



Country-based Strategies to Promote & Report on the Implementation the Olympic Truce within a Global Action Framework – A Guidance Plan

Olympic Truce Peace Ambassadors
Training & Assistance Programme

Rio 2016 Olympic Games

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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 for Promoting and Reporting on the Truce

Once you have read and understood the approach, you will be asked to create a truce promotion and reporting process in your country



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 Brazil 2016
- Your **national objective** is to set up an Olympic Truce Promotion and Reporting Process that supports 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, ie:

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 (See DestiNet Listing)
- 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 Truce 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



PART II



Olympic Truce Peace Ambassadors Action Plan



Action Plan

**Start of Olympic Truce Implementation
Processes at national level**





- Your Olympic Truce Implementation plan will run up to the end of September 2016
- During this time your aim is to build an effective campaign that will promote the Truce and report on its implementation in your country
- The following steps have been designed as a model for you to define your own country based action programme:




1. Run an Olympic Truce Awareness-raising Event based on London 2012 experience

1. Prepare a set of presentation materials on the Olympic Truce, including information on:
What is the Truce? The Formation of the Truce Peace Ambassadors Network. What is the vision for the future? You should give the global vision and your national plan - A *(Name of Country) Road Map to Promoting and Reporting on the Olympic Truce – use our model format at the end of this .PDF)*
2. Set up a site/page to promote your event (*We help you with this!*).
3. 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

4. Start with organisations (**see above list**) *who know of the issue* – ie NOC, peace groups
5. Ask them to *participate in developing* the roadmap and your planned activities.
6. Ask each stakeholder to be a *partner in the process* – (get them to sign a letter of intent if possible)
7. Fill in the [Rio 2016 Truce Report Cards](#)

RIO 2016 OLYMPIC TRUCE AWARENESS REPORT CARD

 RIO 2016 OLYMPIC GAMES  29th JULY - 25th SEPTEMBER 

This report card is designed to indicate the level of awareness of the Olympic Truce in countries participating in the Olympic Games. It should be based on a survey of 1000 or more people randomly interviewed during the Truce period, answering the following questions: a) Are you aware of the Olympic Truce? b) If so, where did you learn about it? c) Do you think the Truce has been successful? (NB Questionnaire sheets can be downloaded separately.)

Country/Region/City:

Number of people aware of the Truce % of 1000	Source of awareness about the Truce (1)	Perception of Implementation Effort	Perception of Implementation Effort	Perception of Implementation Effort	Perception of Implementation Effort
		No attempt	Failed	Partial	Full
< 5%					
< 10%					
< 15%					
< 20%					
< 25%					
< 30%					
< 40%					
< 50%					
< 60%					
< 70%					
< 80%					
< 90%					
100%					

(1) Source code: A= Mainstream media B= Social Media C= Family/friends D= School E= Other

PLEASE RETURN THIS FORM TO THE RIO 2016 OLYMPIC TRUCE PEACE CAMPAIGN ORGANISERS BY AUGUST 30th 2016

IMPORTANT – THESE CARDS WILL BE PRESENTED TO THE GLOBAL REPORTING MEETING

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
- Remember to ask for support from the international coordinators to do this.

