# World Taekwondo Sustainability Awards 2023

#### **Applications Overview**

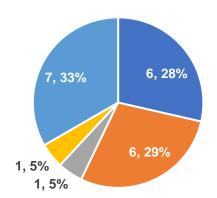
This document comprises all the submissions for the World Taekwondo Sustainability Awards 2023. A total of 21 applications were received, each aligning with one of the three Focus Areas that form the cornerstone of the World Taekwondo Sustainability Strategy. The following overview provides a glimpse into the applications and their distribution across Focus Areas and Continental Unions:

## Total number of applications received: 21

## Number of applications received per Focus Area:



## Number of applications received per Continental Union:



- Africa: 6 (Botswana, Kenya (2), Libya, Morocco, Rwanda)
- Asia: 6 (Jordan, Lebanon, Malaysia, Nepal, Philippines, United Arab Emirates)
- Europe: 1 (Belgium)
- Oceania: 1 (Australia)
- Pan America: 7 (Costa Rica, Ecuador (2), Guatemala, Haiti, Suriname, United States of America)

Applications Overview	i
Diversity, Equity & Inclusion (DEI) and Community	
Application DEI 01	
Application DEI 02	
Application DEI 03	
Application DEI 04	
Application DEI 05	15
Application DEI 06	
Application DEI 07	21
Application DEI 08	
Application DEI 09	
Application DEI 10*	
Application DEI 11*	
Environmental Sustainability	
Application ENV 01	
Application ENV 02	40
Application ENV 03*	43
Health & Well-being	
Application HNW 01	46
Application HNW 02	
Application HNW 03	
Application HNW 04	55
Application HNW 05	
Application HNW 06	61
Application HNW 07	64

# Table of Contents

#### Member National Association:

Kenya Taekwondo Federation

#### What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

## What is the name of the action you are submitting for the award?

Kenya Taekwondo Federation Diversity, Equity & Inclusion Program

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The Kenya Taekwondo Federation did realize that overall, diversity is important because it can lead to better outcomes in various aspects of life, fostering creativity, innovation, empathy, and social cohesion. It also helps create a more just and inclusive society, where everyone has an opportunity to succeed. Social inclusion is important for a person's dignity, security and opportunity to lead a better life. It has been proven over and over again how important it is to support individuals to feel connected and valued within society and address any form of social exclusion people are experiencing every. The federations diverse target group of people include but not limited to, seniors, youth, children, refugees, internally displaced persons, persons with disabilities, people experiencing mental health challenges, and low-income populations.

The program aims to achieve the following through taekwondo activities and events;

- Encourage inclusion and the equal participation of women and girls, people with disabilities, and other vulnerable or underrepresented groups and individuals.
- In partnership with schools and colleges reinforce competencies and values such as teamwork, cooperation, fair-play and goal-setting including teaching and practice transferable employment skills which can support employment readiness, productivity and income-generating activities.
- Used as a platform to campaign for socio-economic progress and raise funds to alleviate poverty.
- Assist in raising awareness and facilitating the mobilization of needed resources to alleviate poverty through partnerships with local and international bodies.
- Promote personal well-being and encourage social inclusion.
- Amplify the message of equality and respect for diversity, promote equality and use the platform to promote the value of diversity.
- Tackle prejudice and intolerance by promoting tolerance and pro-social behavior instead

## What were the key performance indicators of the action?

The key performance indicator for the Kenya Taekwondo DEI programm include;

1. The number of championship and activities realized for DEI programmes.

2. The number of individual talents identified from vulnerable groups and people living with disabilities including achievement international WT events from this groups.

3. The number of partnerships and collaborations secured (Refugee Camps, Schools for Disable, Sponsors and Communities).

The specified key performance indicators are quantifiable measure of performance over time for monitoring and evaluation. The KPIs provide targets for stakeholders to shoot for, milestones to gauge progress, and insights that will help the organization make better decisions.

#### What makes this action stand out?

Outstanding actions include

- Natured paralympic talents that has represented Kenya Taekwondo Federation in WT events.
- Supported taekwondo activities in refugee camps that has produced an individual who has participate in WT events,
- Invested in women athletes that saw one qualifying for the 2020 Tokyo Olympic and currently three female athletes are in Paris France on Taekwondo Scholarship.
- Through partnership and collaboration with SAJANAND CEMENT FACTORY in Mombasa -Kenya, Establish a center / school for disability and mentally hand caped children where all classification and categories (Blind, Deaf, Dwanzi, etc) are practicing taekwondo.

## What challenges did you face?

Challenges included

- Cultural barriers
- Very few sponsors willing to come on board
- Limited marketing platform's
- Lack of linkages between the federation, WT, IOC and UNESCO

#### What is the lasting impact you have made?

The awareness that Taekwondo can be used an advocacy platform for Diversity, Equity and Inclusion on sustainable development initiatives is a lasting impact that we have made.

#### How did you communicate the action?

The action was communicated through partnerships and collaboration with various take holders during our events and championship which are aired in all medias and prints.

#### What would the award prize money and in-kind support go towards?

The support will be used in enhancing the KTF DEI programme especially in talent development of people living with disability and the less privileged in the community.

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## Member National Association:

Libyan Taekwondo Federation

#### What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

Social Integration

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

Expanding the horizons of the sports institution and integrating it with other community organizations to extend a helping hand and assistance in various societal issues. Its work is not limited to organizing and monitoring sports activities alone.

I have experience in integrating the sports institution into various community issues, especially in awareness and reconciliation during the challenging times my country has faced, including wars and disasters. The Chairman of the Research and Development Committee at the Libyan Taekwondo Federation, launched an educational and informative program that had a significant impact on the overall community.

#### What were the key performance indicators of the action?

There is a significant acceptance and agreement between other community institutions and the sports institution because it operated as a neutral party, attracting all stakeholders and bringing them together through sports and education.

#### What makes this action stand out?

The program was launched through seminars and online workshops, eliminating any communication difficulties and the need for others to travel during challenging circumstances, whether during the COVID-19 pandemic or times of conflict. Everyone gathered in this virtual world, where perspectives converged, and all parties came together for education and development.

#### What challenges did you face?

The limitation of resources hinders the transition to the second phase, which involves organizing these programs in the physical world, despite the significant consensus among all participants in the virtual world or Zoom seminars.

#### What is the lasting impact you have made?

Rejecting division and moving towards constructive efforts through educational and instructional programs. Sport is the universal language.

#### How did you communicate the action?

Through extensive media coverage and also through educational videos and explanations.

# What would the award prize money and in-kind support go towards?

Completing the second phase which involves preparing a dedicated location for hosting seminars and workshops.

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## Member National Association:

Nepal Taekwondo Association

## What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

#### WT-ADF Cares Nepal Project

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

WT-ADF Cares Nepal Project was carried out in different organization where children from different background lives together. Mostly the children from low-economic background and orphans. This project mainly aimed to train Taekwondo resulting in the development of the children for life improvement relating to education, sport, peace and Olympic values.

and to encourage and increase the participation of children in taekwondo events and upgrade them socially, mentally and physically.

#### What were the key performance indicators of the action?

- Taekwondo Training that includes both kyorugi as well as poomsae
- Self-defense Training
- Woman Empowerment
- Discipline
- Confidence build-up
- Physical well being
- First-Aid Training
- National and International Event Participation

#### What makes this action stand out?

- This project was not possible without the support from WT.
- Willingness of the organization who agreed to carried out the project.
- Coaches and Athletes active participation.
- Regular monitoring and evaluation of NTA.

#### What challenges did you face?

Budgeting was the main challenge faced by NTA.

As we want to involve more centers for the project, due to limited budget we are not able to do so.

#### What is the lasting impact you have made?

Taekwondo training is still carried out even after the end of the project.

The athletes has participated in national and international taekwondo events and has achieved medal as well.

#### How did you communicate the action?

- Theory as well as Practical classes
- Grading examination
- Taekwondo Championships

# What would the award prize money and in-kind support go towards?

The award prize money and in-kind support will go towards the development of taekwondo in Nepal.

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#### Member National Association:

Australian Taekwondo

## What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

The Path to Gender Balance across the Taekwondo Ecosystem

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The significant under representation of women across all levels of the organisation and across the ecosystem was identified in late 2020. A strategic and systemic approach was undertaken to improve gender balance with a focus on key roles including Board, organistional staff, coaches and referees. A key set of principles have been consistently applied to advance the gender balance agenda, alongside best practice targets for representation.

#### What were the key performance indicators of the action?

The levels of under representation were so significant any improvement would have been well received but key performance indicators were aligned to the organisational strategic plan and informed by national and global best practice. Board KPI was 40/60 either gender; Organisational staff KPI was 50/50; Coaching and Referee KPIs were set at 30%.

