



Determination

Courage

Equality

Inspiration

www.paralympic.org – www.ParalympicSport.TV



Panel Discussion on Sport for Development

Using Sport to foster the Inclusion and Well-Being of Persons with Disabilities

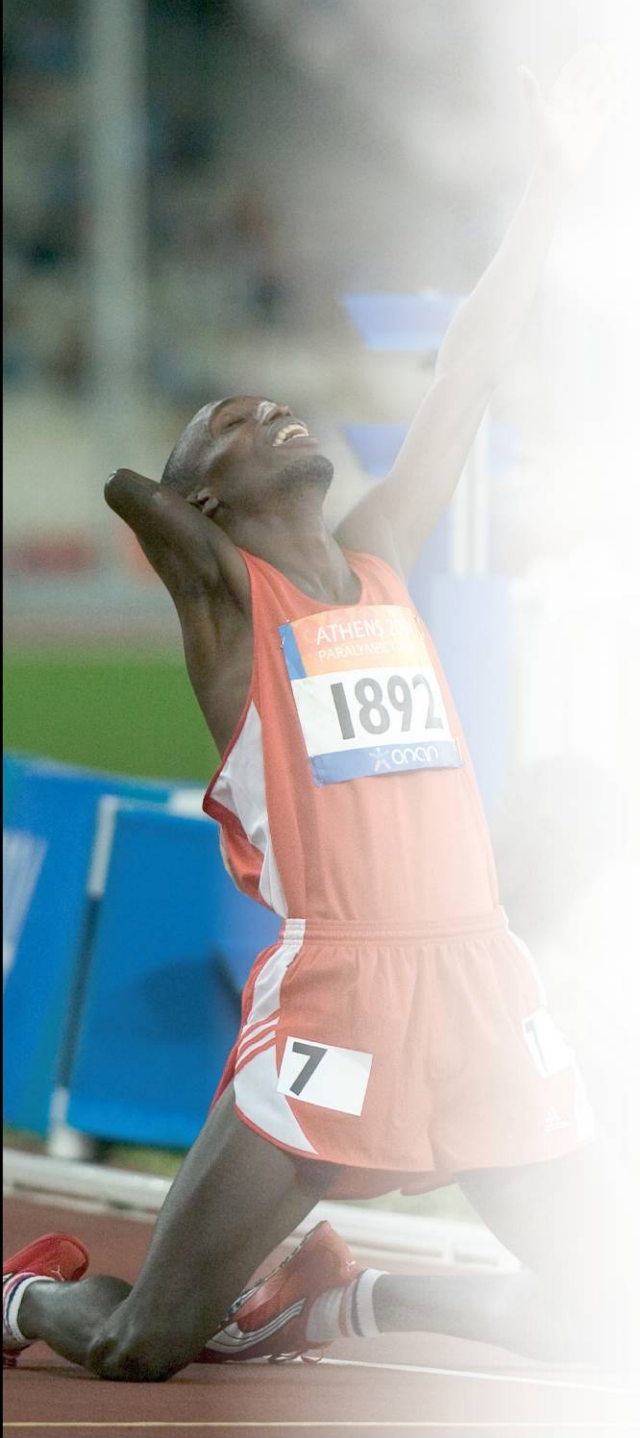
The Paralympic Movement – A catalyst for change

