



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# A GUIDE TO THE YOUNG CHANGE-MAKERS PROGRAMME (YCM)

## FOR NATIONAL OLYMPIC COMMITTEES



SPRIT OF THE  
YOUTH OLYMPIC GAMES

# WHAT IS THE YOUNG CHANGE-MAKERS PROGRAMME?

Based on the IOC's Youth Strategy and the further development of the YOG, it has been decided to rename the Young Ambassadors (YA) Programme. For your NOC, this means that the Young Ambassadors Programme now becomes the Young Change-Makers (YCM) Programme. The YCM Programme aims to empower young people and support them to become Change-Makers in their community, using sport for a better world. The IOC wants to create an ongoing and long-term engagement with these young talents beyond the YOG in October 2018, through regular opportunities to get active and to contribute.



In practice, this decision does not generate many changes from the previous programme except:

- **Naming:** Young Change-Makers (instead of Young Ambassadors).
- **Engagement:** Long-term and on-going.
  - Pre-Games: social media, athletes meeting.
  - Games-time: Learn & Share activities, team meetings.
  - Beyond: social media, participation to NOC events or activities, or possibility to develop their own project linked to sport and youth.
- **Impact:** Greater opportunities – possibilities to support IOC's and/or NOCs' events (competitions and championships, youth training camps, athletes meetings), education campaigns or Outreach programmes (Athletes' Career Programme, anti-doping campaign).

This guide aims to provide practical information for your NOC to help you select the right YCM and to ensure you, your YCM and your team officials and athletes fully understand and support the programme in order to get the most out of the Buenos Aires 2018 experience.



# WHAT IS A YOUNG CHANGE-MAKER?

**In view of Buenos Aires 2018, your NOC is asked to identify and select one new young talent who will join this pool of Young Change-Makers.**

The YCM is a passionate believer in the power of sport and Olympic values. A YCM is willing to give back to sport and to inspire young athletes and youth in general.

## A Young Change-Maker is:

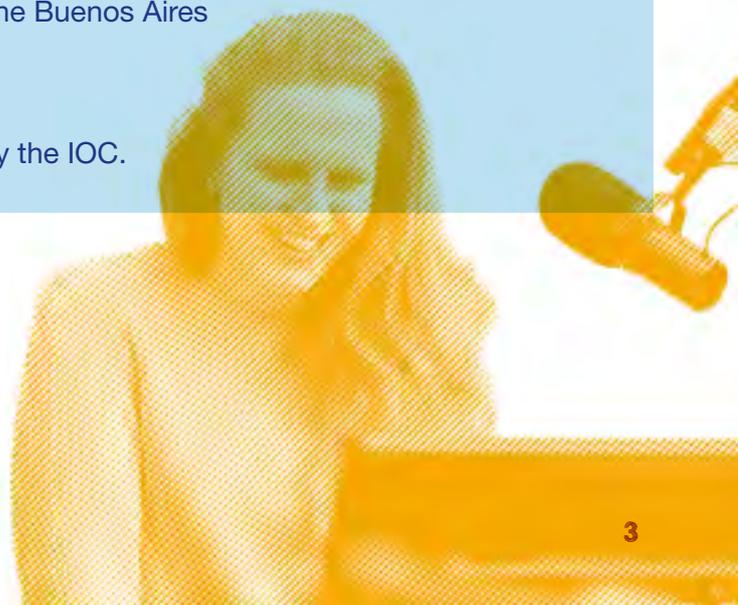
- A confident communicator
  - A sport enthusiast
  - Aged 20–25
  - A fluent English-speaker
  - Positive and pro-active
  - Ready to build a long-term relationship with the IOC and with other YCMs
  - A team player
  - Able to lead and inspire others
  - An active social media user
  - An addition to your quota of Team Officials (one extra position only!)
- Being already involved in community and youth sport projects is an asset.*

## It is also important to know that your YCM:

- Is considered part of the NOC delegation – accredited as NOC Young Change-Maker (all venues, YOV, 2, R Blue).
- Wears the team uniform, stays at the village and marches in the opening ceremony with the delegation.
- Based on an online application process and their level of enthusiasm, 50 YCMs will be selected out of more than a 100 to attend the YCM Seminar (in parallel to the Chefs de Mission meeting, which is due to take place in late April 2018). The participants will be chosen on the basis of the best applications, gender equity and a fair geographical spread.
- All YCMs must be available for the entire duration of the Buenos Aires 2018 Youth Olympic Games (6–18 October 2018).
- Will be fulfilling his/her role on a voluntary basis.
- All travel and accommodation costs will be covered by the IOC.

YCMs are expected to be engaged and actively involved beyond Buenos Aires 2018 YOG. Therefore, YCMs must have the potential to volunteer their time and energy to continue their mission to inspire young athletes and youth in general.

**Some of them may even volunteer as YCM+, a special programme of social entrepreneurship through sport.**



# WHAT ARE THE ROLES & RESPONSIBILITIES WITH REGARDS TO BUENOS AIRES 2018?

## Young Change-Makers job description

Below are some proposed tasks that the Young Change-Makers will/can fulfil pre-Games, at Games-time and beyond.

There is, of course, scope for you and the YCM to interpret how the role best fits your delegation; and there is no limit to what your YCM can do. Please also remember that, while the YCM is part of your NOC delegation, he/she is not included in the quota of Team Officials for the NOC or to be confused with an additional NOC staff member.

