



*A voice for Youth and Grooms*

# Youth empowerment and social entrepreneurship

Brussels, 21<sup>st</sup> February 2024, Philippe Furrer





## Why youth matters ?



### **Youth Engagement Scale**

How deep can you engage youth in sport ?



### **Examples**

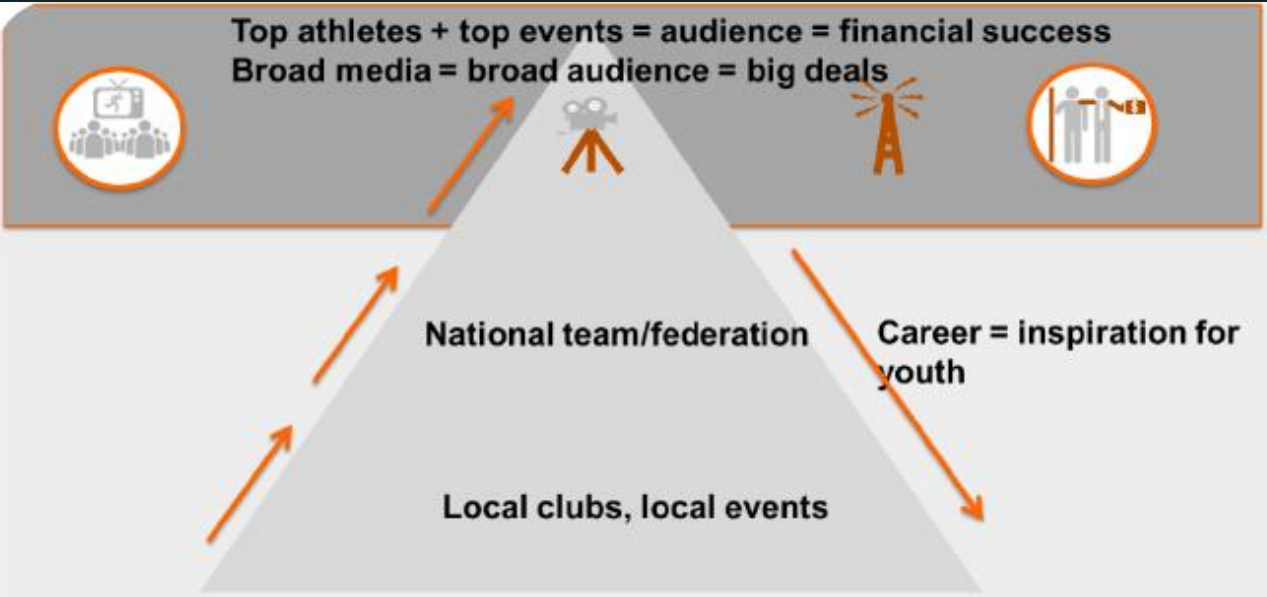
From having a voice to delivering projects



