



INTERNATIONAL ATHLETES' FORUM

Empowering athletes, protecting integrity,
shaping tomorrow – together

AG WORL

AG WORKBOOK

ORKBOOK



#IAF2025

CONTENTS

CONTENTS

CONTENTS

03	Welcome: IOC AC Chair, Emma Terho	30	Gender Equality, Diversity and Inclusion
04	IOC AC Strategy	32	Athletes' Rights and Responsibilities Declaration
06	Your Athletes' Commission's goals	33	Athletes' Declaration Implementation Guidebook
08	Global AC network	34	Mentally Fit
08	Continental ACs	35	Safe Sport Safeguarding
09	Effective ACs	36	Anti-doping
10	Breakout session one	38	Ethics and good governance in sport
11	AC support and resources	39	Prevention of competition manipulation
12	Athlete365	40	Sustainability
13	Athlete365 App	42	Olympic Movement funding model
14	Athlete365 Learning	43	Olympic Solidarity
15	Athletes' voice – for ACs	44	NOC Athletes' Commission Activity Grant
16	Athlete engagement	45	Olympism365
18	Athlete365 Career+	46	The Olympic Refuge Foundation
20	Athlete365 and the Worldwide Olympic Partners (TOPs)	48	The Olympic Esports Games
22	Ambassadors	50	Follow-ups
26	Olympic Games		
27	Milano Cortina 2026		
28	Dakar 2026		
29	Los Angeles 2028		

WELCOME
WELCOME
WELCOME

**IOC AC CHAIR,
EMMA TERHO**



Dear fellow athletes and athlete representatives,

Welcome to the 12th edition of the International Athletes' Forum! On behalf of the IOC Athletes' Commission (AC), it is my great pleasure to warmly welcome you to Lausanne.

This forum is a unique opportunity for us to come together, share our experiences, and discuss the issues that matter most to us as athletes. We are all very excited about this year's event and our main objectives, which are:

- Empower athletes' voices in the Olympic Movement
- Champion athlete support, well-being and integrity
- Keep athletes at the heart of everything we do

Over the next few days, we will have meaningful conversations, workshops and panel discussions, all designed to give you the tools and knowledge to empower your AC when you return home.

I strongly encourage you to make the most of this edition of the International Athletes' Forum by engaging with all the important topics, networking with your fellow athlete representatives, and noting down what actions you and your AC can take afterwards.

Together, we can ensure that the voices of athletes are heard and respected, whilst supporting the athletes we represent on and off the field of play.

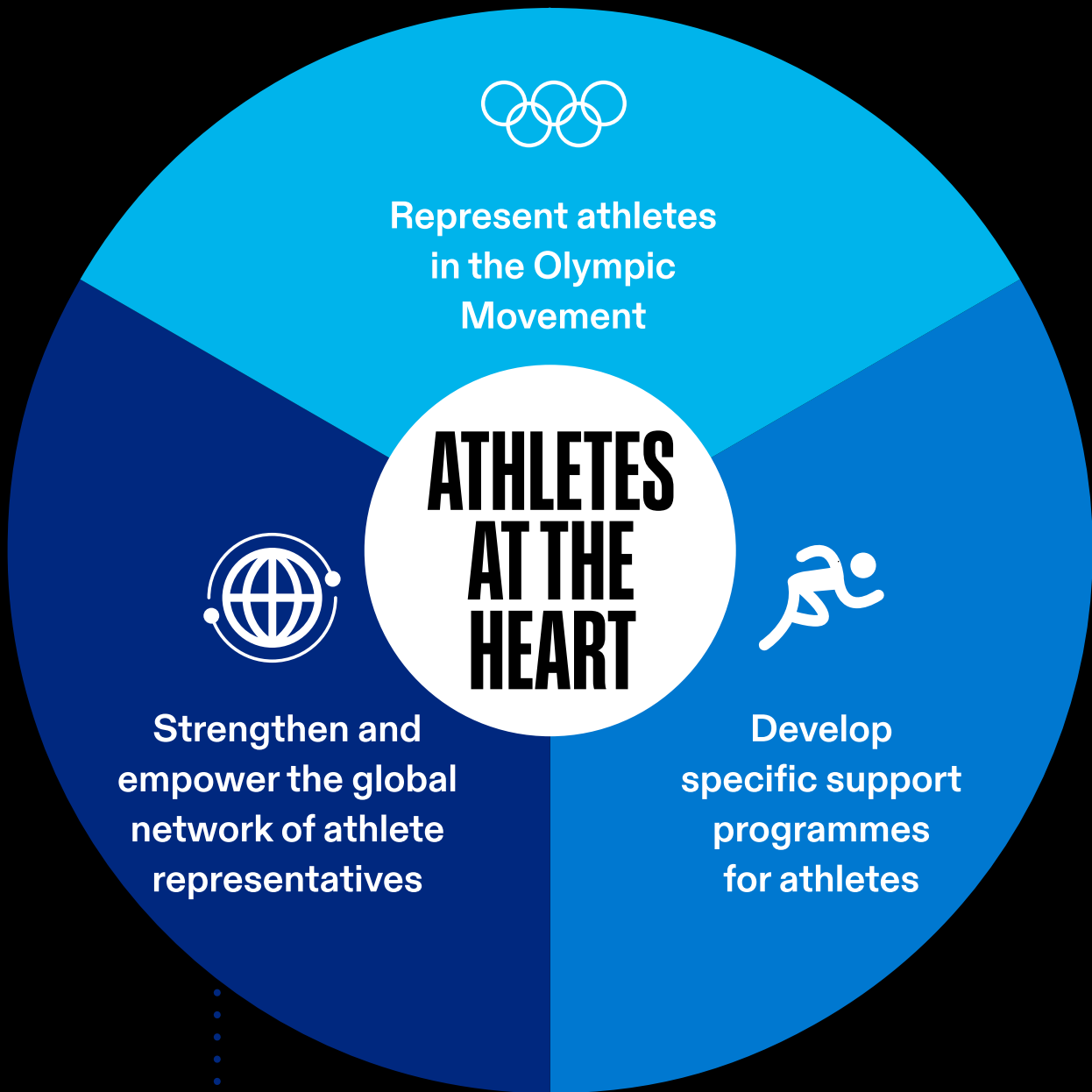
Thank you for being here and for your continued dedication to representing athletes. Let's make this Forum a memorable and impactful experience for everyone involved.



Emma Terho
Chair, IOC Athletes' Commission

IOC AC STRATEGY

Our mission is to represent athletes within the Olympic Movement, support them so they can succeed in their sporting and non-sporting careers, and empower the network of athlete representatives.



FIND OUT MORE

See the full IOC AC Strategy

HOW WE REPRESENT ATHLETES IN THE OLYMPIC MOVEMENT

We ensure athletes' voices are part of the decision-making process at all levels and in a number of ways:

1. Engage with the athlete/Olympian community to better understand their needs
2. Represent athletes across all levels of decision-making within the IOC
3. Keep the athlete experience at the heart of the Olympic Games – through involvement in the Olympic Programme and Coordination Commissions
4. Advocate actively for athletes on topics of importance to them in various IOC commissions – including the Olympic Solidarity, Sustainability & Legacy, and Gender Equality, Diversity & Inclusion Commissions
5. Continuously build the capacity of the IOC AC
6. Uphold athletes' rights and responsibilities by supporting the Athletes' Declaration Steering Committee and its work

HOW WE STRENGTHEN AND EMPOWER THE NETWORK

The IOC AC empowers the global network of Athletes' Commissions by promoting and strengthening the value of athlete representation within the Olympic Movement.

The IOC AC reinforces the athlete representation structure across the Olympic Movement in the following ways:

1. Drive engagement with athlete representatives
 - By liaising with IF ACs
 - By holding athletes' forums, workshops and other meetings
 - By facilitating and increasing engagement among ACs
2. Build the capacity of the network
 - Through providing tools and funding
 - By boosting AC members' awareness of their role
 - Through connecting ACs (in person and online)
3. Raise the profile of the network
 - Increase awareness
 - Show the impact

HOW WE SUPPORT ATHLETES

1. The IOC AC recognises that every athlete's life and experiences are unique. While the focus in the early years is often on competing and getting to the Olympic Games, life beyond competitive sport can be just as challenging. That is why we work hard to equip athletes with the tools they need to develop their sporting and non-sporting careers across every stage of the journey.
2. We support athletes by developing tailored support programmes. We also equip and empower the global network of Athletes' Commissions to deliver programmes locally.
3. Our athlete support programmes focus on five areas: career, performance, integrity, well-being and finance.
4. Thanks to Olympic Solidarity, athletes can benefit from various programmes to support them on their journey to the Olympic Games and beyond.
5. We launched Athlete365 in 2018 to make it easy for athletes everywhere to connect with our athlete support programmes – it now has more than 200,000 members) and is growing all the time.

YOUR AC'S GOALS

YOUR AC'S GOALS

YOUR AC'S GOALS

To get started, write down your objectives and expectations for the International Athletes' Forum and how you plan to make the most of your own Athletes' Commission:





WHAT WOULD MAKE THIS A SUCCESSFUL FORUM FOR YOU?

1

2

3

WHAT WOULD MAKE THIS A SUCCESSFUL FORUM FOR YOUR AC?

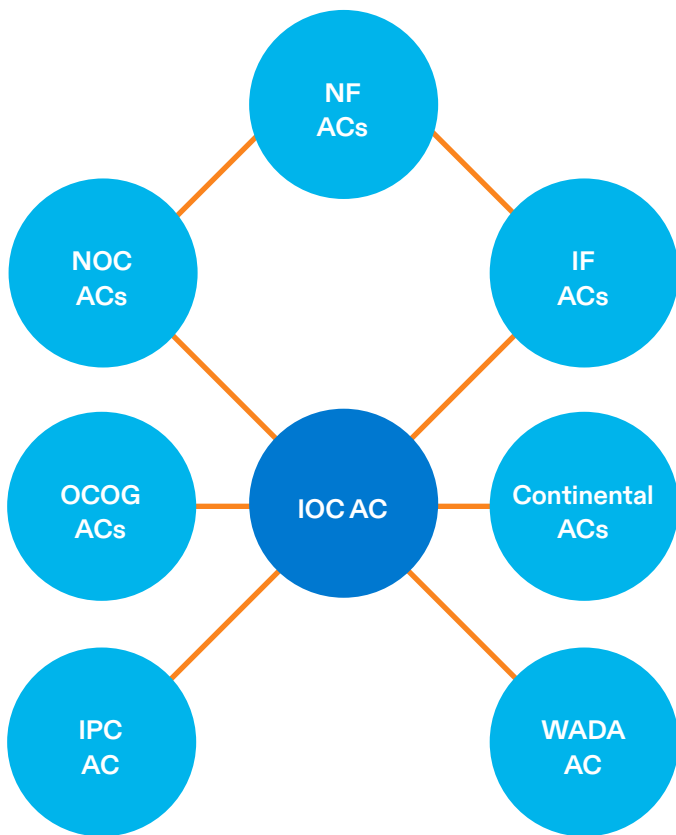
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GLOBAL AC NETWORK



Many Olympic Movement stakeholders have an AC, and together, these ACs form the global AC network. This network of athlete representatives ensures that all athletes – whether in their country, region or sport – have an AC there to support them on and off the field of play.