#### What makes this action stand out?

This commitment to action stands out as it has delivered transformational change for the organisation and the sport in Australia. It was not only the right thing to do but the complexity of the problem meant that it needed multiple actions (policies, processes, champions, data, comms) working in concert to enable a meaningful shift that truly serves our participants and stakeholders.

## What challenges did you face?

Challenging our habits and worldviews can often be very uncomfortable. The on-going systemic and structural aspects of this work meant that we were careful to not engage in "quick fix" representation but focused diverse representation at all levels and all roles across the ecosystem. Shifting recruitment and selection still provides the biggest opportunity for gender balance - it is still underpinned by a strong belief in meritocracy which is a myth that continue to be tightly held.

#### What is the lasting impact you have made?

We have achieved transformational change for our organisation and system. Our numbers and representation are now: Board 50/50 gender representation; Organisational staff 6/11 are women; Coaches on national teams 31% and 35% of all accredited coaches in Australia; Referees 35% are women. The numbers are supported by constitutional changes, new policies, processes, targets and investment.

## How did you communicate the action?

Communication is one of our 5 core principles - "What are we saying about who we are becoming?' The shift here was to "Outcome Creation" which meant the focus and energy of our team was spent on creating what mattered and bringing those things into being (new language, images, colours, brand). There is now an organisational commitment to gender balanced stories and imagery across all communication platforms for participants, coaches, referees and leaders. It is led by a new communications manager who brings a gender inclusive lens.

## What would the award prize money and in-kind support go towards?

We would use the investment and resources from this award to take the next step in our gender balance work to address the "gap" for men alongside women.

We see this work starting with:

- The opportunity to research, explore and re-shape traditional definitions of masculinity in our sport, to improve experiences and engagement for both men and women.
- Develop strategies to reduce polarisation around the gender equality agenda in sport.
- Develop new diversity metrics that can support our inclusion of diverse groups of men with the ability to work, lead and coach alongside women across the taekwondo ecosystem in Australia.

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#### Member National Association:

Lebanese Taekwondo Federation

#### What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

"Linking Taekwondo and Education is the salvation of Nations".

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

Lebanon is a nation characterized by its myriad of religions and ethnic backgrounds, which, at times, fuel social problems and conflicts. The youth, particularly athletes, were at risk of being detached from education and essential values. To counter this, our primary goal was to instill discipline, values, and education through the practice of martial arts.

Through dedicated efforts, we have achieved remarkable progress. The Lebanese Taekwondo Federation has emerged as a national sports institution, a stark contrast to its minor presence just seven years ago. Our athletes have significantly improved their international rankings. We have solidified partnerships with various schools, universities, and embassies, fostering an environment where taekwondo can positively impact the community. Notably, we established a significant collaboration with Kukkiwon, further bolstering our commitment to martial arts excellence. Additionally, we've formed a groundbreaking partnership with a bank, aimed at enhancing our community's well-being through shared discounts and opportunities. This initiative has not only elevated taekwondo but has also contributed to the holistic development of our society.

## What were the key performance indicators of the action?

The key performance indicators for our action were thoroughly monitored through the 28 committees within the Lebanese Taekwondo Federation. Regular monthly evaluations by the Federation Secretariat ensured we met our goals. Our primary objectives included raising awareness of the values and discipline associated with taekwondo within our communities. We incentivized athletes with educational discounts to promote their pursuit of knowledge. Notably, the participation in taekwondo has witnessed a remarkable 100% increase from 2016 to the present. The community now boasts around 15,000 members, including referees, instructors, and parents, signifying our success in broadening our impact.

## What makes this action stand out?

What sets this action apart is its unprecedented approach to leveraging taekwondo for the betterment of the community. Globally unique, it pioneers the integration of taekwondo into the realms of business and sustainability for families. By empowering community members to simultaneously be athletes in taekwondo, we've not only enriched their lives through martial arts but also provided opportunities for financial stability and personal growth. This innovative synergy of sports, education, and entrepreneurship makes our initiative truly exceptional.

# What challenges did you face?

Beirut Explosion, the collapse of Lebanon's banking system, the global pandemic, COVID-19

## What is the lasting impact you have made?

- 12th Asian Junior Taekwondo Championships (G2) : September 2nd 4th, 2023
- 7th Asian Junior Taekwondo Poomsae Championships : September 5th, 2023
- 5th Asian Cadet Taekwondo Championships : September 6th 8th, 2023
- 5th Asian Cadet Taekwondo Poomsae Championships : September 9th, 2023
- 8th Asian Para Taekwondo Open Championships (G4/G2) : September 10th, 2023
- ATU Poomsae education in Lebanon (3-4, 6 & 7 Sep, 2023 )
- Kukkiwon demonstration Team in 2023 Asian Championships (Opening Ceremony)

More than 5000 PPI attend this events. In the midst of challenging times in our country, hosting the Asian Taekwondo Championships proves to be a beacon of hope and a source of multiple benefits for our Country.

# How did you communicate the action?

We communicated this action through a multi-pronged approach, starting with awareness events held in Hotel Royal five-star hotel, targeting both parents and athletes. These events provided a platform for showcasing our initiatives to the broader community. Additionally, we organized numerous events dedicated to promoting our action, amplifying our message through various channels. These efforts aimed to reach a wider audience and raise awareness about the positive impact of taekwondo on our society, solidifying our commitment to fostering discipline, values, and education.

# What would the award prize money and in-kind support go towards?

The award prize money and in-kind support will be dedicated to fostering excellence and motivation among our athletes. Specifically, the prize money will be distributed equally among the gold medalists of the national team in the year 2024 for the cadets and juniors categories, both male and female, who secured the first place in Kyorugi.

Please upload any relevant images or videos to demonstrate your Action Please upload any supporting documents concerning your Action Please paste any links to posts concerning your Action

## Member National Association:

Ecuadorian Taekwondo Federation

#### What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

Administering third and fourth level scholarships to benefit the entire Ecuadorian taekwondo community (athletes, their immediate family members, coaches, directors, and officials affiliated with the Ecuadorian Taekwondo Federation), by forming inter-institutional partnerships with universities and technological education centers.

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The Ecuadorian Taekwondo Federation highlights education as a priority for achieving its objectives. Playing a fundamental role in promoting a sustainable future, the signing of institutional cooperation agreements is essential. Through these agreements, comprehensive development of its members can be achieved. This includes education, academic training, academic mobility, and the promotion of engagement practices in social, sports, and cultural sectors, providing opportunities for lifelong learning. With this focus on educational collaboration, the aim is not only to enhance the educational quality of the members of the Ecuadorian Taekwondo Federation but also to strengthen all capacities and achieve holistic development.

#### What were the key performance indicators of the action?

The key performance indicators for measuring the success in the management and implementation of the education scholarships for the sports community of the Ecuadorian Taekwondo Federation have been indicators of quality, productivity, capacity, strategy, efficiency, efficacy, and effectiveness. Those indicators allow us to measure the results qualitatively and quantitatively, facilitating an evaluation of the processes and the quantification of the scholarships awarded and their beneficiaries, thus achieving the objectives set by the Ecuadorian Taekwondo Federation.

## What makes this action stand out?

We value the diversity of sports disciplines in our country, promoting education through Taekwondo clubs nationwide. These clubs invite individuals of all backgrounds, regardless of their age, ethnicity, race, color, socioeconomic status, and culture, who practice this sport and martial art within each region. It is observed that people from certain groups face barriers that limit their educational continuity. Therefore, through agreements and scholarships, we commit to ensuring that all individuals have the necessary access to higher education, thereby ensuring a better quality of life.

## What challenges did you face?

Taekwondo practice in our country starts from the age of 4 and onwards, but upon reaching adulthood, there is a significant dropout rate due to the limited opportunities provided for higher education and continuing in sports practice. The first challenge was to raise awareness among academic authorities about the benefits of having professionals with a sports-martial arts background in the academic field.

Guaranteeing the Ecuadorian taekwondo community full compliance with the legalized agreements for obtaining an academic degree that ensures a brighter future for them.

#### What is the lasting impact you have made?

The lasting impact we aim to achieve is that the members of the Ecuadorian Taekwondo Federation gain access to educational scholarships. This allows them to pursue their long-term goals, developing both in sports and education. They can create a life plan with clear and achievable objectives, becoming valuable contributors to society and promoting the development and practice of Taekwondo for future generations.

Our athletes are keen to not only achieve national and international sports successes but also access academic scholarships and complete their higher-level education, just like the coaches who seek to obtain a third-level degree.

"If we want to talk about quality, equity, inclusion, and lifelong learning, we all need to be jointly responsible."