### **Key questions**

A few thoughts to take away





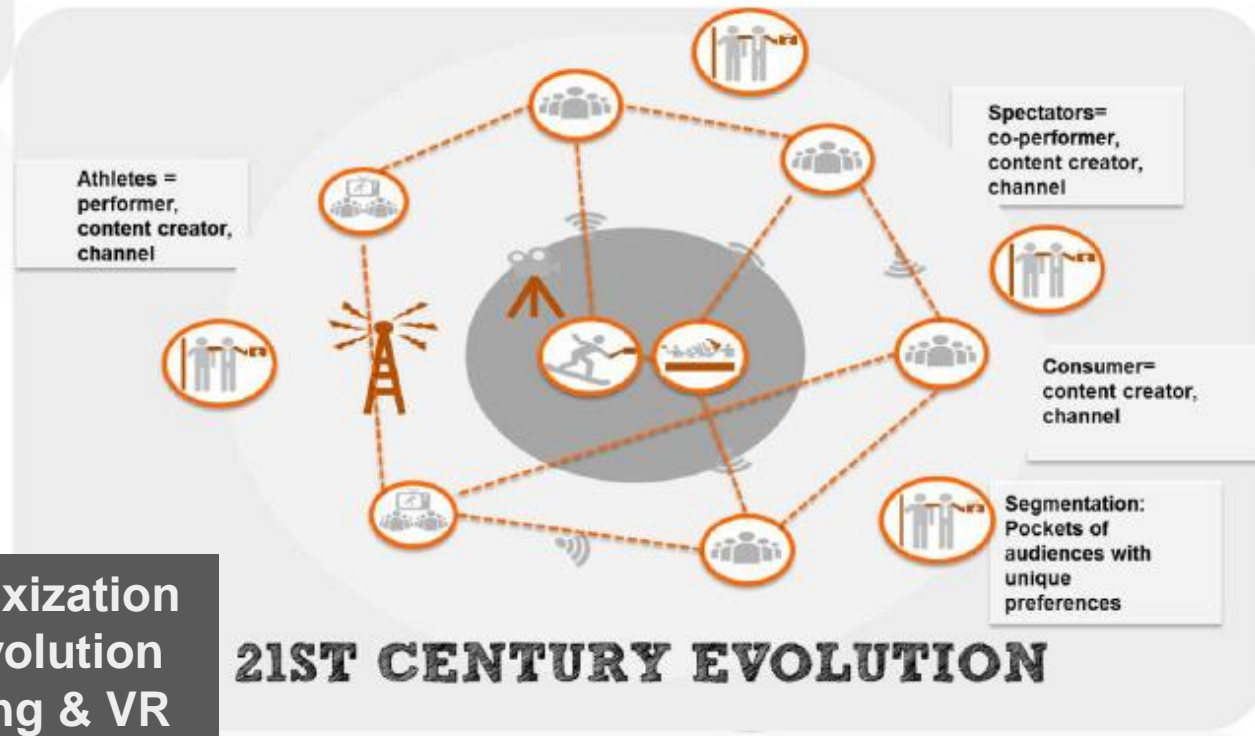
**TRADITIONAL SPORT-PYRAMID MODEL**

TRADITIONAL SPORT-PYRAMID MODEL

# From a Pyramidal to an Organic Model

- + net'flixization
- + AI revolution
- + gaming & VR

# Organised Sport Model to adapt to Youth attitude

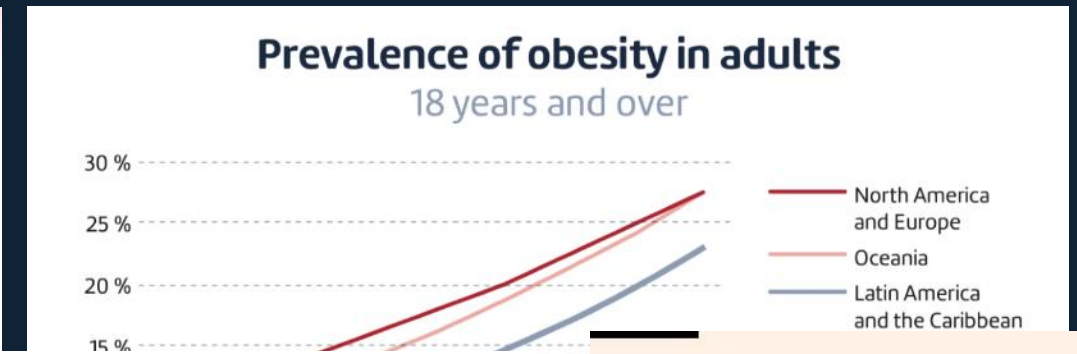


**21ST CENTURY EVOLUTION**

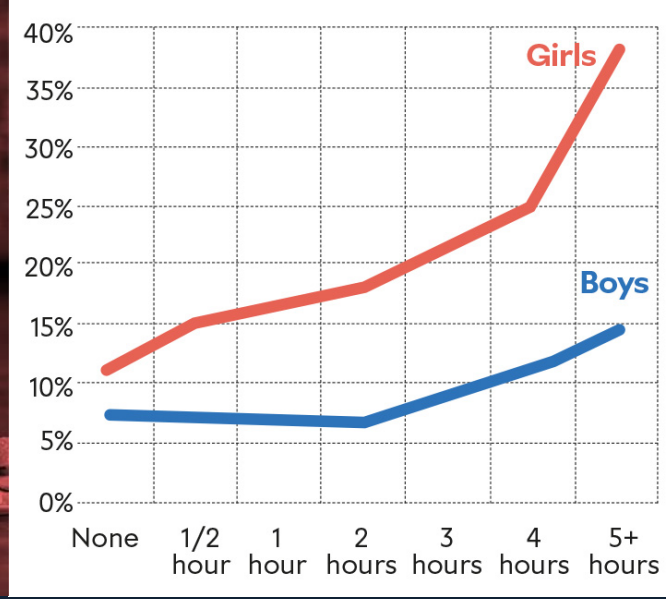
21ST CENTURY EVOLUTION



# Sports governing bodies to contribute to youth well-being



### Percentage of UK teens with depressive symptoms versus hours per weekday of social media use



### Rates of suicide among teenagers have climbed steeply since 2010 on both sides of the Atlantic

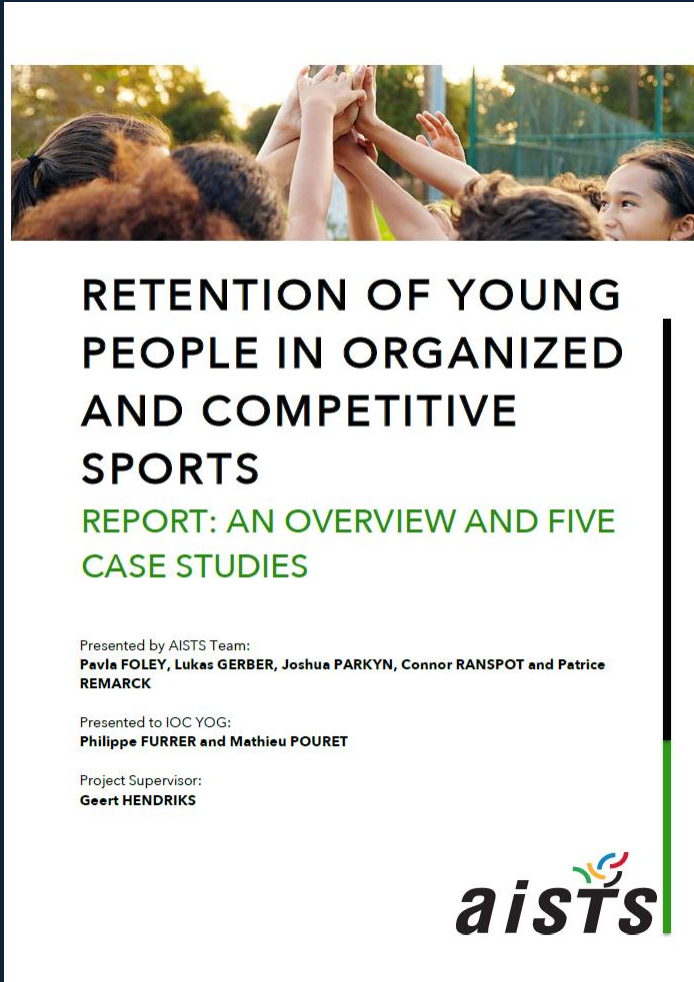


Sources: FT analysis of CDC Wonder (US), 20th and 21st Century Mortality files (UK)  
 FT graphic by John Burn-Murdoch / @jburnmurdoch  
 © FT





# Few Sports Governing Bodies Adopt a Youth Strategy



- Few strategies to engage and retain youth in sport
- Even fewer strategies to empower young talents beyond the field of play



**YOUTH2030**  
WORKING WITH AND FOR YOUNG PEOPLE



## *vision*

A world in which the human rights of every young person are realized; that ensures every young person is ***empowered to achieve their full potential***; and that recognizes young people's agency, resilience and their positive contributions as ***agents of change***.



# Priority areas of the UN Youth Strategy

1. Engagement, Participation and Advocacy - ***Amplify youth voices*** for the promotion of a peaceful, just and sustainable world
2. Informed and Healthy Foundations - Support young people's greater access to ***quality education and health services***
3. Economic Empowerment through Decent Work - Support young people's greater ***access to decent work*** and productive employment
4. Youth and Human Rights – Protect and promote the ***rights of young people*** and support their civic and political engagement
5. Peace and Resilience Building – Support young people as ***catalysts for Peace and Security & Humanitarian Action***





