

ASSOCIATION OF NATIONAL OLYMPIC
COMMITTEES OF AFRICA (ANOCA)



ACTION PLAN

**Youth
Olympic
Games**





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ANOCA'S VISION

I am indeed honoured to present this action plan for the period 2020/2022. It is actually the strategy paper that will enable us all, together, to give a special touch to the Youth Olympic Games, which our dynamic and worthy continent will be hosting in 2022.

Dakar will be our vital space and Senegal our fundamental space for the spectacular success of these Games, which will bring together thousands of young people from across the world.

This action plan is thus part of the efforts of this wonderful country, Senegal, to prepare Africa to host youths of the world. It will also demonstrate our capacity to organise a major international event and rise to the summit of Olympism.

Moreover, two new sports disciplines will be introduced at Dakar 2022, baseball5 and wushu, a martial art. This will actually increase the number of youth-centred sports. Both sports add to karate, skateboarding, climbing and surfing, which were selected by the Organising Committees for the Olympic Games in Tokyo, postponed to 2021, and Paris 2024.

Dakar 2022 also affords a platform for the continuous expression of African culture. To this end, we should brace ourselves to showcase to the world the best of our diverse and original cultures. There is no gainsaying that Dakar 2022 is the ideal platform to promote African culture, which must touch Minds by drawing inspiration from the depths of our ancestral and contemporary heritage.

Offering African youth the opportunity to express their talent and supremacy in the areas of sport and hospitality is more than just an obligation; it is a bounden duty! To this end, we have mapped out a number of actions set out in this plan, which we will begin implementing as from 2020 up to the day that the Games will open in Dakar on 8 October 2022.

This action plan is YOURS...

Mustapha BERRAF
President of ANOCA / IOC Member



BACKGROUND AND JUSTIFICATION

The Youth Olympic Games billed Dakar, Senegal, from 22 October to 9 November 2022, are a major showcase for the African continent. The Association of National Olympic Committees of Africa is engaged in a strategic planning of actions to assist the 54 NOCs of Africa in preparing for this huge jamboree, a first for the continent. Senegal which, by virtue of its history, managerial capacities and good governance, was chosen by the International Olympic Committee to host the event should, as a matter of priority, be supported with an action plan that will structure the schedule around already existing events but also on new initiatives involving a series of activities to be included based on an outline that is in keeping with ANOCA's aspirations.



Senegal has made the organisation of the 2022 Youth Olympic Games a State affair. The President of the Republic, Macky Sall, was personally present in Buenos Aires, Argentina, on 8 October 2018, when Senegal was chosen by the International Olympic Committee (IOC). It will be the first time that Africa will be hosting an event of such magnitude.

Preparations will also focus on environmental protection geared towards sustainability, which should underpin the central or side initiatives involved in the organisation of the YOG Dakar 2022.

These games will also afford a unique opportunity to bequeath an enduring legacy to Senegal and the entire continent, for more sustainable future prospects. These first-rate achievements will bring about an essential socio-economic transformation by boosting employment and developing entrepreneurship.

This situation naturally warrants the Association of National Olympic Committees of Africa to back Senegal's commitment, by organising a series of activities in the build up to the Youth Olympic Games. This is a golden opportunity for Africa to get rid of the pejorative, preconceived ideas of a continent where good governance is not a common practice. We are all with 'DAKAR 2022' for the success of AFRICA.



OBJECTIVES

Overall Objective

Making the Youth Olympic Games Dakar 2022 a resounding sporting, cultural and popular success, as well as a platform for promoting major events in Africa.

Specific Objectives

- Promoting Olympism in Africa;
- Backing Senegal in the organisation of the YOG 2022;
- Offering African youth a platform to display their immense talent;
- Making Africa's participation in the games a total success;
- Developing actions in support of African athletes;
- Displaying the flamboyant best of African sport and culture;
- Creating a synergy of solidarity and integration on the continent;
- Promoting sport as a tool for the socio-economic development of States for the benefit of African youth;
- Consolidating regional partnerships between the various National Olympic and Sports Committees of the continent.