4. Linking to the International Olympic Truce Networking

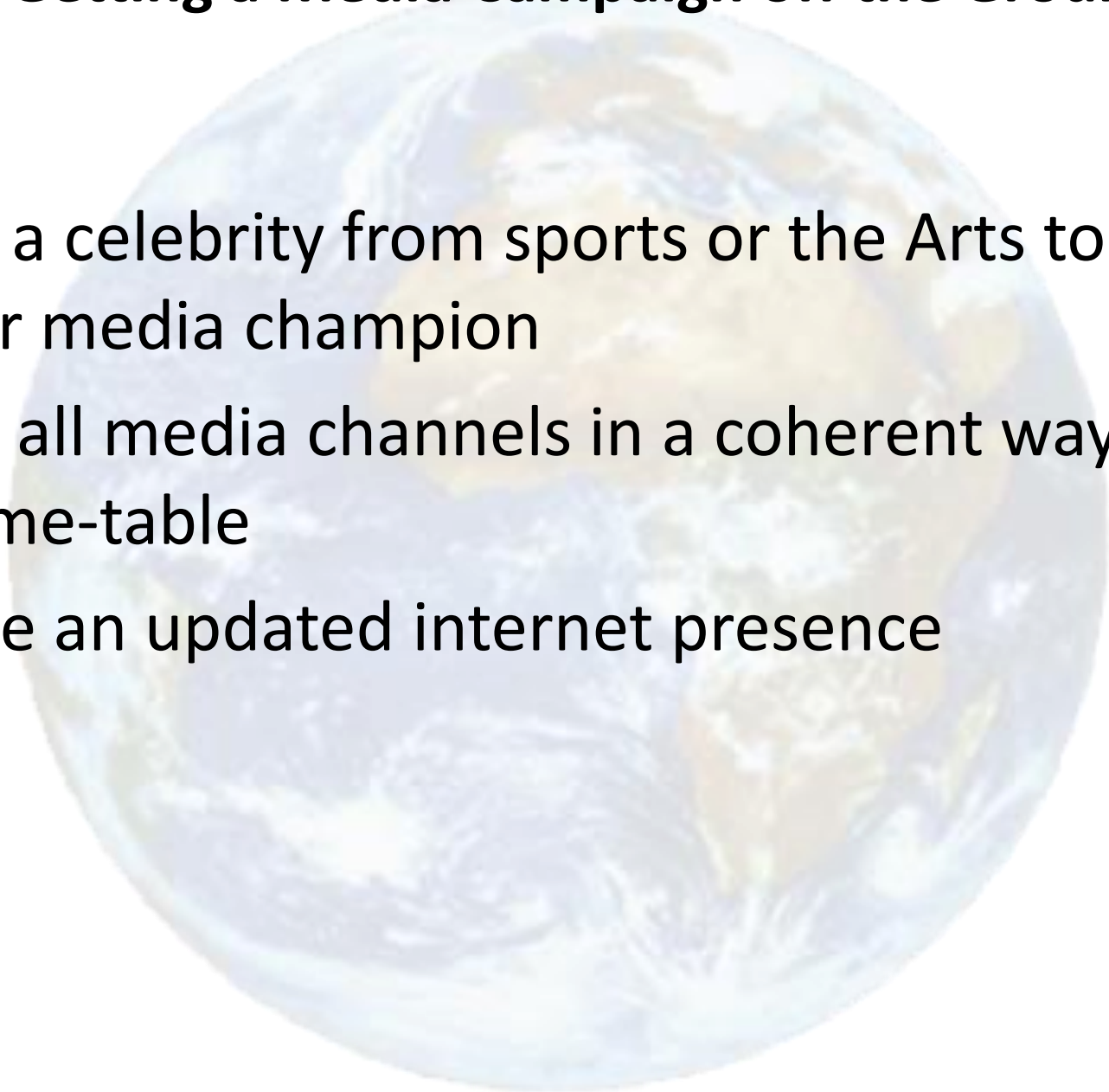
- Rio 2016 Olympic Truce Peace Ambassadors need to link to the core group established in London 2012

(See the Contact List on DestiNet)



