“By creating the Youth Olympic Games, the IOC played its role as a catalyst for the sports movement. It showed that its commitment to the youth of today and tomorrow is about action, not just words, by offering them an event of their own in the spirit of the Olympic Games.”

Jacques Rogge
IOC President
Do you have YOG DNA?

The Youth Olympic Games (YOG) were created in 2007 by the International Olympic Committee (IOC) as a new elite sporting competition for young people with both summer and winter editions. A stunning first summer edition was held in Singapore in 2010 and the first winter YOG will be held in Innsbruck in 2012. Both events will then follow the traditional four-year cycle of the Olympic Games.

“Being involved in the Youth Olympic Games is a great opportunity to inspire young people around the world to participate in sport and interact with kids from many different countries and cultures. The YOG will be a great lesson in sport and in life.”

Michael Phelps
USA, 14-time Olympic gold medallist in swimming
and IOC YOG Ambassador in Singapore 2010
These exciting new events offer a unique opportunity to showcase the sporting superstars of tomorrow and reach out to young people – both in the host country and around the world.

As a major global event that brings the youth of the world together, the YOG offer a unique opportunity to inspire young people to participate in sport and adopt and live by the Olympic values.

“The YOG have deepened our sporting culture. For the young people and students, I think this has created a real opportunity for them to watch sports competition. I believe that many more youths will take up sports in the future.”

Ser Miang Ng
Singapore 2010 YOG Organising Committee Chairman
and IOC Vice-President
The YOG aren’t just an Olympic Games for young people; they have their own unique identity and spirit, represented by the YOG DNA label, which is stamped on anything that is in the spirit of the Youth Olympic Games.

That youthful spirit and energy was in plentiful supply at the inaugural edition of the Youth Olympic Games in 2010, which marked an important milestone for the Olympic Movement, adding a completely new dimension to its work and reaching out to young people. The successful introduction of the Culture and Education Programme (CEP) alongside the Sports Competition Programme has ensured the uniqueness of the Youth Olympic Games and provides a new approach to the athletes’ sporting event experience.

“It’s better than anything I’ve ever done before. Coming here, seeing all the different countries and competing against a higher level of opposition has been incredible. Hopefully it’s a stepping stone. I’m sure going to try and push on and get into the Olympic Games. It’s been a real inspiration.”

Casey Hammond
15, Australia, gold medallist in hockey, Singapore 2010
Singapore attracted widespread global attention as the host city for the first ever Youth Olympic Games.

Over 230,000 tickets were sold, with many sports venues sold out as the world’s finest young athletes dazzled crowds with their performances over 12 thrilling days. It wasn’t just those in Singapore who were enjoying the action, as global television coverage reached 160 different territories around the world, with an estimated audience reach of 247 million.

In addition to reporting on the sporting competition, the YOG offered ample opportunity for engaging storytelling peer-to-peer. The BBC, for example, identified interesting personalities to follow and profile via their youth programmes such as ‘Blue Peter’ and ‘Newsround’, while also reporting the event on the BBC World news and other news platforms.

The web played a key role in spreading the YOG spirit during the Games as well, with the official Singapore 2010 website receiving nearly six million visits, and live and video-on-demand coverage enjoying 4.4 million views. The IOC’s Youth Olympic Games YouTube channel also attracted over seven million views at one point, making it the third most watched YouTube channel in the world. The YOG have also made a huge impact on popular social networking sites such as Facebook and Twitter, which were used to engage young people through exciting competitions, games, updates and images.

“I would have loved to have had this opportunity before Beijing 2008. The YOG would have helped me know exactly what it was going to be like at the Olympic Games. I think it’s a great idea for everybody to come here and practise being in the Olympic environment so that they’re not too overwhelmed when they go onto the bigger stage. I think the way that this has been targeted to a younger audience has made it a really cool and fun event.”

Tom Daley
16, Great Britain, diving, Olympian and YOG Participant in Singapore 2010
The Youth Olympic Games have also received the support of global Olympic superstars Usain Bolt, Yelena Isinbaeva and Michael Phelps. In their roles as YOG Ambassadors they starred in a promotional campaign to spread the Youth Olympic Games message and inspire young people all over the world to get involved in sport.

“I think the Youth Olympic Games provide the perfect vehicle with which to inspire young people around the world to do incredible things through sport.”

Yelena Isinbaeva
Russia, two-time Olympic gold medallist in pole vault and IOC YOG Ambassador in Singapore 2010
One of the objectives of the Youth Olympic Games – both in the host city and around the world – is to showcase different sports and motivate young people to get active. A YOG host city can be at the forefront of this movement, presenting itself as an exciting place that cares about the youth of the world. By inspiring kids to get involved in sport, it helps shape future generations and leave a lasting legacy.

