



**IOC YOUNG
LEADERS**

Worldwide Partner

Panasonic

BE THE CHANGE THROUGH SPORT



Apply to be part of the four-year IOC Young Leaders programme and learn how to research, design, deliver and scale a social business that uses the power of sport to help solve a pressing societal challenge.

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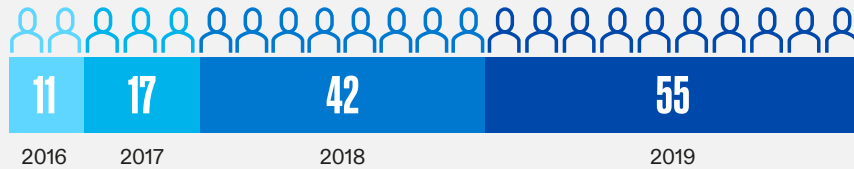


THE STORY SO FAR

“I have been truly impressed with the energy and passion of this group of young social entrepreneurs. I have had the pleasure to enjoy lively debates with them at three editions of the IOC Youth Summit, and I do not need any more convincing that the focus, determination and skills of such young talents can deeply change their communities.”

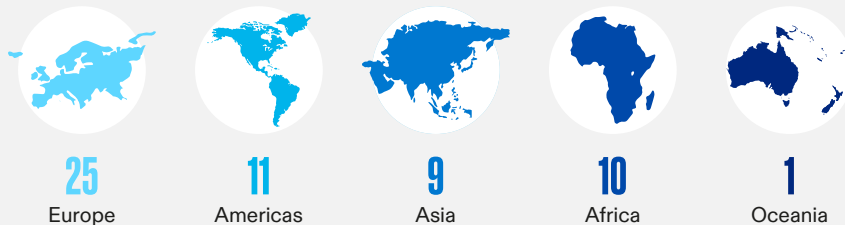
IOC President Thomas Bach

IOC YOUNG LEADERS PER YEAR



56

COUNTRIES TOUCHED BY THE PROJECTS



17

IOC Young Leaders
appointed as IOC
Commission Members

10

Sustainable Development
Goals the projects
contribute to

The story so far

The IOC Young Leaders programme started life in 2016.

It is part of the IOC's long-term commitment to support young people through sport by empowering them to become social change-makers. The programme contributes to the goal of the Olympic Movement to build "a peaceful and better world by educating youth through sport."

So far, and with the generous support of Worldwide Olympic Partner Panasonic, IOC Young Leaders have delivered 116 sport-led projects, directly benefitting more than 30,000 people.

Each project is promoting Olympic values such as respect, tolerance, peace and gender equality, while also addressing a specific local problem.

The programme has been redesigned to ensure each young leader is given the tools, resources and opportunities to truly reach their potential as social entrepreneurs.

It will have the following key features:

- A strong focus on supporting exceptional young people to solve local problems through grassroots sports initiatives and sustainable business models
- A four-year programme with each year concentrating on a specific stage in the phases of developing a solution
- A mandatory six-week learning sprint to provide an online introductory education
- A blended learning approach with monthly learning activities and in-person events
- An emphasis on leadership development

WHAT DOES THE PROGRAMME INCLUDE?

There are two parts to the programme, a preliminary six-week learning sprint and the four-year IOC Young Leaders programme.

Completing the online course is mandatory for anyone wishing to apply to become an IOC Young Leader.

The course is also open to take as a standalone module.

The six-week learning sprint

Learners will explore several key themes around Olympism365, sport and social business and cross-sectoral principles. Each week will focus on a concrete topic.

Objectives

The course has been designed to help learners understand:

- The principles of Olympism365 & how it is implemented through different programmes;
- The fundamental principles of social business and how they can be applied to sport-centric projects and approaches;
- Different approaches to identifying problems through the introduction of different models and tools;
- Different approaches to developing solutions to identified problems using examples from social business & sport for development;
- Basic project planning tools including sound finance models, M&E and communication channels;
- The fundamental principles that should be considered in the development of all projects, eg: equality, sustainability, safeguarding.

Format

The course will be delivered in a range of interactive formats, including peer-to-peer exchange and expert Q&As. Core course material will be shared through expert webinars, weekly resource packs, assignments and optional group work.

A typical weekly schedule will look like this:

Monday

Briefing email including background resources, webinar link, reflection template and optional group task.

Tuesday

One-hour expert webinar broken down into presentation moderated Q&A.

Wednesday/Thursday

Option to further explore resources through self-directed learning.

Friday

Deadline to submit reflection assignment and post-webinar survey.

Each participant's learning will be documented through a weekly written or video reflection on the expert presentation. These submissions will be assessed as part of the application process for the IOC Young Leaders programme.

Timeline

The six-week learning sprint will start on November 2nd.

Requirements

Participants will be expected to commit at least two hours a week to their learning. A reliable internet connection, internet-enabled device (computer or smartphone) and a good level of English will also be needed, since webinars and most other course materials will be provided in English.

The IOC Young Leaders programme

The programme will be delivered over four years to give participants sufficient time to go through the phases of developing a social business that provides a localised sport-based solution to a pressing challenge in their respective community.

Objectives

Each year of the programme is designed around the development of the young leader and their social business.

