications included:

- **Manual on Sport and the Environment** (1997) – demonstrated the links between sport and the environment and made practical suggestions for improving sport’s interaction with the environment.
- **Olympic Movement’s Agenda 21: Sport for Sustainable Development** (1999) – inspired by the UN Agenda 21 adopted in 1992, this instrumental policy document acted as a blueprint for a balanced and integrated approach to environmental and development issues moving into the 21st century. In addition, it was recognised that in order to train and perform at their optimum, athletes needed a healthy environment.

- **Be a Champion for the Environment** (2000/2001) – two complementary booklets developed for and directed at the Olympic family audience and athletes, with a fun and graphically creative format on the benefit of environmental stewardship as it relates to top performance and economic welfare.
- **Sport, Environment and Sustainable Development Guide** (2005) – developed in collaboration with 35 Olympic IFs with the view to providing an action-point systematic framework for organising a sports event incorporating sustainability principles.
- and most recently, in the lead-up to the UN Conference on Sustainable Development (UNCSD), Rio +20, the report on “**Sustainability through Sport: Implementing the Olympic Movement’s Agenda 21**” (2012) – which showcased the Olympic Movement’s commitment through steps taken and actions implemented under the Agenda 21 policy umbrella of sustainable development. The publication documents how sport has enforced over a 20 year span (1992-2012) its potential to be a catalyst for creating more sustainable, healthy urban and non-urban environments and economies.

In addition, the IOC and the sporting movement as a whole have continued to build on cornerstone actions in line with the philosophy of preserving precious resources by embedding sustainability and legacy within the entire lifecycle of the Olympic Games project. From the applicant bid city phase to the actual staging and delivery of the Games, the combined application of sustainability management systems (e.g. Olympic Games Impact Study), credible reporting tools (e.g. Global Reporting Initiative) and educational services (e.g. Olympic Games Knowledge Management) serve to lay the ground for a host city to organise the Games with minimal impact on natural resources and ecosystems. As stated by the IOC President, “Every city that hosts the Olympic Games becomes a temporary steward of the Olympic Movement. This is a great responsibility and also a great opportunity, each creating a unique set of environmental, social and economic legacies that can change a community, a region, and a nation forever”.

The recent recognition of the legacy of bid cities, irrespective of the outcome of their bid, was underlined during the “Bidding for the Games” seminar, held in Lausanne in 2012, and illustrated through a case study format of the transformative legacy of aspiring host cities in developing facilities and infrastructure with lasting value for the city.

7.2 Harnessing inspiration

The Olympic Movement’s commitment to supporting the global agenda on sustainability can be further traced to the organisation of its biennial world conferences, which provide a basis to exchange knowledge, and encourage cooperation in furthering the development of environmental policies for sport. The effectiveness of the outcomes of the respective Conferences is exemplified by the fact that the Olympic Movement continues to be guided by steps set out during past conferences such as the 5th IOC World Conference on Sport and the Environment (Turin, 2003) wherein the conduct of



Conference logo, Doha 2011 / © NOC of Qatar

sport and leisure activities was delineated in the final outcome document in eight action steps.

Furthermore, the 2011 Conference emphasised the important role of young people in the promotion of environmentally sound development. The Doha Declaration recommended that the IOC and NOCs “develop and support educational programmes for young people on the environment and sustainable development”, and that NOCs “consider promoting and supporting initiatives that engage young people, particularly in under-privileged communities, in sustainable development activities”. The platform of the upcoming 10th edition of the Conference, to be held in Sochi, Russia, will focus on outcomes of the recent Earth Summit, Rio +20 document, “The Future We Want”, and combine an introspective and outward look on the social, economic and environmental legacies of major sporting events.

In conjunction with the Conference, the inaugural IOC Sport and Environment Award, which recognises outstanding contributions to promoting a healthy environment and advocacy of sustainability principles in various categories, is another example of action taken to drive environmental and sustainability projects at a community level. The 3rd edition of the Award has been launched, and the winners will be announced during the Opening Ceremony of the Sochi Conference on 30 October 2013.

