

# OLYMPISM



Sport for a better world. Every day. Everywhere.



Olympism365 builds a better world through sport by bringing together social impact initiatives and diverse organisations under one shared vision. It's sport for sustainable development. Sport for the common good. Sport for a better world. Every day. Everywhere.



**OLYMPISM 365**

Sport for a better world. Every day. Everywhere.

Olympism. It's a philosophy of life. Celebrating the joy of effort and the power of mutual respect and friendship.

Blending sport with culture and education, Olympism seeks to build a better world through sport. And Olympism365 puts this philosophy into practice. Every day. Everywhere.

It brings together diverse people and organisations. It connects sport and social impact initiatives around the globe. And it harnesses the transformative potential of sport to help change lives, communities and society for the better.

Through better education and social inclusion. Increased employability and gender equality. Improved health and wellbeing. And safer communities.

A shared vision and collective action will help Olympism365 create new opportunities and drive sustainable development. So that more people from all generations, all walks of life and all corners of the world can thrive through sport.

Olympism365. Sport for sustainable development. Sport for the common good. Sport for a better world. Every day. Everywhere.



**OLYMPISM 365**  
Sport for a better world. Every day. Everywhere.

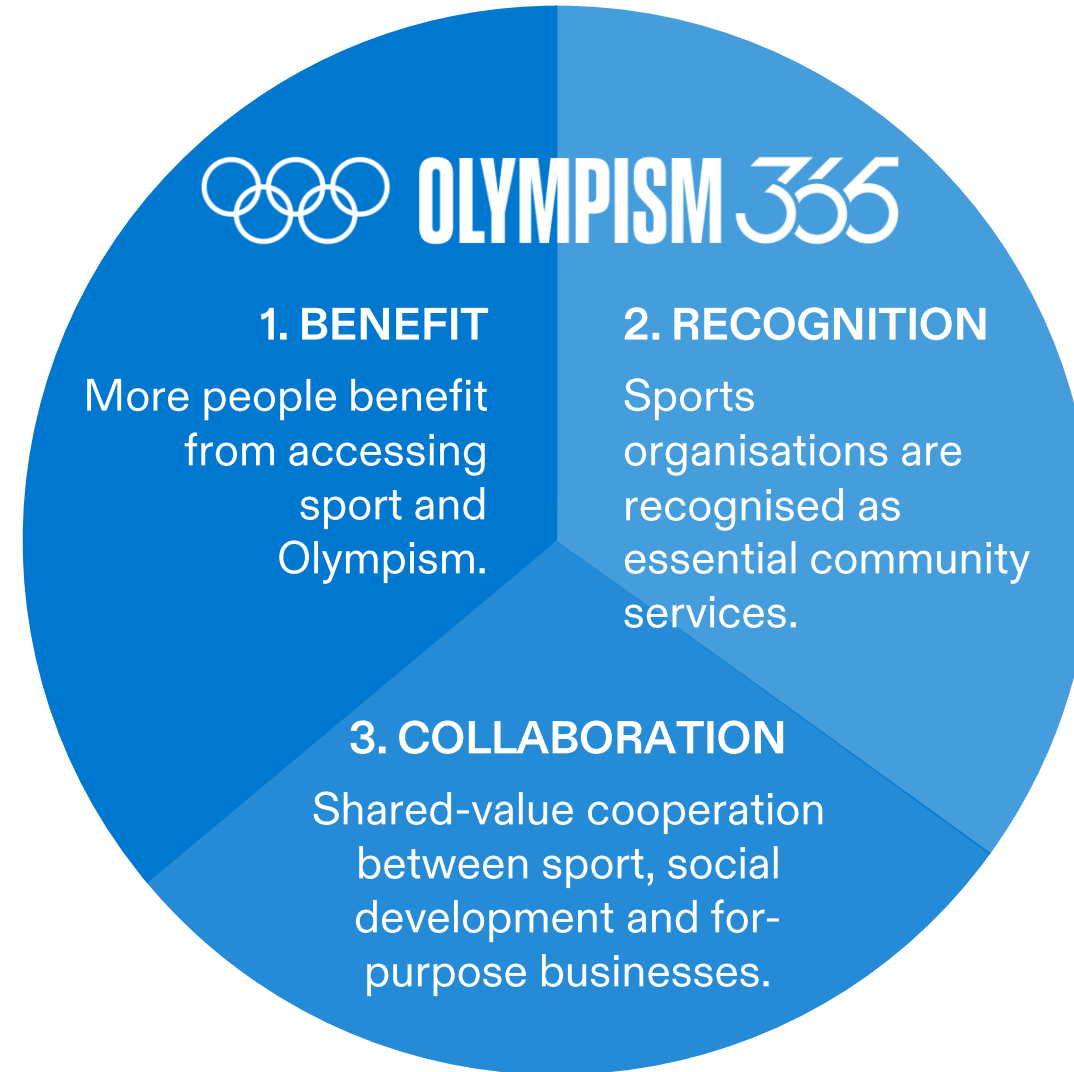
# OBJECTIVES



[Olympism365](#) is the IOC's approach to strengthening the role of sport as an important enabler for the Sustainable Development Goals (SDGs), in line with Recommendation 10 of [Olympic Agenda 2020+5](#).

