



Planning Country-based Strategies to Implement the Olympic Truce within a Global Action Framework

UNESCO Olympic Truce Youth Peace Ambassadors
Training & Assistance Programme
London 2012



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United Nations
Educational, Scientific and
Cultural Organization



Olympic Rings of Light



This presentation describes a model action plan for Olympic Truce Youth Peace Ambassadors. It can be adapted by each ambassador to match country situation and needs.

PART I Identification of Programme Elements

PART II Action Plan



PART I

- **Objectives**
- **A Territorial Approach**
- **Identification of Stakeholders**
- **Identification of Process**
- **Identification of Events**





Objectives

- The **global objective** is to develop a global recognition of the Olympic Truce as an opportunity for meaningful peace in each country during the Olympic Games in Russia 2014 and Brazil 2016
- Your **national objective** is to set up an Olympic Truce Process that leads to the recognition and implementation of a period of peace in your country during the Olympic Games



A Territorial Approach



To cover all parts of the world, the global network can take a global regions approach,

Africa

Americas

Asia & Pacific

Europe

Middle East



Global Level Stakeholder List



Key Global Organisations

- The Host Nation and its Organizing Committee
- International Olympic Committee
- UN Bodies (UNESCO, UNICEF, UNEP, UN-WTO, UNDP)
- main peace NGOs (list to be developed)
- Sub-global regional actors (eg Arab League -ALESCO)

These organisations need to be identified and contacted by an **international Olympic Truce Coordination Group** formed by the core Olympic Truce YPA group

National Government Stakeholders

- Ministry of Foreign Affairs
- Ministry of Youth
- Ministry of Sport
- Ministry of Culture
- Ministry of Tourism
- Ministry of Education
- National Olympic Committee – Olympic Academy
- UNESCO National Commission



Businesses

- Olympic Sponsors
- Multi-nationals with sustainable development programmes (cf Rio +20 signatories, WBCSD members, companies with CSR programme)
- Travel & Tourism – Airlines, Hotel Chains
- Sportswear & Equipment Manufacturers
- Sports Clubs/Football Clubs
- Chambers of Commerce
- Local Businesses



Academic Bodies

- Universities working on peace/tourism/sports
- Students
- High Schools
- Individual Academics working on peace



Media

The media will be your most important contacts.

Make links to:

- TV Stations
- Radio
- Internet – Social Media
- Newspapers



NGOs

- NGOs Working on Peace, Sport & Tourism
- Faith Groups from the spectrum of beliefs in your country



Processes:

You need to identify and focus on peace building and Olympic preparation processes

Global Processes

There will be a global process developed by the core Olympic Truce YPAs & supporters

This group should identify existing international Truce building processes



National Processes:

These peace building and Olympic preparation processes will be identified and co-ordinated by the national Olympic Truce OYPA

- Other peace initiatives in your country
- Olympic preparation time-table



Sector Processes:

Sector approaches such as:

- Peace through Tourism
- Peace through Sport
- Peace through the Arts



Funding Processes

- There is a need to identify sources of support and funding. Examples include:
- EU Grants for 3rd Countries
- Council of Europe small grants
- Identification of international/national/regional funding
- Your stakeholder list should include potential funding sources



Internet Processes

Its necessary to establish a web of country URLs/sites linked with the UNESCO co-ordination site at the international level

Sites on peace issues need identification with links

Links to national and international Olympic sites should be made



Key Events/Dates

- **You should keep a calendar of dates linked to the processes, eg.**
- 5th YPA conference ASEAN Games Venue at Thammasat University Rangsit on 7 November 2012, including 11th November Swim for Truce
- World Student Games Kazan (Russia) 2013
- Youth Summer Olympic Games in Nanjing (China) in 2014:
- Sochi (Russia) 2014
- Brazil Olympic Games 2016



A list of other events should be identified e.g.

- National and global sports events e.g. South Asian Beach Games, Islamic Solidary Sports Games (2013 Indonesia)

PART II



Olympic Truce Youth Peace Ambassadors Action Plan



Action Plan

- **21st Sept – Start of Olympic Truce
Implementation Processes at national level**





- Your Olympic Truce Implementation plan will run over a 4 year period, taking in Sochi 2014 on the way to Brazil 2016.
- During this time your aim is to build an effective campaign that will make the Truce a reality in your country
- The following steps have been designed as a model for you to define your own country based action programme

1. Run Olympic Truce Awareness raising event based on London 2012 experience

- Prepare a set of presentation materials on the Olympic Truce.
 - What is the Truce? What happened in London? What is the vision for the future? You should give the global vision and your national plan - A (*Name of Country*) Road Map to the Olympic Truce)
- Set up a site/page to promote your event.
- Build a core support group (friends, colleagues, sympathetic individuals and organisations you may already know).