7.3 A communicative synergy through regional seminars

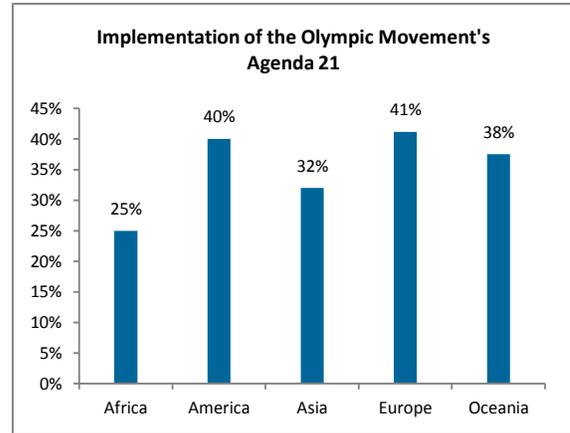
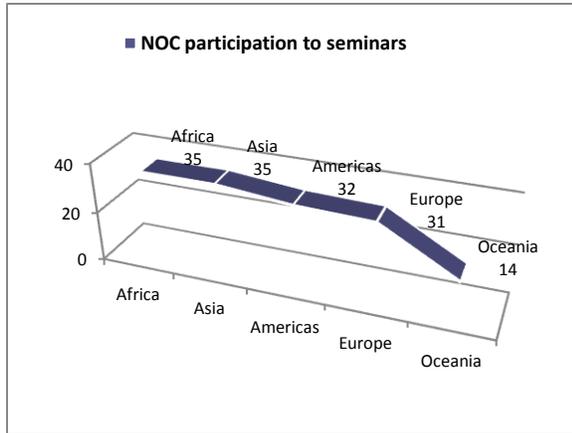
Under the precept, “Think globally, Act locally”, the IOC organises continental and regional seminars to further the policy of using sport as a vehicle for sustainable development. In collaboration with Olympic Solidarity World Programmes and the IOC’s sustainability partner, the United Nations Environment Programme (UNEP), specific issues related to individual regions are addressed. Participants discover how sport can support national environmental institutions and their governments; exchange ideas and share experiences on initiatives implemented by NOCs and their national Sport and Environment Commissions; identify major issues to be resolved; and renew commitment on relevant measures and actions to implement at a national level. Herein Continental Associations can be called upon to take the charge of securing environmental stewardship within their respective regions.

For example, the 2012 seminar hosted by the NOC of Poland assembled 39 countries out of the 49 European NOCs. The Wroclaw Declaration, “Using Sport to Leverage Action for Sustainability”, a joint commitment of the participatory delegates, agreed to strengthen the role of European NOCs in enhancing environmental governance, put in place policies as per the Olympic Congress recommendations (Copenhagen, 2009), and accelerate international level engagement through partnership with the regional UNEP branch. This commitment has been translated into an action plan to establish a continental Sport and Environment Commission led by the NOC of Poland to ensure proper and effective follow-up.

Similar results were also obtained during the continental seminar in Apia, Samoa, where the issue and challenges faced by Small Islands Developing States (SIDS) were tabled. In addition, at the 2010 Nairobi seminar, representatives of the African NOCs agreed that the new architecture for African sport - proposed by the Association for National Olympic Committees of Africa (ANOCA) - would include the environment and sustainable management among the priorities for its development programme.

The platform of the seminars has seen movement from awareness-raising campaigns to an opportunity to deliver introductory training on the use of sustainability tools, such as the Sustainable Sport and Event Toolkit (SSET), and the recently released international standard ISO 20121, specifically created to support the event industry.

The figure below (left) shows the number of NOCs that have participated in this activity framework since the onset of the programme. The second figure (right) shows, as a result of the IOC 2012 annual survey, the percentage of NOCs that have implemented Agenda 21, showing that much remains to be achieved in this domain.



7.4 Partner engagement on sustainability

Over the years, the IOC has increasingly involved or sought collaboration with global entities with the target of using sport to assist sustainable development. In the same year that the IOC made the environment the third pillar of the Games organisational framework, it signed a Memorandum of Understanding (MoU) with UNEP. This led to what has become good practice in that, since this time, the majority of OCOGs have partnered with UNEP in order to enhance environmental performance and boost

public interest, so that environmental measures and concerns were not an afterthought, but rather an integral part of the sporting event from the start.



