



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET 3 of 4



THE YOG LEARN & SHARE BEYOND THE FIELD OF PLAY UPDATED – JANUARY 2016

The "YOG DNA" defines the spirit and identity of the Youth Olympic Games (YOG). It is also the official registered mark of the YOG, through which they are distinguished from the Olympic Games, while keeping the Olympic rings symbol. The YOG DNA highlights the freshness and dynamism of youth. It is about giving the best of oneself, discovering new cultures, making new friendships, pushing one's limits, expanding one's horizons and enjoying oneself. Having YOG-DNA also means being aware of the power of sport to make the world of better place. For participating athletes, becoming young Olympians means being ambassadors of a sport, of Olympic values and advocates of a healthy lifestyle.

LEARN & SHARE ACTIVITIES

WHY CULTURAL AND EDUCATIONAL ACTIVITIES?

The Youth Olympic Games (YOG) **vision** is to inspire young people around the world to participate in sport, and to adopt and live by the Olympic values.

The **mission** of this event is to educate, engage and influence young athletes and other young participants, inspiring them to play an active role in their communities. In short, the YOG are about "Compete, Learn and Share". They combine sport, culture and education.

In addition to the sports competitions, a variety of Learn & Share activities (formerly known as the Culture and Education Programme - CEP) are proposed to the athletes and other participants, both before and during the YOG. This is a key factor which makes the YOG unique and different from other sports events.

For the athletes and other participants, experiencing educational and cultural activities

and taking part in the sports competitions are equally important.



THE CONTENT

The Learn & Share activities are built around five key themes:

- Olympism
- Skills development
- Well-being and healthy lifestyle
- Social responsibility
- Expression

Each Youth Olympic Games Organising Committee (YOGOC) works very closely with the International Olympic Committee (IOC) to stage Learn & Share interactive and innovative activities which translate these **five themes** into an exciting and impactful experience. The Learn & Share activities cover at least the period of the Games. The athletes participate, but so do the Young Reporters, Young Ambassadors, coaches, young people from the host region, etc.

The YOGOC ensures that the educational dimension of the YOG is not just limited to a series of dedicated activities, but is also embedded within the entire organisation, and applied to all aspects of the event (from catering to using YOV facilities or being transported to venues).



LEARN & SHARE ACTIVITIES FOR ATHLETES

The IOC contributes with a number of core educational activities (Athlete Career Programme, injury prevention, ethics in sport, abuse in sport, etc.) delivered by various IOC departments and international partners. The YOGOC has some flexibility and freedom to propose and organise additional activities together with local partners, while respecting the objectives and themes mentioned above.

Here are some of the recurring activities delivered by the IOC (not necessarily at every YOG edition):

- Ethics – Play Fair
- Medical – Safe Sport
- Medical – Injury Prevention
- IOC Athlete Career Programme
- Olympic Solidarity
- Your impACT
- YOV POV / self-filming
- Media training
- IOC Youth Session

IOC's International Partners delivering activities:

- World Anti-Doping Agency
- International Olympic Academy
- International Olympic Truce Centre
- International Fair Play Committee
- International Federation of Red Cross and Red Crescent Societies
- UNAIDS
- UNICEF
- UNEP

Regular activities run by the YOGOC and its partners:

- Welcome session
- World Culture Village
- Cooking workshop
- Chat with Champions
- Athlete Role Model Lounge
- Cultural events and workshops
- Exhibition on Olympism
- City tour

The Athletes' Challenge, a motivation system, is set up to encourage participation in the Learn & Share activities and to recognise each athlete's personal experience. Athletes are invited to fulfil a number of requirements covering all the activities. Upon the completion of these requirements, athletes are able to redeem exclusive collectibles. Since Innsbruck 2012, the Yogger has been the tool used for the Athletes' Challenge.



LEARN & SHARE ACTIVITIES FOR ALL

Local youth programme

The YOGOC develops strong relations with the school system and local youth communities in the host city, and the whole country if possible, in order to develop and implement a dedicated programme to promote Olympism, sport and the Youth Olympic Games amongst local young people and involve them in the Games. It includes a school-twinning initiative with schools from participating NOCs in order to develop a world culture village or its equivalent at Games time.

