International Olympic Committee

Advancing OLYMPISM 365

BUILDING A BETTER WORLD THROUGH SPORT – TOGETHER

THE IOC'S OLYMPISM365 STRATEGY

SPORT FOR A BETTER WORLD, EVERY DAY, EVERYWHERE

Through Olympism365, the IOC harnesses sport 365 days a year to drive positive change in individuals, communities and society.

The strategy brings together social impact initiatives and diverse organisations around a shared vision. It builds on growing recognition – from local communities to global leaders – that sport can contribute to sustainable development, today and for generations to come.

As part of the Olympic Movement's mission to build a better world through sport, Olympism365 focuses on unlocking the full potential of sport to create meaningful impact in communities worldwide.

WHY NOW?

Only

18%

of the UN Sustainable Development Goals are on track to be achieved by 2030[1]

2BN

people live in fragile or conflict-affected states[2]

65%

of the world's population is living in countries where income inequality is growing[3]

1 IN 3

young people are less active due to global challenges[4]

This has led to increasing barriers to sport – the rising cost of living, lifestyle changes and urbanisation are limiting access to sport, with one in three young people citing these as barriers[4].

In this complex landscape, sport offers a low-cost, high-impact solution – a powerful tool for unity, health and progress.

[1] UN, The Sustainable Development Goals Report 2025. [2]OECD, States of Fragility 2025. [3]UN DESA, World Social Report 2025
[4]IOC, MoveNow.Move365: Understanding trends in youth participation in sport, 2023

OUR GLOBAL REACH

We prioritise countries and communities facing significant inequalities, extending sport's benefits far beyond Olympic host cities to where they are most needed.

OLYMPIC SOLIDARITY

IOC YOUNG LEADERS

HEALTH

EDUCATION AND LIVELIHOODS

URBAN DEVELOPMENT

OLYMPIC VALUES EDUCATION PROGRAMME

Olympic Refuge Foundation

PEACE AND SAFETY

EQUALITY AND INCLUSION

INNOVATION

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OUR OBJECTIVE

Olympism365 is dedicated to advancing the Olympic Movement's mission to build a better world through sport by focusing on:

BENEFIT

Ensuring more people, from all backgrounds, can access safe, inclusive and sustainable sport.

RECOGNITION

Elevating global recognition of sport's societal impact.

CONNECTION

Forging powerful collaborations across sport, sustainable development and purpose-led business.

HOW WE DO IT

Our approach to maximising the impact of Olympism365.
We achieve our objectives through four interconnected strategic pillars

PILLAR 1

CONVENE people and resources to drive collective action

We bring together sports organisations, governments, businesses and philanthropists to co-invest in initiatives that amplify sport's reach and impact. By combining resources and expertise, we create a stronger, lasting impact.

PILLAR 2

STRENGTHEN systems to link local action to systemic change

We support community-led projects, build local capacity and strengthen public policy to create lasting change within sport and development ecosystems, ensuring that interventions are context-specific and sustainable.

PILLAR 3

MAINSTREAM safe, inclusive and sustainable sport

We equip people and organisations with the knowledge and tools to make sport safe, welcoming and environmentally responsible.

PILLAR 4

EVIDENCE the impact and maximise the value of sport

We measure the economic, social and environmental impact of sport, using data to learn, innovate and demonstrate its significant return on investment. This ensures accountability and continuous improvement.

CASE STUDY

Sport and Health: Driving Impact through all four pillars

CONVENE

The IOC works with the World Health Organization and leading sports and health organisations to deliver initiatives that improve physical, mental and social health and well-being through sport.

International Olympic Committee · Advancing Olympism 365 · PATH · World Health Organization · ICSSPE · UWI Faculty of Sport · China Institute of Sport Science

STRENGTHEN

Sport and physical activity are brought into schools, health facilities, workplaces and communities in Tanzania, Ghana, Vietnam, Nepal, China and Peru.
This work is supported by policy development and public campaigns, including the IOC's Let's Move campaign, which encourages people to be more active and has already reached millions of people worldwide.

1M+ people active

3M+ reached

MAINSTREAM

Coaches, teachers and health workers are being trained to use community sport to support healthier lifestyles. They receive guidance, practical tools and ongoing support, including online resources that help different sectors work together to create safe, inclusive and sustainable programmes.

5,300+ health and sports professionals trained

550+ organisations trained

EVIDENCE

These initiatives are evaluated to understand their impact on communities. Research, such as the IOC–Allianz *MoveNow.Move365* report, shows that young people who play sport weekly report a better mood and higher self-confidence than those who do so monthly. This evidence informs programme improvements and demonstrates the tangible value of sport.

WHAT WE DO

Our strategy comes to life through three key actions:

01. CONSORTIA MOBILISATION

Collaborating with diverse groups of organisations to implement impactful sport and sustainable development initiatives.

