4-WEEK LEARNING SPRINT
WEEK 02

IOC YOUNG LEADERS AS COMMUNITY MEMBERS – PART OF PURPOSE-LED OLYMPIC PARTNERSHIPS

November 15th, 2022
AGENDA

1. Welcome & Housekeeping
2. Introduction to the Week 02 topic & speakers
3. What is Purpose-Led Partnerships
4. Panasonic as the IOC Young Leaders programme founding partner & key community member
5. What IOC Young Leaders say
6. What is the role of social media in the community management?
7. Q & A
8. Next steps
SESSION OBJECTIVES

1. Participants will learn about the IOC's approach to purpose-led partnerships and what does it mean for the IOC Young Leaders

2. Participants will hear Panasonic's perspective as the programme's Founding Partner and key community member as well as its vision towards youth empowerment

3. Participants will hear how IOC Young Leaders take on a community member role through different engagements in and outside of the programme

4. Participants will learn about how the programme approaches community building and management, both digital and offline
1. IMPORTANT: We decided to extend the deadline for the submission of weekly task forms to Saturday, December 3rd. We acknowledge those who submitted their forms on time and we appreciate your efforts. We also know that different situations arise and we want to do our best to support you all to get to the finish line of the 4-Week Learning Sprint journey to earn your certificate of participation.

2. 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.

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

4. There will be zero tolerance on discriminatory language.

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

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 on the Learning Hub.
YOU ARE ALSO A PART OF A COMMUNITY: THE 4-WEEK LEARNING SPRINT COMMUNITY

- Passion for using sport to bring positive change in local context
- 98% have the same goal to earn the certificate or get selected
- 156 countries represented
- 44% of you are university or college students
- Average age is 25
- 35% are sport volunteers
- 3300+ registered participants
A SPRINT BUT ALSO A WEEK-BY-WEEK PROCESS

- Aim to do the tasks on a week-by-week schedule
- As you go through each topic and form, plan for your project proposal
- Reach out to other participants, create groups to discuss the content, challenges and solutions
- Learn from other participants and their shared content, the knowledge in this group is impressive
- Earning a certificate will signify your full participation in the 4-Week Learning Sprint regardless if you are selected or not
WHO AM I?

Mya Doelling
IOC Global Partnerships
Partner Manager, Purpose-Led Partnerships Lead

- The IOC’s purpose-led partnerships journey
PURPOSE-LED ARTICULATES:

• **WHY** AN ORGANIZATION/ PARTNERSHIP/ INITIATIVE EXISTS,
• **WHAT** PROBLEMS IT IS HERE TO SOLVE, AND
• **WHO** IT WANTS TO BE TO EACH PERSON IT IMPACTS THROUGH ITS WORK
Our collective purpose-led direction is becoming more important to consumers than ever.

82% of consumers think it is important for the IOC and TOPs should work together to help society.

TOP Consumer Research 2023
• ‘Q51. In your opinion, how important is it that Olympic sponsors work with the Olympics to help society?’ (T2B) – wave 2, n=5,000
PURPOSE IS INCREASINGLY INTEGRAL TO OUR IDENTITIES

ATHLETES

“I will never shut up about things that are wrong. I preach about equality, social justice, racism, voter suppression – things that go on in our community.”

-- LeBron James

CONSUMERS

83%

of millennials want brands to align with them on values

BRANDS

56%

of CEOs from outperforming brands view purpose and mission as an employee engagement essential.

-- IBM 2021 CEO Study
OUR **OBJECTIVE** IS FOR CONTINUOUS PURPOSE-LED COLLABORATION TO BE A KEY PILLAR OF THE TOP PARTNERSHIP
FORGING THE RIGHT PARTNERSHIPS WITH TOPS

The IOC and IPC support hundreds of initiatives that use sport as a vehicle for positive change. Likewise, our TOPs have dozens of philanthropic focus areas their businesses try to make a difference in:

IOC SUS, GE&I, Human Rights, PHAS, Olympic Solidarity, IOC Young Leaders, OFCH, Athlete365/Athlete’s Commission, Legacy, NOCs, ORF, and more

Legacy, Paralympic Refugee Team, WeThe15, NPCs, Proud Paralympian, Impossible, Paralympic Museum, and more

For each purpose-led partnership with TOPs we create a clear strategy rooted in mutual objectives and unique capabilities:

WE ARE PURPOSE-LED PARTNERSHIP LEADERS IN YOUTH WORK

The IOC is at different stages within each Pillar: among the leaders in Youth, evolving towards greater progress in Sustainability, DEI, and Athlete Support, and in the early stages of Legacy.
Why did the IOC decide to work with Panasonic on Youth leadership programs?