**"Olympism is the veneration of peaceful and confident youth."**

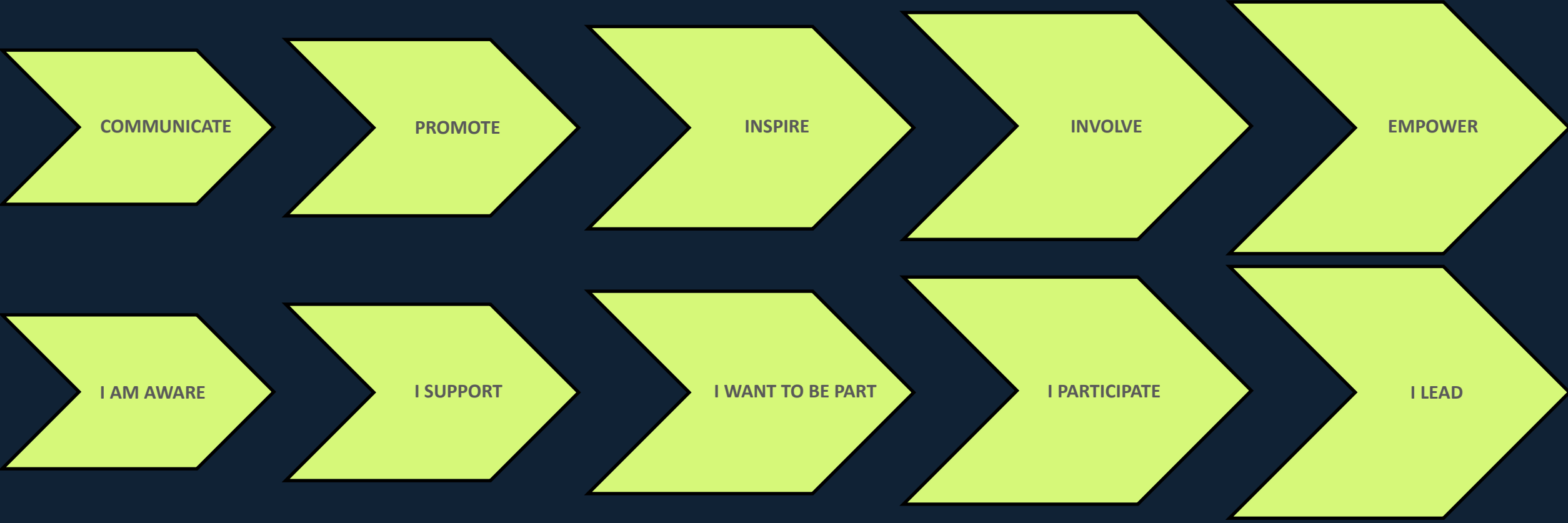






# Theoretical framework

## *The Engagement Value-Chain – insPowering Youth!*







English | Français | Español | Pycckий

**YOUTH OLYMPIC GAMES**

### DRAW THE LINE

Sport is good for your health, teaches teamwork, discipline and problem-solving, but above all, it's fun!

Unfortunately, sometimes athletes find themselves the victims of harassment and abuse. When this happens, sport very quickly stops being fun and becomes a very scary and isolating place.

Through ten scenarios, discover what harassment and abuse in sport means, the forms it can take, how you can identify and prevent it, and ultimately how you can protect yourself and others.

**GO!**

0%

POWER LEVEL





# How to get started: pick your theme

Your project should focus on developing tangible actions that respond to a specific social need or inequality in your community. You are not expected to propose a silver bullet to fix it, but rather to design and deliver a well thought-out project with measurable and scalable impact. The challenge you wish to tackle through your YCM project may fall within one or several of the following themes:



## 1. Health & Well-being

Enhance access to safe and secure places to practise sport and promote access to active and healthy lifestyles for all by providing physical activity classes/clinics in schools, local clubs or other community hubs. To ensure deeper impact, these sessions should be combined with information and education on topics such as nutrition and safeguarding, or the prevention of particular diseases (such as diabetes) or a particular risk (such as teenage pregnancy or mental health).



## 2. Peace & Inclusion

Leverage the role of sport in the promotion of tolerance and respect, conflict prevention and conflict resolution. This can take the form of promoting more inclusive communities by developing a project focused on gender equality, the inclusion of forcibly displaced young people and migrants through sport, children in foster care, adolescent girls and young women, LGBTI or young people living with disabilities.



