

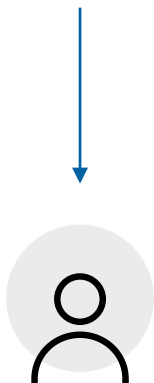


Athlete
365

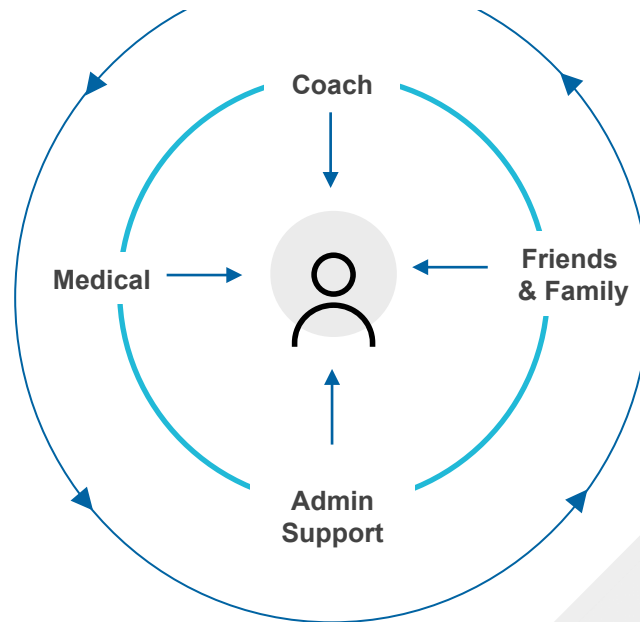
IOC Athletes' and Entourage
Programmes

Approach to connecting with Athletes and Entourage

Direct to Athletes



Cascade through the Athletes' inner circle



IOC Athletes' Commission



11

Elected by
athletes

17

Members



14

Sports

6

Appointed by the
IOC President

**Plus liaisons from
Olympic Movement
Stakeholders**



13

Summer
athletes



17

Olympians



4

Winter
athletes

Mission:

To **represent** athletes within the Olympic Movement and **support** them to **succeed** in their sporting and non-sporting careers.



