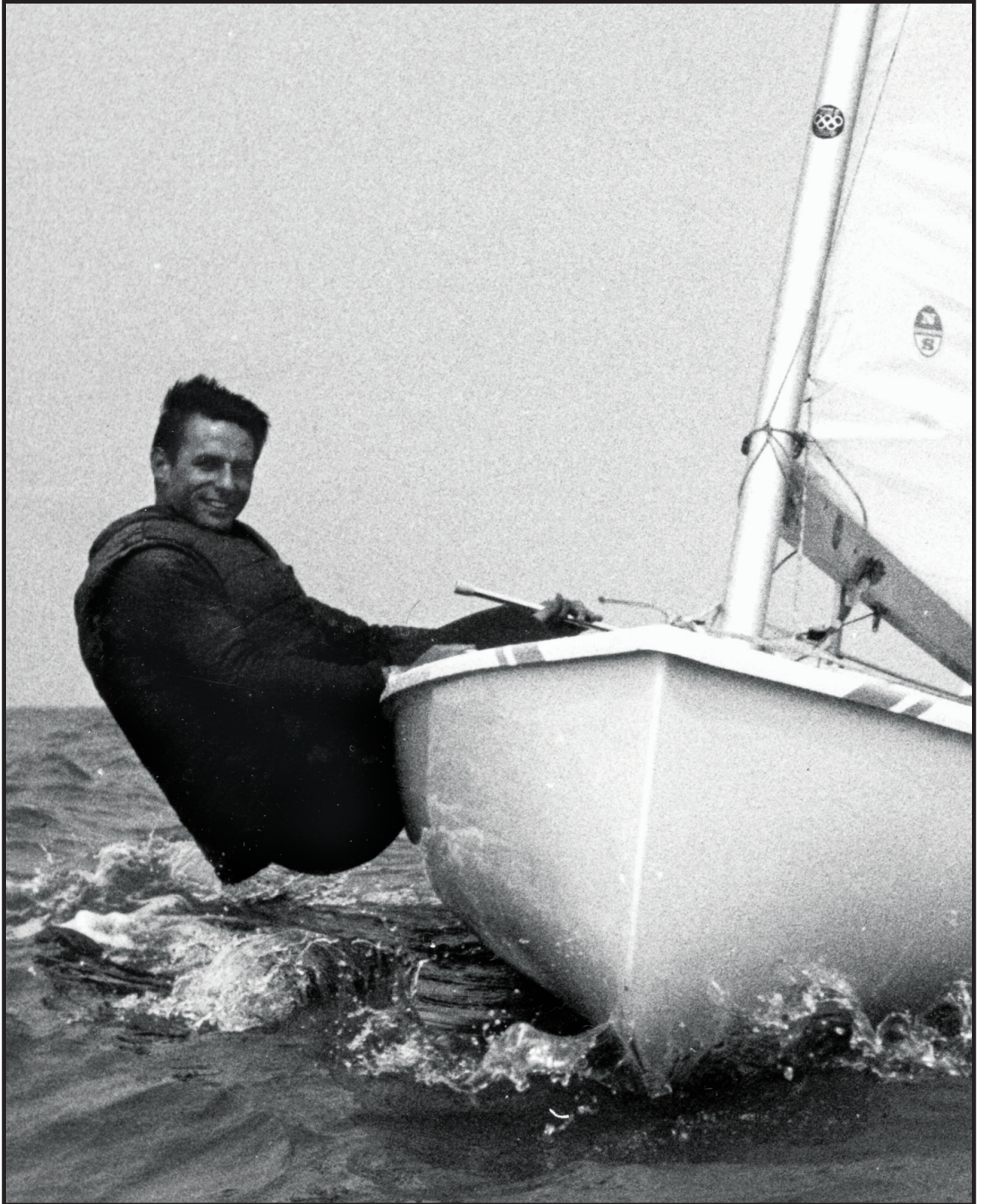


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COUNT JACQUES ROGGE  
PRIZE





## COUNT JACQUES ROGGE P R I Z E

# 1. PURPOSE OF THE AWARD

The « **Count Jacques Rogge » Prize** is an international initiative designed to honour the enduring legacy of Jacques Rogge, former President of the International Olympic Committee (2001-2013), and to translate his values into concrete, high-impact action.

The Award recognises and supports innovative projects that place **youth, inclusion and diversity** at the heart of sport and education. It offers sponsors a unique opportunity to associate their organisation with one of the most respected figures in the Olympic Movement and with a project that delivers measurable social impact.

Led by **Panathlon Belgium**, the Award is conceived as a **structured, sustainable and recurring initiative** with international reach.

# 2. WHY THIS AWARD MATTERS

Jacques Rogge embodied integrity, ethical leadership and the belief that sport is a powerful driver of education, social cohesion and peace. His legacy includes landmark initiatives such as the **European Youth Olympic Festival** and the **Youth Olympic Games**, both designed to place young people and values at the centre of sport.

The Rogge family has formally agreed to associate his name with this Award, guaranteeing authenticity, legitimacy and continuity with his life's work.

For sponsors, this means engagement in a project that is:

value-driven and  
credible

internationally  
recognised

aligned with long-  
term societal  
priorities



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*"Sport is a human right.  
Every individual must have the possibility  
to practise sport, without discrimination  
of any kind."*

### 3. VISION AND ADDED VALUE FOR SPONSORS

The « **Count Jacques Rogge » Prize** aims to become a **reference label** for ethical, inclusive and youth-focused initiatives in sport.

For partners and sponsors, the Award offers:

- **strong reputational value**, linked to Olympic ideals and ethical leadership;
- **international visibility** within the sporting, educational and institutional ecosystem;
- **concrete social impact**, with measurable and transferable outcomes;
- **alignment with ESG and CSR objectives**, particularly in the fields of youth development, inclusion, education and integrity.

### 4. PROFILE OF SUPPORTED PROJECTS

The Award will distinguish projects that:

- are ongoing or completed, with clearly measurable results;
- focus on youth, inclusion and diversity in sporting or educational contexts;
- promote education through sport and Olympic values;
- are cost-effective, replicable and scalable;
- actively involve educators, coaches, trainers or youth workers;
- demonstrate potential for international dissemination.

Sponsors are thus directly associated with initiatives that create lasting value and tangible outcomes.

## 5. GOVERNANCE AND CREDIBILITY

The Award is overseen by a high-level Jury, ensuring transparency and credibility:

- Mrs Anne Rogge or her representative, with the Rogge family holding a right of veto;
- the President of the Belgian Olympic and Interfederal Committee, Mr Jean-Michel Saive;
- representatives of Panathlon Belgium.

This governance structure guarantees independence, integrity and alignment with Olympic values

*“Sport is a powerful tool for education,  
peace and development.”*



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## 6. CONCLUSION

The « **Count Jacques Rogge » Prize** is more than an award: it is a platform for responsible engagement, social impact and ethical leadership through sport.

Panathlon Belgium invites companies, foundations and patrons to become partners in this ambitious international initiative—one that combines legitimacy, visibility and long-term value, while bringing Jacques Rogge's vision to life for future generations.

*“Investing in sport for young people is investing in the future of society.”*



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PRIZE

*"Fair play is not an option,  
it is an obligation."*

**Panathlon International Belgium**

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