



# Report

## The result of **WAKO Athlete Corner** 2017



# WAKO Athlete Corner a success



The 1st edition of WAKOs Learn & Share was a success. It exceeded our expectations and we measure it based on the visits, the feedback and also the engagement of the partners. This was our first edition and we know exactly how to improve and streamline this concept for future editions, always inspired by the IOC Learn and Share. Around 1400 athletes from 60 countries in a fantastic venue experienced this new learn and share concept.

Strategically placed inside the venue, outside the Field of Play, easy to discover and easy to visit. The area was open, the activities was inclusive, fun and educative. We wanted to create awareness and curiosity, something that could inspire and as a tool to strenghten the WAKO family and unity cross-cultures. We honestly think we did it - Thank you!

[Link to WAKO Athlete Corner on Facebook](#)



# A simple but effective concept



- 1** Go to Athlete Corner Administration and get a Check-List card



- 2** Visit the various booths at the Athlete Corner. When finish at each area, you get a stamp at the Check-list card



- 5** Remember to #WakoAthleteCorner #WhiteCard

- 3** When completed the Athlete Corner go to Athlete Corner Administration and get a certificate



- 4** Remember our photo-wall. Take pictures with you and your team, do interviews and also remember to use social medias and #WakoAthleteCorner



- ?** Of course you can visit Athlete Corner randomly whenever it fits your schedule



# IOC Athlete Career Programme

In cooperation with The Adecco Group

Tonje Hinze, ACP manager of Norway NOC and a member of the IOC ACP coordinaton group was present in Budapest. She guided the athletes and coaches, got signatories at the athletes hub, used the IOC Apps, card games and brochures. We anticipate several hundreds visitors.





Personnel from CIFP was present all the 4 days the Corner was active. They had a lot of material, engaging the athletes with fun games, raised awareness and promoted Fair Play in an excellent way.



# WAKO Medical and Anti-Doping + HUNADO



Personell from NADO Hungary, WAKO Anti-Doping Officer and Chairman of Medical Committee was present advising the visitors.

Wada Quiz, information material, Medical awareness, injury prevention.

We anticipate several hundreds visitors.



WAKO Academy (Global Connect) personell informed about the coming coach education programme. In addition Pulse by Sport demonstrated a 3D programme about rules and regulations. All information with the objective to streamline and harmonize our development cross language and cross continents. Relevant for athletes, coaches and referees





# Committees



Various information from the WAKO Committees. Especially our Women Committee was active through chairman Kate Kozicewska. Promoting active women, sharing the campaigns and engaging our athletes and staff.





Peace and Sport had leaflets about the peace and sport as function and the 6 April campaign. In addition we stimulated all visitors to take picture showing whitecard and post it on social media - #WhiteCard.



### WHY PEACE THROUGH SPORT?

#### 1. Peacebuilding

At the core of any peacebuilding action lays the human aspect. Peace should not be seen merely as the absence of war, but also as a continuously evolving and developing quality of relationships. Peace requires that people acknowledge the humanity of others and their relational interconnectedness and mutuality. By building relationships between different groups, conflict can be transformed.

#### 2. Sport

In that sense, sport offers a platform to develop, create and forge human interactions and to improve relations between conflicting parties. Therefore, in the structure of sport and peacebuilding lies the core value of fostering human relationships. When sport is practiced and its values are transmitted it generates an energy that enables people to transcend cycles of violence and exclusion and to move towards more sustainable peaceful relationships.

#### 3. Peace through sport

Sport can provide an environment for social networking and relationship building. Through sport people can come together to work towards the same goal, while promoting respect and community with others. All these aspects are crucial to peace-building processes. Nevertheless, sport alone cannot ensure peace or solve complex social problems. Instead, sport should be considered as a highly effective tool in a broader toolkit of development practices, and should be applied in a holistic manner to complement other peace-building strategies.

#### 4. Ways that sport can give particular value to peace building processes

Universal popularity	People around the world are attracted to sport, and this attraction can transcend national, cultural, political and even linguistic differences.
Connect people	Sport is an inherently social process that can bring communities and individuals and unit them through common goals.
Social inclusion	Sport brings different social, economic and cultural groups together within society, and builds a sense of shared identity among groups who otherwise might be inclined to conduct each other with distrust, hostility or violence.
Platforms for development	Sport programs have the potential to enhance and accelerate development efforts, particularly those related to realize the United Nations Sustainable Development Goals.
Promotion of culture of peace and human rights	Sport is the best way to teach social values such as respect, tolerance, solidarity, teamwork, fairness as it contributes in the creation of a culture based on peaceful values and human rights.

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Be part of what matters!

#### WHAT IS CELEBRATED ON APRIL 6TH?

We celebrate the "International Day of Sport for Development and Peace"! This day comes after the UN General Assembly together with the International Olympic Committee decided it on August 23rd 2013!

#### WHY DO WE CELEBRATE APRIL6?

Because sport, as a tool for education, development and peace, can promote cooperation, solidarity, tolerance, understanding, social inclusion and health of the local, national and international level!

