WEEK 03

IOC YOUNG LEADERS AS DESIGNERS OF VALUE-BASED PROJECTS

November 22nd, 2022
AGENDA

1. Welcome & housekeeping
2. Introduction to the Week 03 topic & speakers
3. IOC value-based principles
4. Designing sports and value-based projects
5. What IOC Young Leaders say
6. Q&A
7. Next steps
SESSION OBJECTIVES

1. Participants will be introduced to the IOC's value-based principles in and through sport
2. Participants will take away tips on how to incorporate key values and principles into their project design
3. Participants will gain a greater understanding about value-based projects based on case studies and hear how IOC Young Leaders have integrated value-based principles into their project designs
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.

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. Instead, join the LinkedIn IOC Young Leaders Community of Practice.

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. We are not taking attendance.

8. If you need to leave early, don’t worry, the session recording will be shared on the Learning Hub.
IOC VALUE-BASED PRINCIPLES

Ana-Marija Garcevic

• Head of Activities – Olympic Games Engagement
• IOC Young Leaders Programme Lead
“SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO INSPIRE, IT HAS THE POWER TO UNITE PEOPLE IN A WAY THAT LITTLE ELSE DOES. IT SPEAKS TO YOUTH IN A LANGUAGE THEY UNDERSTAND.”

Nelson Mandela, Laureus World Sports Award 2000
BENEFITS OF SPORT

✓ Get people active and healthier
✓ Increase confidence and self-esteem
✓ Develop skills for life, learning and work
✓ Tackle isolation and increase social cohesion
✓ Reduce crime and antisocial behaviour
✓ Engage hard to reach groups
✓ Foster inclusion and gender equality
“Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives”.

UN General Assembly, Resolution A/73/L.36 (2018)
OLYMPISM 365:

Strengthening the role of sport as an important enabler for the UN Sustainable Development Goals.
Olympic Values

1. Excellence
   Doing your best. It is not about winning; it is about having a goal and reaching it through determination, effort and perseverance.

2. Friendship
   The Olympic movement brings Olympic and Paralympic athletes and people from around the world together in sport, play and competition. By welcoming everyone’s differences, we can make stronger and more interesting bonds.

3. Respect
   The heart of all things Olympic: respecting yourself, people, rules and nature. Respect is key to strong friendships, fair play and sportsmanship. Respecting yourself and others goes beyond sport.

- Joy of effort
- Respect for others
- Fair Play
- Pursuit of excellence
- Balance between body, will and mind
Promote rights and equal opportunities
Build self-esteem and facilitate social inclusion and integration
Challenge gender norms, reduce judgments and enhance knowledge / acceptance
Involve and empower women and girls in decision-making
**Participation**  Access and opportunities for athletes on the field of play and for staff of sports organisations

**Leadership**  Positions with decision-making powers and/or influence

**Safe sport**  A sporting environment that is respectful, equitable and free from all forms of harassment and abuse

**Portrayal**  The language (words and expressions), images and voices used, the quality and quantity of coverage and the prominence given, when depicting individuals or groups in communications and the media.

**Resource allocation**  The distribution of funding, facilities and non-financial support
OLYMPIC GAMES: WOMEN’S PARTICIPATION
From 1896 to 2020

1896

Women: 0 sports
Men: 11 sports

Women Only
Men Only

58%
(58% of participants are women.)

SOURCE | The International Olympic Committee
IOC Gender Equality and Inclusion Objectives 2021-2024 - YouTube
An inclusive environment is respectful, welcoming, equitable and free from all forms of harassment and abuse and enables people to speak up without fear of retribution and fully contribute and feel valued and respected for who they are.

This definition is based on a collection of UN and Corporate sector definitions (including McKinsey, Catalyst, UN Economic and Social Affairs)
SAFE SPORT

✓ A sporting environment free from all forms of harassment and abuse
✓ Respect for everyone
✓ Trained coaches and staff
✓ Putting a stop to non-accidental violence
✓ A fair and respectful training space without unwelcome/unwanted attention
✓ Training and competing in a healthy and supportive environment where participants are protected from psychological abuse, physical abuse, sexual harassment, sexual abuse and neglect
SUSTAINABILITY

✓ Integrate social, environmental and economic sustainability principles in your project ideas
✓ Engage and raise awareness
IOC SUSTAINABILITY AREAS OF FOCUS
IOC SUSTAINABILITY AREAS OF FOCUS

Five sustainability focus areas

The five focus areas reflect aspects of the IOC's activities that have the most significant interaction with sustainability. They have also been selected by considering today's key sustainability challenges and the manner in which the IOC and its stakeholders believe the IOC can most effectively contribute. The five focus areas are strongly inter-related and should be considered as a whole.

