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Editorial

Successive UN Secretary Generals have underlined the potential of sport as an effective tool for development. Mr Ban Ki-moon, the current man at the helm, is taking this philosophy to new heights. In October 2009 he gave an impassioned speech at the Olympic Congress about the need for the IOC and UN to further exploit sport for the good of humankind.

It has been during Mr Ban Ki-moon's watch that the IOC achieved Permanent Observer status at the UN. It was therefore no surprise that he was present in Geneva, at the 2nd IOC-UN Forum on Sport for Peace and Development, to outline his beliefs that sport is a powerful tool for progress and development. Sport is a common denominator that can break down walls and barriers, and it has an immense socio-economic impact on people.

His conviction that sport has an important contribution to make to the achievement of the Millennium Development Goals (MDGs) is shared by IOC President Jacques Rogge. In welcoming the UN Secretary General to the IOC-UN Forum, Jacques Rogge spoke about the collaboration that is developing on the ground between UN entities and the IOC, both in humanitarian actions and in shaping young people of today into responsible and enlightened citizens of tomorrow. Among other initiatives, the leaders of tomorrow are learning from the Youth Olympic Games and the Olympic Movement's global values-based education programme with UNESCO.

Relations between the IOC and international organisations go back as far as 1922 when the IOC founder, Baron Pierre de Coubertin, and the first ILO Director, General Albert Thomas, signed a memorandum of understanding for cooperation. The current focus on the MDGs would appear to have become the catalyst for a stronger IOC-UN cooperation, making it all the more meaningful. Viewed from that angle, it was natural that the voice of sport should be heard in the highest echelons of political leadership.

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UN Secretary General speaks at IOC-UN Forum



The second edition of the International Forum on Sport, Peace and Development took place in May at the United Nations headquarters in Geneva, ending with the adoption of a list of recommendations aimed at leveraging sport as a tool for positive change.

Jointly organised by the IOC and the UN Office on Sport for Peace and Development and attended by more than 350 delegates from over 100 countries, the Forum brought together various experts from the world of sport and development including representatives from national governments, aid organisations and universities. Speakers included IOC President Jacques Rogge, Hungarian President and IOC Member Pál Schmitt, UK Minister for Sport and the Olympic Games Hugh Robertson, Chairman of the IOC's International Relations Commission Mario Pescante, and the UN Secretary-General's Special Adviser on Sport for Development and Peace, Wilfried Lemke.

The highlight of the two-day Forum was the address by UN Secretary General Ban Ki-moon who spoke about sport as a catalyst for achieving the UN's Millennium Development Goals, how major sport events such as the Olympic Games can deliver on legacy, and how to foster a culture of peace through sport. The final forum recommendations included a call on the UN to include access to sport and physical education as an indicator in its human development indexes; a call for common evaluation tools to monitor the impact of sport on social and economic development; and a call to the sports family to strengthen its partnership with the UN system and other influential groups.

The International Forum on Sport for Peace and Development is just one of many examples of the IOC and UN working together. By using sport as a tool for human

development and peace, the IOC and its UN partners implement various activities around the globe in humanitarian assistance, peace-building, education, gender equality, sustainability and the fight against HIV/AIDS, among others.

Click [here](#) to read the Forum recommendations in full

Click [here](#) to read more about Peace through Sport

- Also in May, the IOC organised the second joint meeting between the National Olympic Committees (NOCs) of Israel and Palestine and welcomed the progress being made on sport-related topics between the two. A complete analysis was made on the issue of free movement of Palestinian athletes. Measures for the development of Palestinian and Israeli sport, including cooperation between the two NOCs were outlined. Participation by both NOCs in the Mediterranean Games was also discussed.

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The International Olympic Committee

The International Olympic Committee (IOC) is the supreme authority of the Olympic Movement. Acting as a catalyst for collaboration between all parties of the Olympic family, from the National Olympic Committees (NOCs), the International Sports Federations (IFs), the athletes, the Organising Committees for the Olympic Games (OCOGs), to the commercial partners, broadcast partners and United Nations agencies, the IOC shepherds success through a wide range of programmes and projects. On this basis it ensures the regular celebration of the Olympic Games, supports all affiliated member organisations of the Olympic Movement and strongly encourages, by appropriate means, the promotion of the Olympic values.

