DREAM PROGRAM

Olympic City: PyeongChang
Country: South Korea
Edition of the Games: 2018 Olympic Winter Games

DESCRIPTION OF THE PROJECT

Annual since 2004 Youth: 11 to 15 years old en.dreamprogram.co.kr/MA

WHEN FOR WHO WEB

The Dream Program, which has as its slogan “You are Champs! We are Friends!”, is providing opportunities to train and experience skiing and skating for the youth from countries that do not have a winter season.

Dream Program is an initiative hosted by Gangwon Province and it is usually held for 10 days between January and February. Dream Program provides youths aged 11 to 15 with the opportunity to practice skiing and ice sports. In particular, youths who have limited access to winter weather or winter sports, or those who have potential to excel in winter sports, are invited to PyeongChang. Dream Program also invites athletes with disabilities and youths from countries currently undergoing regional conflicts.

Dream Program offers training sessions at the Winter Sports Academy such as sports on snow: skiing, snowboarding, cross-country skiing, para skiing; sports on ice: figure skating, short-track speed skating; friendly matches for every sport; special lecture on Olympic & Paralympic values; and winter sports experiences. During their stay, the youth visit the areas through organised tours and cultural experiences (recreational activities; Gangwon and Seoul Tours; Ice Lighting Festival). Participants can enjoy a field trip to Olympic facilities and are invited to strengthen their understanding of Olympic & Paralympic Games values through various activities (group activities to experience goal ball, boccia, volleyball; award ceremony for Paralympic values of courage, determination, inspiration and equality; writing messages for peace on the Olympic walls; etc.). Last but not least, they can access the “Dreaming Lounge” (open space for friendly activities and internet access).

Dream program was launched by PyeongChang in 2004 as part of its bid for the 2010 Olympic Winter Games. Led by PyeongChang and the Gangwon province, the project is promoting the Olympic values that will be celebrated during the 2018 Pyeongchang Olympic Games.
OBJECTIVES

Promote social and constructive behaviour

"You are champs! We are friends!". The Dream Program slogan in itself embodies the Olympic values of excellence, friendship and respect. By mixing communities, countries, disabled and abled people, the youths of the world concretely participate in a unique experience that will impact their entire life. They build bridges among cultures and nations, they share the sense of effort, the collective practice of sport and friendship.

Develop human capital and generate social cohesion

Coaches and their “students” improve their knowledge and methods by sharing experience and best practices.

The Winter Sports Academy trains professionals who can exchange theory & practical training and guidance method about sports on snow (skiing and snowboarding) and sports on ice (figure skating and short track speed skating). Participating coaches will help for promising players of their own countries through guidance methods and practical training methods. Young players will understand winter sports better and improve their skills.

Beyond sport, social cohesion is also strengthened through culture and recreational activities such as a tour of Gangwon Province, a tour of Seoul and a tour of the PyeongChang Winter Olympics sports facilities. The participants experience Korean culture and youth via the Dreaming Lounge, social parties, water play, etc.

PRACTICAL INFORMATION

Internal & External Stakeholders

City of PyeongChang
Gangwon Province

Ministry of Culture
Sports and Tourism/Korea Sports Promotion Foundation
Ministry of Foreign Affairs
Seoul Metropolitan City
The PyeongChang Organizing Committee for the 2018 Olympic & Paralympic Winter Games
Youngone Corporation
KT
IOC, FIS and ISU, the foreign media and NOCs have praised the quality and usefulness of Dream Program.

Finance and Cost

The stakeholders listed above are financially supporting the project.

Use of the Olympic Brand

The activity of youth from different cultures is illustrated with five snowflakes and the circle uniting all elements of the emblem symbolizes harmony of humankind and realization of world peace through the Dream Program.

EVALUATION

The increasing number of individuals and countries participating in the program is the most visible sign of its success. Since 2004, Dream Program has invited 1,749 athletes and coaches from 80 different countries to participate in winter sports training along with various cultural experiences.

Among them, 166 athletes have competed in international winter sports competitions.

The international sports organizations, including the IOC, recognise the contribution of the Dream Program to the shared growth of global winter sports and promotion of friendship through sports, which led Gangwon Province to realize its DREAM to host the Olympic and Paralympic Games in PyeongChang.

KEY CHALLENGES

A sound organization process from the application to the event

Such a program needs both anticipation and organization, especially since the number of participants and countries involved increases each year.
An application is distributed and received by the Korean Embassy through the process of consultation with the National Olympic Committee (NOC) of the country concerned. Each NOC recommends participants among promising players aged 11~15 from its country.

For youth with disabilities, the Korean Paralympic Committee is in charge of selecting participants with the cooperation with each National Paralympic Committee (NPC). Each NPC recommends participants among promising players of aged 14~19 from its country.

After reviewing the applications, participants are finally confirmed by Gangwon Province.

The process is well-oiled and allows delegations and participants to fully enjoy the experience.

**Make different cultures and countries live together and share**

It is very challenging to have representatives from so many countries and cultures, who also speak different languages, living together for almost 2 weeks.

The Dream Program is designed to encourage the youths to mix together, share experiences and discover one another’s culture, language and background. Coaches are also encouraged to share their teaching experiences and methods in order to improve apprenticeship.

**KEY LEARNINGS AND RECOMMENDATIONS**

**Mixing is enriching**

The Dream Program has helped foster closer ties among nations and enriched the participants through cultural exchange. Key stakeholders such as the IOC, winter International Federations such as FIS and ISU, the foreign media and NOCs have lauded Dream Program as an excellent initiative that has contributed to promoting the Olympic Movement and celebrating the Olympic values.

It has helped expand winter sports, promote friendship among youths and contribute to peace around the world. Since 2011, the second phase of Dream Program, called ‘New Dream Program’, has been in operation and offers increased opportunities for the youths, including those with disabilities, to experience winter sports in PyeongChang. In 2012, Dream Program was also expanded to serve as an academy for winter sports.

**CONTACT**

rjf70@korea.kr

http://en.dreamprogram.co.kr/MA/