Olympism365 is focused on:

- ensuring that more people, from more diverse backgrounds, benefit from taking part in community sports programmes and accessing Olympism “365 days a year”;
- improving society's recognition of the value and essential service provided by safe, inclusive and sustainable community sports organisations; and,
- enhancing collaboration between the sports movement, the health and social development sector, and for-purpose businesses where there are shared values.



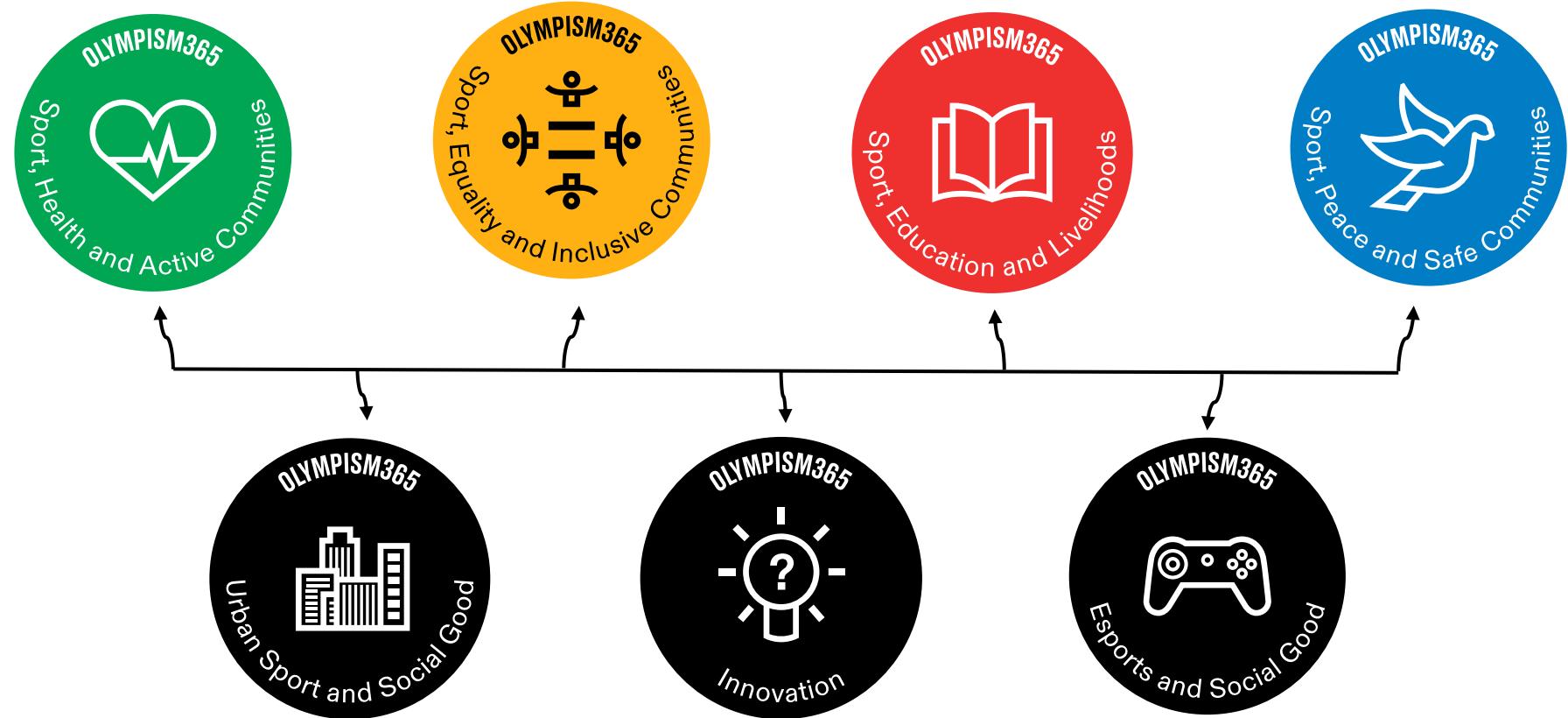
# OUTCOME-FOCUSED



Olympism365 connects and supports sport and social impact initiatives around the globe to harness the transformative potential of sport and Olympism to change lives, communities and society for the better.

Through healthier and more active communities. Equitable and inclusive communities. Improved education and livelihood outcomes. More peaceful and safer communities.

Olympism365 is underpinned by safe, inclusive and environmentally sustainable approaches. It is a catalyst for collective action, innovation and realising the potential of urban sport and esports to be a force for good.



**OLYMPIC VALUES. SAFE. INCLUSIVE. SUSTAINABLE.**

# COLLECTIVELY DELIVERED

Through Olympism365, the IOC supports, joins or mobilises people and consortia of organisations and networks to strengthen sport's contribution to sustainable development.



# SYSTEMS-ORIENTED



Through Olympism365, the IOC and Olympic Solidarity work with like-minded organisations towards system change. By co-investing in community sport and social change projects. Building the capacity of people and organisations to use sport for social good. Advocating for the role of sport and Olympism in society. And sharing insights and knowledge on sport and its social impact.

