

# LILLEHAMMER 2016



## YOG FACTS & FIGURES

### What are the YOG?

The Youth Olympic Games are essentially about competing, learning and sharing. They are a celebration of sport, youth diversity and the Olympic values of excellence, friendship and respect. They also exemplify the Fundamental Principles of Olympism, blending sport with culture and education. The vision of the Youth Olympic Games is to inspire young people around the world to participate in sport and live by the Olympic values.

### YOG Key Facts

- Hosted from 12 to 21 February 2016 in Lillehammer, Hamar, Gjøvik, Øyer and Oslo — demonstrating the use of a fantastic legacy of Olympic venues and the flexibility of the YOG.
- 71 NOCs and 1,100 athletes aged 15 to 18 will compete in 70 medal events at Lillehammer 2016.
- Lillehammer 2016 is the second winter edition of the YOG following Innsbruck 2012. The first summer edition took place in Singapore in 2010, followed by Nanjing in 2014.
- The YOG have been used as an incubator for innovation in sport and education. Lillehammer 2016 will feature Olympic debuts for a number of disciplines, including cross-country cross, snowboard cross, ski slopestyle, biathlon super sprint and monobob.
- With regard to education, the Coaches' Corner will be a pioneering YOG first in Lillehammer, featuring dedicated workshops and talks by experts and Virtual Reality (VR) technology to explore and explain how new advances in technology can be applied to the science of coaching.
- The YOG have acted as a springboard to further Olympic glory for many alumni. Some 64 YOG athletes from Innsbruck 2012, for example, went on to compete at the Olympic Winter Games Sochi 2014, winning 6 medals in total. In addition, 200 YOG alumni from Singapore 2010 competed at



London 2012, of whom 25 medalled.

## Learn & Share

The **Learn & Share** programme allows athletes to enrich their YOG experience beyond the field of play. At the core of the L&S concept is a series of activities designed for the athletes to have a once-in-a-lifetime experience while improving their sports skills, developing key life skills and learning how to become responsible role models.

During the Games, these activities will be organised into five themes: Your Career, Your Body & Mind, Your Stories, Your Discovery and Your Actions. Within these themes the athletes will learn about everything from careers in sport, injury prevention, acting as a role model (including how to avoid doping and fixing results) to sports nutrition and media training.

## Support network

A full complement of mentors will be on hand to assist the athletes at Lillehammer 2016, both on and off the field of play. They include the YOG Ambassadors, Athlete Role Models and Young Ambassadors. The Games organisers and the Norwegian NOC have also developed great leadership programmes to empower young people, namely Change-Makers and Young Leaders. These initiatives are geared up to support and inspire the athletes and encourage young people around the world to participate in sport, and adopt and live by the Olympic values of excellence, friendship and respect.



## YOG Ambassadors

The IOC chooses **YOG Ambassadors** for each edition of the Youth Olympic Games to help raise the profile of the YOG through promotional campaigns and to meet with and inspire the athletes during the Games. Sporting legends such as Usain Bolt, Michael Phelps, Yao Ming and Yelena Isinbaeva, to name a few, have supported this campaign, which is shared with the 50 million fans the IOC has on its social media channels.

For Lillehammer, five YOG Ambassadors have been named: Alpine skier [Lindsey Vonn](#) (USA), snowboard slopestyler [Silje Norendal](#) (NOR), New York Rangers ice hockey player [Mats Zuccarello](#) (NOR), figure skater [Yuna Kim](#) (KOR) and Alpine skier [Kjetil Jansrud](#) (NOR).

## Athlete Role Models (ARMs)

All seven winter International Federations were invited to nominate at least one [Athlete Role Model](#) per discipline. These 15 ARMs will play a key role in supporting, mentoring and offering advice to the young athletes during the Games. The ARMs will take part in a series of activities and workshops at the Youth Olympic Village and support their respective federations at training and competition venues.

- 15 ARMs
- Nominated by IFs
- 31 Olympic medals (16 gold / 9 silver / 6 bronze)
- 10 World Championship titles

## Young Ambassadors

A total of 39 inspiring young people, selected by their respective National Olympic Committees (NOCs), will serve as [Young Ambassadors](#). As well as promoting the YOG and the Olympic values in their countries, the role of the Young Ambassadors will be to help the participating athletes of their delegation get the most out of their YOG experience on and off the field of play. They will encourage them to interact with people from different sports and backgrounds, to soak up new cultures and to take part in the Learn & Share programme.

