

LSE public lecture

The Paralympic Movement Takes Off

Sir Philip Craven

President, International Paralympic Committee

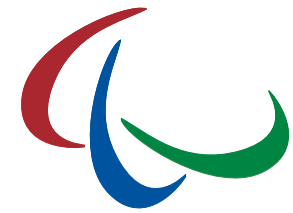
Professor Paul Kelly

Chair, LSE

Suggested hashtag for Twitter users: #LSEIPC

LSE events





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The Paralympic Movement

The Vision

- To enable Paralympic athletes to achieve sporting excellence and inspire and excite the world

The Values

- Determination
- Courage
- Inspiration
- Equality



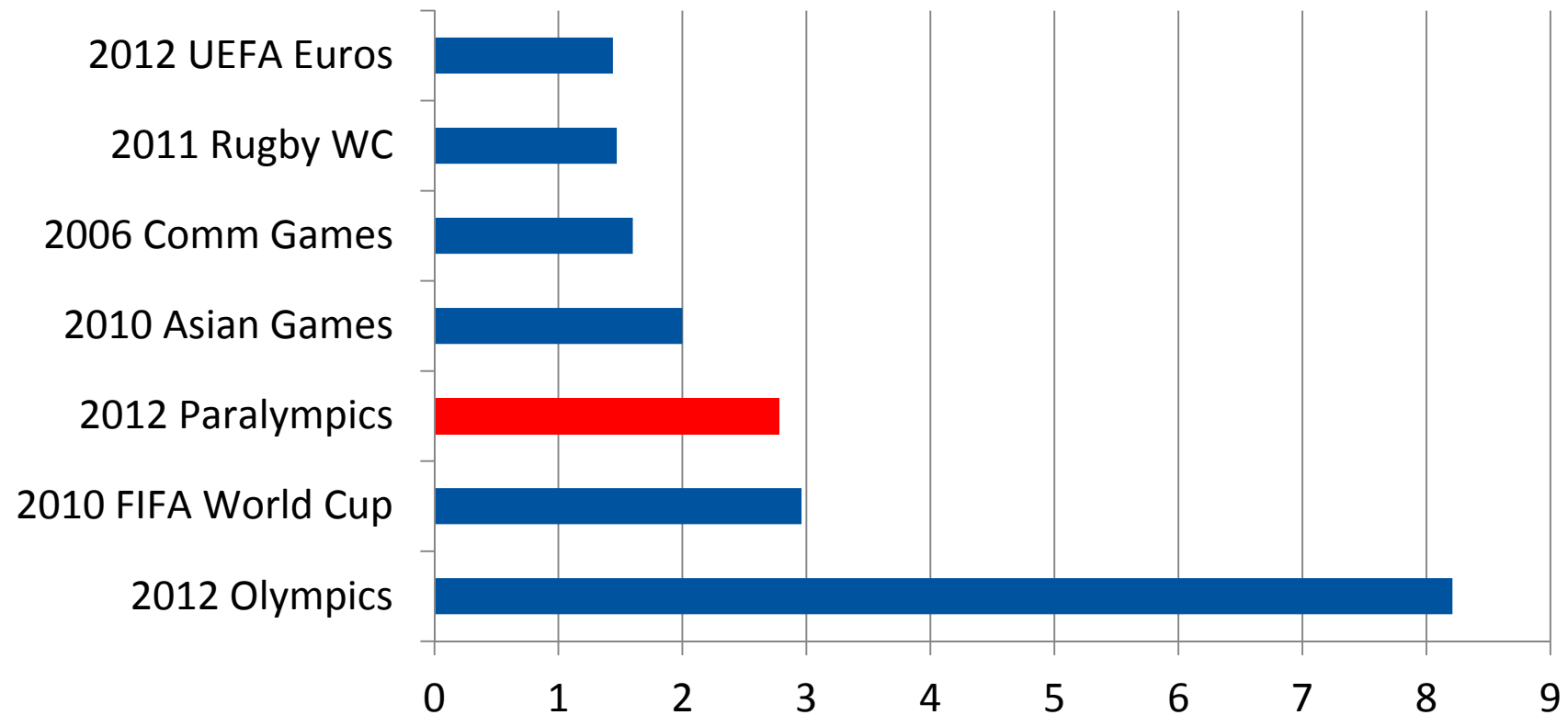


- LONDON VIDEO
- <http://www.youtube.com/watch?v=7JBoI08tSMU&feature=c4-overview-vl&list=PL235C6AEEE96D4FF6>

London 2012 was a major success for the Paralympic Movement



Tickets sold (millions)

