



INTERNATIONAL
OLYMPIC
COMMITTEE

SPORT AND ACTIVE SOCIETY PROGRAMMES

**INTRODUCTION TO
THE MANAGEMENT OF SPORT
FOR ALL PROGRAMMES**



Physical inactivity is widespread...

- Globally, 1 in 4 adults is not active enough (WHO)
- More than 80% of the world's adolescent population is insufficiently physically active (WHO)
- Insufficient physical activity is 1 of the 10 leading risk factors for death worldwide (WHO)

...let's reverse the trend and get moving

Lead the way and encourage people in your community to be more physically active keeping in mind these 5 objectives:

- Promote Sport and Physical Activity
- Improve Public Health and Well-Being
- Support Active Societies
- Provide Equal Access to Sport
- Foster Olympic Legacy



+45
EXAMPLES

ARE ALREADY INSPIRING A NEW WAY
OF MOVING AROUND THE WORLD

check our website

www.olympic.org/sport-and-active-society

Share your successful project with us

 activesociety@olympic.org





The IOC and its partners offer support

Olympic Charter

“The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit.”

Olympic Agenda 2020 / Recommendation 21

Strengthen IOC advocacy capacity

- The IOC to advocate to intergovernmental organisations and agencies.
- The IOC to encourage and assist NOCs in their advocacy efforts.

SPORT AND ACTIVE SOCIETY COMMISSION

Contact: activesociety@olympic.org

OLYMPIC SOLIDARITY

Find more information on the Olympic Solidarity Programmes: www.olympic.org/olympic-solidarity

ACTIVE CITIES PROJECT

If your city is interested in becoming part of the Active Cities project, please send an email to the Active Cities team at the address example@activecities.com

OLYMPIC DAY

Contact your country's NOC for joint projects and initiatives www.olympic.org/olympic-day-map

PARTNERS

- Association for International Sport for All (TAFISA): www.tafisa.net
- World Union of Olympic Cities: www.olympiccities.org
- The World Health Organization: www.who.int
- United Nations Office of Sport for Development and Peace: www.un.org/wcm/content/site/sport
- UNESCO, International Society for Physical Activity & Health, European Commission, Designed to move



Let's get started!

1 **PLANNING PHASE**

- DEFINE YOUR PROJECT
- DESIGN AN ACTION PLAN

2 **IMPLEMENTATION PHASE**

- TRACK YOUR PROGRESS
- REVISIT YOUR IDEAS

3 **EVALUATION PHASE**

- MAXIMISE LEARNING
- SHARE RESULTS

More information on each of these stages, as well as links to specific practical management tools for each stage of the process can be found at www.olympic.org.



Connect and share

Useful links:

www.olympic.org
www.unesco.org
www.tafisa.net
www.who.int
www.olympiccities.org
www.ispah.org
www.europa.eu
www.designedtomove.org

Commission contact:

activesociety@olympic.org



“ As the embodiment of the values of sport and Olympism, it is our responsibility to get the couch potatoes off the couch and to make the practice of sport and physical activity part of everyone’s lifestyle in order to create a healthier and better life for everyone. ”

Thomas Bach
IOC President

“ We want to enable and inspire people to develop programmes that can lead to healthier individuals and a better society through a sustainable sports movement by providing them with the necessary understanding and practical tools required to deliver successful programmes. ”

Sam Ramsamy
Chair of the IOC Sport
and Active Society Commission