Ann Cody

Governing Board Member

International Paralympic Committee

27, June 2011, United Nations Headquarters, New York



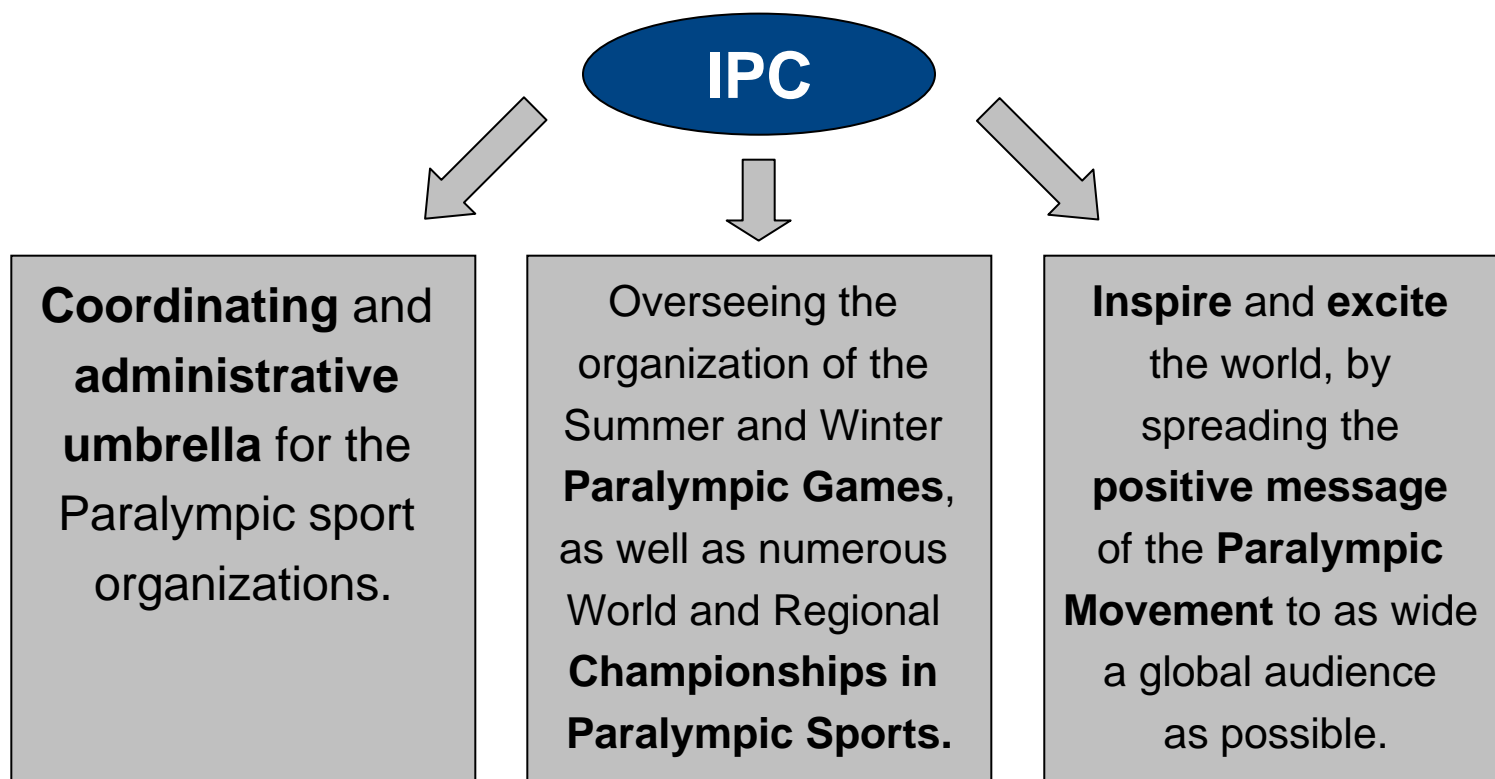
The International Paralympic Committee





The primary focus area of the IPC

To ensure the long term development of the Paralympic Movement and of the next generations of Paralympians the IPC is focusing on three areas





Sporting opportunities around the world from grassroots to elite level

- The IPC is a member organization with more than 170 members - in the majority National Paralympic Committees (NPCs) - in all 5 continents of the
- Sports promotion from the grassroots to the elite is an active role of our NPCs on a national/local level
- The NPCs and the IPC work in partnership with other disability and sports organizations to enable people with a disability to practice Sport.
- The promotion of sport for persons with a disability is a huge challenge as many factors need to be overcome, e.g. accessibility, psychological attitudes and social prejudice