RIO +20 Message Wall, 2012 Innsbrück Youth Olympic Games / © UNEP

In 2007, the IOC received the UNEP Champions of the Earth “Special Prize” for advancing the sport and environment agenda by providing greater resources to sustainable development and for introducing stringent environmental requirements for cities bidding to host Olympic Games. The strengthening and upgrading of UNEP, as included in the 2012 Earth Summit outcome document, as the environmental programme of the UN system, bodes well for the IOC-UNEP joint partnership as a way and means of continued collaboration.

Further partnerships with UN partners such as UN Development Programme (UNDP), UN-Habitat, the World Health Organisation (WHO), International Labour Organisation (ILO) and UNESCO have also led to furthering actions in this sector and finding intelligent ways of recalibrating sustainable development. In this regard, support from the business community, in the form of the IOC sponsorship programme, has done much to substantiate the IOC's mission to bring social change through sport and regulate environmental, social and governance footprints.

Partner initiatives have taken to heart ways of integrating sustainability on and off the field of play. For example, tackling the concern about obesity by spreading information on nutrition and well-being; embracing the concept of reduce, reuse and recycle across all business activities and the lifecycle of products; establishing educational initiatives to increase the employability of young people through training and higher education; the development and accessibility of innovative energy solutions for individual and communities; connecting science and the needs of its inhabitants by increasing agricultural productivity and advocacy campaigns through the media of film for responsible stewardship of the Earth's oceans.

7.5 Going the extra mile

“Don't be daunted by how much there is to do. Just do what you can. If we all did that, it will make a huge difference”. Wangari Maathai, 2004 Nobel Prize Winner

The reach and appeal of sport can help to advance and reinforce the global sustainability agenda. Due to the inherent nature of its core business and accompanying values, the Olympic Movement is in a prime position to play a key role in providing structural contributions to sustainability discussions, good practices and innovative solutions. In turn, this approach is actively reflected in the “good practice” delivery of sporting events on a global, regional and local scale, and initiatives at grassroots level. The current plan of action in regard to sustainable development relates to:



Opening Ceremony London 2012 / © IOC

- minimising the impact of sport on the environment by building the appropriate delivery infrastructure,
- contributing to social equity via the intersection between environment and economy in a communal and industrial context,
- engaging youth in physical activity, thereby improving quality of life and well-being, and
- through education, inspiring transformative behaviour.

Although the sustainability journey continues, the IOC has shown its readiness to boost social, economic and environmental awareness and encourage young people to engage in ecological thinking for a better future.

8. The IOC Youth Strategy

8.1 The vision, mission, and objectives



In October 2009, the IOC held the XIII Olympic Congress in Copenhagen and drew up recommendations targeting young people, based on the Congress contributions on the theme of “Olympism and Youth”:

“The Olympic Movement must strive to extend its remit and to increase its influence with young people across the world, using sport as a catalyst for their education and development.”

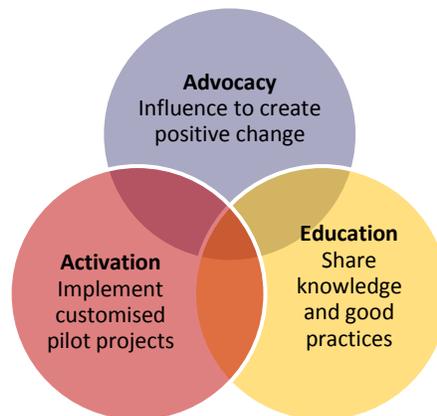
Among these recommendations was recommendation 50, which called for the establishment of a Youth Strategy within the IOC and the Olympic Movement:

“To pursue the interests and aspirations of young people, it is proposed that the IOC design a comprehensive strategy to promote and respond to the needs and challenges faced by young people of all social milieux worldwide [...]” Moreover, it has been recognised that “[t]he Olympic Movement should develop and implement programmes which extend beyond the encouragement of young people in competitive sport and which enable the widespread practice of sport and recreation to become an embedded mantra in sports delivery programmes.”