- 39 Young Ambassadors
- Nominated by NOCs (based on athlete quota)
- 10 Olympians (plus 2 aiming for Rio)
- 6 Youth Olympians

## Young Ambassadors+

As an extension of the successful Young Ambassador programme, the YA+ was launched in 2015 to allow the 205 YA alumni to build on what they learnt through the YA programme and to do something tangible to build a better world through sport. The initiative gives YAs the opportunity to submit their own projects for IOC funding. So far, 10 projects have received funding, ranging from organising sporting day trips for refugees in Austria, teaching karate to the visually impaired in Moldova and introducing cross-country skiing, via roller-skiing, to young people from low-income families in Brazil.

## Young Reporters

The IOC has invited the 15 Young Reporters who were at Nanjing 2014 to cover the second edition of the Winter Youth Olympic Games. The Young Reporters will continue to learn the ropes of sports journalism, as well as provide content for international media during the period of the Winter Youth Olympic Games.



## Change-Makers and Young Leaders

The local organising committee and the National Olympic Committee of Norway have developed several youth empowerment and training programmes that illustrate Lillehammer's legacy commitment to contribute to youth sport across Norway. The [Change-Makers](#) are 19 young people representing the 19 counties of Norway. They have been selected from more than 400 nominees and are all volunteers in their local clubs or sports associations. They encourage all young people to become more active and healthy, and have used sport to help with the integration of immigrants and refugees in Norway. The Lillehammer 2016 Torch Tour has visited all 19 counties in Norway to celebrate each one of the Change-Makers.

The [Young Leader](#) programme is an initiative of the Norwegian National Olympic Committee, whereby 200 young sports leaders (from 15 to 18 years old) who have been selected by their local clubs are trained over 18 months. Most of them will work as volunteers at Games time and will then take leading positions in their respective sports clubs and communities following the Games.



## Sjoggfest

[Sjoggfest](#) is the Lillehammer 2016 culture festival featuring more than 200 free events that will take place at a variety of existing and temporary venues throughout the city. It is yet another exciting YOG innovation designed to attract new audiences, with some of the biggest names in music, art, film, etc. in attendance! Visitors will also be able to have a go at sports such as ice climbing, telemark, bandy, parkour, icestock, mini monoski and kicksled.



## Dream Day & Other Activities

Lillehammer 2016 has been embraced as a unique opportunity to invest in getting more children active and into healthy living habits through sport. The **Active Mind-Active Body** programme has incentivised thousands of students to be active for 30 minutes every school day, while the **Dream Day** programme will bring more than 17,500 pupils from local schools to experience a very special day at the YOG. This involves watching competitions, trying out new sports, watching victory ceremonies, participating in some Learn & Share activities and enjoying concerts.



Together with the Norwegian NOC and a local university in Lillehammer, the IOC is documenting all these Legacy and Youth Engagement initiatives in order to share such best practices with future organisers.

## IOC Contribution

The IOC has made a significant financial contribution to support the staging and legacy of the Winter Youth Olympic Games Lillehammer 2016. This contribution includes Games costs such as travel, accommodation, and, where applicable, per-diem and pre-Games visits of athletes, NOC team officials and IF representatives attending the YOG in Lillehammer. It also covers the costs of Olympic Broadcasting Services (OBS) for the production of a daily bespoke video news service for broadcasters, as well as the live and virtual reality production of the Lillehammer 2016 Opening Ceremony. All costs related to IOC Members, guests and staff are fully covered by the IOC.

For the duration of the Games, IOC Members will use the public shuttle service, the only exception being when they are on medal presentation duty, when they will have access to a small fleet of cars.

The IOC is also funding the Learn & Share activities for athletes and coaches together with the Norwegian NOC and local organising committee. The IOC has exceptionally contributed NOK 108 million (approximately USD 18.3 million) to the construction of the Youth Olympic Village (YOV) in Lillehammer. This is an invaluable IOC legacy contribution to the entire region, as well as to sport and youth in general. The YOY will be used as a student's housing facility post-Games, and since last year the buildings have already provided accommodation for 360 students.

On the career development side, OBS has created the Young Broadcasting Experience, which will provide students attending Norwegian schools and universities the opportunity to be part of the Lillehammer 2016 Olympic broadcast team and work alongside OBS professionals in different paid positions. The programme is part of the global agreement for the Winter YOG between OBS and the local organising committee.

Through The Olympic Museum (TOM), the IOC has made important contributions to the new Norwegian Olympic Museum located in Lillehammer that officially opened this month. Through the Foundation, videos were made available as well as the loan of a number of memorabilia from the TOM Collection and

some historical archives, all of it for free. This significant addition to the cultural legacy of the Lillehammer YOG will benefit the whole region.