1. INFRASTRUCTURE AND NATURAL SITES
   - Development and operation of indoor and outdoor sites wherever sports activities take place, including support and administrative infrastructure such as non-competition venues at the Olympic Games and offices of the Olympic Movement's organisations.

2. SOURCING AND RESOURCE MANAGEMENT
   - Sourcing of products and services by organisations within the Olympic Movement, and management of material resources over their lifecycle.

3. MOBILITY
   - Mobility of people and goods associated with the Olympic Movement's activities, at the local and global scale.

4. WORKFORCE
   - Working conditions and opportunities offered to employees, volunteers and contractors of the Olympic Movement.

5. CLIMATE
   - Management of direct and indirect greenhouse gas emissions associated with the Olympic Movement's activities, and adaptation to the consequences of climate change.
KEY SUCCESS FACTORS WHEN DESIGNING YOUR PROJECTS

✓ Have a clear vision – know your “why” and be clear about it
✓ Integrate the principles we just talked about in your project idea
✓ Make us understand that you understand your community needs
✓ Take an inclusive approach – on all levels (not only in terms of participation)
✓ Demonstrate that you plan to create a diverse, gender-balanced and committed team
✓ Showcase that you plan to work in partnerships with others
DESIGNING SPORTS AND VALUE-BASED PROJECTS

Lucy Mills

- Sport for Development Consultant
- Co-founder of READY, a community coming together to learn about innovation, technology, and Web 3.0 to supercharge women’s sport
IOC Young Leaders as *designers* of value-based projects

Contribution by Lucy Mills
Overview of session:

• Introduction – my professional journey in sport for development.

• Setting the scene: why project design matters.

• Project design – insights from two case studies.

• Tips and tools for young leaders as designers of values-based projects.

• Q&A time.
Introduction – my professional journey in sport for development

15+ years working in football and social impact –
• Project design and delivery in 20+ countries.
• Inclusion of girls and women and broader gender equality.
• Curriculum development and coach education training.
• Sport for social inclusion.

Professional highlights...

• Working on the 2010 FIFA Men’s World Cup legacy programme in South Africa.
• Bringing to life the "More Than A Club" motto at FC Barcelona Foundation.
• Setting up an inclusive football programme for women with migrant, asylum-seeker, and refugee backgrounds in Barcelona.
• Member of the board of directors of Lewes FC, the only pro football club in the world that divides its budgets equally between women and men, “Equality FC”.
Setting the scene: why project design matters

When designed well, sport can achieve great outcomes for participants, coaches, families, communities.

Otherwise, let’s remember that >>>

- Sport can be exclusionary (e.g., bullying, lack of participation among certain groups).
- There are still too few children and young people participating in – and enjoying – sport and physical activity worldwide.
- Sport has sociocultural stereotypes, norms, traditions that prevent certain groups from participating.

So >>>

- If we want to have successful sport and sport for development programmes, including participants that are also the most marginalised in society, we need to prioritise GOOD PROJECT DESIGN OF SPORT.
- And the good news is, there are many amazing examples worldwide that - thanks to project design – lead to transformational changes for participants and coaches alike.
Project design – insights from case studies

Inclusive football programme
Values: gender-inclusive, women-focused, trauma-informed

FC Barcelona Foundation
Values: social inclusion, conflict sensitive

- Consultation and workshops
- Purposeful recruitment
- Childcare
- Clothing and sports bras
- Informal translation
- Excursions and trips

- Intentional curriculum delivery
- Over-investment/support of women coaches
- Activities with parents / guardians
- Local authorities and NGOs
- Clothing and equipment – “equalizer”
Tips and tools for young leaders as designers of values-based projects

• Remember who your programme is for! What are the challenges or barriers in sport and in society that they face? What mechanisms / initiatives / considerations need to be in place to overcome these challenges or barriers?

• What will the experience of individual participants in the project you’re designing be – how do you want to make them feel?

• Awareness of your ecosystem – other actors, NGOs, services – bring diverse perspectives together in the ideation phase

• Be intentional in your planning, decisions, recruitment, delivery...

• Focus on full inclusion, participation, and fun.

• Have tactics that promote an equalizer effect among participants (dynamics and games; clothing etc.)