At the IOC Executive Board meeting held in November 2011, the Youth Strategy was approved. An action plan, aiming to identify precisely the various projects, was approved by the EB in July 2012. All projects will be evaluated and monitored, and their relevancy will be reassessed every four years. The practice of sport is one of the fundamental principles of the IOC’s Olympic Charter. Furthermore, it is strongly believed that physical activity and sport have significant benefits for health, well-being and child development and can be a fantastic tool for peace, education and social development. Yet millions of young people around the world have no access to physical activity or sports facilities because of their cultural, physical, economic, social, political or environmental environment.

Taking into account the IOC’s social responsibility and the importance of sport for young people, the IOC has developed its Youth Strategy, with the objective of offering young people, who do not have access to sport for whatever reason, the possibility of discovering the merits of physical activity and sport. Since its creation, the IOC has always been committed to putting sport at the service of children and youth, and it is already involved in various collaborative projects addressing this specific issue. The idea of the strategy is to take advantage of the initiatives of the Olympic Movement and the IOC that work toward this common objective and have already proven to be successful, to exploit them to their full extent, and eventually launch new collaborative initiatives if need be.

The IOC Youth Strategy is built on three pillars, all very closely interlinked and interdependent.



8.2 Advocacy

Under its first pillar, the Strategy advocates the undeniable power of sport in young people’s lives. For the past decades, more and more people around the world have been adopting sedentary and inactive behaviours. In parallel to this, challenges related to rapid urbanisation have also been contributing to discouraging physical activity among the population. This is a very critical situation, with serious implications for people’s health, especially for children and young people. Indeed, evidence shows that regular participation in physical activity provides children and young people with a wide range of benefits (physical, social and mental health) and can prevent disease and disability caused by unhealthy and sedentary living.



© WFP

Aware of the seriousness of the situation, the IOC has been working for many years in partnership with various international organisations such as WHO, FAO and UNESCO, to advocate the dissemination of information and evidence regarding the benefits of physical activity and sport for children and young people. A Memorandum of Understanding was renewed in 2010 with WHO to promote activities to help people reduce their risk of non-communicable diseases. The IOC Youth Strategy will continue to work in cooperation with international organisations to further define, develop and implement activities, with the objective of changing children and young people’s physical activity and sedentary behaviours.

The IOC is currently studying with WHO of the possibility of developing a **Physical Activity Toolkit**. This toolkit would be an inexpensive tool, which could be used worldwide to provide incentives to young people to practise sport and adopt a healthy lifestyle. The target users of the toolkit would be primarily

parents, teachers, educators and community leaders aiming to educate people on the benefits of physical activity.

In addition to collaborating with several international organisations, the IOC will also use its own network of NOCs, IFs and sponsors to disseminate information and evidence regarding the benefits of physical activity and sport for children and young people. For instance, the IOC is currently working on increasing the visibility of the activities targeting young people organised around the **Olympic Day celebration**.

Moreover, the IOC encourages **synergies with International Federations** wishing to develop awareness programmes for a sport or some aspects of sport for children. Examples of programmes of this kind are the International Ski Federation (FIS)’s “World Snow Day”, which enables children and their families to explore, enjoy and experience the snow; or IAAF KIDS’ Athletics, which intends to bring the excitement of athletics to children.

The IOC is also implementing a wide range of activities addressing the social dimension of sport. Indeed, it is involved in programmes which promote intercultural dialogue, non-violence and peace through sport. For more information on this, please refer to section 2, Human Development.

8.3 Education

The main idea of the “education” pillar of the Youth Strategy is to promote good practices and the exchange of knowledge and know-how, to encourage the development of local initiatives. As an extension to the Olympic Values Education Programme, which was created to maintain young people’s interest in sport, encouraging them to practise sport, and promoting the Olympic values, the IOC is working on the creation of an **educational online platform**, a tool disseminating the Olympic values and serving as a repository of educational materials, notably for those developed within the Olympic Movement.

