



## 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



## Olympism in action: key themes

- **Olympic TV channel**
- Olympic big data
- Communities
- Shape Olympism in action for more impact
  - Youth strategy (including the Youth Olympic Games)
  - Education policy
  - Health policy
  - Culture policy



## Launch an Olympic channel: why?

- Provide a platform for the continuous exposure of Olympic sports and athletes beyond the Olympic Games period.
- Continuously highlight the relevance of the Olympic Movement's ideals to the challenges of today's world.
- Provide a platform for sharing the IOC's very rich patrimonial assets and archives with the world.
- As a matter of priority, engage the young generations around the world using methods that are relevant to them.



## Launch an Olympic channel: what and how?

- Create a channel for communication and exchange of all things Olympic with the IOC acting as its curator and moderator.
- Develop digital content to be consumed through all forms of broadcast (TV, computer, mobile devices, etc.).
- Study the National Geographic concept to learn from it.
- Leverage OBS and its latest innovations as a foundation for building up the Olympic channel.
- Invite IFs, NOCs and continental associations as well as commercial partners (RHBs and TOPs) to participate in this initiative.
- Initiate an Olympic channel feasibility study (inc. cost implications).<sup>41</sup>



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## **Manage and leverage Olympic big data before someone else does**



- Create an IOC big data working group tasked – in consultation with IFs and NOCs – with analysing ongoing developments; seeking ways of implementing big data solutions at the service of the Olympic Movement; and advising on the potential hijacking of Olympic data property by a third party.
- Develop an Olympic search engine to provide insights into all areas of the Olympic Games from its history and key moments to the training regimes, dietary plans, development programmes and teaching skills that create great Olympians.



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## **Empower and support existing Olympic communities between Olympic Games**

- **Establish a virtual Olympic volunteers' club** to keep them active in the Olympic Movement.
- **Develop a digital Olympic heritage community** for Olympic culture enthusiasts, including collectors (e.g. Olympipedia, Olympic artefacts gallery, etc.).



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## Shape Olympism in action for more impact

- Increase the IOC's relevance in society by:
  - Concentrating only on sports-related activities.
  - Sharpening the IOC's missions and restating priorities in various activity fields: inclusion through sport (gender equity, disability, etc.), sport and health, sport and education, peace through sport, culture and sport, sustainability in sport.
- Conduct a critical review of the contribution of all existing initiatives (world conferences, Sport for Hope, Youth Olympic Games, Olympic Day, etc.) to the IOC's missions and focus on where the IOC can have more impact.
- Reassess the Sport for Hope project:
  - Is it the most effective way to help promote sport and support athletes in less developed countries?
  - Can the IOC take a less operational role?
  - Should other partners like private foundations be invited to participate?

## Build stronger partnerships and communicate better



- Leverage the IOC's permanent observer status and become more present and proactive at the UN.
- Consider entering into proactive dialogue and networking with highly respected non-profit private foundations or NGOs.
- When it comes to action, always consider how the Olympic athletes and Olympians can play an active role.
- Better communicate the IOC's activities outside the Olympic Games.

## Restate the Youth Strategy's objective and scope



- Objective: make the practice of sport part of young people's lifestyle.
- Leverage all IOC assets and partnerships to reach young people and encourage them to practise sport through:
  - the Olympic Games
  - the Youth Olympic Games
  - the athletes
  - a worldwide social-media strategy to motivate young people to practise sport
  - schools: leverage UNESCO partnership to better integrate the practice of sport and the dissemination of Olympic values into the relevant education systems.

## The Youth Olympic Games within the Youth Strategy



- Conduct an evaluation of the Youth Olympic Games to determine if adjustments are needed in order to reach the youth of the world as we intend, including those who are not yet part of the sports system.
- Discuss the overall format of the Youth Olympic Games:
  - Scale down YOG protocol (opening ceremony, medal ceremony, etc.).
  - Open up: consider inviting young people who are not yet involved in sport to special meetings and sessions with young athletes.
  - Sports programme: use the YOG to try out new sports in an Olympic environment, consider incorporating new forms of sport and physical activity which do not (yet) appear on the Olympic programme.
  - Cultural and Education Programme: should be standard from Games to Games while allowing the host city to display its own culture and creativity.
- Ensure that the YOG can go to countries that cannot host the Olympic Games.



## Shape the IOC's education policy

- Clarify what the IOC means by “education” and distinguish it by target groups: athletes and young people in general.
- Implement the education platform for educators to promote youngsters' personal development through Olympism, including forums, best practices, resources and databases, etc.
- Make use of the new media/digital strategy to:
  - familiarise them with Olympic values
  - understand their lifestyle better and get their input.



## Promote sport, exercise and health

- Partner with the WHO:
  - Support the WHO campaign to foster the practice of sport as a means of reducing chronic diseases worldwide.
  - Participate in advocacy platforms that position sport as an investment in public health.
- Protect the health of athletes and all those taking part in sport:
  - Support intelligence-gathering, particularly epidemiological evidence, to be able to demonstrate trends.



## Develop an IOC culture policy

- Expand The Olympic Museum's reach internationally (internet, mobile exhibitions, co-production, Olympic Museums Network, etc.).
- Invite cultural communities (musicians, writers, sculptors, architects, etc.) to interact with the Olympic Games and the Olympic Movement. Launch a programme for artists in residence to translate their Olympic experience into artworks.
- Re-visit the Cultural Olympiad concept.
- Create powerful cultural events: e.g. Olympic Expo, Lausanne Biennale.
- Consider awarding an Olympic medal for outstanding achievements in blending with culture.