Does your AC have a contact for these athletes commissions? If not, use the forum to make a connection!

CONTINENTAL ACS



AFRICA
ANOCA AC



ASIA
OCA AC



AMERICAS
PANAM SPORTS AC



EUROPE
EOC AC



OCEANIA
ONOC AC

Every Continental Association has an AC, each of which leads the representation of athletes in its region. The Chair of each continental AC is also a liaison to the IOC AC, helping to bring the perspective from each region to the IOC AC. Learn more about your continent's AC and meet the members during the Forum.

EFFECTIVE ACS

ACs are tasked with carrying out certain key activities that form the core of their work on behalf of athletes. Whether you are a new AC or a well-established one, your main activities will be those shown in the eight segments of the AC Wheel of Balance.



1 In what areas is your AC doing well and why?

2 In what areas does your AC need to improve?



AC GUIDE: DEVELOPING AN EFFECTIVE AC

Check out the new AC guide on developing an effective AC, with information, advice and case studies on each of the eight segments of the Wheel of Balance.



BREAKOUT BREAKOUT BREAKOUT

SESSION 1

During the breakout sessions, we encourage you to share the strengths and weaknesses of your AC. Others will benefit from you sharing your ideas and experiences – this can be done publicly or privately!

NOTES:

TO ACTION:



AC SUPPORT AND RESOURCES

There are a number of resources developed by the IOC AC that are available on Athlete365, designed to support ACs:



AC GUIDE ON DEVELOPING AN EFFECTIVE AC

EN | FR | ES



AC LEARNING COURSE FOR AC MEMBERS

EN | FR | ES | ZH | RU | AR



AC GUIDE ON PROJECTS AND ACTIVITIES

EN | FR | ES



AC GUIDE ON CREATING AN AC STRATEGY

EN | FR | ES



AC GUIDE ON HOLDING AN AC ELECTION

EN | FR | ES



ATHLETE365 PROGRAMMES POWERPOINT

EN | FR | ES



Does your AC need support with something else? Or does your AC want to contact the IOC AC? Please email athlete365@olympic.org and we will be happy to help!



DOWNLOAD RESOURCES

Access all of these resources and more on the Athlete365 AC support page

ATHLETE365

ATHLETE365

ATHLETE365

The official community for Olympians, Paralympians, elite and aspiring athletes and entourage members, with one simple mission: to make athletes' lives better.

What Athlete365 offers you:

- Information, resources and online courses available in multiple languages
- Exclusive opportunities and programmes for Olympians and Paralympians
- Games-time information and offers

REGISTER AND PROMOTE

Register to receive the monthly newsletter to stay up to date with exclusive offers and benefits.

Promote Athlete365 to your athlete and entourage community and share the benefits and offers on your Commission's digital platforms.

If you need any assets for your website or social media, feel free to reach out to us at athlete365@olympic.org.



REGISTER TODAY

Stay up to date with exclusive offers + benefits

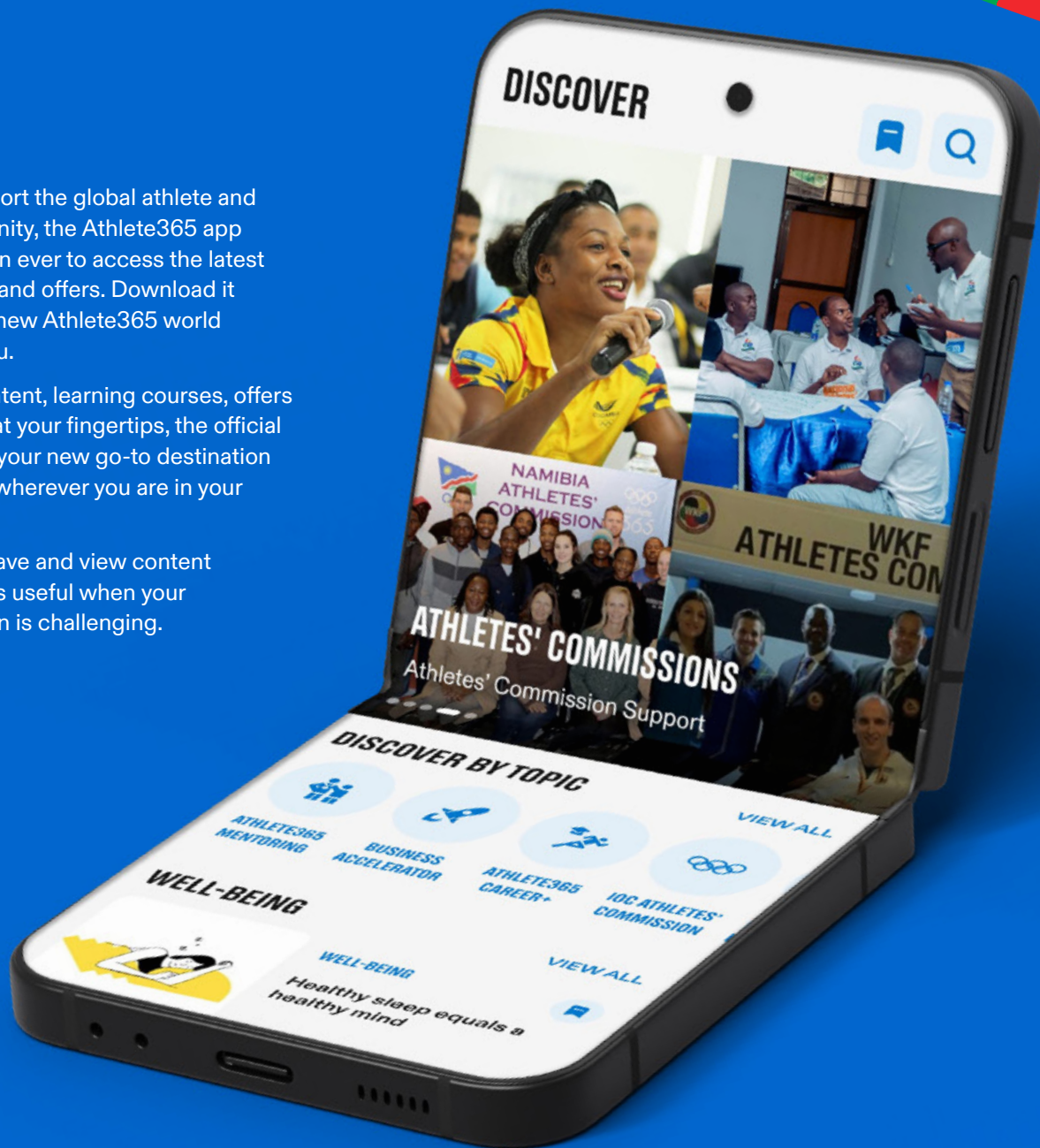


ATHLETE365 APP

A new tool to support the global athlete and entourage community, the Athlete365 app makes it easier than ever to access the latest news, information and offers. Download it now to discover a new Athlete365 world personalised to you.

With exclusive content, learning courses, offers and support right at your fingertips, the official Athlete365 app is your new go-to destination for all your needs, wherever you are in your sporting journey.

The app lets you save and view content offline too, which is useful when your internet connection is challenging.



DOWNLOAD THE APP

Download the new Athlete365 app from the Play Store or the App Store today!



YOUR NETWORK

Check out the dedicated area of Athlete365 for AC-related news, information and resources

ATHLETE365 LEARNING

Athlete365 is expanding the number of interactive online courses available to the global athlete and entourage community. All our courses, which are free and accessible to everyone, our courses are all available in English, French, Spanish, Russian, Arabic and Chinese.

ATHLETES GIVING BACK

Designed to provide you with tips, tools and resources to use sports-based approaches to make a positive contribution to sustainable development and social change.

MINDFUL SOCIAL MEDIA

Offering strategies to encourage a more mindful use of social media.

ATHLETES' AGREEMENTS

Giving athletes an understanding of agreements that outline their relationship with an organisation.

BOARDROOM READY

Giving insight and advice on how to make the transition from sport to the boardroom.

1 Which course do you think will be most useful to your athletes?

2 How can your AC share these learning courses with your athletes?

NEW!

BUILDING A WINNING PERSONAL BRAND

As an athlete, you have an incredible platform to share your unique story with the world.

GET MENTALLY FIT

Our new course will not only help you better understand the importance of mental strength, it will also provide you with the tools to enhance your resilience and cultivate your sense of personal identity.

GET FINANCIALLY FIT, WITH VISA

Athlete365 is excited to bring you this learning opportunity via an online course, built to help athletes manage their financial lives during and beyond their athletic career.

HARNESS THE POWER OF AI

The Introduction to Generative AI course will help you understand generative AI and learn how to use it in your personal and professional life.

ATHLETE365 BUSINESS ACCELERATOR

Over this course, you will be guided through the process of identifying your existing skills and interests, before turning them into a concrete business idea through a series of engaging and practical lessons and tasks.

START YOUR E-COMMERCE JOURNEY WITH ALIBABA.COM

Our new learning course will introduce you to the basics and help you take your first steps towards becoming an entrepreneur.

**COMING
SOON**

SELF-DISCOVERY: POWER UP YOUR FUTURE!

A self-discovery journey to grow and develop self-knowledge, explore your future career choices and prepare for life beyond sport. Stay tuned!



START LEARNING

Head to Athlete365 to view all the online learning courses

ATHLETES' VOICE - FOR ATHLETES' COMMISSIONS

Have you taken the learning course exclusively for Athletes' Commissions?

In this course, you will learn about the roles and responsibilities of an AC member and how to make your AC as effective as possible.

Available in: **EN** | **FR** | **ES** | **ZH** | **RU** | **AR**

The course includes four modules:

- 1 INTRODUCTION AND OVERVIEW**
- 2 UNDERSTANDING THE ROLE OF ACS**
- 3 YOUR ROLE AS AN ATHLETE REPRESENTATIVE**
- 4 ACTIVITIES AND PROJECT IDEAS FOR ACS**

The course is ideal for new or current members of ACs of any organisation, and also for athletes who are interested in becoming a member of an Athletes' Commission in the future.



TAKE THE COURSE TODAY

The Athletes' Voice – Athlete365
(olympics.com)

ATHLETE ENGAGEMENT



ATHLETE ENGAGEMENT AT EVENTS

The Athlete365 Event Engagement Guide supports ACs and sports event organisers to help them engage with athletes and athletes' entourage members during competitions.

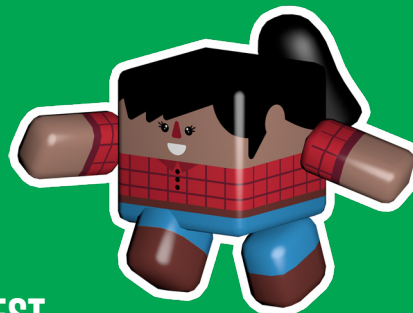
Athlete engagement is an important part of an AC's role and this guide can support your efforts, together with your organisation, to engage and interact with your athletes.

