

INTERNATIONAL OLYMPIC COMMITTEE

**Olympic Agenda 2020**  
**126<sup>th</sup> IOC Session**

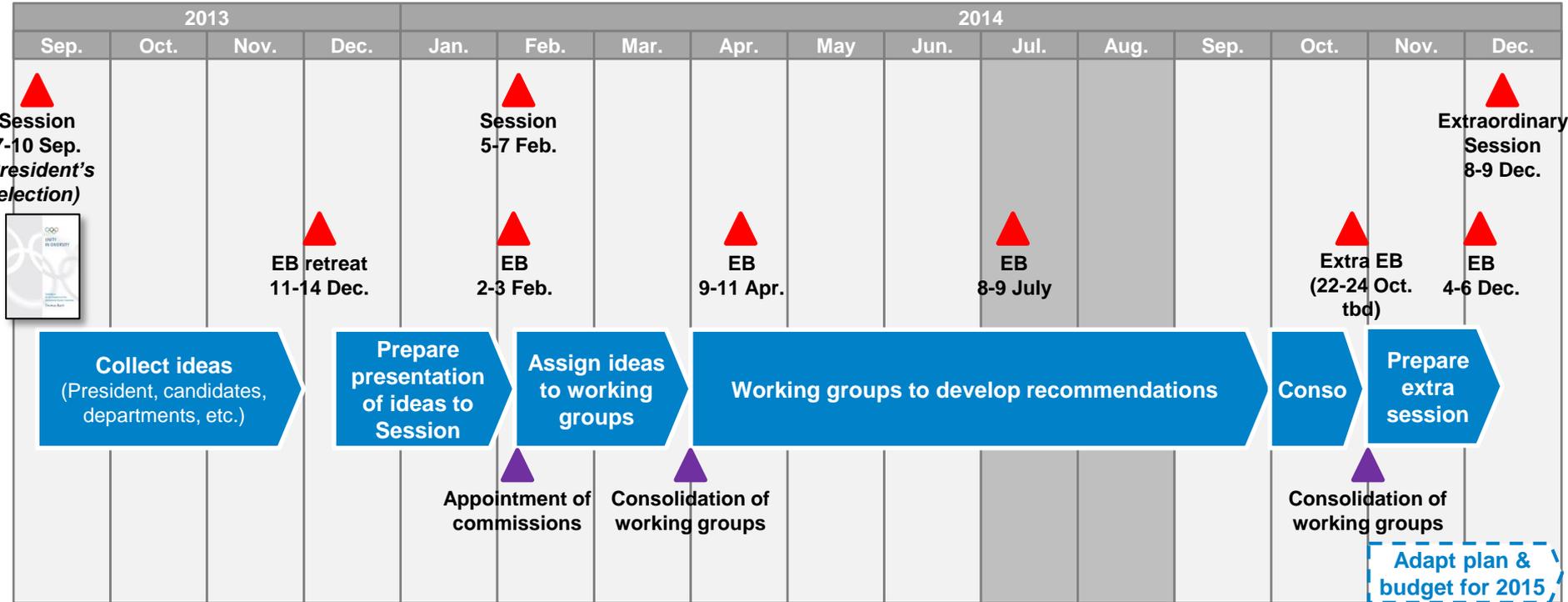
5-6 February 2014

# Five clusters of ideas



- The uniqueness of the Olympic Games
- Athletes: at the heart of the Olympic Movement
- Olympism in action: keep Olympism alive 365 days a year
- The IOC's role: unity in diversity
- IOC structure and organisation

# “Olympic agenda 2020” proposed approach



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## Agenda

- *The uniqueness of the Olympic Games*
- Athletes: at the heart of the Olympic Movement
- Olympism in action: keep Olympism alive 365 days a year
- The IOC's role: unity in diversity
- IOC structure and organisation

# The Olympic Games: key themes



- **Bidding: ensuring appeal and diversity**
- Sustainability and legacy
- Differentiation
- Olympic programme
- Olympic Games management
- Olympic Games audience

# Communicate the value of bidding for and hosting the Olympic Games



- Promote the social and economic benefits of bidding for and hosting the Olympic Games.
- Turn to the world at large, not just the world of sport.
- Better explain the Olympic Games business model (operational costs versus infrastructure investments) and the IOC's financial contribution to OCOGs.
- Support potential bid cities in their communications and engagement effort.

# Review the bidding procedure to make it more appealing and more flexible



- Review the current two-phase procedure to make sure the IOC does not ask too much too soon and balance:
  - The interest of the IOC in an in-depth review and risk analysis of a bid
  - With the interest of a potential bidder in overall return on investment.
- Shape the bidding procedure more as an invitation for potential bidders to explain how the Olympic Games fit into their long-term development plan rather than a tender for a franchise.
  - Do not apply a “one size fits all” approach and be ready to adapt to each bid’s specificity.

