



8th WORLD CONFERENCE ON SPORT, EDUCATION AND CULTURE

THE AMSTERDAM DECLARATION

The 8th World Conference on Sport, Culture and Education was organised in Amsterdam, Netherlands, by the International Olympic Committee (IOC), in partnership with the United Nations Educational, Scientific and Cultural Organisation (UNESCO), from 25 to 27 November 2012. More than 500 delegates from National Olympic Committees, International Federations, Organising Committees for the Olympic Games, educational and cultural institutions, UN specialised organisations, and governmental and non-governmental organisations participated in this Conference.

Under the theme “Olympism Powered by YOUth”, sessions were held and presentations made in plenary and specialised dialogue sessions.

The participants resolved to:

1. Express their gratitude to the Mayor of the City of Amsterdam, Mr Eberhard van de Laan; the President of the Netherlands Olympic Committee (NOC*NSF), Mr Andre Bolhuis; and the Minister of Health, Welfare and Sport, Ms Edith Schippers; for their exceptional hospitality and the excellent organisation of the conference facilities provided to participants, which contributed to the success of the Conference;
2. Request the above leadership to convey the participants’ appreciation and gratitude for the services of the volunteers and service providers, who contributed immensely to the success of the Conference, and to convey our further thanks and gratitude to the Government of The Netherlands.
3. Implement the recommendations of the following statement:



1. Important Role of the Entourage

- a. The role of the entourage and educator, (athlete's family, coaches, trainers and support staff, as defined by the International Olympic Committee) is critical to the dissemination of the Olympic values to young people participating in every sport. It is therefore necessary that those who constitute the entourage should themselves understand, believe in and subscribe to the Olympic values.
- b. The Conference therefore appeals to the IOC in particular to include those that constitute the entourage in its Olympic values education programmes as a matter of course. It appeals to the IOC to ensure that those who are associated with sport understand that it goes beyond its social and entertainment value. It is an important tool for mentoring young people and for fostering the spirit of friendship.

2. Conference message to MINEPS V

- a. The Fifth UNESCO Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS), which meets in Berlin next May, will place on its agenda critical issues that relate to governance, the integrity of sport and inappropriate behaviour such as, but not limited to, sexual misconduct, doping and illegal betting, the role of sport in society and the importance of sport in the education system.
- b. The Conference requests MINEPS V to consider making it an obligation of the authorities to include values-based education and physical education in school curricula. It also calls on MINEPS V to consider requiring the authorities to ensure that the provision of sports facilities starts with proper planning of cities and dwellings. While there is in many countries an inadequate sports infrastructure, often the situation is exacerbated by formal and informal sports grounds being taken over for construction of dwellings and other non-sports infrastructures.

3. The IOC and the Olympic Movement

- a. The Olympic Movement encompasses entities whose responsibilities go beyond sport. Among them are the media and sponsors. While society as a whole, and sport in particular, has now embraced most media, especially social media, as a means of reaching out to each other, other technologies have continued to be considered as being responsible for sedentary lifestyles and a contributor to obesity and the increase in non-communicable diseases in young people.
- b. The Conference notes with satisfaction the acceptance of the positive role that social media can play as an effective way to encourage young people to take up sport and remain in sport. It also acknowledges the IOC's endeavour



to use traditional and all other media and educate society in general and young people in particular, to take up sport and remain in sport. The Conference encourages the use of all media to send messages regarding sport, the Olympic values, education and healthy lifestyles as enshrined in the IOC's Youth Strategy.

4. The Olympic Movement, UN System and Civil Society

- a. The Conference notes with satisfaction the encouraging cooperation and collaboration between the Olympic Movement, the UN and the UN System and Civil Society in addressing various social ills and the achievement of the Millennium Development Goals. This partnership is necessary for sport to be the catalyst for mutual respect based on human rights as enshrined in the UN Universal Declaration on Human Rights and the governing charters of UNESCO and the IOC. Sport must be considered as an important tool for social inclusion of marginalised groups in society, persons with disabilities and gender equality among others.
- b. The Conference notes, and supports, the introduction and enhancement of education programmes for athletes which equip them with employability skills necessary for their post-high performance careers. It also calls upon the Olympic Movement, the UN System and Civil Society to work with the public authorities to ensure the protection of sportspersons.

5. The Durban Declaration: The Involvement of Youth

Recalling the Durban Declaration, the Conference commends the progress made in engaging young people through their increased involvement in contributing to promoting the objectives of the Olympic Movement, UNESCO and the entire UN System. The Conference acknowledges the important role played by Olympic educators.

**Amsterdam, Holland
28 November 2012**