

Sustainability & Social Inclusion Report 2025

Development



UNITED WORLD WRESTLING

1. Introduction

The Development Department of United World Wrestling (UWW) plays a central role in advancing sustainability and social inclusion across the sport. Through its programs and initiatives, development is approached not only as a mechanism for sporting growth, but as a means to foster equitable access, education, and long-term positive impact within wrestling communities worldwide.

Operating across diverse social, cultural, and economic contexts, UWW's development activities are designed to address structural inequalities and support emerging wrestling nations. This approach aligns with the values of the Olympic Movement and the broader objectives promoted within the ASOIF framework, recognizing sport as a powerful tool for social development.

In this context, sustainability is understood primarily through its human and social dimensions. Development initiatives aim to strengthen individual capacities, promote inclusive participation, and support safe and supportive environments, ensuring that opportunities within wrestling are accessible and meaningful over time.

This report outlines how sustainability and social inclusion principles were integrated into UWW's development activities in 2025, with a focus on strategic intent, program design, and long-term value rather than isolated outcomes.



2. Development as a Driver of Sustainability

Within UWW, development initiatives represent a key driver of sustainability by placing people, communities, and education at the center of sporting activity. Rather than focusing on infrastructure-heavy interventions, development programs prioritize human capital, knowledge transfer, and inclusive participation, resulting in a low environmental footprint and a high social impact.

This approach is characterized by:

- Prioritization of human capital over infrastructure-intensive investment
- Knowledge transfer as a driver of long-term autonomy and resilience
- Inclusive participation models adapted to diverse regional contexts

By investing in athletes, coaches, officials, and young leaders from diverse backgrounds, UWW development activities contribute to the long-term resilience of the sport. These initiatives support not only athletic performance, but also personal growth, cultural exchange, and the establishment of safe and respectful sporting environments.

Development programs are designed to be adaptable and context-sensitive, allowing them to respond to local needs while maintaining consistent organizational principles. This flexibility enables sustainable engagement across regions with varying levels of resources, infrastructure, and institutional capacity.

Through education, mentorship, and structured participation pathways, UWW development initiatives contribute to social inclusion by expanding access to wrestling opportunities, promoting gender equality, and reinforcing the role of sport as a platform for positive social change.



3. Flagship Development Programs

UWW's development strategy is implemented through a series of flagship programs designed to promote access, education, and inclusion while strengthening the long-term sustainability of wrestling worldwide. These programs are structured to respond to diverse regional realities while maintaining a consistent focus on human development, safe sport, and equitable participation.

Among these initiatives, More Than Medals represents a central pillar of UWW's development approach, embodying the integration of sporting excellence with broader social and educational objectives.

3.1 More Than Medals

The More Than Medals program reflects UWW's commitment to placing athletes and communities at the center of development efforts. Designed as a holistic initiative, the program goes beyond competitive performance by combining technical training with education, cultural exchange, and social awareness.

Implemented across different regions and contexts, More Than Medals provides young athletes and coaches from developing wrestling nations with access to high-level expertise, structured learning environments, and international exposure. By bringing together participants from diverse cultural and geographical backgrounds, the program fosters inclusion, mutual understanding, and respect.

A key feature of More Than Medals is its emphasis on education as a foundation for sustainable development. Training sessions are complemented by workshops addressing topics such as safe sport, anti-doping awareness, ethics, and athlete welfare. This integrated approach supports participants not only as competitors, but as individuals equipped with knowledge and values that extend beyond the field of play.



The program is structured around four core pillars:

- Technical excellence through access to high-level training and international exposure
- Education and values, including safe sport, ethics, anti-doping, and athlete welfare
- Gender equality, promoting the active participation of women as athletes, coaches, and leaders
- Cultural exchange, fostering mutual respect and intercultural dialogue

Gender equality and inclusive participation are embedded within the design of the program. More Than Medals actively promotes balanced representation and encourages the involvement of women as athletes, coaches, and role models. Through targeted outreach and structured participation, the program contributes to creating pathways for women within wrestling and reinforcing inclusive environments.

Cultural exchange represents another essential dimension of the initiative. By exposing participants to new environments, training methodologies, and perspectives, More Than Medals strengthens intercultural dialogue and broadens participants' understanding of the global wrestling community. These experiences support long-term engagement with the sport and reinforce its role as a connector across cultures.

From a sustainability perspective, More Than Medals prioritizes human-centered investment over infrastructure-heavy interventions. By focusing on education, mentorship, and capacity building, the program achieves meaningful social impact while maintaining a limited environmental footprint. This approach aligns with UWW's broader sustainability objectives and the principles promoted within the Olympic Movement.

Through More Than Medals, UWW demonstrates how development initiatives can simultaneously strengthen sporting performance, promote social inclusion, and contribute to the sustainable growth of wrestling worldwide.



3.2 Capacity Building and Education

Capacity building and education are fundamental components of UWW's development strategy and play a critical role in advancing sustainability and social inclusion within the sport. By strengthening knowledge, skills, and institutional capacity, UWW development programs aim to create long-term impact that extends beyond individual events or short-term interventions.