What are the benefits of working together on this project?

How has working together made the relationship between the IOC and Panasonic better and stronger?
YOUR ROLE AS YOUNG LEADERS BRINGS YOU INTO THE COMMUNITY OF IOC PURPOSE-LED PARTNERSHIPS

HOW ARE YOU PART OF PURPOSE-LED?

PART OF THE SHARED VISION
Working in alignment to spread the values and vision of the broader Olympic Movement.

ACCESS TO PARTNER SUPPORT
Working with Panasonic to tell your story and use their technological expertise and materials to broaden reach and engagement with your projects.

BUILDING TO SOMETHING GREATER
Using the partnership to achieve impact in communities.
HOW IS THIS RELEVANT FOR YOU?

AS A YOUNG LEADER, DEVELOPING PARTNERSHIPS OF YOUR OWN CAN BE A GREAT WAY TO GROW YOUR PROJECT AND HELP YOU REACH WHAT YOU ARE TRYING TO ACHIEVE.

BE STRATEGIC

Look to find work with partners whom you feel best align with your project’s purpose and have similar goals in mind.

The resources that partners can help with extend far beyond funding – think about what you need to operate, storytelling and scale - and then get creative!

BE OPEN

Be open to advice, mentorship, and different forms of partners whether through corporations, other social development organisations, government entities and more. Networking is key.
PANASONIC AS THE IOC YOUNG LEADERS PROGRAMME
FOUNDING PARTNER & KEY COMMUNITY MEMBER

Kodai Tokuda
Panasonic
Panasonic Group
1. Panasonic Group’s Overview
2. Why Panasonic support the programme
3. How to support Young Leaders
Panasonic Group’s overview
What the Group aims to become

Toward an ideal society with affluence both in matter and mind

1918 Foundation
1932 Established the Export Department to launch business overseas
 Held 1st Foundation Day Ceremony to announce the true business mission
1933 Introduced the “Business Division” system
1952 Technical alliance with Phillips
1955 Started using “Panasonic” as a trademark
1959 Established the first overseas sales company in the U.S.
1961 Established the first overseas factory in Thailand
1973 Sales surpassed ¥1 trillion
1978 The Founder promised technical cooperation with then-Vice Premier Deng Xiaoping of China
2004 Acquired Matsushita Electric Works
2008 Changed company name to Panasonic Corporation from Matsushita Electric Industrial Co., Ltd.
2009 Acquired SANYO Electric
2018 100th Anniversary of the foundation
2022 Transition to the holding company structure
Live Your Best

Even in this ever-changing world, Panasonic wants to stay closer to our customers and help make their lives happier and more sustainable.
Why Panasonic support the programme
The Significance of Olympic Partnership

Baron Pierre de Coubertin
Father of the modern Olympic Games

The Olympic Movement
"To contribute to building a peaceful and better world by educating youth through sport, in a spirit of friendship, solidarity and fair play"

Konosuke Matsushita
Founder of Panasonic

Panasonic's Management Philosophy
"To contribute to the advance of world culture by working to improve society through the products we produce and sell."

The Olympic Games and Panasonic are guided by congruent principles

Panasonic contributes its cutting-edge technology to support the Olympic Games and elevate society through sports
In 1988, TOP Sponsorship started
Provided broadcast equipment

Provided video system
Prime Contractor of broadcast system

Started sponsorship of the Paralympic Games
Prime contractor of sound system (RAMSA)

Provided high brightness projectors for Opening/Closing Ceremonies

Provided a solution for Opening/Closing Ceremonies (Projection Mapping)

Over 30 years Contribution
IF YOU BELIEVE IT, YOU CAN BE IT
How to support Young Leaders
How to support Young Leaders
How to support Young Leaders
How to support Young Leaders

The Workshop

Based on our learnings from the previous Young Leaders productions, the new workshop will introduce the do's and don'ts of social video content - including how to shoot, edit and publish. The workshop will consist of four 20-minute sections with a 10-minute Q&A after each section for a total of approximately 2 hours.