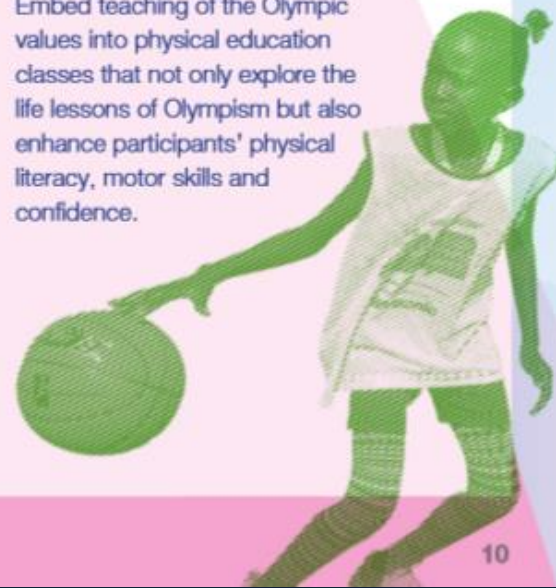
## 3. Sustainability

Promote active transport combined with healthy lifestyle choices; promote smart ways to get people more active while contributing to their environment (e.g. plogging sessions); introduce safe cycling to children or promote active school travel; etc.



## 4. Education

Embed teaching of the Olympic values into physical education classes that not only explore the life lessons of Olympism but also enhance participants' physical literacy, motor skills and confidence.







16 PEACE, JUSTICE AND STRONG INSTITUTIONS



# The Olympic Workshop: Creating Peace

Juan Sebastián Sánchez - 27 years old - YCM in Nanjing 2014 - Colombia (COL)



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

This project contributes to these SDC targets:



Target 16.1 Significantly reduce all forms of violence and related death rates everywhere.



Target 16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children.

Sport has a long history of promoting understanding between people and bringing together young people of all cultures, backgrounds, colours, abilities or beliefs. Peaceful living together stands within the DNA of the Movement. The most recent example of such a capacity to build understanding and tolerance between conflicting parties has been the presence of a unified Korean hockey team at the 2018 PyeongChang Olympic Winter Games.

## What?

The Olympic Workshop: Creating Peace, established in 2017, aims to bring new sports to communities that hadn't had access to them before. **It is based on the belief that sport can be a powerful peacebuilding tool in Colombia** and grassroots initiatives can contribute to rebuild the social fabric that was torn by decades of civil war.

## How?

Through a one-day event, students aged 12-18 from public schools located in vulnerable areas (with propensity to poverty, crime, teen pregnancy, and drug abuse) experience an assortment of sports (badminton, handball, jiu-jitsu, field hockey, and laser-run) whilst having conversations and discussions about sports and peace building. **With the use of sports, students can learn to value and respect their opponent, experience success and defeat and embrace values and ideals from the Olympic Movement.** After the event takes place, the school is invited to continue practising these sports and is connected with the National Sports Federations, with the aim to establish new sports clubs in these vulnerable areas and to promote both the practise of competitive sport and the adoption of active and healthy lifestyles.

 [Juan's fuel: Peace and Reconciliation](#)

## Impact

**More than 500 participants were impacted in 5 towns and cities in Colombia.** The project has been recommended by teachers and students to other schools, so currently there is a line-up of schools hoping to participate. Today, from the 5 schools where the event has taken place in 2017, **3 sports clubs have emerged and are supported by the Sports Federations to receive further training and support in order to sustain and further develop the initiative across more schools.** These are mixed sports clubs which propose an integrated practise of several sports. In 2017, Juan took part in the One Young World Conference and introduced his IOC Young Leader project and its Social Return on Investment was estimated by One Young World at a ratio of 1:5. The project has since received support from multiple stakeholders from the public and private sectors.

*"This has been an incredible learning journey for me, which has put me to the test in many ways and has definitely motivated me to keep on developing sports projects in my country. I have seen that the potential to do things is very big and many people are willina to collaborate."*



Worldwide Partner

**Panasonic**







Juan Sánchez - COL



### SDG ALIGNMENT

This project aimed to target specific indicators in each of the Sustainable Development Goals pictured above. This is the list of targets that the project aims to contribute to.

#### SUSTAINABLE DEVELOPMENT GOAL 3 Ensure healthy lives and promote well-being for all at all ages

**3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

**3.5** Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol

**3.7** By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

#### SUSTAINABLE DEVELOPMENT GOAL 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

#### SUSTAINABLE DEVELOPMENT GOAL 5 Achieve gender equality and empower all women and girls



IOC YOUNG LEADERS

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## KEY PERFORMANCE INDICATORS

In **Vuela La Paz** we measure success through a combination of quantitative and qualitative variables that allow us to see the project from multiple angles. The full list of used indicators is as follows:

**Reach:** This indicator shows how many athletes were contacted and took part in at least one of the project's sessions.