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



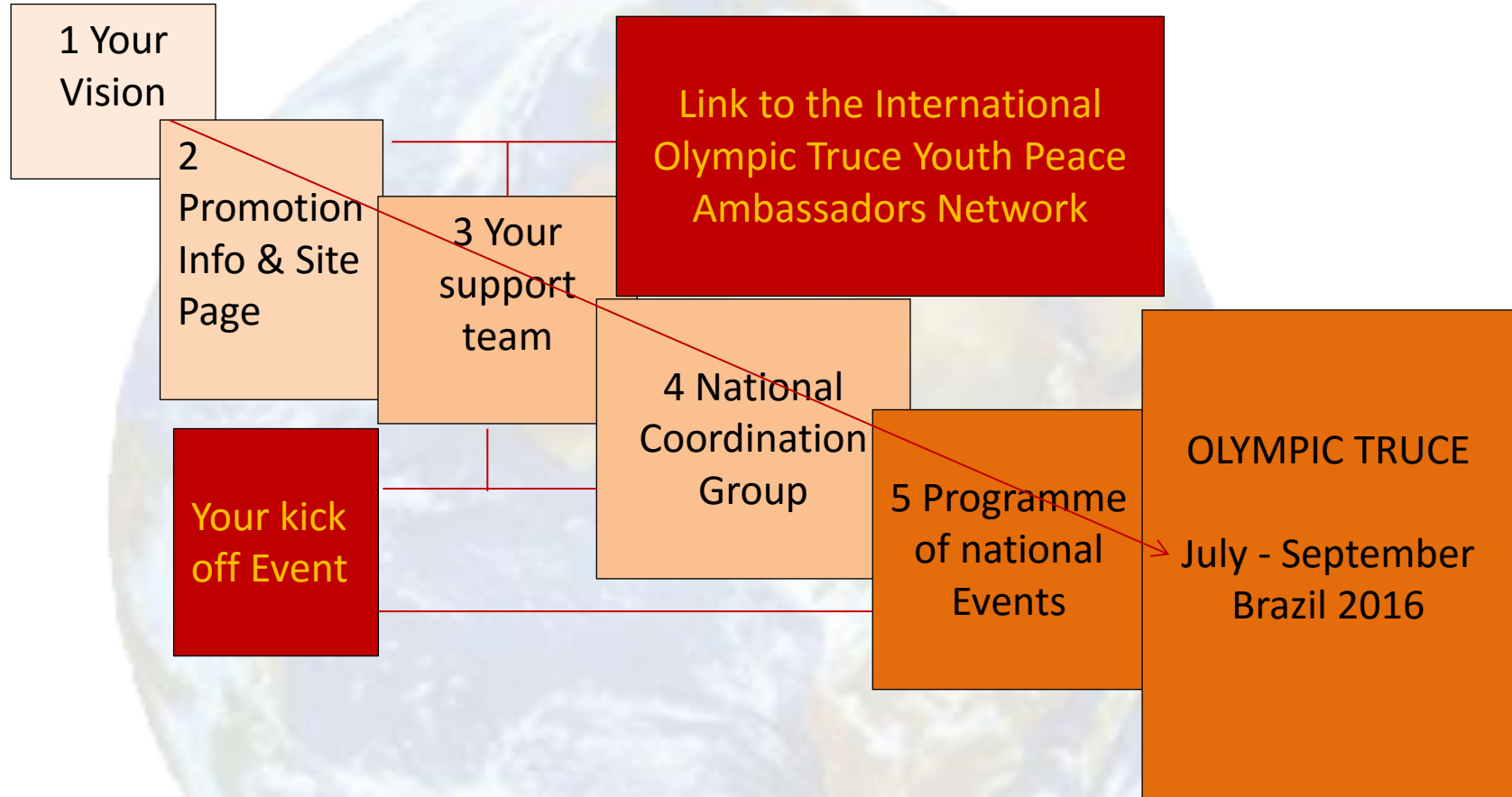
Summary & Conclusion



- The objective is to promote and report on the Olympic Truce 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: Promoting and Reporting on the Olympic Truce in your Country

For further information
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Campaign Administration Page

<http://destinet.eu/who-who/civil-society-ngos/olympic-truce-youth-peace-ambassadors-network/brazil-2016-olympic-truce-peace-campaign>



United Nations
Educational, Scientific and
Cultural Organization