“The Youth Olympic Games must be about values. I believe that now, more than ever before, the Olympic values of excellence, friendship and respect are absolutely essential. If we merely have our young athletes deliver outstanding performance or merely spend a lot of money to organise the Games, but without inculcating the right values, then we would have failed in the overall mission of bringing sports and its core values to the people of the world.”

Dr Vivian Balakrishnan
Singapore Minister for Community Development, Youth and Sports
The success of the Youth Olympic Games has reinforced the Olympic values among young people all over the world and brought them closer to the Olympic Movement. It has helped transform their attitudes to sport and taught them how to live responsibly through the Culture and Education Programme and the various activities they participated in.

“There was no doubt that, through their experiences at the YOG, these athletes have built a real respect for each other. They have shown true excellence in their performances, and in particular lifelong friendships have been born. The Olympic values are alive, as is the spirit of the Youth Olympic Games.”

Georgina Harland
Great Britain, Olympic bronze medalist in modern pentathlon and Athlete Role Model in Singapore 2010
WORLD CULTURE VILLAGE
VILLAGE DES CULTURES DU MONDE

SPIRIT OF THE YOUTH OLYMPIC GAMES

YOG DNA

Olympic rings

Volleyball players
WHAT ARE THE YOUTH OLYMPIC GAMES?
AN EVENT WITH ITS OWN DNA

First and foremost, the Youth Olympic Games are an elite sporting event for young people from all over the world.

The YOG are distinct from other youth sports events, as they also integrate a Culture and Education Programme (CEP) into the Games programme, providing a truly unique experience for the young athletes and local youth.

This exciting event adds a completely new dimension to the work of the Olympic Movement, reaching out to young people in an entirely new way. The CEP contributes to the athletes’ personal development and introduces them to the Olympic values. Based around the five themes of Olympism, Social Responsibility, Skills Development, Expression and Well-being & Healthy Lifestyle, the CEP is adapted to each host country’s unique identity and creativity and offers many interactive activities such as workshops, discussion groups, excursions and team-building exercises.

By bringing the world’s best young athletes together and celebrating their talents, the YOG also act as a catalyst for the Olympic Movement’s sporting, educational and cultural initiatives for young people.

In addition to the elite sports competition programme and unique CEP, the YOG boast a truly festive atmosphere, with events and concerts offering the young athletes a once-in-a-lifetime opportunity to have fun and meet people from all over the world, all while living in an Olympic Village environment. The whole city celebrates with downtown live sites and numerous community programmes in the lead-up and during the Games.

Athletes vary in age from 15 to 18 and, while not as large as the Olympic Games, the summer YOG still last 12 days and feature 3,500 athletes from around the world, and the winter YOG are held over a ten-day period and feature 1,100 competitors.

Just like the Olympic Games, the YOG are held every four years. The first summer YOG were held in Singapore in 2010, with the second edition due to be hosted by Nanjing, China, in 2014. The first winter YOG will take place in Innsbruck, Austria, in 2012.

“It was great to be part of this new and inspiring movement inside the Olympic family – seeing the enthusiasm of young people from all over the world, celebrating in the spirit of friendship, respect and excellence, is a great initiative.”

Peter Bayer
CEO Innsbruck 2012, speaking after the inaugural YOG in Singapore

“It was able to meet athletes from all over the world. It was really interesting living in the village because you learn so much about different sports and different countries and cultures.”

Judith Sievers
18, Germany, gold medallist in rowing in Singapore 2010
WHAT ARE THE YOUTH OLYMPIC GAMES?

These unique features of the YOG – together with the Culture and Education Programme – set it apart from other multi-sport competitions and help promote the Olympic values.

The sports programme of the summer YOG includes 28 sports, with more than 200 medal events, while the winter YOG feature seven sports and more than 60 medal events.

On top of the Olympic events, the Youth Olympic Games includes exciting new formats to make the world-class sporting action as engaging as possible – both for the young athletes taking part and those watching around the world.

For instance, the summer YOG feature a thrilling 3-on-3 basketball tournament and head-to-head canoe-kayak races, while the winter YOG include a highly entertaining ice hockey skills event, as well as ski halfpipe and snowboard slopestyle competitions. These exciting new events have never featured on an Olympic programme before, adding to the innovative nature of the YOG.

In addition to these fun new disciplines, the YOG also feature a number of events that see men and women from different countries competing alongside each other in innovative mixed-gender and mixed-National Olympic Committee events.

