



# HOW TO TAILOR SPORT TO EACH PERSON

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TOKYO 2020

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#WeThe15





# THE IMPORTANCE OF SPORTS PARTICIPATION

## The global picture

- Physical inactivity causes 3.2 million deaths per year
- 23% of adults and 81% of school adolescents are not active enough
- Persons with disability over 60% less likely to be physically active.
- COVID-19 disproportionately impacted persons with disabilities.
- 70% of PWD want to be more active





# THE BARRIERS TO PARTICIPATION

## INDIVIDUAL

### Functional limitations



## SOCIAL

### Not enough support

#### Disability sport: 'Lack of basics' stops people taking part

By Kate Morgan  
BBC Wales sports news correspondent

© 12 July 2018



Josh Reeves said disabled people should not be made to feel different to able-bodied people

A lack of basic facilities and equipment prevents disabled people from taking part in sport, campaigners have said.

## ENVIRONMENTAL

### Inaccessible facilities





## CREATING MORE GLOBAL AWARENESS

For the first time the Paralympics were broadcast free-to-air in SubSaharan Africa.

*"It was an opportunity for us to showcase the talents and encourage the efforts of people with disabilities. These games have shown us the truth of the quote by Serge Zan Bi, President of the Pan-African Movement for the Defense of the Rights of Persons with Disabilities: "Disability should not be an obstacle to my development, to my effective integration into society,"*  
Director of Programmes, TV LA3, Ivory Coast













## THE NEED TO BE ACTIVE

- In 2018 the 27 EU Member States collectively spent EUR 51 billion on recreation and sport.
- The same year, research from CEBR found that same nations spent EUR 80.4 billion treating diseases caused by lack of exercise.
- 2021 WHO research: the ROI on spending on addressing physical activity is \$1 to \$3.20.





## PARIS 2024: THE SOCIO-ECONOMICS OF CHANGE

- Earlier this year the French government reduced the VAT on a range of equipment for persons with disabilities from 20% to 5.5%.
- The cost of assistive technologies has just become less of a barrier to France's persons with disabilities.
- The opportunity is there for 12 million men, women and children to become more active in their community and healthier.





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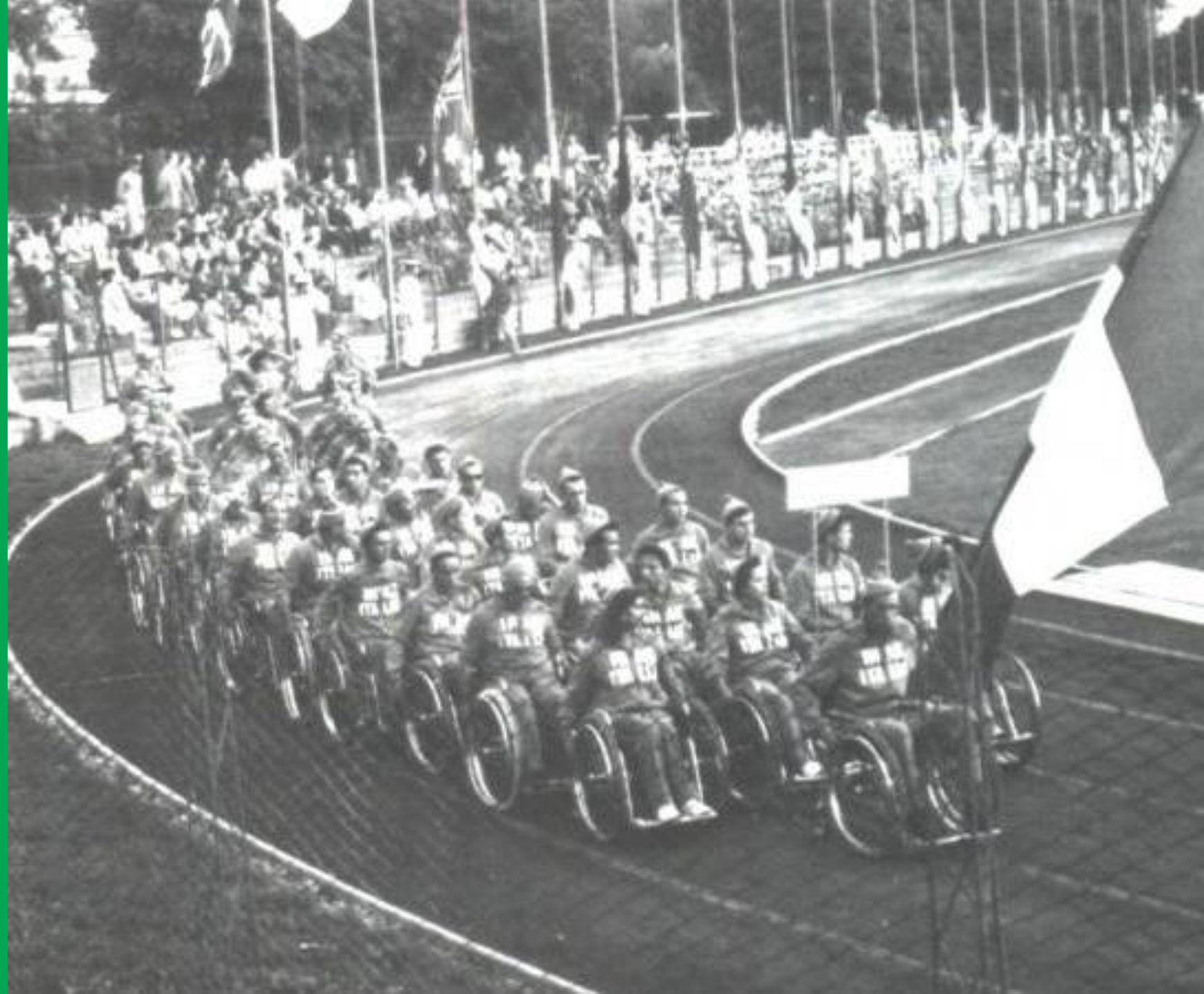


