



## OLYMPIC VALUES

### HSH THE SOVEREIGN PRINCE ALBERT II

Stakeholder representative • International Olympic Committee



ORIGINAL TEXT IN ENGLISH/FRENCH

The various sports governance structures are investing increasing amounts of time as well as financial and human resources in their social role.

For some years now, we have seen a multiplication and increasing professionalisation of the projects initiated by the sports governance structures, which make use of the educational virtues of sport to benefit projects of civic or general interest. These projects go far beyond competition itself.

These activities, aimed at the amateur world and not elite sport involve development, international solidarity, the promotion of peace, access to education, the defence of human rights, social integration, etc.

Some International Federations (IFs) have played a pioneering role in this area, and have developed dedicated programmes, which are often extremely structured, effective and laudable.

They use these programmes to make their National Federations (NFs), in vulnerable areas, more structured and professional. They thereby help to expand their sport all over the world.

On the basis of this observation, it is primordial to issue two appeals:

- The first goes to all IFs, to invite those that have not yet done so to take on their societal roles fully and also become involved in development projects.
- The second appeal aims to fully involve top-level athletes in these projects, where their specific skills can make a major contribution.

Most programmes for development or raising awareness about great causes, regardless of their nature, often target young people. In under-privileged areas, they are the ones who are most in need of role models and inspiration.

Vulnerable young people, who are left to their own devices, or simply lack stability and ideals, can find a source of inspiration in popular athletes, who act as role models for them.

Elite athletes can play an effective role in attracting young fans to development programmes, promoting better acceptance of projects within communities, especially if it is their own community.

And these great sports champions can bring far more than just their celebrity. They too are young and as the experience of their own personal training is still fresh, they can also bring their skills to devising programmes.

Many initiatives have arisen from the passion and determination of athletes, based on their own personal experience. For example, the Serge Betsen Academy – which received a Peace and Sport Award last year – the Roger Federer Foundation or the Samuel Eto'o Foundation?

In order to boost their effectiveness, these athletes' initiatives should be better integrated into federal or National Olympic Committee (NOC) programmes.

Better cooperation between stakeholders would help build more effective development projects.

IFs could bring expertise specific to their sport, while NOCs could contribute their specific local knowledge. And NFs would ensure pragmatic implementation of programmes and analysis of resources, while athletes would serve as role models and be a source of creative ideas and coaching activities.

Such active involvement by athletes could also help prepare and anticipate their future at the end of their athletic careers.

An initiative of this kind will soon be launched by Peace and Sport, an elite group of top-level athletes called "Champions for Peace".

The purpose of this structure is to involve athletes in peace-promotion through sport and to set up sports projects at the service of peace as well as social and human development.

As the patron of the Peace and Sport organisation, I would like to call on the entire Olympic Family to convince athletes to think about their future after their athletic career is over and particularly to encourage them to play a strong social role.

I appeal to IFs and NOCs to create departments within their organisations that focus solely on their societal responsibility and developing programmes for this purpose.

And lastly, I would like to ask you all, to actively support the 'Peace and Sport's Champions for Peace' initiative by becoming part of the programme yourselves and encouraging others to do the same.