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DEFINING ACTIONS

1 - Awareness Actions

- Organisation of Symposiums and Forums on the stakes of the YOG Dakar 2022;
- Organisation of special seminars by the National Olympic and Sports Committees of Africa;
- Organisation of the mini Youth Games in the zones by the NOCs of the continent.

2 - Event Planning Related Actions

- Africa Day on 25 May 2021, in commemoration of the establishment of the Organisation of African Unity, which became the African Union in 2002; organisation of African Information Days on the YOG 2022;
- Olympic Day on 21 June 2021: organisation by ANOCA of a Conference on «Africa and Olympism.»

3 - Communication Actions

- Creation of a website to promote the YOG Dakar 2022;
- Design and implementation of a communication campaign plan for media coverage of various actions.

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STAKEHOLDERS

The Association of National Olympic Committees of Africa will mobilise human resources to design and implement the various actions, while ANOCA member NOCs will do same in the case of decentralised actions. ANOCA's strategic partners such as the African Union and the IOC may be solicited in due course. The action plan shall be coordinated by the ANOCA Executive Committee.



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STRATEGY FOR IMPLEMENTATION

Organisation of Symposiums and Forums on the stakes of Dakar 2022.

- The 54 NOCs shall be responsible for these activities;
- Each symposium and forum will bring together 250 young people;
- A scientific committee will determine the content, based on the objectives of the organisation of the YOG Dakar 2022;
- The aim is to raise awareness of young people on the ideals of Olympism and encourage them to massively take part in the 2022 YOG;
- Each NOC shall draw up a tentative budget and mobilise resources based on the needs of the forums with support from ANOCA;
- A monitoring and evaluation committee headed by the NOC President shall be set up and shall report to the President of ANOCA.

Organisation of special seminars by National Olympic and Sports Committees of Africa.

- These shall be discussion and exchange platforms on the organisation of the YOG 2022;
- The themes shall be based on the values of Olympism;
- A scientific committee shall be in charge of the programme content;
- They shall be one-day activities, preferably in the conference rooms of the NOCs;
- The activity shall be coordinated by the NOC President;
- The Budget shall be drawn up and executed with NOC and ANOCA resources;
- Members of the Organising Committee shall produce an activity report.





Organisation of the mini Youth Games by NOCs of the continent.

- The games will be organised in accordance with Olympism norms and standards;
- The competitions will bring together young school goers and university students who will be of the required age to compete at the next Youth Olympic Games in 2022;
- The competition will bring together at least 500 young athletes from each country;
- These Mini Games shall be organised and overseen by the NOCs with ANOCA's support;
- Each NOC must give a cultural touch to the mini games;
- The Budget shall depend on resources mobilised and will be executed by the Organising Committee set up by the NOCs with ANOCA funding, upon proposal by the Zones;
- An activity report will be produced by the NOC zones and forwarded to ANOCA.

Africa Day on 25 May 2021: organisation of African information days on the 2022 YOG.

- This day will afford an opportunity to present the hosting of the YOG Dakar 2022 on the continent from a political perspective;
- Each NOC President will deliver an address on Olympism in Africa with focus on the organisation of the YOG Dakar 2022 in collaboration with the African Union;
- An official ceremony will be organised for this communication;
- Sports Ministers and Diplomatic Mission Heads will be invited;
- The ceremony will be covered by the media;
- NOCs shall be responsible for mobilising Budget resources;
- A report will be drawn up and forwarded to ANOCA via the Zones.

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Olympic Day on 21 June 2021: organisation by ANOCA of a Conference on «Africa and Olympism.»

- The project shall be initiated by the Association of National Olympic Committees of Africa and the IOC;
- The conference on «Africa and Olympism» will bring together NOC Presidents and all stakeholders of the African sports movement;
- IOC members will be invited, and thus the IOC President, in case he is available;
- The main thrust shall be the organisation of the Youth Olympic Games Dakar 2022;
- The President of ANOCA shall be Host of the conference;
- Budget expenditure shall be borne entirely by ANOCA and the host Country of the event.

