

IOC-UNHCR -Samsung Sports Kits Programme

Giving young people living in refugee camps access to sport

By delivering sports kits, the programme enables youngsters in refugee camps to organise games that will help provide fun and a semblance of normality in their lives.



Location	Africa, Asia & Latin America
Organisation	Tripartite programme between the International Olympic Committee, Samsung and the United Nations High Commissioner for Refugees (UNHCR)
Start-end date	January 2012 – December 2013
Target group	Young people living in camps in the UNHCR's care
Reach	150,000 over the two-year programme
Partners	The IOC, Samsung and the UNHCR
Key facts	20 countries targeted. Six sports covered (football, volleyball, basketball, netball, table tennis). There are currently more than 42 million refugees around the world.
For inspiration	www.olympic.org www.unhcr.org

Summary

Spanning over two years, the programme consists of the distribution of IOC-UNHCR-Samsung Sports Kits in 20 countries throughout Asia, Africa and Latin America. Each IOC Sports Kit contains basic equipment and material for about 300 players, including balls, bibs, caps, shirts and chalk to mark out a field. This two-year programme will allow over 150,000 young people living in refugee camps in the UNHCR's care (and potentially 300,000 beneficiaries, including indirect ones such as populations in the camps, neighbouring communities involved in sporting activities, etc.) to get active and play.

Keys to success

Multi-sector collaboration and support

A key reason for the success of the sports kits programme is its unique collaboration model. By combining their expertise, the IOC, the UNHCR and Samsung have given to the programme a unique and ambitious scope. In addition, Samsung's financial support makes this programme financially feasible.

Provide refugees with something different

One of the main reasons for the success of this programme is that it provides refugees with something that can make them dream. In refugee camps, the time for fun is relatively small and the IOC-UNHCR-Samsung Sports Kits programme is innovative in this way.

Flexibility

IOC-UNHCR-Samsung Sports Kits are easy to use and flexible depending on the local environment and natural resources available in the refugee camps.



Sport for All objectives

Improve public health and well-being

The programme brings the joy of sport and the related psychological benefits to young refugees who have often suffered enormous atrocities. Indeed, the programme plays an important role in relieving tension and fear among people having to live together in camps and settlements.

Support active societies

The Sports Kit Programme aims to help people who have been forced to flee their homeland under threat of persecution, conflict and violence to have fun and get active. It aims to bring joy and peace within each refugee's new life by giving them the opportunity to play sport together and helps them to integrate within their new environment through the medium of sport.

How is the programme communicated?

The communication is achieved through IOC, UNHCR and Samsung media platforms, mainly their websites. Some special videos made of sports activities organised in some camps and a photo gallery are also used to promote the programme.

How is the programme evaluated?

One year after the programme was launched; the project has been implemented in 10 of the 20 beneficiary countries, directly benefitting an estimated 76,000 young people. An evaluation is being carried at this current time, halfway through the programme, by the beneficiary organisation.



“The unfortunate reality is that despite the passion for sport felt by young people across Africa, the majority are not able to realise their full potential. Interventions need to be made at the grassroots level of sports development, by providing children with the necessary sports gear at school-going age.”

Ntutule Tshenye – Business to Government and
Corporate Citizenship Lead of Samsung Africa



Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  www.olympic.org
-  activesociety@olympic.org