The platform will be an interactive tool where teachers and educators, regardless of their cultural or educational background, will have access to a wide range of information and training materials which could be implemented in their own educational programmes. The users of the platform will interact virtually, be inspired by others’ innovative projects and benefit from exchanging practical experience. The overall objective of the platform will be to create a community of teachers and educators who can express their views, share experiences and seek the input of experts, in order to build impactful educational programmes in their own



© IStock Photo

community. The IOC is also looking at solutions to make the content of the e-platform available through other means, for people who don’t have the necessary infrastructure to access an online tool.

In parallel to this, the IOC is working on identifying existing successful projects which use physical activity as a tool for healthy childhood development. The idea is to create an inventory of best practices, in which the IOC's stakeholders, the Olympic Movement and others could learn from the experience of partners who have implemented similar projects, to take up some ideas that can be put forward and adapted to different local contexts. The IOC also plans to build a similar inventory with initiatives which use sport as a tool for development.

8.4 Activation

The “activation” pillar aims to reinforce current existing partnerships and identify new relevant partners with whom the IOC could collaborate to enable more children and young people to have access to sport, and to emphasise the power of sport as a valuable tool for development, which can convey positive messages and influences behaviours

As an example, in 2010, the IOC launched the **Sport for Hope Programme** in Lusaka (Zambia), in partnership with the NOC of Zambia, the government of Zambia and a group of International and National Sports Federations. The ambition of the programme was to provide young people and communities in developing countries with concrete opportunities to practise sport and be educated about the values of Olympism. The Sports for Hope Programme involves the construction of multi-functional sports centres in developing countries.



OYDC Lusaka / © IOC

After the pilot project in Lusaka, a second Olympic Youth Development Centre (OYDC), which will be inaugurated in 2014, is already underway in Haiti. The sports complexes offer opportunity, not only to athletes who come to prepare for sports competitions, but also to young people who come regularly to the centre, and who benefit from educational programmes, health services and community activity which improve their quality of life.

With the experience of the OYDC in Lusaka, the IOC's goal today is to optimise the use of this existing centre to increase its impact in the region. The IOC will thus be working in the following months to develop side-projects responding to the needs (social, educational, cultural, etc.) of the local populations.

OlympAfrica is another initiative in which the IOC is actively involved. It is a programme of social development through sport, which involves the creation of centres promoting the Olympic spirit across the African continent. The programme uses the popular appeal of sport to offer young people concrete sporting practice opportunities, while providing at the same time development-oriented activities (life-skills education, basic health-care services, cultural activities, HIV/AIDS prevention, arts education, etc.), which improve the life of many young people in Africa.

Under the philosophy that sport should be a vehicle for advancing human, social and economic development, the IOC Youth Strategy is currently working on identifying other relevant projects, with which it could partner, to further develop the dimension of sport as a tool for development, education and peace, which can help to promote tolerance; bridge cultural and ethnic divides; foster social integration of minorities and marginalised groups; and contribute to the healing process of populations overcoming trauma.

As mentioned before, in order to achieve its objective to offer young people who do not have access to sport the possibility of discovering the benefits of physical activity and sport through concrete programmes, the IOC cannot work alone as it cannot substitute itself for specialised development agencies or programmes. For many years, the IOC has been able to count on the support and expertise of many valuable partners, without whom the implementation of projects would not have been possible. The Youth Strategy projects will continue in this path, as they will be developed and implemented in cooperation with NOCs, IFs, IOC stakeholders, United Nations agencies and other international or national governmental or non-governmental organisations.

9. IOC conferences - networking, sharing ideas and dialogue

Education and Culture Conferences

- 1st World Forum – Lausanne, Switzerland – 1997
- 2nd World Forum “The IOC and its Cultural Policy” – Lausanne, Switzerland – 2000
- 3rd World Forum “Education through Sport” – Wiesbaden, Germany – 2002
- 4th World Forum “Sport: A Universal Dialogue” – Barcelona, Spain – 2004
- 5th World Forum “Sport and a World of Harmony: the Role of Olympic Education and Culture – Beijing, China – 2006
- 6th World Forum “Sport and Education for the Now Generation” – Busan, South Korea – 2008
- 7th IOC World Conference “Giving a Voice to Youth” – Durban, South Africa – 2010
- 8th IOC World Conference “Olympism Powered by Youth and Education” – Amsterdam, Netherlands - 2012