The work done so far in Norway by the IOC together with the local organising committee, the Norwegian NOC, the host municipalities and other partners is fully aligned with Olympic Agenda 2020's focus on youth and the mission the IOC set itself for the YOG: "To organise an event to educate, engage and influence young athletes and other young participants, inspiring them to play an active role in their communities."

These IOC contributions are also meant to support the efforts by Lillehammer 2016 and the Norwegian NOC to boost youth participation in sport nationwide over the next 10 years.

## Lillehammer 2016 – going beyond, creating tomorrow...

Lillehammer 2016 have shaped the concept of the YOG to their vision, using it as an opportunity to focus on what is important for the region and Norwegian society in general.

For Lillehammer 2016 it is just as important to develop a new generation of volunteers as a new generation of top athletes with 3200 volunteers from 81 nations. 56 percent are under 30 years of age and 800 of them younger than 20 years old. Lillehammer 2016 highlights young volunteerism in every aspect of the event and ensuring young people are being inspired by their peers.

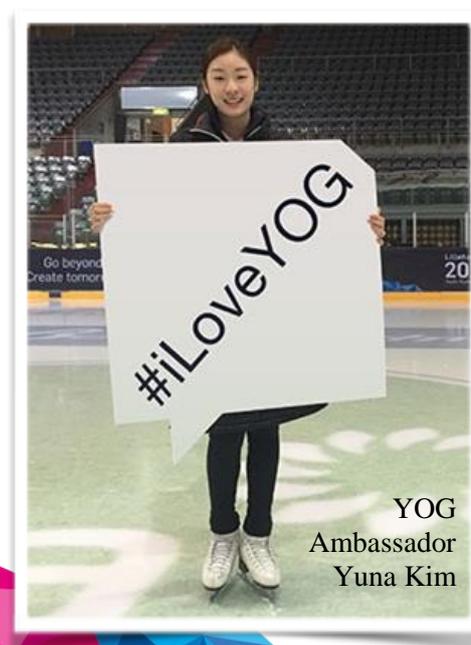
At every stage they are highlighting the achievements and talents of young people from the 400 youngsters who applied to be Change-Makers across Norway to the 200 young leaders that are a core part of project and the young designers and staff that have worked on delivering the Games. Through the Torch Tour close to 30 000 young people have come out to celebrate the young Change-Makers across the country.

Using the legacy of Olympic Winter Games 1994 has been key to the delivery of Lillehammer 2016. All '94 venues in use have been upgraded according to international competition standards. New venues such as the ice hockey hall, curling hall and the 360 student apartments have been built to serve for demands of the local community.

## #iloveYOG

The Youth Olympic Games are not solely intended to appeal to the participants travelling to Lillehammer. The ultimate goal is to engage young people around the world in sport, active lifestyles and the Olympic values.

To help achieve this, the IOC and local organisers are presenting the Youth Olympic Games in the most modern, interactive way possible. The list of social media programmes and initiatives is extensive.



YOG  
Ambassador  
Yuna Kim

All participants at Lillehammer 2016 have been asked to share their love of sport with the **#LoveYOG** hashtag.

Following the success of #YOGselfie in Nanjing at the second summer edition of the YOG, which saw 58 million people posting their “sporty selfies” on social media, the IOC aims to engage young athletes and fans in this latest campaign and ultimately get people active and involved in the YOG.

During Games time, printing stations will be available around Lillehammer for people to print their pictures posted on social media. Collectively, these thousands of images will create a giant mosaic - a piece of artwork that will then be donated to Lillehammer as part of the legacy of the Games.

## Where to watch Lillehammer 2016

You don't have to be in Lillehammer to catch all the action as daily live and on-demand content will be available on [youtube.com/Olympics](https://youtube.com/Olympics).

For the first time at the Winter YOG, live coverage will be available through the IOC's YouTube channel [youtube.com/Olympics](https://youtube.com/Olympics), along with plentiful on-demand coverage of the sport action and the festivals happening around the Olympic city that will showcase some of the biggest names in music, arts and culture. Olympic fans will also be able to follow live chats with some of their favourite Olympians in the heart of the Youth Olympic Village.

For fans in Norway, there will be daily live coverage on NRK along with daily highlights and a one-hour magazine show produced by media students that will be featured on [lillehammer2016.no](http://lillehammer2016.no).

Russian and Chinese fans can also follow on Sina Weibo and VK. All the latest stories, galleries and updates will also feature on [Olympic.org](http://Olympic.org) as well as the Lillehammer 2016 website and social media platforms. All this content can be found on the official Lillehammer 2016 app, available on Android and on the App Store.

The IOC has also teamed up with popular YouTube stars Tom Scott and Domestic Geek who will be bringing their hundreds of thousands of followers cool content on the science behind sport and the latest healthy tasty recipes for budding athletes.