Creation of a website to promote the YOG Dakar 2022.

- A digital platform that aims to provide all the necessary information on the organisation of the YOG Dakar 2022;
- It shall be an interactive website;
- It shall help present all facilities that Senegal has to offer for Dakar 2022;
- It shall be an inexhaustible source for all audiences and especially the continental and international press.

Design and implementation of a communication campaign plan for media coverage of various actions.

- This strategy was developed by the ANOCA communication pool;
- It involves all the communication units of NOCs;
- It seeks to strengthen media and non-media communication for the promotion of the YOG Dakar 2022;
- Gadgets and other visuals for the games will be produced as part of the non-media component of this communication campaign plan;
- This campaign shall be funded entirely by ANOCA and marketing partners.

EXECUTION PERIOD

Organisation of Symposiums and Forums on the stakes of Dakar 2022.

- Once a year for each NOC between 2021 and 2022.

Organisation of special seminars by National Olympic and Sports Committees of Africa.

- Once a year in 2021 by the NOCs.

Organisation of the mini Youth Games by NOCs of the continent.

- Once in 2021 by each ANOCA member country (country NOCs) or by each zone.

Africa Day on 25 May 2021: organisation of African information days on the 2022 YOG.

- Organised simultaneously on 25 May 2021.

Olympic Day on 21 June 2021: organisation by ANOCA of a Conference on «Africa and Olympism.»

- Organised on 21 June 2021 by ANOCA and the IOC.

Creation of a website to promote the YOG Dakar 2022.

- Design and production in 2020.

Design and implementation of a communication campaign plan for media coverage of various actions.

- To be designed in 2020.

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EXPECTED OUTCOMES

Criteria for success include:

- Professionalism, performance, responsibility, transparency and evaluation.

Major expected outcome:

**SUCCESS OF THE 2022 YOUTH OLYMPIC GAMES IN DAKAR, SENEGAL,
AND SHOWCASING AFRICA.**



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CONCLUSION

This action plan will be driven by effective coordination, dynamism and projection towards a common ideal. It aims at making the 2022 Youth Olympic Games in Dakar, Senegal, a huge success for Africa.

This is a first for the continent, for Senegal and for the Association of National Olympic Committees of Africa, ANOCA, which intends to make this world event an opportunity for all African youth.



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POSTFACE

Youth Olympic Games, Dakar 2022

African Culture: ANOCA'S Participation in «Culture and Olympism» Activities

We will remember to request our NOCs to showcase their cultures at the Youth Olympic Games, which will be hosted for the first time in Africa, in Dakar, and which will bring together thousands of young people from the five continents. We will work together to enhance our culture, which encompasses knowledge, all human knowledge, handed down by teaching, acquired through the Education received from our forebears; it will animate our natural communities, especially the professional trades, through our recognised techniques; it will bring about social harmony, requiring true humanism, and demonstrating life regulated around the notions of Being, Truth, Goodness and Beauty; it will be embodied in the African people, nations and homelands, where it will create the art of living in a multifaceted society which, by virtue of its fundamental unity, has always constituted the universal heritage called African civilization. It is the heritage of all men and women, thus the heritage of Africans.

Culture will have to be exhibited fully during the Youth Olympic Games in Dakar. All varieties of trades will be on display on this memorable occasion: ceramists, goldsmiths, upholsterers, etc. Our beautiful fabrics will be manufactured using traditional processes currently practised in Africa: sacred processes steeped deeply in mysticism, preserving their original purity, their grandeur. Together, we shall invest the necessary effort to demonstrate the stuff contemporary African culture is basically made of, in other words, the relevant, deeply rooted themes portrayed in literature, the arts, music, cinema and theatre. The performances would be live in the magnificent city of Dakar, in perfect communion with the values of Olympism, as if the creators of this culture were writing, painting, sculpting, to recreate the image of our continent for the people coming from all corners of the World.

Thus, each of our NOCs, each of us, will have the mission to place culture and sport in Africa in their rightful place and give them their patent letters of nobility.

Mustapha BERRAF
President of ANOCA / IOC Member

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