**TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE**

***International Olympic Committee’s Olympism365 Strategy***

***Task:*** *Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.*

***Timeframe:*** *Please only include initiatives that fall within the reporting timeframe of January 2022 – February 2024*

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| **Please provide more details on each initiative including items below:** |
| **Objective(s):** | *Please indicate which, if any, of the following fall among the main objectives of the initiative:* |
| * **Ensuring no one is left behind (advancing empowerment, inclusiveness and equality through sport)**
 | * Eradicating poverty and promoting prosperity
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| * Leveraging sports events to promote action to combat climate change, advance peace and/or sustainable development
 | * Conflict prevention/peace building
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| * **Research development, data collection and/or data dissemination**
 | * Safely harnessing sport for sustainable development, peace and wellbeing in the context of the COVID-19 pandemic, including through the use of technology
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| * Reinforce the 2030 Agenda and eradicate poverty in times of multiple crises, leading to the effective delivery of sustainable, resilient, and innovative solutions
 | * Safeguarding sport from corruption and crime
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| * **Strengthened global framework on sport for development and peace**
 | * **Other (please specify)**
1. Ensure more people from more diverse backgrounds, benefit from participating in community sports programmes and accessing Olympism “365 days a year”
2. Improve societal recognition of the value and essential service provided by safe, inclusive and sustainable community sports organisations.
3. Enhance collaboration between the sports movement, the health and social development sector, and for-purpose businesses where there is shared value.
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| **Situation** | *What is the challenge or problem that the initiative aims to address?*The IOC’s Olympism365 strategy responds to global social, economic and environmental challenges, that have been further exacerbated by climate change, cost of living crisis and the ongoing impact of the COVID-19 pandemic, including: * Insufficient physical activity, lack of awareness on the benefits of sports for physical and mental health, and high morbidity and mortality from NCDs.
* Discrimination and under-representation of marginalised groups across all levels of society and sport, the pervasiveness of harmful gender and social norms, and absence of inclusive sport infrastructure.
* Mass unemployment and loss of livelihoods, and limited access to transferable, entrepreneurial and employability skills for youth.
* High level of crime, gang activity and anti-social behaviour leading to unsafe communities.

The IOC’s Olympism365 strategy also aims to address systemic challenges in the sport for sustainable development ecosystem including:* Limited sustainable investment mechanisms in sport for sustainable development programmes
* Limited access to high quality, transformative sport programming for youth, disadvantaged and marginalised people and communities
* Lack of capacity in mainstreaming sport for sustainable development approaches
* The untapped potential of the development sector and private sector collaborating to advance sport for sustainable development
* Limited skills and capacity to deliver high quality sport for sustainable development programmes
* Inefficient funding and aid systems and a lack of cooperation amongst key stakeholders
* Insufficient research, evidence and use of Monitoring, Evaluation and Learning to drive decision-making and accountability in the intentional use of sport for sustainable development.
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| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative? What are the main deliverables/activities involved? What is the time frame of implementation?*[Olympism365](https://olympics.com/ioc/olympism365) is the IOC’s strategy aimed at strengthening the role of sport as an important enabler for the Sustainable Development Goals (SDGs), which it achieves by collaborating with a range of collaborators from both within and beyond the Olympic Movement. Olympism365 was endorsed by the IOC Executive Board in October 2021 to be the engine behind Recommendation 10 of Olympic Agenda 2020+5, with concrete initiatives extending until 2025. It brings together, under one aligned strategy, projects and programmes that promote safe, inclusive and sustainable sport to impact people’s lives. To increase impact, maximise efficiencies and benefit from shared learning, Olympism365 focuses on the following priority areas:* **Sport, Education and Livelihoods:** Strengthening the role that sport and Olympism in society can play in developing people’s transferrable skills and increasing access to education, employment and entrepreneurial opportunities.
* **Sport, Equality and Inclusive Communities:** Promoting the contribution sport and Olympism in society makes to improving equality, diversity and inclusion across communities, challenging all forms of discrimination, and improving access and opportunities.
* **Sport, Health and Active Communities:** Increasing people’s access to safe, inclusive and health-promoting sport participation opportunities, in order to improve people’s physical, mental and social health, and wellbeing, while also supporting them to find a community in and through sport.
* **Sport, Peace and Safe Communities:** Leveraging the potential of sport to promote peace and reduce anti-social behaviour, crime and violence. Through this area, the IOC supports youth crime prevention, promotes life skills learning, and contributes to people finding a community and making positive social connections in and through the use of sport and Olympism in society.
* **Urban Sport and Social Good**: Promoting safe and equitable access to youth and urban sports as a catalyst for sustainable development, including improvements to health and well-being, education outcomes and civic participation among young people.

