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OLYMPIC  
COMMITTEE

Reference document

# The Contribution of the International Olympic Committee to the Millennium Development Goals

## **Sport at the Service of our Community**

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International Cooperation and Development Department

OFFICE OF THE PERMANENT OBSERVER FOR THE INTERNATIONAL OLYMPIC COMMITTEE TO THE UNITED NATIONS

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## Abbreviations

IF	International Sports Federation
IOC	International Olympic Committee
NOC	National Olympic Committee
OCOG	Organizing Committee for the Olympic Games
OVEP	IOC Olympic Values Education Programme
WADA	World Anti-Doping Agency
YOG	Youth Olympic Games
DPKO	UN Department of Peace-keeping Operations
IFRC	International Federation of the Red Cross and Red Crescent Societies
ICRC	International Committee of the Red Cross
ILO	International Labour Organisation
MDGs	Millennium Development Goals
UNAIDS	Joint United Nations Programmes on HIV & AIDS
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNESCO	United Nations Education Science and Culture Organisations
UN-Habitat	United Nations Human Settlements Programme
UNHCR	United Nations High Commissioner for Refugees
UNGA	United Nations General Assembly
UNICEF	United Nations Children' Fund
UNOSDP	United Nations Office on Sport for Development and Peace
UNSG	United Nations Secretary General
WFP	World Food Programme
WHO	World Health Organisation



## Message

**By Dr Jacques Rogge, President of the International Olympic Committee**

We all know that, beyond physical well-being, sport can play an important role in shaping a safer, more prosperous and more peaceful society. We all know about the enormous potential of sport, its global reach, its universal language, its impact on communities in general and young people in particular. Therefore the International Olympic Committee (IOC), and the Olympic Movement as a whole, strongly feel a social responsibility to bring sport and its inherent values of sport to all fields of society.

The IOC has identified development goals it believes it can help advance through sport and together with its partners, namely the National Olympic Committees, the International Federations and the Olympic Games Organising Committees, but also with governments, United Nations agencies and programmes, as well as non-governmental organisations.

We have adopted the United Nations Millennium Development Goals, and have developed a great partnership with the UN in the fields of youth, gender equality, education, health, environmental sustainability and combating HIV/AIDS. The Olympic Movement is very active in all of these areas through projects and partnerships across the globe. You will learn more about these initiatives through the following pages of this report. Furthermore, last year's decision to grant the IOC UN Observer Status not only paid tribute to these efforts, but, above all, acknowledged the power of sport as a catalyst for social change.

The IOC is, above all, a sports organisation. We aim to have a fruitful collaboration and synergy with governments and expert bodies in the different fields in order to contribute and make the difference for which we all strive. We already have achieved a lot, but let's do more and accelerate our efforts in making the Millennium Development Goals a reality. We can all make a difference and contribute to offer a better future for the world.



## Message

**By Dr Mario Pescante, Permanent Observer for the International Olympic Committee to the United Nations**

The International Olympic Committee (IOC) was founded more than a century ago to place sport at the service of humanity. In this third millennium, there is no longer any doubt that the IOC and the sports movement have a social responsibility, namely to enable the largest number of people to have access to the practice of sport, and to make this a key element of sustainable social and human well-being for individuals and society.

This is why the IOC is convinced that sport can help to make the United Nations Millennium Development Goals (MDGs) a reality. Sport unites the principles that the Olympic Movement holds dear: education, sustainability, non-discrimination, universality, humanism and solidarity. These are also the principles at the heart of the MDGs.

Guided by these principles, the IOC has developed a strong network of collaboration, involving the sports family, governments, numerous UN agencies and programmes, international organisations, NGOs, the business world, and other members of civil society. We have joined together to find solutions to a wide range of social, economic and environmental problems. All these actions, detailed in this Report, have acknowledged the role of sport in addressing global challenges.

We are doing our best, but sport alone cannot solve all of the world's problems. Collaboration will remain the crucial component in any plan to harness the power of sport in support of the MDGs.

We can all make a difference and contribute to improve the lot of humanity, offering it a better future.



# 1. Introduction

by T. A. Ganda Sithole, Director of the Department of International Cooperation and Development.

## Our philosophy

*"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."  
Olympic Charter, Fundamental Principles.*

There is no doubt that the social and economic effects of globalization, the degradation of the environment, and the increasing gap between the haves and the have-nots, call for a concerted effort of every citizen of our world, of every social group, to find lasting solutions to the socio-economic malaise and contribute to sustainable human development.

At the same time, the Olympic Games leave an increasingly positive legacy in terms of sustainable social and economic development for the host city and the country at large. And beyond this, the Olympic Games, which generate enormous resources and bring together the best athletes in the world every two years, are supported daily by all kinds of initiatives to develop sport at grass-roots level throughout the world that are underpinned by the values of solidarity, peace and human dignity, a fundamental principle of Olympism. Indeed, the idea of combining sport and development is not new. 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 organization, the IOC has therefore 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. Although sports development cannot be a panacea to solve all the issues of society nor a priority compared to life-subsistence needs of disadvantaged communities, it can generate many positive effects and be a valuable tool for development.

## The convening power of sport

For those who benefit from these programmes, sport is able to unite where differing national passions, politics, religion and culture often divide. It can foster social integration and identity-building of minorities and marginalized groups such as street children, child soldiers, ethnic groups or people suffering from HIV/AIDS. Sport can also support local economic development and create jobs through the numerous income-generating activities that are linked to its practice. Sport also conveys positive messages and influences behavior, just as it can promote self-esteem and interpersonal skills among people, especially young people. It can fight discrimination and raise awareness about women's rights. It has the ability to enable communities at odds with each other to build bridges between themselves. It helps the healing process in populations overcoming trauma and brings joy and fun to brighten up their lives. It can alleviate the negative effects of poverty.

