



**Vision**

To Become a Leading Nation in Bringing the World Together Through Sustainable Sport Development

**Mission**

To spread sports and physical activities in the country. To sponsor and improve Olympic Movement in accordance with principles of Olympic Charter. To support and improve sports performance within the context of the Olympic spirit

الرياضة  
من أجل  
الحياة  
**SPORT  
FOR  
LIFE**

# Qatar Olympic Committee Strategy Map 2023-2030

Stakeholders Outcomes

- 01 Achieve Sport Development
- 02 Promote Olympism
- 03 Ensure Sport Excellence

- S1 **COMMUNITY** "Sport for life"
- S2 **STATE** "Qatar the sustainable sports destination"
- S3 **STRATEGIC PARTNERS** "Partnership as catalyst for sports"
- S4 **FEDERATIONS & ATHLETES** "Raise the level of professional sports"

Internal Processes

SPORT CULTURE	SPORT SUSTAINABILITY	SPORT LEGACY	SPORT EXCELLENCE
P1 Contribute to enable female sport participation	P7 Ensure sports facilities & events meet sustainability standards	P12 Contribute to enrich sport scientific research, studies, and innovation	P18 Support federations in age groups level
P2 Partnership with parents to encourage age groups sport participation	P8 Ensure the reduction of QOC social, economic, and environmental carbon footprint	P13 Strengthen local & international partnerships in sports legacy	P19 Integrated care for athletes academic, vocational, and health pathways
P3 Contribute to activate physical education in all academic & university levels	P9 Operational alignment with United Nations Sustainable Development Goals	P14 Integration of sports legacy requirements in the country	P20 Qualify and earn advanced rankings in Olympic Games & in International & Asian competitions
P4 Organize sports activities & events for people with disabilities	P10 Diversification of income sources and investment projects for QOC and federations	P15 Develop & integrate volunteering & sport events ecosystems	P21 Ensure equal opportunities for both genders & people with disabilities to participate in tournaments & training camps
P5 Contribute to boost public attendance in sport events	P11 Strengthen partnership with private sector & non-profit organizations to support sport events & projects	P16 Contribute to the provision of sports facilities for national federations & community around the country	P22 Enhance sports diplomacy & international cooperation with major & important international sports bodies and institutions
P6 Promote healthy lifestyle in the community		P17 Ensure the application of knowledge management system	P23 Develop integrated sports ecosystem of Qatari talents from both genders with the highest professional qualifications

Enablers

**Organizational Excellence**

E1 Strategic Integration	E2 Effective Financial risk management	E3 Apply Sustainable supply chain management	E4 Create the optimal environment to attract, grow and retain the best talent & knowledge	E5 Apply Corporate governance	E6 Ensure digital transformation in corporate performance
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**Values**

- Quality
- Appreciation
- Respect
- Excellence
- Friendship
- Creativity
- Responsibility