“I was really inspiring to see the Olympic rings in the stadium when we were competing. It’s a big step towards the Olympic Games because this is very different to the junior world championships. We are here for a much longer time, living in a village, and it’s so big. It’s a good start.”

Angelica Bengtsson
17, Sweden, gold medallist in pole vault in Singapore 2010

“It was a neat experience. It’s cool to compete as Team USA, but on the other hand you get to know other athletes better through this competition, make new friends and really embrace the Olympic spirit.”

Alexander Massialas
16, USA, silver and bronze medallist in fencing in Singapore 2010
WHAT ARE THE YOUTH OLYMPIC GAMES?

CULTURE AND EDUCATION PROGRAMME

To achieve this, the CEP focuses on five main themes: Olympism, Social Responsibility, Skills Development, Expression and Well-being & Healthy Lifestyle.

Olympism traces the origins, philosophy, structure and evolution of the modern Olympic Movement, while Social Responsibility asks the young athletes to consider issues such as the environment and sustainable development, helping them to become responsible citizens in their own communities.

The Skills Development theme looks at the various elements of a professional athlete’s life, helping the young participants to prepare for their future sporting careers, while the Expression section of the CEP includes interactive activities using digital media, as well as evening festivals and concerts.

The Well-being and Healthy Lifestyle theme, meanwhile, aims to promote healthy eating and addresses issues such as doping in sport.

As an Olympian, one of my favourite parts of the Games is experiencing the Olympic Village and interacting with athletes from other countries – the CEP just takes it one step further. For the young athletes to have this opportunity is so special and it’s a great addition to the Olympic experience.”

Angela Ruggiero
USA, Olympic gold, silver and bronze medallist in ice hockey and Athlete Role Model in Singapore 2010

“A Education and culture – this is the programme that will accompany the Games, and the organisers have made an especially great effort to ensure that young people, both locals and the ones who we have the pleasure to have as our guests, can all enjoy the educational and cultural programme like nothing they have ever seen before.”

Christine Oppitz-Plörer
Mayor of Innsbruck

A key component of the YOG is the unique Culture and Education Programme (CEP) – a multi-faceted initiative that runs alongside the sports programme, with most of the activities taking place in the Youth Olympic Village.

Through a variety of fun and interactive activities aimed specifically at engaging young people, the CEP gives the participating athletes the opportunity to learn about the Olympic values and important topics such as sustainability and living a healthy lifestyle, inspiring them to play an active role in promoting these issues in their own communities.
WHAT ARE THE YOUTH OLYMPIC GAMES?

While the athletes are the primary audience for the CEP, young people from the host city and country are encouraged to get involved as well. The programme also includes two special initiatives for non-athletes – the Young Reporters programme and the Young Ambassadors programme – and an additional initiative for coaches of the young competitors.

The Young Reporters programme selects budding journalists from all five continents, aged between 18 and 24, to take part in a cross-platform media training scheme during the Games, giving them invaluable experience of life as an Olympic reporter.

The Young Ambassadors programme, meanwhile, sees young people, aged 18 to 24, nominated by their National Olympic Committees to help promote the YOG in their communities and encourage the participating athletes to take part in the CEP.

As part of the CEP, the IOC has also developed the Athlete Role Model programme (ARM), which allows the young athletes to engage with Olympic Champions, medallists or World Champions during the Games who can share their experience and values with them and motivate them. The ARMs participate in the CEP workshops and spend some time in the Youth Olympic Village. At Singapore 2010, the ARM programme was supported by 47 Olympians from around the world.

Singapore 2010’s CEP programme used these five themes to create seven activity formats for athletes to experience: Arts and Culture, Community Project, Island Adventure, World Culture Village, Discovery Activity, Exploration Journey and Chat with Champions. These activities included team-building exercises, workshops, excursions and discussions with Olympians, with the emphasis on having fun!
WHAT ARE THE YOUTH OLYMPIC GAMES?