120  
PERSONS

**Engagement:** We assess the quality of the engagement through evaluating participation in the reached population throughout the project. If the participant assisted to more than 50% of the sessions, meaning that they attended to 5 or more sessions then they are considered to be engaged with the project. The same rubric applies to the trainers that were being trained throughout the project.



8:1

THIS PROJECT HAS BEEN 8 TIMES MORE EFFICIENT WITH RESOURCES THAN A TRADITIONAL SPORTS PROJECT

**Social Return of Investment (SROI):** We calculate the amount of impact, using official sources and compare it to the cost of the project (5000 CHF). This way we can calculate how valuable this project could be for a public sector investor who needs to allocate resources towards social development. The final ratio allows us to understand how the project maximizes impact and how scalable it can be.

**Scalability:** We evaluate transfer capacity to the project's targeted population. This means that if the YCM were to retire from this project, other actors could be able to keep it through time. The way to assess this is through the use of qualitative evaluation for understanding knowledge transfer as well as identifying all the possible factors that could propel or halt the project (e.g. finance, measuring, culture, etc.).

7/10

THE PROJECT HAS BEEN TAKEN BY THE REGIONAL LEAGUE AND THE FLYING DISK FEDERATION, HOWEVER, SOME FUNDING NEEDS YET TO BE DECIDED.

## Example 2:

# Sport in Foster Care

**Who:** Babacar Djileh DIENG (25, YCM in Buenos Aires 2018)

**Where:** Senegal

**SDG:**



### What?

Using sport as a tool for inclusion in the SOS Children's Village in Dakar, this project aims to provide children in foster care with the opportunity to participate in regular sports activities while discovering the values of sport to combat their marginalisation in society and help educate them on how to become active members of their community.

### How?

Working with national federations, participants are offered the opportunity to practise a variety of initiation and training sessions in five sports:

- Basketball
- Fencing
- Karate
- Swimming
- Table Tennis

The active sessions take place two or three times per week for a duration of seven months.

### Impact

Some 142 orphans between the ages of 2 and 18 have enjoyed the activities so far.

Beyond the pure joy generated by these activities, Babacar hopes to see many of these children join regular sports practice and grow in confidence and citizenship. He now keeps tracking the impact of his project on the community of foster children.

Following the request from women at the SOS Children's Village, Babacar now intends to deliver fitness classes to them as well!



### Why?

*I am excited at the prospect of seeing all marginalised children becoming happier and more educated and responsible – this gives me the strength to continue and to consider applying for another YCM project.*



**Babacar's fuel: empathy and generosity**



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# The story of Julia and Rhaick



17:05 40% battery

LAUSANNE 2020 YOUTH OLYMPIC GAMES JANUARY 9<sup>TH</sup> - 22<sup>ND</sup>, 2020

12 DAYS 17 HRS 05 MINS 50 SECS

Schedule and Results Menu

ATHLETES OMEGA

### ATHLETE INFORMATION

Category	Information
Family name	BOMFIM
Given name	Rhaick
National Olympic Committee	BRA - Brazil
Date of Birth	2 April 2002 (17)
Gender	Male
Event List	<ul style="list-style-type: none"><li>Cross-Country Skiing Men's 10km Classic</li><li>Cross-Country Skiing Men's Sprint Free</li><li>Cross-Country Skiing Men's Cross-Country Cross Free</li></ul>
Club name	Ski na Rua
Coach	Leandro Ribela
Debut	2014
Favourite game	domino
Favourite movie	Fast & Furious 1
Favourite song	"China", Anuelaa
Hero	Peter Northug
Hobbies	watching movies and play videogame
Languages	Portuguese





TROMS

JANUARY 13, 2016

## SEBASTIAN HENRIKSEN

TROMS CHANGEMAKER

After Sebastian put his soccer shoes up on the shelf, he continued with swimming in Kvaløya Sports Club because he loved it so much. Our positive Troms Changemaker easily keeps his head above water.

### Everyone should have an opportunity

Sebastian knows exactly what he is devoted to sports. "The most important of all is that everyone should have the same opportunity to participate, choosing the sport they love the most."

"You just get so much in return."