## COMMUNITY CHANGE



**SPORTS PARTICIPATION &  
SPORT FOR DEVELOPMENT  
PROJECTS**

## INSTITUTIONAL CHANGE



**CAPACITY BUILDING AND  
TRAINING FOR PEOPLE AND  
ORGANISATIONS**

## POLICY CHANGE



**RESEARCH, TECHNICAL  
PRODUCTS AND  
POLICY GUIDES**

## SOCIAL ATTITUDE CHANGE



**CAMPAIGNS, KNOWLEDGE  
EXCHANGE AND  
COMMUNITIES OF PRACTICE**

# OLYMPISM 365 COLLABORATORS

## OLYMPIC MOVEMENT



## UNITED NATIONS AND MULTILATERAL ORGANISATIONS



## NGOs AND CIVIL SOCIETY



\*AND MANY MORE



# OLYMPISM365 REACH

**43** Global collaborators supporting hundreds of local delivery organisations

**75+** Countries where more people and communities are now benefiting from sport and Olympism



 Sport, Health and Active Communities

 Sport, Equality and Inclusive Communities

 Sport, Education and Livelihoods

 Sport, Peace and Safe Communities

 Urban Sport and Social Good

 Innovation

# SHARED MEASUREMENT ACROSS FIVE LEVELS OF CHANGE

## PEOPLE

- 1. PARTICIPANTS** → E.g. direct engagement and retention in projects and type/depth of change
- 2. PRACTITIONERS** → E.g. improved skills of coaches, teachers, health workers, etc.

## INSTITUTIONS

- 3. ORGANISATIONS** → E.g. Improved capacity of NOCs and sport federations, local government departments, youth development organisations, health providers, etc.

## SYSTEMS

- 4. POLICY** → E.g. Policy change supporting sport in schools, sport infrastructure in planning etc.
- 5. SOCIAL ATTITUDES** → E.g. Reach and impact of campaigns, incl. digital engagement and interactions.



20 MILLION+ 

PEOPLE

REACHED THROUGH ACTIVATIONS  
AND AWARENESS-RAISING ON  
SPORT AND SUSTAINABLE DEVELOPMENT

1,000,000

500,000

**60,000+ PEOPLE**

**HAVE BENEFITED FROM  
REGULAR PARTICIPATION IN  
PROGRAMMES DELIVERED  
BY THE OLYMPIC MOVEMENT,  
UN AND SOCIAL DEVELOPMENT  
ORGANISATIONS**

ON TARGET FOR

**1.5M+**

**PEOPLE**

TO BENEFIT BY 2030

**375 ORGANISATIONS**

TRAINED TO DELIVER  
SPORT AND SUSTAINABLE  
DEVELOPMENT PROGRAMMES

ON TARGET FOR

**4,000 ORGANISATIONS**

TO BE TRAINED

**BY 2030**

# CASE STUDIES

To view Olympism365 case studies, visit:

<https://olympics.com/ioc/news/olympism365>

## OLYMPISM365 OLYMPISM365



Olympism365

IOC collaborates with Qatar Foundation to promote inclusion through sport

06 May 2024



Olympism365

IOC and Laureus launch innovative collaboration for youth education and employability through sport in Africa

24 Apr 2024



IOC Young Leaders

IOC Young Leader Najib Chajiddine: empowering girls and boys through first 3x3 basketball academy in Africa

10 Apr 2024



Olympism365

World Health Day: celebrating the positive impact of sport and physical activity in Paris and beyond

08 Apr 2024



IOC News

IOC launches Olympism365 Innovation Hub to support innovative sport-based development projects

05 Apr 2024



Paris 2024

Paris 2024 to unite the world in peaceful competition and to leave a lasting social legacy

04 Apr 2024



Education

29 National Olympic Committees trained to implement Olympic values-based education

04 Apr 2024



IOC Young Leaders


On a mission to tackle gender imbalance among coaches in athletics: Martin Johansen, an IOC Young Leader and a male ally

27 Mar 2024

# OLYMPISM365 MEDIA



To learn more about  
Olympism365 visit:  
[Olympism365 - YouTube](#)








## Olympism365

IOC Media  
5 videos 100 views Updated 4 days ago

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IOC Media • 253 views • 12 days ago  
2:59
- 2 **IOC Young Leaders programme – who we are**  
IOC Media • 1.9K views • 1 year ago  
1:00
- 3 **IOC Youth Summit 2022**  
IOC Media • 832 views • 11 months ago  
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- 4 **Olympism365 in Latin America – SPORTIC**  
IOC Media • 52 views • 4 days ago  
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# CONTACT AND OTHER INFORMATION



## Contact information

For further information or assistance, you can contact the Olympism365 team at the following address: [olympism365@olympic.org](mailto:olympism365@olympic.org)

## Key links and further information

To learn more about Olympism365, please visit [olympics.com/ioc/olympism365](https://olympics.com/ioc/olympism365)

Sign up to the Advancing Olympism365 newsletter to receive regular news, updates and resources:  
<https://subscribe.communication.olympicchannel.com/Olympism365>