Social media activates people on Olympic Day



Hundreds of thousands of people around the globe used social media platforms to share their sporting experiences and spread the spirit of the Olympic Games in celebration of Olympic Day on 23 June.

Every year, the International Olympic Committee and the majority of the 205 National Olympic Committees (NOCs) encourage people, young and old, to participate in sports activities to commemorate the birth of the modern Olympic Games on 23 June 1894. This year, however, by reaching out to its millions of fans on Facebook and followers on Twitter and YouTube, the IOC prompted more people than ever before to get up off the sofa and get active, and then share their sporting moments via videos, photos and text messages.

"I am thrilled to see how many people are embracing the spirit of Olympic Day and sharing their sporting moments with us," said IOC President Jacques Rogge. "This is what the IOC has always strived to achieve: to get people active regardless of their age, gender or athletic ability. Our initiatives in social media can help fight physical inactivity which poses a major threat for health across all age groups."

Physical inactivity is one of the four main risk factors for non-communicable diseases (NCDs) and all global deaths, as highlighted in WHO's recently published Global

Recommendations on Physical Activity for Health, and is linked to 3.2 million deaths per year, including 2.6 million in low and middle-income countries. Studies also show that by 2015, approximately 2.3 billion adults will be overweight and more than 700 million will be obese.

Children are not spared either. For youngsters between the ages of five and 17, at least one hour of moderate-intensity physical activity daily can protect their health and, in turn, reduce the risk of these diseases. Therefore sport clearly has its role to play and what happened on Olympic Day 2011 across the globe is a good example of how social media can help in appealing to millions of people, especially the young, to be physically active.

The IOC currently interacts with over four million fans on Facebook, with roughly 10,000 new fans joining every week. More than 110,000 people follow the IOC on Twitter and in 2010 the IOC's website, www.olympic.org, registered more than seven million visits.

A large majority of the 205 NOCs celebrated Olympic Day 2011 by organising sport, cultural and educational activities for their communities. In Jordan, 1,000 young people split into five groups symbolising the five Olympic rings and took part in a 2km run. Finland integrated Olympic Day into "Your Move", a mass event that involved 42,000 young people.

And the US hosted the largest Olympic Day celebration in its history, with more than 350 events.

In Australia, 100 Olympians including champions Susie O'Neill (swimming) and Nikki Hudson (field hockey) visited schools to talk about their Olympic experiences. And in Lusaka, Zambia, the first Olympic Youth Development Centre in the IOC's Sport for Hope Programme organised an 8km race in which 1,000 people participated. Special educational workshops on the Olympic values, the fight against doping and HIV/AIDS awareness, environmental preservation, child protection and girl empowerment were also conducted as part of the celebrations.



Click [here](#) to learn more about Olympic Day

Click [here](#) to learn more about the Olympic Youth Development Center in Zambia

IOC and UNODC team up



IOC President Jacques Rogge and Yury Fedotov, Executive Director of the United Nations Office on Drugs and Crime (UNODC), met in Lausanne in late May to formalise the relationship between their two organisations, which have been cooperating on a case-by-case basis since the mid-1990s. A new Memorandum of Understanding sets the foundation for a strong partnership which aims to use the power of sport for positive change and youth education as well as to fight cheating in sport - objectives which are at the heart of both the IOC and UNODC.

The UNODC targets young people when it comes to preventative measures and this is where sport, with its worldwide network and youth appeal, comes in. The UNODC has already worked closely with the Olympic Family to organise youth camps for life skills development and values education in several countries across the globe. The next two such camps will be organised in Manila and Barcelona later this year. And during the first-ever Youth Olympic Games in Singapore last August, a UNODC “Say NO to corruption” campaign was part of an overall education programme to alert the 3,500 young participating athletes to the dangers of cheating in sport.

Since then, the IOC and UNODC have also strengthened their efforts in the fight against irregular and illegal sports betting. Dimitri Vlassis, the UNODC’s Chief of Corruption & Economic Crime Branch, as well as Wilfried Lemke, Special Advisor to the UN Secretary General, are members of a dedicated IOC Working Group on this topic. The Working Group is chaired by the IOC President and also features representatives from the sports world, governments, betting operators and Interpol. It is focusing on the fields of education; monitoring, intelligence and analysis; and legislation and regulations related to sports betting.