IOC Athletes' Commission Strategy



Our Role with **Athletes**

Our Responsibilities

Pillar 1:
Empower Athlete
Participation

Pillar 2:
Support Athlete
Development

Our Goals

All athlete
representatives
are
empowered

All athletes are
equipped with the
tools they need to
develop

Our Role with the **Olympic Movement**

Our Responsibilities

Pillar 3:
Promote Athlete
Involvement

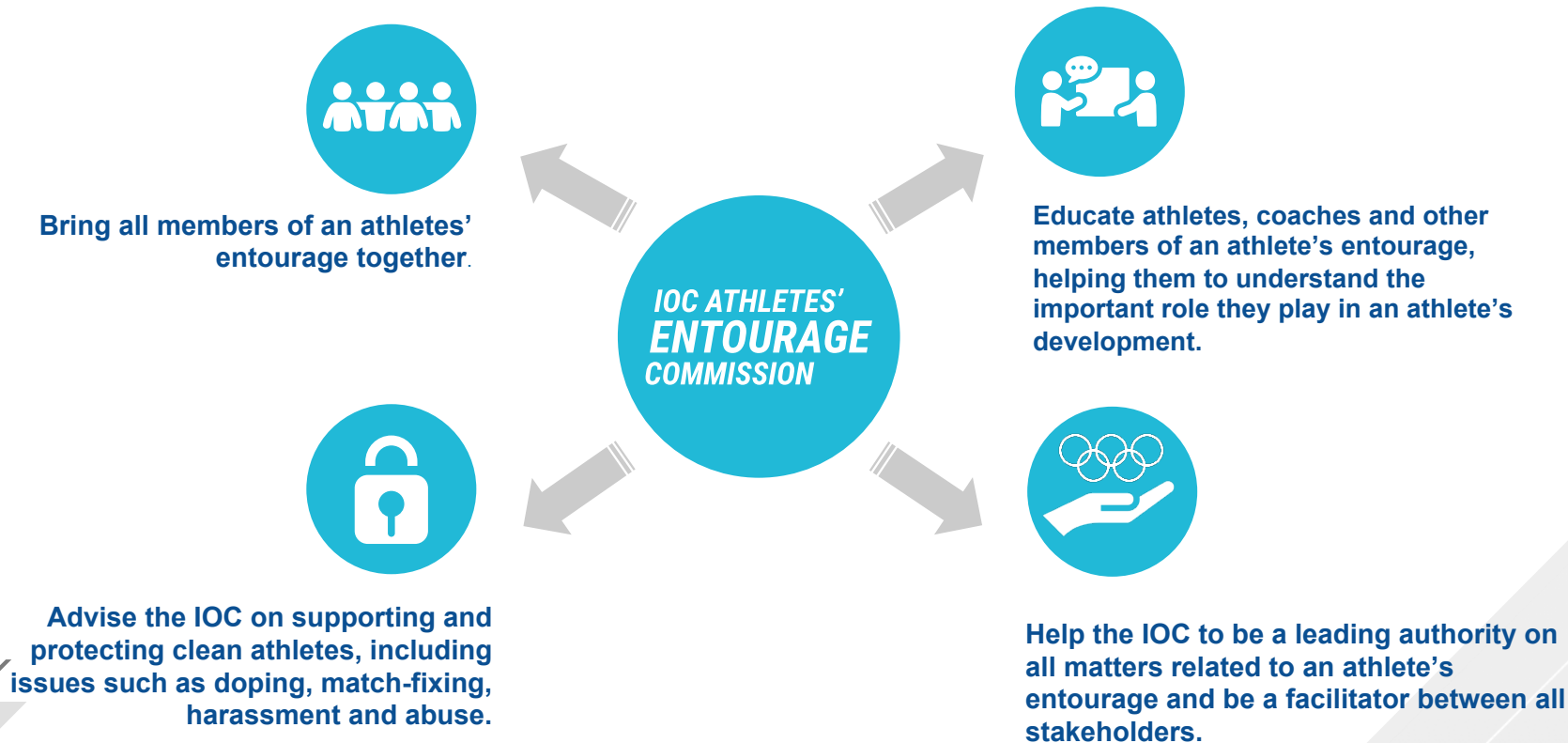
Pillar 4:
Ensure Athlete
Representation

Our Goals

The value of
athlete
involvement
is recognised

The viewpoint of
athletes is
represented

What does the IOC Athletes' Entourage Commission do?



Four year plan

PRIORITY 1

Raise awareness of the athletes' entourage within the Olympic Movement.

PRIORITY 2

Collaborate with the IOC Athletes' Commission to deliver elements of their strategy that support athletes to develop in their sporting and non sporting careers.

PRIORITY 3

Support Olympic Movement stakeholders and promote the importance of them **having a qualified and educated athletes' entourage.**

PRIORITY 4

Support the achievement of **gender equality within the athletes' entourage.**

PRIORITY 5

Promote the important role of the athletes' entourage in **safeguarding athletes from harassment and abuse in sport.**

IOC Coaches Lifetime Achievement Awards

- Yearly Award
- One male and one female coach
- Retired or active
- Outstanding contribution to an athlete's life and the Olympic Movement



Brand foundation



Make Athletes' lives
better

Purpose

Support Athletes on their journey
to the Olympic Games and beyond.

Promise

Help Athletes succeed by
Providing relevant advice,
services and tools

Proposition

Programmes and Activities



Olympic Medal
reallocation



Athletes' Commission
Network



Games-time
Experience



Decision
making



Safeguarding



Mental Health



Career⁺

Delivered with The Adecco Group

- An initiative of the IOC Athletes' Commission
- Supports athletes with a dual career and to prepare for and to go through their career transition
- Provides resources and training to enable athletes develop life skills and maximise educational and employment opportunities

REACHED
45,000
ATHLETES

ACROSS
185
COUNTRIES

8000 PARTICIPANTS
IN WORKSHOPS



Outreach workshop for coaches

- Based on 1–2 day workshops traditionally delivered to athletes
- Provides tools and advice for coaches in their professional development and in their work with athletes
- Pilot delivered 12 September in Singapore for 15 Team SG coaches by trained Olympian