The strategy also focuses on innovation for scale and sustainability, aiming to drive sport and Olympism-based innovation to deliver concrete impact solutions in targeted communities on the priority themes and outcomes for Olympism365. Working collaboratively with organisations, networks and consortia to strengthen the contribution of sport and Olympism to society, the concrete activities and initiatives supported through Olympism365 include:* Co-investing in community sport and social change programmes that provide more opportunities for people to access the benefits of sport.
* Building the capacity of people and institutions within and beyond the Olympic Movement to use sport for sustainable development
* Generating insights, research and knowledge to inform and shape policy and advocate for the role of sport and Olympism in society.
* Supporting campaigns, communities of practice, and exchange of learning that promote the benefits of sport and physical activity, and encourage population-side behaviour change.
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| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*A key objective of Olympism365 is to increase access to the benefits of sport and Olympism for all people and communities, with a focus on children, youth, and disadvantaged/marginalised groups that are excluded from or have limited social, economic, and/or educational opportunities. To do this, Olympism365 takes a systems-oriented approach working across all levels to affect change, including with practitioners and organisations within and outside of the Olympic Movement to build their capacity to deliver and advocate for safe, sustainable and inclusive sport participation opportunities, and with governments and institutions to affect policy and legislation change.  |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*Working collaboratively with a diverse range of local to global level organisations, networks and consortia to strengthen the contribution of sport to these priority areas is the key delivery mechanism for Olympism365.   The strategy therefore provides an entry point for the International Olympic Committee to support, join or mobilise collaborators and consortia of organisations with a shared commitment to strengthening the contribution of sport to the SDGs. These collaborators include:  * **United Nations** entities (e.g UNESCO, UN Habitat, UNODC, UN Women and WHO);
* **Financing institutions** and **development banks** (e.g Agence Française de Développement, Inter-American Development Bank, and the Latin American Development Bank)
* **Public authorities, NGOs and civil society organisations**.
* **Olympic Movement stakeholders** including athletes, NOCs and Continental Associations, international and national sports federations and The Olympic Partners.

*What are the main sources of funding of the initiative?* Olympism365 is delivered across 66 countries, working with 12 consortia, made up of 36 collaborating organisations. The diversity of projects and programmes aligned under the Olypmism365 strategy are supported through a co-investment model with collaborating organisations, with the IOC currently contributing ~40% of the total value cost through direct co-investment. |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted? Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*The IOC’s Olympism365 strategy targets the following SDGs:* SDG 3: Ensure healthy lives and promote well-being for all ages
* SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
* SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
* SDG 5: Achieve gender equality and empower all women and girls.
* SDG 10: Reduce inequality within and among countries
* SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable
* SDG 12: Ensure sustainable consumption and production patters
* SDG 13: Take urgent action to combat climate change and its impacts.
* SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
* SDG 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.
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| **Alignment with global frameworks:** | *How does this initiative align with/contribute to the objectives of the* [*Kazan Action Plan*](https://en.unesco.org/mineps6/kazan-action-plan)*,* [*WHO Global Action Plan on Physical Activity*](https://apps.who.int/iris/bitstream/handle/10665/272722/9789241514187-eng.pdf) *or other related internationally agreed frameworks on sport and/or physical activity?*The Olympism365 strategy aligns with the Kazan Action Plan’s following policy areas and actions:1. Main Policy Area 1: Developing a comprehensive vision of inclusive access for all to Sport, Physical Education and Physical Activity
	1. I.1 Align with Sustainable Development Priorities,
	2. I.2 Establish multi-stakeholder partnerships
	3. I.3 Foster quality education and active schools
	4. I.4 Promote research-based evidence and strengthen higher education
	5. I.5 Enforce gender equality/empower girls and women
	6. I.6 Foster the inclusion of youth in decision-making processes
	7. I.7 Foster empowerment and inclusive participation.
2. Main Policy Area 2: Maximising the contributions of sport to sustainable development and peace
	1. II.1 Improve health and well-being of all, at all ages
	2. II.2 Make cities and settlements inclusive, safe, resilient and sustainable
	3. II.3 Provide quality education, and promote lifelong learning for all and skills development through sport
	4. II.4 Build peaceful, inclusive and equitable societies
	5. II.5 Provide economic growth and full and productive employment and work for all
	6. II.6 Advance gender equality and empower all women and girls
	7. II.7 Ensure sustainable consumption and production patterns and take urgent actions to combat climate change and its impacts
	8. II.8 Build effective, accountable and inclusive institutions at all levels
3. Protecting the integrity of sport
	1. III.1 Safeguard athletes, spectators, workers and other groups involved
	2. III.2 Protect children, youth and other vulnerable groups