The IOC first took preventative measures to tackle the problem of illegal and irregular betting five years ago, and has been proactive in its fight ever since. The IOC’s Code of Ethics was amended in 2006 to forbid all participants in the Olympic Games from betting on Olympic events, and subsequent measures have been aimed at raising awareness of the issue, safeguarding the integrity of the Olympic Games and sport in general, and strengthening collaboration with partners inside and outside the Olympic Movement.

Click [here](#) to learn more about the IOC’s fight against cheating in sport

Doha Declaration rounds off Sport and Environment World Conference

The 9th IOC World Conference on Sport and the Environment, hosted by the IOC and the National Olympic Committee of Qatar in partnership with the United Nations Environment Programme (UNEP), concluded in Doha in early May with the sports world renewing its commitment to the environment by framing a clear agenda for action.

The resultant Doha Declaration defined three focus areas in which to direct activities related to the economic, social and environmental aspects of sustainable development in sport: showcasing the contribution of the sports movement to sustainable development at next year’s United Nations Conference on Sustainable Development (Rio +20); engaging young people; and building and strengthening partnerships between the sports world and the UN, governments, local entities, NGOs, the business community and civil society at large.

IOC President Jacques Rogge said: “We owe it to future generations to continue to promote our green agenda and ensure environmental sustainability in sport, and I think we have taken a big step towards that with the Doha Declaration.”



The three-day conference, taking place a year ahead of the 20th anniversary of the landmark 1992 Earth Summit in Rio, was attended by leading experts in the world of sustainable development in sport. Participants discussed a range of environment-related topics, including ways to locally and globally implement the Olympic Movement’s Agenda 21; how to make sports events more sustainable; how sport can help achieve Goal 7 (environmental sustainability) of the UN Millennium Development Goals; and the role of Olympians in promoting respect for the environment.

Over 650 delegates from National Olympic Committees, International Sports Federations, Organising Committees for the Olympic Games, governmental and non-governmental environmental organisations and educational institutions attended the conference, making it the biggest of its kind.

Click [here](#) to read the Doha Declaration in full

Click [here](#) to read more about sport and the environment

The value of volunteerism in sport



This year marks the 10th anniversary of the International Year of Volunteers (IYV) and the one-year-to-go milestone for the London 2012 Olympic Games. Both the UN system and the sports world have long since recognised the value of volunteerism to society and have worked together on various projects.

The organisation of sport is largely based and dependent on the commitment of millions of volunteers across the globe, be it parents teaming up to drive their kids to training and competition, people dedicating their little free time to judging and coaching, experts visiting other countries to share their knowledge, officials giving their valuable input to sports administrators, or thousands of Olympic fans who are applying to offer their time and talents for free come Games time.

The London 2012 organisers call their volunteers the “Games makers” in appreciation of their crucial role in making the Olympic and Paralympic Games happen. More than 250,000 people have already signed up and interviews are currently taking place. In Russia, a completely new culture of volunteerism is evolving, thanks to the preparations for the Sochi 2014 Olympic Winter Games which will leave a lasting legacy in the country.

IOC and WFP in Haiti

The IOC joined forces with the World Food Programme (WFP) in Haiti earlier this year, shipping 200 sports kits for distribution to over 40,000 boys and girls in 65 primary schools of the Ouest Department, a region heavily affected by the terrible earthquake that ravaged the country in January 2010 including capital city Port-au-Prince.

The schools supported are part of the WFP's School Feeding Programme, one of the organisation's most important initiatives. Elsewhere, several sports champions have benefited from this programme, including iconic Kenyan Olympic medalist Paul Tergat, who has since become a WFP Goodwill Ambassador.

The IOC sports kits have been specifically developed in the framework of the partnership with the WFP and contain basic sports equipment such as balls, nets, bibs, chalks and pickets to mark the ground. Since 2008 several communities in Asia, Africa and the Americas have benefited and continue to benefit from this joint IOC-WFP initiative.

IOC supports UN Inter Agency Games

This year for the first time the IOC has supported the organisation of the United Nations Inter Agency Games. The 38th edition of the event was hosted by the Vienna-based UN organisations and held on 13-17 April 2011 in the Traunsee region of Austria.

