



# EYOA

## EUROPEAN YOUNG OLYMPIC AMBASSADOR PROGRAMME

The European Young Olympic Ambassador (EYOA) Programme aims to strengthen Olympic values among young athletes participating at the European Youth Olympic Festival (EYOF). During the Winter EYOF 2021 in Vuokatti the educational programme will be carried out for the fourth time since 2016 under the auspices of the EOC Olympic Culture and Legacy Commission.

The EYOA Programme invests in a group of young people who are inspired by sport and the Olympic values and wish to contribute in building a strong value-based foundation for the international sporting community. This year the EYOA will bring together 50 young people who share the same passion, energy, motivation and who strive to inspire young athletes to follow the Olympic values on and off the field.

The purpose of the programme is to work towards implementing Recommendation 22 of Olympic Agenda 2020: spreading Olympic values-based education.

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# WHO ARE THE EUROPEAN YOUNG OLYMPIC AMBASSADORS?

The European Young Olympic Ambassadors are **young people aged 18 - 25**, either Olympians who have taken part in EYOF/Youth Olympic Games (YOG), or people inspired by the Olympic Movement and Olympism. They are enthusiastic young people, good communicators with solid English skills, and are able to work both in a team or as individuals. They enjoy working in an international environment and they are highly motivated in developing new activities in their own countries.

The mission of the EYOA is to promote the Olympic values of **respect, friendship** and **excellence**, to act in accordance with the EOC's own values of **integrity, solidarity** and **innovation**, and to encourage participating athletes to interact with their peers, cherish happy moments and develop long lasting friendships.

The role of the Ambassadors is to introduce the young athletes to the international sporting community and encourage them to discover the power of the Olympic Movement and the strength of the Olympic values and ideals. **The Ambassadors represent the link between the EOC and the athletes.**



# VALUES & TASKS



## The core values of the European Young Olympic Ambassadors are:

- To promote team spirit and to build friendships
- To respect others and to serve as role models
- To pursue excellence in sport and life

## The tasks of the European Young Olympic Ambassadors are:

- To learn about the Olympic values by using the existing Olympic Education network within their National Olympic Committee (NOC)
- To share the Olympic Values through specially designed programmes
- To motivate and inspire young athletes to participate in the Olympic Culture and Education Programme (OCEP)
- To support young athletes
- To be able to create a vibrant and positive atmosphere in the team
- To get in touch and support Twinning Schools in their countries with promotional and educational activities
- To contribute to the unique life experience for the athletes
- To raise awareness of what it takes to become a champion on and off the field



# EYOA ROLES

## The roles of the European Young Olympic Ambassadors:



### Facilitator

A facilitator is a person who is creative, open minded, a good listener and has the ability to create a friendly atmosphere. A facilitator is someone who plans, guides and manages activities in the European Young Olympic Ambassador (EYOA) booth. Together with other team members, the facilitator(s) create educational games for the athletes in order to promote the Olympic values. A facilitator is able to present the activities and explain the aims of the games as well as moderate small feedback sessions after each game. A facilitator will guide athletes through the whole experience of visiting the EYOA booth.



### Reporter

A reporter is someone who likes or is experienced in working with the media, with special emphasis on social media. This person should be able to run interviews, write articles for the website and be comfortable using social media platforms. The main activities of the reporter are: running interviews with athletes; writing news stories; creating and editing photos and videos for social media and taking an active role as part of a team to create a communication plan for before, during and after the EYOF.



### Promoter

A promoter is an extroverted person who is friendly, creative, and enjoys speaking to the people they have never met before. The main activities of the promoter are: creating cultural programmes in order to promote multiculturalism among athletes, especially national dances, cuisines and customs; finding creative ways to promote the activities and how to engage and motivate athletes to take part in the EYOA programme; and taking an active role as part of a team to create a promotion plan during the EYOF.



# EYOA RESPONSIBILITIES

## The responsibilities of the European Young Olympic Ambassadors are:

### Pre-EYOF

- To connect with the NOC - Chef de Mission and NOC Culture and Education Champion
- To meet and inform athletes about the OCEP
- To connect with previous EYOA, if there is one
- To share the EYOF EYOA journey on social media
- To take an active part in virtual training programmes and discussions (at least in the written form)
- To complete monthly tasks and contribute to the development of a values-based education programme for the athletes (interactive games, quizzes, challenges, etc.)

### During EYOF

- To connect with other EYOA & Alumni
- To deliver a values-based education programme to the athletes
- To take part in group work sessions, team building activities, daily tasks and briefings
- To follow daily schedules
- To know where and when the OCEP activities are taking place
- To motivate athletes to take part in the OCEP and help with translation when needed
- To actively promote achievements of the athletes on social media
- To write a diary about their EYOA journey
- To share their EYOF EYOA journey on social media

### Post-EYOF

- To write a report
- To share their experiences and EYOA journey with their NOC and local community
- To highlight their EYOF EYOA journey on social media
- To continue spreading the Olympic spirit
- To stay in contact with athletes and other EYOA



# NOC ROLE

## NOC duties:

- To select an EYOA and consider them as part of the delegation
- To connect the EYOA with the Chef de Mission in order to understand their roles and responsibilities before, during and after the EYOF
- To connect the EYOA with the NOC Culture and Education Champion in order for the EYOA to learn about Olympic values and existing Olympic education programmes within the NOC
- To inform coaches about the EYOA role
- To introduce the EYOA to the athletes and organise meeting(s) if possible
- To connect the EYOA to the chosen Twinning School if there is one
- To let the EYOA post content on the NOC's social media platforms
- To support the EYOA throughout their journey