Sports initiation

The YOGOC organises a sports initiation programme for the participating athletes, the other young participants, local young people and visitors, in collaboration with the International Federations, National Federations and/or local clubs. The aim of this programme is to promote the sports on the Olympic programme amongst young people by offering



them an opportunity to discover and practise sport.

Sports initiation is a significant part of the legacy opportunity for the YOGOC, the host city and the host NOC.

City celebrations

City celebrations can be any, or a combination of, staged cultural or educational activities as part of the Learn & Share activities, potentially broadcasts of YOG events/content on a video screen, sponsor showcasing, concerts, sports initiation activities and/or athlete appearances. These activities are part of the engagement strategy.

LEARN & SHARE ACTIVITIES FOR COACHES

The YOGOC is encouraged to establish an educational programme for athletes' coaches from all the NOC delegations. The aim of such a programme is to give opportunities to coaches to engage, interact and share coaching philosophies as well as athlete management experiences.

IOC PROGRAMMES

The IOC has developed a set of programmes in order to boost the experience of all the young participants **before, during and after the YOG**. These programmes are as follows:

- The **Young Ambassadors** are motivated young people aged 18–25 with an interest in sport who are nominated by their National Olympic Committee (NOC). They attend for the duration of the Games as part of the NOC delegation and help spread the YOG spirit and encourage the athletes to participate in the Learn & Share activities.
- The **Athlete Role Models** are competing or recently retired athletes nominated by their International Federation. They attend the

Games for a minimum of five days, and share their experience and advice with the athletes as part of the Learn & Share activities. Their International Federation also engages them in activities such as sports initiations during the Games.

- The **Young Reporters** are aspiring young journalists between the ages of 18 and 24 who attend a Sports Journalism Training Programme during the Games. These individuals are nominated by their respective NOCs and work with professional trainers and journalists throughout the YOG. The programme specialises in photography, writing, social media and broadcasting. The top 15 journalists from the Young Reporters programme during the Summer YOG are invited to attend the next Winter YOG and apply their learnings and experience.
- The **YOG Ambassadors** are internationally renowned elite athletes chosen for their global reach to help raise the profile of the YOG and their ability to connect with a young audience. Through their involvement in promotional campaigns ahead of the Games, they encourage young people around the world to get active in sport. They are invited to attend the Games.





KEY FACTS FROM PAST EDITIONS

SINGAPORE 2010

Together with 56 partners, the Singapore Youth Olympic Games Organising Committee developed and delivered a number of programmes for the young participants.

Local young people were given opportunities pertaining to different interests to engage in YOG.

- Create Action Now! (CAN!) Festivals – 204 initiatives and 143,000 young people reached
- S2010 Young Change Makers (YCM) Grant
- Culture and Education Programme at the International Conference Centre, *scape Youth Park
- Sports Initiation Programme organised in schools, at the city celebration site and various sports venues (Learn to Play, Learn to Compete, Kids Sports Challenge and Mobile Roadshow)

Schools were provided with resources and platforms to encourage their students to learn about the Culture and Education Programme and the YOG. In total 500,000 students from 369 schools were involved through the following initiatives:

- Olympic Education Package
- Friends@YOG Twinning Programme (251 local schools linked up with NOC schools)
- World Culture Village
- Singapore 2010 Friendship Fabric
- Art for an athlete (47 schools)
- School visits to Youth Olympic Village during Games time (5,400 students)

Athletes learned about the five themes in a non-mandatory, fun and engaging way, integrated with the sports competition.

- Seven formats: Discovery activities, Chat with Champions, World Culture Village, Community Projects, Arts and Culture, Exploration Journey and Island Adventure
- Over 50 activities

For more information, please read the Singapore 2010 Youth Olympic Games Official Report:

http://www.olympic.org/Documents/YOG/2010/Singapore_2010-Official_Report.pdf

and the Impact Study:

http://www.olympic.org/Documents/YOG/2010/Singapore_2010-Games_Impact_Study.pdf

INNSBRUCK 2012

The Culture and Education Programme was a fundamental component of the 1st Winter Youth Olympic Games. Fully integrated with the competition programme in order to deliver lasting benefits and develop enthusiasm for sport among young people, it was built upon the Olympic spirit and the Olympic values of Excellence, Respect and Friendship.



