



INTERNATIONAL
OLYMPIC
COMMITTEE

15th IOC WORLD CONFERENCE ON SPORT FOR ALL

LIMA, 24-27 APRIL 2013





15th IOC WORLD CONFERENCE ON SPORT FOR ALL

LIMA, 24-27 APRIL 2013

In collaboration with:



Hosted by:



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TABLE OF CONTENTS

| | |
|--|-----------|
| 1. FOREWORDS | 5 |
| 1.1. Message from the President of the International Olympic Committee, Dr Jacques Rogge | 5 |
| 1.2. Message from the Chairman of the IOC Sport for All Commission, Mr Sam Ramsamy | 6 |
| 1.3. Message from the President of the Peruvian Olympic Committee, Mr José Quiñones Gonzalez | 7 |
| 2. 15TH IOC WORLD CONFERENCE ON SPORT FOR ALL | 8 |
| 3. PROGRAMME OF THE CONFERENCE | 10 |
| 4. SUMMARIES | 17 |
| 4.1. OPENING SESSION | 17 |
| 4.2. IOC SPORT FOR ALL GRANT SESSION | 19 |
| 4.3. SITE VISITS | 21 |
| 4.4. SPORT FOR ALL: FROM THEORY TO ACTION | 22 |
| 4.5. SOCIAL BENEFITS | 25 |
| 4.5.1. Plenary Session 1 | 25 |
| 4.5.2. Breakout Session 1A | 28 |
| 4.5.3. Breakout Session 1B | 30 |
| 4.6. SPORTS FACILITIES AND PUBLIC SPACES | 32 |
| 4.6.1. Plenary Session 2 | 32 |
| 4.6.2. Breakout Session 2A | 35 |
| 4.6.3. Breakout Session 2B | 37 |
| 4.7. PRACTICAL SESSIONS | 39 |
| 4.8. PARTNERSHIPS | 42 |
| 4.8.1. Plenary Session 3 | 42 |
| 4.8.2. Breakout Session 3A | 45 |
| 4.8.3. Breakout Session 3B | 47 |
| 4.9. POSTER PRESENTATIONS | 50 |
| 4.10. CLOSING SESSION | 52 |
| 5. PHOTO IMPRESSION | 54 |
| 6. NEXT IOC WORLD CONFERENCE ON SPORT FOR ALL | 55 |
| 7. LIST OF PARTICIPANTS | 56 |



Acknowledgement

On behalf of the IOC, the Sports Department wishes to acknowledge the contribution of the reporting team comprised of Mr Geert Hendriks, from the AISTS (International Academy of Sports Science and Technology) in Lausanne and students from the Sports Management Programme at UPC (Universidad Peruana de Ciencias Aplicadas) in Lima, Mr Juan Diego Alegría, Mr Raúl Chumpitaz, Mr Alvaro Fernández, Mr Andrés Grillo, Ms Lourdes Osoreo and Mr Sebastian Torres.

1. FOREWORDS

1.1. Message from the President of the International Olympic Committee, Dr Jacques Rogge



The practice of sport is a human right, and every individual must have the possibility of practising it without discrimination. Sport not only enables people to live more active and fulfilling lives, but can also teach vital life skills and values, while making a contribution to improving quality of life.

We all have a stake in making sport more accessible, because sport is not just good for individuals; it is also good for society. This is what the 15th IOC World Conference on Sport for All was all about: to shine a light on the benefits of sport and physical activity for everyone – irrespective of age, gender or ability – to highlight the importance of the accessibility of sports facilities and public spaces, and to explore new ways to create effective partnerships.

I would like to take this opportunity to once again thank the Miraflores Municipal Government, the Peruvian Institute of Sport and the Peruvian Olympic Committee for the excellent organisation of this Conference. My thanks go also to SportAccord for its collaboration. And I extend my congratulations to the members of the IOC Sport for All Commission and its Chairman, Sam Ramsamy, for their tireless efforts in keeping Sport for All a priority on the agenda of the Olympic Movement.

Thanks are due also to the more than 500 leading experts from almost 90 countries who actively participated in the Conference showing their full dedication and commitment to the ideals of Sport for All.

They all left Lima with new experiences and inspiration for developing Sport for All programmes. To help them in their initiatives is “Get Moving”, the IOC Guide to managing Sport for All programmes, which was presented by the IOC Sport for All Commission during the Conference. The 2013 Conference ended with a call to action to the Olympic Movement and the world of sport to reinforce our commitment and determination to continue to embrace the spirit of Sport for All and get as many people as possible active across the world.

1.2. Message from the Chairman of the IOC Sport for All Commission, Mr Sam Ramsamy



“Get Moving!” Two simple words; one simple concept.

If people around the world were as active as the athletes at the Olympic Games, we wouldn’t have a need for gatherings like the World Conference on Sport for All. But as all of us know very well, this is simply not the case. Not even close.

Whether it’s cutbacks that lead to end of physical education being taught in schools, or video games and television enticing people to spend more time in sedentary positions, or a host of other factors, it is clear that people around the world are becoming less and less active and the toll that wages on health and welfare is alarming. A cursory glance at global obesity figures says it all.

We didn’t attempt to reinvent the wheel at the 15th IOC World Conference on Sport for All in Lima. We tried to keep things simple. To share ideas that work. To learn how to make these ideas universal. To better understand how to get people moving in the face of growing competition from activities that require next to no movement at all.

We achieved a great deal in Lima. Over 500 of the top experts in the field of Sport for All, representing some 90 countries, shared their best practices on a wide range of activities that have proven successful in getting people of all ages and abilities to become active.

We spoke with many of the attendees, who said they were, like me, inspired by what they experienced at the Conference and were ready to redouble their efforts to make sport accessible to all in their own communities. I firmly believe we will see the fruits of all we started in Lima at the next IOC World Conference on Sport for All in Durban, South Africa. It will be an interesting and productive two years for us in advance of Durban.

It would be remiss of me not to thank our gracious hosts, the highly capable and efficient organisers and all those who contributed to making the Conference such a success.

Till Durban, let’s “Get Moving!”

1.3. Message from the President of the Peruvian Olympic Committee, Mr José Quiñones Gonzalez



It was an honour for Peru, in particular the Peruvian Olympic Committee, to host the 15th IOC World Conference on Sport for All.

Two years of hard work alongside the International Olympic Committee finally bore their fruit.

The IOC World Conference on Sport for All has left an important legacy for our country, strengthening the foundations to use sport as a tool for development.

The authorities and important people from the public and private spheres of our country had the chance to take part, and we hope to begin seeing the results of this in the medium term.

In the same way, it was pleasing to see how the delegates from countries and organisations from the five continents had the opportunity to attend world-class presentations and share experiences during the Conference.

The interactive dynamic of this version of the Conference allowed those attending to really take part, in both the question-and-answer sessions and the guided tours.

We still recall the activities by the participants, particularly with the adults in Miraflores and the children in Villa Maria del Triunfo.

We hope that, in their memories of the Conference, the participants will remember not just the presentations and experiences, but also the friendliness of our people, our centuries-old culture and our rich gastronomy.

I thank the IOC for the opportunity to organise this great event and the people who worked on it, within the Local Organising Committee and the IOC, for the impeccable organisation.

2. 15th IOC WORLD CONFERENCE ON SPORT FOR ALL

The 15th IOC World Conference on Sport for All took place from 24 to 27 April 2013 in Lima, Peru.

The Conference, organised every two years, is one of the International Olympic Committee's key advocacy initiatives in the field of Sport for All. Since its creation, the event has been dedicated to promoting the broad dissemination of the Sport for All philosophy, globally. It supports the promotion of health, fitness and well-being, and aims at encouraging people of all ages and abilities to participate in sports activities and experience the Olympic values. The Conference is a platform for sharing experiences and best practices by the various Olympic family constituents, sports organisations, Sport for All bodies, the academic world, representatives of governments and institutional partners.

CONFERENCE FORMAT

The Conference included the following types of sessions:

1. Plenary sessions

During three plenary sessions participants heard presentations by experts in the field of Sport for All from both a practical and theoretical perspective.

2. Breakout sessions

After each plenary session, two breakout sessions were organised. These sessions focused on sub-themes related to the topics addressed during the relevant plenary session and allowed for interactive discussions among the participants and a panel of experts.

3. Practical sessions

Practical sessions provided participants with the opportunity to develop specific skills needed to implement and run successful Sport for All programmes.

ADDITIONAL ELEMENTS OF THE PROGRAMME

The Conference programme also featured the following additional elements:

Poster presentations

Participants had the opportunity to share their work in the field of Sport for All with the other participants by displaying a poster throughout the Conference. Posters were selected prior to the Conference, based upon the submission of a written abstract. For a full list of presented posters, see Section 4.9. Poster presentations.

Sport for All initiatives

Participants had the opportunity to learn about various Sport for All initiatives and activities taking place in Lima and in Peru, as well as in other parts of the world.

IOC Sport for All grants

The IOC Sport for All Grant was created by the IOC Sport for All Commission to acknowledge and further encourage the implementation of high-quality programmes in the field of Sport for All. An entire session was dedicated to the presentation of the case studies receiving the grant.

CONFERENCE THEMES

Three themes were addressed during the Conference:

Theme 1: Social benefits

- The health, social, education, economic development, environment and sporting benefits of sport and recreation for a community.
- The role of Sport for All projects in the development of social cohesion, cultural and educational values, healthy lifestyles and habits, and the fundamental Olympic values of excellence, friendship and respect.

Theme 2: Sports facilities and public spaces

- The accessibility of facilities – infrastructure and space – for the greatest possible number of individuals, organisations and sectors of sport and recreation across the community and the importance of facilitating access to low-cost or no-cost facilities and public spaces (walkways, river banks, etc.) to provide additional physical activity opportunities.
- The development of innovations, such as modified rules and low-cost equipment, to increase the desirability of taking up and participating in sport and recreational activities, across all age groups and sectors of the community.

Theme 3: Partnerships

- The importance of inter-sectoral cooperation, partnerships and collaboration, particularly between sports organisations and organisations outside the sports sector, and the involvement of families, the education sector as well as public and private entities, in increasing the level of participation in regular physical activity.
- The sharing of good, effective programmes and sustainable outcomes, and lessons and experiences by the many sports organisations, governmental agencies and other organisations involved in sport and recreation projects, to provide guidance and knowledge.

3. PROGRAMME OF THE CONFERENCE

Wednesday 24 April 2013

OPENING SESSION

Master of Ceremonies:

Sol María CARREÑO CARVALHO

Opening speeches:

José QUIÑONES GONZALEZ, President of the Peruvian Olympic Committee

Iván DIBÓS, IOC member in Peru

Francisco BOZA, President of the Peruvian Sports Institute

Sam RAMSAMY, IOC Executive Board member, Chairman of the IOC Sport for All Commission

Jacques ROGGE, IOC President

Awarding of the IOC Sport for All grants

Introduction of the Conference themes

Moderator:

Sam RAMSAMY, Chairman of the IOC Sport for All Commission

Social benefits

Luis MORENO, President of the Inter-American Development Bank

Sports facilities and public spaces

Cathryn VOLKERING CARLILE, General Manager Community Services, City of Richmond

Partnerships

Jorge MUÑOZ, Mayor of Miraflores, Lima

IOC SPORT FOR ALL GRANT SESSION

Moderator:

Nick KELLER, Beyond Sport

SOCIAL BENEFITS

Escuela Socio Deportiva “Martin Luther King”, Peru

Father Ignacio MANTECON, Co-founder and Advisor, Escuela Socio Deportiva

SPORTS FACILITIES AND PUBLIC SPACES

Spaces for sports sites – Gansbaai, South Africa

Leán TERBLANCHE, Project Manager, Football Foundation of South Africa

PARTNERSHIPS

The Fight for Peace Global Alumni Programme, Brazil

Gabriela PINHEIRO, Institutional & Sports Partnerships Manager, Fight for Peace



Thursday 25 April 2013

SITE VISITS

Visit 1

Complejo Deportivo Villa Maria del Triunfo, led by the Peruvian Sports Institute

Visit 2

Academia Deportiva Cantalao, led by Right to Play

Visit 3

Adulto Mayor, led by the Municipality of Miraflores

Visit 4

Villa Deportiva in Callao, led by the Regional Government of Callao

SPORT FOR ALL: FROM THEORY TO ACTION

Moderator:

Andrew CALDWELL, Co-Create

IOC Youth Strategy

Patrice CHOLLEY, Head of IOC Youth Strategy Coordination

The Jamaican Sport for All experience

Michael S. FENNELL, President, Jamaica Olympic Association

Surfing for All: From Peru to the world's waves, the Juninho story

Fernando AGUERRE, President of the International Surfing Association

Autochthonous Sports for Development

José QUIÑONES GONZALEZ, President of the Peruvian Olympic Committee

SOCIAL BENEFITS

Plenary session 1

Moderator:

Hein VERBRUGGEN, President of SportAccord

Strengthening education through a Sport for All approach

Wilfried LEMKE, Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

Enriching lives through Sport: The social benefits of the London 2012 International Inspiration programme

Debbie LYE, International Development Director, UK Sport, and International Inspiration Director



Sport for All: Everyone's need and responsibility

Julio César MAGLIONE, IOC member, Honorary President of the Intergovernmental Committee for Physical Education and Sport (CIGEPS), United Nations Educational, Scientific and Cultural Organization (UNESCO)

Sports education making a difference down under

Barry MAISTER, IOC member, Vice-President, Oceania National Olympic Committees

A Ganar: Sport as a tool for youth employment

Paul TEEPLE, Director, Sport-for-Development, Partners of the Americas

Breakout session 1A

From the grassroots – how it operates on the ground

Moderator:

Juan Antonio SAMARANCH Jr, IOC Executive Board member

Social transformation through sports

Suzanne DURYEA, Principal Research Economist, Social Department, Inter-American Development Bank

How do you use sport to create social impact?

Andy SELLINS, Chief Executive Officer, Cricket for Change

Panellists:

Barry MAISTER, IOC member, Vice-President, Oceania National Olympic Committees

Paul TEEPLE, Director, Sport-for-Development, Partners of the Americas

Breakout session 1B

Global to local – creating sustainable change from the top-down

Moderator:

HRH Crown Prince Frederik of DENMARK, IOC member

Sports federations within the local community: Their role and impact?

