



# Open Call

As part of the ISF President's vision to strengthen the visibility and impact of school sport worldwide, we are pleased to launch the new ISF Ambassador Programme for the following positions.

**A) Elite Athlete Ambassador – 1 Person**

**B) Elite Coach Ambassador – 1 Person**

**C) Sports Influencers, Administrators, Educationalists or Public Leaders - 1 Person**

## Eligibility

### **A) Elite Athlete Ambassador – Minimum Eligibility (must meet at least one)**

A nominee must have achieved at least one of the following:

- **Olympian:** competed at an Olympic Games (any discipline/event).
- **World-level medalist:** medal at a recognised senior world championship / world cup final event under the relevant International Federation (IF).
- **Continental-level medalist:** medal at a recognised senior continental championship (e.g., European / Asian / African / Pan-American / Oceania) under the relevant IF.
- **World/Continental-level participant (within Olympic sport discipline):** represented their country at a senior world championship or senior continental championship under the relevant IF (participation, no medal required)
- **Recognised continental multi-sport medalist/participant:** medal or participation at continental games recognised by their NOC/IF (e.g., Asian Games, Pan American Games, African Games, European Games), where applicable to the sport.

### **B) Elite Coach Ambassador – Minimum Eligibility (must meet at least one)**

A nominee must have achieved at least one of the following as a coach:

- **Olympic coach:** accredited coach/coach staff at an Olympic Games.
- **World-level coach:** coached an athlete/team to participation at a senior world championship.
- **Continental-level coach:** coached an athlete/team to participation at a senior continental championship.
- **Medal-producing elite coach:** coached an athlete/team to a medal at world or continental senior level (as defined above).

### **C) Sports Influencers, Administrators, Educationalists or Public Leaders**

A nominee must be a recognised figure with the demonstrable ability to advance ISF's mission, visibility, & impact. This may include, but is not limited to, individuals with significant influence in the fields of sport, education, public policy, media, or civil society at a national or international level.

**Applicant's must submit:** Photo, Application form, Short profile (Max. 300 words), CV, Achievement Certificate

For more details please go through the link: <https://nssf.org.np/article/Open-Call-for-ISF-Ambassador-Program-2026>

# ISF Ambassador Programme

## Phase 1 – Pilot Guidelines

### 1. Introduction

The ISF Ambassador Programme is introduced as a voluntary pilot initiative designed to strengthen the visibility and impact of school sport under the broader ISF President's 2032 Vision.

Through the Programme, ISF Members are invited to nominate individuals who actively contribute to the promotion and development of school sport and align with ISF values within their national or regional context.

The pilot phase will allow ISF and ISF Members to explore the potential of a structured Ambassador network in a flexible and sustainable manner. The initiative is designed as a light and flexible framework during its initial phase, allowing the concept to evolve organically based on member engagement and practical experience.

### 2. What Is an ISF Ambassador?

ISF Ambassador is an individual formally nominated by an ISF Member and recognised by ISF as a voluntary representative supporting the promotion of:

- School sport development
- ISF values and educational sport principles
- Awareness of ISF activities at national level

ISF Ambassadors may come from the following elite sport backgrounds only:

- Elite Athlete Ambassador (former/current)
- Elite Coach Ambassador (former/current)
- Sports Influencers, Administrators, Educationalists or Public Leaders
- ISF Ambassadors act as visible champions of school sport in their nations/regions and for ISF globally. The role is honorary and non-remunerated.

### 3. Why Participate?

The Programme offers ISF Members:

- Recognition of leading contributors to school sport

- Increased visibility within the ISF network
- Opportunities for ambassadors to be highlighted through ISF communication channels
- Strengthened connection between national activities and the ISF community

Participation is entirely voluntary.

## 4. Eligibility Criteria

Each ISF Member may nominate up to two (2) ambassadors during the pilot phase. Nominees must meet

- Have demonstrated active involvement in school sport
- Uphold the values and ethical standards of ISF
- Are willing to support the promotion of ISF activities within their networks

And they must be from one of the two tracks below (Athlete or Coach). Proof of the same must be included within the nomination application.

### A) Elite Athlete Ambassador – Minimum Eligibility (must meet at least one)

A nominee must have achieved at least one of the following:

- **Olympian:** competed at an Olympic Games (any discipline/event).
- **World-level medalist:** medal at a recognised senior world championship / world cup final event under the relevant International Federation (IF).
- **Continental-level medalist:** medal at a recognised senior continental championship (e.g., European / Asian / African / Pan-American / Oceania) under the relevant IF.
- **World/Continental-level participant (within Olympic sport discipline):** represented their country at a senior world championship or senior continental championship under the relevant IF (participation, no medal required)
- **Recognised continental multi-sport medalist/participant:** medal or participation at continental games recognised by their NOC/IF (e.g., Asian Games, Pan American Games, African Games, European Games), where applicable to the sport.

### B) Elite Coach Ambassador – Minimum Eligibility (must meet at least one)

A nominee must have achieved at least one of the following as a coach:

- **Olympic coach:** accredited coach/coach staff at an Olympic Games.
- **World-level coach:** coached an athlete/team to participation at a senior world championship.