Engagement could centre around raising awareness on important topics – like career transition and safe sport – and also making use of Athlete365 programmes.

The guide includes a full package of on-site event engagement resources, such as:

- Pull-up banners
- Posters
- PinQuest
- Digital learning tools

What events in 2025 or 2026 could your AC use PinQuest or other tools to help engage with your athletes?



PINQUEST

PinQuest is an interactive game where athletes and athletes' entourage members can boost their Olympic knowledge by answering fun questions or challenging other athletes while exploring a virtual world.

It is free to download from the Google Play and App Store, and can form a part of your AC's engagement with athletes and athletes' entourage members at a competition or any other event, with prizes you could give out for the top scores.

PINQUEST



DOWNLOAD THE GUIDE

Download the Athlete365
Event Guide today



DOWNLOAD PINQUEST

Download the PinQuest
app today

ADDITIONAL NOTES
ADDITIONAL NOTES
ADDITIONAL NOTES



ATHLETE365 CAREER+



Athlete365 Career+ supports athletes at all stages of their careers, helping them to discover their full potential and plan their lives beyond competitive sport through a mix of advice, training and peer-to-peer learning:

WORKSHOPS ↗

Hosted by Olympic Movement organisations and delivered by certified educators (Olympians, AC members and sports administrators), either in person or online, and as an e-learning course (new!) in multiple languages. Available workshop modules are on self-discovery and CV/résumé building.

[Athlete365 Career+ workshops](#) have proven to be a powerful tool for Athletes' Commissions to support athletes in their career development. Get inspired by other ACs, NOCs and IFs that reached [new heights](#) for athletes from your country/organisation!

National Olympic Committees (NOCs) can request Olympic Solidarity funding to host Athlete365 Career+ workshops. Contact your NOC to submit the application on OS RELAY!

EMPLOYMENT ↗

Information about the [latest job opportunities](#) at the IOC offices in Lausanne and Madrid, Organising Committees for upcoming Olympic Games editions, Worldwide Olympic Partners and wider Olympic Movement organisations.

BUSINESS ACCELERATOR ↗

A free entrepreneurial journey funded by Olympic Solidarity to help athletes understand entrepreneurship, from idea to business plan and financial assessment. The 2025 edition, supported by Alibaba, offers insights into e-commerce via Alibaba.com. Over 800 athletes joined the first two phases of online workshops. In May, 50 athletes received one-on-one coaching and monthly online training from global experts.

[Check it out here](#) and pre-register for future editions.

MENTORING ↗

Bringing together athletes worldwide with professionals from Olympic Movement organisations, including TOP Partners, with the aim of enhancing athletes' employability, developing new perspectives, and expanding athletes' career opportunities through networking and skill-building.

Read more about the [Athlete365 Mentoring Programme](#).



EDUCATION OPPORTUNITIES

Education, combined with the valuable experience and unique soft skills that athletes acquire during their sports career, can open the door to many different career paths. The IOC is committed to meeting the needs of athletes with athlete-focused scholarships and broad-based Olympic knowledge education opportunities:

The Olympic Studies Centre

The reference source for Olympic knowledge, providing easy access to Olympic and sports-related [literature](#), as well as information on [research grants](#) and various worldwide [postgraduate courses](#) with Olympic content.

Supporting athletes in their career development and career transition is an important topic and one your AC can be heavily involved in:

1 What areas and types of support relating to athlete career development do you consider most important?

2 What concepts, programmes and services already exist in your organisation, and how can they be improved?

3 How can your AC get involved?



FIND OUT MORE

Head to Athlete365 Career+ for more

ATHLETE365 AND THE WORLDWIDE OLYMPIC PARTNERS (TOPS)

[The Olympic Partner programme](#) was launched in 1985, granting category-exclusive Olympic marketing rights to a select group of global partners, and has since provided a major source of revenue for the IOC. Since 2019, several dedicated programmes have been offered by the TOPs and via Athlete365, focusing on supporting athletes in a number of different ways.



Airbnb's athlete-focused partnership with the IOC focuses on providing accommodation for athletes during training and travel:

Airbnb 500

To honour the incredible efforts and achievements of athletes at the Olympic and Paralympic Games, Airbnb rewards Olympians and Paralympians with a USD 500 travel grant that can be used for Airbnb accommodation.

Airbnb Athlete Travel Grant

Every year since 2021, Airbnb has awarded travel grants to elite athletes to use towards accommodation to support their journey in qualifying for the Olympic or Paralympic Games.

All Refugee Olympic Team hopefuls receive the Airbnb Travel Grant as part of Airbnb's ongoing efforts to support the Olympic Refugee Foundation.



[Alibaba.com](#), a leading platform for global business-to-business (B2B) e-commerce that serves buyers and suppliers from over 200 countries and regions around the world, is the first worldwide Olympic and Paralympic e-commerce services partner to support the Athlete365 Business Accelerator programme. The programme is designed to empower current and former elite athletes from all backgrounds with the skills to build and manage their own businesses. In support of the programme's latest edition, [Alibaba.com](#) will provide participating athletes with educational tools, mentoring services and funding.



Allianz supports active and retired athletes as well as Para athletes during and after their sports career.

Allianz Buddy Programme

A mentoring programme between athletes and Allianz employees, where athletes deliver keynote speeches to and lead virtual meetings with Allianz employees, allowing athletes to improve their public speaking skills and be remunerated for sharing their experience and expertise.

Allianz Athlete Talent Pool

A service for all active and retired elite athletes and Para athletes, aimed at supporting them in starting a professional career during or after their sporting career. After registering in the Talent Pool, athletes can make their profile available to Allianz recruiters worldwide, who may contact them for a personal interview or a potential job offer.



Delivered at the Olympic Games Paris 2024, the Athlete365 Mind Zone x Powerade came from a joint ambition of the IOC and Powerade to prioritise athletes' well-being, as evident in Powerade's Pause is Power campaign for Paris 2024.

The Athlete365 Mind Zone x Powerade was a first-of-its-kind space encouraging athletes to take a moment to pause, reflect and come back stronger throughout the Games. From an immersive Virtual Reality (VR) mindfulness experience to taking time away from their phones to try some gratitude writing, athletes embraced the opportunity to work on their mental fitness in Paris.

The Athlete36 Mind Zone x Powerade was a huge success throughout the Games, attracting thousands of participants from 148 countries. It proved to be especially popular before and after events, when the emotions surrounding competition can be at their most intense.



FIND OUT MORE

Head to the TOP programme page for more



Deloitte.

Deloitte joined the TOP programme in 2022, forming a partnership with purpose with the IOC to leverage its experience in management and business consulting in support of the IOC's strategic roadmap, Olympic Agenda 2020+5, and its vision of building a better world through sport.

As part of Recommendation 3 of Olympic Agenda 2020+5 – to increase employment opportunities for Olympians and elite athletes – Deloitte, a Worldwide Olympic Partner, developed the Athlete Employability Guide to promote and facilitate athlete hiring across various professional levels and employment types. Additionally, Deloitte is collaborating with the IOC to enhance the Athlete Employability Framework, thereby increasing employment opportunities for athletes throughout the Olympic Movement. Deloitte is also working on repositioning the [IOC] mentoring programme to further support this initiative.

P&G

Procter & Gamble supports Olympians and Paralympians with superior performing household and personal care products so they can focus on giving their best when it matters most. During the Olympic Games, P&G brands offer complimentary products and services to athletes. From a chic new hairstyle – to fresh, clean laundry – to the confidence of a healthy smile, P&G brands are there to help athletes look and feel their best as they step out onto the world's stage. During Paris 2024, P&G's Pampers brand helped athletes and their babies spend precious time together in a dedicated family space in the Olympic and Paralympic Village.

P&G Athletes for Good

Since Tokyo 2020, P&G has been supporting Olympians, Paralympians and hopefuls through the Athletes for Good programme. This effort recognises athletes' charitable endeavours, tells their stories, and provides much-needed financial resources to their charity partners to empower them to give back to their communities.

SAMSUNG

Samsung's 30-year Olympic legacy has been about creating meaningful connections through innovative technologies.

At every Olympic Games since Sochi 2014, Samsung has provided athletes with limited-edition smartphones. Upcoming Olympians and Paralympians at the Olympic and Paralympic Winter Games Milano Cortina 2026 are no exception and will receive an exclusive Olympic Samsung phone.

VISA

As an expert in financial services and payment technology, Visa supports athletes by transferring knowledge on how to best manage their finances:

Financial Fitness learning course

Teaching athletes how to take control of their financial matters and navigate the financial landscape.

- 1 **What opportunities are there with your organisation's partners/sponsors that could directly benefit athletes?**
- 2 **How can you and your organisation share these opportunities with the athlete community you represent?**

Remember that it is not always necessary to invent something new, but that existing resources and services from partners can also be made available exclusively for athletes.

AMBASSADORS

Olympians have a unique platform to share their story and passion with the world beyond the field of play, and Athlete365 is here to highlight and celebrate those profiles. Beyond being great athletes on the field of play, Olympians are inspirational role models with various passions and interests who embody the Olympic values within their community.

IOC PROGRAMMES USING THE ATHLETE VOICE

Through various initiatives, the IOC has developed several programmes and continues to create opportunities that leverage athletes' influence to promote Olympic values.

These athletes and Olympians represent a diverse array of sports, backgrounds, and experiences but are united by their commitment to inspiring their communities and making a positive impact in the world.

- Believe in Sport Ambassadors
- Mental Health Ambassadors
- Sustainability Ambassadors
- Olympian Artists Programme
- Athlete Role Models

RESOURCES

There are several resources available on Athlete365 to help athletes and Olympians enhance their profiles to become better role models in their community and the Olympic Movement.

- [Building and Winning Personal Brand](#)
- [Athletes Giving Back](#)
- [Olympic Values Education Programme](#)



When I finally embraced that my name had become a part of Venezuela's Olympic history, I was humbled by the positive impact I could have on my community. I began to see the power of sharing the spirit of Olympism in my school, speaking to children as if I were a traveller from the future, showing them endless paths sports can take you.



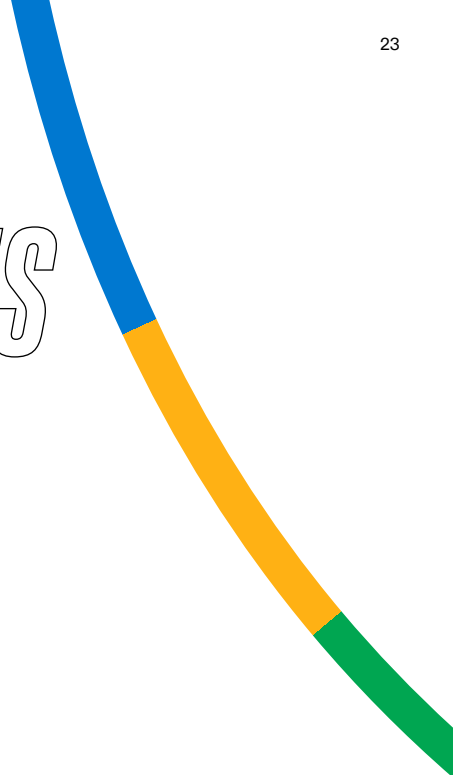
Stefany Hernández
Olympic Medallist, Cycling – BMX Racing, Venezuela




GET INVOLVED!