#### HOW TO BE PART OF WHAT MATTERS ?

Celebrate "April6" simply by visiting our platform [www.april6.org](http://www.april6.org) deciding on your project and taking WhiteCard pictures! Our goal is to create an international mobilisation around this day and monitor all celebrations!

WHITE CARD



1

SNAP YOURSELF (OR YOU AND YOUR FRIENDS)

Hold a white card, just like a referee on a playing field!  
The more creative your photo, the better!

2

POST YOUR PHOTO ON SOCIAL NETWORKS

with the hashtag: #WhiteCard #IDSIP2017

3

SPREAD THE WORD TO ALL YOUR FRIENDS

Contact us: [aprill6@peace-sport.org](mailto:aprill6@peace-sport.org)  
[www.peace-sport.org](http://www.peace-sport.org)

SUBMIT YOUR EVENT

1 I CREATE MY EVENT

Find ideas for action in the toolbox on [www.april6.org](http://www.april6.org)

2 I REGISTER MY EVENT

By visiting [www.april6.org](http://www.april6.org), click on the link "I register my event" to submit your event.

3 I CREATE MY ACCOUNT

Please log in or create an account in order to add an event.

4 I ADD MY EVENT

Once your account is created, enter your event by filling the following fields (Name, Date, Place, Description etc...)

And do not forget to make a #WhiteCard at your event.

WAKO signed the agreement with FICS some months ago. We had 3 excellent chiropractors present all days, delivering service to our athletes in the warming up area. A part of our Athlete Corner concept.



# IOC Member Pál Schmitt was our guest



Pal Schmitt, IOC member, visited the area Wednesday 8th November and got introductions from each of the areas in the Athlete Corner

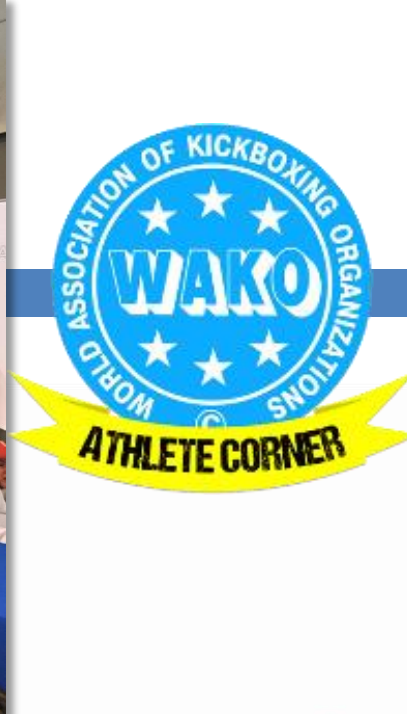


# Relaxing area, meeting point and charging zone



# Challenge and competition with Adidas





# Learn and Share!

WAKO Anti-Doping Officer Gianlorenzo Daniele advise athlete from India









adidas

WAKO  
WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS  
SYDNEY  
CORNER

WAKO  
WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS  
CORNER

WAKO  
WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS  
CORNER

PLAY  
FAIR

WAKO  
WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS  
SYDNEY

PROTECT  
SPORT

(mathematical)

WAKO  
WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS  
SYDNEY  
CORNER

ARGENTINA  
WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS

KICK

WAKO  
WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS  
SYDNEY  
CORNER

UNDER ARMOUR



HUNGARIAN KICKBOXING CUP  
BUDAPEST HUNGARY 18-19 NOVEMBER 2017  
WAKO WORLD KICKBOXING CHAMPIONSHIPS  
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WORLD ASSOCIATION  
OF KICKBOXING ORGANIZATIONS  
#ONEWAKO #ONECHAMPION



WORLD ASSOCIATION  
OF KICKBOXING ORGANIZATIONS

AISF



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# THANK YOU!

WAKO want to extend our sincere thanks and appreciation for all assistance, help, presence and feedback to develop our Athlete Corner;

- IOC Sports Department, Chantal Buchser
- Tonje Hinze from Norway Norwegian Olympic Committee
- International Fair Play Committee, Daniel Koszegi and President Jeno Kamuti and their team
- Hungarian Anti-Doping Agency team
- WAKO Anti-Doping Officer, Gianlorenzo Daniele
- WAKO Medical Chairman, Zoltan Pall
- WAKO Academy supplier Global Connect, Julianna Kiraly
- Pulse by Sport, Donna Hill and Horst Prelog
- WAKO Women Committee, Kate Koscizewska
- International Chiropractic Federation, dr. Brian Nook, dr. Yargui and dr. Moran
- The Budapest Organizing Team, Zsolt Moradi, Istvan Kiraly, Barbara Kosiba
- Peace and Sport, Iris Vlachoutsicos, Melissa Sassi
- Adidas, Double D, Michael Arndt and his team
- Top Ten, Peter Kruckenhauser and his team
- Arturo Equivel from Mexico that created the Athlete Corner logo

A greate example of real teamwork to develop our main client –

**The athletes!**