Denis OSWALD, IOC member, SportAccord representative

Shuttle Time, a case study

Ian WRIGHT, Director of Development, Badminton World Federation

Panellists:

Wilfried LEMKE, Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

Debbie LYE, International Development Director, UK Sport, and International Inspiration Director
Julio César MAGLIONE, IOC member, Honorary President of the Intergovernmental Committee for Physical Education and Sport (CIGEPS), United Nations Educational, Scientific and Cultural Organization (UNESCO)



Friday 26 April 2013

SPORTS FACILITIES AND PUBLIC SPACES

Plenary session 2

Moderator:

Bae DIXON-SCHILLING, The Association for International Sport for All (TAFISA)

Sports facilities and public places, as seen by an Olympic Games Organiser

Gerhard HEIBERG, IOC member

Sport for All – Sport for Good, in a developing country

Vaughn BISHOP, Head of Corporate Social Investment & Enterprises, SuperSport

New perspectives in Sport for All – Sustainable facilities and public spaces as key success factor

Michael VESPER, Director General, German Olympic Sports Confederation

Interview

Community strategies when building facilities in Vancouver and in London

Cathryn VOLKERING CARLILE, General Manager Community Services, City of Richmond

John BARROW, Senior Principal, Populous

Breakout session 2A

External impact – How stadiums and sports facilities can become safe spaces and positive influences in communities, and how public spaces can be accessible for sport and leisure activities

Moderator:

Margaret SIKKENS AHLQUIST, member of the IOC Sport for All Commission

Open the doors

John BARROW, Senior Principal, Populous

Schools for a generation active

Preben STAUN, Vice-President, National Olympic Committee and Sports Confederation of Denmark

Panellists:

Gerhard HEIBERG, IOC member

Cathryn VOLKERING CARLILE, General Manager Community Services, City of Richmond



Breakout session 2B

Internal change – How stadiums and sports facilities can be socially inclusive, accessible and sustainable, and how public spaces can be designed to increase physical activity opportunities

Moderator:

Wolfgang BAUMANN, member of the IOC Sport for All Commission

Youth and lifestyle sports

Gary REAM, President, International Skateboarding Federation

Building change: From Afghan skate parks to Football for Hope centres

Cameron SINCLAIR, Executive Director, Architecture for Humanity

Panellists:

Vaughn BISHOP, Head of Corporate Social Investment & Enterprises, SuperSport

Michael VESPER, Director General, German Olympic Sports Confederation

PRACTICAL SESSIONS

Increasing resources and profiles

Nick KELLER, Founder, Beyond Sport

Programme delivery

Pratik KUMAR, Chief Operating Officer, Magic Bus

Volunteerism

Paul CACCAMO, Executive Director, Up2Us

Monitoring and evaluation

Andrew CALDWELL, Director, Co-Create Consultancy



Saturday 27 April 2013

PARTNERSHIPS

Plenary session 3

Moderator:

Francisco BOZA, President of the Peruvian Sports Institute

Promotion of physical activity for health: The role of the World Health Organization and international partners

Timothy ARMSTRONG, Coordinator, Surveillance and Population-based Prevention Unit, Department of Prevention of Noncommunicable Diseases, Noncommunicable Diseases and Mental Health, World Health Organization

The World Fit Walk...Building successful partnerships one community at a time

Gary W. HALL Sr, Executive Director, World Fit Foundation

Sports Day in Canada: Engaging partners and communities in celebration of sport

Kelly MURUMETS, President & Chief Executive Officer, ParticipACTION

Unify and Go

Lisa MACCALLUM CARTER, Vice-President, Access to Sport, Nike, Inc.

Breakout session 3A

Partnerships: Corporate sponsor, sports federation, international organisation and local government

Moderator:

Tamás AJÁN, IOC honorary member

The Football Association of Norway partnerships: Our grassroots values attractive for sponsors!

Stig Inge BJØRNEBYE, Head of Development, Children and Youth Football, Norwegian Football Association

The partnerships that strengthen and transform

Luis LARISCH, Advisor to the Sports and Leisure Secretary, City Hall of Rio de Janeiro

Panellists:

Timothy ARMSTRONG, Coordinator, Surveillance and Population-based Prevention Unit, Department of Prevention of Noncommunicable Diseases, Noncommunicable Diseases and Mental Health, World Health Organization

Lisa MACCALLUM CARTER, Vice-President, Access to Sport, Nike, Inc.



Breakout session 3B

Partnerships: Corporate sponsor and non-profit organisations

Moderator:

Kai HOLM, member of the IOC Sport for All Commission

Movement is happiness: How Coca-Cola, together with partners, is inspiring youth to be more active, healthier and happier

Thierry BORRA, Director, Olympic Games Management, The Coca-Cola Company

Parents: Our best partners!

Sharon COHEN, Founder and Executive Director, Figure Skating in Harlem

Panellists:

Gary W. HALL Sr, Executive Director, World Fit Foundation

Kelly MURUMETS, President & Chief Executive Officer, ParticipACTION

CLOSING SESSION

Master of Ceremonies:

Alberto SILES, President of the Conference Organising Committee

With contributions from:

Luis LARISCH, Advisor to the Sports and Leisure Secretary, City Hall of Rio de Janeiro

Bae DIXON-SCHILLING, The Association for International Sport for All (TAFISA)

Stig Inge BJØRNEBYE, Head of Development, Children and Youth Football, Norwegian Football Association

Closing speeches

José QUIÑONES GONZALEZ, President of the Peruvian Olympic Committee

Sam RAMSAMY, Chairman of the IOC Sport for All Commission

4. SUMMARIES

4.1. OPENING SESSION

The Conference was opened with welcoming speeches from:

- José Quiñones Gonzalez, President of the Peruvian Olympic Committee
- Iván Dibós, Member of the International Olympic Committee
- Francisco Boza, President of the Peruvian Sport Institute
- Sam Ramsamy, Chairman of the IOC Sport for All Commission
- Jacques Rogge, President of the International Olympic Committee

Dr Jacques Rogge opened the 15th IOC World Conference on Sport for All in Lima, which brought together 500 leaders from almost 90 different countries. Following this, three IOC Sport for All grants were awarded by Dr Jacques Rogge and Mr Sam Ramsamy to:

- Escuela Socio Deportiva “Martin Luther King” from Peru (Social benefits)
- Spaces for sports sites from South Africa (Sport facilities and public spaces)
- Fight for Peace Global Alumni Programme from Brazil (Partnerships)

Highly respected experts continued the session with keynote speeches to introduce the three Conference themes to the audience.

INTRODUCTION OF THE CONFERENCE THEMES

Theme 1: Social benefits



Luis MORENO
President of the Inter-American Development Bank

A developing country must leverage the social benefits of sport in an effective way. Jamaica is a great example of a country that has one of the world’s highest number of Olympic medals per GDP. Colombia also achieved the largest amount of medals in its history during the 2012 London Olympic Games. The governments of both countries have made sport a vital part of their agendas.

Investing in sport is tantamount to investing in a country’s human capital, and it is also a means of addressing issues of social inclusion, health and employment. Sport is also a powerful vehicle for changing lifestyles and reversing the lack of physical activity which causes a multitude of health problems. With the Olympic Games coming to Brazil, we are about to start a decade in which Latin America shows the world how to use sport as a catalyst for development.

Theme 2: Sports facilities and public spaces



Cathryn VOLKERING CARLILE
General Manager, Community Services, City of Richmond

Richmond, known as Canada's healthiest city, with a very diverse community, has been transitioned by the Vancouver 2010 Olympic Winter Games from a suburban municipality into a vibrant urban municipality. Throughout the years, sport has become an integrated part of all key strategic city policies, which ensures the availability and accessibility of infrastructure for all demographics and all ages.

Through vision, commitment, innovation, collaboration and the willingness to take risks, the city has created a remarkable network of facilities and public spaces. Richmond has implemented a community legacy programme which leverages the power of the Olympic Games to improve the communities' sports infrastructure. The Richmond Olympic Oval, used for the Olympic speed skating, serves the city's vision to inspire all ages and skill levels in a variety of sports.

The Oval is accessible, active and connected to the healthiest city of Canada, and serves as an example for other cities in assuring a legacy when hosting mega events.

Theme 3: Partnerships



Jorge MUÑOZ
Mayor of Miraflores, Lima

Miraflores, a district within the city of Lima with approximately 100,000 inhabitants, has been using its many public spaces for its "Renew yourself with Miraflores" programme. Every Sunday from 8 am to 1 pm, the streets in the heart of the district are closed to traffic to enable people to practise sport and promote a healthy lifestyle.

The initial reaction to the programme was hesitant, but it has grown in popularity to become a very successful event. The cost of the programme is close to zero thanks to the collaboration with multiple corporate partners but also the police, to guarantee safety, and the Peruvian Olympic Committee. The Sunday activity has become a routine for many people, and has led to a significant improvement in health and a higher level of well-being amongst Miraflores' inhabitants.

4.2. IOC SPORT FOR ALL GRANT SESSION



Moderator:
Nick KELLER
Founder, Beyond Sport

The IOC Sport for All Grant was created by the IOC Sport for All Commission to acknowledge and further encourage the implementation of high-quality programmes in the field of Sport for All.

Grants are awarded to projects or programmes which are related to the themes of the Conference. Winners receive a financial grant and an invitation to attend the Conference from the IOC.

Grant 1 winner: Social benefits **Escuela Socio Deportiva “Martin Luther King”, Peru**



Father Ignacio MANTECON
Co-founder and Advisor

Father Mantecon “Chiqui” started the Martin Luther King Association in El Agustino, an area of Lima where most of the population lives in poverty. For over 20 years, he has worked with the support of various social organisations within the district to implement a social reintegration programme for young gang members. The Martin Luther King Association aims to promote the practice of sport among children and teenagers with the belief that it contributes to the development of the whole person, strengthening their values and preparing them for life in society while offering a positive recreational alternative within the community. The programme provides social benefits by engaging children and teenagers in volleyball and football sports programmes.

Grant 2 winner: Sport facilities and public spaces **Spaces for sports sites – Gansbaai, South Africa**



Leán TERBLANCHE
Project Manager, Football Foundation of South Africa

The Gansbaai Sports Centre was built in the centre of three culturally diverse communities. Being equally accessible to all people, it is a “neutral” space not belonging to any specific community. The mission of the foundation is to uplift the communities by empowering individuals through accredited skills training and leadership opportunities, by promoting education, health, social integration and participation through sport. With the objective of bringing about positive social change in the

diverse local community by inspiring and empowering young people to make positive choices, the programme also aims to develop youth leadership by providing structured opportunities and mentoring. The programme is looking to increase the current coaching in neighbouring communities that do not have sports facilities like Gansbaai, to reach more children and introduce education and training programmes to socially excluded young people.

Grant 3 winner: Partnerships

The Fight for Peace (FFP) Global Alumni Programme (GAP), Brazil



Gabriela PINHEIRO
Institutional & Sports Partnerships Manager

GAP was launched in 2010 as a sustainable way for FFP to transfer proven methodology to cities beyond the founding cities of Rio and London where young people are significantly affected by violence. Over the past 12 years, FFP has developed a model that has been shown to reduce youth violence. Fight for Peace uses boxing and martial arts combined with personal development and education to realise the potential of young people affected by violence. Through its partnership with GAP, FFP has worked with 27 community-based organisations from 20 countries to achieve positive impacts on the lives of 20,000 young people living in violent communities.

4.3. SITE VISITS

Complejo Deportivo Villa Maria del Triunfo, led by the Peruvian Sports Institute (PSI)

A large sports complex located in a deprived area of the city, Complejo Deportivo provides a flurry of sporting activities for people of all ages and abilities. By encouraging regular attendees to bring their sisters, brothers and even parents, the PSI has achieved a family atmosphere within the complex. Reaching a staggering 17,000 young people per year, with very regular attendance rates, this complex is a prime example of how sport can be used to offer a healthy and safe environment to surrounding communities in need. The visit allowed participants to take part in a diverse range of activities, from karate to football, from volleyball to swimming and folk dancing, and to discuss with the organisers how these sports are being used to provide young people with opportunities to learn discipline, listening and communication skills.

Academia Deportiva Cantolao – SOMOS RED del Deporte para América Latina programme, led by Right To Play

This football academy has taken a unique approach to preparing talented young footballers by bringing in Right To Play to deliver a methodology that specifically pairs football with social values and learnings. Targeting young kids aged 4 to 12 selected for the academy due to their talent, the theory behind this programme is to teach skills they can use if they do not succeed in playing professionally. The Right To Play curriculum gives the young players a three-part experience at each training session: a circle discussion on the day's 'value', a series of football-focused games specifically rooted to this value, and a closing circle, where the young ones are encouraged to apply that value when they leave the pitch and go home.

Adulto Mayor, led by the Municipality of Miraflores

Adulto Mayor focuses on the elderly population in Lima, and utilises the beautiful public parks that span the ocean side in the Miraflores area of Lima. In these parks that overlook the sea, groups and classes that offer various activities have sprouted up organically and are now well-subscribed by the local elderly population. The participants were shown how communal programming can occur when there is strong government support and access to safe spaces. Delegates walked from one end of the park to another – and got the chance to not only take part in everything from Tai Chi to walking tours, but also to discuss the advantages and development of the programme with the participants themselves.

Villa Deportiva in Callao, led by the regional Government of Callao

One of the largest Sport for All initiatives in Lima, Villa Deportiva is an inspiring complex located in the port of Callao. While this community faces many challenges, from crime to drugs to poverty, Villa Deportiva is an incredibly well-maintained community hub, used by more than 40,000 people – all completely for free. Built by the Callao President, led by his desire to address key issues in his region – health, education, and sport – this space has helped to improve the conditions in Callao by providing high-level sporting sessions as well as employment opportunities for the local population. Villa Deportiva is a great example of how to create a quality sports centre that can host national and world sports events, as well as benefit the local community, with visible positive results.

4.4. SPORT FOR ALL: FROM THEORY TO ACTION



Moderator:
Andrew CALDWELL
Director, Co-Create

IOC Youth Strategy



Patrice CHOLLEY
Head of IOC Youth Strategy Coordination

Patrice Cholley highlighted the fact that one of the outcomes of the XIII Olympic Congress in Copenhagen (2009) was a recommendation that the IOC look to increase its influence with young people around the world, using sport as a catalyst for their education and development.

Mr Cholley listed several reasons why a youth strategy needs to be put in place: (1) growing inactivity as a global population, (2) increasing urbanisation with many urban residents living in slums without any space to practise sport, (3) physical activity not only being beneficial for health but also well-being and child development and (4) the great potential to use sport as a tool for peace building, education and social development.

The aim of the IOC's Youth Strategy is to offer children who do not have access to sport the possibility of discovering the benefits of physical activity. The strategy is based on three pillars: (1) Advocacy (influencing change), (2) Education (promoting the IOC's values) and (3) Activation (developing global projects). Programmes will aim not only to reach young people but also their key influencers such as parents, schools, community leaders, business leaders, media, UN agencies, etc. Mr Cholley pointed out that a system of monitoring and evaluation is needed to measure the real impact of the programmes.

The IOC Youth Strategy is not about elite sport, it is about being active and having fun and aims to make a change in the behaviour of young people.

The Jamaican Sport for All experience



Michael S. FENNELL
President, Jamaica Olympic Association

Michael Fennell started by sharing the mission of Jamaica's National Sports Policy, which is "to transform the country into one of the most engaged and successful sporting nations in the world". The word "engaged" is defined as: "more than 75 per cent of the Jamaican population participates in sports activities at least for 30 minutes, 3 times a week. The country's policy objectives are in place

to ensure that sport is accessible to all, contributes to unifying communities, facilitates increased participation and promotes a healthy lifestyle. A critical element is that Jamaica's education system has sport included in the curriculum of both primary and high school.

Governmental commissions, youth groups, private clubs and community initiatives ensure the accessibility and engagement of Jamaicans, whether they are living in the rural or urban part of the island. Interactions between these groups are both formal and informal. Special groups ensure the inclusion of people who often have difficulties in participating in sport (e.g. physical or mental disability).

Mr Fennell stressed that opportunities for practising sport must be real and not imagined. People are not short of having a vision, but what is lacking is action. He also emphasised that financial constraints and limitations should not be excuses for not promoting Sport for All. They should work with what they had and get on with it!

Surfing for All: From Peru to the world's waves, the Juninho story



Fernando AGUERRE
President of the International Surfing Association

Fernando Aguerre said that surfing has become a worldwide phenomenon with a culture that goes far beyond the sport. It contains art, music, heroes and environmental awareness and therefore a true Sport for All. The International Surfing Association (ISA) has currently 73 National Federations with a goal of reaching 100 by 2015. Several specific Sport for All competitions were put into place in the past years.

He is convinced that the development of 'Manmade-waves', a technology to produce consistent, high quality waves of 2 to 3 metres high and 100 metres long, allows for the development of new competitions and further growth in the sport. Surfing speaks the language of young people from the shores of Peru to the coast of South Africa.

