



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

DRIVING SOCIAL CHANGE THROUGH SPORT

UPDATE - AUGUST 2016

THE IOC'S MISSION

"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." Fundamental Principles of Olympism, [Olympic Charter](#).

To help build a better world through sport, the IOC devises programmes that offer concrete answers to social inequalities and poverty.

The IOC President, Thomas Bach, regularly emphasizes that "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".

The IOC cooperates with partners, including numerous United Nations agencies as well as international governmental and nongovernmental institutions, on projects which use sport as a tool for development and advance the Sustainable Development Goals (SDGs).

National Olympic Committees also support these activities locally through their sports expertise and networks. Several International Federations have also developed initiatives in this field.

The IOC objectives through the Public Affairs and Social Development through Sport department are:

- To promote sport for social change and how sport contributes to health, gender equality, inclusion, youth development and education, and peace building.
- To increase opportunities for all to participate in sport and physical activity by supporting accessible and sustainable grassroots sport facilities in communities.
- To promote safe sport by supporting risk and injury-free play spaces and sport void of abuse and harassment.

- To promote inclusive sport by ensuring access to sport for children and youth, girls, refugees, people with disabilities and within marginalised groups.

As mentioned in the strategic roadmap for the future of the Olympic Movement, Olympic Agenda 2020 adopted by the IOC Session, the IOC has the willingness to enter into strategic partnerships in order to increase the impact of its programmes.

Since gaining UN Observer status in 2009, the IOC has expanded and strengthened its partnerships with UN agencies and programmes.

UNHCR and the UN Special Envoy for Youth Refugee and Sport, Jacques Rogge

In order to support the mandate of the UN Special Envoy for Youth Refugee and Sport, Jacques Rogge, the IOC and the UNHCR have been working together since 2014 to develop sports projects for young refugees and internally displaced people globally.

The first of these projects was initiated in the Azraq refugee camp in **Jordan** in 2015, implemented by the local partner of the UNHCR, Care Jordan. The second was developed in Gambella in **Ethiopia** with the support of a dedicated youth task force and will be implemented over three years beginning in 2016. The third project, also to be implemented over three years and starting mid-2016, will be implemented in Buenaventura and Quibdó in **Colombia**. The protection challenges that young people face in each country have been examined with care, in order to ensure that the sports programmes that are developed, contribute towards addressing them.

In June 2016, after three-day humanitarian mission in **Rwanda**, the UN Special Envoy for Youth Refugee and Sport, Jacques Rogge, Honorary President of the IOC, took this opportunity to announce that the IOC and



UNHCR are joining forces and launching a project to better protect refugee adolescents and young adults in Mahama and five other refugee camps (Gihembe, Kigeme, Kiziba, Mugombwa and Nyabiheke) in Rwanda, by offering them sports activities.

With a financial contribution from the IOC, the project, which will run for a period of three years starting from 2017, will aim to rehabilitate sports grounds; introduce sports activities; raise awareness of the benefits of sport among the camps' young people, their parents and the wider communities; and train local young people as sports trainers to ensure its sustainability.

It will aim to empower adolescents and young adults by enhancing their life skills and competences through structured sports activities as well as using sport to enhance positive interactions and ensure a peaceful coexistence between refugees and the host communities. This initiative is supported by the Rwanda National Olympic and Sports Committee, which will provide technical expertise on sports-related matters, as well as non-governmental organisations Plan International and Save the Children, which will act as implementing partners and provide expertise on child protection issues.

Child protection as a priority

Despite broad agreement that sport can produce positive impacts for young people in humanitarian and displacement situations; dedicated guidance and a consolidated approach to developing sports projects for specific protection outcomes remain in short supply, and so programme design and implementation for many field staff remains a challenge.

The IOC, the UNHCR and Terre des Hommes are therefore working to develop, before the end of next year, a dedicated toolkit to support staff working in the field to practically design, implement, monitor and evaluate sports projects that aim to achieve protection outcomes. The

toolkit will provide a step-by-step approach to ensure that concrete and measurable impacts are possible. It will also help them to understand concretely how to measure those protection outcomes and impacts.

UN Women and HeForShe campaign

Partnerships are paramount for the spread of positive social change and gender empowerment. The IOC policy for women's empowerment through sport has been developed and implemented through numerous partnerships with sports organisations, UN agencies and programmes, NGOs and other members of civil society. Appointed as HeForShe ambassador, the IOC President is very committed to promote the campaign and to act concretely.

In the framework of the agreement with UN Women, the IOC, in close collaboration with the Brazilian Olympic Committee, supports in 2015 and 2016 a UN Women project in Rio de Janeiro State in Brazil. The project targets 2,500 girls aged 12-14. Entitled "One Win Leads to Another" it will use a series of sports programmes to build young women's leadership skills and improve their ability to influence decisions that impact their lives at all levels.

