



INTERNATIONAL OLYMPIC ACADEMY



PRESIDENT

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Tuesday, March 9th, 2020

Letter of Support

for the project proposal titled:

“Back to life: Enhancing ex-addicts’ willpower through Olympic Values and Sports”

As President of the International Olympic Academy I would like to express my support for the *Back to life: Enhancing ex-addicts’ willpower through Olympic Values and Sports* project proposal, in response to the ERASMUS + SPORT PROGRAM NOT-FOR-PROFIT EUROPEAN SPORT EVENTS Call for proposals 2020 EAC/A02/2019.

Active addiction usually takes addicts away from their values and this may happen in a short time. No matter what positive and healthy values an individual holds, these values eventually change from the obsession associated with active addiction. However, when addicts move from active addiction to recovery, long-term values that have been overlooked are again a priority, and some newer values may also begin to take on importance. In this light, if drug addicts work and trained to live by values, their chances of success in addiction recovery are increased.

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Obviously, espousing values should be a lifelong practice since, when the actions align with the values, lead to good citizenship and well-being. Sport has the power to promote values and contribute to the development of life skills needed for responsible citizenship. In addition, sport has a tremendous capacity to bring people together, promoting a more inclusive and peaceful world through its values and principles.

Sport can help individuals transmit and harness values in their daily lives by engaging with their communities and making the right decisions. In this framework, sport can offer to ex-addicts the opportunity to identify and create new healthy priorities and to revitalize personal qualities and values that were buried by drug use, which are incompatible with substance abuse. The values gained by addicts as part of their sports experience have an immense impact on every aspect of their life in the short and long term.

In this context, the vision of the project is to educate, engage and inspire ex-addict people to participate in sports and adopt the Olympic Values with the aim of facilitating their social inclusion. Sport can guide people to engage in activities that embrace the core Olympic values of:

Excellence: Excellence means doing the best we can, in the field of play or in our life.

Respect: This includes respect for yourself and your body, for other people, for rules and regulations.

Friendship: It encourages people to see sport as an instrument for mutual understanding between individuals

Sport Event Objectives:

- To introduce to the ex-addicts the importance of sports (Olympic) values
- To inform ex-addict about the benefits of sport for a healthy lifestyle
- To shape ex-addicts wellbeing through sport, physical activity, play and life values.



- To develop life skills of ex-addicts through sports
- To inform ex-addicts about the social values sport can generate
- To highlight the therapeutic value of physical activities and sport in drug addiction treatment
- To inspire and motivate
- To engage communities
- To enhance social inclusion and the development of social capital
- To enhance learning through actions

For these reasons and more, I am pleased to offer my support and expertise to the Back to life: Enhancing ex-addicts' willpower through Olympic Values and Sports proposal.

Sincerely yours,



Isidoros KOUVELOU

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