SPIRIT OF THE YOUTH OLYMPIC GAMES

DNA
The YOG Ambassadors and Athlete Role Models for Singapore 2010:

Wietse van Alten
Archery
NED

Robert Balk
Adaptive Cross Country Skiing *
USA

Claudia Bokel
Fencing *
GER

Usain Bolt
YOG Ambassador
Athletics
JAM

Lisen Bratt
Equestrian
SWE

Sergey Bubka
Athletics *
UKR

Hamish Carter
Triathlon
NZL

Brandi Chastain
Football
USA

Charmaine Crooks
Athletics *
CAN

Alexander Djordjevic
Basketball
SER

Hicham El Guerrouj
Athletics *
MAR

Rania Elwani
Swimming *
EGY

Matthew Emmons
Shooting
USA

Tony Estanguet
Canoeing
FRA

Frank Fredericks
Athletics *
NAM

Jean-Philippe Gatien
Table Tennis
FRA

Andrew Gaze
Basketball
AUS

Michael Gebhardt
Sailing
USA

Georgina Harland
Modern Pentathlon
GBR

Ruben Houkes
Judo
NED

Poul Erik HoyerLarsen
Badminton
DEN

Xu Huaiwen
Badminton
GER

Yelena Iasinbaeva
YOG Ambassador
Athletics
RUS

Guo Jingjing
Diving
CHN

Barbara Kendall
Windsurfing *
NZL

Wilson Kipketer
Athletics
DEN

Feng Kun
Volleyball
CHN

Frédéric Magné
Cycling
FRA

Sarunas Marculonis
Basketball
LTU

Adam Pengilly
Bobsleigh *
GBR

Michael Phelps
YOG Ambassador
Swimming
USA

Alexander Popov
Swimming *
RUS

Jackson Richardson
Handball
FRA

Daniel Robin
Wrestling
FRA

Angela Ruggiero
Ice Hockey *
USA

Yumilka Ruiz Luaces
Volleyball *
CUB

Rebecca Scott
Cross Country Skiing *
CAN

Andrew Smith
Hockey
AUS

Al Sugiyama
Tennis
JPN

Dae Sung Moon
Taekwondo *
KOR

Peter Tallberg
Sailing *
FIN

Jani Tanskanen
Gymnastics
FIN

Pawina Thongsuk
Weightlifting
THA

Michele Timms
Basketball
AUS

Daniel Trenton
Taekwondo
AUS

Domenico Valentino
Boxing
ITA

Valentina Vezzali
Fencing
ITA

Lenka Wech
Rowing
GER

Pedro Yang
Badminton *
GUA

Yang Yang
Short Track Speed Skating *
CHN

* IOC Athletes’ Commission
WHAT ARE THE YOUTH OLYMPIC GAMES?

SPIRIT OF THE YOUTH OLYMPIC GAMES

YOG DNA

WHAT ARE THE YOUTH OLYMPIC GAMES?
WHAT ARE THE YOUTH OLYMPIC GAMES?

TECHNICAL INFORMATION

As a world-class sporting event, there are a number of technical and organisational requirements that must be met by a host city, but the unique nature of the Youth Olympic Games means that these are less substantial than those required to host an Olympic Games or an Olympic Winter Games.

SPORTS PROGRAMME

› The sports programme for the Youth Olympic Games features the same sports that are found on the programme for the Olympic Games, but with a reduced number of events and disciplines (28 sports and more than 200 events in summer and seven sports and more than 60 events for winter).
› The International Federations (IFs) for these sports are responsible for the technical aspects of these events.

CULTURE AND EDUCATION PROGRAMME (CEP)

› The IOC has defined five themes: Olympism, Social Responsibility, Skills Development, Expression and Well-being & Healthy Lifestyle. Activities should be developed and implemented around these five themes for athletes and local youth.

VENUES

› All venues must be located in the same city or region and no new venues should be built.
› Host cities are encouraged to use existing multi-sport venues, where several events can be clustered during the Games.
› Large-capacity venues are not required and temporary seating solutions are recommended, where possible (see table p.46).
› Training venues for the young athletes to use will also be required during the Games.
› A small number of venues will also be needed for the activities that form the Culture and Education Programme, although a majority of these will take place at the Youth Olympic Village.
› Other venues required include a Main Media Centre (surface area of 4,000 sqm for summer and 2,000 sqm for winter) for accredited journalists, broadcasters and photographers, a Logistics Centre and an Accreditation Centre.
› Opening and Closing Ceremony venues.
› All venues must adhere to a ‘clean venue’ policy, meaning there is no visible commercial branding.

YOUTH OLYMPIC VILLAGE

› The Youth Olympic Village (YOV) will be the heart of the Games, housing all the athletes, coaches and other delegates from the participating National Olympic Committees.
› It will be a key component of the YOG experience for young athletes and will be the main location for the Culture and Education Programme activities.
› The YOV should have a capacity of 5,000 beds for the summer YOG and 2,000 beds for the winter YOG, with a maximum bed to bath ratio of four to one.
› The YOV could be a campus at an educational institution, an existing, refurbished or new residential housing project, a privately owned housing scheme or a block of adjacent hotels.
› The YOV is divided into three zones – the Residential Zone, the Village Square and the Operational Zone.

