

FICTS ACTIVITIES



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS

FICTS SOCIAL CARE

Social Responsibility, Right to do sport

PLANS FOR SOCIAL RESPONSIBILITY – RIGHT TO DO SPORT

“The effective FICTS action is characterized by a great social involvement and by a significant element of human growth and development of personality also thanks to the volunteers’ care and to the support of the public and private partnerships.

The enterprises for the young people, through a series of recreational and sports activities together with educational activities meant as elements of health and social development free scheduled for the entire school year, involve thousands of young people together with their families. Aimed to the physical education in the Primary School in order to develop social values like solidarity, respect of the rules, knowledge and self-esteem they represent an innovative model of sports education and social aggregation”.



“Sport Emotions”



“More sport for young people”



“Right to do sport”



“Peace through sport”

FICTS FOR YOUNG PEOPLE



Young people



Women



Young people with disabilities

SPORTS AND FORMATIVE ACTIVITIES FOR YOUNG PEOPLE



The Programme, that will be realized through the “World FICTS Challenge”, includes cultural and formative activities directed to the diffusion of sports culture among **young people**:

- **“Sports emotions: culture and education through images”**: social initiatives for young people in developing Countries (Africa, South America and Arabic Countries).
- **“More sport for young people”**: the educative process in School, sports and formative activities for young people.
- **“Paralympic activities: sport is the same for all”**: social inclusion and spaces for people with disabilities using the universal language of sport.
- **“Young people discovering EXPO 2015”**: culture, sport and healthy life styles towards Milano EXPO 2015.
- **“Fair Play Award – Panathlon International”**: contest for young directors to promote the values of sport (Youth Winter Olympic Games Innsbruck 2012, Youth Summer Olympic Games Nanjing 2014).
- **“Young people: Peace through sport”**: projection of FICTS videos to sensitize young people on the theme of Peace.

5 RINGS FOR EXSPORT

FICTS is engaged in activities aimed to the spread of the sports culture and of the Olympic values among young people at national and international level.

Granted that, **Three million students** took part to the track-and-field Championships among schools and to the educational activities through “Trofei di Milano”, involving 500 Primary and Secondary Schools of Milan and in the surroundings for 274 days in 47 years, from October 2011 the Project “TROFEI DI MILANO - 5 CERCHI per EXSPORT” has been included, through FICTS, in the IOC Official Calendar Activities 2012.



The aim is including the sports activities (for 90.000 participants) in the Schools **for free**, preceded by an action of nutritional education and knowledge of the “**Rules of Health for Sport**” structured in 5 Areas: **Sport, Culture, Education, Food Science** and **Health**.



SPORTS EMOTIONS

Culture and education through images



“SPORTS EMOTIONS: Culture and education through images”



Starting from the experience gained through the “World FICTS Challenge”, FICTS approved, for 2012 and following years (2013-2014-2015), a new Project to help Committees in Developing Countries.

What? Title: ***“SPORTS EMOTIONS – Culture and education through images”***

Who? **FICTS (Federation Internationale Cinema Television Sportifs)**

When? From **May 2012 (Africa) – February 2013 (Arabic Countries and South America)**

Where? **Africa (2012-2013-2014-2015) and Arabic Countries - South America (2013-2014-2015)**

How? Projections, Meetings, Guests, Ceremonies, Press Conferences, Exhibitions, Collateral events with the modularity of a tailor-made event

- The Project could be realized in various Countries, from May to October.
- The Project could be realized, in 2012, in at least **10 African Countries** and **2 Arabic and 2 South American Countries.**
- The number of Countries could be expanded depending on the budget.

“SPORTS EMOTIONS” - Philosophy



The **Project “SPORTS EMOTIONS – Culture and education through images”**, created by **FICTS**, originates with the objective to **favour the spread of sports culture and education through sports images of cinema and television** even in **Developing Countries**. It’s a great chance to create – enlarging the FICTS Family and the “World FICTS Challenge” Circuit – **new Countries poles of the sports culture diffusion**.

Developing Countries represents an ideal **cultural, social and artistic laboratory** to realize initiatives to spread the real sports values through the **universal and intercultural language of Cinema** (*born in 1896 with the first edition of the modern Olympic Games*) and **Television** (*grown up on the 1960 with the Olympic Games of Rome*).

The Project is a distinguishing stage to **promote the cultural and ethical values of sport**, dedicated to all the people that loves sports emotions: professional and amateur athletes, viewers and supporters.

QUADRENNIAL DEVELOPING PLAN

2012 / 2013 / 2014 / 2015

2013 / 2014 / 2015



Objective - AFRICA: 2012-2013-2014-2015

- To support the new impulse of African Sport with initiatives of social cohesion for the young africans through sport and its values as centre of collaborations: *“Sport as an instrument for development and cooperation”*.
- To promote ethics, solidarity, tolerance, comprehension, social inclusion and health through the example of the sports champions.
- To favour initiatives for **young people** (schools, universities, etc.), **women** and **people with disabilities** spreading Olympic values.
- To encourage **young people** to become **creator of contents** ed **users of new technologies**.
- To invest on young people – using sport as a medium – to help the future development of communities and to break the walls among nations and cultures.

Objective – ARABIC COUNTRIES and SOUTH AMERICA: 2013-2014-2015

- The support to the Arabic and South American sports culture will start from 2013 with a quadrennial Plan similar to that one for Africa.

“SPORTS EMOTIONS” – The kit

Granted that the IOC Department of International Cooperation and Development works hard, through its various projects, to use sport as an instrument for social, economic and human development in Developing Countries availing itself of international sports personages, the Project – which could have the Patronage of the Department led by Dr. Tomas Sithole – count on the realization of a “**Ready-made international event**” which could be exported by IOC (through FICTS) in that Developing Countries where it’s still difficult (for economic, infrastructural and organizational reasons) to realize international sports events.

All that to obtain a great international promotion (like a Phase of the “World FICTS Challenge”) with the least resources.

It’s a real set of “**ready-made**” **international Events** created by FICTS, which could be sent to National Olympic Committee of each Country pointed out by IOC and/or chosen together.

The National Olympic Committee which will cooperate directly or indirectly (supporting a Local Organizing Committee) **will receive for free a kit containing all the elements to create an event and the information to realize it.**



“SPORTS EMOTIONS: Culture and education through images”





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