- **Continental-level coach:** coached an athlete/team to participation at a senior continental championship.
- **Medal-producing elite coach:** coached an athlete/team to a medal at world or continental senior level (as defined above).

#### C) Sports Influencers, Administrators, Educationalists or Public Leaders:

A nominee must be a recognised figure with the demonstrable ability to advance ISF's mission, visibility, & impact. This may include, but is not limited to, individuals with significant influence in the fields of sport, education, public policy, media, or civil society at a national or international level.

Nominations under this track are subject to approval.

## 5. Selection & Nomination Process

ISF Ambassador candidates must:

- Be at least 18 years of age at the time of nomination
- Possess full legal capacity in accordance with applicable national legislation
- Be covered by appropriate personal accident and/or liability insurance within their country of activity

To nominate an ambassador, ISF Members should:

1. Submit a photo and application form
2. Provide a short profile (max. 300 words)
3. Complete the official nomination form
4. Confirm endorsement by ISF Member
5. Proof of qualifying achievement

All nominations will be reviewed by the ISF Secretariat. ISF may request clarification if necessary. Responsibility for ensuring compliance with these requirements rests with the nominating ISF Member.

## 6. Recognition & Engagement

Approved ambassadors will receive:

- An official digital certificate
- Inclusion on the ISF website (optional)

- Access to ambassador briefing materials
- Potential visibility through ISF communication channels

ISF Ambassadors may contribute to school sport visibility through activities such as:

### **Public Engagement**

- Attend local or national ISF-affiliated events
- Engage in school outreach programmes
- Host clinics, motivational talks, community activities

### **Media & Communication**

- Appear in promotion campaigns for ISF events
- Share personal stories tied to school sports
- Co-create digital content (videos, social media)

### **Event Participation**

- Support host cities and ISF Members during ISF events
- Where appropriate and subject to event regulations, ambassadors may be invited to engage in ISF-related activities
- Engage with young athletes in fan zones, workshops and panels

Ambassador status may not be used for commercial endorsement implying official ISF partnership without prior written approval.

## **7. Operational Framework**

During the pilot phase:

- Ambassador activities are carried out within existing national/regional structures
- No specific reporting obligations are imposed
- The Programme does not create contractual or financial commitments

The pilot is designed to remain light, flexible and manageable for both ISF and ISF Members.

## **8. Ethical Alignment, Code of Conduct & Revocation**

ISF Ambassadors are expected to act in accordance with ISF values and ethical standards.

ISF Ambassadors must comply with:

- ISF ethical standards

- Non-political neutrality in official capacity
- Respectful public communication

ISF reserves the right to revoke ambassador status in case of misconduct or reputational risk:

- Verified misconduct, harassment, abuse, discrimination, or safeguarding concerns
- Doping violations, sanctions, or disciplinary action by an IF/NOC/federation
- Public conduct causing significant reputational risk to ISF
- Misuse of ISF name/role for commercial endorsement implying ISF partnership without written approval

## 9. Duration of Pilot Phase

The pilot phase will run until the end of 2027, after which the Programme will be evaluated. Future continuation or expansion will be subject to review.

## 10. Education Collaboration

ISF Ambassadors may collaborate with ISF Academy to support educational activities aimed at promoting values-based education, school sport development, and youth engagement.

During the pilot phase, such collaborations remain optional and will be implemented depending on programme needs, event context, and ambassador availability.

### **On-site Athletes Education – Ambassador Talks**

ISF Ambassadors may contribute to on-site education activities during ISF events through short motivational sessions (“Ambassador Talks”).

#### **Format:**

- 30-minute session

#### **Content may include:**

- Personal athlete journey
- Core sport values (fair play, respect, resilience)

These sessions aim to inspire young participants and reinforce the educational dimensions of ISF events.

## **International Forums & Conferences**

ISF Ambassadors may be invited to contribute to educational forums, conferences, or side events organised within ISF events.

Their contribution may include:

- Participation in panel discussions
- Delivery of keynote or thematic presentations

These interventions aim to provide practical insights, share personal experiences, and enhance the overall educational impact of ISF programmes.



## ISF Ambassador Program 2026

### Application Form

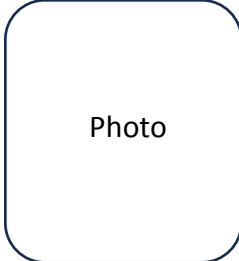
**Applied for (Choose any one):**

A) Elite Athlete Ambassador

B) Elite Coach Ambassador

C) Sports Influencers, Administrators, Educationalists or Public Leaders

**Submit Application before May 22, 2026** via [info@nssf.org.np](mailto:info@nssf.org.np)



**Name:** \_\_\_\_\_

**Date of Birth:** \_\_\_\_\_

\_\_\_\_\_  
**Applicant's Signature**

**Gender:** Male  Female

**Sports Affiliated:** \_\_\_\_\_

**Major Achievement:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Applicant's Short Profile (Max. 300 Words)**