**SPORT CAN CREATE A  
BETTER SOCIETY**



# SPORT AS A MOVEMENT

- 1948 - First Stoke Mandeville Games organised by Dr Ludwig Guttmann, the founding father of the Paralympic Movement - one country, 16 athletes.
- 1960 – History created as Rome hosts the first Paralympic Games - 17 countries, 209 athletes.
- 2021 – Tokyo 2020 the biggest ever Paralympics - 162 countries, 4,393 athletes.



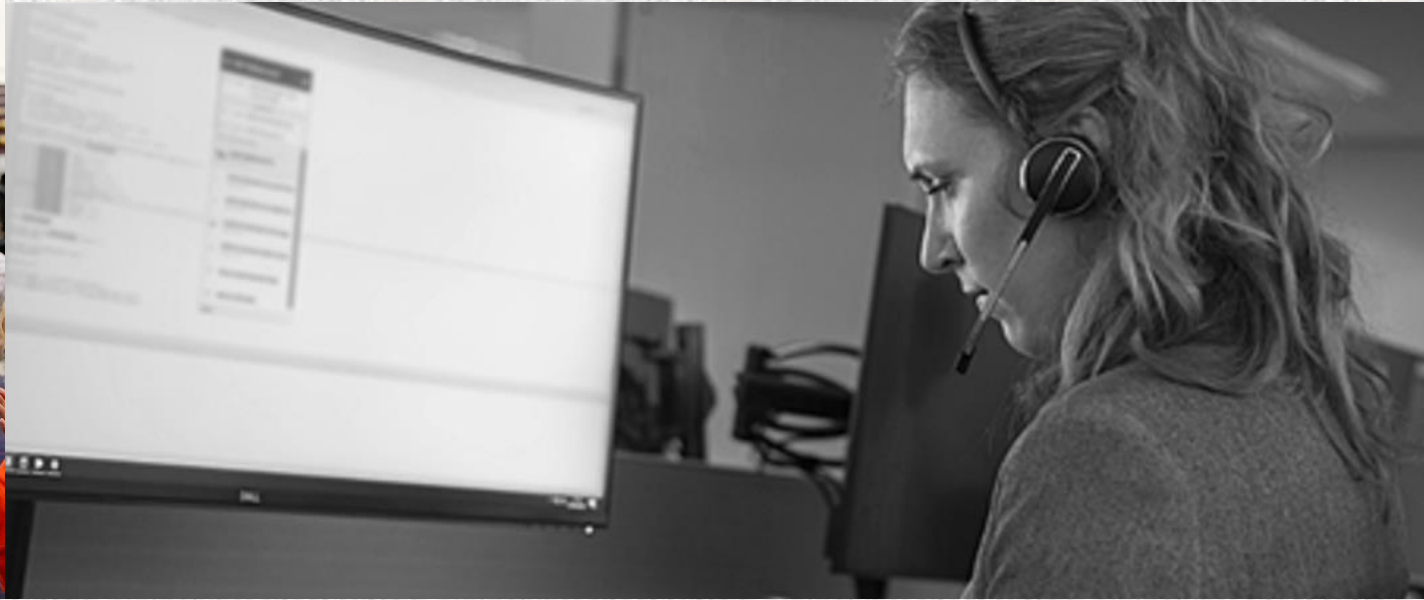


# 97% OF PARA ATHLETES ARE EMPLOYED

16



**SOPHIE CHRISTIANSEN – FIVE-TIME PARALYMPIC GOLD MEDALLIST AND ANALYST FOR GOLDMAN SACHS**







# NPC Development Programme

Organisational Capacity Programme - Level 2





## SPORT AS A KNOWLEDGE BUILDER

Since 2017 the NPC  
Development Programme has:

- Benefited 137 National Paralympic Committees and 53,000 individuals – split 50/50 in terms of gender.
- Helped six countries make their Paralympic Games debut.
- Ensured 120 athletes got to compete at the Paralympic Games – two of them won gold medals.







**THE POWER OF NPCDP –  
EL SALVADOR'S FIRST  
EVER PARALYMPIC  
MEDAL**



## SPORT, A TOOL FOR SOCIAL INCLUSION

Our partnership with the Inter-American Development Bank has strengthened the Para sport infrastructure in Latin America.

Since 2017 \$1.5M of funding has benefited:

- 26 vulnerable communities in 11 countries to participate in adaptive sports.
- 800 athletes, 2,500 local leaders and 250 coaches.
- It's working – we're seeing more and better athletes from the Americas.











## CLOSING REMARKS



**THANK YOU**