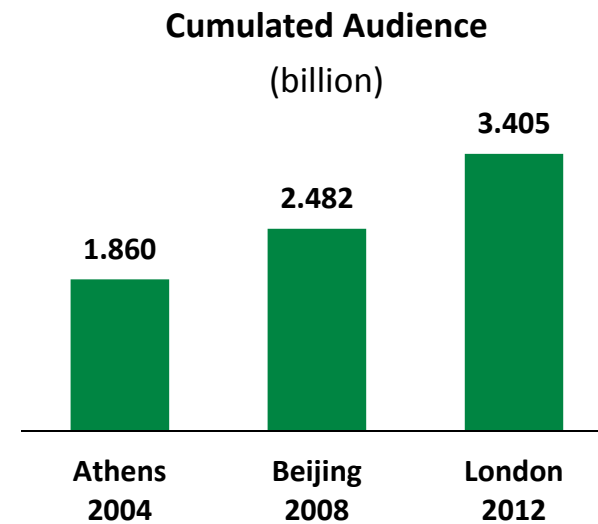
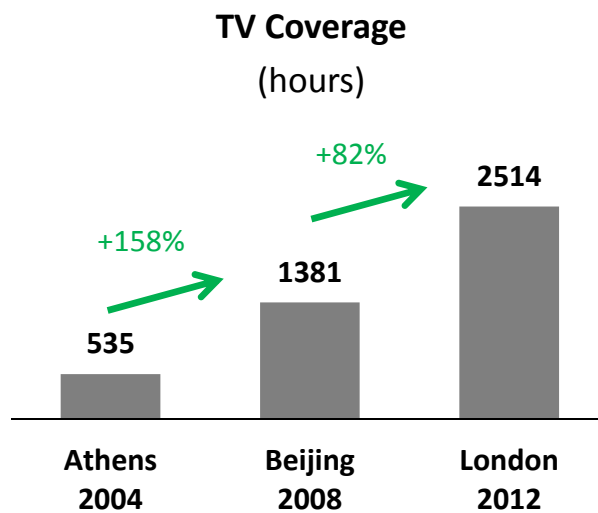






In terms not only of attendance but also in global TV viewing

Global TV summary w/o host market

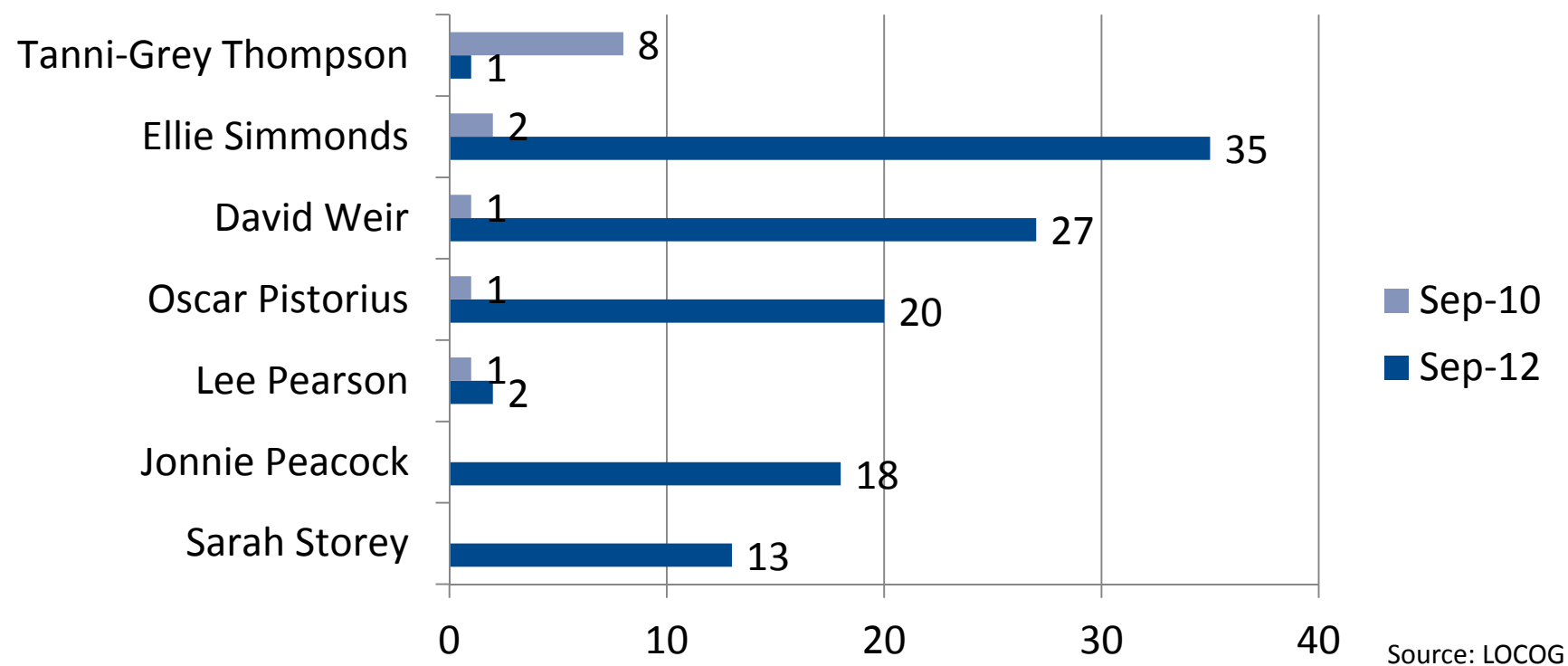








Awareness of Paralympic Athletes



Knowledge of athletes and sports tripled. Now half of Olympics





The benefits of London for people with an impairment in the UK

Numbers

- 81% of the people surveyed after the Games thought they had a positive effect on how people with an impairment are viewed by the British public
- Even more significantly 50% said their own attitudes had changed
- 70% of people with an impairment agreed that London 2012 was inspirational for them