Your role as the NOC is to support and empower your YCM to fulfil their mission to the best of their ability. The more you can invest in your YCM, the more your delegation and athletes will get out of participating in the YOG.

## Pre-Games:

Task	YCM
<b>Integrate with the NOC</b>	<ul style="list-style-type: none"> <li>• Meet the NOC, CdM and delegation as soon as possible.</li> <li>• Attend NOC meetings and calls relating to the teams YOG preparations.</li> <li>• Connect with the previous YCM from the NOC, if applicable.</li> <li>• Distribute information to delegation about Learn &amp; Share (L&amp;S).</li> <li>• Be available for questions about L&amp;S activities.</li> <li>• Participate in NOC events, e.g. training camps:               <ul style="list-style-type: none"> <li>– Introduce L&amp;S content.</li> <li>– Organise team-building activities.</li> </ul> </li> </ul>
<b>Spread the YOG spirit</b>	<ul style="list-style-type: none"> <li>• Promote the YOG via social media.</li> <li>• With support from the NOC, engage with local communities such as sports clubs and schools.</li> <li>• Engage local media about his/her role and the YOG in general.</li> <li>• Identify inspiring athlete stories and share these with your NOC and IOC for promotion.</li> <li>• <b>Leverage the appearances and involvement at sporting events to communicate about the YCM role and the YOG.</b></li> </ul>
<b>Communicate with athletes and coaches</b>	<ul style="list-style-type: none"> <li>• Engage with athletes via social media (NOC and Personal Social Media Channels).</li> <li>• Create content on L&amp;S and the YOG (e.g. photos, videos, stories and guide) to distribute to athletes and coaches.</li> <li>• Prepare L&amp;S timetables for athletes.</li> <li>• Ensure coaches understand and support the L&amp;S dimension of the YOG experience.</li> </ul>
<b>Be an active member of the Young Change-Makers community</b>	<ul style="list-style-type: none"> <li>• Participate in the monthly engagement tasks.</li> <li>• Attend all IOC-led Webinars.</li> <li>• Be an active member of the YCM Facebook group.</li> <li>• Attend and participate in the YCM Seminar for those selected by the IOC.</li> <li>• Consider applying to the YCM+ programme.</li> </ul>

## Games-time:

Task	YCM
<b>Be the expert on Learn &amp; Share</b>	<ul style="list-style-type: none"> <li>• As the expert, the YCM should know:               <ul style="list-style-type: none"> <li>– Where the activities take place.</li> <li>– How athletes sign up to activities.</li> <li>– What the objectives and format of each activity are.</li> <li>– Alternative activities available, should L&amp;S activities be full.</li> </ul> </li> <li>• Act as key L&amp;S liaison between the NOC and IOC/YOGOC.</li> <li>• Provide IOC/NOC with updates on athletes' engagement.</li> </ul>
<b>Facilitate the athletes' participation</b>	<ul style="list-style-type: none"> <li>• Host introduction meeting on L&amp;S for the delegation.</li> <li>• Prepare a map and a guide to the L&amp;S activities.</li> <li>• Actively sign up the athletes to the activities, if needed.</li> <li>• Accompany athletes to the activities and serve as a translator when needed.</li> <li>• Encourage coaches to attend the activities.</li> <li>• Arrange workshops/meetings with high-profile sport ARMs (selected by IFs) and/or on-site experts of interest to the athletes.</li> </ul>
<b>Help create a good team atmosphere</b>	<ul style="list-style-type: none"> <li>• Organise team-building events such as:               <ul style="list-style-type: none"> <li>– Team dinner in the dining hall.</li> <li>– Group outings to L&amp;S activities.</li> <li>– Arranging for teammates to support fellow athletes.</li> </ul> </li> <li>• Serve as a "big brother/sister".</li> <li>• Arrange "office hours" for athletes to come and visit.</li> </ul>
<b>Prepare communications on L&amp;S</b>	<ul style="list-style-type: none"> <li>• Create posters for team offices/lifts/walls notifying athletes of upcoming events.</li> <li>• Work with coaches to distribute information to athletes.</li> <li>• Actively promote activity on social media throughout the Games.</li> </ul>
<b>Be a team player</b>	<ul style="list-style-type: none"> <li>• Attend NOC daily briefings and meetings.</li> <li>• Attend YCM meetings and provide relevant feedback to the NOC.</li> <li>• Provide assistance and support to the NOC if needed.</li> </ul>

## Post-Games:

Task	YCM
<b>Debrief experience</b>	<ul style="list-style-type: none"> <li>• Share own experience on social media.</li> <li>• Compile a report for the NOC.</li> <li>• Complete the post-Games IOC surveys.</li> <li>• If possible, meet the NOC to review and debrief the YOG.</li> <li>• Propose suggestions for further improvement to the Young Change-Makers Programme.</li> </ul>
<b>Continue to be part of the YCM community</b>	<ul style="list-style-type: none"> <li>• Actively participate in the monthly engagement tasks.</li> <li>• Spread the YOG spirit:               <ul style="list-style-type: none"> <li>– By re-posting IOC content via social media.</li> <li>– At community events.</li> <li>– By making use of IOC promotional materials.</li> </ul> </li> <li>• Remain an active member of the YCM community:               <ul style="list-style-type: none"> <li>– By checking social media/emails.</li> <li>– By getting involved with IOC initiatives.</li> <li>– By considering applying to the YCM+ programme.</li> </ul> </li> </ul>