

**Olympic Council of Asia (OCA)
Social Development through Olympism & Education
Guidelines**

1) Project name:

Social Development through Olympism and Education

Promoting Gender Equity, Women empowerment, and involvement.

2) Implementation period:

2022 – 2024

3) Introduction:

"The goal of Olympism is to place sport at the service of the harmonious development of humankind, to promote a peaceful society concerned with the preservation of human dignity." Fundamental Principles of Olympism, Olympic Charter.

Women and Girls around the world face a big number of life challenges, which decrease their ability to achieve their full potential, they are also facing a lot of inequalities especially in poor regions that are preventing them from contributing to society, thus creating a more non-equitable society through gender inequality.

Sports is one of the most powerful tools and platforms to support and promote gender equality.

Sports participation and physical activity can promote and build life skills, confidence and can create social networks, that will result in a positive life change for women and girls. Involvement in sports can help women and girls move more

into public spaces thus ensure and help in creating a gender balance. Moreover, sports and physical activity programmes can provide opportunities to help bring communities together break boundaries between genders, and help serve the Sustainable Development Goals (SDGs) adopted by the United Nations especially when it comes to gender equality.

“Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives (2030 Agenda for Sustainable Development A/RES/70/1, paragraph 37).”

Using sport as a tool for development, will help advance the Sustainable Development Goals (SDGs) and ensure sustainability and legacy for a project and the important role of Sport in achieving the SDGs.

Similarly, Olympic Education and Olympism with its fundamental principles can also serve and ensure the empowerment of women in societies with the universality of its values that can help in building better societies through applying gender equality.

4) Project goals and objectives:

- Using Sports and Olympic Education as a tool to empower and promote gender equality and women/girls involvement in their societies.
- Using sports and physical activity to help women/girls build life skills and confidence.
- Break boundaries between genders.

- Advance the Sustainable Development Goals while focusing on the below SDGs as part of our project
 1. No Poverty
 2. Good health
 3. Education
 4. Gender equality
 5. Peace and justice

5) Description of the project activities:

- Select specific sports (weightlifting, taekwondo, judo etc...it can be only one sport that is considered as a nation sport in the country) and provide needed equipment for women/girls to learn, practice, and be involved in physical activity programmes.
- Create an Education Programme based on the OVEP to help women/girls learn more about Olympic Education and the values. Help them learn the universality of the values and how they are applicable on and off the field of play and how they can contribute as women/girls to their society and the important role they can play in their community.
- With the help of OCA Athlete Committee and the NOC's National Athlete Commission, select an athlete women ambassador to run and lead this project with the OCA.

6) Target groups:

Women/Girls (Adults and Children) living in the city/region (no need to be an athlete)

7) Project Sustainability and Legacy:

To make the programme activities, outcomes and impact sustainable post project implementation, the below steps should be applied

- First, a permanent location should be established to keep on running the activities post-project implementation.
 - A place where they can keep the equipment and sustainably deliver the project.
- Train and prepare local personnel to deliver the project post-implementation (Education and physical activity programmes)
- Partnership with existing NGOs in the country where they can help run the project post-implementation.
- Create a large group of volunteers community framework that can help run the project post-implementation.
- Keep the activities as low-cost activities to be able to sustain the project in the long term.

8) Project site:

TBC

9) Project Budget:

\$100,000/Year

The Budget can be distributed for more than one NOC, \$10,000/NOC.