2. Start contacting stakeholders to inform them of the Olympic truce planning and development process in your country

- Start with organisations (**see above list**) who know of the issue – ie NOC, peace groups
- Ask them to participate in developing the roadmap.
- Ask each stakeholder to be a partner in the process – (get them to sign a letter of intent)

3. Funding the Truce Building Process

(Parallel Activity)

- Look for funding to support your work (one off funding for event attendance or putting on an event, core funding continued working) – the stakeholder list will offer potential funding application opportunities

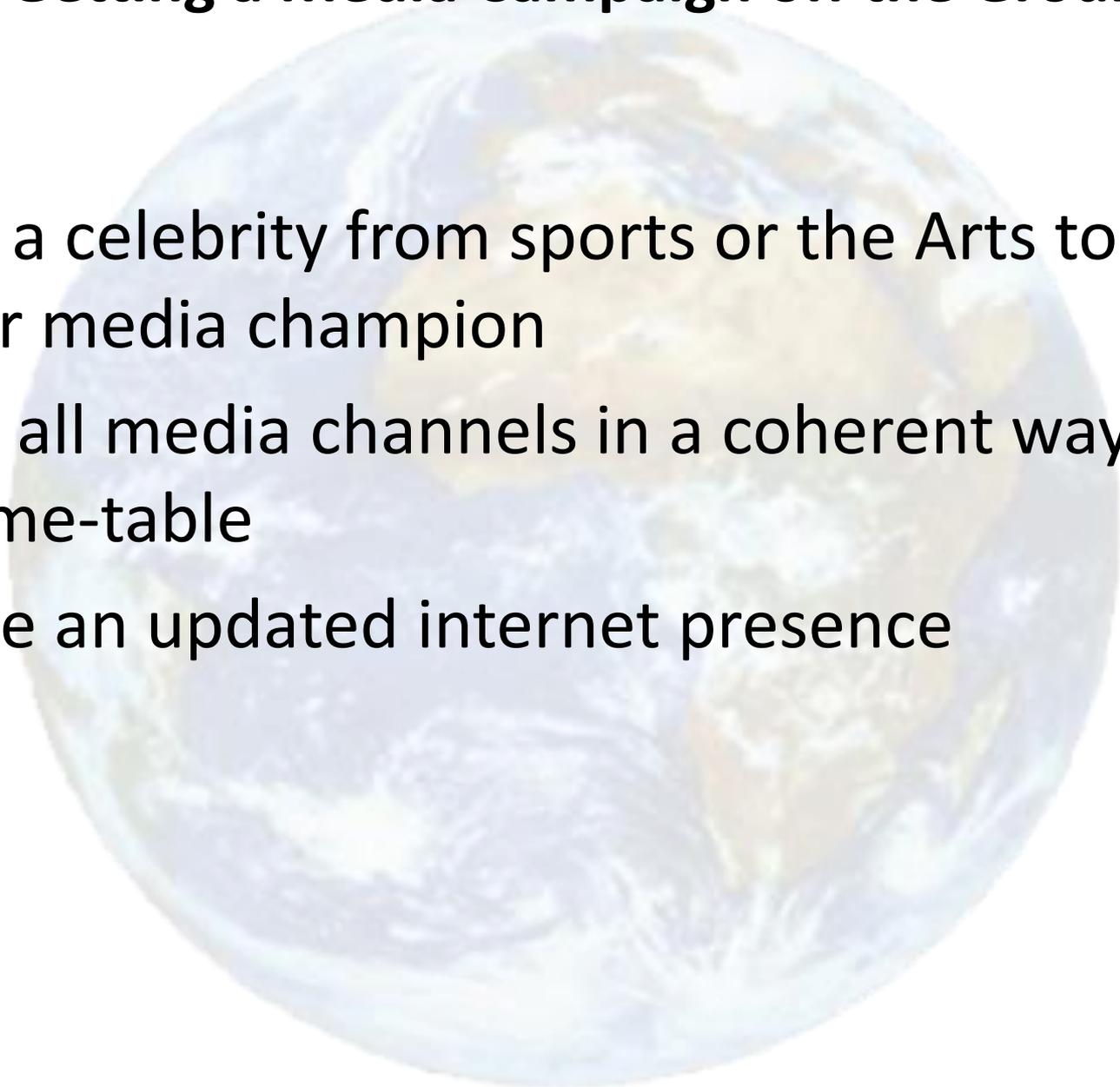
4. Linking to the International Olympic Truce Networking

- Olympic Truce Youth Peace Ambassadors need to link to the core group established in London 2012

(Contact List of OYPAs will be made available)

5. Getting a Media Campaign off the Ground

- Get a celebrity from sports or the Arts to be your media champion
- Use all media channels in a coherent way, with a time-table
- Have an updated internet presence



Summary & Conclusion

- The objective is to make the Olympic Truce real in the countries that need it most – ie where there is conflict and violence
- Your action plan needs to involve as many stakeholders as possible
- You need to identify and engage key players and the media
- Time your activities in relation to the Olympic preparation process
- Pace yourself for four years of peace-building efforts

Good luck with your work!

Implementation Steps



Idea



Action



Goal: A Real Olympic Truce in your Country



For further information

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http://destinet.eu/topics/sustainable-consumption-production-and-tourism-overarching/copy_of_peace-through-tourism

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