

## Unlocking the potential of Paralympic Sport, building an organisation for all

### My experience – A life devoted to Paralympic sport

I care deeply about the future of the Paralympic Movement and as a trusted partner with a wealth of experience working alongside athletes, NPCs, Regions, IOSDs and IFs, I am honoured to offer myself to you as a candidate to become IPC President. I have worked within the Paralympic Movement for most of my life; serving as IPC Vice-President, IPC Governing Board member, Chair of the IPC Paralympic Games Committee, President of the Americas Paralympic Committee, and the Brazilian Paralympic Committee for 20 years. As President of CPB, I led a period of unprecedented success for para-sport in my country, transforming a developing NPC ranked 30th to 7th. During this time, Brazil also experienced a 600% increase in para-sport participation and secured the world's biggest para sponsorship deal worth USD 38 million per quadrennium. I believe all this demonstrates my track-record, knowledge and passion to represent the needs of our athletes and lead the IPC into a period of even greater success.

### My vision – Unlocking the potential of Paralympic sport

This election comes at an exciting, but crucial, time for the IPC and Paralympic Movement, following the successes of London 2012 and Rio 2016. Para-sport has experienced unprecedented growth in the past few years – however, this progress has not been without its challenges. It is therefore vital that the next IPC President is someone with the right skills, strong leadership, experience and track record to lead us into more growth and opportunity. I am proud of the unique power that our movement has to inspire social change and the way we draw strength from, and celebrate, uniqueness and diversity. This manifesto outlines

my vision and ambition for the future of the Paralympic Movement to fully unlock our huge potential.

### My manifesto – A new era for Paralympic Movement An organisation for all

I believe that an organisation is strong only if its members are strong. All of them. I want to ensure the IPC is an open and collaborative organisation, one that understands and addresses the different needs of its members at all levels, not only for a few, and provides the right tools to help nurture and develop emerging members. If elected President, I will create a Membership Development Pathway – one that is flexible and tailored to local needs – whether a National Paralympic Committee (NPC), International Federation (IF), IOSD or regional organisation.

### Athlete's at the centre of everything we do

I want to give athletes a greater voice. I will create mechanisms where athletes can express their voices, in their own language whenever possible, respecting their cultural values. Open Forums will be established, so athletes will have opportunity to interact directly with IPC leadership.

### Transparency, openness and dialogue

The IPC is known for being a transparent organisation. We should all be very proud of it. But I want to move a step further. I am known by my openness and passion for democracy, dialogue and collaboration. Every single aspect of IPC's decision making process must be fair, transparent and open. It also must be the result of a collaborative and consultative process with all our stakeholders.

### Ensure the IPC reaches everyone in the Paralympic Family

The IPC president must be available and present in the day to day of our movement. But I would like to have a more proactive approach on this important front. I will commit to visiting more of our membership in person, as well as utilising digital technology to better communicate with our stakeholders across different regions.

### A stronger relationship with the IOC

The IOC is our biggest partner and the 'One City – Two Games' model allows the IPC to provide the athletes with the best possible platform to inspire the world. It is vital the IPC continues to strengthen relations with the IOC whilst also preserving our identity and distinctive elements. It is only by working together that we can reach the true potential of this partnership, including at regional and national levels. I have a great network within the Olympic Movement and the IOC itself, being part of two of its commissions and working with it to face the challenging circumstances of the Rio 2016 Games.



## Leadership

To me, the IPC President must serve the membership, being firm, being strong, while, at the same time, adhering to the principles of openness and dialogue. I have shown my diplomatic but resilient skills on many occasions in the past - and this is how I would like to lead the IPC in the next four years. I want to establish relationships with international organisations, countries' leaderships, multinational companies, to open doors so that every NPC, IF, IOSD or Region can benefit from these partnerships.

## Paralympic Games

The Paralympic Games are the pinnacle, the best platform for Paralympic athletes to be showcased and compete at their best. It must bring the best athletes of the world together, but it also must bring the whole World together. I believe in universality as a principle. Coming from a developing nation, I understand the possibilities that the participation in the Paralympic Games can offer to boost para sport in each and every country.

## Unlocking the movement's untapped development and commercial potential

I want to focus our efforts on building a revitalised marketing model for the Paralympic Movement. As part of this, I will explore how the IPC can secure more 'top tier' global sponsorship agreements, deepening our relationship with broadcasters and better supporting NPCs and IFs with their broadcasting strategies.

## Professionalise the athlete classification system

Classification is the starting point for any fair competition in the Paralympic Movement and as IPC President, I want to explore the introduction of a professional classification process. By professionalising our classifiers, this will enable performances to be monitored, improve accountability to international federations, and increase availability of classifiers for national competitions worldwide. I will also encourage the use of technology to support evidence based classification systems.

## Establish an Athlete Post Career Programme

I believe para athletes are the greatest ambassadors for change in and outside the field of play. I want to provide opportunities for them to be successful in the labour market after they finish their sport careers. I want to establish strategic partnerships with HR companies and educational organisations to provide our athletes with specialised educational and career pathways, once their athletic career has finished.

## A fairer competition fee structure

As a Brazilian, I understand the challenges facing many developing countries and if elected President, I am committed to restructuring current competition fees to ensure more athletes can compete at IPC major events. We already have a good membership fee policy in place, where members in different development levels pay different fees.

## Hold the IPC Gathering every 2 years

I want to build on the IPC Gathering and hold it every two years to alternate with the IPC General Assembly. This will ensure there is a regular platform to share knowledge and build a strong connection between the membership, the IPC President and the Governing Board – so that we grow stronger together.

## Reinforce Agitos Foundation

Development, Development, Development. This is what the membership shouts at every opportunity. Having successfully worked in this field at a national, regional and international level, I could not agree more. The Agitos Foundation provides essential funding for athletes and programmes right across the Paralympic Movement and I will strengthen its operational capacity.

## Youth Paralympic Games

If elected President, it is my intention to pursue the creation of a Paralympic Youth Games and will propose that this is explored in the IPC Gathering scheduled for the first half of 2018.