BUSINESS ACCELERATOR

SPARK YOUR INNER ENTREPRENEUR

- Athlete365 platform, seeks to enhance professional, educational and life-skill opportunities for athletes
- Aims to empower athletes across the globe to become entrepreneurs
- 10 hour expert lead on-line course
- Workshops in every continent



OLYMPIC
SOLIDARITY

Athlete365 LEARNING

Our vision is a world in which all elite athletes and their entourage have ready access to high quality education which can help them with their sporting performance, and shape their future in higher education, careers and the rest of their lives.



Learning is at the
core of Athlete365

Athlete365 GAMES-TIME

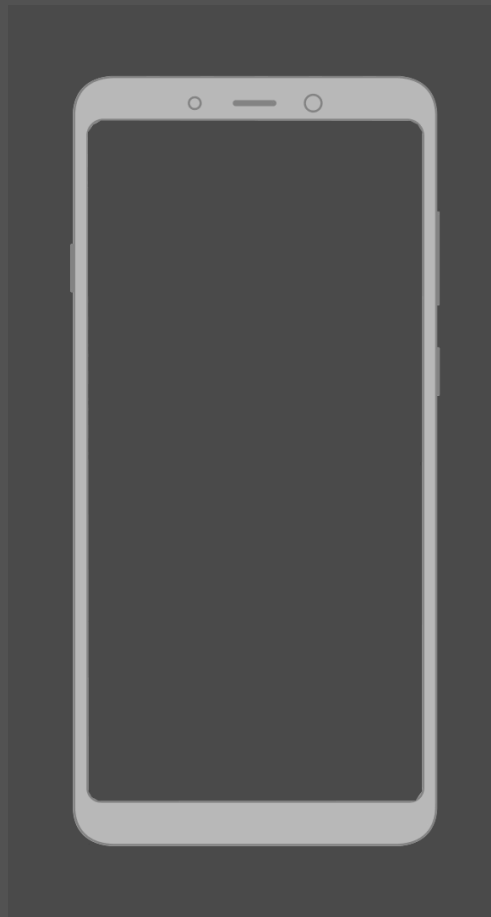


Engagement with Athletes & their Entourage

- At the Olympic Games
- Qualifying events
- Digitally



Athlete365 ***GAMES-TIME***



Athletes at the Olympic Games are provided with



Travel
Support Grant



Olympic Village
accommodation,
food and services



Medical services at the
Olympic Village polyclinic
and local hospital



Smart phone



Tickets to
competitions



Transport
and freight

Olympic Solidarity Mission

The aim of Olympic Solidarity is to provide assistance to NOCs for athlete development programmes, in particular those which have the greatest need of it.

National Olympic
Committees
(NOCs)



