



International Committee of Sports for the Deaf (ICSD)

WORLDWIDE DEVELOPMENT STRATEGY OF THE SPORT FOR THE DEAF





International Committee of Sports for the Deaf (ICSD)

Strategy priorities

1. To change social perception and break down barriers toward deaf people using Sports as a major tool worldwide.
2. To develop the popularity of each ICSD Member sports or disciplines, therefore maximizing the concept of multi-sports Games for the Deaf worldwide recognition, focusing on “**Deaflympics**”.
3. To facilitate the extension of ICSD membership, focusing on promotion of sports for the youth, women, and athletes in developing countries.
4. To raise the status and image of ICSD as an international organization solely entitled to govern sports for the deaf globally.
5. To provide for ICSD brand greater recognition, thus maximizing the global sponsorship and partnership opportunities.
6. To strengthen the relationship with major international organization to achieve ICSD goals due to its Statutes, whereas the ICSD representation in significant national and international bodies is a key priority.
7. To bring ICSD activity into full conformity with the IOC Good Governance Basic principles, SportAccord Statutes, WADA Anti-doping Code and United Nations Convention on the Rights of Persons with disabilities.



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Strategy implementation framework

For this purpose the ICSD must:

1. A comprehensive **“Sports for the Deaf Awareness Program”** to be elaborated to increase the knowledge level in society, to involve people into sport activities, provide mass/new media and governmental structures with accurate and promotional information.
2. **“Summer and Winter Deaflympics”**, top class international multi-sports events for sports/disciplines of ICSD members to be provided by the ICSD at a regular 4 (four) year intervals, maximizing TV, new media, mass media coverage and appropriate broadcasting, focusing on sustainable legacy, including volunteers.
3. Specific **services, assistance and support** to be provided by the ICSD to athletes (youth, women, athletes in developing countries) and their leadership/staff to promote sport and contribute to ICSD membership worldwide.
4. A special **“Program on ICSD image promotion”** to be elaborated. All attributes of successful, transparent, flexible, popular, contemporary worldwide organization that corresponds to IOC Olympic charter and SportAccord statutes must be delivered to worldwide society, Olympic Movements stakeholders and others.
5. A special **“ICSD Brand Book”** to be elaborated encompassing “ICSD Marketing and Brand protection provisions”; “ICSD partnership and sponsorship provisions”; “ICSD Trademark and Manufacturer provisions” , “ICSD Intellectual property provisions”.



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Strategy implementation framework (cont)

6. To elaborate a **Global Partnership program**. To arrange the package of agreements with Olympic Movement stakeholders, and other constituents of the worldwide sports entities, that will facilitate the development of the sports for the Deaf, such agreements must contain a certain paragraph dedicated to representation of the ICSD in leadership or governing bodies of the counterpart.
7. Having elaborated the **Worldwide Development Strategy** for the International Committee of the Sports for the Deaf (ICSD WDS 2015-2020) for at least 5 year period, it must be followed up with the **Implementation programs&projects** needed for its implementation, and upon corresponding consent to be supplied with a comprehensive **Master Plan** that must be a detailed roadmap to achieve the ICSDWDS . These documents shall be approved by the Congress of ICSD and duly agreed with the SportAccord (umbrella organization for the ICSD) and by the IOC correspondingly.



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ICSD Development Program (2015-2020)





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1. “Sports for the Deaf Awareness Program”

- To accumulate the proposals of ICSD confederations
- To elaborate proposals on staging of the 1st Deaflympics international Day
- To provide the relevant Communication plan

2. Summer and Winter Deaflympics

Cooperation with IOC, TAFISA, IOC Olympic Solidarity, Sport for All, FISU, IPC, ROC, RPC

3. ICSD support to juniors, youth, women and developing countries.

- i. A special “**ICSD Support Foundation**” to be established in order to evaluate all realistic needs and provide appropriate financial support to national sports federations for the Deaf in developing countries, as well as among youth, and women;
- ii. A comprehensive “**ICSD Membership development program**” to be elaborated, focusing on athletes sports education and practice from the grassroots to the elite level, whereas much attention to be paid to skilled human resources (coaches, officials, administrators) to be trained by appropriate education entity, supervised by the ICSD duly (i.e. ICSD Training Camp).
- iii. **Memorandum of understanding** to be provided to developing organizations in order to facilitate strong relationship and support of local governing bodies in liaison with corresponding international organizations and their members (IOC, SportAccord, UN, WADA, ICSD, others)



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4. ICSD image promotion.

- ICSD web-site to be refurbished, updated and renovated (all partners and organisations, where the ICSD is a full, temporary or associated member (other) to be made visible.
- ICSD web-site motto, logo, flag and other intellectual property to be promoted via most prominent sports exhibitions, such as SportAccord Convention, etc.
- Information on ICSD activity to be updated and distributed instantly via ICSD web-site, via SportAccord promotional platforms and other major international entities.
- “Bestowing and decoration provisions to be provided”
- A package of advertising materials in paper to be provided. Such as booklets, journals, small souvenirs, calendars, all must bear emblem.
- Strong relationships to be established with prominent, schools, higher education entities to advertise sport for the deaf.
- Good examples of IOC Good Governance basic principles implementation to be delivered to all Olympic Movement stakeholders.
- Strong relationship with all key participants of Elite Sport organizations to be established, protocol to be observed, including congratulations on all special cases: delivery of flowers, cards, emails or sms, Whatsapp, etc to relevant persons directly.
- Receptions and other types of welcoming to be provided to partners, sponsors, potential hosting cities administration, Olympic/Paralympic movement stakeholders.
- An “**ICSD Protocol guidelines**” to be elaborated.



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5. ICSD Brand Book

- To establish core values of Deaflympics
- To establish new Look of the Games and organization, harmonize and implement worldwide

6. Global Partnership Program

- To incorporate the links to Deaflympics to each possible significant national and international entities, onto the ICSD web-site, focusing on its logo, values, brand. (also provide information to such info-platform website of all corresponding “news-makers’ and sustainable organizations: National Olympic/Paralympic Committees; ministries for sport and those of social responsibility related; sports Agencies. To use other corresponding internet resources, etc. (i.e. Major entities web-site lists, enumerating leaders in Elite sport, such as <http://www.roc.ru/team/international/summer-sports/>)
- Sport for all & Olympic Solidarity

7. ICSD WDS, Implementation Program, Master Plan

- To consider properly the IOC GGBP and incorporate them into the ICSD Master Plan duly.
- To harmonize the ICSD sports rules with the “SportAccord Event organizing guide”
- To bring the ICSD Statutes into conformity with the Statues of SportAccord, considering the best world practice, IOC Good Governance Basic Principles and core values of ICSD.
- To provide Organizational capability (Enhance Efficient Structures) to undertake ICSD core roles effectively, to respond to new opportunities and to ultimately achieve the strategic goals. The legislation of Switzerland and the country of Executive office location (if any) to be considered.
- A comprehensive and **integrated planning** from the strategic and corporate plans up to delivery, including scheduled working meetings, reviews, receptions to be elaborated.