



**EUROPEAN
YOUTH OLYMPIC
FESTIVAL**



**EUROPEAN
YOUNG
OLYMPIC
AMBASSADORS**

EYOA

**EUROPEAN YOUNG
OLYMPIC AMBASSADOR
PROGRAMME**

The European Young Olympic Ambassador (EYOA) Programme aims to strengthen Olympic values among young athletes participating at the European Youth Olympic Festival (EYOF). During the Winter EYOF 2025 in Bakuriani & Summer EYOF 2025 in Skopje the educational programme will be carried out for the eighth and ninth time since 2016 under the auspices of the **EOC Culture and Education Commission**.

The EYOA Programme invests in a group of young people who are inspired by sport and the Olympic values and wish to contribute in building a strong value-based foundation for the international sporting community. This year the EYOA will bring together 50 young people who share the same passion, energy, motivation and who strive to inspire young athletes to follow the Olympic values on and off the field.



WHO ARE THE EUROPEAN YOUNG OLYMPIC AMBASSADORS?

The European Young Olympic Ambassadors are **young people aged 18 - 30**, either Olympians who have taken part in EYOF/Youth Olympic Games (YOG), or people inspired by the Olympic Movement and Olympism. They are enthusiastic young people, good communicators with solid English skills, and are able to work both in a team or as individuals. They enjoy working in an international environment and they are highly motivated in developing new activities for the EYOF athletes.

The mission of the EYOA is to promote the Olympic values of **respect, friendship** and **excellence**, to act in accordance with the EOC's own values of **integrity, solidarity** and **innovation**, and to encourage participating athletes to interact with their peers, cherish happy moments and develop long lasting friendships.

The role of the Ambassadors is to introduce the young athletes to the international sporting community and encourage them to discover the power of the Olympic Movement and the strength of the Olympic values and ideals. **The Ambassadors represent the link between the EOC and the athletes.**

EYOA



VALUES & TASKS



EYOA

The core values of the European Young Olympic Ambassadors are:

- To promote team spirit and to build friendships
- To respect others and to serve as role models
- To pursue excellence in sport and life

The tasks of the European Young Olympic Ambassadors are:

- To learn about the Olympic values by using the existing Olympic Education network within their National Olympic Committee (NOC)
- To share the Olympic Values through specially designed programmes
- To motivate and inspire young athletes to participate in the Olympic Culture and Education Programme (OCEP)
- To support young athletes
- To be able to create a vibrant and positive atmosphere in the team
- To contribute to the unique life experience for the athletes
- To raise awareness of what it takes to become a champion on and off the field



EYOA ROLES



TO FACILITATE

- To plan, guide and manage activities in the EYOA booth
- Together with other team members to create educational games for the athletes in order to promote the Olympic values
- To present the activities and explain the aims of the games as well as moderate small feedback sessions after each game
- To guide athletes through the whole experience of visiting the EYOA booth



TO REPORT

- To be comfortable using social media platforms
- To report about the EYOA activities



TO PROMOTE

- To create cultural programmes in order to promote multiculturalism among athletes, especially national dances, cuisines and customs
- To find creative ways to promote the activities and how to engage and motivate athletes to take part in the EYOA programme



EYOA RESPONSIBILITIES

The responsibilities of the European Young Olympic Ambassadors are:

Pre-EYOF

- To connect with the NOC - Chef de Mission and NOC Culture and Education Champion
- To meet and inform athletes about the OCEP
- To connect with previous EYOA, if there is one
- To share the EYOF EYOA journey on social media
- To take an active part in virtual training programmes and discussions (at least in the written form)
- To complete monthly tasks and contribute to the development of a values-based education programme for the athletes (interactive games, quizzes, challenges, etc.)

During EYOF

- To connect with other EYOA & Alumni
- To deliver a values-based education programme to the athletes
- To take part in group work sessions, team building activities, daily tasks and briefings
- To follow daily schedules
- To actively promote achievements of the athletes on social media
- To write a diary about their EYOA journey
- To share their EYOF EYOA journey on social media

Post-EYOF

- To write a report
- To share their experiences and EYOA journey with their NOC and local community
- To highlight their EYOF EYOA journey on social media
- To continue spreading the Olympic spirit
- To stay in contact with athletes and other EYOA

EYOA

The logo consists of five overlapping triangles in green, yellow, red, and blue, arranged in a circular pattern.

NOC ROLE

NOC duties:

- To select an EYOA and consider them as part of the delegation
- To connect the EYOA with the Chef de Mission in order to understand their roles and responsibilities before, during and after the EYOF
- To connect the EYOA with the NOC Culture and Education Champion in order for the EYOA to learn about Olympic values and existing Olympic education programmes within the NOC
- To inform coaches about the EYOA role
- To introduce the EYOA to the athletes and organise meeting(s) if possible
- To let the EYOA post content on the NOC's social media platforms
- To support the EYOA throughout their journey

The EYOA is NOT:

- The assistant of the Chef de Mission
- The NOC translator during the Games
- The NOC photographer or reporter
- The Assistant Coach to the athletes

In general, the EYOA should not have any additional role(s) within the delegation during the EYOF in order to ensure their active participation in the programme and to prioritise the goals and activities of the project.