We want to hear about your interest and passions – contact us if you want to do more!

ADDITIONAL NOTES
ADDITIONAL NOTES
ADDITIONAL NOTES





How can your Athletes' Commission make the most of the Athlete365 platform and promote the various programmes and offers to your athletes?

The IOC AC counts on YOU – the global network of ACs – to promote the different offers, programmes and resources on Athlete365 to your athletes. How can you best do this? and through which channel is most effective?



OLYMPIC GAMES

OLYMPIC GAMES

OLYMPIC GAMES

The IOC AC is represented by members on every Olympic Games Coordination Commission, to ensure that the athlete experience remains an important focus throughout the planning.

As we look forward to Milano Cortina 2026, Dakar 2026 and Los Angeles 2028, check out the key facts for each Games!



MILANO CORTINA 2026



OLYMPIC WINTER GAMES

6 - 22 FEBRUARY 2026

2,900 ATHLETES

8 SPORTS

16 DISCIPLINES

PARALYMPIC WINTER GAMES

6 - 15 MARCH 2026

600 ATHLETES

5 SPORTS

6 DISCIPLINES

ATHLETES' COMMISSION

Milano Cortina 2026's Athletes' Commission has 27 members and is chaired by Olympian Anna de la Forest.

GENDER EQUALITY

The sports and event programme will include a record number of women's events and be the most gender-balanced Olympic Winter Games edition to date, with 47% female participation.

GAMES ADAPTED TO THE HOSTS

These Games are adapted to the hosts – built on sporting legacy, benefitting from Italy's world-class event delivery expertise and a passionate fan base in the host regions, gained from regularly hosting international winter sports competitions.

ITALY'S THIRD OLYMPIC WINTER GAMES

Seventy years after Cortina d'Ampezzo 1956 and 20 years after Turin 2006, the Olympic Winter Games will be hosted in Italy for the third time.

SKI MOUNTAINEERING TO MAKE OLYMPIC DEBUT

Ski mountaineering will take place at the Olympic Winter Games for the first time, following its success at the Winter Youth Olympic Games Lausanne 2020.



FIND OUT MORE

Head to the official website for more detailed information

DAKAR 2026

AFRICA WELCOMES, DAKAR CELEBRATES.

DAKAR 2026



SUMMER YOUTH OLYMPIC GAMES

31 OCTOBER – 13 NOVEMBER 2026

14 DAYS OF COMPETITION

2,700 ATHLETES

151 EVENTS

35 INTERNATIONAL FEDERATIONS (IFS)

25 COMPETITION SPORTS

10 ENGAGEMENT SPORTS

AFRICA'S FIRST OLYMPIC EVENT

DAKAR 2026 WILL BE THE FIRST OLYMPIC OR YOUTH OLYMPIC GAMES IN HISTORY TO TAKE PLACE IN AFRICA

ENGAGEMENT SPORTS

Dakar 2026 and the IOC are currently discussing the implementation of Engagement Sports. This initiative offers International Federations (IFs) a unique opportunity to introduce and involve local youth in Senegal and across Africa in new sports, fostering inclusivity and enthusiasm for diverse athletic disciplines.

GENDER EQUALITY

The sports and event programme is being designed to promote gender parity both on and off the field of play, with the aim of ensuring an equal number of female and male athletes compete.

YOUTH OLYMPIC VILLAGE

Amadou Makhtar Mbow University (UAM) will serve as the Youth Olympic Village during Dakar 2026, accommodating athletes and officials. It is located in Diamniadio.

SUSTAINABILITY

Dakar 2026 aims to generate significant social benefits for communities by promoting gender equality, inclusion and diversity, while reducing social risks in line with respect for human rights. Additionally, it seeks to leave sustainable assets, both tangible and intangible, for the long-term benefit of local communities, ensuring a lasting positive impact.

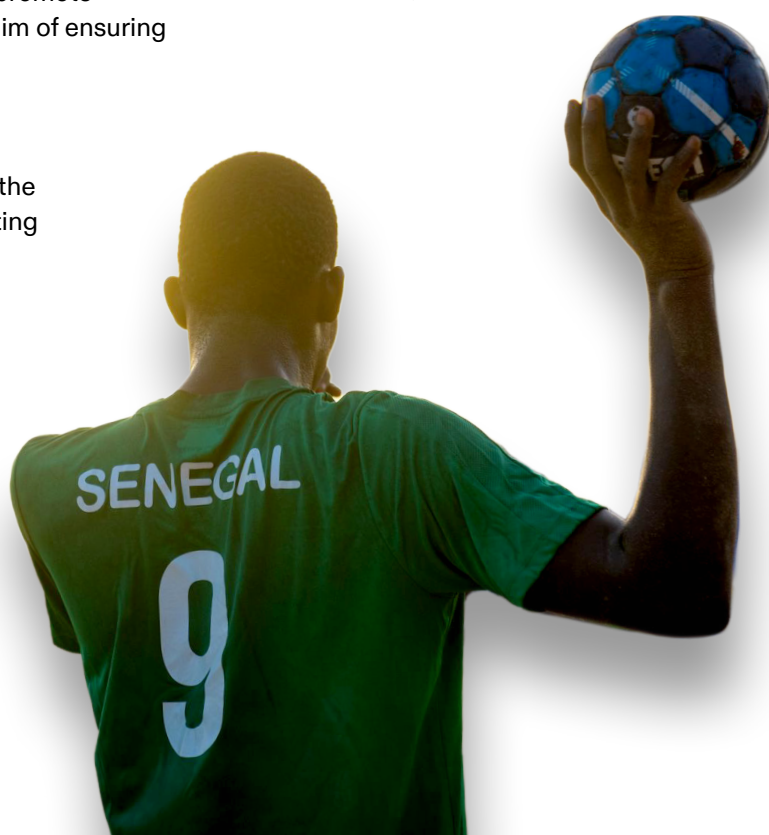
VOLUNTEERS

Approximately 6,000 volunteers from diverse backgrounds and regions across Senegal will be selected to play a pivotal role in the Games.



FIND OUT MORE

Head to the official website for more detailed information



LOS ANGELES 2028



OLYMPIC GAMES
14 - 30 JULY 2028

PARALYMPIC GAMES
15 - 27 AUGUST 2028

HANDOVER FROM PARIS 2024

The baton was officially passed on to LA28 during the Paris 2024 Olympic Closing Ceremony when the Mayor of Paris handed over the Olympic flag to Los Angeles Mayor Karen Bass, marking an end to the Games in Paris and turning all eyes towards LA28.

ATHLETES' COMMISSION

The LA28 AC, Chaired by Janet Evans, consists of 18 members: 9 Olympians and 9 Paralympians. The AC will bring the athlete perspective to the Organising Committee, ensuring the creation of an inclusive, innovative and seamless experience for all athletes participating in the LA28 Games.

NEW SPORTS

The LA28 Games will mark the return of Baseball/ Softball, Cricket (T20) and Lacrosse (Sixes) to the Olympic programme; and Flag Football and Squash will make their Olympic debut.

ENERGY POSITIVE GAMES

LA28 will work towards hosting the first "Energy Positive Games" by generating more energy through renewable sources and energy-efficiency efforts than the energy needed to power the Games. LA28 will also accelerate the city's ambitious goal of achieving zero waste through its venue operations and overlay reuse strategy by developing robust recycling programmes.

THIRD TIME'S A CHARM

The LA28 Games will mark Los Angeles' third time hosting the Olympic Games, which were previously hosted in 1984 and 1932, and first time hosting the Paralympic Games.

GAMES PLAN

The LA28 Games will feature 50+ Olympic and Paralympic sports, 800+ events, and over 3,000 hours of live action. LA28 will mark the first time in Games history that no new permanent venues will be built to host the Games, utilising existing world-class stadiums and venues.

ATHLETE VILLAGE

UCLA's centrally-located campus in Los Angeles will serve as the Athlete Village. The village will house athletes and support staff during the Games.

LA28 EMBLEMS

The LA28 Olympic and Paralympic Games will celebrate the Los Angeles community. Inspired by a city where everyone is different and everyone belongs, the LA28 emblem illustrates the strength of LA's diversity and defies a singular identity.



FIND OUT MORE

Head to the official website for more detailed information



LA28 2028

GENDER EQUALITY, DIVERSITY AND INCLUSION

Advancing gender equality in and through sport is a top priority for the IOC as reaffirmed in Olympic Agenda 2020+5 and the Gender Equality and Inclusion Strategy.

To achieve our collective efforts for gender equality and inclusion, the IOC set two commitments for 2024:

- 1 To consolidate the Olympic Games as one of the most effective global platforms for promoting and accelerating gender equality through concrete policies and actions.
- 2 To lead by example and support the acceleration of women's meaningful representation in governance, leadership and decision-making bodies within the Olympic Movement.

For the Olympic Games Paris 2024, the IOC created equal opportunities for male and female athletes to participate on the world's largest sporting stage. The quota places were distributed 50:50: 5,520 to female athletes and 5,520 to male athletes. This means the Olympic Games Paris 2024 were gender equal.

The year was also a turning point for gender-balanced representation in leadership positions within the IOC: as of August 2024, 43% of IOC Members and 47% of IOC Executive Board members were women, and women also occupied 50% of all positions on IOC commissions.

There is still work to be done off the field of play and we are counting on your support.

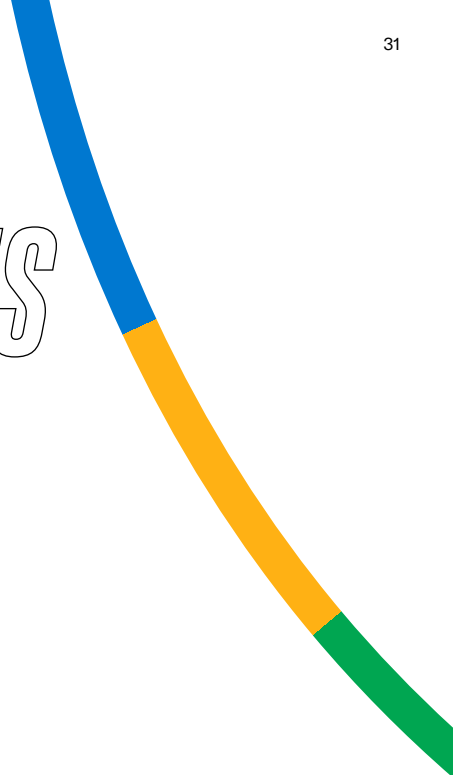
You can contact the IOC Gender Equality, Diversity and Inclusion division at: genderequality@olympic.org



FIND OUT MORE

Check out the gender equality in sport page

ADDITIONAL NOTES
ADDITIONAL NOTES
ADDITIONAL NOTES



ATHLETES' RIGHTS AND RESPONSIBILITIES DECLARATION

Have your AC and organisation adopted the Athletes' Rights and Responsibilities Declaration?