As an integral part of basic education, sport supports mental and physical health and instills in people the discipline of physical activity. It can be a useful platform for preventive and peer education against HIV and AIDS and other major illnesses affecting populations and high-risk health groups. It reaches out to young people of all social groups. Participation in sport is a right that every human being should enjoy without hindrance, just like playing is for children.

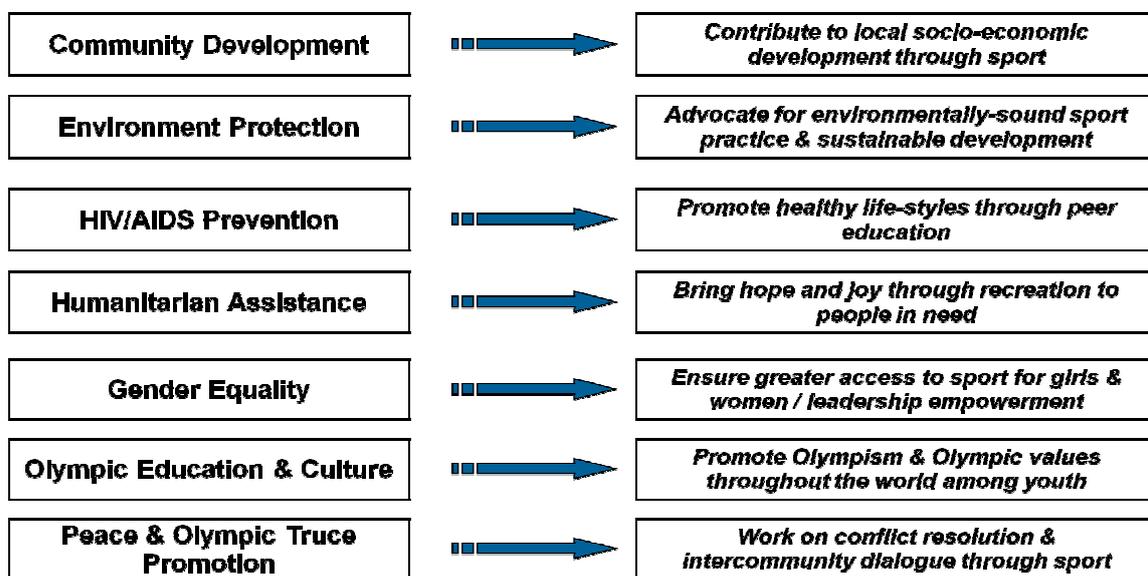
Be it in a more formal or informal manner, development through sport has gained recognition and a place on the agenda of the United Nations and the international community at large, leading to numerous projects at all levels with the sports community. However, much more still needs to be done. And the process should start with a universal understanding that sport needs to have a place in the overall national development plans of countries. To this end, the UN Secretary General's action to



appoint a Special Adviser on Sport for Development and Peace and the Member States' welcome decision to invite the IOC to participate in the work of the General Assembly as Permanent Observer, are clear indications of the highest considerations to which nations in their individual capacities, and the international community as a united entity, are already accepting the critical role of sport in development.

### Supporting the MDGs

Over the years, the Olympic Movement and its constituency have applied immense resources in the areas of development through sport, helping to promote formal education, culture, healthy lifestyles, human rights, sustainability, gender equality, understanding among peoples and peace, to name a few . They also assist several humanitarian organisations by providing sports equipment, education material and aid to victims of wars and natural disasters. Each of these programmes and activities are offering a meaningful contribution to the achievement of the Millennium Development Goals.



The IOC and international sports associations cooperate with numerous United Nations agencies, programmes and funds, with member States, as well as with non-governmental institutions, to develop and implement a range of initiatives using sport as a tool for development. National Olympic Committees and national sports federations play a critical role as they communicate with billions of young people throughout the world on a daily basis and they bring to the table specific organisational expertise that delivers a cadre of young disciplined generations to be empowered and trained for the roles they will play as leaders of tomorrow.

The international cooperation and development activities of the IOC have developed steadily over the years. Back in 1922 during the era of the League of Nations, the IOC and the International Labour Organisation (ILO) established the institutional cooperation by signing between them a Memorandum of Understanding which became a template for subsequent MoUs for partnerships, cooperation and collaboration between the IOC and the UN system.

*“Sport can be a powerful agent for change that should be leveraged by individuals, businesses, governments and elite athletes to drive significant positive development and progress in a social, economic and political context. (...) The UN recognises the power of sport as a tool to achieve its objectives, and in particular the Millennium Development Goals.”*  
*Wilfried Lemke, Special Adviser of the UN Secretary General on Sport for Development and Peace.*



The decision by UN Member States last October, to invite the IOC to participate in the work of the UN General Assembly as Permanent Observer has raised the level of partnership between sports organizations around the globe as a whole, and the political leadership of nations to a whole new level which dictates that more resources are provided to sport by governments and by sport to deliver on its development commitments.

The UN Permanent Observer status is already providing the IOC with a unique opportunity to enhance leveraging its strong political and sport network to promote and reinforce dialogue and consultation with Member States and other entities involved in the UN General Assembly, and support the work of the Office of the Special Adviser to the UN Secretary General on Sport for Development and Peace. The IOC is privileged to have been entrusted with the important responsibility of being the voice of Olympic Movement in the UN, and to commit sport without exception, to undertake actions, individually or collectively, that support the progression of mankind's common objectives for achieving universal human development and peace between and among nations.

