WEEK 01

IOC YOUNG LEADERS AS AMBASSADORS OF OLYMPISM365

November 8th, 2022
AGENDA

1. Welcome & objectives
2. Housekeeping
3. Overview of the 4-Week Learning Sprint, the IOC Young Leaders Programme & the Application Process
4. Introduction to Olympism365
5. What IOC Young Leaders say
6. Questions & answers
7. Next steps
IOC YOUNG LEADERS PROGRAMME TEAM

Ana-Marija Garcevic (she/her)
IOC
Head of Activities – Olympic Games Engagement & IOC Young Leaders Programme Lead

Marisa Schlenker (she/her)
Yunus Sports Hub Programme Manager

Heloisa de Souza (she/her)
Yunus Sports Hub Communications Manager
SESSION OBJECTIVES

1. Participants will gain a clearer overview of the 4-Week Learning Sprint and the ongoing application process
2. Participants will be introduced to the concept of Olympism365 and its significance to the IOC Young Leaders programme
3. Participants will hear directly from the IOC Young Leaders
4. Participants will gain a deeper understanding of the contribution of sport to the Sustainable Development Goals and how to implement this in their project ideas ahead of the application for the IOC Young Leaders programme
1. The chat box will be open throughout the session. Please use it for informal exchange and comments on the content. Kindly minimize informal chatting while the presenters are speaking.

2. There will be zero tolerance on discriminatory language.

3. We kindly ask you not to use the chat for personal promotion.

4. Feel free to use the Q&A box to share your questions for the speakers. We will do our best to address them.

5. Everyone is welcome to register to receive a Zoom link to join the weekly virtual sessions and take part in the 4-Week Learning Sprint. However, only those who completed the registration for the 4-Week Learning Sprint can earn their certificate of participation and proceed to the next phase of the application process.

6. The session will be recorded and uploaded onto the YouTube and linked to the Learning Hub an hour or so after the session.

7. If you’d like to include your name in the participant list, make sure it appears correctly by selecting "rename" and writing your first and last name.

8. If you need to leave early, don’t worry, the session recording will be shared.
IOC YOUNG LEADERS PROGRAMME VISION

“Strengthen the role of sport as an important enabler for the UN Sustainable Development Goals through empowering young people to leverage sport in making positive impact in their communities.”
IOC YOUNG LEADERS — THE STORY SO FAR

- 94 IOC YOUNG LEADERS
- 66 COUNTRIES
- 141 SPORT-BASED PROJECTS
- 30,000+ LIVES IMPACTED

IOC YOUNG LEADERS 2021–2024

- 25 IOC YOUNG LEADERS
  - 13 women – 12 men
- 25 COUNTRIES
- 25 SPORT-BASED PROJECTS
  - 6 Africa
  - 5 Americas
  - 7 Asia
  - 6 Europe
  - 1 Oceania
- 10 Sustainable Development Goals addressed by the projects

Involves current generation and alumni since 2019
IOC YOUNG LEADERS PROGRAMME IN A NUTSHELL

The programme has been redesigned to ensure each Young Leader is given the tools, resources and opportunities to truly reach their potential as social entrepreneurs.

It follows key features:

- Alignment with Olympism365 and SDGs (especially #1, #3, #4, #5, #6, #8, #10, #13 and #16)
- One of the few IOC programmes operating at the grassroot level with possibilities to engage with youth directly through various forums and camps
- A strong focus on supporting exceptional young people to solve local issues through grassroots sports initiatives and sustainable business models
- A four-year programme with each year concentrating on a specific stage in the phases of developing a solution
- A blended learning approach with monthly learning activities and event engagements
- An emphasis on leadership development
- An inside look into the IOC and the Olympic Movement + exposure and learning from IOC and TOP Partner experts
COMBINATION OF TRAINING, DEVELOPMENT AND FUNDING

FOUR-YEAR PROGRAMME

YEAR 1
Ideation, research & development
CHF 1,000 FUNDING

YEAR 2
Design & launch
CHF 5,000 FUNDING

YEAR 3
Project scaling
CHF 3,000 FUNDING

YEAR 4
Sustainable execution
CHF 1,000 FUNDING
IOC Young Leaders Programme is a part of the IOC’s long-term commitment to support young people through sport by empowering them to become social changemakers through a four-year leadership development programme + 10k seed funding.

Key milestones 2022-2024
- Launch of IOC Young Leaders’ 2021-2024 projects
- IOC Young Leaders 2023-2026 selection (Jan 2023)
- IOC Youth Summit (Oct 2022, 2024)
- Working with other youth programmes and expanding our network

Our top content/digital experiences
- “We Have a Goal” podcast series
- Grassroots storytelling (individual project impact stories) produced in collaboration with our partner Panasonic
- Our social media handles and activations

Want to know more:
- Who we are? (1' film)
- IOC Young Leaders (@iocyoungleaders) • Instagram
- IOC Young Leaders Programme (olympics.com)
- IOC Young Leaders - YouTube
KEY SUCCESSES IN 2022

• Majority of our Young Leaders launched their projects in 2022! 😊
• 6 of the current IOC Young Leaders have been appointed to the IOC Commissions bringing the total number to 18.
• We extended the partnership with Panasonic until the end of 2024 – thank you, Panasonic!
• We are daily strengthening the engagement role of the programme through storytelling, podcast and other promotional features.
• We launched highly successful podcast series “We Have a Goal” in partnership with Amy Purdy, a US Paralympian and advocate for inclusion.
• IOC Young Leaders took part in several youth events in 2022 as contributors and content creators, namely the Global Sports Week 2022 and One Young World Summit 2022.
• In October we re-established the IOC Youth Summit after the pandemic. It was the first time we all got together in person in Lausanne, the Olympic Capital.
The sessions can be attended live or watched back after they are made available on the IOC’s YouTube channel.