Women and Sport World Conferences

- 1st World Conference – Lausanne, Switzerland – 1996
- 2nd IOC World Conference “New Perspectives for the 21st Century” – Paris, France – 2000
- 3rd IOC World Conference “New Strategies, New Commitments” – Marrakech, Morocco – 2004
- 4th IOC World Conference “Sport as a Vehicle for Social Change” – Dead Sea, Jordan – 2008
- 5th IOC World Conference “Together Stronger” – Los Angeles, USA - 2012

Environmental Sustainability Conferences

- 1st World Conference “Green Games” – Lausanne, Switzerland – 1995
- 2nd World Conference – Kuwait City, Kuwait – 1997
- 3rd World Conference – Rio de Janeiro, Brazil – 1999
- 4th World Conference “Give the Planet a Sporting Chance” – Nagano, Japan – 2001
- 5th World Conference “Partnerships for Sustainable Development” – Turin, Italy – 2003
- 6th World Conference “Sport, Peace and Environment” – Nairobi, Kenya – 2005
- 7th World Conference “From Plan to Action” – Beijing, China – 2007
- 8th World Conference “Innovation and Inspiration: Harnessing the Power of Sport” – Vancouver, Canada – 2009
- 9th World Conference “Playing for a Greener Future” – Doha, Qatar – 2011
- 10th World Conference – Sochi, Russian Federation - 2013

International Forum on Sport for Peace and Development

- 1st International Forum, Lausanne, Switzerland - 2009
- 2nd International Forum, Geneva, UN headquarters, Switzerland – 2011
- 3rd International Forum, New York, UN Headquarters, USA – 2013

Glossary of Acronyms

ANOCA	Association of National Olympic Committees
AU	African Union
CECAFA	Confederation of East and Central African Football Associations
CEDAW	Convention on the Elimination of all Forms of Discrimination against Women
CEP	Culture and Education Programme
CISM	International Military Sports Council
CUAHA	Churches United Against HIV and AIDS
FAO	UN Food and Agriculture Organisation
FEI	International Equestrian Federation
FIBT	Fédération Internationale de Bobsleigh et de Tobogganing
FIQ	International Bowling Federation
FIS	International Ski Federation
IAAF	International Association of Athletics Federation
IBU	International Biathlon Union
ICRC	International Committee of the Red Cross
IF	International Sports Federation
IFNA	International Federation of Netball Associations
IFPC	International Fair Play Committee
IFRC	International Federation of the Red Cross and Red Crescent Societies
IGF	International Golf Federation
ILO	International Labour Organisation
INF	International Nanbudo Federation
IO	International Organisations
IOA	International Olympic Academy
IOC	International Olympic Committee
IOTC	International Olympic Truce Centre
IOTF	International Olympic Truce Foundation
ISF	International Softball Federation
ITU	International Triathlon Union

Olympism in Action – Sport Serving Humankind

IWWF	International Waterski & Wakeboard Federation
LOCOG	London Organising Committee of the Olympic Games
MDGs	Millennium Development Goals
MoU	Memorandum of Understanding
NCDs	Non-communicable Diseases
NGO	Non-Governmental Organisation
NOC	National Olympic Committee
OCOG	Organising Committee for the Olympic Games
OS	Olympic Solidarity
OVEP	IOC Olympic Values Education Programme
OYDC	Olympic Youth Development Centre
SIDS	Small Islands Developing States
SSET	Sustainable Sport and Event Toolkit
UIM	International Union of Powerboating
UIPM	Union Internationale de Pentathlon Moderne
UNAIDS	Joint United Nations Programmes on HIV & AIDS
UNCSD	UN Conference on Sustainable Development
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNESCO	United Nations Education Science and Culture Organisations
UN-Habitat	United Nations Human Settlements Programme
UNHCR	United Nations High Commissioner for Refugees
UNGA	United Nations General Assembly
UNICEF	United Nations Children' Fund
UNOSDP	United Nations Office on Sport for Development and Peace
UNSG	United Nations Secretary General
USOC	United States Olympic Committee
WADA	World Anti-Doping Agency
WCF	World Curling Federation
WFP	World Food Programme
WHO	World Health Organisation
YOG	Youth Olympic Games