

What is it?

The Inspire Mark is an accreditation awarded to projects that have embraced the inspiration of London 2012 and the values of the Olympic and Paralympic movement. London 2012 want to inspire the whole of the UK to be part of the 2012 Games and encourage people to get involved in new and exciting ways. Projects within the Inspire programme will be an important part of the Games' lasting legacy.

What are the benefits of applying?

Set your project apart – projects are assessed by London 2012 and the International Olympic Committee – only the very best are recognised through the Inspire programme

Badge excellence – Inspire projects can carry the London 2012 brand, through the Inspire Mark, on a wide range of marketing materials

Showcase your success – regional and national media activity regularly focuses attention on Inspire projects and London 2012 run regional events to showcase projects and drive inspiration



What are the requirements?

To fulfil the criteria your project should be:

- Genuinely inspired or energised by the 2012 Games
- A new project or an existing project that has taken new strides to encompass London 2012
- Well-planned and managed
- Fully-funded from non-commercial sources
- Participative and accessible

What are the key London 2012 priorities?

To gain the Inspire Mark your project must also meet at least one of the key London 2012 priorities within the relevant theme:

Sport - Increasing participation in grass roots sports, sport competition and physical activity

Culture - Delivering an inspiring Cultural Olympiad that encourages wide participation

Education - Promoting the Olympic and Paralympic values through participation within the project

Volunteering - Encouraging volunteering in sport, culture, education and/or sustainability projects

Business opportunities and skills – Helping the UK business to win Games-related contracts

Sustainability – Promoting lasting environmental and community benefits inspired by the Games

Who do I contact to apply for the Inspire programme?

For all Cultural Inspire Mark applications

Paul Kaynes
West Midlands Creative Programmer
paul.kaynes@artscouncil.org.uk

For all other applications (Sport, Education, Volunteering, Business Skills and Sustainability)

Marianne Bell
West Midlands Inspire Programmer
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Websites:

London 2012:
www.london2012.com/getinvolved/inspire-programme

Coventry and Warwickshire 2012 Partnership
www.cswp.org.uk/london2012