Overall, the learning journey will encompass a huge range of subjects and experts, in areas such as:

- Human Centered-Design
- Prototyping
- Eco-system mapping
- Leadership skills
- Customer segmentation
- Public relations
- Fundraising
- Impact measurement
- User research/user testing
- Digital communications
- Finance

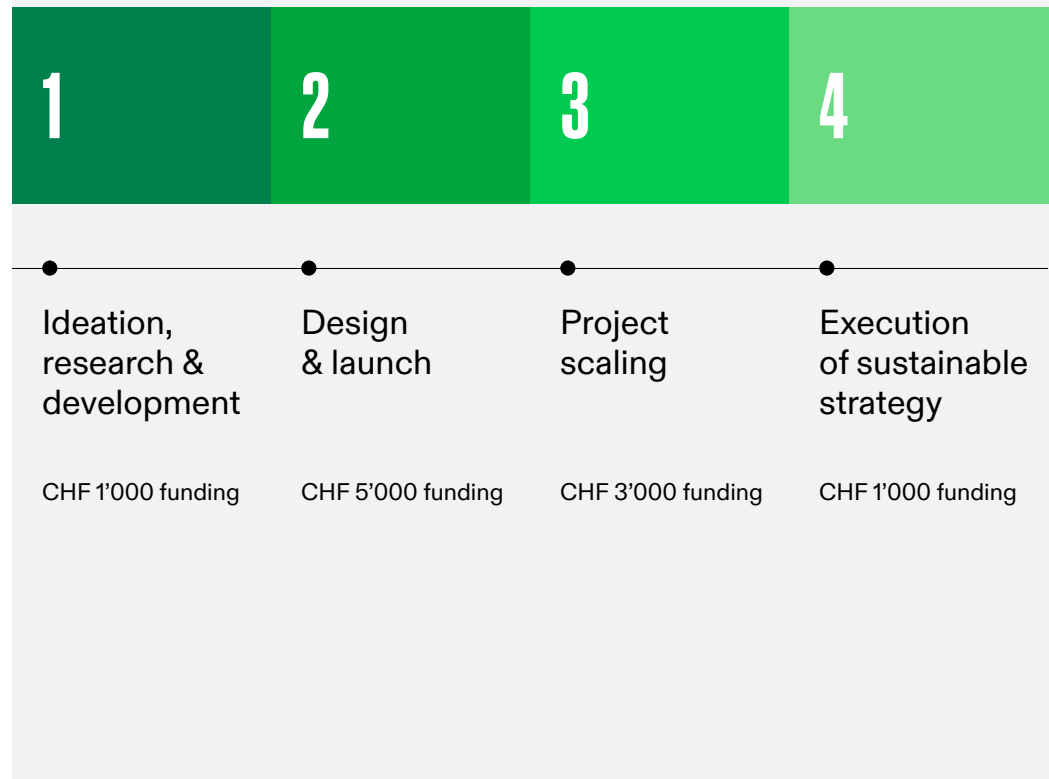
Format

The four-year programme will have a blended approach, combining online webinars, discussions, community spaces and learning with in-person learning and networking experiences. The majority of the monthly learning will be online and will include expert sessions, sharing of practical resources, connect group sessions and self-directed learning activities.

What will the IOC Young Leaders receive

- CHF 10,000 seed-funding delivered over the four years
- Monthly expert-led workshops and guidance
- Access to thought-leaders and inspirational figures
- Exclusive invite to attend the bi-annual IOC Youth Summit
- Invitations to attend and speak at global gatherings
- Incredible networking and knowledge-sharing opportunities
- Leadership training
- A dedicated team on hand to support

FOUR-YEAR PROGRAMME



**IS THIS
PROGRAMME
FOR YOU?**

Is this programme for you?

We are looking to invest in an exceptional group of young leaders who have the passion to solve local problems through grassroots/ local sport initiatives and sustainable social business models.

We aren't searching for one type of profile but rather a diverse group with different backgrounds, perspectives, skillsets, motivations and experiences.

To begin your journey to becoming an IOC Young Leader you must first register to the six-week learning sprint. To be a successful candidate we ask that you fulfil the following criteria:

- A strong passion for sport, either as an athlete, as a fan or as an active participant in delivering sport for development programmes.
- A strong interest in community action
- A strong communicator who is willing to learn and grow
- A commitment to completing the course and its required tasks
- Proficiency in English
- Reliable access to internet

For the IOC Young Leaders programme, the following additional criteria apply:

- 18-30 years old on October 1st, 2020
- Successful completion of the six-week learning sprint
- Strong interest in developing a sport and social business to solve local challenges
- Strong engagement in one's own community and sense of local responsibility
- Ability to manage new technological tools and platforms
- Able to effectively take on a mentorship role during the four-year programme
- Knowledge of the Sustainable Development Goals
- Passion for sport being used as a tool for social and economic development

This course is for you if you want to:

- Turn ideation and research into real action & development of solutions
- Become a more effective and stronger leader in sport and social business (or a sport and social business entrepreneur)
- Drive local transformative change in and through sports
- Represent and embody Olympism in Action
- Commit to a four-year entrepreneurial journey
- Be both a mentee and mentor in a strong integrated mentorship programme
- Collaborate with fellow young leaders, experts, researchers, sport leaders and social business entrepreneurs

YOUR JOURNEY TO BECOMING AN IOC YOUNG LEADER

Application Process 2020

SIX-WEEK LEARNING SPRINT

- OCTOBER 12 – 30** ● Registration
- NOVEMBER 2 – DECEMBER 11** ● Delivery of the online course
Successful completion of the course is a requirement to continue in the process.

IOC YOUNG LEADERS PROGRAMME

- NOVEMBER 27 – DECEMBER 13** ● Application Process
Eligible applicants will be asked to fill out a formal IOC application, provide a letter of motivation and submit a vlog, or video reflection.
- END OF DECEMBER** ● Selected candidates will be announced
- JANUARY 2021** ● Beginning of the programme