Since the 1990s, many projects have been implemented by the IOC and its international and local partners to support development through sport at community level. Each in its own way has contributed to the targeted improvement of the community's well-being and access to physical activity. The examples of programmes, activities and special projects which you will find in the following chapters, as they related to each MDG, will attempt to showcase the IOC's modest but committed contribution to these endeavours. Beyond these programmes and projects there are numerous others which have been designed, funded and applied to the cause of human development by other entities big and small, of the sporting movement as a whole. The effect of the FIFA World Cup on South Africa reverberated throughout the developing world, raising them the confidence to think big and see sport not just as a consumer of resources but also as a contributor to the socio-economic health of nations.

***"The IOC and the sports movement in general have a social responsibility- to provide access to sports practice, and in so doing to spread the values of sport to all sections of society." Jacques Rogge, IOC President.***





## 2. Poverty and Hunger - Human Development through Sport



The IOC being a strong advocate of the convening power of sport, uses various platforms, such as the International Forum on Sport, Peace and Development which it organizes biennially, and various major conferences and seminars organized in collaboration with UN, governmental and non-governmental entities as well as sports organizations, to raise awareness and to gather support for development through sport from opinion leaders, governments, the business community, and civil society. Moreover, it is also taking concrete steps in the field.

### **Making a difference in communities**

Many projects have been implemented by the IOC and its international and local partners to support development through sport. Each in its own way has been successful in improving people's well-being and access to education, health and physical activity.

Recent examples include the inauguration by the IOC President, Dr Jacques Rogge and the Head of State of Zambia, HE Mr. Rupiah Banda, of the Olympic Youth Development Centre in Lusaka, Zambia under the Olympic Sports for Hope programme. This multi-purpose complex is not only pushing sports development in Zambia and the region, but also provides for community activities and is a centre for health services and value-based education for youth. The successful set-up of the centre is possible through a unique collaboration model between the IOC, Zambian sport, the government and six International Sports Federations. The IOC will set up similar centers in other continents.

The partnership between the IOC and UN-HABITAT focuses on reinforcing the social integration of young people in various developing countries, combating poverty and crime through sport. Projects that are being undertaken in the Lake Victoria region, in Kenya, Uganda and Tanzania, and in Laos, are aimed at empowering youth in secondary towns and in slums by providing them employment and employability skills.

The IOC, the International Labour Organisation (ILO), the National Olympic Committee of Mozambique and a local NGO have implemented a poverty alleviation and economic development programme for the community of Boane, supporting the academic education of children from under-privileged families. At the same time, local women have been organized into an economic cooperative in order to subsidize family incomes.

With the United Nations Development Programme (UNDP) sports elements have been added to initiatives against poverty in El Salvador. The "Sport for peace and development" project contributed successful interventions in some of the most violent municipalities in the country. The organization of special sporting activities at which young people were educated on solidarity, respect for self and others, co-existence and understanding brought a new dimension to the fight against the high levels of crime. The project has been integrated into a national programme which is being jointly implemented by UNDP El Salvador and the Ministry of Public Security and Justice.

In northern Uganda, UNICEF and the NGO Warchild Holland, with the blessing and participation of the government, have been helping children and communities affected by strife, providing education, protection, organizational skills and hope. The sports element which has and will continue to be supported by the IOC has been aimed at providing children and adults with alternatives to life, to focus on themselves, the community, healthy behaviors and social cooperation. Related community work was also implemented through the project, helping the youngsters to define their role in the community and to increase their self-esteem.



The World Food Programme (WFP) and the IOC are also joining forces to bring sport, recreation and healthy lifestyles to schools associated with the WFP School Feeding Programme. Under this particular programme, the IOC has donated sports kits with basic but relevant sports equipment to schools in Africa, Asia and the Americas while also making available funds for feeding children and for the completion of at least one facility that is now providing medical services to a poor area that had none before.

### **Putting human beings first**

The Giving is Winning project is a particular IOC humanitarian innovation for the UNHCR which is also aimed at educating the sporting community, the youth in particular, of the causes of instabilities that results in the up-rooting of communities.. Collaboration between the IOC and UNHCR dates back some 15 years. Until 2004, the IOC had concentrated on providing educational and sporting material only for refugee camp dwellers under the protection of the UNHCR and renovating facilities or spaces to play.

IDPs and refugees were provided aid to help combat frustration among the affected and provide for the education of children and young people. However, in the run-up to the 2004 Olympic Games in Athens, the collaboration with UNHCR took a distinct new turn with the launch of the innovative Giving is Winning, a programme that has gained importance and popularity among sportspersons, officials, international sports organizations and commercial partners over the years. Through this initiative, National Olympic Committees, Federations, sponsors, sports organizations, athletes, members and supporters of the Olympic Movement have donated sports and casual clothes for distribution by the UNHCR to various refugee camps around the globe. More than 100,000 items of clothing, or close to 22 containers, have so far reached people in need in 14 countries.

***“Many young refugees spend years languishing in bleak camps around the world. For them, the gift of sportswear associated with famous athletes from across the Olympic spectrum is a tremendous morale booster – a sign that the outside world does still care”. Antonio Guterres, United Nations High Commissioner for Refugees.***

With the support of the IOC, the International Committee of the Red Cross (ICRC) has in Azerbaijan cleared landmines and rehabilitated outdoor safe play areas for young people to exercise and participate in outdoor life. The ICRC has also integrated sport in its physical rehabilitation programme in Afghanistan for victims of landmines among other activities. Sport has had a positive effect not only on the physical rehabilitation process of the victims, but also on their self-esteem and their reintegration into society. Sports events are also used to promote preventive measures and treatment while educating populations on the rights of people with disabilities.