#### How did you communicate the action?

The signed agreements were disseminated through Zoom meetings, social media, emails, and messages in various WhatsApp groups to all members of the Ecuadorian Taekwondo Federation, including Provincial Sports Federations, Provincial Associations, Specialized Training Clubs, High-Performance Specialized Clubs, District Sports Leagues, schools, Taekwondo academies, directors, coaches, and athletes. They were provided with relevant information about the names of the national-level institutions, academic offerings, study modes, and financing options of each institution with which the agreements have been made.

#### What would the award prize money and in-kind support go towards?

The cash prize will be used to finance the payment of the scholarship percentage for athletes who lack the financial means to cover the fees charged by the higher-level education institution.

In-kind support will be used to equip and enhance our sports organizations for hosting events and to provide equipment for our delegations in future sports competitions across all categories and genders.

# Please upload any relevant images or videos to demonstrate your Action

In Spanish:

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# Please upload any supporting documents concerning your Action

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## Please paste any links to posts concerning your Action

In Spanish:

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## Member National Association:

Guatemala Taekwondo Federation

## What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

## What is the name of the action you are submitting for the award?

Social Programs of the Taekwondo Federation

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The Taekwondo Federation is committed to promoting diversity, equity, and inclusion in sports. Through its social programs, the Federation aims to:

- Promote Taekwondo as a means to erradicate ethnic, gender, and social exclusion.
- Engage with women and girls to work towards multiculturalism through Taekwondo.
- Empower women at risk living in rural and marginalized areas to prevent and eliminate violence against women.
- Provide women with the tools to defend themselves against abuse, harassment, and violence.
- Boost women's self-esteem through the practice of Taekwondo, enabling them to become agents of change in their communities.

## What were the key performance indicators of the action?

- Achieve the participation of 250 women in Taekwondo competitions.
- Attain a 25% representation of women in leadership positions within the Taekwondo Federation.

#### What makes this action stand out?

- The Taekwondo Federation is the only national organization in the sports field with a social program that encompasses activities focused on women who have been victims of trafficking, women who have experienced violence, indigenous girls, children with Down syndrome, and youth in marginalized areas at high risk of gang involvement.
- The Federation's programs are designed to address a range of needs, from promoting women's participation in sports to preventing violence against women.
- The Federation is dedicated to collaborating with institutions worldwide to achieve its goals.

## What challenges did you face?

- Limited resources constrain the Federation's ability to implement more social programs and reach more locations.
- Discrimination and sexism can create barriers to women's participation in Taekwondo.
- Violence against women is a complex issue that needs a multifaceted approach.

## What is the lasting impact you have made?

The social programs of the Taekwondo Federation have the potential to have a lasting impact on both the sport and society. By promoting diversity, equity, and inclusion, the Federation can contribute to creating a more inclusive and accessible Taekwondo for everyone.

#### How did you communicate the action?

The Federation utilizes a variety of communication channels to disseminate information about its social programs, including:

- The Federation's website.
- The Federation's social media platforms.
- Marketing materials of the Federation.
- Conferences and events organized by the Federation.

## What would the award prize money and in-kind support go towards?

- 1. Increase the number of coaches for social programs.
- 2. Increase the number of annual training sessions focused on the programs.
- 3. Donate taekwondo uniforms to the children and girls benefiting from the social programs.

# Please upload any relevant images or videos to demonstrate your Action

## Please upload any supporting documents concerning your Action

In Spanish:

https://drive.google.com/open?id=1vpb 9OMI-qw8xjq7wcshI2nqOA-YR27E

## Please paste any links to posts concerning your Action

https://www.youtube.com/watch?v=Naeq4Ob3fl0

In Spanish:

https://www.youtube.com/watch?v=bUfLBG5bStM

https://www.soy502.com/foto-galeria/ninas-tipulcan-ejemplo-mundo-taekwondo

https://m.facebook.com/profile.php/?id=100073174803597&locale=es\_LA

#### Member National Association:

United Arab Emirates Taekwondo Federation

#### What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

The initiative to promote the sustainability of Taekwondo in the United Arab Emirates at both the local and global levels.

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

In line with the strategy of the World Taekwondo (WT) organization on sustainability in 2022, as well as the strategy of the United Arab Emirates Taekwondo Federation for 2022-2025, the UAE Taekwondo Federation has launched an initiative to promote the sustainability of Taekwondo in the United Arab Emirates at both the local and global levels. This initiative aims to ensure diversity, equity, and integration in society. The initiative focuses on:

- Promoting the culture of Taekwondo for all segments of society, including people from diverse nationalities and cultures.
- Training coaches and players of all genders, as well as individuals with disabilities.
- Participation in global tournaments and hosting international championships.

To achieve fairness in sports, uniform rules and regulations are applied, providing equal opportunities for both genders to participate, compete, and train. The latest refereeing systems are implemented to ensure fairness in judging, and support is provided for emerging talents. The initiative also encourages the development of positive community relationships, cultural exchange, and promotes the health and fitness of the community.

Additionally, the UAE Taekwondo Federation aims to create a supportive sports environment for Taekwondo and strengthen relationships with sports institutions dedicated to Taekwondo. This is to ensure readiness and preparedness to host local, regional, and international championships while implementing the latest technological best practices in the sport of Taekwondo. The goal is for the UAE Taekwondo Federation to become one of the best sports federations at the local, regional, and global levels.

## What were the key performance indicators of the action?

- Number of tournaments hosted in the past three years: 4 international ranked tournaments and 28 local tournaments.
- Number of tournaments participated in during the past three years: 10 international tournaments.
- Number of participants: 669, with 542 medals awarded in Taekwondo over the past three years.
- Percentage increase in the number of male and female players: 50-60% annually.
- Number of domestic training camps organized in 2022: 12.

- Number of international training camps participated in during 2022: 9.
- Number of talents discovered through the Sheikh Mohammed program in 2023: 386 players from 40 local and Arab sports clubs. Number of talents discovered through the Future Generations program in 2023: 506.
- Number of government clubs: 3.
- Number of private clubs: 25.
- Number of registered players: 4,107.
- Agreement with Kukkiwon to establish an office in Dubai.
- Total number of referees: 72.
- Number of international referees: 25.
- Number of local referees: 47.

## What makes this action stand out?

The focus on the human dimension is evident as the honorary president of the Taekwondo Union generously donated to the Taekwondo Humanitarian Foundation to build a sports complex for Syrian refugees in Jordan. During the Fujairah Taekwondo Championship , more than 50 refugee players .The Union provided(Daedo Vests)for the Saudi Arabian Taekwondo Federation at the Women's World Championship and offered matting for the Bahraini Taekwondo Federation at the Para Taekwondo Championship.

The UAE Taekwondo Union is the first in the Arab world to implement the (KNPS). They successfully hosted the third Arab Cup and the tenth International Fujairah Championship in 2023. Furthermore, the national team participated in the Skopje Open Championship, and the Union organized 12 tournaments for the 2022-2023 sports season.

The President of the International Taekwondo Federation emphasizing that it has become a global destination for Taekwondo champions from all over the world.

## What challenges did you face?

The challenges encountered in organizing and hosting tournaments at both the global and local levels include the need for coordination with all sports federations to provide the necessary organizational requirements and cover the costs. Funding for these tournaments is provided by the honorary president of the union, His Highness Sheikh Mohammed bin Hamad Mohammed Al-Sharqi. Ensuring the availability of training facilities and sports complexes is vital for hosting. Security and safety measures are paramount for protecting players and audiences, as well as providing medical care, insurance, and security precautions. Selecting qualified and professional referees and adhering to tournament rules correctly are essential. Regarding ensuring tournaments are organized on their designated schedules, efforts are made to ensure the readiness of welcoming delegations from airports to accommodation and training venues.

## What is the lasting impact you have made?

Enhancing the global reputation of the United Arab Emirates and elevating its status as a supportive sports destination for sustaining the sport of Taekwondo, both domestically and internationally, is a key objective. The UAE has been selected to host the 2025 World Taekwondo Championship for juniors, solidifying its global standing. Sustainable development for local athletes, enhancing their performance, and exposing them to international experiences and interactions with elite global players are top priorities. Hosting international tournaments is

considered a strategic investment, resulting in financial revenues and increased government support. Notably, one of the country's Taekwondo clubs achieved the General Excellence Shield for three consecutive years, and in 2022, two citizen international referees were produced. An international referee course was held, and the Union includes an accredited lecturer from the international federation and two accredited technical delegates.

#### How did you communicate the action?

The President of the UAE Taekwondo Union is regarded as the first Arab candidate from the Asian continent and the first Emirati to secure a new international role for UAE sports. He achieved this by winning a seat on the Executive Board of the International Taekwondo Federation for the 2021-2024 Olympic cycle in the elections. He also served as the official representative and chaired the organizing committee for the closing ceremony of the World Taekwondo Championship awards distribution, hosted in the Emirate of Fujairah. Furthermore, he is a member of the Executive Board of the UAE Olympic Committee. His active international involvement in martial arts has been instrumental in showcasing the UAE's commitment to Taekwondo and its global communication. Communication and marketing plans have been devised for organizing tournaments in the UAE.