Real Impact

- Is best demonstrated by individual case histories such as
 - A little girl in South Wales





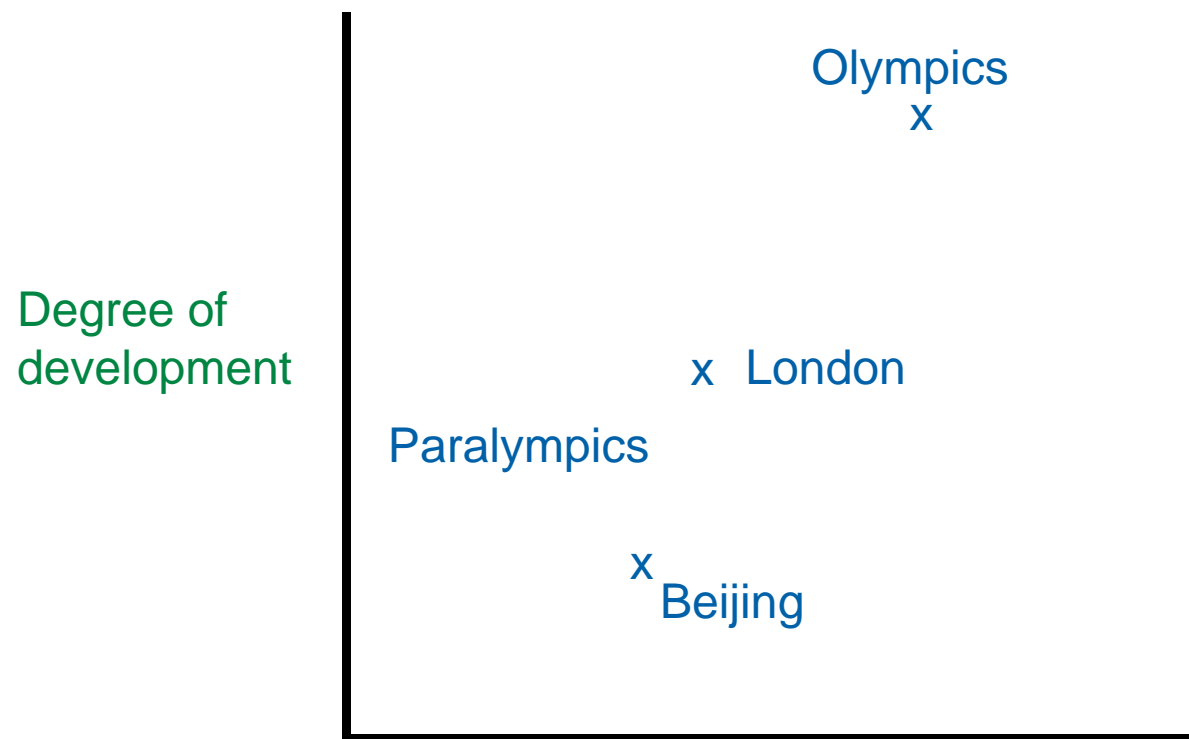
Furthermore.....

- The success of London has led to a growing commercial interest in supporting the Paralympic Movement
- NBC has been contracted to televise the Paralympic Games in Rio
 - A major breakthrough in securing support for the movement in the US
- B.P. has just committed to support the Movement because
 - The values it wants for B.P. are those the Paralympic brand is most closely identified with





But the Paralympic brand still has a long way to go in terms of development







Rio is well positioned to build on the momentum established by London

Attitudes

- 10% of the Brazilian population are already interested in the Paralympic Games at G-40
 - Compared to 12% in London at G-24
- 75% of the Brazilian population are very much in favour of the Paralympic Games
 - 23% are neutral
- 70% of Brazilians are favourable towards brands that sponsor the Paralympic Games

Performance

- The Brazilian Paralympic Team has moved from 24th in the medal table position in Sydney to 7th in London
 - And its aim is to achieve 5th position in Rio





MAMI SATO
PARALYMPIAN



The impact of the Paralympic Games are a little broader than just the impact of an amazing international sports event

- To increase attendance at Games;
- To enhance the appeal of the Paralympic brand to sponsors;
- **To encourage persons with impairments to take up sport;** and
- To build up a more favourable attitude to persons with impairments in general.





Paralympic.org

Thank you

Photos ©: Lieven Coudenys, Getty Images,
Marcus Hartmann, IPC, Rob Prezioso

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