### **The Olympic Games legacy**

The Olympic Games is an event that goes well beyond show-casing sporting excellence. The IOC and the local Organizing Committees, in partnership with national and local authorities, work jointly to ensure a lasting and positive legacy to the host city, the region and the country at large. Mega sport events these days are specifically designed to contribute to economic development and defined causes that directly benefit cities, countries and their inhabitants.. Job creation, lasting economic benefits, environmental sustainability and infrastructural development such as housing, roads and communications are provided with a long term view of contributing to the welfare of the people.



### 3. Education, a Key for a Better Future



#### Developing body, will and mind

*“Sport is a powerful tool for reaching out to today’s youth on all continents and for educating them early on about healthy and responsible behaviours,” explained IOC President Jacques Rogge.*

Education underpins the entire set of MDGs. It is similarly the cornerstone of Olympism, a philosophy which aims at educating youth through sport and its values. The base of the IOC’s work in this regard is its global youth strategy. Taking into account the IOC’s social responsibility and the importance of sport for and to young people, the IOC has devised a multi-level strategy aimed at maintaining young people’s interest in sport, encouraging them to practise it and promoting value-based education. The Olympic values reflect the notion of ‘sport as a school of life’, as idealised by the founders of the modern Olympic Games.

The IOC “Olympic Values Education Programme” (OVEP) forms part of this perspective. The project was designed for children and youths and particularly with developing countries in mind. The IOC has now teamed up with UNESCO to apply this programme to its network of schools in line with the organization’s mandate to enhance and enrich quality education worldwide. That said, one of the most successful applications of Olympism was the Olympic educational project undertaken by authorities in the People’s Republic of China.

The IOC biennial World Conference Sport, Culture and Education brings together representatives and partners of the Olympic Movement, government representatives, academics and artists around the table with UNESCO to reflect and find better ways to ensure that culture and education remain a focus of sport. Like all other IOC forums of this nature, this year’s conference, the seventh in the series, will also be open to all and will be held in Durban, South Africa from 5-7 December 2010.

#### Building on the Olympic Games platform

The Olympic Games are more than a sports competition. In addition, they offer a unique platform to promote value based education and shape the bodies and minds of our future generations. In the run-up to the 2008 Olympic Games, 400 million children and youths were engaged in an all-encompassing educational programme that opened them to each other and the world at large. The success of Olympic Games is not only determined by the spectacular performances by athletes but also by the depth of the corresponding educational and cultural programmes.

China may have been exceptional but only as it relates to the numbers of participants. Vancouver in British Columbia, Canada hosting the 2010 Olympic Winter Games and Paralympic Games delivered an educational and cultural package that touched 2’100 schools in the province and was available to the rest of the country. The story will be repeated in London in the run-up to, during and after the 2012 Olympic Games.

#### Youth Olympic Games

As part of the all important Culture and Education Programme (CEP) of the Youth Olympic Games (YOG), the IOC and its partner organizations ensured that participants at the inaugural Games in Singapore participated as much in athletic undertakings as they did in fun-filled activities during which they were exposed to human values -sustainability, anti-doping, Olympism, HIV/AIDS prevention, children’s rights, fair play, first aid and humanitarian assistance. The Games broke new ground in the collaboration between the IOC and the United Nations. For the first time, the UN entities directly imparted knowledge to the youth. Such was the success of his collaboration that the IOC is now considering how this involvement could be extended to future games.



### **IOC Athlete Career Programme**

A successful life in high-level sport does not necessarily mean a successful professional life. Many Olympic Champions or elite athletes more generally face socio economic difficulties after retirement from the sport as they will not necessarily have employable skills. The IOC is engaged in an ambitious project that aims at ensuring that athletes are emotionally, physically and educationally able to face the competitive world beyond the sports field. This is over and above the raft of educational programmes, some provided and sponsored by international sports organizations, which are undertaken in collaboration with specialist universities around the globe.



## 4. Gender Equality – Women Empowerment through Sport



### Gender equality is a priority

Gender equality is of critical importance to the IOC, and to the world of sport in general; it is a matter of fairness, it is a human right that women and girls should be accorded the same opportunities as the other half of humanity. The IOC accepts the universal convention that women are underrepresented in all aspects of life – political, economic and social. And that all of us must do our best to contribute to the international agenda of righting the situation. The situation in sport reflected this conventional balance on both the playing field and in administrations.

The goal was and is to ensure that girls and women are given equal opportunities to engage in sport and physical activities throughout their life-span. The development of women's sport is one aspect of a more general social and cultural evolution which provides increased recognition of the roles and needs of women in society. These roles and needs are very similar to those already enjoyed by men and are signposts of a healthy society. While being mindful of the many other challenges that women in the world face in their daily lives, the issue of women in sport is directly related to human and social rights. Sport is an integral part of society and exerts an influence on our lifestyle and on our social perceptions. The fundamental principles of the Olympic Charter state that every human being must have the possibility of practising sport in accordance with his or her needs.

As a matter of fact, access to sport and physical activity is fully part of international conventions and documents that have been adopted by the United Nations and other institutions, such as the Beijing Platform for Action and the Convention on the Elimination of All forms of Discrimination against Women (CEDAW). While sport may not be considered a first priority when compared to other issues such as poverty, basic education, domestic violence or access to credit, sport clearly plays a significant role in the overall development and enhancement of women's role in our society. The impact of sport on the lives of women and girls goes beyond social integration and health benefits. By engaging in activities that have traditionally been closed to them, women can also create a new social status and reassert their identity in society.