#### What would the award prize money and in-kind support go towards?

The financial prizes and in-kind support will be used across various aspects that benefit the players, teams, and the sport itself. This will involve financing training programs, covering players' travel expenses for participation in regional and international competitions, and supporting training camps. Additionally, funds will be allocated to purchase the latest sports equipment and technology to enhance the precision, quality, and efficiency of officiating. Investment in research and development projects will be carried out to improve training methods, performance analysis, injury prevention, and remote coaching. The support will also be utilized to provide the necessary logistical services for organizing and hosting tournaments. Moreover, it can be used to offer scholarships or educational support to athletes, especially young talents, to achieve a balance between their sports careers and education.

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## Member National Association:

Philippine Taekwondo Association

#### What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

Taekwondo For All

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The action taken by the Philippine Taekwondo Association (PTA) was a comprehensive effort to propagate Taekwondo throughout the Philippines' diverse regions and sectors. With the country's 7,641 islands and 17 regions, there was a need to create a unified approach to promote the martial art. The PTA aimed to instill the values and skills of Taekwondo while fostering a spirit of unity and discipline among citizens. They recognized the potential impact of Taekwondo on the development of individuals and the nation as a whole.

To achieve their goals, the PTA established Taekwondo programs in all regions, ensuring accessibility to all. They also partnered with the Department of Education to introduce Taekwondo into the public and private school curriculum. Partnering with local government units further promoted the martial art in cities and provinces Collaboration with the Philippine National Police and the Armed Forces of the Philippines further extended the reach of Taekwondo, making it an integral part of training and education. This comprehensive strategy aimed to not only promote the martial art but also contribute to the development of a dynamic and disciplined citizenry in the Philippines.

#### What were the key performance indicators of the action?

The KPIs for the PTA's action encompassed several elements. They established regional management committees in each region to provide guidance and support for instructors, with the primary goal of effective management and development of Taekwondo. Additionally, the PTA aimed to create an environment of shared knowledge and skills through regional tournaments, which served as platforms for preparing players for national-level competitions. Moreover, ensuring their representation is significant, underscoring the commitment to promoting inclusivity and diversity in showcasing talent from different parts of the country on national stage. These collectively contributed to the comprehensive development, promotion of Taekwondo across the Philippines.

## What makes this action stand out?

What makes this action remarkable is its unifying approach in a country with a single Taekwondo association, ensuring a standard program across regions. The comprehensive range of activities, from beginners to elite, diverse age groups, demonstrates inclusivity and commitment to fostering skill development for all. Emphasis on upgrading knowledge through courses benefits players, instructors, referees, and officials, thus strengthening the entire Taekwondo community. Furthermore, the action's embrace of DEI principles and its focus on community-building highlight its commitment to creating an accessible, fair, and united environment for all practitioners, making it stand out as a model of inclusive sports development.

#### What challenges did you face?

Several challenges were encountered during this endeavor, including unifying regions with diverse backgrounds, ethnicities, skill levels, populations, and religions. Creating effective leaders capable of leading instructor and player groups while maintaining consistency with the standards posed a challenge. Organizing the program to accommodate the Philippines' unique geographic setup required careful planning. The proper allocation of budget resources was another challenge, and adapting to technology, particularly the use of Protector and Scoring System (PSS), presented its own set of difficulties. Overcoming these challenges was essential to successfully implementing the action plan and promoting Taekwondo inclusivity and development across the country.

#### What is the lasting impact you have made?

The lasting impact of our efforts in promoting Taekwondo in the Philippines includes the education of diverse communities, fostering inclusivity among individuals from various backgrounds, including lowland and mountain communities, Christians, Muslims, and indigenous groups. This action has resulted in a strong and enduring partnership with government agencies and various sectors, solidifying the role of Taekwondo as a unifying and inclusive force in the country. It has created a legacy of diversity, equity, and unity through the martial art, leaving a positive and lasting impression on the nation's cultural and sporting landscape.

#### How did you communicate the action?

Communication of the action was achieved through various means. Regular meetings were held for the regional heads and sectoral agencies during various national tournaments, facilitating information exchange and coordination. Continuous communication and knowledge transfer through seminars and PTA technical support played a crucial role in upgrading the levels of instructors and practitioners. Open lines of communication from regional head to the PTA ensured feedback and collaboration. Additionally, the conduct of trainers' training programs supported ongoing development and knowledge sharing. These communication strategies contributed to the effective implementation and sustainability of the action.

#### What would the award prize money and in-kind support go towards?

The award prize money and in-kind support would primarily be allocated towards technology upgrades, specifically enhancing the Protective and Scoring System (PSS) in all regional tournaments to match national and international standards. This investment in PSS across regions and sectors would ensure fair competition and alignment with global Taekwondo standards. Additionally, a significant portion of the funds would be directed towards conducting training and seminars, ensuring that all regions and sectors are included in these developmental initiatives, ultimately fostering the growth and inclusivity of Taekwondo in the Philippines.

Please upload any relevant images or videos to demonstrate your Action Please upload any supporting documents concerning your Action Please paste any links to posts concerning your Action

# Application DEI 10\*

## Member National Association:

Taekwondo Malaysia (WTF)

## What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

Sponsorship and Fundraising Projects to Generate Funds for Taekwondo Malaysia (WTF)

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

To help the National Taekwondo Federation to generate its own funds by implementing fundraising activities and securing sponsorship deal to which they can fully support all the technical programs and projects through out the country.

#### What were the key performance indicators of the action?

The KPI of action is to implement 7 projects as below.

- 1. Organizing Coaching Seminar
- 2. Organizing Banquet
- 3. Implementation royalty for TM brand usage
- 4. Conduct 8 Coaching Clinic for students
- 5. Selling Premier Items
- 6. Having 8 Coaching Clinic for students
- 7. Approaching 5 Non Government Organization

#### What makes this action stand out?

This project was implemented and had produce result by achieving the targeted income and has raise fund for the sustainability of organization. Prior to the project we also carried out Humanitarian and Refugee Run throughout the country to promote the sport and awareness among the public and Taekwondo practitioners. Lastly, we were also given a fund of 1 million Ringgit Malaysia (RM 1,000,000) to Taekwondo Malaysia by the previous Prime Minister. Out of that we donated RM 60,000 to WT Taekwondo Humanitarian Foundation.

#### What challenges did you face?

- There is an initial cost in carrying out the program.
- There are other Taekwondo bodies that co-exist creating confusion among the public.
- Lack of experience in carrying out fundraising and sponsorship projects.
- The sponsorship and fundraising projects may not get the desired support from the NGO due to the recent economy down turn in the country.

#### What is the lasting impact you have made?

<sup>\*</sup> This initiative emphasizes the development of Taekwondo as a sport, rather than utilising it for sustainable development.

We have generated the desired income and successfully carried out all the 7 projects. Further to this we also included our:

- Affiliates
- National Association
- National Olympic Committee
- Politicians
- Government Organization
- Non Government Organization
- Technical Officials
- Foreign countries dignitaries, officials and participation
- Coaches
- Athletes
- Volunteers and
- Parents

to be part of our fund raising program. We also manage to strengthen the bond among all these participants for future sustainability of the program.

## How did you communicate the action?

Prior to the action, the approval was obtain from the council and was communicated to all members / club/ trainings center on our objective to raise fund for the organization. This communication was via meetings, email, social media and letters.

## What would the award prize money and in-kind support go towards?

The award money will help Taekwondo Malaysia in supporting our elite and para Taekwondo development program.

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This project also presented at the International Coaching Enrichment Certificate

Program (ICECP) organised by IOC

https://www1.udel.edu/ICECP/participants/2017/rassiah.html

# Application DEI 11\*

#### Member National Association:

Morocco Royal Taekwondo Federation

#### What is the category of the award you are applying for?

Diversity, Equity & Inclusion (DEI) and Community

#### What is the name of the action you are submitting for the award?

Aiming to establish a solid practice background and reaching immense to realize the concept of Diversity, Equity & Inclusion (DEI) and Community.

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

1.Taekwondo:

Open Houses and Free Trials:

Host open clubs or free trial classes to introduce people to Taekwondo. This allows them to experience the art firsthand.

2.Online Presence:

maintain a professional website and maintain an active social media presence to provide information about your school or club, class schedules, and events.

3. Social Media Marketing:

Use social media platforms to share photos, videos, and stories of your Taekwondo classes, events, and achievements.

4.Local Advertising:

Advertise in local newspapers, magazines, or community bulletin boards to reach potential students in your area.

Encourage current students to refer friends and family members. Offer incentives like free classes or discounts for successful referrals.