The Athletes' Declaration outlines the rights and responsibilities of athletes. Some 4,292 elite athletes from 190 countries and more than 120 sports disciplines contributed to the creation of the Athletes' Declaration.

Your AC can support your organisation in adopting and implementing the Athletes' Declaration by following these simple tips:

- 1 Discuss the Athletes' Declaration with the members of your AC.
- 2 Your AC can incorporate mention of support for the Athletes' Declaration into your AC statutes or terms of reference.
- 3 The Chair of your AC works with your organisation and proposes that the Athletes' Declaration also be publicly adopted by the organisation.
- 4 The organisation agrees to adopt the Declaration and references it in their governing statutes.
- 5 The organisation and the AC publishes a communication about adopting the Athletes' Declaration.
- 6 The AC should notify the IOC by email so that the IOC can update the adoption database.
- 7 The IOC will share the news on the Athlete365 impact page.



FIND OUT MORE

Read more about the Athletes' Declaration on Athlete365

ATHLETES' DECLARATION IMPLEMENTATION GUIDEBOOK

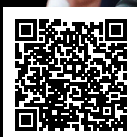
WHAT IS IT?

The Athletes' Declaration Steering Committee is a group of athlete representatives from across the Olympic Movement who are tasked with leading the implementation of the Athletes' Declaration.

The Steering Committee developed a comprehensive guidebook which provides practical recommendations for IFs and NOCs on how to gradually implement the Athletes' Declaration within their organisations. It outlines practical steps, shares best practices, and offers you insights into successful implementations by other NOCs and IFs. Additionally, your organisation can use a self-assessment tool, enhancing your ability to tailor the implementation process to your unique needs.

HOW TO USE THIS GUIDE?

The guidebook distinguishes between two levels of implementation: baseline level recommendations and "beyond-level recommendations", allowing for flexibility based on factors such as differing resource capacity, operational realities and other constraints. Your AC and organisation will be able to start with a self-assessment to gauge your current situation. The guidebook is available on the Athlete365 website.



DOWNLOAD TODAY

The Athletes' Declaration
Implementation Guidebook

MENTALLY FIT

Improving your mental fitness can be a game-changer on your path to success – both on and off the field of play. Studies show that athletes with higher mental well-being experience better motivation, lower injury risk and longer careers.

But did you know that nearly one in three athletes experience mental health problems? That's about the same as, or slightly higher than, the general population. Why does this happen? Well, just like anyone else, athletes face challenges like grief, relationship conflicts or financial difficulties. But being in sport adds its own set of stressors, like serious injuries or feeling like you've failed in competition.

Surprisingly, even positive events like winning at the Olympic Games or even representing your country can sometimes lead to mental health struggles. These can show up as anxiety, sadness, loss of interest in your sport, irritability, sleep troubles, body image concerns, changes in appetite, turning to substances or even thoughts of self-harm.

Athletes often downplay or ignore these symptoms, thinking they're not a big deal. But by doing so, they might miss the chance to address the issue early on and prevent it from getting worse. Prioritising your mental well-being can improve confidence, emotional regulation and recovery time, allowing you to manage stress more effectively and sustain your performance.

The IOC Health, Medicine and Science team work with experts worldwide to give athletes the tools and resources you need to support your mental well-being.

These include:

- access to a leading mindfulness app;
- e-learning courses like Becoming MentallyFit, Sleep to Compete and Mindful Social Media on Athlete365;
- the IOC Certificate in Mental Health;
- the IOC Mental Health in Elite Athletes Toolkit; and
- tools like the Sport Mental Health Recognition Tool (SMHRT-1) to help you recognise signs of mental health struggles early on.

As an athlete, what kind of tools or resources do you think would be most helpful for you? Let the Athlete365 team know!



FIND OUT MORE

Visit Athlete365
#MentallyFit

SAFE SPORT / SAFEGUARDING



The practice of sport is a human right. This right cannot be exercised if there is interpersonal violence or neglect of any kind.

For more than two decades, the IOC has been at the forefront of efforts to address interpersonal violence/harassment and abuse in sport whether it be physical abuse, psychological abuse, sexual harassment, sexual abuse, exploitation, neglect, bullying or discrimination of any kind.

The IOC Safe Sport Unit is dedicated to protecting the safety and well-being of athletes, focusing on both mental health and safeguarding. Through education, policy development and support resources, it works to foster a culture of safety, respect and integrity, allowing athletes to thrive and fully experience the benefit of sport.

SAFEGUARDING

Interpersonal violence, also referred to as harassment and abuse, can have both immediate and lasting effects on athletes. It can impact their physical and mental health, well-being, athletic performance, continued participation in sport, and even their life after their sporting career.

The IOC focuses on safeguarding athletes by promoting safe, respectful environments and preventing harassment and abuse in sport. This includes:

- 1 **Education and Awareness:** Training for athletes, coaches, and officials to recognise and address harassment and abuse
- 2 **Policy Development:** Frameworks (including the [IOC Games-time Safeguarding Framework](#)) to ensure athlete safety and well-being at all levels of sport
- 3 **Support:** Resources for athlete safety and well-being during Games time and beyond
- 4 **Collaboration:** Working with IFs, NOCs and stakeholders to enhance safeguarding globally
- 5 **Safeguarding Officer and Focal Point Training:** Programmes to equip personnel with knowledge and improve safeguarding measures worldwide



FIND OUT MORE

Take a look at the resources available

There is no place for interpersonal violence in sport. As members of Athletes' Commissions, you have a vital role to play as safeguarding allies for your fellow athletes. Together, we can help create a safer sporting environment for all.

Here are some of the IOC educational resources available for athletes and their entourage members:

- Workshops designed to equip Athletes' Commission members with the knowledge and skills to recognise, support and actively protect every athlete's right entourage members safe sporting environment
- [Winter Youth Olympic Games Gangwon 2024 Readiness Programme](#) on Athlete365 – includes a Safeguarding Essentials course to raise awareness among youth elite athletes
- [Safeguarding Officer in Sport Certification](#) course – helping ensure all athletes have access to a trained professional should they need support
- [Safeguarding Athletes from Harassment and Abuse](#) – a course for athletes, athletes' entourage members and organisations
- [IOC Sexual Harassment and Abuse Video Series](#) – aimed at athletes, coaches and sports organisations
- [Consent in Sport](#) – webpage and accompanying video for athletes and their entourage members
- [Draw the Line](#) – a scenario-based learning tool for younger athletes
- [Healthy Body Image Videos](#) – for athletes, parents and coaches

If you or a fellow athlete need support, please reach out to the safeguarding officer in your sport or organisation. You can also access the new [IOC Safeguarding Directory](#) to find a trained safeguarding officer worldwide, filtered by language, country, safeguarding service or organisation type.

For further assistance, you can contact an IOC Safeguarding Officer at safeguardingofficer@olympic.org or report an incident through the [IOC Integrity and Compliance Hotline](#).

ANTI-DOPING

Competing clean is not just a key principle in preserving the integrity and fairness of sport for the benefit of athletes, coaches and fans alike; it also helps protect your reputation, and, more importantly, your health. As a clean athlete, you can take pride in your performances. It is your responsibility to protect both yourself and your sport by complying with the [World Anti-Doping Code](#). It is important to remember that, as an athlete, you have both rights and responsibilities, and there are many resources to help you understand everything that this entails.

THE WORLD ANTI-DOPING AGENCY AND THE CODE

WORLD ANTI-DOPING AGENCY

The [World Anti-Doping Agency](#) (WADA) leads the collaborative worldwide movement for doping-free sport. WADA was established in 1999 on the initiative of the IOC and with the support of governmental and non-governmental organisations. Since then, its governance and funding have been based on equal partnership between the sports movement and the governments of the world. WADA's primary role is to develop, harmonise and coordinate anti-doping rules and policies across all sports and countries.

WADA IS RESPONSIBLE FOR:

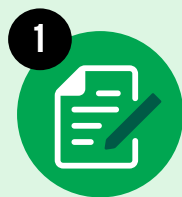
Ensuring and monitoring effective implementation of and compliance with the Code and its related International Standards by its [Signatories](#), including International Federations (IFs), National Anti-Doping Organisations (NADOs), Major Event Organisers (MEOs), National Olympic Committees (NOCs) and National Paralympic Committees (NPCs). WADA's other key activities include scientific and social science research, education, intelligence and investigations, and building the anti-doping capacity of anti-doping organisations worldwide.

THE WORLD ANTI-DOPING CODE

The [Code](#) is the core document that harmonises anti-doping policies, rules and regulations, and works in conjunction with eight [International Standards](#):

HELP KEEP SPORT CLEAN

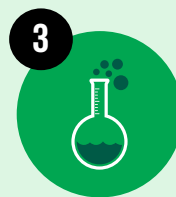
You can report known or suspected doping **securely** and **confidentially** through WADA's platform [Speak Up](#) or the ITA's platform [Reveal](#).



[Code Compliance by Signatories](#)



[Education](#)



[Laboratories](#)



[Prohibited List](#)



[Protection of Privacy and Personal Information](#)



[Results Management](#)



[Testing and Investigations](#)



[Therapeutic Use Exemptions \(TUEs\)](#)



LEARN MORE

Check out WADA's website, in particular the athlete engagement page, as well as its Anti-Doping Education and Learning Platform (ADEL), and the anti-doping section on Athlete365.

KEY PLAYERS AND THEIR ROLES AND RESPONSIBILITIES



International Olympic Committee

The **International Olympic Committee**, the governing body of the Olympic Movement, makes the Code mandatory for the whole Movement. During the Games, the IOC is responsible for overseeing the implementation of applicable anti-doping regulations. However, in order to ensure the independence of both the testing and the sanctioning procedures, the IOC has delegated all doping control and testing processes to the International Testing Agency (ITA) and the first-instance hearings to the CAS Anti-Doping Division (CAS ADD). The IOC has been transitioning to a fully independent anti-doping programme since Rio 2016.

ORGANISING COMMITTEES FOR THE OLYMPIC GAMES (OCOGs)

OCOGs set up Doping Control Stations and organise the notification and testing of athletes at the Games. They also deliver the doping control samples securely to the designated WADA-accredited laboratory for analysis.

NATIONAL ANTI-DOPING ORGANISATIONS (NADOS)

NADOS are organisations designated by their country or government as the primary authority at the national level for the anti-doping programmes in a country. They establish the Registered Testing Pool (RTP) and in addition to education, are responsible for testing national athletes and athletes from other countries within their nation's borders, as well as sanctioning athletes and entourage members under their jurisdiction. There are currently 160 NADOS.