Case study:
Sport, Education and Livelihoods

74,000
young people reached

115
organisations supported

81%
of participants surveyed reported improved job skills

Across Africa, Latin America and the Caribbean, young people are taking part in sport-based programmes that build confidence, teamwork, and other transferable skills, opening doors to education, training and employment opportunities.

The IOC works with partners including Fundación SES, Laureus Sport for Good, The Agence Française de Développement (AFD), regional development banks, and a range of local organisations to deliver this initiative.

Practitioners and local organisations are also trained to use sport for youth development, while recommendations help support the development of public policies that expand opportunities for young people.

Campeonas, Asociación Por Ellas – Paraguay

Empowering Girls through Sport – TOC

02. NOC & OLYMPIC MOVEMENT INVESTMENT

Directly investing in National Olympic Committees' social, economic and environmental sustainability projects through Olympic Solidarity, while strengthening the capacity of the Olympic movement to engage with new development and funding partners.

Case study:
Empowering Girls Through Sport project

1,500
young people reached

61.5%
of participants improved their academic performance

The Turkish Olympic Committee (TOC) runs the "Empowering Girls Through Sport" project, providing year-round access to sport for girls aged 10-14. The initiative operates four sports schools in three cities (Gaziantep, Şanlıurfa and Diyarbakir), offering coaching in seven Olympic sports, ranging from gymnastics to volleyball.

Supported by Olympic Solidarity, the TOC covers project costs – from equipment to gym renovations – ensuring the programme is fully accessible. Beyond physical activity, it also supports girls' social, emotional and educational development, building self-confidence, encouraging school attendance, and challenging gender stereotypes.

03. IOC FLAGSHIP INITIATIVES

Sustaining and scaling proven programmes that promote Olympism, like the **IOC Young Leaders Programme**, the **Olympic Values Education Programme (OVEP)**, and the **Let's Move campaign.**

Case study:
Olympic Values Education Programme (OVEP) - India

12 MILLION+
children reached across India through curriculum inclusion

55,000
schools involved

OVEP brings the Olympic values of excellence, respect and friendship into school curricula across India. The programme launched in 2022 in Odisha through a partnership between the State Government, the Abhinav Bindra Foundation Trust, and the IOC. It combines sport-based learning, physical activity and social-emotional development to Promote healthier lifestyles, gender inclusion and social cohesion. OVEP has since expanded to Assam and Mumbai, with support from the Reliance Foundation. Participating schools have reported higher attendance, increased participation in sport, particularly among girls, and improved overall well-being.

OVEP India

IN SUPPORT OF THESE INITIATIVES

The IOC champions sport's benefits to support public policy development and mobilise investment in sport.

Olympism365 Summit: Sport for a Better World

Case study:
Olympism365 Summit: Sport for a Better World

300
participants

45
commitments made to use sport as a tool to advance sustainable development

USD 200 MILLION
of value expected to be generated over the next 4 years

The IOC's Olympism365 Summit: Sport for a Better World (June 2025) brought together the Olympic Movement, UN agencies, public development banks, and civil society to advance sport's contribution to sustainable development. Building on the 2024 Paris Sport for Sustainable Development Summit, and the Finance in Common Summit, it provided a platform to share best practices, strengthen collaboration and plan collective action. It focused on three priorities: building healthier, more inclusive communities; ensuring safer sport; and enhancing financing, innovation and data to scale social impact. Its outcomes will guide future global policy and help turn commitments into concrete action.

THE DIFFERENCE WE MAKE

Through Olympism365, the IOC contributes to a better world by fostering:

HEALTHIER, MORE ACTIVE LIVES

Improved physical, mental and social well-being for individuals and communities.

EDUCATION & OPPORTUNITY

Enhanced education, skills, employability and economic pathways.

EQUALITY & INCLUSION

Breaking down barriers, ensuring sport is accessible for everyone, everywhere.

PEACE & SAFETY

Building safer, more united, resilient, and peaceful communities.

ENVIRONMENTAL STEWARDSHIP

Contributing to a sustainable planet through sport.

These outcomes deliver a significant social value and return on investment:

AVOIDED COSTS

Saving resources by preventing negative health, social protection and environmental issues.

ENHANCED WELLBEING

Boosting quality of life, resilience and social cohesion.

INCREASED PRODUCTIVITY

Driving economic growth through job creation and efficiency.

OLYMPISM365 IN ACTION

Since the adoption of the Olympism365 strategy in 2021:

189

countries have initiated or supported projects

1,300+

projects have been implemented where people and communities have benefitted

$50+ MILLION

has been committed by the IOC to support strategy implementation

250+

organisations from outside the Olympic Movement have worked with the IOC

JOIN US IN BUILDING A BETTER WORLD THROUGH SPORT – TOGETHER

Find out more on
olympics.com/ioc/olympism365
or contact olympism365@Olympic.org
for more information.