5.Community Involvement:

Participate in community events, fairs, or parades. Set up a booth to showcase Taekwondo and provide information.

6.School Presentations:

Visit local Clubs to give presentations on Taekwondo and offer demonstrations. This can pique the interest of students and parents.

#### What were the key performance indicators of the action?

<sup>\*</sup> This initiative emphasizes the development of Taekwondo as a sport, rather than utilising it for sustainable development.

Create special introductory packages, discounts, or promotions to attract new students, especially during certain times of the year, like back to school season

Host workshops seminars or selfdefense classes to showcase the practical aspects of Taekwondo and draw in participants from various backgrounds.

Perform Taekwondo demonstrations at local events, sports competitions, or school assemblies to showcase the arts excitement and discipline.

Focus on providing high-quality instruction and a positive learning environment to retain existing students and encourage word-of-mouth referrals Develop specialized programs for children and teenagers, as Taekwondo activities and confidence in young individuals and Join and promote to gain credibility and recognition.

#### What makes this action stand out?

This action is distinguished due to the fact that it will be having a positive impact on Taekwondo practice all over the globe and especially young generations

#### What challenges did you face?

In fact, the challenges are as follow : lack of financial resources / the need for foreign instructors / peace coprs are needed.

#### What is the lasting impact you have made?

one of the most lasting impact that we have made was, that we have been strengthening our ties and cooperations with all Allies and Taekwondo institutions also for keeping up the good impact of the parctice over the African continent and the Arab MNA's in order for us to keep up with recent updated events.

#### How did you communicate the action?

Through out, Social Media / Emails / whatssap /

#### What would the award prize money and in-kind support go towards?

Actually are being under treatment

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https://www.facebook.com/fedrmtaekwondo/photos

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In French:

https://lematin.ma/express/2023/coupe-arabe-taekwondo-maroc-remporte-13-medailles-dont-3or/386279.html

# Application ENV 01

### Member National Association:

Kenya Taekwondo Federation

### What is the category of the award you are applying for?

**Environmental Sustainability** 

#### What is the name of the action you are submitting for the award?

#### Kenya Taekwondo Turns Green Concept

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The Kenya Taekwondo Federation "Taekwondo Turns Green Concept involved rolling out an integrated program of environmental conservation and naturing young taekwondo talents through tree planting exercise. The federations engaged in planting trees during all its events and championships through partnering with different stakeholders and sponsors. A target of planting 500,000 trees per year in partnership with public and private institution was set. The federation is aiming to achieve the following:

- Through our events promote public awareness towards climate protection and stimulate enhanced community response for local environment preservation.
- Make significant contributions to combat climate change through collaboration among a variety of involved stakeholders.
- Offer a platform for education and promotion regarding the preservation of terrestrial ecosystems.
- Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- Through educational initiatives, provide well-researched insights into the interactions between biodiversity and the lifestyle choices by explaining the interrelatedness of food, consumption, culture and biodiversity conservation.
- Important values and be an effective platform for values advocacy and education. Taekwondo therefore be used as a tool for the integration of ecosystem and biodiversity related values into development processes.
- The environmentally friendly organization of Taekwondo events, to serve as a best practise model and provide sustainability assessment and recommendations on best practices to protect the ecosystem. This will come with innovative solutions and the most resource efficient and clean energy initiatives.

#### What were the key performance indicators of the action?

The key performance indicator for the Kenya Taekwondo Turns Green Concept include;

- 1. The number of championship and activities realized for tree planting exercise
- 2. The number of trees planted annually.
- 3. The type of trees profiled per event and marked on GPS for ease of location and security protection. This includes monitoring and inventory management.

The specified key performance indicators are quantifiable measure of performance over time for monitoring and evaluation. The KPIs provide targets for stakeholders to shoot for, milestones to gauge progress, and insights that will help the organization make better decisions

# What makes this action stand out?

The kenya Taekwondo Federation is currently the only federation that has spear headed tree planting for sustainable development. In collaboration with the National Olympic Committee, it has partnered with government security forces and the education sector to implement the programme.

Sustainable Developing and Climate Conservation through sports is a United Nation SDG and therefore in preparation of partnering with IOC through WT on UNESCO's programs in Education; Natural Sciences; Social and Human Sciences; Culture; and Communications and Information for promotion of sustainable development goals through Taekwondo activities, the Kenya Taekwondo Federation is promoting the Taekwondo Turns Green Concept in Schools, Colleges and University.

# What challenges did you face?

Challenges included

- High cost of seedlings
- Very few sponsors willing to come on board
- Limited marketing platform's
- Lack of linkages between the federation, WT, IOC and UNESCO

# What is the lasting impact you have made?

The awareness that Taekwondo can be used an advocacy platform for climate change through sustainable development initiatives is a lasting impact that we have made.

# How did you communicate the action?

The action was communicated through partnerships and collaboration with various take holders during our events and championship which are aired in all medias and prints.

# What would the award prize money and in-kind support go towards?

The prize and the in kind support will go towards enhancing our KPIs and addressing the challenges,

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# Application ENV 02

### Member National Association:

Costa Rica Taekwondo Federation

### What is the category of the award you are applying for?

**Environmental Sustainability** 

#### What is the name of the action you are submitting for the award?

Promoting a sustainable environment, reducing plastic usage, and tree planting.

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The proposed action for the award is the reduction of plastic bottle usage due to the availability of constant potable water during events or training sessions organized by the Costa Rican Taekwondo Federation. This is combined with a social initiative of tree planting to promote environmental sustainability. These trees contribute to oxygen production, air purification, soil fertility, erosion prevention, water retention for aquifers, and serve as shelters for wildlife. (Sustainable Environment Focus)

#### What were the key performance indicators of the action?

Significant reduction in the use of bottles and the purchase of bottled beverages or water. Additionally, raising awareness that each athlete, coach, or event visitor should bring their own reusable container to utilize the hydration areas provided by the Federation. Implementation of strategic tree planting at pre-identified locations.

#### What makes this action stand out?

To be a pioneering and exemplary federation at the national level through the implementation of environmentally friendly sustainable actions. Additionally, to raise awareness among the new generations about the importance of conservation and sustainability for them to incorporate actions into their daily lives.

#### What challenges did you face?

The challenge is to change mindsets regarding water and energy conservation, proper waste disposal, reducing plastic consumption, and implementing hygiene and safety practices during the organization of sports events managed by the Costa Rican Taekwondo Federation. This is aimed at leaving a positive impact and setting an example as a federation at the national level.

# What is the lasting impact you have made?

The achieved impact includes increased interest from academies in participating in environmental initiatives such as tree planting, beach and park cleanups. Additionally, there has been a positive influence on the use of personal containers for drinking water during events. Sensitization efforts have also effectively educated individuals on the correct use of recycling bins strategically placed within the facilities.

# How did you communicate the action?

Communication is conducted through various channels, including Facebook, the Federation's main website, active WhatsApp groups comprised of athletes, academy teachers, and parents. Additionally, there is a dedicated space during the technical meetings to promote and communicate these initiatives.

#### What would the award prize money and in-kind support go towards?

Today, the prize money would be allocated to directly impacting the environment through a national reforestation or tree planting campaign. This campaign encompasses planning, operations, control, and supervision of all processes involved in tree planting.

Additionally, funds would be used to acquire recycling containers strategically placed in the various academies affiliated with the federation.

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# Application ENV 03\*

#### Member National Association:

Haiti Taekwondo Federation

### What is the category of the award you are applying for?

**Environmental Sustainability** 

### What is the name of the action you are submitting for the award?

#### **Environmental Sustainability**

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The Haiti Taekwondo Federation recently organized an action to promote and develop the sport of taekwondo in Haiti. The need for this action arose from the desire to provide opportunities for Haitian athletes to excel in taekwondo and represent their country on an international level. The federation aimed to achieve several objectives through this action, including increasing participation in taekwondo, identifying and nurturing talented athletes, and ultimately improving the overall performance of Haitian taekwondo athletes in national and international competitions.

#### What were the key performance indicators of the action?

The key performance indicators for the action organized by the Haiti Taekwondo Federation can include metrics such as the number of participants, the level of engagement and satisfaction among participants, the number of new members recruited, the amount of funds raised or sponsorship obtained, the level of media coverage and social media engagement generated, and the overall impact on the development and promotion of Taekwondo in Haiti. These KPIs can help assess the success and effectiveness of the action and provide valuable insights for future planning and improvement.

# What makes this action stand out?

This action stands out for Haiti Taekwondo because it was a significant event that aimed to promote the sport and showcase the talent and skills of the athletes. It also aimed to raise awareness about the sport in Haiti and attract more participants and supporters. The action was well-organized and received positive feedback from participants and spectators. Additionally, it provided an opportunity for the Haiti Taekwondo Federation to demonstrate its commitment to the development and growth of the sport in the country.