The Paralympic Values

Determination

Overcoming obstacles and conquering adversity



Courage

Pushing beyond expectations and proving that we all can achieve the unexpected



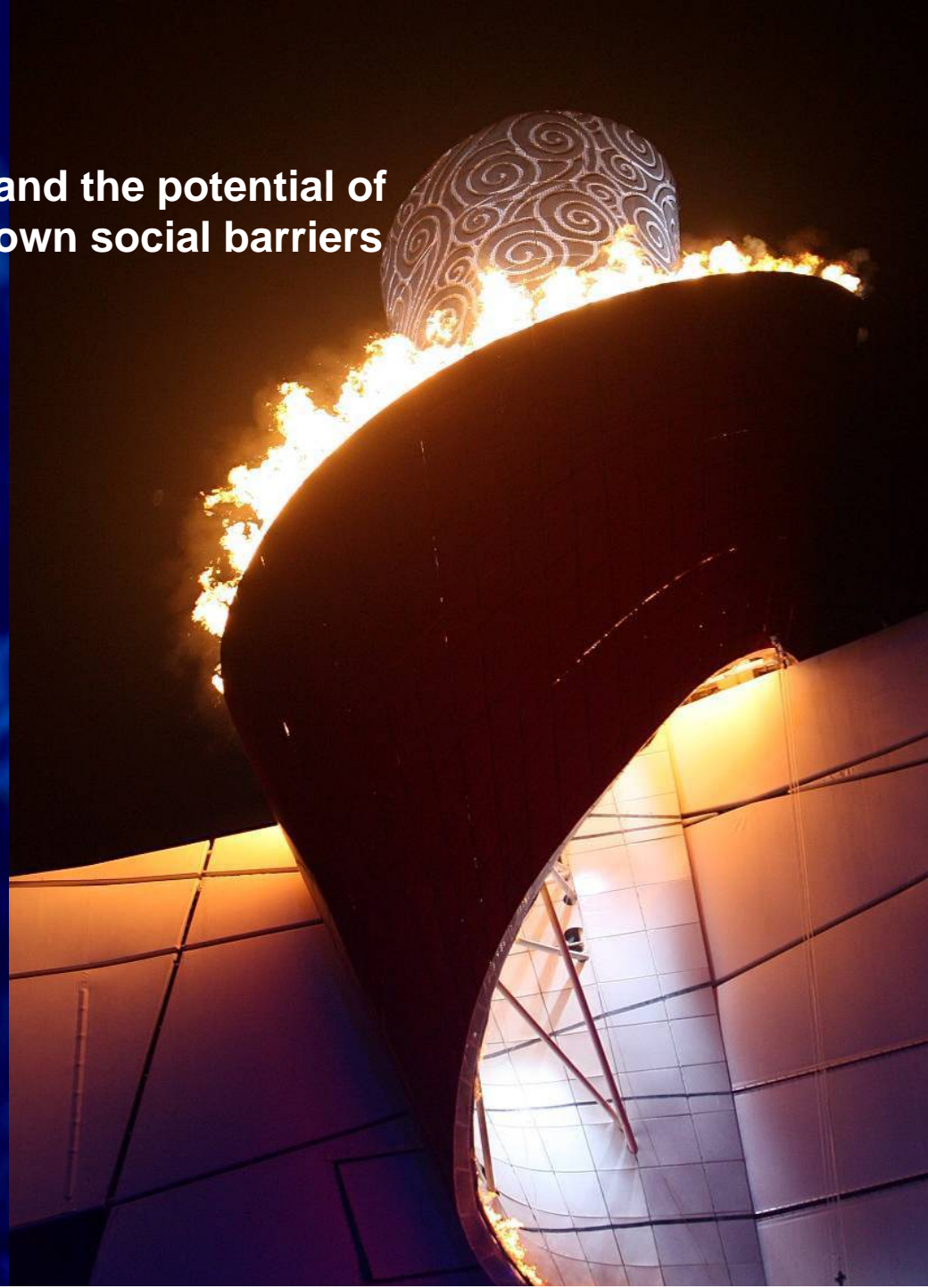
Inspiration

Applying the spirit and accomplishments
of Paralympians to your personal life



Equality

Promoting awareness, acceptance and the potential of persons with a disability to break down social barriers





The Paralympic Movement – A Catalyst for Change





“Thanks to the Paralympics,
the **image of the disabled** in China
is no longer one of a beggar,
but of a **football player**,
a **long jumper** or a **shooter**,”

Daily Mirror



The Power of Sport

- Sport with its universal popularity and the physical, social and economic development is a very strong tool for inclusion
- Sport has the unique ability to transcend linguistic, cultural and economical barriers societies face
- Sport is hope for thousand of people affected by violence, wars or natural disasters
- Sport provides at the same time moments of national proud and of peaceful competition and exchange



Sport





The Power of Sport

Sport for persons with a disability is recovering life. The individual can:

- actively participate in the society
- discover his/her abilities instead of focusing on own disabilities
- develop independency for daily live
- activate self-esteem and face the challenges of life
- showcase his/her abilities and achieve the unbelievable
- change the perception of the society of persons with a disability



The Paralympic Movement is positioned to...

- Promote positive **perceptions** and greater awareness
- Promote recognition of skills, merits and **abilities**
- Foster an attitude of **respect**
- Encourage **positive media** portrayal
- Promote **awareness**



The United Nations Convention on the Rights of Persons with Disabilities

“The United Nations convention of the Rights of Persons with Disabilities aims to **achieve human rights** and development for all. The Paralympic Games are a **powerful force** for advancing this objective; they inspire not only athletes, but all of us, to recognize the **unlimited potential** of all persons”.

Ban Ki-Moon, UN Secretary General



The United Nations Convention on the Rights of Persons with Disabilities

Article 30 of the UN Convention on the Right of
Persons with Disability **focuses on Sport** and
provides an **important framework**, which the IPC is
promoting enthusiastically through its **activation at all
levels.**

Development



Leadership





Athlete Development





Youth





Interaction



Thank You





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