The ISA scholarship is granted to ISA ambassadors to allow them to combine sport with education. ISA ambassadors are inspirational individuals from all five continents who are dedicated to representing their country and providing a positive influence on their peers. One of the ISA ambassadors is Peruvian surfer Juninho Urcia, who has received the scholarship for four consecutive years. Juninho Urcia's story illustrates the power of surfing for social change.

Autochthonous sports for development



José QUIÑONES GONZALEZ
President of the Peruvian Olympic Committee

José Quiñones raised the issue of millions of people living in rural areas without access to sports facilities. To enable these people to practise sport, one could not simply go there, cut trees and build a football field. Sporting infrastructure needs to be adapted to the natural conditions in one's



country. Often it is not necessary to cut trees to build a football stadium if the game can be played on the beach. He stressed that providing a country with sports equipment or facilities is not just a question of money, but also one of unearthing their culture and desire to play sport.

Mr Quiñones gave an example of the Peruvian Olympic Committee, which had supported two small towns in the Peruvian jungle on the Brazilian border. These towns had no sporting culture, were very difficult to access by road and were targets of terrorism, child prostitution, illegal gold factories, etc. The Committee went to teach the youngsters of these towns the sport of canoeing. As a result, a few months ago, Peru had won an international medal in canoeing at the South American Games. This had an indescribable impact on the lives of the youngsters who went from being in a hopeless situation deep in the jungle to being one of the country's representatives in an international canoeing competition.

4.5. SOCIAL BENEFITS

4.5.1. PLENARY SESSION 1



Moderator:
Hein VERBRUGGEN
President, SportAccord

Strengthening education through a Sport for All approach



Wilfried LEMKE
Special Adviser to the United Nations Secretary-General
on Sport for Development and Peace

Wilfried Lemke said that sport can make a great potential contribution towards achieving the United Nations Millennium Development Goals. The most important thing for children is to have access to education, but 93 million children worldwide are out of school. Physical education (PE), as part of a school curriculum, is a fundamental right of every child. European advocates of this are fighting to increase physical education in schools, but there are many countries without any PE classes integrated into the school curriculum.

Mr Lemke explained that sport facilitates tolerance and gender equality, and needs local role models to inspire children through sport. The United Nations actively seeks to integrate these role models into the Youth Leadership Camps that are coordinated by the United Nations Office on Sport for Development and Peace (UNOSDP).

To use sport for strengthening education, it is necessary that governmental bodies move on from discussion to implementation, and build partnerships with other parties involved.

Enriching lives through Sport: The social benefits of the London 2012 International Inspiration programme



Debbie LYE
International Development Director, UK Sport,
and International Inspiration Director

Debbie Lye presented two priorities that underpin International Inspiration, the London 2012 legacy programme:

- Participating in sport is a benefit in its own right.

- Sport can be an effective vehicle for the achievement of human and social outcomes, but that will not happen on its own.

International Inspiration has a vision of using sport to inspire the lives of 12 million children and young people of all abilities in 20 countries.

The approach of International Inspiration is built around 3 Ps (Policymakers, Practitioners and Participants) with tailored national content to create a single global movement. Three of the social benefits that are systematically measured are: community and social cohesion, disability inclusion and youth sport leadership (Young Leader training programme which equips young people to stage and manage events and run campaigns).

Sport for All: Everyone's need and responsibility



Julio César MAGLIONE
IOC member, Honorary President of the Intergovernmental Committee for Physical Education and Sport (CIGEPS), United Nations Educational, Scientific and Cultural Organization (UNESCO)

Julio César Maglione recalled Pierre de Coubertin's vision in 1919: "All sports for all people". He then highlighted that in Paris in 1978, the benefits of physical education were proclaimed by UNESCO as a fundamental social and human right for everybody. Many other organisations, including the IOC, have since reiterated the power of sport.

The past editions of this Sport for All Conference aimed at exchanging and disseminating knowledge and also increasing awareness of Sport for All. The importance of Sport for All must continue to be underlined by spreading data on the impact of lack of physical activity for society.

More and more people from the younger generations are looking to access positions in sports and sports governance, convinced of the need for Sport for All. Mr Maglione closed by expressing the hope that "one day, Coubertin's utopic dream will become a reality."

Sports education making a difference down under



Barry MAISTER
IOC member
Vice-President, Oceania National Olympic Committees

Barry Maister made a point that sport in itself will not deliver social benefits and can even have the opposite effect. Lasting social benefits from sport will occur only if sport is well organised from the bottom up, with trained, motivated and competent people, working within a structured, coordinated framework. He explained: "You cannot win more medals by simply investing more money in elite athletes."

Over 99 per cent of young people will never become an Olympic athlete because of lack of talent, equipment, etcetera, he stated. As Vice-President of ONOC, Mr Maister postulated that the goal of an NOC therefore should look for the development of Sport for All and not just for a small group of elite athletes.

The RAT (Readiness Assessment Tool) is a self-assessment tool targeting National Federations to measure the quality of their sports development programmes. Starting in 2006, the ONOC has developed the RAT web-based application that assesses, compares and monitors the current elements of a sports development programme and compares them to the elements that are expected to be in place in order for a specific activity or programme to function. The OSEP (Oceania Sport Education Program) certifies community educators and to recognise them with the aim of the educators making a difference by running community sports programmes.

A Ganar: Sport as a tool for youth employment



Paul TEEPLE
Director, Sport-for-Development, Partners of the Americas

Paul Teeple introduced ‘A Ganar’ (English: to win or to earn) as “a youth workforce development programme wrapped inside a ball”. The programme is currently implemented in 16 countries across Latin America and the Caribbean. ‘A Ganar’ addresses youth unemployment and youth crime but more importantly, it teaches young people the skills they need to find a job.

A large group of youngsters do not dare to dream because they live in a violent and unsecure neighbourhood and lack education, marketable skills and good connections. ‘A Ganar’ uses the power of sport to help young people develop the skills they need to be successful in the labour market and in life. Its approach is centred on the fact that “sports skills are job skills” with six core skills: Communication, Teamwork, Discipline, Respect, Focus on Results, and Continual Self-Improvement.

Using sport has some obvious benefits (fun and passion, life lessons, stimulate learning, gender inclusion, etc.), but also hidden values such as creating positive connections (trust), accelerated learning (e.g. reading and maths), positive identity and life planning (self-belief). This allows sport to be a powerful tool in changing the lives of young people who live in some of the most dangerous places in the world.

4.5.2. BREAKOUT SESSION 1A

From the grassroots – how it operates on the ground



Moderator:
Juan Antonio SAMARANCH JR
IOC Executive Board Member

Social transformation through sports



Suzanne DURYEA
Principal Research Economist, Social Department,
Inter-American Development Bank

Suzanne Duryea emphasised that in order to convince ministers of economics to invest in sport, there is a need to provide them with hard numbers instead of only stories. The Sport for Development programmes of the Inter-American Development Bank draw from scientific evidence that “girls with more opportunity to participate in active sports are more successful in the labour market.”

Programmes address objectives in the local context (e.g. employability, health, risk reduction, etc.) combined with transversal elements such as ‘gender inclusion’ and ‘monitoring & evaluation’.

She closed by suggesting that organisations need to identify and measure what young people do and not only what they say they do to have the necessary evidence to convince authorities to invest in sports for development.

How do you use sport to create social impact?



Andy SELLINS
Chief Executive Officer, Cricket for Change

Cricket for Change uses cricket, rugby and increasingly other sports to create space for young people to think and act differently. According to Andy Sellins, there are seven criteria to measure the effectiveness of sport for development programmes:

- Feedback from one’s user groups
- Use of Key Performance Indicators (KPIs)
- Use of Return on Investment (ROI) data
- Young people’s Personal Development Plans (PDPs)



- Surveys in the local community
- Monitoring social media such as Facebook and Twitter
- Independent research, perhaps in partnership with local universities

Mr Sellins raised the question of how an organisation can pay for a sport for development programme. He answered this by revealing that the organisations become part of a wider funding environment when they start tackling social issues through sport. However, to get the most out of this type of funding it is essential to have evidence that one is effective with one's programmes.

DISCUSSION WITH THE AUDIENCE

- Young people whose lives have changed through sport will inspire others.
- There is something lacking in our societal system which shows the need for sport for development programmes.
- Although there is diversity in possible funding sources, all funders have one thing in common: they want to hear about the results. This makes it essential for an organisation to quantify the outcomes of their work and communicate these results.
- We can learn something from the most played sport in the world: football. Sport for development programmes need to be kept as simple as possible using as little equipment as possible.
- Having a safe environment to practise sports activities is a fundamental issue for every sports development programme, including the safety of staff working in the field.
- The high female drop-out rate in sport requires creative programme design, including training of programme leaders on specific skills to keep the programme attractive for women.

4.5.3. BREAKOUT SESSION 1B

Global to local – creating sustainable change from the top-down



Moderator:
His Royal Highness Crown Prince Frederik of DENMARK
IOC member

Sports federations within the local community: Their role and impact?



Denis OSWALD
IOC member, SportAccord representative

Denis Oswald highlighted the fact that International Federations (IFs) have the potential to empower, motivate and inspire society through the practice of their sport by the local community. There are three phases an IF has to go through in order to set up a sport for development programme: (1) Policy setting, (2) Secure finances and (3) Implementation. Mr Oswald gave examples of IFs which, through their programmes, address issues such as:

- Education
- Environmental sustainable policies and guidelines
- Peace-building
- Social inclusion
- Equipping of local development programmes

Ensuring the success and quality of any grassroots sports programme depends on (1) strong partnerships, (2) the quality of coaches/educators and (3) identifying and meeting local needs.

Shuttle Time, a case study



Ian WRIGHT
Director of Development, Badminton World Federation

Ian Wright presented the “Shuttle Time” programme that has the vision to make badminton the world’s most popular sport in school. He started with identifying basic principles for sustainable implementation that require a programme to be (1) needs based, (2) self-sustaining, (3) based on long-term capacity building and (4) effectively managed.

The Badminton World Federation (BWF) has made training resources freely available in nine different languages to date. This material is meant to help teachers deliver a fun, safe and enjoyable badminton lesson in school, not to train them to become professional badminton coaches. There are different roles for the BWF, Continental Federations and National Federations (NFs) in ensuring a structured top-down approach for the implementation of the programme.

With regard to the success of “Shuttle Time”, he presented the most important indicators to support the programme:

- Capacity of NFs to develop and deliver long-term programmes
- Financially independent programmes
- Development of effective management and administrative structures
- Inclusion on national curriculum PE programmes

DISCUSSION WITH THE AUDIENCE

- The financial involvement of large corporations in Sport for All can be difficult as these companies’ main interest is in publicising their brand, e.g. through the broadcasting of football or any other mass-sport event.
- Corporate structures are willing to contribute, but it is recommended to find a variety of (financial) partners for programmes instead of relying on only a few.
- It should also not be underestimated that a sports development programme can have a positive spin-off on the local economy (e.g. Shuttle Time in Morocco led to demand from local children for badminton equipment).
- A case is being made to start a World Bank for Sport, with a 1 per cent investment of the prize money of big tournaments used to fund sport for development projects.
- The risk of corruption in sport for development is acknowledged but can be reduced by the donation of equipment rather than money. In addition, organisations need to put governance and monitoring systems in place to follow investments made in projects. The fact that corruption is more or less subtle or visible depending on the country leads to the need for a tailored approach to corruption by each country. The presence of corruption, however, should not prevent organisations from continuing with sport for development programmes.

Key Points

Theme 1: Social Benefits

- It is of crucial importance that every child in the world who goes to school has physical education as part of his or her curriculum.
- If stakeholders collaborate in an effective way, sport can be used as a powerful tool to address societal issues. Lasting benefits, however, will occur only through the presence of competent and motivated people who are operating within a well-governed environment.
- A large group of children is excluded from sport due to the lack of available facilities. Enabling access to safe sports facilities will allow them to dream about their future and develop the skills required to become successful in life.
- Sport for All programmes, which address social issues, enjoy a wider funding environment if they are able to provide hard numbers regarding the impact of their programmes. Sharing the stories only is not enough to engage with potential (funding) partners.

4.6. SPORTS FACILITIES AND PUBLIC SPACES

4.6.1. PLENARY SESSION 2



Moderator:
Bae DIXON-SCHILLING
The Association of International Sport for All (TAFISA)

Sports facilities and public places, as seen by an Olympic Games Organiser



Gerhard HEIBERG
IOC member

Gerhard Heiberg began by sharing with the audience the fact that almost 80 per cent of the people in Norway are inactive, despite the country's strong reputation in elite sport. In an attempt to resolve this issue, society focuses mostly on food habits, and much less on the role of physical activity.

Increasing urbanisation makes the issue of inactivity even more pressing, as cities have less space for sports facilities. This requires active advocacy to ensure that the topic of sport is included in urban planning and PE classes stay part of school curricula. In line with that, programmes should aim to benefit from the increasing interest from corporate sponsors to become involved in Sport for All campaigns on top of their focus on elite sport.

The Olympic Games are a great driver of legacy, not only in Olympic cities, but even in cities that are considering bidding for the Games. The challenge lies, according to Mr Heiberg, in keeping people engaged once the Games are finished. An example from Norway showed that a walking programme that had been very successful during the period building up to the 1994 Olympic Winter Games in Lillehammer had vanished after the Games. Vancouver 2010 and London 2012 were both able to create a long-lasting legacy, either by providing sports facilities at no cost (e.g. open spaces, public parks, and free bike lanes) or by building a database allowing them to follow up with people who had been involved in Sport for All activities before or during the Games.

To increase physical activity, there is a need to create awareness and strategic urban planning in a city or country by bringing all sectors together (including schools and politicians).

Sport for Good, in a developing country



Vaughn BISHOP
Head of Corporate Social Investment & Enterprises, SuperSport

Vaughn Bishop stated that: “sport brings hope to children whilst the absence of it can expose them to an unacceptable high risk”. When children live in an area with criminals as role models and alcohol as the family’s daily bread, it does not take much pressure to get off the path, except when an alternative is offered.

South Africans are naturally keen sportspeople, according to Mr Bishop, but the limited availability and usability of sport facilities keeps many children from practising sport as many townships and rural schools have no playground or sports field. One of SuperSport’s corporate social initiatives, Let’s Play, aims to introduce and encourage sport in schools and at home. He described the programme’s strategy as “to provide sports equipment and facilities to increase sports participation and allow for ‘capacity building’ in communities”. Let’s Play works closely with many government and corporate partners and reaches out to hundreds of thousands of children every week.

He clarified this with an example of a Let’s Play project that collaborates with a corporate partner to develop innovative solar panels that light up a football field-size sports facility in areas where electricity is a scarce and unaffordable resource. Another project created job opportunities through collecting waste from the beaches which is then recycled into cricket sets and sold to organisations which use them for community sports programmes.

New perspectives in Sport for All – Sustainable facilities and public spaces as key success factors



Michael VESPER
Director General, German Olympic Sports Confederation

Michael Vesper explained the German sports system as a system that consists mainly of non-governmental organisations that are often supported by local or national governments for their sports facilities. A good sports system, however, needs a mix of talent, passion, coaches and facilities. Without any of them, the system does not function well.

Mr Vesper shared the results of a survey that indicates that Germany has a sufficient number of sports facilities but many of them are not of the required quality. Furthermore, the facilities for new and emerging sports are very scarce in the country. Having sustainable facilities and public spaces to promote Sport for All implies:

- Planning for the quality and quantity of needed facilities
- Environmentally-friendly facilities to reduce any negative impact on the environment, reduce costs and provide more quality for users of the facilities
- Efficiency of facilities through the evaluation of lifecycle cost analysis (investment plus running costs)
- Strategic cooperation between urban planning and the sports sector.