#### What challenges did you face?

Some of the challenges faced by Haiti Taekwondo include limited resources and funding, lack of proper infrastructure and training facilities, and the need for more qualified coaches and instructors. Additionally, the federation also faces the challenge of promoting and popularizing the sport in a country where other sports may be more dominant.

<sup>\*</sup> This initiative emphasizes the development of Taekwondo as a sport, rather than utilising it for sustainable development.

# What is the lasting impact you have made?

The lasting impact made by Haiti Taekwondo includes promoting the sport of taekwondo in Haiti, providing opportunities for athletes to compete at international levels, and fostering a sense of community and empowerment among participants.

# How did you communicate the action?

The action for Haiti Taekwondo was communicated through various channels such as social media platforms, local newspapers, radio stations, and word of mouth. The Haiti Taekwondo Federation also collaborated with other sports organizations and community leaders to spread the word about the action and encourage participation. Additionally, they organized informational sessions and meetings to directly communicate with interested individuals and groups.

#### What would the award prize money and in-kind support go towards?

The award prize money and in-kind support for Haiti Taekwondo would go towards various aspects such as training facilities, equipment, coaching staff, athlete development programs, and promoting the sport of taekwondo in Haiti. It could also be used to support the participation of Haitian athletes in international competitions and events.

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# Member National Association:

Suriname Taekwondo Associatie (STA)

# What is the category of the award you are applying for?

Health & Well-being

# What is the name of the action you are submitting for the award?

Striving for mental health fitness and optimal performance of taekwondo athletes

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

With most sport organizations resuming their activities after the COVID-19 pandemic, there may be extra pressure on athletes to train towards international and global tournaments like the Pan-American Championships, CACSO and the Olympic Games. The constant focus on performance can lead to mental fatigue and burnout.

Mental demands of sport can also lead to anxiety and depression. In addition, injuries can cause mental health issues by preventing athletes from participating in their sport or achieving their goals. Furthermore, there is some evidence that show higher levels of mental health disorders that are notoriously influenced by the evaluation of others, such as depression, anxiety, substance use, and eating disorders among athletes than non-athletes.

In order to reach peak performance there has always been a heavy emphasis on physical fitness; mental fitness was never not included in the training regime of taekwondo athletes in Suriname. This year the STA have started to offer mental health counseling and training to taekwondo athletes to optimize their preparation and performance towards events.

# What were the key performance indicators of the action?

All athletes went through several psychological screening tools (e.g. SCL-90R, UCL, NPV-2R, behavioral interviews) in order to determine their mental health status, coping mechanisms and personality traits. Scores on depression, anxiety, agoraphobia, hostility, sleeping problems and overall psychological functioning were measured and especially important as well as insight into certain personality traits. Based on the results of the screening tools and interviews, a custom made plan was made for the athletes in order to tackle certain psychological issues and provide tools for them to increase focus, self-confidence and commitment which would ultimately influence their performance in a positive way.

# What makes this action stand out?

Although taekwondo has been practiced more than 50 years in Suriname, athletes have never before been offered mental health services as a part of their training regime. The last decade there has been more and more emphasis on health and well-being of athletes, however, due to lack of funds and knowledge (most people lack awareness regarding mental

health and its effects in sports) this was not taken seriously. With this step, we are the first national sport federation in Suriname to be offering these services to their athletes by a licensed psychologist.

# What challenges did you face?

The only challenge faced were the funds. For now, we have an agreement with the psychologist to offer these services on a pro deo basis to our athletes. We are aware that we should seek funds to pay for these services and hope with this application, we will be able to do so.

### What is the lasting impact you have made?

The athletes were very excited and content with the implementation of this new procedure in their training regime, because they seem to be aware of the impact of mental health fitness (or lack there of) on performance. Evaluations have showed that the provided tools helped them improving focus, they have gained insight into issues in their personal lives, unhelpful thinking styles and negative habits and how to solve these. This service is offering them guidance with issues stemming from their personal life, thus having a positive impact on their well-being. Although there always has been an overall focus on winning in sports, we want to make clear that the health and well-being of our athletes are also very important and is a matter we take seriously.

#### How did you communicate the action?

This service has been communicated through the STA board to the athletes of our national taekwondo selection by digital means. There was also a physical visit to the training center to inform the athletes about this services and its benefits.

#### What would the award prize money and in-kind support go towards?

We would start by offering paid tailored services (screening, therapy/ counseling and offer training on mental health to athletes, coaches and our board members) to the psychologist and build a mental health framework for our athletes in order to safeguard them.

# Please upload any supporting documents concerning your Action

#### Please paste any links to posts concerning your Action

As the mental health services (screening and counseling) offered to our athletes are bound by confidentiality, we can not offer any documents or audiovisual material on this matter.

# Member National Association:

Jordan Taekwondo Federation

### What is the category of the award you are applying for?

Health & Well-being

#### What is the name of the action you are submitting for the award?

The National Teams Preparation Center

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The Jordan Taekwondo Federation has provided the national team athletes with a sustainable comprehensive sports environment that meets their training needs and assists them in developing their health, well-being, and skills to reach international levels.

This was achieved through the establishment of the National Teams Preparation Center, which includes a training hall, fitness center, clinic, massage room, and physiological laboratory equipped with a VO2 Max device, in addition to the bedding rooms, for accommodating the national team athletes with a capacity of up to 32 people, including dining services.

This center is considered the only one in Jordan that focuses on providing a comprehensive sports environment for a specific sport. It serves as a family home for the members of the national teams, strengthening their social bonds with each other. Consequently, it encourages them all to strive for excellence in their technical abilities and results, based on the spirit of teamwork, even in individual sports.

Our efforts in establishing this center and providing the optimal sports environment have resulted in the improvement of the Olympic Ranking of national team athletes. They have advanced to become among the top-ranked internationally.

#### What were the key performance indicators of the action?

- To maintain the desired weight for play and classification and a strong physique by 99% during the year 2023.
- To uphold vital health indicators in periodic medical check-ups every 3 months by 100% during the year 2023.
- To increase the number of medals achieved in international tournaments by 20% from their count in 2022.
- To elevate the Olympic Ranking of players by 5% from their ranking in 2022.
- To increase the efficiency of teamwork in training sessions, and player engagement in social and recreational activities among them by 100% for the year 2023.

#### What makes this action stand out?

Dedication to Sustainability: Nurturing Excellence in Taekwondo

The Jordan Taekwondo Federation stands as a beacon of commitment to sustainability in sports. We have meticulously cultivated an environment that caters to the holistic needs of our national team athletes. Our dedication goes beyond mere training; it is a steadfast mission to empower them to attain international prowess while fostering their health, well-being, and skill development. In our eyes, Taekwondo transcends the boundaries of a sport; it embodies a way of life that we cherish with unwavering pride.

### What challenges did you face?

The financial resource shortfall, particularly due to the majority of resources being directed towards external participation at the international tournaments and training camps of our national teams, stands as the foremost challenge, if not the primary one, within the context of our unwavering commitment to sustaining our projects and achieving the strategic objectives of the Federation.

#### What is the lasting impact you have made?

Through the prism of Taekwondo, we weave a narrative steeped in values, integrity, and a distinctive character that sets us apart. The achievements we have garnered thus far merely represent the nascent phase of our journey toward excellence. Our ultimate objective is to engrain Taekwondo into the very fabric of Jordan's identity. We aspire to ignite a spark of inspiration in the hearts of a generation, propelling Jordan to a distinguished position among the leading nations in the global realm of Taekwondo.

#### How did you communicate the action?

Within the National Teams Preparation Center's operational framework, we establish daily, monthly, quarterly, and semi-annual work plans. These encompass scheduling training sessions, covering physical fitness and Taekwondo, along with meal plans tailored to individual dietary needs. We collaborate closely with a nutrition expert for this purpose. Additionally, we employ the Polar Verity Sense System to measure vital indicators during training and gauge VO2 Max. This data informs our coaching staff's daily training plans, ensuring a holistic and data-driven approach to optimizing our athletes' performance.