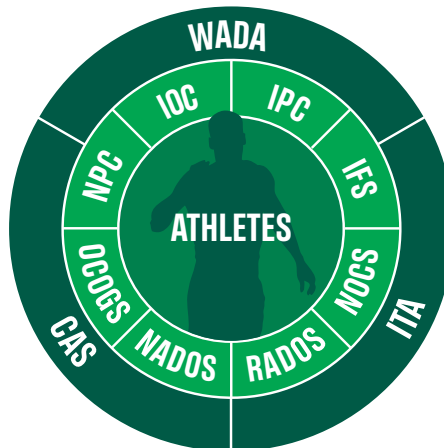
COURT OF ARBITRATION FOR SPORT (CAS)

The CAS is an institution independent of any sports organisation which provides services to facilitate the settlement of sports-related disputes.

The CAS ADD was established to hear and decide on anti-doping cases as a first-instance authority pursuant to the delegation of powers from the IOC, IFs of sports on the Olympic programme (Olympic IFs), the ITA and any other signatories to the Code.

REGIONAL ANTI-DOPING ORGANISATIONS (RADOS)

RADOS bring together several smaller and/or less-developed countries where no significant anti-doping programme exists to develop regional anti-doping programmes that are compliant with the Code. There are currently 12 RADOs, bringing together 119 countries across Africa, Asia, the Caribbean, Latin America and Oceania.



INTERNATIONAL FEDERATIONS (IFS)

IFs establish the RTP and are responsible for testing their athletes in and out of competition, and sanctioning athletes and entourage members from their sport.

NATIONAL OLYMPIC COMMITTEES (NOCs)

NOCs ensure that anti-doping policies and rules conform with the Code and International Standards within their respective countries. In countries where there is no NADO, the NOC assumes the role of the NADO, meaning the NOC becomes responsible for everything related to doping control. There are currently 206 NOCs.

INTERNATIONAL PARALYMPIC COMMITTEE (IPC)

The IPC is the leader of the worldwide Paralympic Movement. As the Major Event Organiser for the Paralympic Games and the International Federation for six Para sports, the IPC is responsible for adopting policies and rules, and implementing anti-doping programmes that conform with the Code and the International Standards.

NATIONAL PARALYMPIC COMMITTEES (NPCs)

NPCs are organisations recognised by the IPC as the sole representatives of the Paralympic Movement in a given country or territory. NPCs are responsible for complying with the World Anti-Doping Code, the International Standards and the IPC Anti-Doping Code.

INTERNATIONAL TESTING AGENCY (ITA)

The ITA is an independent non-profit international organisation established in Switzerland that delivers expert clean-sport programmes for International Federations, Major Event Organisers and any other organisation requesting support or collaboration to protect the integrity of international sport and the health of athletes worldwide. It implements anti-doping programmes for over 60 Olympic and non-Olympic sports bodies, including the entire clean sport scheme for the IOC.

ETHICS AND GOOD GOVERNANCE IN SPORT

IPACS
INTERNATIONAL PARTNERSHIP
AGAINST CORRUPTION IN SPORT

Imagine this...

Your head coach demands that athletes who want to be part of the delegation set to compete at an international competition pay a "fee".

You and other talented athletes refuse. Instead of choosing you, the coach selects those who paid. As a result, athletes who would have earned their place due to their talent are left out.

This type of wrongdoing is often allowed in sports organisations that lack good governance, leading to no consequences for corrupt behaviour.

To protect sport from corruption, the IOC co-founded the **International Partnership against Corruption in Sport (IPACS)**.

IPACS brings the worlds of sport and government together to ensure that athletes can compete in fair and corruption-free environments. **Just as athletes need to play by the rules, your sports organisation needs to meet good governance standards to mitigate the risks of corruption.**

In your opinion, how does corruption impact sport in general and your sport in particular?

Hint: Corruption undermines the integrity of sport and has negative consequences for the sports movement as a whole.



[Join IPACS form](#)



[Basic Universal Principles of Good Governance within the Olympic and Sports Movement](#)

PROTECTING SPORT FROM CORRUPTION IS A SHARED RESPONSIBILITY

WHAT IS YOUR ROLE?

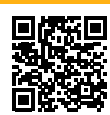
It is down to sports organisations to make sure that they meet good governance standards. But as an athlete, you have a powerful platform to remind them of their responsibilities. You could be:

A **role model** for integrity, setting an example for other athletes by reporting any wrongdoing that you encounter or by taking a stand against it.

An **amplifier**, using your platform to raise awareness of the consequences of corruption for sport and to promote good governance values.

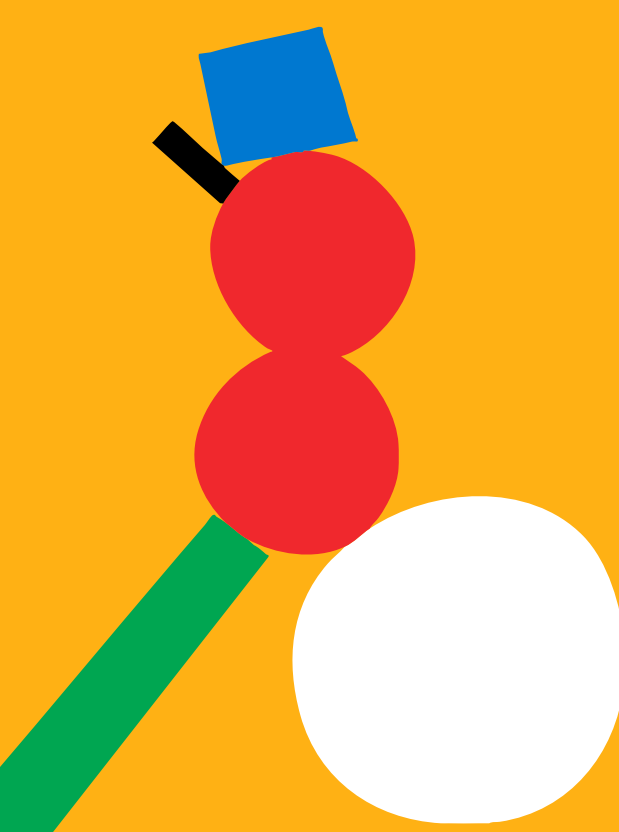
An **advocate**, working through your Athletes' Commission to demand transparent and inclusive governance.

Take action! Join IPACS today, to get the tools you will need tomorrow.



IOC INTEGRITY HOTLINE

Reporting wrongdoing is crucial for protecting the integrity of sport. **Speak up, report an incident.**



PREVENTION OF COMPETITION MANIPULATION



Athlete 365

BELIEVE IN SPORT

As athletes, we have a responsibility to know the Code of Conduct regarding competition manipulation!

Would you lose on purpose?

We all know there are some people who might try to cheat so they can unfairly win a competition, but do you know that there are people who might want to lose on purpose?

This is called match-fixing, or **competition manipulation**, and it can happen in each and every sport!

Hear some real life stories directly from the athletes!



[Basketball](#)



[Ice Hockey](#)



[Football](#)

Protect your sport and fellow athletes against competition manipulation by spreading the word.

As the Athletes representatives, you play an important role in educating your athletes and, with the support of our team, you can deliver the following activities for your athletes in order to raise awareness of the risk of competition manipulation:



In-person workshops with your athletes or teams



Digital interactive webinars featuring cases, quizzes and guest speakers



Engagement booth on site at competition events



Social media assets tailored for your sport or country

Are you interested in running projects or activations to educate your athletes about the risks of competition manipulation?

Come and speak to our team at the IAF marketplace, or email us on believeinsport@olympic.org to see how we can help!

~~Fix~~

~~Bet~~

~~Look info~~

Speak up



FIND OUT MORE

about competition manipulation and the IOC's Believe in Sport campaign

SUSTAINABILITY

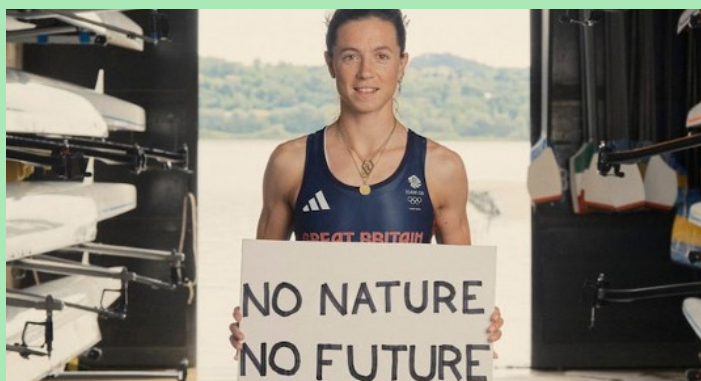


One of the most impactful ways to make a difference is to engage the people around you. It was great to talk with my teammates about our environmental impact and find ways to reduce it together.



Nike Lorenz

Olympian, Field Hockey, Germany



IOC CLIMATE ACTION AWARD – ATHLETE SPOTLIGHT

Imogen Grant (GBR) was one of the 2024 IOC Climate Action Award Winners. She used her athlete voice in the rowing community to back a campaign with other sports (such as sailing, canoeing and surfing) to lobby for clean waters that are vital for participation in many sports.

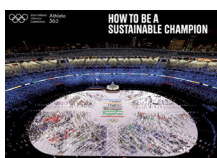
The campaign gained local and national media attention which ultimately helped put pressure on governments and environmental agencies. More recently, Imogen also used her profile to highlight waste and circularity by working with the British Fashion Council to make a dress for a high-profile awards ceremony from her old sports kit.

APPLYING A WINNING MINDSET TO SUSTAINABILITY

One winning sport philosophy is called ‘marginal gains’ which is the concept that a small change won’t make a material difference to an athlete’s performance, but numerous small changes add up to make a difference. This concept can absolutely be applied to the world of sustainability with the aggregation of numerous small actions.

Making small changes can help with gradual behaviour change over time, this can range from using public transport, opting for that plant-based meal or even spending one minute less in the shower.

Of course, big changes such as travel to and from events will have a significant impact, but your marginal gains are something both you and your community can easily action. Collectively, you can have a significant impact, which we also hope to have by supporting sustainability initiatives across the spectrum of sports in the Olympic Movement.



HOW TO BE A SUSTAINABLE CHAMPION



Download the "How to be a sustainable champion" PDF guide

ADDITIONAL NOTES
ADDITIONAL NOTES
ADDITIONAL NOTES



OLYMPIC MOVEMENT FUNDING MODEL

The IOC distributes over 90% of its revenues to organisations throughout the Olympic Movement to support the staging of the Olympic Games, promote the worldwide development of sport and the Olympic Movement, and assist with the implementation of Olympic Agenda 2020 and Olympic Agenda 2020+5. The IOC retains 10% of Olympic revenue for IOC activities to develop sport and to cover the operational costs of governing the Olympic Movement.