1. Interactive Session
   - Sharing of feedback for selected examples of footage that YLs shot/reshot for Group Videos:
     - What was done well
     - What can be improved

2. Video Production
   - Lighting
   - Aperture/depth of field
   - Recording formats
   - Shooting essentials

3. Editing
   - Organising workspace
   - Shortcuts and Keynotes
   - Essential Graphics

4. Publishing
   - Understanding your audience
   - Thumbnails, tags & titles
   - Analytics
   - Scheduling
IOC Young Leaders × Panasonic KWN “SDGs Online event series”

Participants: Junior high school students (About 30 people)
Venue: Kumamoto Nankan Municipal Second Elementary School @Kumamoto Japan
Date: Friday, September 30, 2022
7:00 a.m - 8:00 a.m CET (14:00 p.m – 15:00 p.m JPT)
WHAT IOC YOUNG LEADERS SAY

Tania Lee (MAS)

- IOC Young Leader
- Sports Dietitian
- Co-founder of the Sports Nutrition Academy
- Founder of iLEAP
ABOUT ME

• Profession: Sports dietitian, co-founder of the Sports Nutrition Academy

• Sports: Swimming (competitively for 11 years), love playing other sports too

• My Olympic movement journey:
  NOA Malaysia (2014 – current)
  Malaysia ambassador (IOA 2014)
  IOC Young Leader 2021 - 2024
• IOCYL community
Connect group support
Mentorship programme
Experts/networking sessions

• Other communities
Families, friends, colleagues, society members, sports communities
INCLUSIVE LEADERSHIP PROGRAMME
## ABOUT ILEAP

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>SOLUTION</th>
<th>VISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited opportunities for athletes with disabilities in leadership programs → lack of experience and confidence of athletes with disabilities in leadership roles.</td>
<td>To create an ecosystem that supports an inclusive empowerment program for youth leadership in sports</td>
<td>To nurture <strong>competent young leaders in sport</strong> to gain competencies for a successful career and leadership role</td>
</tr>
</tbody>
</table>
SUSTAINABLE DEVELOPMENT GOALS

3. Good Health and Well-being
4. Quality Education
8. Decent Work and Economic Growth
10. Reduced Inequalities

Inclusive Leadership Programme
PILOT + VIRTUAL PROGRAMME

PROTOTYPING & REFLECTION

iLEAP INCLUSIVE LEADERSHIP PROGRAMME

WORKSHOP 2021

CLOSEING CEREMONY

CORE FOCUSES as sport leaders

Sport Values
Healthy Living
Life Skills
Social Competence

IOC YOUNG LEADERS 2021-2024: END OF YEAR PORTFOLIO

TANIA LEE KYI YAR

Session 1: SOCIAL COMPETENCY
Session 2: SPORT VALUES
Session 3: HEALTHY LIVING
Session 4: LIFE SKILLS

HAPPY OLYMPIC DAY
FROM MOIAS

Song specially dedicated to all the active friends. Let's stay on top of the world!
WHAT'S NEXT

iLEAP 2022 Workshop
Inclusive Leadership Programme

Dec 7th - 9th
International Youth Center, Cheras

Join us to become competent sport leaders

Age group: 13-18 y.o. athletes
  open age for athletes w/disability

Registration fee: RM 100/person
  FREE for athletes with disability & B40 groups

What's included: Full board
  Food + accommodation

Registration deadline: Nov 27th, 2022

Organized by:

[QR Code: Scan to Register]
PARTNERSHIPS

Shared value to amplify impact
ENGAGEMENTS WITH PANASONIC
SHARING THE PASSION

Olympic Movement

to contribute to building a peaceful and better world by educating youth through sport practised in accordance with Olympism and its values

Panasonic philosophy

Contribute to the progress and development of the society and well-being of people through business-led activities

Commitment to youth engagement and empowerment under joint purpose-led initiatives

Live your best. Everyday, everywhere.
YOUNG LEADERS MEET & GREET, CREATIVE COMMUNICATIONS WORKSHOPS, CAMERA TRAINING, INTERNSHIP OPPORTUNITY
PANASONIC INTERNSHIP PROGRAMME
TIPS

Preparation + Opportunity = Success
FOOD FOR THOUGHT

PASSION
What is your passion?
What social issues are you passionate about solving?
How do you want to use your experience/knowledge to solve this social issue?

VALUE
What do you value?
What is your value?
What can you offer through the partnership?

OPPORTUNITY
Have you maximized resources?
Instead of “asking” for opportunities, “offer” opportunities (Brand Values and Partnerships by Heloisa)

Remember that you are uniquely, you.
WHAT IS THE ROLE OF SOCIAL MEDIA IN THE COMMUNITY MANAGEMENT?

Heloisa de Souza
Yunus Sports Hub
IOC Young Leaders
Programme Communications Manager
The community aspect

- Social media is one of the tools for you to be a part of the IOC Young Leaders Community, which extends beyond the 25 selected for the new cohort.

- Through the social media you have an opportunity to build your own community around your leadership approach and your project.