INTERVIEW

John BARROW (Senior Principal, Populous) and Cathryn VOLKERING CARLILE (General Manager Community Services, City of Richmond) were interviewed by Bae DIXON-SCHILLING (The Association for International Sport for All – TAFISA). Mr Barrow and Ms Volkering shared their experience by answering questions on the theme: “Community strategies when building facilities in Vancouver and in London”.

Interviewer – How does a community get started with legacy planning?

Interviewees:

- Build facilities for the community and fit the Olympic Games into it, rather than the other way around.
- Involve the community right from the start to ensure that facilities will be the right size/capacity to be used after the Games.

Interviewer – What is or should be the involvement of cities in legacy planning?

Interviewees:

- There needs to be closer collaboration between sports governing bodies and cities. Cities are not always involved, although they invest heavily in the facilities and often have the responsibility of building and managing them.

Interviewer – How can a community balance high-cost facilities for the Olympic Games with low-cost Sport for All facilities?

Interviewees:

- Develop a “cradle-to-grave-strategy” for sports facilities covering their entire life cycle.
- Richmond created a private corporation, with the city as sole stakeholder, to run the Oval in a sustainable manner and separate from city politics.
- Make intelligent use of temporary venue and seating.
- Include new sports in developing legacy plans for Olympic venues (e.g. a bobsleigh track could potentially be used for extreme sports).
- Future sports events need to develop legacy plans that are flexible and creative and include the “naysayers” from the local community instead of avoiding communicating with them.

4.6.2. BREAKOUT SESSION 2A

External impact – How stadiums and sports facilities can become safe spaces and have positive influences in communities, and how public spaces can be accessible for sport and leisure activities



Moderator:
Margaret SIKKENS AHLQUIST
Member of the IOC Sport for All Commission

Open the Doors



John BARROW
Senior Principal, Populous

John Barrow introduced “Open the Doors” which is a call to sports facility operators to reach out to children by making their facilities available for the community.

Thanks to the use of temporary venues, the London 2012 Olympic Games left a great legacy in regenerating a very underprivileged area of London. The legacy was even increased by the decision to invest in public transport rather than in building huge car parks. Temporary venues allowed for the rescaling of a stadium depending on the needs. One of the stadiums for the Sochi 2014 Olympic Winter Games will be scaled up for the Football World Cup in 2016 and afterwards scaled down again to serve the needs of the local football club.

Mr Barrow drew attention to the use of spaces just outside the stadium as a relatively unexplored part of sports legacy. These spaces are already prepared and safe to be activated for cultural and sports activities.

Opening the doors of sports facilities is essential to allow leisure, recreation and sport in schools that are, according to the “Pyramid of opportunities”, the pillars of elite competition in a country. He concluded by pointing out that temporary sports facilities allow us to deliver a stadium “out of the box” wherever we want.

Schools for a generation active



Preben STAUN
Vice-President, National Olympic Committee
and Sports Confederation of Denmark

Preben Staun shared the findings of a recent study that indicates that, until the age of 15, approximately 85 per cent of Danish children are physically active. This decreases to 47 per cent at the age of 35 after which it increases again to almost 60 per cent of the population over 70 being physically active.

Despite these numbers, Denmark's ambition is to develop an initiative called "Generation Active". Schools are seen as the driver for this initiative as they are the social hub of every local community. School yards are therefore increasingly being used as urban spaces to facilitate sports participation. The yards are transformed into multi-sport playgrounds and used mostly for spontaneous play and youngsters' social gatherings. Whereas girls are more attracted by the social interaction, boys are more interested in the fun and competition.

Mr Staun announced the publication of a whitepaper by the Danish National Olympic Committee at the end of 2013 with best practices and recommendations on how schools can become the sports hub for the future.

DISCUSSION WITH THE AUDIENCE

- It is important to understand a country's culture and how its governmental systems function to ensure that lessons learned from past sports events can be implemented.
- Schools are open to use their spaces for sport, but sport often loses out to pressure from other factors such as the need for additional classrooms or more time for intellectual elements of the school curriculum. To address this issue, Richmond Community Services agreed with schools to cut their grass in return for use of the schools' sports facilities. These hours, up to 25,000 per year, are then distributed amongst several community groups.
- Denmark is exploring the possibility of inviting sport clubs to organise PE classes in schools as a way to encourage closer relations between schools and sports clubs.
- Accessibility for people with disabilities in sports infrastructures is regulated by law in many Northern European countries. This should be advocated in other countries as well.

4.6.3. BREAKOUT SESSION 2B

Internal change – How stadiums and sports facilities can be socially inclusive, accessible and sustainable, and how public spaces can be designed to increase physical activity opportunities



Moderator:
Wolfgang BAUMANN
Member of the IOC Sport for All Commission

Youth and lifestyle sports



Gary REAM
President, International Skateboarding Federation

Gary Ream started by explaining that skateboarding was completely invented and developed by young people without the involvement of adults. After the initial development, young people were suddenly confronted with “no skateboarding” signs erected by governments in their attempt to regulate the practice of this sport.

Skateboarding is a technological friendly sport where smart phones and video cameras are used to record moves and to post them on YouTube or other social media platforms. In addition, in the past 10 years, groups of boarders have placed much emphasis on the environment and started defining specific environmental values to draw attention to these issues. The sport is very accessible as existing public spaces can be used for skateboarding; there is no need for much additional infrastructure.

Mr Ream is convinced that children use skateboarding to discover the best in themselves and, through their sport, express their desire to discover, to be free and independent, be creative, and socially accepted.

Building change: From Afghan skate parks to Football for Hope centres



Cameron SINCLAIR
Executive Director, Architecture for Humanity

Cameron Sinclair presented Architecture for Humanity (AFH), a non-profit architecture and construction services firm that responds to requests from communities. Requests are assessed and solutions designed according to communities’ needs and developed with local builders. Almost half of AFH’s projects are related to sport in 27 countries that are affected by natural disaster, war, blight and neglect.

Mr Sinclair shared an example of a cost-effective project that built a seismological sound sports facility out of 100 per cent recycled plastic bottles in an earthquake prone country. Another example involved the creation of a skateboarding facility in Kabul as soon as the fighting had taken hold. This initiative, called Skatistan, also included an educational component as the children were only granted access to skate facilities if they had attended school in the morning.

An urgent call is made by Mr Sinclair to find creative solutions for urban planning and to transform under-utilised spaces into active places. If city planners do not include sports spaces in their strategic planning, the design will be solely drawn up for the purpose of transportation (how to move as quickly from A to B). An example of creative urban planning is the design of a skate park underneath Manhattan Bridge, which has been developed together with the youth of New York.

DISCUSSION WITH THE AUDIENCE

- There is a need to provide cities with guidance on how to integrate sport into their urban planning to reduce health costs. However, cities are in different stages of development, have different sports cultures as well as different laws and regulations. This requires creative and free-thinking politicians and the strong involvement of national sports federations.
- The Sport for All movement needs to bundle its forces to fight the absence of physical education in school curricula.
- Sport for All is Sport for All and not a way to get improved access to sports facilities for sports people.
- Public-private partnerships can greatly leverage Sport for All initiatives. There is however, reluctance amongst private companies to invest in sport because investors do not know how the money is spent (no reporting). Furthermore, an investing company needs to be clearer in what it wants in return for the investment (what are its objectives).
- In order not to forget the growing group of seniors in building public sports spaces, the German National Olympic Committee has started a “senior citizen project” aiming to promote sport for people aged 60 and above.

Key Points

Theme 2: Sports facilities and public spaces

- Active advocacy is required to ensure that the topic of Sport for All is included in urban planning when as a result of increasing urbanisation, the available space for sports facilities is decreasing.
- Children who do not have access to sport and live in areas with severe social issues such as criminality and drugs abuse, are at high risk from straying from the path, except when sport can be offered as an alternative.
- Sports facilities are essential, but do not function without the availability of motivated youth, educated coaches and passion.
- An Olympic city should build facilities for the community and fit the Olympic Games into it, rather than the other way around.
- Every large sports event should develop a legacy plan that is agile and creative. The local community, including “naysayers” should be actively involved in the discussions about the legacy of the event.
- Urban planners need to be fed with creative ideas of how to transform under-utilised spaces into active places.

4.7. PRACTICAL SESSIONS

Increasing resources and profiles



Nick KELLER
Founder, Beyond Sport

Nick Keller explained that sponsorship has changed from being led by branding and hospitality to the need for more creative execution and activation using new media to allow for segmentation and niche marketing. Corporations also operate nowadays in a different environment, with industry being under greater scrutiny and accountability and increasing demands from society. As a result, corporate giving has evolved from “generosity” to “necessity” via “responsibility”.

Mr Keller emphasised that any corporate giving born out of “obligation” is more likely to fail. A sports development programme should help a corporation deliver on the objectives of the business. The “Shared Value Model” combines business benefits with community benefits. He explained that sport has huge opportunities to create shared values for corporates.

In closing his session, Mr Keller provided the audience with several practical tips related to the “Shared Value Model”:

- Understand the business objectives of a corporation and focus on that rather than pitching what you want to sell them.
- Find the right partner which you can help in activating what they already do, that has a good brand fit, that is interested in deepening the relationship with the community.
- Know your strength and limitations and be creative and ready to take risks.

Programme delivery



Pratik KUMAR
Chief Operating Officer, Magic Bus

Magic Bus, represented by Pratik Kumar, is a large mentoring NGO working in marginalised communities across India which develops a unique sports/activity-based curriculum through weekly play sessions for children, young people and parents.

Mr Kumar pointed out that sport is not ingrained in India’s culture as it is not seen as a viable source of livelihood. The focus is on academics and not on sport. India therefore has no long-term vision towards mass participation or achieving international excellence. This implied the need to focus on the development objectives with a Sport for All programme. This, together with a strong bond between child and mentor, leads to greater acceptance of messages. Also the long-term engagement (three years) allows Magic Bus to address social issues that require behavioural change.

He explained that financial partners nowadays demand a robust Information System that enables Magic Bus to demonstrate the clear impact of its programme using specific indicators. Besides strong monitoring and evaluation mechanisms, quality is ensured by the development of standard operating processes, inhouse capacity for curriculum development and training and the enforcement of clear disciplinary safety policies.

Youth community leaders are the backbone of Magic Bus, and their long-term interests are taken care of (through livelihood training, etc.), which leads to a very high retention rate amongst them (i.e. there is a small number of leaders who leave Magic Bus).

A key success factor for Magic Bus is its ability to keep the infrastructure and programme costs at the very low amount of USD 2 per child per month.

Volunteerism



Paul CACCAMO
Executive Director, Up2Us

Paul Caccamo introduced the audience to Up2Us, a coalition of 700 youth sports organisations (from the United States) that are dedicated to using sport to address obesity and violence. Up2Us does not run programmes itself but supports them by building networks, training, recruiting coaches and programme evaluation.

The important elements of volunteerism are: innovative recruitment, clear mutual expectations, clear safety procedures, a formal training programme, motivation and recognition and volunteer retention. All these essential elements should be featured in an organisation's Volunteer Guide.

Volunteers are essential for organisations, but Mr Caccamo stressed that different types of volunteers need to be managed differently. Occasional volunteers commit limited time and are mainly interested in a "feel good experience". Long-term volunteers need formal training, a clear job description and personal development opportunities to retain them for the longer term. In closing, Mr Caccamo explained how volunteering can be an excellent stepping stone with the potential to evolve into a paid job.

Monitoring and evaluation



Andrew CALDWELL
Director, Co-Create Consultancy

Andrew Caldwell shared from experience that there is a growing focus on impact measurement in Sport for All. Impact measurement allows one to prove the concept of Sport for All and provide stakeholders with evidence of the impact of one's programmes. This is an opportunity to increase interest from stakeholders to either engage with or provide funding for Sport for All programmes.



To clarify the different terminology, Mr Caldwell defined the words “monitoring” and “evaluation”. Monitoring is a “frequent collection of data that can be systematically evaluated”. Evaluation is to actually study that data. Monitoring & Evaluation (M&E) in sport is challenging due to the difficulty in evaluating its impact, the different aims and objectives and the presence of external stakeholders with their own agenda. To simplify and explain good practice in M&E, Mr Caldwell introduced a quality standard to the audience which takes a holistic approach to M&E.

M&E is about choosing indicators carefully. Mr Caldwell suggested that indicators used for M&E should flow directly from the strategic plan of the organisation. An organisation should not measure something that is not relevant in the light of its strategy.

4.8. PARTNERSHIPS

4.8.1. PLENARY SESSION 3



Moderator:
Francisco BOZA
President of the Peruvian Sports Institute

Promotion of physical activity for health: The role of the World Health Organization and international partners



Timothy ARMSTRONG
Coordinator, Surveillance and Population-based Prevention Unit,
Department of Prevention of Noncommunicable Diseases,
Noncommunicable Diseases and Mental Health, World Health Organization

Timothy Armstrong introduced the audience to the topic of Non-Communicable Diseases (NCDs) – cardiovascular, diabetes, cancer and lung diseases. NCDs are currently the main global diseases that affect the world's population.

Mr Armstrong shared research findings that indicate that the mortality rate from NCDs can significantly be reduced by living a healthy lifestyle, including not using tobacco products, eating a healthy diet, drinking alcohol in moderation and participating in regular physical activity. The World Health Organization (WHO) has therefore listed NCDs as one of the six main areas of focus in its medium-term strategic plan.

Research also suggests that a global vision and the implementation of affordable existing solutions could prevent 14 million people in developing countries from dying prematurely each year from NCDs. The costs of inaction in developing countries over the next 15 years are estimated at USD 7 trillion.

The WHO has led the development of a global monitoring and implementation plan aimed at reducing premature death from NCDs by 25 per cent by 2025. To contribute to this, the member states target a predicted 10 per cent reduction in physical inactivity by 2025. The necessity of partnerships between ministries of education, health, urban planning and the sports sector is evident through the “WHO NCD Global Action Plan 2013 – 2020”. The WHO supports this by offering governments upstream policy advice and sophisticated technical assistance.

The World Fit Walk... Building successful partnerships one community at a time



Gary W. HALL Sr
Executive Director, World Fit Foundation

Gary Hall pointed out that obesity rates in the USA have tripled since 1980; and currently more than 33 per cent of children are obese. Fighting childhood obesity requires a change in culture in which the children themselves would want to be fit and healthy. World Fit is a programme that uses Olympians and Paralympians as role models to stop the avalanche of obesity amongst children.

The World Fit Walk is a six-week walking programme to promote fitness, sport and health initiated by Olympians going to a participating school to share their Olympic stories and values with the children. The Walk is a competition between students of a school who receive miles for sports activities in order to become the “fittest school”.

According to Mr Hall, the success of World Fit starts with a strong link with the Olympian, but also depends on partnerships with governments (i.e. department of health), corporate sponsors, other fitness programmes and civic organisations.

Since the first World Fit Walk in 2008, the programme has grown to 65 schools with 35,000 students participating. Besides further growth in the USA, the programme was being launched in the Cayman Islands, and feasibility studies are currently underway for possible expansion of the programme to Europe.

Sports Day in Canada: Engaging partners and communities in celebration of sport



Kelly MURUMETS
President & Chief Executive Officer, ParticipACTION

Kelly Murumets, representing ParticipACTION, pointed out that Canada is facing an inactivity crisis which leads to unsustainable levels of governmental spending on health. The result of which is severe funding constraints for other areas of public funding such as education and infrastructure. To face this inactivity crisis, ParticipACTION has the vision that “physical activity will be a vital part of every Canadian in every-day life”.

The Vancouver 2010 Olympic Winter Games galvanised the country and enabled the launch of Sports Day. Sports Day in Canada is a one-day event to engage partners and communities in the celebration of sport. During the course of one day, 850,000 participants participated in 1,400 different events.