Educational initiatives target a wide range of stakeholders, including athletes, coaches, referees, and administrators. Through structured courses, workshops, and mentorship opportunities, these programs support the professional development of individuals who serve as multipliers within their national federations and local communities.

Key focus areas include:

- Education and certification of coaches, referees, and administrators
- Knowledge transfer to strengthen institutional capacity at national level
- Integration of safe sport, ethics, and governance principles

UWW places particular emphasis on knowledge transfer and shared learning, recognizing that sustainable development within sport depends on the ability of national federations to operate independently and effectively. By providing standardized educational content while allowing for contextual adaptation, capacity-building initiatives respond to diverse regional needs and resource environments.

In addition to technical instruction, educational programs incorporate themes related to athlete welfare, safe sport, ethics, and good governance. This holistic approach reinforces responsible practices and supports the creation of safe, inclusive, and well-managed sporting environments.

Through investment in education and capacity building, UWW contributes to the resilience and sustainability of wrestling structures worldwide, ensuring that development efforts generate lasting value for individuals, institutions, and communities.



4. Gender Equality and Social Inclusion

Gender equality and social inclusion are core priorities within UWW's development framework and are integrated across programs and initiatives rather than treated as standalone objectives. Development activities are designed to promote equitable access to opportunities, encourage diverse participation, and foster environments in which all individuals are respected and supported.

UWW development programs actively support the participation of women in wrestling, both on and off the mat. This includes promoting access for female athletes, encouraging the involvement of women as coaches and officials, and supporting pathways toward leadership roles within national federations and regional structures.

Development initiatives support inclusion through:

- Expanded access for women as athletes, coaches, and officials
- Leadership pathways within national federations and regional structures
- Safe sport education and awareness embedded across programs

Social inclusion efforts extend beyond gender and address broader dimensions of diversity, including cultural background, geographic representation, and levels of access to resources. By engaging participants from developing and emerging wrestling nations, UWW development initiatives help reduce structural barriers and expand participation across regions.

Safe sport principles are embedded within development programming, reinforcing UWW's commitment to athlete protection and ethical conduct. Educational sessions, awareness activities, and clear standards contribute to the creation of environments in which participants can train, learn, and compete with confidence.



5. Community Impact and Long-Term Value

UWW's development initiatives are designed to generate impact that extends beyond the duration of individual programs and activities. By engaging local stakeholders, national federations, and young participants, development efforts contribute to strengthening wrestling communities and supporting long-term social value.

Community impact is fostered through direct engagement with local environments in which development programs are delivered. Activities such as training camps, workshops, and educational sessions create opportunities for interaction, cultural exchange, and shared learning between participants and host communities. These interactions reinforce mutual understanding and support positive perceptions of sport as a tool for development.

Long-term value is achieved by prioritizing sustainability in its social and human dimensions. By equipping participants with knowledge, skills, and values, UWW development initiatives support continued engagement with wrestling after programs conclude. Participants often return to their national contexts as ambassadors of best practices, contributing to the growth and quality of wrestling within their communities.

Through collaboration with national federations and regional partners, development programs strengthen local capacity and encourage continuity. This approach ensures that development initiatives contribute not only to immediate outcomes, but also to lasting institutional and social benefits.



5.1 Beach Wrestling Events and Environmental Awareness

Beach Wrestling events offer a unique opportunity to integrate environmental awareness into the delivery of sport, placing natural settings — particularly coastal environments — at the center of the participant experience. The beach, as both a competition venue and a shared public space, naturally reinforces the importance of environmental responsibility and collective stewardship.

Within UWW's development framework, Beach Wrestling events are leveraged as platforms to promote sustainability-related awareness through practical engagement rather than abstract messaging. Activities linked to beach environments encourage participants to recognize the value of preserving natural sites and respecting local ecosystems.

By organizing competitions and development activities in open natural settings, UWW fosters direct interaction between athletes, local communities, and the environment. This proximity creates opportunities for awareness-building actions, such as responsible use of shared spaces, waste reduction practices, and collaboration with local stakeholders on environmental initiatives.

Beach Wrestling also supports community engagement by involving local authorities, volunteers, and residents in event delivery. This collaborative approach strengthens the connection between sport and community while reinforcing the role of wrestling as a respectful and responsible user of natural spaces.

Through Beach Wrestling events, UWW demonstrates how development initiatives can integrate environmental awareness organically, using sport as a tool to promote responsible behavior, education, and long-term respect for natural environments.



6. Conclusion

The Development Department plays a central role in advancing sustainability and social inclusion within United World Wrestling. Through human-centered programs, educational initiatives, and inclusive participation pathways, development activities translate organizational values into tangible action.

By focusing on people, education, and communities, UWW development initiatives achieve meaningful social impact while maintaining a pragmatic and adaptable approach. This strategy aligns with the principles of the Olympic Movement and supports the long-term sustainability of wrestling worldwide.

Building on established frameworks and continued collaboration with stakeholders, UWW remains committed to strengthening its development efforts and ensuring that wrestling serves as a platform for inclusion, opportunity, and positive social change.

Through these integrated efforts, UWW development activities contribute to strengthening inclusion, fairness, and equality within the sport, supporting its sustainable growth at all levels.