## The EYOA is NOT:

- The assistant of the Chef de Mission
- The NOC translator during the Games
- The NOC photographer or reporter
- The Assistant Coach to the athletes

**In general, the EYOA should not have any additional role(s) within the delegation during the EYOF in order to ensure their active participation in the programme and to prioritise the goals and activities of the project.**





# BENEFITS

## Benefits for the NOC

The appointment of a European Young Olympic Ambassador for the national youth Olympic team provides NOCs with a range of opportunities such as:

- Having a member in the delegation who will focus on the Olympic Education and ensure the Olympic spirit within the team
- Providing athletes with a better opportunity to benefit from the socialising and communicative potential of the event
- Increasing the circulation of Olympic Values news through various communication platforms
- Improving the understanding of athletes' education through the increased collaboration and exchange with the EOC
- Having a prospective candidate to contribute to national projects focused on Olympic Education with the improved knowledge of the Olympic Movement.
- Offering professional assistance to the young people who are interested in developing their own ideas and skills.
- Creating and developing young leaders with international networks.

## Benefits for the Participants

Based on the feedback received from previous participants, as well as based on the goals set for the programme, the EYOA provides the following opportunities:

- To network with other young people who are inspired by the Olympic Movement
- To be part of the national delegation for the EYOF
- To contribute to the promotion of the Olympic Values and education for athletes
- To gain knowledge and understanding of the Olympic Movement
- To develop skills in various fields, including leadership, project management, communication and marketing skills
- To cooperate with the members of the EOC and other European sports leaders



# TESTIMONIALS

## Testimonials of the participants of the 2019 Summer EYOF in Baku:



*"It was a great experience and I had a lot of fun with it. It opened up a lot of doors for me into the sport world, not as an athlete but more for the future after sport. I learned a lot of things which got me out of my comfort zone and I think it was a great addition to the EYOF competition."*



*"There are a lot of reasons why this programme is interesting, for example: 1) It develops responsibility. 2) Shows that we have to respect each other. 3) Shows that we should be open for the world."*



*"The programme is very important both for Ambassadors and athletes. It's the best way to present Olympic values to the athletes."*



*"The main point for me in this programme was the cultural cohesion and the experiences and friendships gained. EYOA is the perfect programme for people to mingle with each other and minimize cultural difference."*



*"One of the best days in my life, not only because I met amazing people, but also because we changed athletes' attitude towards Olympic values!"*



*"I got the Olympic values under my skin. I felt I reached and made a difference or some kind of impact for a lot of people. It made me grow!"*

# TIMELINE





# SELECTION PROCESS



## Three stages:

1. Submit [application](#) together with CV and letter of motivation and pass the interview
2. Take an active part in the trainings and education
3. The best Ambassadors who complete all the tasks successfully will be chosen to travel to the EYOF Vuokatti 2021

## Motivation Letter

We would like to know more about you. Tell us more about yourself by replying to the following questions:

1. What is your motivation to join the EYOA programme?
2. How would you like to contribute to the programme?
3. Explain the reasons for choosing your preferred role?
4. What are your expectations for the programme?

## Interview

All candidates will be interviewed together with an NOC representative, if possible. The interview is an opportunity to get to know the candidates and find the best possible roles for them. It will also help candidates to better understand the EYOA programme, the Ambassadors' role and the expectations of the EOC Olympic Culture and Legacy Commission. With NOC representatives joining the interviews, the whole process will be strengthened and provide a better experience for the candidates during EYOA education programme.



# TRAINING



## Training and Education

The European Young Olympic Ambassadors will follow an online education programme delivered by the EOC Olympic Culture and Legacy Commission. The virtual training programme will be implemented using a CLANED learning platform. The platform will enable all EYOA to interact with each other and prepare various activities in order to promote Olympic values among athletes.

We strongly encourage NOCs to include their NOC Culture and Education Champion in order for each EYOA to have support and a better understanding of the Olympic values and existing Olympic education programmes within NOC.

It will be mandatory for all EYOA to take an active part in all five Webinars and small working group sessions. The schedule of the webinars will be given in advance. If any EYOA misses a webinar, they will need to watch it at a later date and submit written feedback regarding the key lessons learned. It is very important for all EYOA to contribute to the working groups. Each working group will have an appointed Alumni and Member of the Commission.

If a EYOA is not active and doesn't fulfil the requested tasks regarding webinars and working groups participation, they will be automatically excluded from the programme.



# COSTS



## Accommodation & travel:

- Accommodation costs for the EYOA will be covered by the EOC. The accommodation fee will be initially paid by the respective NOC and will be reimbursed by the EOC, upon the presentation of the needed documents. Accommodation will be provided in the Athletes' Village.
- Travel will be at their NOC's expense.
- The European Young Olympic Ambassadors should arrive together with their delegations. NOCs should include a EYOA quota in the Final Entries by Number in RAS and complete the registration following the standard deadlines for Long list and Short list. European Young Olympic Ambassadors will get a NOC accreditation, Ambassadors category with Ao access rights.

**In order to qualify for funding from the EOC, European Young Olympic Ambassadors must successfully fulfil tasks and responsibilities before, during and after the EYOF.**

We are looking forward to cooperating with you and working jointly towards an ever-stronger Olympic Movement!



# CONTACTS



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the EYOA programme:



Instagram



Website



**EUROPEAN  
YOUTH OLYMPIC  
FESTIVAL**



**EYOF  
2021  
VUOKATTI**



**EUROPEAN  
YOUNG  
OLYMPIC  
AMBASSADORS**

**EOC SECRETARY GENERAL**

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