



ATHLETES 4 SOCIETY

Empowering the public value of sport through athletes as role models

This project will assist sport organisations in building their capacity to manage and implement policies, programmes or campaigns with impact that leverage athletes as role models.

1



Conduct a cross-country examination of the attributed **public value** of athletes as role models and (elite) sport by the population

2

Build organizational capacity through the development of an innovative 'Athletes 4 Society' **toolkit** and **bootcamp** for sport organisations on how they can successfully utilise athletes to manage the societal impact of their sport.

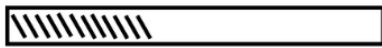


3

Stimulate and empower public value by setup, launch and award the 'European Athletes 4 Society Challenge'.



INFLUENCE OF ROLE MODELS



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"a unique and appropriate mix of partners"