Ms Murumets is convinced that, without partnerships in both the public and private sector, not-for profits and many others, Sports Day in Canada would not be as influential as it has become. The last edition had seen four million Canadians involved, with almost half of the Canadian population being familiar with the event. It is a unique day that leverages the power of sport in communities. Furthermore, it strives to increase the interest of the private sector to become involved by showing the lasting benefits of the event for both communities and the private sector.

Unify and Go



Lisa MACCALLUM CARTER
Vice-President, Access to Sport, Nike, Inc.

Lisa MacCallum highlighted the fact that partnerships are much easier if (1) both partners have a shared view of the problem and (2) there is a simple way to act. This will allow them to act faster, bigger and better than any organisation would be able to individually.

A serious problem the collective sports industry needs is a shared view on is the physical inactivity crisis. Despite the basic human truth that children LOVE to move, physical inactivity has become normal in modern society. Ms MacCallum introduced the “deadly cycle of physical inactivity” indicating that, based upon scientific research, inactive children are more likely to be delayed in school, are less productive, more often sick and suffer from more diseases. Furthermore, children of inactive parents are 5.8 times less likely to be active.

Addressing this problem is multi-faceted and complex, but the sports industry can unite, according to Ms MacCallum, in working to broaden the definition of sport and take a different approach to partnerships when looking at community programming investments and contributions. Active and inactive children have different perceptions and experiences of “play” sports. Where “sport” equals “play” for active children, inactive children consider “sports” as intimidating and not “playful” at all. This knowledge drives a change in designing partnerships in sport.

“Designed to Move” is a framework for action developed by 70 expert organisations from around the world. It provides guidance to unite around two key strategies.

Ms MacCallum reiterated that physical inactivity has become a global issue. The sports industry has an unprecedented opportunity to work with others to turn the situation around.

4.8.2. BREAKOUT SESSION 3A

Partnerships: Corporate sponsor, sports federation, international organisation and local government



Moderator:
Tamás AJÁN
IOC honorary member

The Football Association of Norway partnerships: Our grassroots values attractive for sponsors!



Stig Inge BJØRNEBYE
Head of Development, Children and Youth Football,
Norwegian Football Association

As a former professional football player, Stig Inge Bjørnebye shared his experience that football can boost self-esteem, but it can also be devastating when one is excluded from a group or team. It is therefore important to not only focus on creating elite athletes, but also being as inclusive as possible with one's sport.

For a national football federation, it is not the national team that counts most, but the way the game is delivered, whether it allows everyone to participate and what values it spreads. There needs to be a balance between these different elements of the game to also interest sponsors.

Norway organises the world's biggest football tournament every year: the International Youth Football Tournament, with more than 16,000 players in 1,600 teams from 65 different countries. The tournament includes an opportunity for sponsors to showcase their organisation, but also allows the Norwegian Football Association to promote Fair Play and other educational initiatives.

Mr Bjørnebye closed by saying that for football activities to be successful, they need to:

- Create security but also challenges for the participants
- Be an activity that stimulates more activity
- Be a base for belonging.

The partnerships that strengthen and transform



Luis LARISCH
Advisor to the Sports and Leisure Secretary,
City Hall of Rio de Janeiro

Luis Larisch mentioned the fact that Rio de Janeiro has almost 2,000 beaches that bring together people of all social classes and, as a result, provide great opportunities to be used for playing sport.

The government of Brazil builds many partnerships with other governmental bodies, athletes and private institutions (e.g. corporations and foundations). Many Sport for All projects are in place but measuring the impact of these programmes is challenging as the monitoring systems used by the different ministries are not necessarily aligned. This complicates and distorts consolidating and comparing data which results in a lack of empirical data on the impact of the programmes.

One unconventional but very successful peace-building project in Rio is called UPP Social. The UPP Social is the strategy of the City Hall of Rio de Janeiro to promote urban, social and economic integration in the areas of the city benefiting from the Pacifying Police Units (UPPs). Strengthening the presence of the police allowed spaces that were previously used by drug dealers to be transformed into public spaces for sports activities. To engage youth in sports programmes, the city uses current and former elite athletes as role models.

DISCUSSION WITH THE AUDIENCE

- Suggestions are given to increase the effective use of governmental funding for Sport for All:
 - Governments need to take their responsibility and clearly signpost responsibilities
 - Revenues from tobacco taxes can be used to fund health promotion activities
 - Creative ways for cross-cultural partnerships to reduce the dependency on governmental budgets should be found.
- Further research is needed to better understand the reasoning behind girls dropping out of sport. A high number of girls who practise sport do not continue after the age of 12. One theory is that the experience during the “window of opportunity” (aged 7 – 11) has not been positive enough. “Designed to Move” has identified universal principles that are considered to be essential for children to have a positive experience during the “window of opportunity”.

4.8.3. BREAKOUT SESSION 3B

Partnerships: Corporate sponsor and non-profit organisations



Moderator:
Kai HOLM
Member of the IOC Sport for All Commission

Movement is happiness: How Coca-Cola, together with partners, is inspiring youth to be more active, healthier and happier



Thierry BORRA
Director, Olympic Games Management, The Coca-Cola Company

Thierry Borra began by stating that “The more you move, the happier you are and vice versa”.

Coca-Cola is often criticised for its role in the increase of obesity, which is the reason why Coca-Cola has become more transparent with such efforts as putting the number of calories on a bottle. The other side of obesity is however, growing physical inactivity. It is, according to Mr Borra, the combination of an increased uptake of calories and physical inactivity that causes obesity.

Coca-Cola has a strong involvement in programmes that promote physical activity, for example by partnering with ParticipACTION and the Dutch Olympic Committee (Mission Olympic). Mr Borra explained that these partnerships are successful because both partners have taken the time to understand and accept the differences in each other’s way of working. It has also shown that the right use of technology and music can help increase the engagement and participation of young people in a sports event.

In closing, the audience was asked by Mr Borra to (1) start tracking the impact of their programmes, (2) break barriers between governments, corporates and sports NGOs and (3) act firmly and dare to dream big.

Parents: Our best partners!



Sharon COHEN
Founder and Executive Director, Figure Skating in Harlem

“Figure Skating in Harlem”, represented by Sharon Cohen, uses figure skating to transform the lives of an underserved population of girls. It combines physical activity with education and emotional wellbeing.

The vision of the programme is “to empower every young girl with the confidence and foundation to achieve her dreams. She will be a powerful speaker, an effective leader, live a healthy lifestyle and be a global citizen.” The programme includes cultural trips, enrichment classes (academic and tutoring) and fitness and skating instruction.

Ms Cohen emphasised that the impact of sport can be measured. Since its launch in 1997, Figure Skating in Harlem has proven to be effective through better school results (e.g. 58 per cent higher graduation rate than peer students, 100 per cent of seniors went on to college) and the absence of pregnancies before adulthood.

To create, sustain and develop the programme Figure Skating in Harlem partnered with different organisations. Ms Cohen pointed out the importance of having parents as partners of the programme. Parents’ passion, energy and commitment make them powerful resources and ambassadors. The partnership with parents is therefore essential for the success of the programme. Nurturing parents’ partnerships requires education, engagement and an attitude of asking and listening.

DISCUSSION WITH THE AUDIENCE

- How can one motivate teenagers to get involved in Sport for All?
 - Partner with an organisation that is considered by teenagers as cool, hip and relevant.
 - Have teenagers inspire other teenagers to become physically active and let them define “physical activity”.
 - Don’t communicate through traditional media but through social media. Allow teenagers to create and share their own content.
 - Use music and other forms of entertainment in programmes.
- Partnerships with corporations go beyond funding as they can also support an NGO with developing its branding and marketing activities.
- Through engaging the children, a programme can also reach out to the parents and even the entire community.
- Corporations are boosting their efforts to reduce the negative impact on the environment. For Coca-Cola this has evolved from more efficient cooling-systems to allowing recycling of bottles and reusing them in the construction of sports facilities.

Key Points

Theme 3: Partnerships

- The premature death of many people as a result of NCDs can be prevented when governments collaborate on the development of a global vision and implement existing solutions.
- Sport for All programmes should involve Olympians and Paralympians in the fight against the increase in obesity facing children. These athletes can serve as role models for children in changing their lifestyle of physical inactivity.
- The Olympic Games can be a catalyst in a country for the launch of Sport for All initiatives where public and private bodies join forces.
- Effective partnerships require partners to work from a common understanding of the problem combined with a mutual understanding and acceptance of the differences in each partner's way of working.
- Physical inactivity has become a global issue that can be addressed only if the different entities in the sports industry join forces.
- Partnering with parents can give a programme powerful resources and ambassadors when an organisation can harness the passion, energy and commitment of these parents.

4.9. POSTER PRESENTATIONS

Sports administrators and practitioners, executives and delegates of International Federations and National Olympic Committees, delegates of sports organisations and institutions involved in Sport for All, researchers and representatives of governments at all levels, were invited to submit abstracts for poster presentations at the Conference.

Submitted abstracts had to address one of the Conference themes: (1) social benefits, (2) sports facilities and public spaces and (3) partnerships. In addition, bodies responsible for Sport for All in each country at national level (government agencies, sports federations, National Olympic Committees, etc.) were invited to present the situation of Sport for All in the form of a country report.

The following posters were selected to be displayed at the Conference based on a number of criteria, including originality, impact/importance, relevance, quality and clarity.

SOCIAL BENEFITS

Path, strategies and learnings from the As We Return Home (MVC) project by the INDER, Medellin 2004-2012

Clemencia ANAYA MAYA, Institute for Sports and Recreation INDER, Colombia

Youth Olympic Games as an engine in developing youth sport in Norway

Mads ANDREASSEN, Norwegian Olympic and Paralympic Committee and Confederation of Sports, Norway

Two narrative interviews describing the influence of a course on the Danish national soccer team

Andreas BJERREGAARD, Metropolitan University of Copenhagen, Denmark

The Olympic values in the view by high school students of Colegium – Belo Horizonte – Brazil

Ana Cláudia COUTO, Universidade Federal de Minas Gerais, Brazil

Proximity, partnerships, transversality: 3 Sport for All development pillars

Françoise SAUVAGEOT, French National Olympic Committee, France

Impact of popular sports schools in Medellín

David MORA GOMEZ, Institute for Sports and Recreation INDER, Colombia

“Sports for All” as a remedy for global sustainable development

Eckehard MORITZ, Innovationsmanufaktur, Germany

Sport against youth delinquencies: The evaluation of a boxing project in Berlin/Germany

Karen PETRY, German Sport University Cologne, Germany

Evolution of the presence of women in studies related to sport in Cataluña: study data

Pedrona SERRA PAYERAS, Instituto Nacional de Educación Física, Spain

A critical look at sociology of sport: A leisure pursuit

Pramod C. SHARMA, Kirori Mal College, University of Delhi, India

SPORTS FACILITIES AND PUBLIC SPACES

Municipalities and the relation with other organisations to facilitate sports practice

Joaquim GOMEZ, Observatori Català de l'Esport, Spain

A lifetime of track and field – hurdle run from preschool, through sport up to recreation

Janusz ISKRA, Opole University of Technology, Poland

Unconventional equipment in shot put for all

Anna WALASZCZYK, Academy of Physical Education, Poland

Current status of Japanese sports life – Focusing on utilization of facilities

Kazutoshi WATANABE, Sasakawa Sports Foundation, Japan

PARTNERSHIPS

Access and development of women's career in mountain sports (Alps vs. Andes)

Diana Carolina AHUMADA CALA, AISTS, Switzerland

Tai chi in parks – Peru

Fernando FLORES, Asociación Tai Chi en los Parques, Peru

Building partnerships for sport, development and peace

Marion KEIM, Interdisciplinary Centre for Sport Sciences and Development, South Africa

Cross-sector partnership in Sport for All: case-study from Estonia

Gunnar KRAFT, Estonian Olympic Committee, Estonia

Free2Move: a collaborative initiative to facilitate Sport for All in New Zealand

Michael NAYLOR, Auckland University of Technology, New Zealand

COUNTRY REPORT

Sports for all – All for Sports in Cambodia

Ken-Gadaffi GABRIEL, National Olympic Committee of Cambodia, Cambodia

4.10. CLOSING SESSION

The 15th IOC World Conference on Sport for All came to a conclusion with a call to action to the Olympic Movement and the world of sport to “Get Moving!”. The closing session also saw three speakers sharing their tangible takeaways of the Conference.



Luis LARISCH
Advisor to the Sports and Leisure Secretary,
City Hall of Rio de Janeiro

Key takeaways from the Conference with regard to the social benefits of Sport for All:

1. There is no difference between developed countries and developing countries with regard to the social issues they face.
2. Developing countries can learn from developed countries in using Sport for All to gain social benefits. Identify the problem and adapt an existing solution to the country’s specific circumstances.



Bae DIXON-SCHILLING
The Association for International Sport for All (TAFISA)

Key takeaways from the Conference with regard to the use of sports facilities and public spaces for Sport for All:

1. Proximity and accessibility of sports facilities is crucial.
2. Safety. People need to feel both physically and emotionally safe to participate.
3. Community ownership. Communities need to be involved in the planning of facilities and public spaces and be proud of them.
4. Innovation and creativity. There is a need to find innovative and creative ways to using existing and developing new sports facilities and public spaces.
5. Legacy planning should be an integral part of all major sports events.



Stig Inge BJØRNEBYE
Head of Development, Children and Youth Football,
Norwegian Football Association

Key takeaways from the Conference with regard to partnerships in Sport for All:

1. Collaborate with top athletes to reach out to children to educate them on the values of sport.
2. Spend more time with partners to ensure both are on common ground.

IOC Sport for All Commission Chairman Mr Sam Ramsamy expressed his appreciation to the participants of the Conference for contributing to its success by asking over 100 questions to the experts who presented at the different sessions.

“A lot of exchange took place,” said Mr Ramsamy. “This Conference had the aim and ambition to match research with experience on the field of play. The reality of Sport for All is practice. Concrete takeaways and a pledge to action in the future were what we were aiming for here in Lima.”

Participants left the Conference with the “Get Moving!” toolkit, which combines practical guidance and inspirational cases aimed at assisting and motivating participants in the development of new programmes. “Get Moving!” is the result of a call to action made during the 13th World Sport for All Congress in Finland that recommended the development of a set of guidelines for Sport for All activities for all sections of the Olympic Movement. The “Get Moving!” toolkit is available in English and French and can be downloaded from the IOC website ([click here](#)).

The next IOC World Conference on Sport for All will be held in 2015.

5. PHOTO IMPRESSION

Please find below a small collection of photos highlighting the Conference's variety of events and presentations. The combination of discussions and presentations led by experts in the field together with the variety of cultural activities showcasing the beauty of the host city is just some of what makes the IOC World Conference on Sport for All so unique.





6. NEXT IOC WORLD CONFERENCE ON SPORT FOR ALL

The 16th IOC World Conference on Sport for All in 2015 will be held in the city of Durban, South Africa.

Situated in the province of KwaZulu-Natal and with a population of some four million people, Durban has a privileged location on the eastern seaboard of Southern Africa. Durban is a thoroughly modern city which beats the pulse of Africa.

The Conference will be held at the International Convention Centre Durban (ICCD), a purpose built, fully air-conditioned centre which also hosted the 123rd IOC Session in 2011, the United Nations World Summit in 2011 as well as the IOC World Conference on Sport, Education and Culture in 2010.

We look forward to seeing you in 2015 in Durban for the 16th IOC World Conference on Sport for All!