The various initiatives within the strategy also aligns with the strategic objectives of the WHO Global Action Plan on Physical Activity, including:* Strategic Objective 1 (Create Active Societies)
	+ 1.1: Implement best-practice communication campaigns, linked with community-based programmes to heighten awareness and appreciation of the health benefits of regular physical activity.
	+ 1.2: Conduct national and community-based campaigns to enhance awareness and understanding of the social, economic and environmental co-benefits of physical activity.
	+ 1.4: Strengthen training of professions to increase knowledge and skills related to their roles in creating inclusive, equitable opportunities for an active societies.
* Strategic Objective 2 (Create Active Environments)
	+ Strengthen the integration of urban and transport planning policies to prioritise the principles of compact, mixed-land use, to deliver highly connected neighbourhoods to enable and promote walking, cycling, etc.
	+ Strengthen access to good-quality public and green open space, green networks, recreational spaces and sports amenities.
	+ Strengthen the policy, regulatory and design guidelines and frameworks at the national and subnational levels to promote public amenities, schools, health care, sports and recreation facilities designed to enable occupants to be physically active.
* Strategic Objective 3 (Create Active People)
	+ 3.1: Strengthen provision of good quality physical education and more positive experiences and opportunities for active recreation.
	+ 3.2: Implement and strengthen systems of patient assessment and counselling on increasing physical activity and reducing sedentary behaviour.
	+ 3.5: Strengthen the development and implementation of programmes and services, across various community settings, to engage with, and increase the opportunities for physical activity in the least active groups, such as girls, women, vulnerable or marginalized populations.
* Strategic Objective 4 (Create Active Systems)
	+ 4.1: Strengthen policy frameworks, leadership and governance systems to support implementation of actions aimed at increasing physical activity and reducing sedentary behaviours, including multisectoral engagement.
	+ 4.4: Escalate advocacy efforts to increase awareness and knowledge of, and engagement in, joint action at the global, regional and national levels.
	+ 4.5 Strenghten financing mechanisms to secure sustained implementation of national and subnational action that support the development and implementation of policies aimed at increasing physical activity and reducing sedentary behaviour.
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| **Alignment with United Nations Action Plan on SDP:** | *Which of the four thematic areas of the* [*UN Action Plan on Sport for Development and Peace*](https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2018/06/14.pdf) *is this initiative designed to align? To which action area(s) of the Plan is this initiative designed to contribute?*The Olympism365 strategy aligns with the following thematic areas and action areas of the UN Action Plan on Sport for Development and Peace:1. Global framework for sport for development and peace
	* Objective a) Improve cooperation and coordination to create a common vision of the role of sport for development and peace, particularly relating to the 2030 Agenda, and to contribute to the achievement of the SDGs.
	* Objective b) Encourage and support communication and information sharing among sport for development and peace stakeholders.
	* Objective c) Support the alignment of sport for development and peace practice with global frameworks, in particular the 2030 Agenda, identifying and applying mechanisms for alignment and consistency between stakeholders’ activities.
	* Objective d) Support and develop leaders and role models who encourage and facilitate action in sport for development and peace.
2. Policy development
	* Objecitve a) Support the systematic integration and mainstreaming of sport for development and peace into the development sector and into international, national and subnational development plans and policies.
3. Resource mobilization, programming and implementation
	* Objective a) Enhance and secure sustainable funding mechanisms and investment and resource allocation to sport for development and peace, including multi-stakeholder arrangements and different sectors at all levels.
	* Objective b) Identify and tackle negative effects associated with sport contexts from a collaborative approach among parties involved.
	* Objective c) Integrate thematic areas and cross-cutting issues in sport for development and peace programmes, including the allocation of dedicated resources.
4. Evidence of impact and follow-up
	* Objective a) Support the provision and dissemination o fresearch, monitoring and evaluation, and measurement tools with regard to sport as a tool for development and peace.
	* Objective b) Encourage platforms and networks for the delivery and sharing of evidence on psort for development and epace policies and programmes that encourage academic, empirical and practical research leading to enhanced action and sport’s contribution to development and peace
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| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*Through IOC co-investment and collaboration, impact is already being delivered in the outcome areas of health, education, livelihoods, equality and inclusion, and building more peaceful and safer communities, across 66 countries. Since Olympism365’s launch in 2021, over 18,000 people have been reached through community sport and Olympism in society opportunities, and 500 institutions have strengthened capacity to advocate for and deliver safe, sustainable and inclusive sport participation opportunities. In addition, over 500 social impact initiatives have been launched by National Olympic Committees funded through the IOC's Olympic Solidarity development fund. Collectively these initiatives have reached over 5 million people.By 2025, over one million people will benefit from sport and Olympism in society opportunities delivered through Olympism365. Over 3,500 institutions will have strengthened capacity to maximise the role of sport as an enabler for sustainable development, to connect people with the Olympic values and promote the benefits of safe, inclusive and sustainable sport. \*\*Further details on the expected/actual outcomes of Olympism365 supported initiatives are provided in the individual project templates provided in conjunction with this submission.  |
| **Mechanism for monitoring and evaluating implementation:** | *What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?*Olympism365’s shared measurement approach is underpinned by a Theory of Change, and a Results Framework that sets out the intended short-, medium- and long-term results, as well as indicators to measure change across five levels:1. **Participants** who are regularly involved in sport-based programmes, with focus on measuring the change in attitudes, behaviour and circumstances of young people reached through weekly sport and life skills training sessions.
2. **Practitioners** including coaches, educators, community workers, athletes and young leaders, with a focus measuring changes in their capacity to deliver quality sport-based programmes
3. **Organisations** including NOCs and sports federations, local government departments, youth development organisations with a focus on measuring changes in capacity to deliver quality sports-based programmes
4. **Policy development** including in physical education and sport in schools, sport infrastructure in urban planning, physical activity counselling in health,
5. **Social attitudes** that are influenced through campaigns, knowledge exchange and digital engagement.

