

# OLYMPIC REVIEW

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**FOCUS:** OLYMPIC GAMES GLOBAL IMPACT



## WHAT IS THE OLYMPIC GAMES GLOBAL IMPACT STUDY?

Hosting an Olympic Games has a significant impact on the Host City and its community. From tangible infrastructure construction, such as competition venues and transport improvements, through to the evolution of the image of a Host City, the event acts as a vehicle and catalyst which leaves a lasting mark on the city, host country and its people through its economic, urban, social or historic influence. To what extent, with what results, and with what benefits, has been a long-lasting debate.

To answer these questions, and to assist the needs of the Olympic Games Organising Committees in this area, the International Olympic Committee (IOC), launched the Olympic Games Global Impact (OGGI) study. Working in tandem with the IOC's work on the size, cost and

complexity of the Olympic Games, OGGI was launched so that the IOC could assess, manage, monitor and guide the parties involved with, and affected by, the preparation and hosting of Olympic Games. The two policies help reinforce the IOC's role as the "guardian" of the Olympic Games, by ensuring that the impact the Games have on a Host City is better understood.

The principal objectives of OGGI are: to measure the overall impact of the Olympic Games; to assist bidding cities and future Olympic Games Organisers, through the transfer of strategic direction obtained from past and present Olympic Games, to identify potential legacies and thereby maximise the benefits of their Olympic Games; and to create a comparable benchmark across all

future Olympic Games.

In 2001, the IOC started working with a network of local universities and advisors to develop a methodological framework and select a set of measurable research indicators for the collection and analysis of data from future Olympic Games in the economic, social and environmental spheres.

The OGGI methodology and indicators (see "indicators" article overleaf) that were compiled, and that are being implemented by current Olympic Games Organising Committees (OCOGs), allow the IOC to analyse the impact of an Olympic Games in a given Host City, its region and, in some cases, within the Host Country. Based on the findings and analysis of the OGGI study from each Olympic Games, the IOC is able to

integrate changes to maintain the long-term viability of the Olympic Games in keeping with the ideals of the Olympic Movement. These key conclusions are then adopted and integrated into the IOC guidelines and processes, forming the framework for future Olympic Games Organisers.

For every OCOG the OGGI study covers a period of 11 years. The study commences when a city's official Olympic candidacy is announced by the National Olympic Committee (NOC), two years prior to when an Olympiad is awarded to a Candidate City, and concludes two years after the staging of the Olympic Games.

Throughout the 11-year time-frame, the OGGI study requires an OCOG to collect data at specified intervals and to produce four OGGI reports.



Vision of the future: the Olympic Park of London 2012 will revitalise large areas in the east of the capital

PHOTOS: IOC; GETTY IMAGES; LOCOG

## GLOBAL IMPACT AND SUSTAINABLE DEVELOPMENT

In order to leave a sustainable legacy, the Olympic Games should be economically viable, be integrated into, and ideally enhance, the local socio-cultural conditions, and should

respect the environment. These are concepts which the IOC strongly encourages Games Organisers to follow, and it is within this framework that the OGGI study was launched,

thereby helping the IOC's partners to understand the impact of the edition of the Olympic Games which they have been elected to host.

The early dissemination of OGGI documentation by the IOC to bidding cities, means that today, bidding cities and their partners have enlarged their scope and responsibility to encompass not only environmental concerns and initiatives, but have also incorporated sustainable

development as a vision and objective which underpins their entire project.

The fact that the Vancouver Olympic Organising Committee created a sustainability department within its organisational structure to coordinate and monitor all its activities, the rehabilitation of the Lower Lea Valley in Greater London and the creation of a London Sustainable Development Commission by all parties involved in the London 2012 Olympic Games, are actions that strongly illustrate this.



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## MEASURING GLOBAL IMPACT



The Forbidden City in Beijing is one of many historic sites around the city being renovated ahead of the 2008 Games

In order to measure the impact of the Olympic Games, concrete measurement tools were needed. 150 so-called research 'indicators' were therefore established and grouped into three spheres: economic, social and environmental. Within these spheres, the OGGI indicators cover a vast range of activities; from those that are a direct result of the staging the Olympic Games, such as the construction of competition venues or the Olympic Village, to others that are a more indirect consequence, such as the evolution of hotel infrastructure or the change in the amount of open-air leisure areas in the city. Other indicators

facilitate the monitoring of contextual data within a Host City and its region such as crime rates, sports participation and water quality.

Concrete development provided from OGGI data collection is contained within the Beijing Olympic Organising Committee (BOCOG)'s preliminary OGGI report. For example, a general increase in sporting activities is occurring in Beijing; sport as a subject now exists in several schools, and a significant increase in the city's capacity of waste water treatment are some of the developments that have been identified and will be monitored over the coming years.

## OCOOG UPDATE

Since the realisation of the OGGI study in 2003, the IOC has asked all Organising Committees for the Olympic Games (OCOOGs) to conduct the study. Future Olympic organisers are informed of the OGGI study during the Applicant and Candidate City phases through IOC documentation.

At present three existing OCOOGs are conducting the study: the Beijing Olympic Organising Committee (BOCOG), the Vancouver Olympic Organising Committee (VANOC) and the London Olympic Organising Committee (LOCOG).

Each OCOOG is at a different stage of advancement, with approximately a two-year interval

between each one. This situation creates exchange and communication between the different OCOOGs, which facilitates their work, and will subsequently enhance the overall study.

Today, OGGI study data is starting to be produced. In late 2005, BOCOG provided the IOC with its initial OGGI report, the first of the four reports that OCOOGs are requested to deliver. The report illustrates the situation in Beijing and its surrounding regions prior to the city being awarded the Games. BOCOG's second report is due in 2007.

In 2006, the IOC will receive both VANOC's preliminary OGGI report and LOCOG's study structure.



### THE IMPACT OF AN OLYMPIC GAMES

CHRISTOPHE DUBI AND GILBERT FELLI FROM THE IOC OLYMPIC GAMES DEPARTMENT EXPLAIN HOW THE OGGI STUDY MEASURES THE EFFECT OF THE GAMES

#### How did the idea for the OGGI study come about?

The Olympic Games are an extraordinary phenomenon which brings into play all the resources of a Host City and demands considerable effort and commitment. During the whole preparatory phase and the Games' realisation, one can observe evolutions, changes and often improvements in economic, social and environmental areas, which we can attribute to the staging of the Games. The idea for the OGGI study was born from this observation and the IOC's desire to measure objectively and scientifically this impact. Furthermore, as part of its transfer of knowledge programme, the IOC considers that the OGGI results will serve to improve the quality of the legacy left by the organisation of the Games.

#### How useful is the OGGI study during its realisation phase?

It is above all a dynamic management tool which allows the organisers to have an overall vision of the impact of their activities and investments made in the framework of staging the Games. Used actively, the OGGI study offers the organisers a means of understanding the effects of certain actions undertaken and to make adjustments if necessary. It is also a formidable tool to demonstrate the positive contribution of holding the Games in terms of local and regional development.

#### Is the proposed OGGI study methodology the only way to correctly measure the impact of an Olympic Games?

There is no "correct" or absolute methodology for measuring the impact of an Olympic Games. Many different approaches and tools exist. The wealth of information emanating from previous Olympic impact studies, and conducted by organisations other than the IOC, attests to this fact. The OGGI methodology, having been based on existing international standards in the three fields of sustainable development, provides the IOC with a tool that both meets its expectations and respects demonstrated best practice. In addition, as existing recognised measurement tools and standards evolve dynamically over time, so too will the OGGI methodology.



VANOC is one of three existing OCOOGs to have implemented the OGGI study