### The IOC's role as an agent for change

The International Olympic Committee was founded more than a century ago to harness the power of sport in service of humanity. As a product of its era, the IOC initially had little interest in women's participation. However, times have changed and the IOC has played an important role in establishing a positive trend to enhance women's participation in sport, especially in the last 20 years, taking action in the field of advocacy, especially among National Olympic Committees (NOCs) and International Sports Federations (IFs). The objective being to raise awareness of the need to ensure strict equality between men and women, to provide women with wider access to sports activities, as well as encouraging them to take leadership positions in sports administration.

The goal of gender equality in sport is now enshrined in the Olympic Charter, the Olympic Movement's guiding document. The charter declares that "the practice of sport is a human right," specifically denounces gender discrimination and refers to the IOC's role "to encourage and support the promotion of women in sport at all levels and in all structures."

The latest Olympic Congress which took place in Copenhagen in October 2010 has put the issue of equality high on its agenda. It was recommended that high priority be given to the advancement of women and girls both in and through sport and requested the Olympic Movement to use all means in order to achieve gender equality. In the Olympic Games context, looking back when women competed for the first time in the 1900 edition, they accounted for just 2 % of the competitors. Today, more than 40



% of them are women, and the IOC is committed to achieving equality of opportunity, in close partnership with the International Sports Federations and the Organizing Committees of the Olympic Games. With the addition of women's boxing to the programme at the 2012 London Olympic Games, women will compete in every sport at those Olympic Games.

Working with young people offers the best hope for advancing gender equality in the long term because they will soon be in a position to challenge outdated notions about the role of women in society. Sport is a great way to engage young people. The new Youth Olympic Games whose first edition was held in Singapore last August provided a resounding opportunity to use sport in support of girls and women's empowerment and the achievement of the MDGs generally. Female participation reached 46% and several interactive sessions offered to the young participants in the framework of its Cultural and Educational Programme helped to raise awareness about health related issues and leadership.

Beyond its initiatives in the context of Olympic Games and Youth Olympic Games, the IOC activities span from technical and financial assistance through the 205 National Olympic Committees for community-based programmes for women/girls empowerment through sport, provision of sport and recreation facilities, to skills development training programmes on management and leadership for women. Under the leadership of its Medical Commission, the IOC is also working against sexual harassment and abuse in sport, including gender harassment, sexual abuse, homophobia, hazing and bystanding, to help young people engaged in sport to protect themselves and develop prevention programmes among sports organisations.

The IOC also organizes advocacy initiatives such as a quadrennial World conference which gathers hundred of participants from all sectors of society and the IOC Women & Sport Awards which are recognizing women, men or organizations who have made major contribution to furthering the cause of women and girls in and through sport. The members of the IOC Women and Sport Commission are also particularly active in raising awareness about gender equality in their respective domains of sports expertise throughout the year.

### **Building on partnerships**

Today's reality is that the world of sport, like many other sectors of society, is far from gender balanced. Although its expansion is encouraging and much progress has been seen in the field of play, much remains to be done at the leadership level. Of all the sectors of activity, the management and administration of sports organisations is certainly the one in which greater efforts must be made to address the inequalities which still exist. The IOC recognised the need to keep the pressure on and to have a multi-sector approach dealing with women and sport issues. Nevertheless, the trend is clear and positive for women. The desire for more progress is driving many sports organizations that have decided to work towards a more inclusive model of society for the future generations.

The IOC policy for women's empowerment through sport has been developed and implemented through numerous partnerships with sports organizations, UN agencies and programmes, NGOs and other members of civil society. Our partnerships seek to advance, through sport, our mutual goals of gender equality and women empowerment which have, as recognized, a large multiplier effect on the other MDGs.

For instance, fighting sexual-gender based violence through sport is area of IOC intervention alongside the United Nations High Commissioner for Refugees (UNHCR). Through this programme, the targeted youths learn an enhanced sense of team play, leadership, cooperation and decision-making skills, and become knowledgeable on sexual gender-based violence including sexual exploitation. Working together on a team with a common goal to succeed athletically is at the core of this process to facilitate behavior changes.



## 5. Health Promotion



### Sport as a key for healthy lifestyles

Today's world poses many health challenges that undermine the capacity of communities and future generations to live and prosper in a balanced way. Just to name a few, the increased impact of non-communicable diseases on the mortality rate in developed and developing countries is alarming; malaria or polio are continuing to expand their deadly hand on the most vulnerable populations, miscarriage and birth mortality are curtailing progress on maternal health, and sedentary behaviors or drug abuse are ramping and jeopardize the future of youth in many countries.

The IOC's work on healthy lifestyles promotion builds on these grounds. Its first level of intervention is in its own arena: high-level sport and the Olympic Games. Health promotion and assistance takes another dimension here but is just as important for those who benefit from it. The IOC has been working on the protection of athletes' health, through a strong programme to fight doping in sport, and the prevention of injuries.

The IOC has also been working with the World Health Organization (WHO) since the 1980's on the promotion of physical activity for health more generally. This is true not only for campaigns such as the "Move for Health" and the "Tobacco-Free Sport" but also more generally for the support against non-communicable diseases, physical inactivity being one of the most important risk factors in this respect. With the recent signature of a new Memorandum of Understanding, both organizations are giving a clear sign of their willingness to step up their collaboration and streamline their efforts to promote physical activity across the globe and all age groups.

In cooperation with the International Federation of the Red Cross and Red Crescent Societies (IFRC), it supports children's anti-measles and anti-polio programmes in Africa by financing advocacy activities through sport amongst youngsters and rural populations. The projects are implemented in collaboration with the local National Olympic Committees and the National Red Cross Societies.

