



inspire

London 2012 Inspire mark

London 2012's ambition is to create a Games for everyone, where everyone is invited to take part, join in and enjoy the most exciting event in the world. London 2012 will create the most accessible and participative Games. It will touch people as it has never done before, stimulating people to do more and to try new things and reassess what we are all capable of.

The Inspire Mark will be awarded to projects and events inspired by the Games across sport, culture, education, volunteering and business opportunities. These projects and events will form a key part of the Games' lasting legacy, touching the lives of the whole nation.

Eligibility

The lead organisation must be non-commercial and have a proven record of delivering of similar projects or events.

The project or event must:

- Be well planned and managed;
- Have a realistic prospect of achieving full funding;
- Have no commercial association;
- Not duplicate another programme;
- Be inspired by or super-charged by the Games.



The project or event must also be likely to achieve **at least one** of our key outcomes:

Sport

- Increased participation in grass roots sports (including school), sport competition and physical activity;
- Improved Olympic and Paralympic medal table performance.

Culture

- Deliver an inspiring Cultural Olympiad that encourages wide participation;
- Deliver a wider cultural festival that generates a positive legacy (increased capacity, economic impact, social cohesion, enhanced community identity).

Education

- The promotion of the Olympic values (excellence, friendship and respect) or the Paralympic values (courage, determination, inspiration and equality).
- Involving young people in the design, development and delivery of the project.
- Improving young people's skills and enhancing employment opportunities.
- Developing partnerships between education institutions and between institutions and other education organisations.

Environment

- Help deliver an environmentally sustainable Games;
- Promote environmental principles and behaviour change using the Games as an example.

Volunteering

- Encourage participation in volunteering in sport, culture, education and/or environment.

Business opportunities

- Help UK business to be better able to win Games-related contracts;
- Showcase UK (& regional) business capability in relation to the Games.

Timescales

2008

Initial applications will be sourced by the Government Olympic Executive and the Greater London Assembly. Regional Creative Programmers will also begin to source and shape culture projects and events.

Late-2009

Regional Legacy Programmers will begin to source and shape projects and events across sport, education, volunteering and business opportunities.

Further information

For further information, please visit our website at www.london2012.com/beinspired