The annual event provides UN staff with a unique opportunity to communicate with fellow members of the UN family through sport. The Games are hosted by an organisation or combination of organisations from the four main duty stations in Europe - Paris, Geneva, Rome and Vienna - on a rotating basis. They comprise up to 20 fixed and alternating disciplines including Olympic sports such as athletics, swimming, table tennis, volleyball, golf and basketball.

Olympic Movement united to support Japan

The Olympic Movement has joined forces to support Japan's sporting community since the earthquake and tsunami devastated parts of the country earlier this year. A dedicated working group has been jointly set up by the IOC and the Olympic Council of Asia (OCA) to look into ways to lend support.

Led by IOC Vice-President Ser Miang Ng, who travelled to Japan shortly after the event, the group has met the National Olympic Committee of Japan (JOC) on a number of occasions and has started to coordinate the Olympic Movement's actions with respect to this difficult and complex situation. IOC President Jacques Rogge is visiting Japan in July to join in the JOC's 100th anniversary celebrations.

Joint IOC/OCA financial aid has been allocated to the JOC, which will administer and distribute the funds to projects that use sport as a vehicle to bring relief and hope to the Japanese population that was affected by the disaster. First initiatives include “The Olympians' Visit” and “Light the Spirit Within”.

“The Olympians' Visit” will take well-known Olympians to Japan in October, when they will participate in a sports festival in Tokyo. The Olympic role models will also visit schools in the affected areas and participate in sports programmes that aim to bring joy and hope to the local students.

“Light the Spirit Within” will also target the next generation by bringing young people living in the affected areas to the Winter Youth Olympic Games in Innsbruck in January 2012 and to the Southeast Asian Games in Indonesia in November 2011. Both initiatives aim to give these young people, whose lives were turned upside down overnight, the feeling that they are not forgotten. Other relief action is in the process of being set up.



Women shine on Olympic Day



For the second consecutive year, the IOC hosted the Women and Sport Awards ceremony on the occasion of Olympic Day on 23 June. One world and five continental trophies were presented to remarkable individuals as well as one organisation, all of whom have made an outstanding effort to enhance the participation, development and involvement of women and young girls in society at large through sport.

The 2011 IOC Women and Sport Award trophies were presented as follows:

- World Trophy: Tegla Loroupe (Kenya)
- Africa: Nadouvi Lawson Body (Togo)
- Americas: The Women and Sport Commission of the Ecuadorian Olympic Committee
- Asia: Narin Hajtass (Jordan)
- Europe: Sema Kasapoglu (Turkey)
- Oceania: Daphne Pirie (Australia)

Did You Know?

For the first time in Olympic history, men and women will be competing in all sports in London 2012 following the introduction of women's boxing.

The winners have been recognised for their roles in empowering women and girls, facilitating their access to sport, promoting them as sports administrators and leaders, and highlighting their success stories in the media.

Loroupe, the Kenyan former marathon world-record holder, for instance, has founded the Tegla Loroupe Peace Foundation which educates, empowers and gives opportunities to women and communities which are in conflict. She organises annual peace races for warring communities with the aim of building trust and breaking down stereotypes. Increasing numbers of women and girls are taking part. The cash prizes they win empower them economically and allow them to become equal partners with men in caring for their families.

Speaking at the official ceremony at the IOC headquarters in Lausanne, IOC President Jacques Rogge said: "The IOC Women and Sport Awards represent how far the Olympic Movement has come in the field of gender equality. The participation of women at the Games, for example, has almost doubled in the last 30 years from 23 per cent at the 1984 Los Angeles Games to nearly 43 per cent at the 2008 Beijing Games. We expect this positive trend to continue in London 2012. However, a lot still needs to be done to get more women into positions of influence inside governing and administrative bodies - also within the Olympic Movement."

Anita DeFrantz, IOC member and Chairperson of the IOC Women and Sport Commission, said: "Through various projects and programmes, the IOC invests in the empowerment of women off the playing field. However, change in this area does not come easily. To make real progress, we need the cooperation of governments, educational institutions and the private sector. Our close cooperation with UN agencies plays an important role in this context. We are collaborating with them to help achieve all eight Millennium Development Goals. While every goal is important, equality is especially so because it can – and it will – help us accomplish the other goals."

Click [here](#) to learn more about the winners

Click [here](#) to learn more about the IOC's Women and Sport initiatives

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