# What would the award prize money and in-kind support go towards?

In light of the fact that development, modernization, and staying abreast of development trends are fundamental pillars of sustainability, it is our commitment to direct this support toward further enhancement and modernization of the infrastructure of the National Teams Training Center. Moreover, considering the potential benefits, the integration of Virtual Taekwondo training may become a viable option in the forthcoming phase, aimed at reducing injuries and sharpening the technical prowess of our athletes. Please upload any relevant images or videos to demonstrate your Action https://drive.google.com/open?id=1QmTPs48-geAzTOjmRMA3sk1Wnn0GfD6g https://drive.google.com/open?id=1d0zLs2iwTjybQQtlo7bhmw8KKUGivxmk https://drive.google.com/open?id=1C-6iQIFrkU\_BisqdRNCwyEVsmph8NRv1 https://drive.google.com/open?id=1gq4Y4dXA8c9LPi Suc9Dgd8 XsEzErCs https://drive.google.com/open?id=1ursjajpiuj3iB0hUtiie-rhrd5moD8Ok https://drive.google.com/open?id=1bOYLdCH5yjNtdmenExUdHHzew0Loehph https://drive.google.com/open?id=1cVpS3qg9ssJqqT9An15v586cqqxP5Xka https://drive.google.com/open?id=1ioUsrKH byHxEoxiJgsNUjGFyXoUggBx https://drive.google.com/open?id=1v5L8EV1tYnUI0ptpsWgCpzuiFFCdQF4b https://drive.google.com/open?id=1vH3NHwVk1X5qiFgsxeCey0bF64VnMdwK Please upload any supporting documents concerning your Action https://drive.google.com/open?id=1G-OiDdA8qgkdskD9ceRAIz7byCGXXI0r https://drive.google.com/open?id=1exQYR63kYApMDurcxYp6LDj-noXuRj8Z Please paste any links to posts concerning your Action In Arabic:

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# Member National Association:

U.S. Taekwondo Federation

# What is the category of the award you are applying for?

Health & Well-being

# What is the name of the action you are submitting for the award?

USA Taekwondo Safe Sport Program & Safest Place to play, #Not in My Sport

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

USA Taekwondo has developed an extensive Safest Place to Play Program and Not in My Sport in partnership with the Center for SafeSport to keep athletes safe and provide an online reporting mechanism for concerns along with additional educational resources. Included in the program is SafeSport training for athletes, minors, coaches, parents, plus additional education for volunteers, administrators and tournament organizers.

USA Taekwondo Safe Sport, Safest Place to Play/#Not in My Sport Program includes:

- The establishment of training, policies and procedures for the USA Taekwondo organization and the implementation of these at USA Taekwondo events.
- The education and training for all USA Taekwondo members, including but not limited to athletes, coaches, parents, and staff.
- A response and resolution protocol that includes a reporting process that is anonymous and has no cost associated.
- The sanctioning of individuals found in violation of the SafeSport Code.
- The implementation of oversight mechanisms to ensure 100% compliance to SafeSport standards, policy and procedures.
- Robust communication plan via electronic newsletters, social media, marketing and education

# What were the key performance indicators of the action?

USA Taekwondo has consistently met the Center for SafeSport yearly National Governing Body safety requirements and is audited at competitions as well as a comprehensive organizational audit. USA Taekwondo athletes 18+, coaches, staff, contractors, volunteers, tournament organizers and Board of Directors are all required to complete SafeSport Training yearly so that they have the most up to date information on how to keep athletes safe.

# What makes this action stand out?

Safeguarding athletes is a top priority and responsibility for USA Taekwondo. Our goal is not just to meet the standards for the Center for SafeSport to but to exceed those standards in the taekwondo community through additional programs and communications such as The Safest Sport to Play and Not in My Sport social media/competition initiatives. Continuing to educate the taekwondo community about athlete safety is imperative as not all sports have these important protections in place for minors.

# What challenges did you face?

The challenges included providing athletes, coaches and parents with information regarding the importance of protecting children in sport and by participating in the comprehensive safety trainings, that are offered at no cost, it would empower the entire sport community to safeguard athletes. While there was some reluctance at the beginning of the Safe Sport rollout, it is now part of the sport and embraced by membership.

# What is the lasting impact you have made?

Providing comprehensive education regarding the safety of athletes is an ongoing initiative. This important safety program impacts minor athletes, their coaches and parents today and in the future. USA Taekwondo continues to develop education, policy and procedures to protect minor athletes. This safety initiative is an ongoing endeavor with additional programs, communications and social media components.

# How did you communicate the action?

Communication of the SafeSport and Minor Athlete Policies, Reporting Information, Safest Sport to Play and Not in My Sport were made through social media, electronic newsletters, membership meetings, webinars, email signatures and marketing efforts at competitions, trainings and seminars.

# What would the award prize money and in-kind support go towards?

The award prize money and in-kind support would allow the established USA Taekwondo Safe Sport Program to expand and include National and State level seminars and workshops for athletes, coaches and parents. In addition, the current Athlete Education through USATKD University would be expanded to include a new course focusing on mental health and well-being at no cost to athletes.

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https://drive.google.com/open?id=1gbBImLKHVi8ysVKNMnXXMhSYx9aFxy3r

Please paste any links to posts concerning your Action

https://www.usatkd.org/usatkd-safest-place-to-play

https://www.usatkd.org/youth-safesport

https://www.usatkd.org/safesport

### Member National Association:

Botswana Taekwondo Federation

### What is the category of the award you are applying for?

Health & Well-being

### What is the name of the action you are submitting for the award?

#### Six Series Taekwondo Challenge

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The introduction of the six-series Taekwondo challenge tournaments was motivated by a dual objective: to rejuvenate the spirit of Taekwondo and prioritize the health and well-being of athletes, coaches, referees in Botswana. Against the backdrop of COVID-19 restrictions, the 2023 six-month series Taekwondo challenge commenced on June 24th, seeking to provide a platform for athletes, coaches and referees to reignite their passion for the sport.

These monthly competitions, held until December, with the finals, are designed to serve as more than just contests. They offer athletes, coaches and referees the opportunity to prioritize their physical and mental health by engaging in regular training and competition. The primary goal is to revitalize the national ranking of athletes in Botswana while simultaneously promoting their overall health and well-being too.

By consistently training and refining their skills, athletes are better prepared for continental and global competitions. These tournaments facilitate a holistic approach to Taekwondo, ensuring that athletes not only excel in the sport but also maintain their health and well-being, contributing to their long-term success.

# What were the key performance indicators of the action?

The KPIs for the six-series tournaments included athlete participation rates, training consistency, mental health awareness, and the achievement of uptodate national rankings in the Botswana Taekwondo through tournaments. Additionally, the successful execution of each monthly event, adherence to WT technical protocols, and the athletes, coaches and referees physical and mental well-being are crucial KPIs to our measure of success.

# What makes this action stand out?

The six-series Taekwondo challenge lies in its holistic approach to athlete development. Not only does it aim to reignite the spirit of Taekwondo and improve national rankings, but it also places a strong emphasis on athlete health and well-being. By offering a consistent platform for competition, this initiative sets itself apart as a comprehensive program that caters to both the athletic and overall well-being needs of its participants and supporters. It fosters a balanced approach that prepares athletes, coaches and referees for excellence on and off the mat.

# What challenges did you face?

We encountered several challenges, including limited financial support for event costs, a shortage of accredited and practicing referees, coaches lacking familiarity with the latest technical requirements, and concerns about high event registration fees. Moreover, many registered athletes did not possess their personal protective equipment, necessitating the federation's provision of these items to ensure the seamless progression of the games.

# What is the lasting impact you have made?

Our enduring impact is the revival of Taekwondo spirit in Botswana (Taekwondo For All), greatly appreciated by athletes, coaches, referees and supporters. This development has sparked interest from various stakeholders such as the Botswana NOC to aid in coaching and hopefully referee training in the near future. We consider these as pivotal impact and areas requiring the federation's more focused attention.

# How did you communicate the action?

We used various forums such as facebook pages, whatsapp groups and emails. We also had radio, television and word of mouth.

#### What would the award prize money and in-kind support go towards?

1. Referee and Coach Training: Investing in the accreditation and development of referees and coaches to raise the overall standards in Botswana Taekwondo competitions.

2. Equipment and Gear: Acquiring quality Taekwondo gear, protective equipment, and attire for athletes, ensuring safety and adherence to regulations.

3. Event Hosting: Covering the costs associated with organizing and hosting Taekwondo tournaments and competitions, including venue rentals and logistics.

4. Youth and Grassroots Initiatives: Implementing outreach programs to introduce Taekwondo to the youth and build a strong grassroots foundation.

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### Member National Association:

Belgian Taekwondo Federation

### What is the category of the award you are applying for?

Health & Well-being

#### What is the name of the action you are submitting for the award?

#### Safeguarding officers in clubs

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

Within our federation, we already have two general safeguarding officers. But we noticed that the barrier to reach out to the federation, in case of a problem or difficult situation, was still too high. So we decided to stimulate and support our clubs to have at least one, but preferably two safeguarding officers themselves. This way athletes, coaches, parents, etc have more people they can go to with possible issues or concerns. An added value to this action is that for many people, it's easier to reach out to someone they already know a bit then someone you do not know at all.

Since almost all of the safeguarding officers are volunteers, we also provide educational programs for these safeguarding officers and support them if they have questions. All of the safeguarding officers of our clubs can always reach out to the official safeguarding officers of our federation if they have questions or they need advice on a case.

