

International Olympic Case Study

Competition for undergraduate and master's classes

April 2024

2024/2025 Edition: “Growing an Olympic sport towards new participants and audiences”

Introduction and background

The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating young people through sport practised in accordance with Olympism and its values.

Over the years, the International Olympic Committee (IOC), as the leader of the Olympic Movement, has played a significant advocacy role in promoting the practice of sport and physical activity around the world, and has developed and implemented numerous programmes to increase sports practice from grassroots to elite levels.

The International Sports Federations (IFs) also have an important role in this endeavour. The Olympic Charter underscores their responsibility to foster the development and growth of their respective sports in accordance with the Olympic spirit. This can be accomplished thanks to the IFs' involvement in multiple events (Olympic Games, world and continental championships, etc.) in collaboration with their networks of national sports federations and other sports governing bodies, together with the development and implementation of specific strategies and programmes aimed at reaching out beyond the Olympic sports community. Engagement with new participants and audiences is key to ensuring the future of each sport.

In this new edition of the International Olympic Case Study Competition, focused on “Growing an Olympic sport towards new participants and audiences”, the participants will play the role of a consulting company working for a specific IF, and will be requested to explore the multifaceted responsibilities of IFs in advancing the growth and sustainability of their sports on a global scale.

By leveraging strategic insights, innovative approaches and collaborative partnerships, the participants will have to develop actionable strategies to expand the reach and appeal of an assigned Olympic sport, thereby contributing to the broader objectives of the Olympic Movement, in particular [Olympic Agenda 2020+5](#), the current strategic roadmap for the IOC and the Olympic Movement, and to strengthening the role of sport as an important enabler for the UN Sustainable Development Goals.