7. LIST OF PARTICIPANTS

| NAME | ORGANISATION | COUNTRY |
|------------------------|--|---------------------|
| JEREMIAH SEGWABA | IOC Guest | South Africa |
| LEÁN TERBLANCHE | Football Foundation of South Africa | South Africa |
| MARION KEIM | University of the Western Cape | South Africa |
| MJO ONKE | Sport and Recreation South Africa | South Africa |
| MKHONTO THOKOZILE | IOC Guest | South Africa |
| SAM RAMSAMY | IOC Executive Board Member and Sport for All Commission Chairman | South Africa |
| SOBI SEGUUABA | South African Sports Confederation and Olympic Committee | South Africa |
| SONJA GROBLER | South African Sports Confederation and Olympic Committee | South Africa |
| SUNDRASAGREN REDDY | South African Sports Confederation and Olympic Committee | South Africa |
| VAUGHN BISHOP | SuperSport | South Africa |
| MESSAOUD MATI | National Olympic Committee of Algeria | Algeria |
| BAE DIXON-SCHILLING | TAFISA | Germany |
| CHRISTIANE KRAUTER | IOC Guest | Germany |
| ECKEHARD MORITZ | Innovationsmanufaktur | Germany |
| ERIC DIENES | United Nations Office on Sport for Development and Peace | Germany |
| GEORG SCHLACHTENBERGER | International Paralympic Committee | Germany |
| JOERG BROKAMP | IOC Sport for All Commission Member | Germany |
| KAREN PETRY | German Sport University Cologne | Germany |
| KARIN FEHRES | National Olympic Committee of Germany | Germany |
| KELLY PARK | TAFISA | Germany |
| LEANDRO OLVECH | The International Table Tennis Federation | Germany |
| MARGIT BUDDÉ | SSN Deutschland GmbH | Germany |
| MICHAEL VESPER | National Olympic Committee of Germany | Germany |
| THOMAS BACH | IOC Vice-President | Germany |
| WALTER SCHNEELOCH | IOC Sport for All Commission Member | Germany |
| WALTHER TROEGER | IOC Honorary Member and Sport for All Commission Honorary Member | Germany |
| WILFRIED LEMKE | United Nations Office on Sport for Development and Peace | Germany |
| WOLFGANG BAUMANN | IOC Sport for All Commission Member | Germany |
| WILBUR HARRIGAN | The Antigua and Barbuda Olympic Association | Antigua and Barbuda |
| FERNANDO AGUERRE | International Surfing Association | Argentina |
| FRANCISCO IRARRAZAVAL | National Olympic Committee of Argentina | Argentina |
| GERARDO WERTHEIN | IOC Member | Argentina |
| MARIO MOCCIA | National Olympic Committee of Argentina | Argentina |
| RAUL SABBATINI | National Olympic Committee of Argentina | Argentina |
| RODOLFO VALGONI | TAFISA | Argentina |
| TANIA PAESSLER | National Olympic Committee of Argentina | Argentina |
| PATRICK WERLEMAN | National Olympic Committee of Aruba | Aruba |
| HARALD BAUER | International Workers and Amateurs in Sports Confederation | Austria |
| PETER MENNEL | National Olympic Committee of Austria | Austria |
| CORA HEPBURN | Bahamas Olympic Committee | Bahamas |
| DERRON DONALDSON | Bahamas Olympic Committee | Bahamas |
| ERSKINE SIMMONS | The Barbados Olympic Association Inc. | Barbados |
| ALISON ODELL | International University Sports Federation | Belgium |



| NAME | ORGANISATION | COUNTRY |
|-----------------------------------|--|----------------------------|
| ANNE ROGGE | IOC Guest | Belgium |
| JACQUES ROGGE | IOC President | Belgium |
| YASMINE BRAECKEVELT | IOC Staff | Belgium |
| HILBERTO MARTÍNEZ | Belize Olympic and Commonwealth Games Association | Belize |
| RICARDO GUZMÁN | National Olympic Committee of Bolivia | Bolivia |
| SILVIA CRESPO | National Olympic Committee of Bolivia | Bolivia |
| KARABO TOONYANE | Botswana National Olympic Committee | Botswana |
| WEDU MOTSWETLA | Botswana National Olympic Committee | Botswana |
| ANA CLÁUDIA COUTO | Universidade Federal de Minas Gerais | Brazil |
| ARY DA SILVA GRAÇA | IOC Sport for All Commission Member | Brazil |
| CÁSSIA DAMIANI | Ministry of Sport | Brazil |
| FABIO EON | UNESCO | Brazil |
| GABRIELA PINHEIRO | Fight for Peace | Brazil |
| KÁTIA LEMOS | Universidade Federal de Minas Gerais | Brazil |
| LUIS SALAMANCA LARISCH | City Hall of Rio de Janeiro | Brazil |
| MARCELO HENRIQUE LUTTERBACH PENNA | Ernst & Young | Brazil |
| MARIA IVANI DE BRITO GAMA | SESC-Serviço Social do Comércio | Brazil |
| MARIA LUIZA DIAS | SESC-Serviço Social do Comércio | Brazil |
| JEAN MAGLOIRE ZAGRE WENCESLAS | National Olympic Committee of Burkina Faso | Burkina Faso |
| DONALD McLEAN | Cayman Islands Olympic Committee | Cayman Islands |
| KEN GABRIEL | National Olympic Committee of Cambodia | Cambodia |
| CATHRYN VOLKERING CARLILE | City of Richmond | Canada |
| DALE MCMANN | World Baseball Softball Confederation | Canada |
| JOHN EDWARDS | International Canoe Federation | Canada |
| KELLY MURUMETS | ParticipACTION | Canada |
| SCOTT ARNOLD | World Curling Federation | Canada |
| JAIME AGLIATI | National Olympic Committee of Chile | Chile |
| MIGUEL MIRANDA | International Tennis Federation | Chile |
| NEVEN ILIC | National Olympic Committee of Chile | Chile |
| CHENG WANG | Beijing Olympic City Development Association | People's Republic of China |
| CHUANXIONG WEI | Nanjing 2014 Youth Olympic Games Organising Committee | People's Republic of China |
| CHUZHONG HUANG | Nanjing 2014 Youth Olympic Games Organising Committee | People's Republic of China |
| GUOYONG LIU | Chinese Olympic Committee | People's Republic of China |
| KAN WANG | Chinese Olympic Committee | People's Republic of China |
| MIN XIAO | Chinese Olympic Committee | People's Republic of China |
| RU QIU | Chinese Olympic Committee | People's Republic of China |
| WEI WANG | Beijing Olympic City Development Association | People's Republic of China |
| WEN HAN | Beijing Olympic City Development Association | People's Republic of China |
| XI CHEN | Nanjing 2014 Youth Olympic Games Organising Committee | People's Republic of China |
| XINMIN GAO | Beijing Olympic City Development Association | People's Republic of China |
| YE TIAN | Chinese Olympic Committee | People's Republic of China |
| ZHENHUA HUANG | Nanjing 2014 Youth Olympic Games Organising Committee | People's Republic of China |
| ANDRÉS BOTERO PHILLIPSBOURNE | IOC Member | Colombia |
| CLEMENCIA ANAYA | Institute of Sports and Recreation INDER | Colombia |
| DAVID MORA | Institute of Sports and Recreation INDER | Colombia |
| JUAN QUINTERO | INDER - Instituto de Deportes y Recreación de Medellín | Colombia |



| NAME | ORGANISATION | COUNTRY |
|--------------------------------------|--|--------------------------|
| LUIS ALBERTO MORENO | Inter-American Development Bank | Colombia |
| LUZ CRISTINA LOPEZ TREJOS | National Olympic Committee of Colombia | Colombia |
| MANUELA VALENCIA | Institute of Sports and Recreation INDER | Colombia |
| FRANÇOIS BAKANA | National Olympic Committee of Congo | Congo |
| DAMIEN BEDDOES | Cook Islands Sports and National Olympic Committee | Cook Islands |
| CHUNGWON CHOUÉ | World Taekwondo Federation | Republic of Korea |
| DAE SUNG MOON | IOC Member and Sport for All Commission Member | Republic of Korea |
| PARK MYUNG KYU | Korean Olympic Committee | Republic of Korea |
| SOYOUNG KWON | IOC Guest | Republic of Korea |
| YAESEUL KIM | Korean Olympic Committee | Republic of Korea |
| HEINER UGALDE | National Olympic Committee of Costa Rica | Costa Rica |
| HENRY NUÑEZ | National Olympic Committee of Costa Rica | Costa Rica |
| SILVIA GONZALEZ | National Olympic Committee of Costa Rica | Costa Rica |
| GLADYS BEQUER | National Olympic Committee of Cuba | Cuba |
| ALEX DANIELSEN | IOC Guest | Denmark |
| ANDREAS BJERREGAARD | Metropolitan University College | Denmark |
| HRH CROWN PRINCE FREDERIK OF DENMARK | IOC Member and Sport for All Commission Member | Denmark |
| JACOB ØBERG | IOC Guest | Denmark |
| JYTTE HOLM | IOC Guest | Denmark |
| KAI HOLM | IOC Sport for All Commission Member | Denmark |
| MICHAEL PEDERSEN | | Denmark |
| MORTEN ROLAND HANSEN | IOC Guest | Denmark |
| PREBEN STAUN | National Olympic Committee and Sports Confederation of Denmark | Denmark |
| LUIS MEJÍA OVIEDO | | Dominican Republic |
| LUIS ALVAREZ | National Olympic Committee of El Salvador | El Salvador |
| DANILO CARRERA DROUET | National Olympic Committee of Ecuador | Ecuador |
| FRANKLIN MAZÓN | National Olympic Committee of Ecuador | Ecuador |
| ALEJANDRO BLANCO | Madrid 2020 Bid Committee | Spain |
| ANDRÉS SANZ-ALVAREZ | Interpreter | Spain |
| ANTONIO ESPINÓS | World Karate Federation | Spain |
| JOAQUIM GOMEZ RIBAS | Universitat de Lleida | Spain |
| JOSÉ PERURENA | IOC Member | Spain |
| JUAN ANTONIO SAMARANCH JR | IOC Executive Board Member and Sport for All Commission Member | Spain |
| LAURA VIDAL | Madrid 2020 Bid Committee | Spain |
| MARISOL CASADO | IOC Member | Spain |
| MIREIA LIZANDRA | Madrid 2020 Bid Committee | Spain |
| PEDRONA SERRA PAYERAS | Universitat de Lleida | Spain |
| THERESA ZABELL | Madrid 2020 Bid Committee | Spain |
| GUNNAR KRAFT | Estonian Sport for All Association | Estonia |
| KERSTI SELI | Estonian Olympic Committee | Estonia |
| NEINAR SELI | Estonian Olympic Committee | Estonia |
| PEETER LUSMÄGI | Estonian Olympic Committee | Estonia |
| BOB FASULO | International Surfing Association | United States of America |
| BOB MIGNOGNA | International Surfing Association | United States of America |
| CHARLES BATTLE | CHB Enterprises LLC | United States of America |
| CHRISTOPHER SULLIVAN | United States Olympic Committee | United States of America |



| NAME | ORGANISATION | COUNTRY |
|--------------------------|---|---|
| DIEGO COLLAZOS | Architecture for Humanity | United States of America |
| ELIZABETH HAN | Architecture for Humanity | United States of America |
| ENRIQUE MARTEL | IOC Guest | United States of America |
| GARY HALL SR | World Fit Foundation | United States of America |
| GARY REAM | International Skateboarding Federation | United States of America |
| JAMES SCHERR | International Federation of Associated Wrestling Styles | United States of America |
| JOHN SINER | | United States of America |
| LISA MACCALLUM CARTER | Nike, Inc. | United States of America |
| PAUL CACCAMO | Up2Us | United States of America |
| PAUL TEEPLE | Partners of the Americas | United States of America |
| SHARON COHEN | Figure Skating in Harlem | United States of America |
| STANLEY DZIEDZIC | International Federation of Associated Wrestling Styles | United States of America |
| STEPHEN DONNELL | World Taekwondo Federation | United States of America |
| SUZANNE DURYEA | Inter-American Development Bank | United States of America |
| YOUNG-SOOK LEE | YSL Consulting | United States of America |
| VLADIMIR BOGOEVSKI | | The Former Yugoslav Republic of Macedonia |
| EINO HAVAS | LIKES Research Center | Finland |
| ELSA HAVAS | LIKES Research Center | Finland |
| JORMA SAVOLA | TAFISA | Finland |
| KAISA LAINE | City of Helsinki Sports Department | Finland |
| PAAVO KOMI | IOC Sport for All Commission Member | Finland |
| TARJA LOIKKANEN-JORMAKKA | City of Helsinki Sports Department | Finland |
| ALEXANDRA HAMBLING | Interpreter | France |
| CHRISTIANE MASSON | IOC Guest | France |
| DANIELLE GREE | Interpreter | France |
| ELISABETH ROURE | Interpreter | France |
| ERSKINE MCCULLOUGH | The European Olympic Committees | France |
| FRANCE FONTAINE | Interpreter | France |
| FRANÇOISE SAUVAGEOT | National Olympic Committee of France | France |
| GÉRARD MASSON | IOC Sport for All Commission Member | France |
| JEAN DURRY | National Olympic Committee of France | France |
| NICOLAS MESSNER | International Judo Federation | France |
| THIERRY BORRA | The Coca-Cola Company | France |
| ADAM PENGILLY | IOC Member | Great Britain |
| ALEXANDRA CHALAT | Beyond Sport | Great Britain |
| ANDREW CALDWELL | Co-Create Consultancy | Great Britain |
| ANDY SELLINS | Cricket for Change | Great Britain |
| CAMERON SINCLAIR | Architecture for Humanity | Great Britain |
| DEBBIE LYE | UK Sport | Great Britain |
| HELGA RAMSAMY | IOC Guest | Great Britain |
| HIROMI NAKAMURA | Japan Sport Council | Great Britain |
| IAN WRIGHT | Badminton World Federation | Great Britain |
| JAN PATERSON | British Olympic Foundation | Great Britain |
| JOHN BARROW | Populous | Great Britain |
| NICK KELLER | Beyond Sport | Great Britain |



