BECOME A BELIEVE IN SPORT AMBASSADOR

Join the fight against competition manipulation

INFORMATION FOR CANDIDATE AMBASSADORS
The IOC’s Believe in Sport campaign aims to raise awareness among athletes, entourage and officials of the threat of competition manipulation.

If the course or result of a competition is fixed in advance, sport becomes meaningless and loses its credibility. The IOC wants athletes and fans to continue to believe in sport. It is therefore necessary to safeguard its integrity.

The Believe in Sport ambassadors are active or retired athletes, coaches or referees, who help their respective National Olympic Committee (NOC) or International Sport Federation (IF) in their mission to prevent competition manipulation. They are trained by the IOC but work directly with their respective NOC or IF.

The network currently includes almost 50 ambassadors from different sports and countries.

FOR MORE INFORMATION VISIT:
Believe in Sport – Athlete365 (olympics.com)
ABOUT THE BELIEVE IN SPORT AMBASSADORS’ PROGRAMME

FOR WHOM?

• You are an active or recently retired athlete, coach or referee
• You enjoy popularity and have a good reputation in your sports community
• You may be a member of your NOC or IF Athlete Commission
• You are genuinely interested in protecting sports integrity and are ready to learn more about competition manipulation
• You are available to occasionally take part in awareness-raising activities with your NOC or IF
• You are fluent in English.
ROLE OF THE AMBASSADOR AND LINK WITH THE IOC

YOUR MISSION

As a Believe in Sport ambassador, you support your NOC or IF in its efforts to raise awareness on competition manipulation. You are involved in educational activities, such as:

• attending face-to-face briefings with teams
• speaking at athletes’ webinars
• being featured in communication materials
• attending a booth during major sports events.
ROLE OF THE AMBASSADOR AND LINK WITH THE IOC

WHAT’S THE PROCESS?

• You are nominated by your NOC or IF
• You will be trained by the IOC’s dedicated team during an onboarding session (2-hour webinar)
• You receive regular communications on the topic itself and updates on the Believe in Sport campaign.
• Our team is available to support you before each educational activity with your NOC or IF: preparing materials and speaking notes, briefing you, providing educational and promotional materials, etc.

Some of the most engaged ambassadors will be selected to become IOC’s Believe in Sport ambassadors during the Gangwon 2024 Winter Youth Olympics and Paris 2024 Olympic Games.
NEXT STEPS

1. Get in touch with your NOC or IF to express your interest! Upon their nomination and confirmation by our team, you will receive a link to attend the onboarding session.

2. If you have questions, feel free to ask for a video conference with our team anytime at omunitpmc@olympic.org

3. After the onboarding:
   The OM Unit PMC will organise a follow-up call with you and our contact person at your NOC or IF to agree on the awareness raising actions.
   The new ambassadors will be announced in the IOC’s integrity newsletter and other channels, the NOCs and IFs will be invited to do the same.