The Results Framework also outlines a set of learning and evaluation questions associated with each of these levels of change, and across thematic areas, setting out what knowledge and insights Olympism365 aims to generate by collecting and analysing data for each indicator. It has been designed to enable the monitoring and evaluation of processes, outcomes and return on investment.Supported by Worldwide Olympic Partner Deloitte, the IOC, through Olympism365, has built a fit-for-purpose impact measurement tool utilising the [Amp Impact / Salesforce](https://ampimpact.org/) platform. Key functionalities of this tool include: tracking of programme implementation; access to real-time impact data by the IOC and its collaborators; qualitative and quantitative data collection, aggregation, analysis and visualisation; and multilingual usage. *What specific monitoring and evaluation tools are involved?*A suite of monitoring, evaluation and learning toolkits includes guidance for Olympism365 collaborators to develop a Theory of Change and Results Framework, and to select indicators from a comprehensive “bank” that will allow for alignment, aggregation and comparison across Olympism365 programmes and thematic areas.  |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?*Implementing Olympism365 through collective action and consortia-based approaches, alongside the catalytic activities in the Olympism365 delivery model, which include training, institutional capacity building and policy advocacy, is delivering a substantial multiplier effect on IOC investment through Olympism365. However, delivering Olympism365 through collective action and consortia working does add a layer of complexity to strategy implementation. There is an enhanced risk profile through working with multiple collaborators, additional time is required to initiate and implement interventions as consortia are seeded and built, and there are challenges for some collaborators to work in this manner. *What lessons learned have been/can be utilized in the planning of future initiatives?*The above-mentioned risks are mitigated through the multiplier effect and additional scale delivered. Moreover, the co-creation approach reduces the potential for duplication, leverages synergies and enhances the sustainability of interventions. It reduces the risk of an intervention being discontinued if IOC funding is diverted or reduced. In turn, strengthened risk mitigation, assurance processes and controls have been established and are operational to address the enhanced risk profile. It is therefore envisaged that a collective action approach and delivery through consortia working will continue to be central to Olympism365. |