| NAME | ORGANISATION | COUNTRY |
|----------------------|---|---------------|
| NIVA SHRESTHA | JTA | Great Britain |
| SÉVERINE HUBERT | JTA | Great Britain |
| DENIS KARAKASIS | Ministry of Education and Religious Affairs, Culture and Sports | Greece |
| ANITA BLAS | Guam National Olympic Committee | Guam |
| KELLY BLAS | Guam National Olympic Committee | Guam |
| K.A. JUMAN - YASSIN | Guyana Olympic Association | Guyana |
| PETER FELEDY | Hungarian Olympic Committee | Hungary |
| SAROLTA MONSPART | Hungarian Olympic Committee | Hungary |
| TAMÁS AJÁN | IOC Honorary Member and Sport for All Commission Member | Hungary |
| PRAMOD SHARMA | Kirori Mal College, University of Delhi | India |
| PRATIK KUMAR | Magic Bus | India |
| BERNARD LAPASSET | International Rugby Board | Ireland |
| HAFSTEINN PÁLSSON | The National Olympic and Sports Association of Iceland | Iceland |
| ALEX GILADY | IOC Member | Israel |
| EDNA BUCKSHTEIN | Israel Sport for All Association | Israel |
| GAVRIEL GOLAN | Israel Sport for All Association | Israel |
| HERZEL HAGAY | Israel Sport for All Association | Israel |
| SHLOMIT NIR TOOR | IOC Sport for All Commission Member | Israel |
| CRISTINA BIGELLI | IOC Guest | Italy |
| DEBRA GAWRYCH | International Federation of Sport Climbing | Italy |
| MASSIMO ACHINI | National Olympic Committee of Italy | Italy |
| VALENTINA PIAZZA | National Olympic Committee of Italy | Italy |
| DANIA BOGLE | | Jamaica |
| KATHLEEN FENNELL | | Jamaica |
| MIKE FENNELL | Jamaica Olympic Association | Jamaica |
| ATSUSHI IWASAKI | | Japan |
| CHIEMI BROKAMP | IOC Guest | Japan |
| CHINEN REIKO | RC Sports Enterprise | Japan |
| FUMIO OGURA | Institute of International Sports Politics | Japan |
| HIROSHI HASE | The National Diet | Japan |
| JUN KUBOTA | Japan Sport Council | Japan |
| KAZUTOSHI WATANABE | Sasakawa Sports Foundation | Japan |
| MAKOTO SAIKA | Tokyo 2020 Bid Committee | Japan |
| MASANORI TAMAZAWA | Sasakawa Sports Foundation | Japan |
| MASATO MIZUNO | Tokyo 2020 Bid Committee | Japan |
| MAYO KANEKO | | Japan |
| MAYUMI YAYA YAMAMOTO | Japan Anti-Doping Agency | Japan |
| MIO SAITO | BWT, JTB | Japan |
| TAKAHIRO WAKU | Japan Sport Council | Japan |
| TARO IDE | Ministry of Education, Culture, Sports, Science and Technology | Japan |
| TERU FUKUI | Ministry of Education, Culture, Sports, Science and Technology | Japan |
| TETSUYA HIRAYAMA | SPACEPORT Inc. | Japan |
| TOMOHIKO YOSHIDA | Sasakawa Sports Foundation | Japan |
| TSUNEKAZU TAKEDA | IOC Member | Japan |
| YASUHIRO NAKAMORI | Japanese Olympic Committee | Japan |
| YUKIKO ARAI | Kinki Nippon Tourist Co., Ltd. | Japan |



| NAME | ORGANISATION | COUNTRY |
|----------------------------|--|------------------|
| YUKO ARAKIDA | Tokyo 2020 Bid Committee | Japan |
| YUKO KADOWAKI | JTB, BWT | Japan |
| DINA VIKSNA | Latvian Olympic Committee | Latvia |
| GIEDRIUS GRUBAUSKAS | Lithuanian Sport for All Association | Lithuania |
| GASTON PARAGE | International Powerlifting Federation | Luxembourg |
| HERLEY AMBININTSOARIVELO | National Olympic Committee of Madagascar | Madagascar |
| HRH PRINCE TUNKU IMRAN | IOC Member and Sport for All Commission Member | Malaysia |
| AHMED MARZOOQ | Maldives Olympic Committee | Maldives |
| IBRAHIM ALI | Maldives Olympic Committee | Maldives |
| TERRY SASSER | Marshall Islands National Olympic Committee | Marshall Islands |
| ANTONIO ALVAREZ | International Triathlon Union | Mexico |
| IVAR SISNIEGA CAMPBELL | Pan-American Sports Organisation | Mexico |
| PEDRO CUERVO | National Olympic Committee of Mexico | Mexico |
| KLAUS SCHORMANN | Union Internationale de Pentathlon Moderne | Monaco |
| DUSAN SIMONOVIC | Montenegrin Olympic Committee | Montenegro |
| MILAN BRACANOVIC | Montenegrin Olympic Committee | Montenegro |
| MARCELINO MACOME | IOC Sport for All Commission Member | Mozambique |
| BISHNU SHRESTHA | Sports for All Commission of Nepal Olympic Committee | Nepal |
| ELSE CATHRINE HEIBERG | IOC Guest | Norway |
| GERHARD HEIBERG | IOC Member | Norway |
| KARETTE SANDBU | Norwegian Olympic and Paralympic Committee and Confederation of Sports | Norway |
| MADS ANDREASSEN | Norwegian Olympic and Paralympic Committee and Confederation of Sports | Norway |
| STIG INGE BJOERNEBYE | Norwegian Football Association | Norway |
| BARRY JOHN MAISTER | IOC Member | New Zealand |
| MICHAEL NAYLOR | Auckland University of Technology | New Zealand |
| AHMED AL KHONJI | Sports for All Committee | Oman |
| SALEH ALHADABI | Sports for All Committee | Oman |
| JOHN BOSCO BANANUKA | Uganda Olympic Committee | Uganda |
| CAMILO JOSÉ AMADO VARELA | National Olympic Committee of Panama | Panama |
| MELITÓN SÁNCHEZ RIVAS | IOC Member | Panama |
| CAMILO PÉREZ LÓPEZ MOREIRA | National Olympic Committee of Paraguay | Paraguay |
| GEERT HENDRIKS | AISTS | Netherlands |
| HEIN VERBRUGGEN | IOC Honorary Member | Netherlands |
| MARGARET SIKKENS AHLQUIST | IOC Sport for All Commission Member | Netherlands |
| ABELARDO CASTILLO | Recreación y Promoción del Deporte | Peru |
| ADA AROCUTIPA | Instituto Peruano del Deporte Tacna | Peru |
| ADOLFO PACHECO ZUÑIGA | Ministry of Education | Peru |
| ADOLFO ZAVALA | Instituto Peruano del Deporte | Peru |
| ADRIÁN RÁMIREZ | Instituto Peruano del Deporte Tumbes | Peru |
| ALBERTO CHAUCA LINO MONTES | Instituto Peruano del Deporte | Peru |
| ALBERTO DE BELAUNDE | Municipality of Miraflores | Peru |
| ALBERTO SILES | Local Organising Committee | Peru |
| ALBERTO TEJADA | Confederación Sudamericana de Fútbol | Peru |
| ALEJANDRO JAUREGUI | Local Organising Committee | Peru |
| ALFREDO JAUREGUI | Local Organising Committee | Peru |



| NAME | ORGANISATION | COUNTRY |
|---|---|---------|
| ALMA DE LA CRUZ | Municipality of Bellavista | Peru |
| ALONSO DE LA GUERRA | National Olympic Committee of Peru | Peru |
| ALVARO FERNANDEZ GARCIA | Universidad Peruana de Ciencias Aplicadas | Peru |
| ALVARO GONZALES ARQUIÑEGO | MML | Peru |
| ÁLVARO GONZALO DÍAZ DE LA VEGA CASTILLO | Federación Deportiva Universitaria | Peru |
| ALVARO MOREY | Local Organising Committee | Peru |
| AMPARO RODRIGUEZ | Municipality of Miraflores | Peru |
| ANA CECILIA NARANJO ZUBIATE | Ministry of Education | Peru |
| ANA MARÍA GOTUZZO | Municipality of Miraflores | Peru |
| ANA MARIA GUERRERO BRANDT | National Olympic Committee of Peru | Peru |
| ANDREA CHAVÁRRI | Local Organising Committee | Peru |
| ANDREAS MULLER | | Peru |
| ANDRÉS DELGADO | Local Organising Committee | Peru |
| ANDRÉS GRILLO | Universidad Peruana de Ciencias Aplicadas | Peru |
| ANDRES VIALE | IMB Sports | Peru |
| ANGEL FREDDY CABRERA MAYORGA | Rectorado - UTP | Peru |
| ANGIE APARICIO | Local Organising Committee | Peru |
| ANTHONY LEDGARD GRIMM | World Olympians Association | Peru |
| ANTONIO GÓMEZ PERALTA | National Olympic Committee of Peru | Peru |
| AREOVISTO BUSTAMANTE SEMPETEGUI | UGEL 03 | Peru |
| ARNALDO LLANOS | Instituto Peruano del Deporte Ancash | Peru |
| AUGUBERTO EMMER CASAS CORZO | Regional Government of Ica | Peru |
| AUGUSTO CORNEJO | National Olympic Committee of Peru | Peru |
| BENJAMIN LA TORRE | Federación de Gimnasia | Peru |
| BERTHA GONZALEZ MEDRANO | UGEL - 5 | Peru |
| BLAS PEREZ VALENTIN | National Olympic Committee of Peru | Peru |
| BRUNO SAUX | Instituto Peruano del Deporte | Peru |
| CARLOS ALBERTO LORA SALAZAR | UGEL 03 | Peru |
| CARLOS ALBERTO TORRES LLAPA | Federación Deportiva Universitaria | Peru |
| CARLOS CHAVEZ HUAPALLA | Instituto Peruano del Deporte Huánuco | Peru |
| CARLOS CONTRERAS | Municipality of Miraflores | Peru |
| CARLOS CUARESMA | Instituto Peruano del Deporte Apurímac | Peru |
| CARLOS JIMENEZ | Instituto Peruano del Deporte Tumbes | Peru |
| CARLOS MANUEL LAZARTE LABARTHE | National Olympic Committee of Peru | Peru |
| CARLOS QUIROGA | Panathlon International | Peru |
| CARLOS RUBEN LOMBARDO | MML | Peru |
| CARMEN CHAUCA | Municipality of Miraflores | Peru |
| CARMEN ROMERO | Interpreter | Peru |
| CECÉ BARAYBAR | Local Organising Committee | Peru |
| CECILIA ALICIA ABENSUR PINASCO | Federación Deportiva Universitaria | Peru |
| CENAI DA URIBE MEDINA | Congreso de La República | Peru |
| CHRISTIAN ALBERTO UNGARO GUTIÉRREZ | National Olympic Committee of Peru | Peru |
| CHRISTIAN DE LA TORRE CHOQUE | DINADAF | Peru |
| CLAUDIA CHECA | Interpreter | Peru |
| CLAUDIA RIVERO MODENESI | National Olympic Committee of Peru | Peru |
| CRISTIAN LINDLEY RUIZ | Ministry of Defense | Peru |



| NAME | ORGANISATION | COUNTRY |
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| CRISTIAN OCTAVIO ROMERO CARHUAZ | Federación Deportiva Universitaria | Peru |
| DANIEL MORA | Congreso de la República | Peru |
| DANTE ALFREDO MEDRANO | SERPAR - Lima | Peru |
| DELIANA MARY MOSCOSO | Ministry of Education | Peru |
| DIANA BERROCAL | Local Organising Committee | Peru |
| DIANA CANO | Regional Government of Callao | Peru |
| DIOMEDES GARCIA | Instituto Peruano del Deporte | Peru |
| DOMINGO RIVERA | Instituto Peruano del Deporte Huánuco | Peru |
| EBER CASTILLO MELGAREJO | Instituto Peruano del Deporte | Peru |
| EDGAR ERAZO | Pichling Sports Marketing | Peru |
| EDUARDO RAMIREZ LENCI | MML | Peru |
| EDWIN JAIME LINO | UGEL - 5 | Peru |
| EDWIN PEÑAHERRERA | Right To Play | Peru |
| ELISABETH BERRIOS | IPD Tacna | Peru |
| ELOY VERA | Instituto Peruano del Deporte | Peru |
| ENRIQUE ARNALDO QUEVEDO ALDECOA | Pontificia Universidad Católica del Perú | Peru |
| ENRIQUE GUERRERO | Instituto Peruano del Deporte | Peru |
| ERIK WILFREDO BARRANTES | DINADAF | Peru |
| ERIKA REÁTEGUI TOMANGUILLA | DEVIDA | Peru |
| ESTHER FREIBERG PUENTE | Panathlon Club de Lima | Peru |
| FAUSTOR ALVAREZ BENJAMIN | Red Nacional Fútbol de la Calle | Peru |
| FERNANDO FLORES | Asociación Tai Chi en los Parques | Peru |
| FERNANDO OBREGÓN EGOAVIL | FPF | Peru |
| FERNANDO PATRONI | Federacion Paleta Fronton | Peru |
| FLORA PADILLA | Instituto Peruano del Deporte | Peru |
| FRANCA REY CAMINO | Municipality of Miraflores | Peru |
| FRANCISCO BOZA | Peruvian Sports Institute | Peru |
| FRANCISCO RAMOS | Federacion de Lucha | Peru |
| FRANKLIN CHUQUIZUTA | Instituto Peruano del Deporte Amazonas | Peru |
| FREDDY FLORES | Local Organising Committee | Peru |
| GEOVANNA PEREZ SALDAÑA | MML | Peru |
| GERMAN GRANDA FRANCO | Instituto Peruano del Deporte | Peru |
| GIANCARLO GOICOCHEA CELESTINO | Municipality of Bellavista | Peru |
| GLADYS TALLEDO FLORES | Congreso de la República | Peru |
| GODOFREDO CHIRINOS | Municipality of Miraflores | Peru |
| GONZALO GALDOS | UPC | Peru |
| GONZALO PARRÓ | Local Organising Committee | Peru |
| GUIDO ANDRÉS COGORNO VENTURA | Federación Deportiva Nacional de Tiro | Peru |
| GUIDO ESPINOZA CACERES | Ministry of Education | Peru |
| GUILLERMO QUIROGA | UPC | Peru |
| GUSTAVO BARNECHEA | IMB Sports | Peru |
| GUSTAVO RUBÉN DEL CARPIO ALIAGA | Federación Deportiva Peruana de Handball | Peru |
| GUSTAVO SALAZAR | Confederacion Panamericana de Badminton | Peru |
| GUSTAVO SAN MARTÍN CASTILLO | Federación Deportiva Universitaria | Peru |
| HERNAN GARVAN VALDERRAMA | TSE Consulting | Peru |
| HUGO SOTO SULLCA | Instituto Peruano del Deporte | Peru |





| NAME | ORGANISATION | COUNTRY |
|-----------------------------------|--|---------|
| HUMBERTO BELLO | National Olympic Committee of Peru | Peru |
| IGNACIO MANTECON | Escuela Socio Deportiva "Martin Luther King" | Peru |
| INGRID PARRÓ | Local Organising Committee | Peru |
| IRMA RIBANA ZUÑIGA INFANTE | Ministry of Education | Peru |
| ISABEL ROSARIO POMALAZA GUTIERREZ | Ministry of Education | Peru |
| ISAC ARIAS | Instituto Peruano del Deporte Apurímac | Peru |
| ISMAEL MAÑUICO ANGELES | MML | Peru |
| IVÁN DIBÓS | IOC Member | Peru |
| JACK ZILBERMAN | UPC | Peru |
| JACOBO RUIZ | Municipality of Miraflores | Peru |
| JACQUELINE LOBRANO | Instituto Peruano del Deporte | Peru |
| JAIME CACHO ROMERO | Instituto Peruano del Deporte | Peru |
| JAIME GARCIA FERNANDEZ | Municipalidad Provincial de Padre Abad | Peru |
| JAIME LOPEZ | IOC Guest | Peru |
| JAIME OSCAR CUBA QUISPE | Ministry of Education | Peru |
| JAVIER PINILLOS PEREYRA | National Olympic Committee of Peru | Peru |
| JESSICA GALDOS PESCHIERA | National Olympic Committee of Peru | Peru |
| JESUS ESPINOZA SANCHEZ | Instituto Peruano del Deporte | Peru |
| JESÚS MAMANI ROMERO | Municipality of Miraflores | Peru |
| JHON TARAZONA NORABUENA | UGEL 03 | Peru |
| JIM VASQUEZ | Local Organising Committee | Peru |
| JORGE MUÑOZ WELLS | Municipality of Miraflores | Peru |
| JORGE REYES | Ministry of Education | Peru |
| JORGE RODRIGUEZ | Instituto Peruano del Deporte | Peru |
| JORGE UGAZ POBLETE | | Peru |
| JOSÉ ANTONIO DEL SOLAR | | Peru |
| JOSE CABRERA | Local Organising Committee | Peru |
| JOSE ELIAS | Instituto Peruano del Deporte | Peru |
| JOSÉ MARIN LARA | Instituto Peruano del Deporte Ica | Peru |
| JOSÉ QUIÑONES GONZALEZ | National Olympic Committee of Peru | Peru |
| JOSE VASQUEZ ASPARRIA | Instituto Peruano del Deporte | Peru |
| JOSUE MUÑIZ BUENO DIAZ | National Olympic Committee of Peru | Peru |
| JUAN CARLOS ACOSTA VILLANUEVA | Federación Deportiva Universitaria | Peru |
| JUAN DIEGO ALEGRÍA | Universidad Peruana de Ciencias Aplicadas | Peru |
| JUAN ENRIQUE GILES TORREJÓN | www.Peru.Com | Peru |
| JUAN FRANCISCO GAYOSO CALDERON | UGEL 03 | Peru |
| JUAN GONZALES LUJAN | Institucion Destinos Peru | Peru |
| JUAN JOSE TAN | Municipality of Miraflores | Peru |
| JUAN MAMANI | Federación Deportiva Peruana de Handball | Peru |
| JUAN MARTÍN CASTRO DÍAZ | Municipalidad de San Martín de Porres | Peru |
| JUAN PABLO PATIÑO | Local Organising Committee | Peru |
| JUAN PEDRO PALOMINO YAMAMOTO | Federación Peruana de Beisbol | Peru |
| JULIO CESAR DIAZ SANCHEZ | Instituto Peruano del Deporte | Peru |
| JUNINHO URCIA | International Surfing Association | Peru |
| JUSTO MAGUIÑA | Instituto Peruano del Deporte Ancash | Peru |
| KATIOSCA FLORES MEZA | UGEL 01 | Peru |