• Get ahead of monitoring and evaluation from the get-go.
WHAT IOC YOUNG LEADERS SAY

Jessie Niles (CAN)

- IOC Young Leader
- Member of the Inclusion Connect Group
- Founder of Ready in Five
MY PASSIONS

SPORTS
Former Professional Athlete & Member of Team Canada

COMMUNITY BUILDING
IOC Young Leader 2021-2024

DATA & ANALYTICS
Master of Management Analytics &
Data Strategist @ StellarAlgo (a technology company serving the sports industry)
TACKLING TWO PROBLEMS

1. Widespread inactivity and lack of social connections due to working and studying from home.

2. Lack of meaningful and flexible remote work opportunities for athletes.

MY SOLUTION

Ready in Five is an online platform where businesses and schools can book high-performance athletes into online and in-person meetings and classes to lead five minutes of movement to bring energy, wellness, and a sense of connection into their virtual worlds.
DESIGNING MY PROJECT

GETTING STARTED

- Experimentation
- Collaboration
- Leveraging Technology

CHALLENGES

- Only so many hours in the day → burnout
- Spreading the word & acquiring customers
VALUES-BASED PRINCIPLES & MY PROJECT

1. Portrayal (Content, Imagery, Words, & Voices):
   - Website
   - Social Media
   - Session Design
   - Speaking Engagements

2. Team Diversity:
   Ensure the Ready in Five team reflects the diversity of athletes & society

3. Power of the Athlete Voice:
   Ready in Five sessions designed to plant the seed & inspire action

Expert Session: Gender Equality & Inclusion in the Olympic Movement
YOUR IOC YOUNG LEADERS JOURNEY

Find your “Ikigai”

- What You Can Be Paid For
- What You’re Good At
- What You Love
- What the World Needs

MY ADVICE

- Growth Mindset
- Power of Small Steps
- Start Now
WHAT IOC YOUNG LEADERS SAY

Sang Eun Lee (KOR)

• IOC Young Leader
• IOC Athlete’s Entourage Commission Member
• Member of the Partnerships Connect Group
• Founder of The Dream League
• Student at University College London
THE DREAM LEAGUE

“Let the pucks drop for girls and women”
PROBLEM STATEMENT

- Lack of opportunities for women in ice hockey to play games
- Lack of investment for girls in ice hockey
- Lack of job opportunities for women in ice hockey, including players, coaches, and officials

SOLUTIONS

- Provide game experiences for women in ice hockey
- Allocate customised resources for girls in ice hockey
- Develop career-based programs in women’s ice hockey
- Create action-oriented, sustainable changes
THE DREAM LEAGUE

Girls' team
Women's league
Girls' training camp
Career development activities

3 GOOD HEALTH AND WELL-BEING
5 GENDER EQUALITY
10 REDUCED INEQUALITIES
THE FRAMEWORK
THE JOURNEY SO FAR

‘The Dreamlinkers’ (2022)

- Korea’s first-ever girls’ team with female coaches
- Empowered 20 players and 5 coaches through customized training & Olympic Values education
- Won the bronze medal at The Dream League
- 80%+ of the players selected into the national youth team
THE JOURNEY SO FAR

‘The Dream League’ (2022)

- Korea’s first-ever women’s league
- Collaboration with the national association
- 6 teams of nationwide participants, from every province in Korea
- Every national player included
- Enabled 150 women in ice hockey to achieve games experience
THE OBJECTIVES OF ROAD TO THE DREAM LEAGUE

- Promote local youth engagement and activities at the heart of Gangwon 2024
- Create and strengthen partnerships that allows to further contribute to building a better world, in alignment with Olympism 365
- Utilise the Olympic legacy - Gangneung Hockey Center
- Scale up training & career development programmes
- Improve data collection, analysis and responsive decision-making
CONNECT WITH US &
FOLLOW THE STORIES OF OUR JOURNEY!

IG: @THEDREAMLEAGUE_KR
FB: THEDREAMLEAGUEKR
THE KEY TO SUCCESS:

Set your criteria based on the Olympic values & apply them to every step of your journey

THE OLYMPIC VALUES

“FUNDAMENTAL PRINCIPLES OF OLYMPISM”

EXCELLENCE
RESPECT
FRIENDSHIP
1. Additional resources on value-based design and in relation to gender equality, inclusion, and sustainability in and through your sport-based social project or business will be shared in the Week 03 slide deck.

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

3. Week 03 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 03 social media challenge:
   - Choose one of the key values or principles learned in the session and explain it in a post to your followers, using your project idea as an example of how you apply it, or will in the future.

5. Week 04 session registration link will be posted on the Learning Hub today so please sign up to receive your link.
THANK YOU
## ADDITIONAL RESOURCES

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<tr>
<th>RESOURCE</th>
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<tr>
<td>IOC Sustainability Strategy: Executive Summary</td>
<td>Available for download on this page: <a href="https://olympics.com/ioc/sustainability">https://olympics.com/ioc/sustainability</a></td>
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<td>The IOC's Climate Positive Commitment</td>
<td><a href="https://olympics.com/ioc/sustainability/climate-positive-commitment">https://olympics.com/ioc/sustainability/climate-positive-commitment</a></td>
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<td>Sport for Sustainable Development: Designing Effective Policies and Programmes MOOC</td>
<td><a href="https://www.futurelearn.com/courses/sport-for-sustainable-development/1">https://www.futurelearn.com/courses/sport-for-sustainable-development/1</a></td>
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