Furthermore, we also organise a gathering for all club safeguarding officers each year. During this gathering, the safeguarding officers have the chance to exchange experiences with each other and ask questions to experts within the field.

#### What were the key performance indicators of the action?

The biggest key performance indicators of this action are the amount of safeguarding officers and the number of safeguarding officers who also followed the educational programs we provide.

At this moment, a third of our clubs has at least one safeguarding officer registered with us. But we aim to have safeguarding officers for every club.

#### What makes this action stand out?

With this action, we aim to create and maintain a safe environment for every person that practices taekwondo, teaches taekwondo or just helps out in clubs or at competitions. It doesn't matter which grade you have, if you participate in competitions are not, if you are an athlete or a coach. The safeguarding officer within your club (and also the safeguarding officer of the federation) is there for everyone.

#### What challenges did you face?

It has proven to be a challenge to reach every club of our federation. Most of our members, coaches, administrators are volunteers which means that they do not always have the time and/or people to follow these extra educational programs and take on these extra responsibilities.

Therefore we try to make these programs as accessible as possible and provide as much support as we can. However, since we are a small federations we do not always have sufficient resources to do this as qualitatively as we want.

#### What is the lasting impact you have made?

In many clubs, the safeguarding officer became a permanent fixture thanks to this project. Additionally we also raised lots of awareness around safeguarding in general. Not just in the clubs who have a safeguarding officer, but within the entire federation.

Furthermore, clubs who have at least one safeguarding officer and have communicated to us and their club who it is (on a regular basis) also received a quality label on our website. So every visitor of our website can see this.

#### How did you communicate the action?

We communicated this action within our federation via email campaigns, our website and our social media channels. This action also went hand in hand with our youth sports project which also helped to reach more clubs.

#### What would the award prize money and in-kind support go towards?

We would use the award prize money to organise more educational programs and also support our clubs who enter these programs. Additionally, we aim to raise more awareness about the importance of safeguarding using communication campaigns and educational programs for coaches and athletes.

In conclusion we want to create a safe environment (mentally and physically) for all our athletes to train and further develop their skills.

In Dutch:

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# Please upload any supporting documents concerning your Action

# Please paste any links to posts concerning your Action

In our action, we use the term 'club-API' for safeguarding officers. This is the official flemish term for this.

Website:

In Dutch:

https://www.taekwondo.be/nl/grensoverschrijdend-gedrag

https://www.taekwondo.be/nl/kwaliteitslabels

Social media:

In Dutch:

https://www.facebook.com/taekwondovlaanderen/posts/pfbid026d7mgimxzpuAp8WvxBgtGzmNwXPxbEBKYAKWp6f8BnhtD2nuUnfSFiAo6y4sueHFI

https://www.facebook.com/taekwondovlaanderen/posts/pfbid0ALGCiS9F9zAzupyVscqKzmszAk WyujJt9oKeDi1UheDcA1zgADJrm9yyMYFasUYul

Newsletter:

In Dutch:

https://sh1.sendinblue.com/ad9uehkfwlpfe.html?t=1682495319

# Member National Association:

Ecuadorian Taekwondo Federation

### What is the category of the award you are applying for?

Health & Well-being

#### What is the name of the action you are submitting for the award?

Administering third and fourth level scholarships to benefit the entire Ecuadorian taekwondo community (athletes, their immediate family members, coaches, directors, and officials affiliated with the Ecuadorian Taekwondo Federation), by forming inter-institutional partnerships with universities and technological education centers.

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

The Ecuadorian Taekwondo Federation highlights education as a priority for achieving its objectives. Playing a fundamental role in promoting a sustainable future, the signing of institutional cooperation agreements is essential. Through these agreements, comprehensive development of its members can be achieved. This includes education, academic training, academic mobility, and the promotion of engagement practices in social, sports, and cultural sectors, providing opportunities for lifelong learning. With this focus on educational collaboration, the aim is not only to enhance the educational quality of the members of the Ecuadorian Taekwondo Federation but also to strengthen all capacities and achieve holistic development.

#### What were the key performance indicators of the action?

The key performance indicators for measuring the success in the management and implementation of the education scholarships for the sports community of the Ecuadorian Taekwondo Federation have been indicators of quality, productivity, capacity, strategy, efficiency, efficacy, and effectiveness. Those indicators allow us to measure the results qualitatively and quantitatively, facilitating an evaluation of the processes and the quantification of the scholarships awarded and their beneficiaries, thus achieving the objectives set by the Ecuadorian Taekwondo Federation.

# What makes this action stand out?

We value the diversity of sports disciplines in our country, promoting education through Taekwondo clubs nationwide. These clubs invite individuals of all backgrounds, regardless of their age, ethnicity, race, color, socioeconomic status, and culture, who practice this sport and martial art within each region. It is observed that people from certain groups face barriers that limit their educational continuity. Therefore, through agreements and scholarships, we commit to ensuring that all individuals have the necessary access to higher education, thereby ensuring a better quality of life.

# What challenges did you face?

Taekwondo practice in our country starts from the age of 4 and onwards, but upon reaching adulthood, there is a significant dropout rate due to the limited opportunities provided for higher education and continuing in sports practice. The first challenge was to raise awareness among academic authorities about the benefits of having professionals with a sports-martial arts background in the academic field.

Guaranteeing the Ecuadorian taekwondo community full compliance with the legalized agreements for obtaining an academic degree that ensures a brighter future for them.

#### What is the lasting impact you have made?

The lasting impact we aim to achieve is that the members of the Ecuadorian Taekwondo Federation gain access to educational scholarships. This allows them to pursue their long-term goals, developing both in sports and education. They can create a life plan with clear and achievable objectives, becoming valuable contributors to society and promoting the development and practice of Taekwondo for future generations.

Our athletes are keen to not only achieve national and international sports successes but also access academic scholarships and complete their higher-level education, just like the coaches who seek to obtain a third-level degree.

"If we want to talk about quality, equity, inclusion, and lifelong learning, we all need to be jointly responsible."

#### How did you communicate the action?

The signed agreements were disseminated through Zoom meetings, social media, emails, and messages in various WhatsApp groups to all members of the Ecuadorian Taekwondo Federation, including Provincial Sports Federations, Provincial Associations, Specialized Training Clubs, High-Performance Specialized Clubs, District Sports Leagues, schools, Taekwondo academies, directors, coaches, and athletes. They were provided with relevant information about the names of the national-level institutions, academic offerings, study modes, and financing options of each institution with which the agreements have been made.

#### What would the award prize money and in-kind support go towards?

The cash prize will be used to finance the payment of the scholarship percentage for athletes who lack the financial means to cover the fees charged by the higher-level education institution.

In-kind support will be used to equip and enhance our sports organizations for hosting events and to provide equipment for our delegations in future sports competitions across all categories and genders.

In Spanish:

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# Please upload any supporting documents concerning your Action

In Spanish:

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In Spanish:

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# Member National Association:

Rwanda Taekwondo Federation

# What is the category of the award you are applying for?

Health & Well-being

# What is the name of the action you are submitting for the award?

Professional Taekwondo in School Program

# Briefly describe a summary of the action, including why there was a need for it and what you aimed to achieve.

Taekwondo in school Program is the unique dedicated initiative established by Rwanda Taekwondo Federation, in order to improve the well being young communities in 3 Major ways:

- Creation of jobs to Taekwondo practitioners especially those who retire in National team but have no occupation, we consider how their life can be sustained professionally
- Using Taekwondo in schools for better health, spreading good discipline that students need for their good education and mental development
- Identifying new Talents who will be professionals in the future and benefit all that Elite and professional Taekwondo gives.

This initiatives came due to there is a lot corruption in youth who are even in schools, some drug abuse, early pregnancy, violence's. we believe that spread of Taekwondo as regular program will impact in many ways.

# What were the key performance indicators of the action?

- Number of schools that apply
- Number of schools that Taekwondo are established
- Number of Taekwondo employments are created
- Number of Students that join the program
- Number of new talents identified
- Reports of progress of students from schools
- Reports of high performance progress and results from identified athletes

# What makes this action stand out?

- It has wide goals
- It is assist bigger range of communities, Taekwondo people, education, better future of Taekwondo and society

# What challenges did you face?

The major challenges are:

• Difficulties of schools to understand their role of paying instructors which hinder the quick expansion, yet it is a professional initiative

- Training equipment
- Means in Organization of competitions

# What is the lasting impact you have made?

Six Jobs have been created this year of 2023

# How did you communicate the action?

Physical campaigns in schools

Official meetings with schools and MoUs

# What would the award prize money and in-kind support go towards?

Talents Identification Camps

Interschool leagues

Equipment support in Schools

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