In addition to his school responsibilities, he is the swim trainer for children and immigrants as well as having a number of other responsibilities within sports in Tromsø.

In a Tromsø high school sports hall filled to capacity, Sebastian's feelings as

he lit the Olympic Torch will stay with him all his life.

### Ask the Youth

"It was absolutely the coolest moment I can remember." Once the ceremony was completed, Sebastian came with a message to sports clubs that are losing young members. "There are many ways that youth can contribute as part of a club without actually competing. Ask us, and we are willing." Our 18-year-old Changemaker challenges.

### FACTS

**BORN** December 29, 1997

**CLUB** Kvaløya Sports Club

**ROLES** Swimming trainer, board member in several clubs



### THE EVENT

**PLACE**  
TUIV-hallen, Tromsødalens VGS

**ATTENDANCE**  
700

**PERFORMERS**  
Kristian Kristensen



Philippe Furrer

Movement & Sports Activist Chief Engagement Officer and Founder at insPowe...  
4d • 🌐

Magnifique échange aujhui au Village de #lausanne2020 avec Sebastian Henriksen qui faisait partie il y a 4 ans des 19 Young Change-Makers de Lillehammer 2016. Coach et bénévole dans son club à Tromsø vers le cercle arctique, Sebastian a oeuvré comme bénévole aux JOJ en 2016, une expérience qui l'a boosté pour la suite de sa carrière dans le sport...

Âgé de 22 ans aujhui, Sebastian a été nommé en 2019 au conseil d'administration du puissant NIF, le Comité Olympique et Paralympique et la Confédération des Sports Norvégien. Il fait partie des 2 membres du Board de moins de 26 ans, une nouvelle exigence dans les statuts du Comité.

Un exemple parmi d'autres de ce que les JOJ peuvent représenter comme générateur et incubateur de talents. Une leçon norvégienne de Youth Empowerment (encapacitation ou autonomisation des jeunes). Mais ces formes d'héritage n'arrivent pas par hasard et exigent des politiques ambitieuses pour renouveler les cadres des structures gouvernantes du sport.

Un exemple à suivre pour #swissolympic et le sport suisse après #lausar ...see more











# 17 IOC Young Leaders appointed as members of various IOC Commissions

Eric Mitchell

CAN - Culture & Olympic Heritage



**Perederii Vera**  
UKR  
Olympic Education



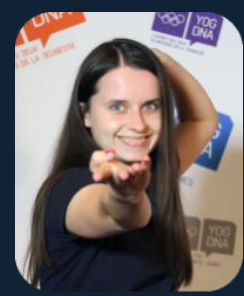
**Lode Gossens**  
BEL  
Athletes' Entourage



**Gabriela Matus**  
GUA - Women in Sport



**Sakina Valiyeva**  
AZE  
Olympic Channel



**Ana Maria Stratu**  
MOL  
Women in Sport



**Jeannette Small**  
TTO  
Olympic Education



**Josefina Salas**  
CHI  
Public Affairs & Social  
Development through  
Sport



**Babacar Dijleh**  
SEN  
Digital & Technology



**Angeliki Kordali**  
GRE  
Digital & Technology



**Christel Saneh**  
LBN  
Communications



**Mothusi John  
Ramaabya**  
BOT  
Dakar 2022



**Betsmara Cruz Lebron**  
PUR  
Public Affairs & Social  
Development through  
Sport



**Laura Maria Tiidla**  
EST  
Sport & Active Society



**Pedro Cavazzoni**  
BRA  
Olympic Programme



**Valéry de Falbaire**  
MRI  
Los Angeles 2028

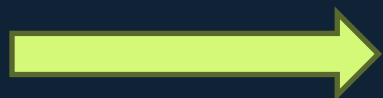


**Olga Ponomar-Becker**  
RUS  
Olympic Channel



# WHAT IF...

- ... giving youth a voice was not enough ?
- ... a decent youth strategy and action plan would act as a boost to your organisation's relevance, appeal and competitive edge + help to attract and retain some of the best talents (on and off the field of play) ?
- ... grooms' career path would transform some of them into...
  - *role models and ambassadors of an attractive employment opportunity...*
  - *agents of an active and healthy lifestyle,*
  - *agents of change in society - social entrepreneurs who develop/deliver innovative projects at the heart of their communities*



From labour to levers of change !





# Introducing Nicky...





THANK YOU  
MERCI  
BEDANKT

