IOC ATHLETES’ ENTOURAGE COMMISSION
ACTION PLAN

BACKGROUND
This updated Action Plan outlines the role of the IOC Athletes’ Entourage Commission, specifically in the delivery of Olympic Agenda 2020+5 recommendations and their potential areas for collaboration with IOC Commissions.

Working groups consisting of Athletes’ Entourage Commission members were established to support and continue the development of the previous Four-Year plan 2018-2022. This updated Action Plan is taking into account the feedback from the working groups and was approved by the full Commission in December 2022.

INTRODUCTION
As the important role of the athletes’ entourage becomes more exposed and significant within the Olympic Movement, an effective IOC Athletes’ Entourage Commission is of utmost importance. It is therefore essential for the Commission to have a clear focus and direction for the coming years to ensure their role is fulfilled and their work has maximum impact.

One of the IOCs missions is to put athletes at the heart of the Olympic Movement and reaffirmed in Olympic Agenda 2020+5 and Olympic Agenda 2020.

The IOC Athletes’ Entourage Commission has a key role to play in delivering these recommendations, especially when it comes to recommendations 3 and 5 of Olympic Agenda 2020+5.

- Recommendation 3 aims at reinforcing athletes’ rights and responsibilities and includes to widen the engagement with athletes and their wider personnel.
- Recommendation 5 aims at further strengthening safe sport and the protection of clean athletes.
OVERVIEW

OLYMPIC AGENDA 2020+5

Recommendation 3: Reinforce athletes’ rights and responsibilities and widen the engagement with athletes and their wider personnel

**FOCUS AREAS**

**AWARENESS**
- Raise the awareness of the athletes’ entourage within the Olympic Movement within International Federations and National Olympic Committees.
  - AEC members as active Ambassadors.
  - IOC Coaches Lifetime Achievement Awards.

**COLLABORATION**
- Collaborate with the IOC Commissions to co-deliver projects that support athletes and athletes’ entourage on and off the field of play.
  - Reinforce the athletes’ entourage as a channel to reach athletes.
  - Strengthen relationships with relevant IOC Commissions and ensure collaboration on athletes’ entourage-related topics.

**QUALIFIED ENTOURAGE**
- Promote the importance of having a qualified and educated athletes’ entourage with a holistic mindset.
  - Support to International Federations and National Olympic Committees in creating entourage commissions and strengthening education.
  - Continue providing online materials and resources.

**GENDER EQUALITY & INCLUSION**
- Support the achievement of gender equality and inclusion within the athletes’ entourage.
  - Engagement and activation of IOC AEC members to actively promote and support IOC Gender Equality recommendations relevant to athletes’ entourage.

Recommendation 5: Further strengthen sport and the protection of clean athletes

**FOCUS AREAS**

**WELL-BEING**
- Promote safe sport/safeguarding to protect the physical and mental well-being of athletes and athletes’ entourage.
  - Raise awareness of the importance of safeguarding and protection of athletes’ and athletes’ entourage mental health.

IOC Athletes’ Entourage Action Plan/December 2022
Objective: raise the awareness of the athletes’ entourage within the Olympic Movement.

**AWARENESS**

**Main initiatives:**

- Actively contribute to discussions and the resolution of relevant issues for athletes and athletes’ entourage within the Olympic Movement.

- Support recommendation 3 of Olympic Agenda 2020+5 to widen engagement from traditional athletes’ entourage.

- Activate IOC Athletes’ Entourage Commission members to be ambassadors of the athletes’ entourage and the Commission during selected events.

- Annually deliver the IOC Coaches Lifetime Achievement Awards to one female and one male retired coach for their outstanding contribution to an athletes’ life and the Olympic Movement.

- Support the Olympism 365 strategy, which is focused on strengthening the role of sport as an important enabler for the UN Sustainable Development Goals. Achieve this by encouraging Athletes’ Entourage Commission members to be ambassadors who promote both the value of connecting more people and communities to the Olympic values, and the positive impact of sport everywhere, every day.

Objective: collaborate with the IOC Commissions to co-deliver projects that support athletes and athletes’ entourage on and off the field of play.

**COLLABORATION**

**Main initiatives:**

- Reinforce the athletes’ entourage as a channel to reach athletes through the inclusion of the athletes’ entourage within the IOC Athlete Engagement Framework.

- Strengthen relationships with relevant IOC Commissions including Athletes’, Ethics, Medical and Scientific, Olympic Solidarity, Gender Equality, Diversity and Inclusion and Olympism 365 to strengthen and ensure collaboration on athletes’ entourage related topics.

- Encourage active participation among the athletes’ entourage in Athlete365 Career+.

- Identify the role of the athletes’ entourage within the IOC Athlete Programmes Outreach Strategy by:
  - Co-development of coach specific resources facilitating them to support their athletes career transition and social impact endeavours, including through workshops and online resources.
  - Supporting athletes’ to transition their careers into employment within the athletes’ entourage.
  - Highlighting areas where athletes’ entourage related content can be included.
• Collaborate with the IOC Athletes’ Commission on the IOC International Athletes’ Forum and Continental Forums to integrate content relating to the athletes’ entourage.

• Organise an annual joint meeting with the IOC Athletes’ Commission during the IOC Commissions week to discuss and make proposals on transversal topics.

Objective: continue to promote the importance of having a qualified and educated athletes’ entourage with a holistic mindset.

Main initiatives:
• Support and encourage International Federations and National Olympic Committees that wish to create or have created an Athletes’ Entourage Commission or equivalent consultative body through advice and a toolkit.

• Continue to provide online learning materials to support athletes’ and athletes’ entourage.

• Provide guidance for International Federations and National Olympic Committees on the education of their athletes’ entourage.

• Increase the awareness and the education of Technical officials.

• Identify organisations which support members of the athletes’ entourage and develop plans for collaboration to maximise the IOCs support to athletes.

Objective: continue to support the achievement of gender equality and inclusion within the athletes’ entourage.

Main initiatives:
• Raise awareness of the importance of achieving gender equality in sport so that women and girls in all their diversity have equal access and opportunity to participate, lead and be included in sport at all levels on and off the field of play.

• Provide expertise and experience to support relevant objectives of the of the IOC Gender Equality and Inclusion objectives, particularly regarding Games leadership roles (such as chefs de mission, deputy chefs de mission and team leaders), Coaches and Technical Officials.

• Support the Women in Sport High Performance Pathway (WISH) which aims at supporting women to reach elite coaching positions.
Objective: promote safe sport/safeguarding to protect the physical and mental well-being of athletes and athletes’ entourage.

Main initiatives:

- Raise awareness of the importance of measures to prevent and respond to harassment and abuse in sport.

- Provide expertise and experience to assist in the development of targeted and detailed information for athletes’ entourage members related to the role that the entourage and Athletes’ Entourage Commission play in safeguarding athletes from harassment and abuse in sport.

- Encourage International Federations and National Olympic Committees to ensure that training and education is available for entourage members on the topic of safeguarding and mental health in sport.

- Provide guidance to sports organisations to ensure access to trained personnel to respond to safeguarding and mental health concerns.