| NAME | ORGANISATION | COUNTRY |
|---------------------------------------|---|---------|
| KENNETH ADOLFO MESIA ACOSTA | Federación Deportiva Universitaria | Peru |
| KENYI CANSINO MONTAÑEZ | Instituto Peruano del Deporte | Peru |
| LILIANA CARRILLO | Instituto Peruano del Deporte | Peru |
| LOURDES OSORES | Universidad Peruana de Ciencias Aplicadas | Peru |
| LOURDES ROSA CASTILLO | National Olympic Committee of Peru | Peru |
| LUDWIG MEIER | Telefónica | Peru |
| LUIS E. WOOLKOTT ATARD | National Olympic Committee of Peru | Peru |
| LUIS MEDINA BOLO | Regional Government of Callao | Peru |
| LUIS MOLINA | Municipality of Miraflores | Peru |
| LUIS PILOTO | Instituto Peruano del Deporte | Peru |
| LUIS SALAZAR STEIGER | National Olympic Committee of Peru | Peru |
| LUIS SILVA NANO | Municipality of Miraflores | Peru |
| MALKA GHEILER | Universidad del Pacifico | Peru |
| MANUEL FELIPE ÁLVAREZ ESPINOZA | Federación Deportiva Universitaria | Peru |
| MANUEL MELENDEZ | Ministry of Education | Peru |
| MARCELINO URBINA OLORTEGUI | UGEL - 5 | Peru |
| MARCOS GONZALES | DINADAF | Peru |
| MARCOS GONZALES INFANTE | DINADAF | Peru |
| MARE GORDILLO | Interpreter | Peru |
| MARIA CAMPAÑA BURGA | Coord. de Deportes en Espacios Publicos y Promoción Deportiva | Peru |
| MARÍA CARO OLIVERA | Comité Paralímpico Peruano | Peru |
| MARIA DEL PILAR APPIANI | National Olympic Committee of Peru | Peru |
| MARIA LUISA DIBOS | National Olympic Committee of Peru | Peru |
| MARIJKE VANDERGRIFT | Right To Play | Peru |
| MARIO RODRIGUEZ | Instituto Peruano del Deporte Huancavelica | Peru |
| MARIO SUITO SUEYRAS | National Olympic Committee of Peru | Peru |
| MARLENE CHINEN ARIAS | UGLE - 2 | Peru |
| MARTÍN GUERRERO PAREDES | Instituto Peruano del Deporte Lambayeque | Peru |
| MICKE ISRAEL PALOMINO HUAMANÍ | Federación Deportiva Universitaria | Peru |
| MIGUEL ABELARDO CASTILLO YUI | Instituto Peruano del Deporte | Peru |
| MIGUEL ANGEL PIMENTEL VILLEGAS | | Peru |
| MIGUEL LANFRANCO DORADOR | Gobierno Regional Del Callao | Peru |
| MIRIAM MALDONADO AVALOS | Instituto Peruano del Deporte | Peru |
| MONICA TAUREL | Interpreter | Peru |
| NANCY ROSARIO CHAVEZ PONCE | Deporte de Barranco | Peru |
| NILTON FERNANDEZ RANDICHE | MML | Peru |
| ODILIA ETELVINA FUENTES RIVERA CAMARA | | Peru |
| OMAR STALIN PAREDES VASQUEZ | Corporación Ovacion | Peru |
| OSCAR BADILLO ESPINOZA | MML | Peru |
| OSCAR IBAÑEZ HOLZMANN | IMB Sports S.A | Peru |
| OSCAR OKADA HERRERA | MML | Peru |
| OSCAR TALAVERA | UPC | Peru |
| PAOLA AVILES SALAZAR | | Peru |
| PATRICIA DEL RIO | Municipality of Miraflores | Peru |
| PEDRO PASCUAL PAREDES | Federación de Levantamiento de Pesas | Peru |
| PERCY CARDICH CHAVEZ | UGEL - 2 | Peru |



| NAME | ORGANISATION | COUNTRY |
|---------------------------------|--|---------|
| PILAR BONILLA | Municipality of Miraflores | Peru |
| POLA COELLO | Local Organising Committee | Peru |
| RAÚL CHUMPITAZ | Universidad Peruana de Ciencias Aplicadas | Peru |
| RAUL PINTADO | Instituto Peruano del Deporte | Peru |
| RAUL VILLANUEVA | Instituto Peruano del Deporte | Peru |
| REMY BALAREZO | Municipality of Miraflores | Peru |
| RENZO DAÑINO | Federación Peruana de Tabla | Peru |
| RENZO MOSCOSO | Local Organising Committee | Peru |
| RICARDO CAILLAUX ZAZALI | Federación Peruana de Esquí Acuático | Peru |
| RICARDO DUARTE - | Asociación de Atletas Olímpicos del Perú | Peru |
| RICARDO VALDERRAMA CORZO | Federación Deportiva Universitaria | Peru |
| RICHARD ARRUE CACHAY | UGEL - 2 | Peru |
| ROBERT DAVILA | Instituto Peruano del Deporte Amazonas | Peru |
| ROCCO SPENCER GUICH URIBE | Federación Deportiva Universitaria del Perú | Peru |
| ROCIO ANDRADE | Municipality of Miraflores | Peru |
| ROCIO CARRANZA | National Olympic Committee of Peru | Peru |
| ROCIO OYANGUREN | Local Organising Committee | Peru |
| ROLANDO ARMANDO ESTEBAN | Congreso de la República | Peru |
| ROLANDO ESTREMADOYRO VALENCIA | National Olympic Committee of Peru | Peru |
| ROLANDO RICAPA | Municipality of Miraflores | Peru |
| ROSARIO DE VIVANCO - | Asociación de Atletas Olímpicos del Perú | Peru |
| ROSARIO DEL PILAR ARROYO ARNEDO | Federación Deportiva Universitaria | Peru |
| ROXANA CALDERON | Municipality of Miraflores | Peru |
| SADOC RUBEN AGAMA ASENCIOS | UGEL - 6 | Peru |
| SANDRA GIULIANNA MIRANDA DE PAZ | Defensoría del Pueblo | Peru |
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| SEBASTIÁN TORRES | Universidad Peruana de Ciencias Aplicadas | Peru |
| SEPPE VERBIST | UNICEF | Peru |
| SERGIO MANUEL MEZA | Municipality of Miraflores | Peru |
| SERGIO VALDERRAMA | Municipality of Miraflores | Peru |
| SOL MARÍA CARREÑO CARVALHO | Master of Ceremonies | Peru |
| SUSANA CÓRDOVA AVILA | MML | Peru |
| TERESA SALOMÓN | Local Organising Committee | Peru |
| TITIAN MIRANDA TULUMBA | MML | Peru |
| TULA OCAMPO | Asociación Taichi | Peru |
| URSULA FERNANDEZ | Local Organising Committee | Peru |
| VERONICA YRIGOYEN | Escuela Socio Deportiva "Martin Luther King" | Peru |
| VICTOR ESPINOZA | National Olympic Committee of Peru | Peru |
| VÍCTOR HENRY RIVASPLATA MATUTE | Federación Deportiva Universitaria | Peru |
| VIRGINIA MANRIQUE ROSAS | Federación Peruana de Esgrima | Peru |
| VLADIMIR ARMENTEROS | Instituto Peruano del Deporte | Peru |
| WALTER CASTAÑEDA | Instituto Peruano del Deporte Ica | Peru |
| WALTER LEDGARD | Academia de Natación Date Ledgard | Peru |
| WALTER LLOCLLA | Instituto Peruano del Deporte Huancavelica | Peru |
| WILLIAM CHARAJA CONDOR | Municipalidad de Surco | Peru |
| WILLIAM DIAZ CHACALTANA | National Olympic Committee of Peru | Peru |



| NAME | ORGANISATION | COUNTRY |
|-----------------------------|--|---------------------------------------|
| WILMER LEWIS | National Olympic Committee of Peru | Peru |
| WINSTON JAIME REÁTEGUI VELA | Federación Deportiva Universitaria | Peru |
| YOANNIE SOLIS | Universidad del Pacifico | Peru |
| YORDAN JARAMILLO ROJAS | MML | Peru |
| YVY MILUSKA VERDE LIVIA | Federacion de Tenis de Mesa | Peru |
| ZABRINA BAZALAR | Instituto Peruano del Deporte | Peru |
| ADAM KRZESINSKI | Polish Olympic Committee | Poland |
| ANNA WALASZCZYK-ISKRA | Academy of Physical Education | Poland |
| IRENA SZEWINSKA | IOC Member and Sport for All Commission Member | Poland |
| JANUSZ ISKRA | Politechnika Opolska | Poland |
| SLAWOMIR SZEWINSKI | IOC Guest | Poland |
| ELIA M BATISTA | National Olympic Committee of Puerto Rico | Puerto Rico |
| FREDDIE SANCHEZ | Propulsores del Deporte, Inc. | Puerto Rico |
| RICHARD CARRION | IOC Member | Puerto Rico |
| RI NAM CHOI | Olympic Committee of the Democratic People's Republic of Korea | Democratic People's Republic of Korea |
| UNG CHANG | IOC Member and Sport for All Commission Member | Democratic People's Republic of Korea |
| ALEXANDER KUZNETSOV | Multisport Association of Russia | Russian Federation |
| ELENA ANIKINA | Russian Olympic Committee | Russian Federation |
| SERGEJ GONTCHAROV | IOC Guest | Russian Federation |
| SERGEY LEONTIEV | Embassy of the Russian Federation | Russian Federation |
| JEAN BUTOYI | Sport for All Commission | Rwanda |
| ALFRED EMMANUEL | St Lucia Olympic Committee | Saint Lucia |
| CYRIL MANGAL | St Lucia Olympic Committee | Saint Lucia |
| KEITH JOSEPH | The St Vincent and the Grenadines National Olympic Committee | St Vincent and the Grenadines |
| DONALD CELESTINE | Seychelles Olympic and Commonwealth Games Association | Seychelles |
| CHRISTOPHER CHAN | Singapore National Olympic Council | Singapore |
| SER MIANG NG | IOC Vice-President | Singapore |
| ROMAN HANZEL | Slovak Olympic Committee | Slovakia |
| PURNA KAHINGALA | National Olympic Committee of Sri Lanka | Sri Lanka |
| ANDREA MARCELLINI MENDONCA | International Cycling Union | Switzerland |
| CAROLINA AHUMADA CALA | AISTS | Switzerland |
| CAROLINE ANDERSON | TSE Consulting | Switzerland |
| CATHERINE MOILLEN | IOC Staff | Switzerland |
| CHANTAL BUCHSER | IOC Staff | Switzerland |
| CHRISTOPHE DUBI | IOC Sports Director | Switzerland |
| DENIS OSWALD | IOC Member | Switzerland |
| ESTHER ROMERO SAN MARTIN | Interpreter | Switzerland |
| FLORENCE LESNE | IOC Staff | Switzerland |
| HANNAH BURNS | IOC Staff | Switzerland |
| JEAN-MARC BRYOIS | City of Vevey | Switzerland |
| JEAN-MARC GILLIÉRON | Service des sports Université et EPF Lausanne | Switzerland |
| JENS HOLM | International Masters Games Association | Switzerland |
| JOANNA ZIPSER-GRAVES | IOC Staff | Switzerland |
| KATHLEEN DI GIACOMO | IOC Staff | Switzerland |
| KUNO RITSCHARD | International Waterski & Wakeboard Federation | Switzerland |
| LARISA KISS | International Judo Federation | Switzerland |



| NAME | ORGANISATION | COUNTRY |
|-------------------------|--|-------------------------|
| MATEO VOLKEN | IOC Staff | Switzerland |
| PATRICE CHOLLEY | IOC Staff | Switzerland |
| ROBBERT DE KOCK | World Federation of the Sporting Goods Industry | Switzerland |
| TANYA NG YUEN | TSE Consulting | Switzerland |
| TIMOTHY ARMSTRONG | World Health Organization | Switzerland |
| WALTER PALMER | | Switzerland |
| GUNO VAN DER JAGT | National Olympic Committee of Suriname | Suriname |
| VICTOR DLAMINI | Swaziland Olympic and Commonwealth Games Association | Swaziland |
| CATHERINE FORDE | First Citizens Sports Foundation | Trinidad and Tobago |
| MARK MUNGAL | Caribbean Sport and Development Agency | Trinidad and Tobago |
| ALP BERKER | Istanbul 2020 Bid Committee | Turkey |
| ALPASLAN ERKETIN | Istanbul Sports Events | Turkey |
| AYDA ULUC | Istanbul 2020 Bid Committee | Turkey |
| CAROLINA ANDERSON | | Turkey |
| ERDAL ZORBA | Turkish Sports for All Federation | Turkey |
| HASAN ARAT | | Turkey |
| ISMAIL HAKKI MIRICI | Turkish Sports for All Federation | Turkey |
| KORY TARPENNING | Istanbul 2020 Bid Committee | Turkey |
| NESE GUNDOGAN | Istanbul 2020 Bid Committee | Turkey |
| NICOLA MILAN | | Turkey |
| ÖMÜR FAT H KARAKULLUKÇU | Sports for All Turkey | Turkey |
| UGUR ERDENER | IOC Member | Turkey |
| JURI TAMM | National Olympic Committee of Ukraine | Ukraine |
| SERGEY BUBKA | IOC Executive Board Member | Ukraine |
| JULIO CÉSAR MAGLIONE | IOC Member and Sport for All Commission Member | Uruguay |
| JULIO LEZAMA | National Olympic Committee of Uruguay | Uruguay |
| CHRISTIAN GUIRALT | Special Olympics | Venezuela |
| EPHRAIM PENN | British Virgin Islands Olympic Committee | Virgin Islands, British |
| ANGEL L. MORALES | Virgin Islands Olympic Committee | Virgin Islands, US |
| ANNE MARIE WESLEY | | Virgin Islands, US |
| LYN REID | Virgin Islands Olympic Committee | Virgin Islands, US |
| PATRICK CHAMUNDA | IOC Member and Sport for All Commission Member | Zambia |
| MEMORY PAKATI | Zimbabwe Olympic Committee | Zimbabwe |
| FRANCISCO CAMPO | | |
| SARA MARQUEZ | International Powerlifting Federation | |

List in IOC protocol order