- IOC Young Leaders Community: follow, comment, share. Use the content for your benefit, and be active in the community to make connections, to learn and share. Instagram, Facebook and Twitter: @iocyoungleaders; Community of Practice on Linkedin; Newsletter.

- Your community: create and share mindful, relevant and relatable content - to your audience and to the IOC Young Leaders Community both. Relevance, authenticity and empathy are key to help increase your reach (reposts) and build community (engagement). Bring in the people in your close circles to help build your online community.
Why do we ask you to do a weekly social media challenge?

- Social media and communications are important skills for an IOC Young Leader:
  - To promote the Olympic values
  - To promote themselves and their projects
  - To promote and increase the programme's impact

- It is also an important way to disseminate the knowledge shared in the 4-Week Learning Sprint beyond your own participation.

- By promoting and living by the Olympic values, you become a member of the extended Olympic family.
Tips

- Use the **authenticity of your own voice** and what makes it unique when creating your posts.

- **Position yourself** as an enthusiast/expert on the specific topics of your interest and experience.

- Add **personal touches** to your posts.

- Follow people, brands and media channels working in similar areas for **inspiration**.

- Think of the **content you like consuming and why**; then think how you can apply that in your own content.

- Explore different formats and trends.
Tips

- Use the **authenticity of your own voice** and what makes it unique when creating your posts.

- **Position yourself** as an enthusiast/expert of the specific topics of your interest and experience.

- Add **personal touches** to your posts.

- Follow people, brands, and media channels working in similar areas for **inspiration**.

- Think of the **content you like consuming and why**; then think how you can apply that in your own posts.

- Explore different formats and trends.

Audience (for the task)

When sharing your content, **direct it to fellow young leaders or young people interested or involved in sport as a tool for positive impact**.

Put yourself in their shoes and think of what you would find insightful, helpful and inspiring.
Indigenous communities must be respected as guardians of knowledge as we address climate change.

We need to pay attention to how much we’re taking out, and what we’re putting in to the ocean.

It is a blessing every time you eat a nutritious meal.

Health messaging needs to be correct, complete, comprehensible, culturally sensitive, and community based.

One charity dollar has one life, but one social business dollar lives seven times over.

If technology is the future, and women aren’t represented in tech, then women aren’t shaping the future.

The question ‘what do you want to be when you grow up?’ is a privilege – it means you have capacity to dream.

Edited · 9h
I am really excited and honoured to share that I have received a scholarship from International Olympic Committee – IOC to pursue the IOC Safeguarding Officer in Sport Certificate program.

As an athlete, I have witnessed and experienced all kind of harassment and abuse. I believe, sport should be a safe and inclusive environment where athletes’ well-being is prioritised. In my experience, that has not always been the case in the Czech Republic. Therefore, I am really grateful for this opportunity and I look forward to learning new skills.

#safeguarding #iocyoungleaders #strongertogether
1. Additional resources on purpose-led partnerships and in relation to identifying stakeholders and partners for your sport-based social project or business will be shared in the Week 02 slide deck.

2. Recording will be shared on IOC Media YouTube channel and linked to the Learning Hub.

3. Week 02 weekly task, including social media challenge, will be shared on the Learning Hub with the deadline of completion on Saturday, December 3rd. All forms will be due by this final date.

4. Week 02 social media challenge:
   • Select one of the communities you are a part of and reflect on why is this particular community important to you and if it relates to Olympism principles and Olympic values in some ways. It can be your school, your class, your online community, your sport club or other club, etc.

5. Week 03 session registration link will be posted on the Learning Hub today so please sign up to receive your link.
THANK YOU
<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>LINK</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Olympic Partner Programme</td>
<td><a href="https://olympics.com/ioc/partners">https://olympics.com/ioc/partners</a></td>
</tr>
<tr>
<td>Panasonic's IOC Young Leaders Programme website</td>
<td><a href="https://holdings.panasonic/global/olympic/iocyoungleaders.html">https://holdings.panasonic/global/olympic/iocyoungleaders.html</a></td>
</tr>
<tr>
<td>Partnerships section on Sportanddev</td>
<td><a href="https://www.sportanddev.org/en/toolkit/partnerships">https://www.sportanddev.org/en/toolkit/partnerships</a></td>
</tr>
<tr>
<td>Sport for Sustainable Development: 17 Partnerships for the Goals</td>
<td><a href="http://sport4sd.com/goal-17-partnerships-to-achieve-the-goal/">http://sport4sd.com/goal-17-partnerships-to-achieve-the-goal/</a></td>
</tr>
</tbody>
</table>