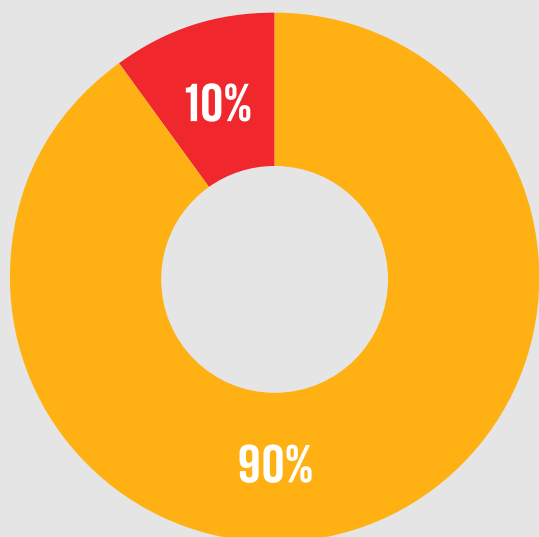
USD 4.7 million is distributed daily to help athletes and sporting organisations.

IOC REVENUE 2021-2024

(Source: IOC's audited financial statements)



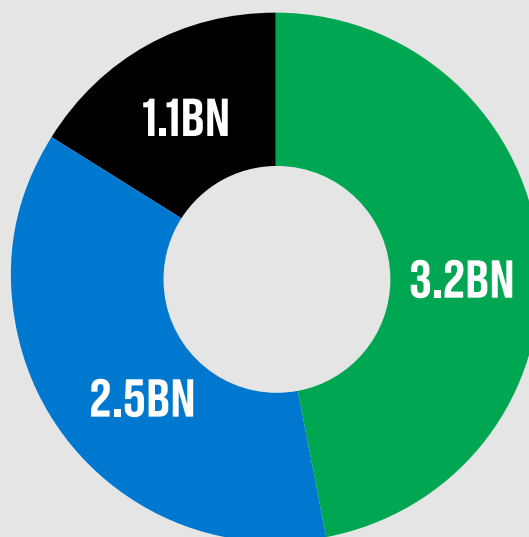
IOC REVENUE DISTRIBUTION (%)



90% Distribution to NOCs and IFs, Olympic Games, promotion of the Olympic Movement, implementation of Olympic Agenda 2020 and Olympic Agenda 2020+5

10% IOC activities to develop sport and the operations of the IOC

TOTAL DISTRIBUTION 2021-2024



3.2BN Olympic Games

2.5BN NOCs, IFs and OS programmes

1.1BN Youth Olympic Games, additional athlete programmes, protecting clean athletes and promoting Olympism in society

OLYMPIC SOLIDARITY


Olympic Solidarity's mission is to provide assistance to NOCs, in particular those with the greatest need, so that they can fulfil their responsibilities to the Olympic Movement while adhering to the IOC strategy. Olympic Solidarity provides support to National Olympic Committees through multifaceted programmes that prioritise athlete development, train coaches and sports administrators, and promote the Olympic values.



There are many programmes offering dedicated assistance to athletes with the aim of supporting them at every stage of their career, such as:

- 1 **OLYMPIC SCHOLARSHIPS FOR ATHLETES**
- 2 **SUPPORT GRANT FOR CONTINENTAL ATHLETES**
- 3 **YOUTH ATHLETE DEVELOPMENT**
- 4 **REFUGEE ATHLETE SUPPORT PROGRAMME**
- 5 **TEAM SUPPORT GRANT**
- 6 **ATHLETE CAREER TRANSITION PROGRAMMES**
- 7 **NOC ATHLETES' COMMISSION ACTIVITY GRANT**

To find out more about the Olympic Solidarity programmes, visit the Solidarity booth in the marketplace during the Forum.



Olympic Solidarity

2025-2028 OLYMPIC SOLIDARITY PLAN

Total budget

USD
650,000,000

Budget reserved specifically for
athletes and their entourage members

USD
167,000,000

Budget for the NOCs' participation in
Olympic Games and Youth Olympic Games

USD
119,000,000



FIND OUT MORE

about the 2025-2028
Programmes of Olympic Solidarity

NOC ATHLETES' COMMISSION ACTIVITY GRANT

The NOC Athletes' Commission Activity Grants were introduced in 2020. Each NOC can receive up to USD 10,000 each year from Olympic Solidarity for its NOC Athletes' Commission to use for its activities and projects focused on supporting athletes.

All NOC ACs can apply for the funding by following these simple steps:

- 1 NOC AC to discuss what activities or projects to run for athletes.
- 2 Gather the information on each activity needed for the application, e.g.: Objectives and activity description, dates and venue, participants involved and estimated budget for the key costs.
- 3 Discuss the application proposal with the NOC – it is important to be aligned.
- 4 The NOC submits the application in "RELAY" (the Olympic Solidarity platform) for review.
- 5 Following application approval, the funds are sent to the NOC, and the projects can be delivered.



FOR MORE INFORMATION

about the NOC AC Activity Grant, head to Athlete365



AC GUIDE: PROJECTS & ACTIVITIES



If you need any inspiration on what projects and activities your AC could deliver, check out the AC Projects and Activities Guide

OLYMPISM365



OLYMPISM365 IN NUMBERS

- 550 social impact initiatives globally
- 176 countries
- Tens of millions of people reached

Beyond the Olympic Games and field of play, the IOC collaborates with a growing network of sport and non-sports organisations to build a better world through sport, every day and everywhere. Launched in 2022, [Olympism365](#) is the IOC's strategy to use sport to advance sustainable development.

The Olympism365 strategy is delivered through three key mechanisms:

- [Sport for sustainable development initiatives](#), co-delivered with 190+ global and local organisations, including Olympic Movement stakeholders, international organisations, public development banks, governments and civil society. These initiatives are supporting better health, well-being, education, livelihoods and equality through safe, inclusive and sustainable sports participation.
- Direct investment in [NOC projects](#) funded through the IOC's Olympic Solidarity Olympic Values World Programme, focused on increasing sports participation and Olympic and values-based education.
- The IOC's signature sport and Olympism in society initiatives, including the [Olympic Values Education Programme](#), [Athletes Giving Back](#), [Let's Move](#), the [IOC Young Leaders Programme](#) and the [OlympAfrica O!Yes Programme](#).



The [Olympic Refugee Foundation](#) (ORF) also contributes to this mission, ensuring young people affected by displacement thrive through safe sport. (For more information, see [page 46](#).)

As an athlete, your voice has the power to drive positive change in your community and beyond! The [Athletes Giving Back learning course](#) provides tools, resources and good practice examples to drive sustainable development and social change using sport. More than 500 athletes have enrolled in the course since its launch in 2023.



I grew up in a country that was divided by war. But I also grew up playing a lot of sport, and I always felt it was a great tool to bring people together for peaceful dialogue and understanding.



Sophia Papamichalopoulos
Olympian and IOC Young Leader 2021-2024,
[Winds of Change project](#)



Learn more about the IOC's
Olympism365 strategy



Sign up to the Athletes Giving Back
course to learn how you can give back

THE OLYMPIC REFUGE FOUNDATION



Olympic Refuge
Foundation



OUR VISION

We believe in a society where everyone belongs, through sport.

OUR MISSION

To shape a movement that ensures young people affected by displacement thrive through sport.

BELONGING THROUGH SPORT

Shabnam Salahshoor discovered her passion for football while growing up in Herat, Afghanistan. Playing sports became her refuge, helping her navigate the challenges she faced in her city. After fleeing Afghanistan and seeking asylum in Paris, France, football once again became her lifeline: “It saved me a second time,” she says.

Shabnam found a new direction in France through the Olympic Refugee Foundation’s Terrains d’Avenir programme. In 2024, she completed Kabubu’s STEP coaching training over three months and later earned her sports educator diploma which and officially became a certified coach.

Today, she shares her love for football by coaching other refugees in Terrains d’Avenir sports sessions in Paris. Her favourite sessions are the all-women football classes, where she helps women connect, build a sense of belonging, and find strength through sport.

Today, more than 120 million people have been forced to flee their homes across the globe. The Olympic Refugee Foundation (ORF) is shaping a movement to ensure that young people affected by displacement thrive through safe sport.

Sport has the power to have meaningful impact young peoples’ lives. We are uniting leaders, businesses, coaches and young refugees from across the world to create a team with purpose, a team like no other.

We all share one goal – for displaced young people to find belonging through sport, and shape their own futures, their way.



FIND OUT MORE

about the Olympic Refugee Foundation 



REFUGEE OLYMPIC TEAM PARIS 2024

The IOC Refugee Olympic Team at Paris 2024, represented more than 120 million forcibly displaced people worldwide.

Made up of 37 athletes, the team demonstrated to the world that refugees are an enrichment to the society. The team was led by the Chef de Mission, Masomah Ali Zada; herself a member of the Refugee Olympic Team for Tokyo 2020 and IOC Athletes' Commission.

The Team's participation in the Olympic Games was not only a testament to their resilience and excellence, but also sent a powerful message of hope, belonging and inclusion.

37 ATHLETES

12 SPORTS

15 HOST NOCS

REFUGEE ATHLETE SUPPORT

When an athlete becomes displaced, this can result in a large number of barriers for them to access competitive and elite sport. Refugee status should never be a barrier to someone fulfilling their sporting potential.

Funded by Olympic Solidarity and managed by the Olympic Refugee Foundation, the Refugee Athlete Support Programme gives scholarships to athletes, contributing to their training and helping these individuals to prepare for participation in high-level competitions. They can even make it to the Olympic Games, earning a place on the IOC Refugee Olympic Team.

We work closely with National Olympic Committees and National and International Federations to support refugee athletes living in their host countries.

Athletes on the programme are elite competitors in their respective sports and are recognised refugees or beneficiaries of international protection according to UNHCR.



FIND OUT MORE

about refugee athlete support

THE OLYMPIC ESPORTS GAMES



The IOC has taken a landmark step by establishing the Olympic Esports Games, with the inaugural edition set for 2027.



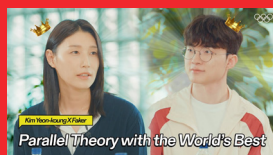
This initiative builds on Olympic Agenda 2020+5 Recommendation 9, which emphasised developing virtual sports and further engaging with the video gaming community. The Olympic Virtual Series in 2021 and Olympic Esports Series in 2023 laid the groundwork, alongside the formation of the IOC Esports Commission to guide long-term esports integration. The effort culminated in a unanimous vote during the IOC Session in Paris last summer to create the Olympic Esports Games – marking a significant step towards a transformative era for Olympic Esports on the global stage.

This bold initiative is not just about embracing digital innovation – it's a strategic opportunity to connect with millions of young people worldwide who are actively engaged in gaming. By integrating esports within the Olympic ecosystem, the IOC can strengthen the relevance and appeal of the Olympic brand to new generations, fostering fresh pathways for engagement.

DID YOU KNOW?

Esports are not completely new in the Olympic Movement. Esports made their official debut as a medal event at the 19th Asian Games in Hangzhou in 2023. The event featured seven game titles – EA FC Online, Arena of Valor Asian Games Version, League of Legends, Street Fighter V: Champion Edition, Dream Three Kingdoms 2, Peace Elite Asian Games Version, and DOTA 2. A total of 473 athletes from 30 National Olympic Committees competed for 21 medals across these titles. The People's Republic of China led the medal tally with five medals, including four golds, followed closely by the Republic of Korea and Thailand. Esports were also present at the previous Commonwealth Games and Panam Games as a separate event.