### Health legacy at Olympic Games

Since 1988, the IOC has adopted a Tobacco-free policy for its Olympic Games, guaranteeing a smoke-free environment in the Olympic venues and joining forces with WHO and local Health authorities to run information campaigns about the dangers of tobacco for health. Similarly, IOC and WHO have partnered to provide information about nutrition and healthy lifestyles to athletes and visitors participating in the Games. More generally, an important work is also carried out with Organizing Committees in each host country in developing and implementing a comprehensive health legacy policy which impacts the whole population in the long-term through a strengthened public health system. This activity includes disease surveillance, risk management and health emergency response; an enhanced living environment for the host city citizens; and an increased health awareness among the community in general.

The Youth Olympic Games also provide another meaningful platform to tackle health issues with youngsters and educate them about healthy behaviors. As part of the Culture and Education programme of the YOG's first edition in Singapore last August, participating athletes and visitors were able to learn about making right choices when faced with drugs or what doping is all about through interactive and positive activities run by the World Anti-Doping Agency (WADA). The International Federation of the Red Cross and Red Crescent Societies (IFRC) has, for its part, run information activities to sensitize youth about first aid and blood donation. In a dedicated "Health Zone" in the Athletes' Village, the young athletes could also learn about nutritional aspects and implications of a healthy body image through interactive games and educational videos.



## Fighting against the HIV/AIDS epidemic

*“An estimated 33.4 million people are living with HIV, and there are 2,500 new HIV infections per day among young people, many of whom are involved in sports, either as spectators or as participants. It is vitally important for young people to have access to information about HIV so that they can stay HIV-free and lead healthy and productive lives. The sports community is a key partner in reaching out to young men and women, whether in their village or town, or globally.” Michel Sidibé, UNAIDS Executive Director*

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. The sports community has not been spared. It is a responsibility of the Olympic Movement to make a contribution, as part of civil society. 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 at promoting AIDS awareness and HIV prevention, as well as fighting related discrimination, for everyone and particularly among the sports community. This programme is implemented in cooperation with the Joint United Nations Programme against HIV and AIDS (UNAIDS), and with Churches United for Africa (CUAHA), two organisations which are particularly active in policy development and community work.

On the advocacy side, the IOC has been running special campaigns during the Olympic Games, in close partnership with the organizers and UNAIDS. Targeting athletes and officials in the Olympic Villages, these campaigns aim at raising awareness about the epidemic and healthy behaviours and encourage athletes to become ambassadors of this fight in their own country. The IOC also organises regional workshops on HIV/AIDS prevention through sport, gathering together representatives of National Olympic Committees and experts from UNAIDS, the IFRC, UNICEF, and other local partners to discuss how sport could help support national and international efforts to curb the spread of the AIDS epidemic, especially among young people.

In support to these initiatives, the IOC and UNAIDS have published the first Toolkit for HIV & AIDS prevention through sport. Specifically designed for members of the sports community, it offers more information about the epidemic, how prevention can be effective, how sport can be beneficial for HIV positive persons, all about testing and counseling, specific suggestions for activities for youngsters in the age bracket of 10 to 15 years and over, as they are a crucial target group for prevention.



## 6. Sport and Sustainability



### **Our motto: raise awareness – mobilize - improve**

With environment as the third pillar of Olympism, alongside sport and education and culture, the International Olympic Committee has played an important role in the development of the sport and environment agenda. It established a policy that seeks to provide greater resources to sustainable development in and through sport at national, regional and international level, and particularly at the Olympic Games. It applies considerable financial resources to this programme and has created a Sport and Environment Commission as an advisory body.

The IOC policy is enshrined in the Olympic Charter and built on two main objectives: it strives to promote Olympic Games which respect the environment and meet the standards of sustainable development; it also aims to promote awareness among and educate the members of the Olympic family and sports practitioners in general of the importance of a healthy environment and sustainable development.

The IOC policy also finds its roots and scope in a strong and long-lasting partnership with the United Nations Environment Programme (UNEP). Over the years, UNEP has proved to be a solid enabler of the IOC's activities in sustainable development and a fruitful partner to Organizing Committees of Olympic Games in the elaboration and implementation of their environmental policies. In February 2003, the UNEP Governing Council formally adopted a "Sport and the Environment" strategy, which seeks to further promote the linkages between sport and the environment among the general public.

### **Improving our future - sustainable Olympic Games**

From the beginning of a city's wish to stage an Olympic Games, through to the long-term effects of the Games, sustainability is a prime element for planning and operations. The IOC and its Olympic partners, since the early 1990's, have progressively taken this into account throughout the lifecycle of an Olympic Games project, the "Green Games" concept becoming increasingly a reality. Olympic Games are above all about sport and the athletes, but they can bring several important environmental outcomes if they are planned, managed and conducted in a way which minimizes the adverse environmental impacts and effects. The opportunity of the Games can also be used to provide sustainable environmental legacies, such as rehabilitated and revitalized sites, increased environmental awareness, and improved environmental policies and practices. They can further encourage and facilitate strong environmental actions, technology and product development in a city, country and beyond, through the educational value of good examples. It is important to note that positive legacies can occur whether or not a Bid is successful. For example, a Bid may include the rehabilitation and regeneration of a degraded public area of a city for an Olympic Games venue which goes ahead during the bid and is completed even if the city is not awarded the Games.

For an Olympic Games to be correctly considered a "Green Games", the Organising Committee and other key stakeholders, such as governments and sponsors, must develop, abide by and successfully implement a range of environmental and sustainability standards, management systems, practices, policies and actions which minimize adverse effects, maximize benefits and create lasting, sustainable legacies. The actions should raise the standard of environmental practices and policies and, overall, improve environmental conditions in a city and country. .