Each week, participants will be asked to complete a topic-specific reflection task – linked to each session – which should not take more than one hour to complete.

Participants will also be encouraged to complete weekly social media tasks in line with the programme’s themes and to share their Learning Sprint journeys.

After successfully completing the 4-Week Learning Sprint, participants can earn a Certificate of Participation.

The application process opens on 5 December and closes on 31 December 2022.
INTRODUCTION TO OLYMPISM365

OLYMPISM 365 CONNECTS PEOPLE WITH OLYMPIC VALUES EVERYWHERE, EVERYDAY.
EXPRESS YOURSELVES

Maureen Rosita OJONG EBOB-BESONG
Olympism365 Manager

Barbara Michaela SCHWEIZER
Olympism365 Senior Manager
OLYMPISM365
# OLYMPISM365 PORTFOLIO OBJECTIVES

<table>
<thead>
<tr>
<th>Access</th>
<th>Belonging</th>
<th>Benefits</th>
<th>Connection</th>
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<tbody>
<tr>
<td>Increased number of people participating regularly in community sport and Olympism in society opportunities</td>
<td>Increased diversity of people accessing and benefiting from community sport and Olympism in society opportunities</td>
<td>Increased number of people and organizations reporting benefits from engaging with community sport and Olympism in society opportunities</td>
<td>Increased number of people and organizations promoting the connection between sport, Olympism and sustainable development</td>
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OLYMPISM 365 PORTFOLIOS

CO-FUND

TRAIN

PARTNER

PROMOTE

SPORT & SOCIAL CHANGE PROGRAMMES

PEOPLE & INSTITUTIONS

OLYMPISM 365 NETWORKS

STORIES, RESEARCH AND OLYMPIC CULTURE
1) **ALIGN MESSAGING AND STORYTELLING ALIGNMENT**

2) **FINANCIAL SUPPORT**

3) **CAPACITY BUILDING**

4) **OLYMPISM 365 NETWORKS**

**OPPORTUNITIES FOR IOC YOUNG LEADERS**
EXPRESS YOURSELVES

How could you in your daily life contribute to building a better world through sports 365 days a year via 0365? 

Type your answer in the chat
Omar Refaat Bassyouni (EGY)

- IOC Young Leader
- ITTF Development Manager
- ITTF PTT Competition Manager
- OCP Mentor - Agitos Foundation
The first Table Tennis Academy for People with Disabilities in Egypt

The academy provides an equal opportunity for people with disabilities to practice sport in a safe and accessible environment.
OLYMPISM 365 ↔ RAMP-UP!

- Inclusion
- Respect
- Excellence

- Lack of accessibility for people with disabilities
- Lack of opportunity to practice sport in a safe and accessible environment
- Lack of social awareness towards the issue
Solution to the social problem

• Fair opportunities to discover talent and passion
• Accessible conditions
• Life-changing experience
• Active engagement in society
• Equal Respect for everyone
• Lead by example
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Project deliverables

- Fully supported Table Tennis weekly training sessions
- Two Fully accessible Table Tennis Venues
- More than 80 Participants
- All types of Physical and intellectual disabilities
- A safe platform with open communication
- Paralympians Mentors
- Preventing ethical dilemmas and ethical issues
- Raise awareness
International Youth Day: the IOC Young Leaders meet to bring a more inclusive world through table tennis

With this year’s International Youth Day focusing on inclusion, we spoke to IOC Young Leader Omar Bazeza about how he uses table tennis to tackle inequality and improve accessibility for people living with disabilities.
Impact
What is the impact of the program on participants, the community, and myself?

Reach and Participation
How to expand and reach more people?
How to make every sports facility accessible?

Sustainability
How to maintain the growth and reach of my project?
Every challenge, every adversity, contains within it the seeds of opportunity and growth.

Roy Bennett
1. Additional resources on Olympism365 will be shared in the Week 01 slide deck
2. Recording will be shared on IOC Media YouTube and linked to the Learning Hub
3. Week 01 weekly task, including social media challenge, will be shared on the Learning Hub with the deadline of completion on Sunday, November 13th
4. Week 01 social media challenge:
   • Share through a social media post about an inspiring entrepreneur and/or a project/programme connecting sport and the Sustainable Development Goals. Comment on why they are an inspiration to you.
5. Week 02 session registration link will be posted on the Learning Hub today so please sign up to receive your link.
## ADDITIONAL RESOURCES

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<th>RESOURCE</th>
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<td>Olympic Values</td>
<td><a href="https://olympics.com/ioc/olympic-values">https://olympics.com/ioc/olympic-values</a></td>
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<td>IOC Young Leaders Programme: Who we are Video</td>
<td><a href="https://www.youtube.com/watch?v=3ziF09i3nFs">https://www.youtube.com/watch?v=3ziF09i3nFs</a></td>
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THANK YOU