EYOA



BENEFITS

Benefits for the NOC

The appointment of a European Young Olympic Ambassador for the national youth Olympic team provides NOCs with a range of opportunities such as:

- Having a member in the delegation who will focus on the Olympic Education and ensure the Olympic spirit within the team
- Providing athletes with a better opportunity to benefit from the socialising and communicative potential of the event
- Increasing the circulation of Olympic Values news through various communication platforms
- Improving the understanding of athletes' education through the increased collaboration and exchange with the EOC
- Having a prospective candidate to contribute to national projects focused on Olympic Education with the improved knowledge of the Olympic Movement.
- Offering professional assistance to the young people who are interested in developing their own ideas and skills.
- Creating and developing young leaders with international networks.

Benefits for the Participants

Based on the feedback received from previous participants, as well as based on the goals set for the programme, the EYOA provides the following opportunities:

- To network with other young people who are inspired by the Olympic Movement
- To be part of the national delegation for the EYOF
- To contribute to the promotion of the Olympic Values and education for athletes
- To gain knowledge and understanding of the Olympic Movement
- To develop skills in various fields, including leadership, project management, communication and marketing skills
- To cooperate with the members of the EOC and other European sports leaders

EYOA



TESTIMONIALS



Watch the
EYOA
Highlights!

Testimonials of the participants of the previous EYOA editions:



"It was a great experience and I had a lot of fun with it. It opened up a lot of doors for me into the sport world, not as an athlete but more for the future after sport. I learned a lot of things which got me out of my comfort zone and I think it was a great addition to the EYOF competition."



"There are a lot of reasons why this programme is interesting, for example: 1) It develops responsibility. 2) Shows that we have to respect each other. 3) Shows that we should be open for the world."



"The programme is very important both for Ambassadors and athletes. It's the best way to present Olympic values to the athletes."



"The main point for me in this programme was the cultural cohesion and the experiences and friendships gained. EYOA is the perfect programme for people to mingle with each other and minimize cultural difference."



"One of the best days in my life, not only because I met amazing people, but also because we changed athletes' attitude towards Olympic values!"



"I got the Olympic values under my skin. I felt I reached and made a difference or some kind of impact for a lot of people. It made me grow!"

EYOA



SELECTION PROCESS



EYOA

Three stages:

1. Submit [application](#) together with CV and letter of motivation and pass the interview
2. Take an active part in the trainings and education
3. The best Ambassadors who complete all the tasks successfully will be chosen to travel to the Winter EYOF in Bakuriani 2025 and Summer EYOF in Skopje 2025

Motivation Letter

We would like to know more about you. Tell us more about yourself by replying to the following questions:

1. What is your motivation to join the EYOA programme?
2. How would you like to contribute to the programme?
3. What are your expectations for the programme?

Interview

All candidates will be interviewed together with an NOC representative. The interview is an opportunity to get to know the candidates and find the best possible roles for them. It will also help candidates to better understand the EYOA programme, the Ambassadors' role and the expectations of the EOC Culture and Education Commission. With NOC representatives joining the interviews, the whole process will be strengthened and provide a better experience for the candidates during EYOA education programme.



TRAINING



EYOA

Training and Education

The European Young Olympic Ambassadors will follow an online education programme delivered by the EOC Culture and Education Commission. The programme will enable all EYOA to interact with each other and prepare various activities in order to promote Olympic values among athletes.

We strongly encourage NOCs to include their NOC Culture and Education Champion in order for each EYOA to have support and a better understanding of the Olympic values and existing Olympic education programmes within NOC.

It will be mandatory for all EYOA to take an active part in all Webinars and small working group sessions. The schedule of the webinars will be given in advance. If any EYOA misses a webinar, they will need to watch it at a later date and submit written feedback regarding the key lessons learned. It is very important for all EYOA to contribute to the working groups. Each working group will have an appointed Alumni and Member of the Commission.

If a EYOA is not active and doesn't fulfil the requested tasks regarding webinars and working groups participation, they will be automatically excluded from the programme.



COSTS



EYOA

Accommodation & travel:

- Accommodation costs for the EYOA will be covered by the EOC. The accommodation fee will be initially paid by the respective NOC and will be reimbursed by the EOC, upon the presentation of the needed documents. Accommodation will be provided in the Athletes' Village.
- Travel will be at their NOC's expense.
- The European Young Olympic Ambassadors should arrive together with their delegations. NOCs should include a EYOA quota in the Final Entries by Number in RAS and complete the registration following the standard deadlines for Long list and Short list. European Young Olympic Ambassadors will get a NOC accreditation, Ambassadors category with Ao access rights.

In order to qualify for funding from the EOC, European Young Olympic Ambassadors must successfully fulfil tasks and responsibilities before, during and after the EYOF.

We are looking forward to cooperating with you and working jointly towards an ever-stronger Olympic Movement!



CONTACTS



EYOA

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For more information about
the EYOA programme:



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EUROPEAN
YOUNG
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