### **Raise awareness and knowledge among the Olympic family**

Since 1997 advocacy workshops on sport and environment are organized each year by the IOC, in operation with UNEP on different continents for National Olympic Committees. UNEP regional



representatives, government representatives, experts of national environmental agencies, local authorities and other parties concerned by this issue are also part of these seminars.

Since 1996, a biennial World Conference on Sport and Environment also brings together representatives and partners of the Olympic Movement, as well as of governments, international and non-governmental organizations concerned with environmental matters, industry and business sectors, research institutes, media, etc. The aim of these conferences is to regularly assess the progress made in the field of sustainable development by the Olympic Movement, give an opportunity to provide new knowledge on these issues by sharing experiences and expertise from different sectors of society, encourage cooperation in, and further development of, environmental policies in relation to sport.

The IOC Award for Sport and the Environment is also used to recognise and celebrate the achievements of individuals, groups and organisations that taken action to drive environmental efforts within their community. Selected winners from the 5 continents are presented as shining examples for their innovative approach and social awareness in making sustainability a priority.

To support the IOC activities and the Olympic movement more generally as environment protection is placed higher on its sporting agenda, various publications on the subject have been developed. In 1999 the Olympic Movement adopted an Agenda 21 for the sports community, highlighting special issues and challenges that sportsmen and sportswomen can address to ensure the sustainable development of sport.

To help the different members of the Olympic family transform the Agenda 21 recommendations into concrete actions, the "IOC Guide to Sport, Environment and Sustainable Development" was created. The Guide offers methodological and practical tools to the sport community, based on the major principles of sustainable development. In addition, a pocket guide to practical environmental action by members of the Olympic Movement is to be published in the coming months. Similarly, in response to the upcoming Earth Summit in 2012, the IOC and UNEP are also currently working on a second edition of the Agenda 21, encompassing the emerging challenges that are faced by society in terms of sustainability and integrating the numerous best practices which have been implemented in the sporting community in these last years.

More recently, with young athletes participating to the inaugural Youth Olympic Games (YOG) in Singapore, the IOC has brought its advocacy and awareness raising activities to another level. As part of the YOG Culture and Education Programme (CEP), UNEP has been teaching athletes and visitors about sustainability, using "energy bicycles" to power light bulbs and a stereo system to educate them on the importance of energy efficiency, as well as encouraging them to become the role models of the future in their respective community.

### **Mobilize at community level**

The IOC work on sustainability promotion stretches out to communities as well, where National Olympic Committees have taken the lead and put sustainability higher on their agenda, using national experts and ingenuity. The Ecuador Olympic Committee Sport and Environment Commission undertakes a number of activities every year aimed in particular at cleaning up and remediating and ensuring access to surf beaches, on the mainland and in the Galapagos National Park. The "Marine Clean-up Campaign" involves the rehabilitation and recovery of vital and fragile ecological site, which is also a natural sporting area. Future planning also includes the conversion of 18 hectares adjoining with some of the best surfing locations in Ecuador into an environmentally protected recreational area.

The Danish National Olympic Committee has an environmental policy and code worked out through the National Sports Federations. It has done innovative work in producing guidelines for the sporting movement on observing environmental principles, such as a handbook for builders of sports facilities on how to balance environmentally-friendly facilities and athletes' requirements. The NOC has a project directed towards the owners of outdoor sports grounds and facilities with a view to reducing to a minimum the use of pesticides and fertilisers, taking into account the importance of preserving fresh groundwater.



## 7. Global Partnership for Development



### The Olympic movement – a unique sports network

The Olympic Movement is about people. It is people centered, people oriented and, one might dare say, a people's movement. But more important, it is for young people, the "Now Generation" without who the very future of the world is in peril. In its role as leader of the Olympic Movement and guardian of the Olympic ideals and values, the International Olympic Committee has worked tirelessly for over a century to place sport at the centre of the harmonious development of mankind. The founder and the 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.

Of course, the IOC remains above all a sports organisation. Sport is its core business and its main goal is to organise the Olympic Games and to develop sport and its practice worldwide from grass-roots level to elite performances. Hence much of what the IOC and sports organizations are planning to support socio-economic development could not be possible without strong comprehensive and multi-sector partnerships. The examples that have been featured in the previous chapters attest for that. Nevertheless the IOC is committed to being engaged in the local community and be an active member of civil society in addressing its challenges. The MDG achievements and the gap which remain at the global, regional and country level, call for an acceleration of action and an increased involvement of civil society to scale up impact and effectiveness. This is where we come in.

Sport is not the panacea for all of society's ills. The added value which the Olympic Movement and the IOC are offering in this context is the uniqueness of the sports network which provides an enabling environment for the realization of the MDGs. Sport is a universal language. The power of sport as a tool to catalyze, empower, raise awareness, mobilize, unite, educate, prevent, instill behavior changes, or provide opportunities for human development across the board is meaningful and increasingly recognized by governments, international organisations, NGOs and other influential groups. It is in this framework that it is important to look at the inclusion of sport development into the Official Development Aid and engage in a constructive dialogue with governments in this regard.

The unique contribution that the sports network is making to this global effort is also its expertise and knowledge of recreation, physical activity, and sport practice more generally. The billions of women and men, most of them volunteers, who are making the reality of sport across the five continents day by day are the real engine of this movement.

Beyond making available this world-wide network, the IOC's direct contribution to a global partnership for development is by placing its advocacy and communication platforms at the service of these causes as well as by providing technical and financial resources that can be leveraged to support existing development programmes executed by expert organizations and governments.

The best example is embedded in the Olympic Games themselves, which represent a cross-cutting exercise of cooperation with governments, local development authorities, Organizing Committees, International Sports Federations and National Olympic Committees to ensure their positive legacy for the athletes, the city and the community at large. But beyond this, the IOC is using the Olympic Games to bring to the forefront human development issues around the world.