Sport is a powerful tool for girls' and young women's empowerment. Sport increases girls' belief in their own ability, which translates into everyday life and encourages them to take initiative and attempt things they never imagined were possible.

The project is based on the evaluated Goal Programme by UN Women's partner Women Win.

In over 30 countries with more than 1.24 million girls and young women participating, it has delivered the following results:

- 89% of girls said they were a leader, compared to 46% before the programme;
- 68% of girls have increased knowledge and understanding of gender-based violence;



- 97% of girls know of a place where they feel safe;
- 93% of girls know where to report violence;
- 81% of girls have an increased understanding of their sexual and reproductive health and rights;
- 79% of girls now know how to prevent pregnancy, compared to 25% before;
- 77% of girls now know how to prevent sexually transmitted infections, compared to 21% before;
- 99% of girls believe that one day they will get a job.

The programme builds the leadership skills of adolescent girls through quality sports programmes, improving their ability to influence decisions that impact their lives at all levels. It creates safe spaces for girls to break social barriers and empowers them, equips them with basic economic skills, increased knowledge of their bodies, and the confidence to access services in the event of violence.

The objectives are the reduction in harmful gender stereotypes and related behaviours – including improved self-esteem of participating girls, economic and leadership skills, knowledge of health and their own bodies, knowledge of violence prevention and of available services.

In the future and based on the results of the pilot programmes in Rio, the goal is to replicate it in different locations in Brazil.

International Committee of the Red Cross (ICRC) and the Jamaican Olympic Committee

In 2016, the IOC, the ICRC in close collaboration with the Jamaican Olympic Committee decided to conduct a two years pilot programmes in order to try to reduce the incidence of violence in communities by implementing an after-school, sports-based development programme for “at -risk” children and young people.

The specific objectives of the project include:

- To create safe sports environments for children and young people and engage more children in sustained after-school sporting activities run by trained coaches;
- To provide young people with the skills to better cope with violence and to expand their opportunities, including through improved literacy, numeracy and computer skills;
- To improve the way young people deal with conflicts, to build leadership attitudes and to improve their access to potential employment;
- To improve the capacity of young people to understand and respect rules and to cooperate for common goals;
- To address the psychosocial needs of youth affected by violence and to improve the opportunities for social integration and well-being.

Fight For Peace and Brazilian Olympic Committee

Fight for Peace, an NGO created in the favelas of Rio de Janeiro in 2000, combines boxing and martial arts with education and personal development to realise the potential of young people in communities affected by crime, violence and social exclusion.

Fight for Peace provides young people with the tools, resilience and support structures they need to become life champions and create positive futures for themselves. Fight For Peace has developed an integrated and holistic methodology giving young people all the support they need to become champions in life.

The NGO has built two academies in Rio de Janeiro and in London. The organisation also develops a Global Alumni Programme (GAP) and has trained over 100 community based partners from 24 countries.

In April 2013, Fight For Peace received the Sport for All Award and grant by the IOC during



the Sport For All Conference in Lima, Peru. During the summer 2013, the IOC introduced Fight For Peace to the Brazilian Olympic Committee and the three organisations decided to work together.

Initiated in July 2014 in partnership with the Brazilian Olympic Committee and supported by the IOC, the Community Champions project provides young people in Complexo da Maré with access to the Olympic sports - boxing, taekwondo, judo and wrestling - personal development classes and access to Fight for Peace's Five Pillar programme.

Workshops for coaches from other low-income communities in Rio de Janeiro are held to teach them the Olympic Values.

In 2015 in Rio de Janeiro, more than 2'000 young people attended Fight for Peace, 34% of whom were girls; one of the highest percentages of female participation recorded in the history of Fight for Peace.

- <https://www.olympic.org/news/eliminating-and-preventing-violence-against-women-and-girls-through-sport>

Useful information and links

Promote Olympism in Society

<https://www.olympic.org/the-ioc/promote-olympism>

Sport and Development

- <https://www.icsspe.org/content/sport-and-development-theory-practice>
- <https://www.icsspe.org/content/sport-and-development>
- <http://www.sportanddev.org/>
- http://www.sportanddev.org/en/about_this_platform/

Child Protection

- <http://cpwg.net/>
- <http://cpwg.net/wp-content/uploads/sites/2/2014/03/CP-Minimum-Standards-English-2013.pdf>
- <http://www.sportanddev.org/en/learnmore/safeguarding/>
- <http://www.unicef.org.uk/UNICEFs-Work/Sport-for-development/safeguarding-in-sport/>

**DEVELOPMENT
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THROUGH

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