CHECK OUT THESE VIDEOS



What happens when two of Korea's greatest legends collide? Watch as Faker, the esports icon, meets Kim, the volleyball superstar – and together they uncover a parallel universe of shared struggles, triumphs and the mindset it takes to be the best. Watch ['Parallel Theory with Olympic MVP Kim Yeon-kyung and Esports Legend Faker!'](#) to witness greatness meet greatness!



Meet the players who are elevating the game and inspiring esports' new generation to level up, in the video series: ['Outside The Game.'](#)



FIND OUT MORE

Keep your eyes on Olympic Esports Games – exciting updates are on the way!

ADDITIONAL NOTES
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FOLLOW-UPS

As we reach the end of the Athletes' Forum, please think about the topics that have been presented and how you can apply them in practical terms to support and improve your AC.

AC SWOT ANALYSIS

Often, the toughest part of fixing a problem is knowing where to start. Breaking the problem down to its most basic level helps to demystify the problem-solving process. A SWOT analysis is a process that helps you assess your strengths and weaknesses, and the opportunities and threats you face.

STRENGTHS

What is your AC doing well?

WEAKNESSES

What could your AC improve on?

OPPORTUNITIES

Are there potential areas for growth, development and improvement for your AC?

THREATS

Is there something that could prevent your AC from being effective?

AC FUNDING

For NOC ACs

Olympic Solidarity NOC AC Activity Grant

- Has your NOC AC applied for the USD 10,000 available to you this year?
- Visit Athlete365 for all the information on how to apply.
- Contact Athlete365 or the IOC Athletes' Department if you have any questions or need support for your activities.

For other ACs

Request funding from your organisation

- Does your AC have an activity or project in mind? Request funding from your organisation!
- Put together a proposal, complete with the objectives, a description of the activity and the proposed budget.
- Contact Athlete365 or the IOC Athletes' Department if you have any questions or need support for your activities.

AC STRATEGY AND GOAL-SETTING

An AC strategy is a mid- to long-term plan for achieving your AC's objectives and goals. It is important to set goals and have a plan to show how you will achieve them, but how can you get started?

- 1 **Vision/mission statement – where does your AC want to get to?**
- 2 **Values – what behaviours will your AC adopt on the journey and in the course of its work?**
- 3 **Objectives – what do you want to achieve with your AC and for your athletes?**
- 4 **Projects – how will your AC achieve your objectives?**
- 5 **KPIs – how will your AC measure success?**

Need more help creating a strategy for your AC? The new AC Guide provides step-by-step instructions, practical tips and case studies from other ACs to help you develop a clear and effective plan for achieving your AC's goals.



AC STRATEGY GUIDE



Download the
"AC Strategy" PDF guide

NOTES:

TOP TIP

Make sure you are aligned with your organisation's own strategic plan and offer to present the finalised AC strategy at the next executive board meeting.

ORGANISING YOUR AC ELECTIONS

All ACs should hold an election for new members to join the Commission. This ensures that the AC is accountable to the athletes it represents, and it is a requirement to be compliant with the IOC guidelines.

An AC election could be delivered as a standalone event or linked to an existing event – such as a sports competition or an athletes' forum. The election is a great way to engage with the athlete community and promote the role of the AC.

Simple steps to hold an AC election:

1 PLANNING

Work with your AC and administration on the various rules and procedures

2 LAUNCH

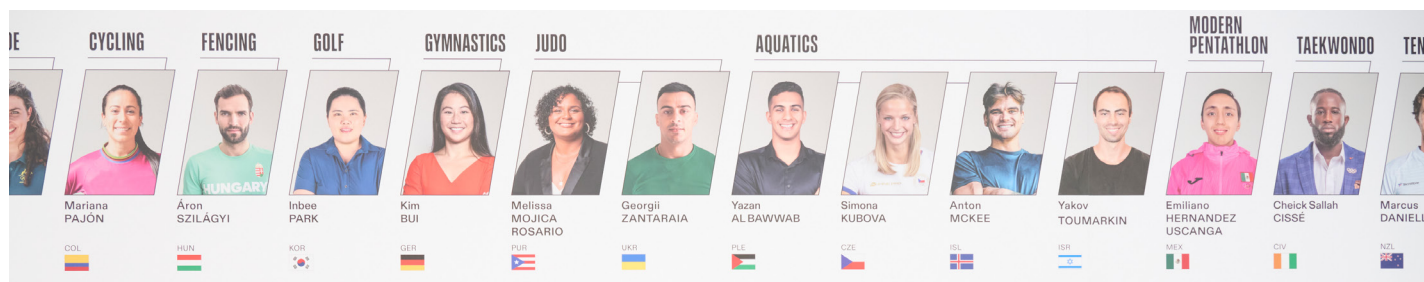
Raise awareness of the AC election, review the candidates, promote the election

3 ELECTION

Organise an event for the athletes to vote for their preferred candidates


4 MEETING

Meet with your new AC members and share the news of the results

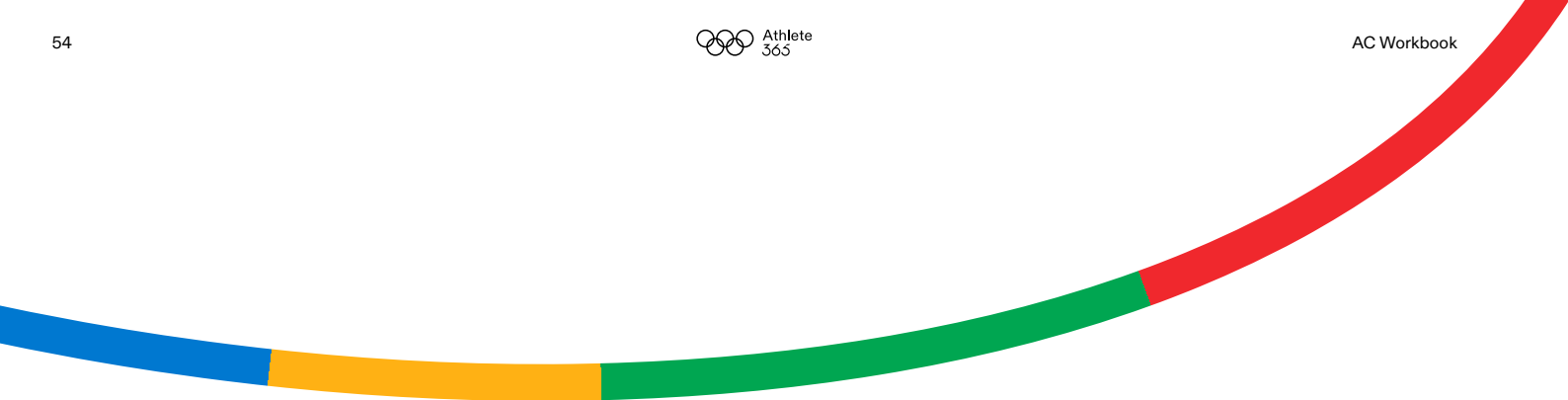


FIND OUT MORE

Read the AC guide to holding an election



ADDITIONAL NOTES
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ADDITIONAL NOTES



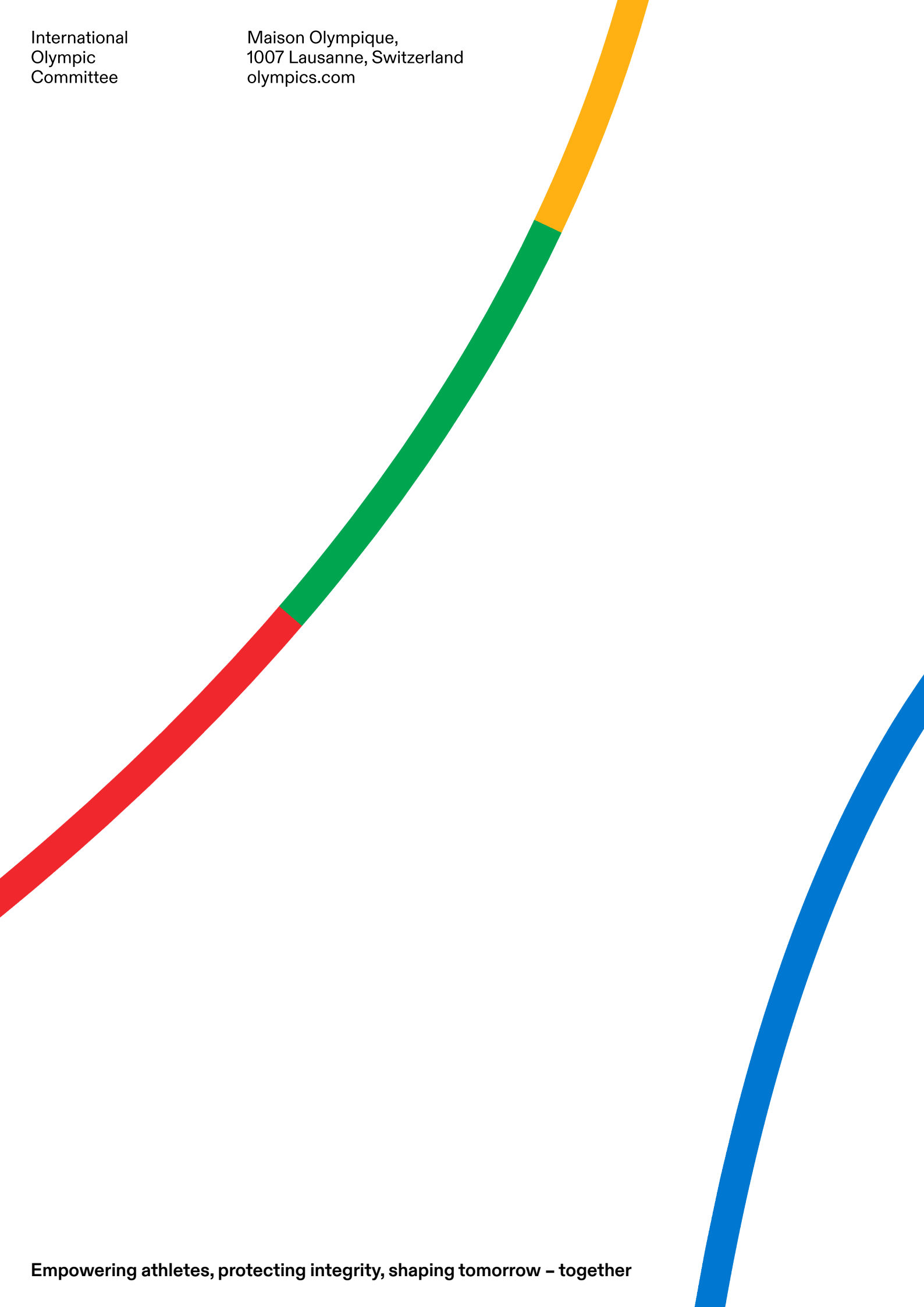


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International
Olympic
Committee

Maison Olympique,
1007 Lausanne, Switzerland
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