ACCOMMODATION

› Secured hotel accommodation, comprising around 2,000 rooms of 2- to 4-star standard, will be needed for various members of the Olympic Movement (IOC, NOCs, IFs, media, sponsors).
WHAT ARE THE YOUTH OLYMPIC GAMES?

TRANSPORT

› A single, common shuttle service with bus routes is required for all accredited persons.
› By exception, a pool vehicle service will also be required.
› No infrastructure upgrades to the city’s transport system are expected.

MARKETING

› The exclusive global marketing rights of the existing IOC TOP sponsors will be protected.
› The Host National Olympic Committee and the future Organising Committee (YOGOC) will need to sign a marketing agreement in order to best manage the Olympic NOC and YOGOC commercial rights.

RESPONSIBILITIES

› The IOC runs the bid process for the Games and its Members elect the host city.
› Once the host city is elected, the host city and NOC sign a host city Contract with the IOC and create a Youth Olympic Games Organising Committee (YOGOC).
› The YOGOC, together with local, regional and national public authorities, will be responsible for the planning and the delivery of the Youth Olympic Games.
› The IOC will fund the travel and accommodation arrangements of athletes and team officials at the Youth Olympic Village, as well as technical officials of the International Federations and IOC representatives at hotels.
› The IOC will also fund the production of daily TV highlights, produced by Olympic Broadcast Services (OBS), a subsidiary of the IOC.
› The International Federations will be in charge of the technical aspects of their sport and will also define the age categories and qualification criteria for the events.
› National Olympic Committees will select and manage the delegation from their territory for the YOG.
WHAT ARE THE YOUTH OLYMPIC GAMES?
## SUMMER YOG

<table>
<thead>
<tr>
<th>Sports</th>
<th>Minimum spectator capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquatics</td>
<td></td>
</tr>
<tr>
<td>Diving</td>
<td>1,500</td>
</tr>
<tr>
<td>Swimming</td>
<td>2,500</td>
</tr>
<tr>
<td>Archery</td>
<td>500</td>
</tr>
<tr>
<td>Athletics</td>
<td>10,000</td>
</tr>
<tr>
<td>Badminton</td>
<td>1,000</td>
</tr>
<tr>
<td>Basketball</td>
<td>3,000</td>
</tr>
<tr>
<td>Boxing</td>
<td>1,000</td>
</tr>
<tr>
<td>Canoeing</td>
<td>1,000</td>
</tr>
<tr>
<td>Cycling</td>
<td></td>
</tr>
<tr>
<td>BMX</td>
<td>2,000</td>
</tr>
<tr>
<td>Mountain Bike &amp; Road</td>
<td>Open venue</td>
</tr>
<tr>
<td>Equestrian</td>
<td>1,500</td>
</tr>
<tr>
<td>Fencing</td>
<td>1,000</td>
</tr>
<tr>
<td>Football</td>
<td>3,000</td>
</tr>
<tr>
<td>For final</td>
<td>10,000</td>
</tr>
<tr>
<td>Golf</td>
<td>500</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>2,000</td>
</tr>
<tr>
<td>Handball</td>
<td>1,500</td>
</tr>
<tr>
<td>Hockey</td>
<td>1,000</td>
</tr>
<tr>
<td>Judo</td>
<td>1,000</td>
</tr>
<tr>
<td>Modern Pentathlon</td>
<td>Variable</td>
</tr>
<tr>
<td>Rowing</td>
<td>1,000</td>
</tr>
<tr>
<td>Rugby</td>
<td>2,000</td>
</tr>
<tr>
<td>Sailing</td>
<td>Open venue</td>
</tr>
</tbody>
</table>

## WINTER YOG

<table>
<thead>
<tr>
<th>Sports</th>
<th>Minimum spectator capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biathlon</td>
<td></td>
</tr>
<tr>
<td>Bobsleigh</td>
<td></td>
</tr>
<tr>
<td>Curling</td>
<td>500</td>
</tr>
<tr>
<td>Ice Hockey</td>
<td>3,000</td>
</tr>
<tr>
<td>Luge</td>
<td>Open venue</td>
</tr>
<tr>
<td>Skating</td>
<td>3,000</td>
</tr>
<tr>
<td>Skiing</td>
<td>Open venue</td>
</tr>
</tbody>
</table>

### Shooting
- 500

### Table Tennis
- 1,000

### Taekwondo
- 1,000

### Tennis
- 2,000

### Triathlon
- Open venue

### Volleyball
- 1,500

### Weightlifting
- 1,000

### Wrestling
- 1,000