



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

DEVELOPMENT THROUGH SPORT
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PUTTING HUMAN BEINGS

FIRST

The IOC's mission

"As a values-based sports organisation, we can't change the world on our own. But we can — and we do — help to make it a better place,"

Jacques Rogge, IOC President.

As we look at today's society, it is clear that the social and economic effects of globalisation, the degradation of the environment, and the increasing gap between the haves and have-nots, are calling for a concerted effort of every citizen, of every social group, to find long-lasting solutions for better human development.

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 can sport can channel.

This finds its roots in the fundamental principles of Olympism :

"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 well-being at large.

SPORT AS A TOOL FOR DEVELOPMENT

Beyond physical well-being, sport can play an important role for a safer, more prosperous and more peaceful society, through its educational values and worldwide network. It is recognized by the United Nations as an effective tool to contribute in reaching the **Millennium Development Goals (MDGs)**. The MDGs are eight [international development](#) goals that all [United Nations member states](#) as well as a series of [international organizations](#) have agreed to achieve by the year 2015. Among the MDGs sport can effectively contribute too are :

MDG No. 1. Eradicate extreme poverty and hunger: The IOC has a wide range of activities offering direct food supplies for children, providing sports equipment for fitness and social activities and health.

MDG No. 2 .Achieve Universal Primary Education : The IOC supports primary school education for school children by providing education material together with sports equipment.



MDG No. 3 . Promote gender equity and empower women : The IOC has a fully-fledged gender equity programme and supports women in sport as well as having special women and sport commission.

MDGs No. 6 : Combat HIV/AIDS and other diseases : The IOC has developed a fully-fledged HIV & AIDS policy and programme.

MDG No. 7: Ensure environmental sustainability. The IOC considers environment as the third pillar of Olympism, alongside sport and education and culture. It applies important financial resources to the programme and has a special sport and environment commission.

MDG No.8: Global partnership for development : the IOC places its network and at the service of development through its advocacy and communication platforms, mobilizing -amongst other members of the Olympic Movement - Organizing Committees, International Sports Federations and National Olympic Committees.

OUR ACTIVITIES

The IOC cooperates with **partners** including numerous United Nations agencies, as well as international governmental and non-governmental institutions to develop and implement its projects using sport as a tool for development. National Olympic Committees do also support these activities locally through their sports expertise and network. Several International Federations have similarly developed initiatives in this field too.

Sports for Hope

In partnership with the National Olympic Committee of Zambia, the government of Zambia and a group on International and National Sports Federations, the IOC has launched the Sports for Hope Programme in Lusaka, Zambia, in May 2010. In addition to training mid-level athletes in 6 sports, the sports complex offers education programmes, health services and community activities in the neighboring districts.

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

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 sports equipment for fitness and social activities, in several countries of Africa and Asia.

Fighting poverty and violence

The IOC partners with the **United Nations Development Programme (UNDP)** on the development 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 mobilizing the youth through sporting activities so that they can play a role in urban planning processes.

Empowering local communities

The IOC, the **International Labour Organisation (ILO)**, the NOC of Mozambique and a local development agency have implemented a major poverty alleviation and economic development programme for the community of Boane, 250km away from the Mozambique capital. Support has been provided to pay school fees for over 600 primary school children from under-privileged families to bring them back into the educational system.

At the same time, local women have been trained to manufacture school uniforms and to produce groceries to be sold on the local markets, and have formed a cooperative. The OlympAfrica centre, where the programme is being implemented, is also used as a sports training centre from some 1,000 children from the surrounding villages where sport and education courses are taught to them.



Restoring hope among populations affected by war

The IOC supports projects of rehabilitation through sport enabling war and land mine 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 the creation of a safe play areas project in Azerbaijan in 2008 consisting in demining areas and building basic sport infrastructures (or rehabilitate them).

The sporting community responding to HIV & AIDS

The AIDS epidemic poses a real and serious threat to the human existence, development and security. The fact that it mainly targets and incapacitates 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, which strives 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 fight 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), UNICEF, and the International Federation of the Red Cross and Red Crescent Societies (IFRC)** - 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 UNICEF with the objective of discussing the role of sport in national and regional efforts against the pandemic. It also allows for an evaluation on the impact of HIV & AIDS on sportspersons in participating countries, and create working relationships between NOCs and partner institutions so that they may cooperate in their activities.

Olympic Games solidarity campaign

The IOC and UNHCR have worked together since 1996 on sports projects for refugee camps and resettlements around the world. Basic sport equipments 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 runs a clothes collection campaign "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 27,000 items were collected at the 2004 Athens Olympic Games, and more than 75'000 items during the 2008 Beijing Olympic Games. The items were donated to the less fortunate in several camps around the globe, particularly to young people and enabled the implementation of sporting activities and contributed to improve 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 for populations affected by war, natural disasters and major catastrophes. As for most other IOC projects at community level, the NOCs of the countries concerned are also involved in those initiatives. Those programmes are generally implemented through United Nations agencies or the International Committee of the Red Cross (ICRC).

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