For grass-root projects of community development through sport, the IOC comes in at different levels, be it as a donor, a contributor or a convener of the project itself. But whatever the scenario, the key word remains "partnership".



## Leveraging the UN system and beyond

The decision in 2005 by world leaders to formally recognise the value of sport to human development and its contribution to the achievement of the UN Millennium Development Goals was the turning point in the very evolution of the IOC's approach to development through sport, as this set a clear political framework. Since then, the IOC and many international federations have increased resource allocation to education, human development through sport, humanitarian actions and support for youth and societies in conflict or post-conflict situations. The recently granted UN Observer status to the IOC has subsequently brought this to a higher level within the UN family and the international community at large, with a view to strengthening the IOC's contribution, better directing its efforts and adding value to what organisations and governments are currently undertaking. This comes as added support to the Office of the Special Adviser on Sport for Development and Peace in making the case for sport as a tool for human development.

One of the biggest challenges which our society is facing is certainly peace and stability. There is no room for development and human well-being in a community that is torn apart by civil strife or war. Sport can contribute, and effectively be an agent of change and peace-building. A meeting of minds is obvious, between the sport and political leadership. As much as it cannot enforce or maintain peace, sport plays a vital role to play in building a better and more peaceful world as it appeals to the generality of the community and to the young people who are prone to pick up a gun and fight. Every day, sport is facilitating dialogue between different communities and is a catalyst for mutual understanding in our society. Some of the initiatives which have been successfully undertaken by the IOC with UN peace-keeping missions, the sport community and governments in the Democratic Republic of Congo, Liberia, Côte d'Ivoire or Haiti, are proof to that. And here again, partnership is and will remain the key to success.

*"I don't know if forward Mahmood is Shia, Sunni or Kurdish. Nor do I know what sorrows his family suffered under Saddam's dictatorship or during these years of civil war. It's enough for me to know that he's Iraqi and that yesterday, with that header at the 20<sup>th</sup> minute of play, he gave us a few hours of enthusiasm like never before. The celebrations that yesterday took place in the streets of Baghdad, Bassora, Mosul and other cities from north to south, from east to west, deserve respect from the whole world. No one, no one suspected that someone could have blown himself up or attack people during these festivities for the victory of their team. Yes, it's true, it won't be long before the next car bomb, and the war we're all too used to will certainly not be resolved by the Asian Cup. However, that goal of Mahmood's should move you whatever your opinion might be about our tragedy. Because that 1-0 made us forget, even if only for just a few days, our divisions as to race, religion and political ideology. For just a moment, Iraq took on the semblance of an almost normal country. And if in a few days time we are once again struck by the tragedy of war, well then sport has today given us the illusion, has made us dream that in a few year's time Iraq may go back to being united, as it is in sport, but this time to celebrate its harmony, found anew. " Iraqi journalist Rafid Al-Badr, reporting on the 2009 Asian Games*



## 8. Conclusion

The remaining five years are a challenge for all of us as we strive to achieve the Millennium Development Goals. Our common progress is racing against the impact of international financial and economic crises, and the range of triggering effects they have on poverty alleviation, security, employment, health, education, and sustainability altogether. This is the environment in which sports organisations and the IOC are to move as well. Scaling up our progress cannot be done without stronger synergies and open dialogue to maximise resources and capacities.

The empowerment of women is also at the core of this acceleration process which we are looking to put in place. The latter is at the core of the IOC policy and programmes as well and will be further reinforced in the years to come. Strengthening leadership and entrepreneurship capacities for women in and through sport will inevitably bring women to the forefront and enable our communities to benefit from the increased contribution of over half of the world's population. In this regard, the IOC welcomes the establishment of "UN Women" and is committed to develop a comprehensive partnership strategy with this new entity. The IOC forthcoming World Conference on Women in Sport, coming up in 2012 in the USA, will be another major opportunity to put gender equality on the sporting and political agenda of our community and determine the future priority areas of intervention of the Olympic movement in this field.

Empowering youth is another core dimension of this acceleration process. The new Youth Olympic Games have a unique and resounding capacity to leverage a sporting experience to enable thousands of young athletes to become aware on the socio-economic issues we face and ultimately more engaged in their communities to address them. The first YOG edition in Singapore in 2010 has brought many positive outcomes and the potential to increase its impact in the future is enormous. The IOC will continue to build on this event and other education strategies to reach out, through sport, to young girls and boys across cultures and continents and help them become more responsible and committed citizens.

More than ever the IOC believes that in order for sport to survive and thrive it has to contribute to seeking answers to society's real concerns while at the same time being true to its own values of drug-free competition that is driven by a passion for sport itself, fair play and respect. The past Organising Committees of the Olympic Games have set a high standard for contributing to human development. Both Vancouver in 2010 and London in 2012 have raised the bar even higher: Vancouver with its involvement of the indigenous peoples in the organisation of the Games, action that has brought peace and harmony where none was known between the four host First Nations; and London with its International Inspiration programme, a comprehensive sport for development programme across the UK and 20 countries, that is already benefiting tens of thousands of children and youngsters around the world through multiple partnerships at government, civil society and UN levels.

One cannot expect the sports movement to succeed where social and political movements have failed. International institutions or governments are the competent authorities in addressing mankind's socio-economic problems. However, where sport can contribute, it shall strive to do so and will continue to work in this direction. This is and will remain at the core of the IOC mission in society. As the leader of the Olympic Movement, it will continue to act as a catalyst for collaboration, with the ultimate objective of making the world a better and more peaceful place through sport.