International Olympic Committee

FACTSHEET

Sport for Sustainable Development

26 July 2024

About Olympism365

Olympism365 is the IOC's strategy aimed at strengthening the role of sport as an important enabler of the UN Sustainable Development Goals (SDGs.)

The strategy brings together, under one aligned strategy, projects and programmes that promote safe, inclusive, and sustainable sport. It was endorsed by the IOC Executive Board in October 2021 to account for progress that had already been made by the IOC and its stakeholders to contribute to a peaceful and better world through sport, and to be the engine behind Recommendation 10 of Olympic Agenda 2020+5.

The objectives of this strategy are to:

- ensure more people, from more diverse backgrounds, benefit from participating in community sports programmes.
- Improve societal recognition of the value and essential service provided by safe, accessible and sustainable community sports organisations.
- Increase and improve impactful collaboration between the sports movement, the social development sector, and for-purpose businesses.

Delivery mechanisms

Olympism365 is delivered through:

1. **Six thematic portfolios** of **sport for social development projects**, that are currently delivered across 75 countries.

   Working collaboratively with 13 consortia made up of 52 collaborating organisations to strengthen the contribution of sport and Olympism to society, Olympism365:

   - Co-invests in community sport programmes that provide more opportunities for people to access the benefits of sport.
   - Builds the capacity of people and institutions to use sport for sustainable development.
   - Generates insights, research and knowledge to inform and shape policy, and advocate for the role of sport and Olympism in society.
   - Supports campaigns, communities of practice, and exchange of learning that promote the benefits of sport and physical activity, and encourage population-wide behaviour change.

2. **Direct investment** in over 200 **National Olympic Committee projects** funded through the IOC's Olympic Solidarity Development Fund.

3. **IOC signature initiatives and projects** including IOC Young Leaders, Olympic Values Education Programme, Athletes Giving Back, Let's Move and the Olympafrica O!Yes Programme.

Olympism365 priority areas

The six thematic priorities for Olympism365 set out the social impact areas that will be the focus for the IOC's collaboration, investment and interventions through the strategy:

- **Sport, Education and Livelihoods:** Strengthening the role sport and Olympism in society can play in developing people's transferable skills and increasing access to education, employment and entrepreneurial opportunities.

- **Sport, Equality and Inclusive communities:** Promoting the contribution sport and Olympism in society can make to improving equality,

diversity and inclusion across communities, challenging all forms of discrimination, and improving access and opportunities.

- **Sport, Health and Active communities:** Increasing access to safe and inclusive sport opportunities to help people get physically active, improve their mental health and wellbeing, and find a community through sport and Olympism.

- **Sport, Peace and Safe communities:** Realising the potential of sport and Olympism in society to promote peace and reduce anti-social behaviour, crime and violence by helping people find a community and make positive social connections.

- **Urban Sport and Social Good:** Mainstreaming sport, physical activity and active recreation in urban environments as a driver of sustainable development, and as a catalyst for improved health and quality of life, reduced gender and social inequality, and the promotion of environmental sustainability and peace in cities.

- **Innovation:** Seeding and sharing innovations on the use of sport as an enabler for sustainable development.

Collective Action

Co-investment and collaboration with organisations, networks and consortia to strengthen the contribution of sport to these priority areas is at the heart of Olympism365.

The strategy therefore provides an entry point for the IOC and Olympic Movement, encompassing athletes, NOCs and Continental Associations, international and national sports federations and The Olympic Partners, to support, join or mobilise collaborators and consortia of organisations with a shared commitment to strengthening the contribution of sport to these SDGs clusters. These collaborators include:

- United Nations entities (e.g. UNESCO, UN Habitat, UNODC, UN Women and WHO)
- Financing institutions and development banks (e.g. Agence Française de Développement, Inter-American Development Bank, and the Latin American Development Bank)
- Public authorities, NGOs and civil society organisations.

Impact and Reach

Impact is already being delivered through Olympism365-supported community sport programmes, capacity building for individuals and organisations, and policy advocacy worldwide.

At the end of 2023, more than 60,000 people have benefited from regular participation in community sport-based programmes delivered by the Olympic Movement, the UN, and social development organisations. 375 organisations have been trained to deliver sport and sustainable development programmes, and more than 20 million people have been reached through activations and awareness-raising on sport and sustainable development. By 2030 – the end date for the UN Sustainable Development Goals – over 1.5 million people will benefit from community sport-based programmes delivered through Olympism365. Tens of thousands of coaches, educators, community workers, athletes and young leaders will be trained to maximise the role of sport as an enabler for sustainable development.

Thousands of organisations, through support provided by Olympism365, will have enhanced capacity to connect people with the Olympic values and promote the benefits of safe and inclusive sport.

Key principles

In working to strengthen the contribution of sport as an important enabler of the SDGs, taking a human rights-based and sustainable approach is key. Accordingly, the following priorities are embedded across all Olympism365 collaboration and delivery mechanisms:

- **Solidarity:** Working collectively under the principle of 'stronger together' to create a universal and meaningful response, that prioritises contexts and communities where need is greatest.

- **Safeguarding:** Promoting safe sport and development opportunities, ensuring programmes are free from all forms of harassment and abuse and ensuring the safety and well-being of all participants.

- **Equality and inclusion:** Striving to ensure that opportunities are accessible to all, inclusive and free from any form of discrimination.

- **Sustainability:** Organising and delivering programmes in a way that promotes sustainable environmental, economic and social development.

- **Human rights:** Embedding a rights-based approach in the organisation and delivery of programmes and promoting sport as a human right and ensuring every individual has the possibility of practising sport.

More information at the following address:
https://olympics.com/ioc/olympism365

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