Local young people were engaged through various initiatives:

- The School Sports Challenge encouraged local young people to get active, to learn more about the YOG winter sports and to compete (3,000 competitors from 85 local schools).
- World Mile – 50 Austrian school classes and approximately 20 international school classes were involved in the World Mile school-twinning project.
- YOG Dance – over one year, 70 young and motivated dancers trained once a month for their big performance at the Opening Ceremony and also at different events.



- The Music Festival presented by Samsung rocked the Medals Plaza in the heart of Innsbruck. Around 3,000 people packed in every evening during Games-time to see a host of top acts take the stage.
- School visits to the Culture and Education Programme at the Youth Olympic Village during Games time (2,002 students).

Accompanying the sports competitions, the Culture and Education Programme represented a unique, once-in-a-lifetime opportunity for athletes to learn together, share experiences and celebrate the spirit and values of Olympism.

- Six formats: Media Lab, World Mile, Arts Project, Competence Project, Youth Festival and Youth Olympic Sustainability Project
- A total of 27 activities

The Yogger device and platform were introduced during Innsbruck 2012. These enabled athletes to exchange contact details between one another and download resources related to the activities.

For more information, please read the Innsbruck 2012 Youth Olympic Games Official Report: http://www.olympic.org/Documents/YOG/2012/Innsbruck_2012-Official_Report.pdf

NANJING 2014

The vision of the Nanjing 2014 Culture and Education Programme was to praise young people, advocate for balanced development blending education and sport, and raise awareness about the Olympic spirit and the Olympic values of Excellence, Friendship and Respect.



Various initiatives were launched in conjunction with the YOG to engage local young people.

- The School-NOC Twinning Programme (106 schools from Nanjing)
- Sports in the Sunshine on campuses.
- Calls for YOG-themed short films, pictures, posters and music
- Nanjing 2014 Youth Olympic Games Culture Festivals (annual), organised YOG-themed contests and exhibitions
- YOG Steps, a series of celebration activities to celebrate countdowns and unveil some important YOG elements
- A City Celebration Site comprised sports initiation, cultural performances, sports broadcasting and a licensed merchandise outlet
- A Sports Initiation Programme covering all the Olympic summer sports was organised in schools, at the City Celebration Site and at various sport venues
- The Nanjing 2014 Sports Lab offered the opportunity to discover and try Wushu, Roller Sports, Skateboarding and Sports Climbing with experienced athletes in a nice cool setting.



Athletes had the opportunity to learn about the five themes in a non-mandatory, fun and engaging way, integrated with the sports competitions.

- Five formats: Youth Festival, Boost Your Skills, World Culture Village, Discover Nanjing, and Digital and Social Media
- Over 50 activities

For more information, please read the Nanjing 2014 Youth Olympic Games Official Report:

http://www.olympic.org/Documents/YOG/2014/Nanjing_2014-Official_Report.pdf

and Legacy Report:

http://www.olympic.org/Documents/YOG/2014/Nanjing_2014_Legacy_Report.pdf

LILLEHAMMER 2016

The Learn and Share activities were a fundamental component of the YOG and offered a unique opportunity to share experiences for the local young people, athletes and other participants, equipping them with the key skills to become sports champions on the field of play, but also life champions off the field of play.

Educational activities and programmes were developed in order to reach a larger pool of young people, including local youngsters.

- Hello World! - School Twinning Programme
- Sjoggfest, the Lillehammer 2016 Culture Festival showcasing young talents in music, arts, talks, films and sports

- Try the sport, the sports initiation programme in all the competition venues
- Dream Day, a one-day experience of the YOG for 20,000 local school children

The more-than 25 Learn & Share activities organised around five main themes lasted 14 days during Games time.

- Five formats: Your Action, Your Career, Your Body and Mind, Your Stories and Your Discovery
- More than 25 activities

And for the first time, a dedicated booth was set up in the middle of the Learn & Share area, and delivered a series of activities for coaches developed in partnership with Olympiatoppen and the Norwegian University of Science and Technology. It proposed a number of seminars (on coaching, development of motor skills and mental preparation), performance clinics, workshops (dual career, technique strength training and meet the researchers) and situation-based activities using innovative virtual reality tools.

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