# Review the bidding procedure to make it more appealing and more flexible (cont.)



- Reduce and control costs for bid cities
  - Involve bidders in establishing the rules of conduct, especially regarding promotion and lobbying
  - The IOC to bear all direct costs linked to bidding requirements.
- Consider if visits by the IOC members to bid cities (in groups, coordinated and covered by the IOC) would improve the decision-making process.
- Review the Evaluation Commission's report format: risk analysis rather than detailed technical analysis.
- Review the process and rules of conduct applicable to cities wishing to organise the Olympic Games and the Youth Olympic Games.

# Allow creativity in the bidding procedure to allow for more diversity



- Allow possibility for joint bids (either from several cities in one country or from several cities in two or more countries).
- Review IOC requirements to see how the Olympic Games could be awarded to new territories (emerging economies).

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# Turn the Sport and Environment Commission into a Commission for Sustainability



- This Commission should continually study the opportunities for sustainable management, in particular the costs, and a well-balanced, transparent financial model for organising the Olympic Games.

# Foster positive legacies



- Ensure that candidate cities offer solid legacy programmes.
- Encourage bid and host cities to maximise the use of existing or temporary/demountable venues.
- Encourage all former host cities to hold an annual National Olympic Celebration Day or organise another activity to mark their contribution to the history of the Olympic Games.

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# The Olympic Games are unique and must remain so



- Maintain and strengthen the characteristics that make the Olympic Games different and special.
- Leverage the massive Olympic Games audience to communicate about:
  - the Olympic Movement’s permanent activities
  - the use of Games revenues to support athletes, Sport for All, sports development and all other activities.
- Set up a mechanism to coordinate between the Olympic Movement stakeholders regarding the sports competitions calendar.
- Consider financial compensation and returns for the stakeholders for their involvement and efforts in the organisation of sports competitions.
- Highlight the consequences of competition overload on an athlete’s health.

# Enhance relationships with sports organisers to secure the participation of the best athletes



- Further reflect on the IOC's involvement in discussions between IFs and professional leagues in relation to their athletes participating in the Olympic Games:
  - Keep a low profile
  - Take a more leading role.
- Assess the impact on the IOC, OCOGs, NOCs and IFs of professional league athletes' participation.
- Conduct a risks/benefits analysis regarding (not) having professional league athletes participating in the Olympic Games.

# Shape relationships with non-Olympic multisport events organisers



- Establish a framework for the IOC's relationships with other multi-sport event organisers (e.g. the World Games, SportAccord, Commonwealth Games).
- Study the extent to which sports and disciplines either relegated from or seeking inclusion in the Olympic programme could receive special treatment to be on the programme.
- Consider continental games as part of the qualification system for the Olympic Games.

# Enhance relationships with bodies managing sport for people with different abilities



- Review and further develop relationships with:
  - the International Paralympic Committee
  - the International Committee of Sports for the Deaf
  - Special Olympics Inc.
- Study the format of and relationships between the Paralympics and the Olympic Games.
- The Paralympics to include events for athletes from other organisations managing athletes with different abilities.

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# Introduce flexibility in the Olympic programme to balance tradition and modernity while containing costs



- Base the Olympic programme on disciplines and events rather than sports.
- Maintain a maximum number of athletes and officials.
- Consider rotation in the Olympic Village to allow:
  - more athletes, sports, disciplines, events in the Olympic Games
  - the host city to build a smaller village.
- When choosing a sport, consider the impact on venue requirements.
- Consider whether the duration of the Olympic Games should be extended.
- Consult the host city on the composition of the Olympic programme.
- Give the possibility of choosing one sport or discipline.

# Encourage gender equality and universality in the Olympic programme



- Implement the principle of men's and women's equality by issuing criteria for individual IFs.
- Encourage greater universality among participating NOCs by setting IF quota targets.
- Encourage gender equity by introducing more mixed events.
- Eliminate classification matches/events where these are still in place.

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# Review the Olympic Games management approach



- Empower the IOC vis-à-vis Olympic Movement constituents (NOCs and IFs) and other stakeholders to contain the overall costs of staging the Olympic Games.
- Give more power to the Coordination Commission by involving it more in the Olympic Games management process.

# Review the Olympic Games management approach (cont.)



- Review the level of the IOC's involvement in Olympic Games management and operations:
  - Is the IOC already too involved?
  - Should the IOC do more?
- Adapt the IOC's involvement to local circumstances.
- Create a working group on Olympic Games cost management.

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# Develop a customised territorial approach to increase interest in Olympic sports and the Olympic Games



- Develop a tailor-made approach in specific territories with high potential for development (e.g. India, Indonesia, Nigeria, Kenya) by leveraging all stakeholders' capabilities.
- Leverage OBS to develop specific broadcast products to make the Olympic Games even more relevant (e.g. digital broadcast on PCs, tablets and mobile phones).