Develop, promote
and protect the
Olympic Movement
in their country

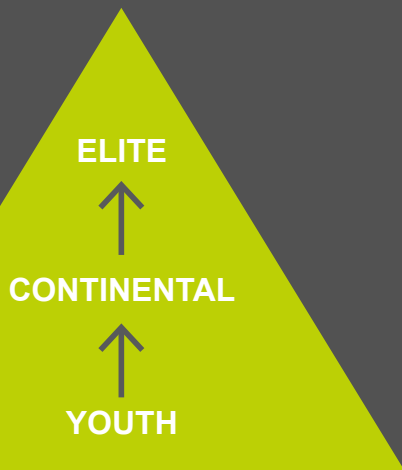


ATHLETES & ENTOURAGE



OLYMPIC
SOLIDARITY

ATHLETES



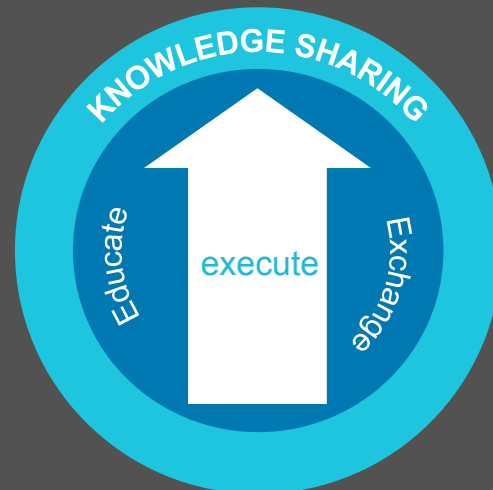
Striving for excellence
at all levels

COACHES



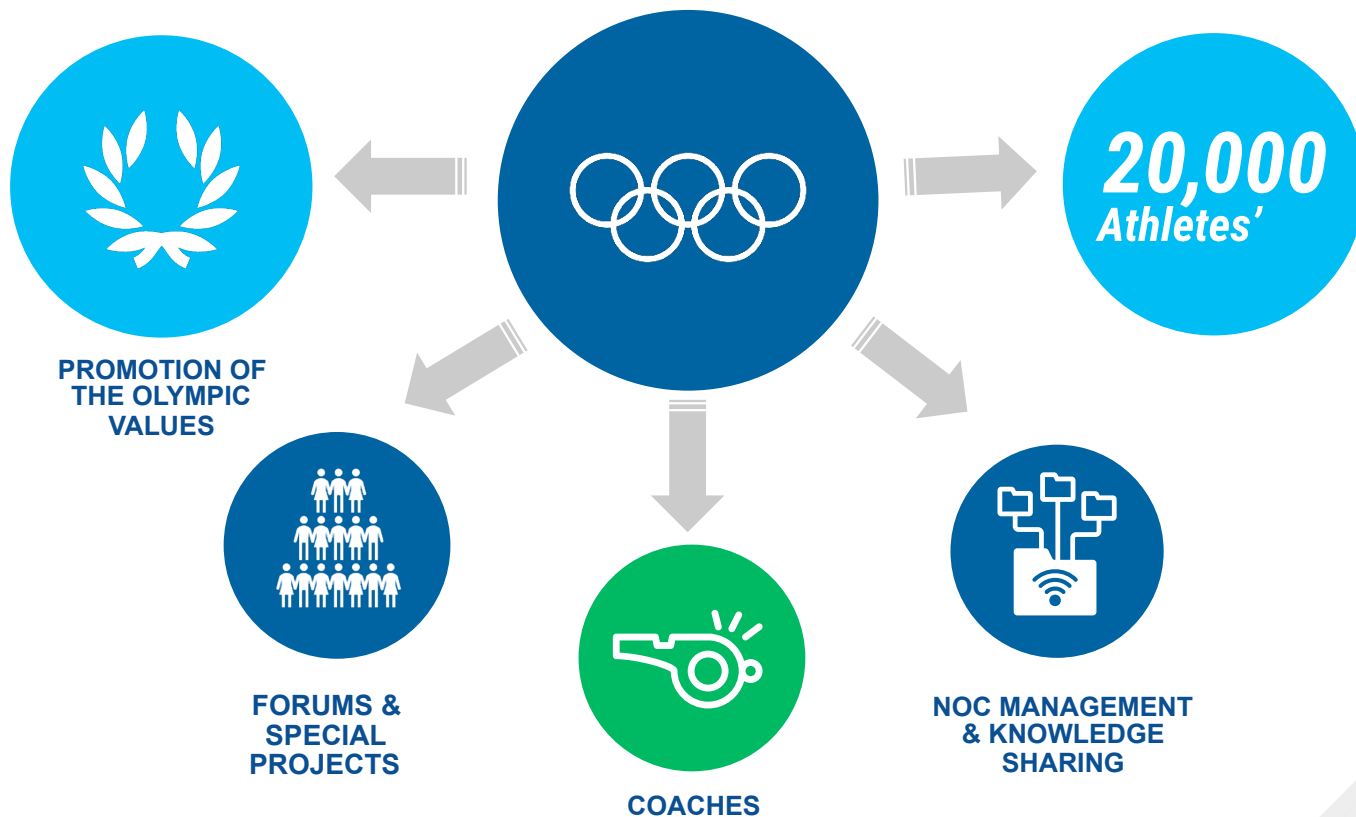
Qualified coaches
Training strategy

ADMINISTRATORS

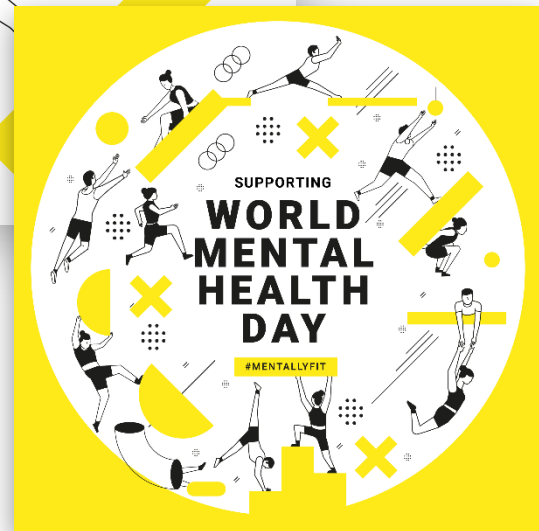
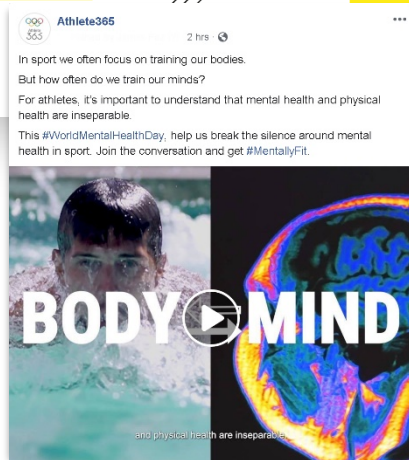
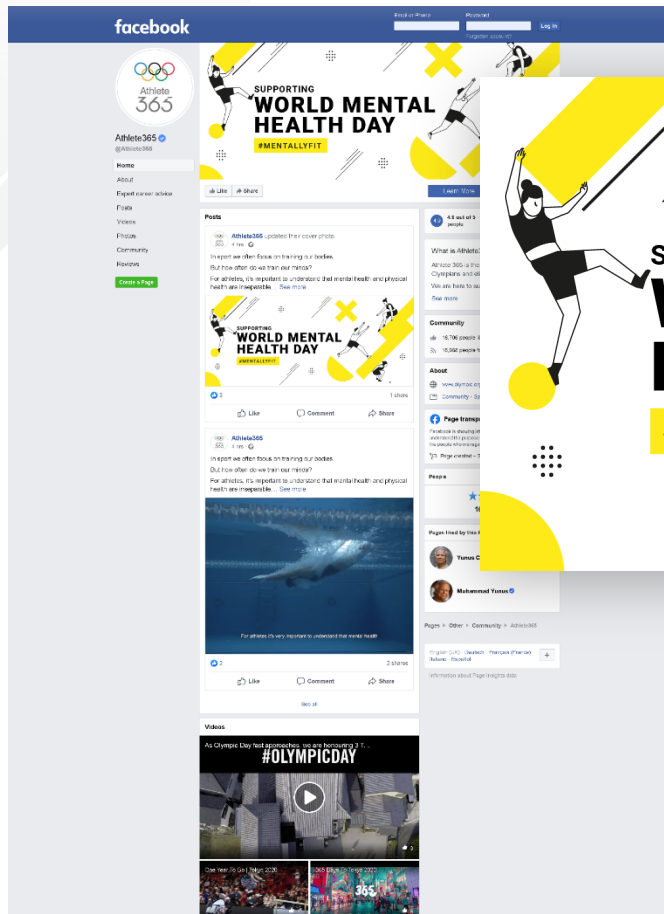


Strengthening
management structures

World Programmes



World Mental Health Day Campaign



A woman with blonde hair in a ponytail is performing a pull-up on a wooden ring in a gym. She is wearing a black tank top and is looking towards the camera. In the background, a man with short blonde hair is holding a tablet and looking at it. The gym has various equipment and colorful exercise balls visible in the background.

**Sign up to
Athlete365
& join the community
@athlete365**



Athlete
365

Thank you!