



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

DEVELOPMENT THROUGH SPORT

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THE IOC'S MISSION

"Sport is not just physical activity; it promotes health and helps prevent, or even cure, the diseases of modern civilization. It also is an educational tool which fosters cognitive development; teaches social behaviour; and helps to integrate communities" Thomas Bach, IOC President.

There is no doubt that the Olympic Games have an increasingly positive legacy in terms of sustainable social and economic development for the host city and the country at large. But beyond this, the Olympic Games, which generate major resources and gather together the best athletes in the world every two years, are supported daily by initiatives of all kinds to develop sport at grass-roots level throughout the world and to promote the values of solidarity, peace and human dignity which sport can channel.

This has its roots in the Fundamental Principles of Olympism, which can be seen in the [Olympic Charter](#):

"The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity."

OUR PHILOSOPHY

The idea of combining sport and development is not a new one. The founder of the IOC and reviver of the modern Olympic Games, Pierre de Coubertin, was already in his time a strong advocate of international cooperation and of the social and human values of sport.

Based on this long-time commitment as a socially responsible organisation, the IOC is engaged in sports development at grass-roots level, aiming to both increase access to physical activity worldwide and to improve social and human wellbeing at large.

IOC ACTIVITIES

The IOC cooperates with **partners**, including numerous United Nations agencies, as well as international governmental and non-governmental institutions, on projects which use sport as a tool for development and advance the [Millennium Development Goals \(MDGs\)](#). National Olympic Committees also support these activities locally through their sports expertise and networks. Several International Federations have also developed initiatives in this field.

Among the intervention tools used to support the Sport for Development programme, the IOC has developed a specific product, the **IOC Sports Kit**, a solid and lockable metallic trunk containing basic sports and recreational material that provide an opportunity to about 300 children & youth to enjoy sport and physical activity in diverse settings. Since their creation, the Sports Kits have been welcomed by over 700'000 young people, and around one million people if we also consider the community around them in 44 countries. IOC Top partner Samsung has also recognized the value and effectiveness of this programme and joined the IOC to help provide sports kits around the world.

PROJECT EXAMPLES:

Sport for Hope

In partnership with the National Olympic Committee of Zambia, the government of Zambia and a group of International and National Sports Federations, the IOC launched the Sport for Hope Programme in Lusaka, Zambia, in May 2010. In addition to training mid-level athletes in six sports, the sports complex offers education programmes, health services and community activities in the neighbouring districts.

The objective is now to replicate the project in other developing countries and thereby institutionalise the programme. The construction



of a centre in Haiti, to be inaugurated in 2014, is well underway.

Providing food and recreation to disadvantaged children

The IOC supports the **World Food Programme (WFP)** school-feeding programmes, offering direct financial support for food supplies for children, as well as providing IOC Sports Kits to promote fitness and social activities, in several countries in Africa and Asia.

Fighting poverty and violence

The IOC partners with the **United Nations Development Programme (UNDP)** on the use of sport for development and peace activities within communities affected by high levels of criminality. The organisation of sporting activities and the education of youngsters on solidarity, respect and peaceful coexistence are used to address violence among young people. The IOC also cooperates with the **United Nations Human Settlement Programme (UN-Habitat)** by mobilising young people through sporting activities so that they can play a role in urban planning processes.

Restoring hope among populations affected by war

The IOC supports projects of rehabilitation through sport, enabling war and landmine victims to play and be involved in sports events in the framework of its cooperation with the **International Committee of the Red Cross (ICRC)**. The IOC has also supported a project of rehabilitation through sport in Cambodia, in 2013, promoting the social and professional reintegration of female paraplegic war victims through the practice of wheelchair basketball .

HIV prevention

The AIDS epidemic poses a real and serious threat to human existence, development and security. The fact that it targets and incapacitates mainly the young people who form the backbone of the Olympic Movement programmes raises concern for the IOC. It is in this framework, and based on the Fundamental Principle of Olympism, striving to place sport at the service of mankind, that the IOC has developed a policy and related programmes of activities to contribute to this global fight.

Its activities aim to promote AIDS awareness and HIV prevention, as well as to fight the related discrimination and stigma for everyone, and particularly among the sports community. The programme is implemented in close cooperation with the **Joint United Nations Programme against HIV & AIDS (UNAIDS)**, **Uthe International Federation of the Red Cross and Red Crescent Societies (IFRC)**, and **NGO Churches United Against HIV & AIDS (CUAHA)** - three organisations which are particularly active in policy development and community work.

The first Toolkit on HIV & AIDS prevention through sport was jointly published by the IOC and UNAIDS in 2005. It is available in French, English, Portuguese, Russian, Chinese, Swahili and Spanish. Specifically designed for members of the sports community, it offers more information about HIV & AIDS, numerous activities and programmes to be developed, specific suggestions on activities for young people and information on who can be of assistance.

For free download:

<http://www.olympic.org/development-through-sport/hiv-aids-prevention-and-promotion-of-healthy-lifestyles>

Regional seminars are organised by the IOC in cooperation with UNAIDS, the IFRC and CUAHA with the objective of discussing the role of sport in national and regional efforts against the pandemic. They also allow for an evaluation



of the impact of HIV & AIDS on sportspersons in participating countries, and create working relationships between NOCs and partner institutions so that they can cooperate in their grass-roots activities.

Sport for refugees

The IOC and UNHCR have worked together since 1996 on sports projects for refugee camps and resettlements around the world. Basic sports equipment, rehabilitation of basic playing sports grounds and recreational activities are offered to these deprived populations, composed mostly of children and young people, who are particularly in need of leisure activities to overcome the idleness of their life in a camp. Sports activities are also organised to facilitate dialogue between refugees and local communities surrounding the camps. National Olympic Committees of the countries in which refugee camps are situated are also associated with the projects.

Giving is Winning

Since 2004, the IOC has been running a clothes collection campaign for refugees, "Giving is Winning", in the run-up to the Summer Olympic Games, in cooperation with the United Nations High Commissioner for Refugees (UNHCR). Thanks to the generosity of members of the Olympic family and its partners, more than 175,000 items were collected over the three last editions of Summer Olympic Games held in Athens (2004), Beijing (2008) and London (2012). The items were donated to the less fortunate in several camps around the globe, particularly to young people, enabled the implementation of sporting activities and contributed to improving their quality of life. Various NOCs expressed their support to the project by making substantial donations..

Supporting emergency relief

In parallel to its current humanitarian sports assistance programmes, the IOC also supports, on an ad-hoc basis, important relief operations through donations of first aid and sports goods to populations affected by war, natural disasters and major catastrophes, such as following the earthquake in Haiti or the tsunami in Japan. As for most other IOC projects at community level, the NOCs of the countries concerned are also involved in these initiatives. These programmes are generally implemented through the Red Cross Movement or the World Food Programme, which have the necessary expertise and manpower on the ground.

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