Beyond Nanjing 2014
Legacy Report
01. PREAMBLE

Beyond Nanjing 2014 Legacy Report

INTERNATIONAL OLYMPIC COMMITTEE

“With the excellent organisational success of the Nanjing 2014 Youth Olympic Games behind us, our eyes now turn to the long-term positive impact that these Games have had on young people.

A year after the event was hosted, evidence shows that the YOG had a significant influence on the lives of young people throughout the city of Nanjing and the surrounding region; more of them are now doing sport and adopting an active and healthy lifestyle. The City of Nanjing has spearheaded this increase in physical activity by providing greater access to sport, more green spaces and cycling lanes.

The event also had a very positive influence on the young athletes that competed in Nanjing. They left China inspired to further grow in their own sport, to become ambassadors on and off the field of play, to take on an increased role in their communities and to contribute to our vision of a better world through sport.

Thank you Nanjing for your wonderful contribution to the Olympic Movement and to the youth of the world.”

Thomas Bach, IOC President
Evaluation results from the IOC demonstrate that Nanjing 2014 has made outstanding achievements.

- YOG Experience rated at 9.6/10 by the athletes
- 80% of spectators have rated their enjoyment between 7 and 10
- Overall ratings of the IFs 3 out of 4
- Over 70% of Chefs de Mission rated the YOG experience as excellent
- 769 million: TV audience reach
The focus of Nanjing 2014 legacies is to extensively and sustainably launch sport, cultural and education programmes among the youth and cultivate a lifestyle of health and fitness.
The successful staging of the YOG in Nanjing played a tremendous role in propelling youth sports development, particularly in promoting development of sports in schools and enhancing young people’s physical fitness in Nanjing. After winning the bid to host 2nd Youth Olympic Games, the resultant sports and health initiatives from the Games were further popularised among the youth of Nanjing.

**SUNSHINE SPORTS PROGRAMME**

The SUNSHINE SPORTS PROGRAMME, by primary and secondary schools: a total of 154 schools have been named “Nanjing Sunshine Sports Schools” between 2012 and 2015, including 97 primary schools and 57 secondary schools covering the whole region of Nanjing and involving 33 sports.

**SUNSHINE SPORTS SCHOOLS**

Sunshine Sports Schools, referring to the primary and secondary schools as well as vocational schools which have been named by Nanjing Municipal Bureau of Education and Sports Administration Departments because they have made remarkable achievements in students’ physical activities and have at least one or two featured sports, is widely adopted.

**NANJING YOUTH SUNSHINE SPORTS TOURNAMENTS**

Nanjing also reformed its municipal-level youth sports competitions in 2013, which were renamed “Nanjing Youth Sunshine Sports Tournaments”. The competition rules were adapted to allow more schools and sports clubs to take part in the municipal-level competitions and enable more young people to showcase their sports skills through the competition platform.
SCHOOL-BASED PHYSICAL EDUCATION CURRICULUM
(refering to tailored and individualized PE curriculum offered by schools based on the actual situation of students)

Inspired by the educational attributes of the YOG that highlight physical education and advocate the concept of returning physical education to the curriculum, Nanjing actively promotes sport initiation in schools during period of compulsory education. The sports and events featured in the YOG have been appropriately adapted for children and orientated around fun before being introduced to schools’ physical education curriculum, thus cultivating students’ interests and hobbies and encouraging them to develop their own personalities and skills.

Since 2010, many schools have developed school-based physical education curriculum according to their sports specialties. They have incorporated the popularisation of featured sports into everyday physical education activities, and developed some practical and easy-to-learn “sports exercises” such as “volleyball exercise”, “football exercise” and “fencing exercise”.

<table>
<thead>
<tr>
<th>Primary and Junior High Schools</th>
<th>Senior High Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>49.9% have school-based curriculum (545 schools in total)</td>
<td>69.8% have school-based curriculum (53 schools in total)</td>
</tr>
<tr>
<td>20 schools published school-based textbooks</td>
<td>Specialization-oriented optional PE teaching</td>
</tr>
</tbody>
</table>
Youth Olympic education has been vigorously promoted and implemented following Nanjing’s bid for the YOG in 2009. The city established “Nanjing YOG Model Schools” among primary and secondary schools as well as vocational schools in 2012, and there have been 106 such schools to date (around 90 thousand students).

A “Nanjing YOG Model School” must meet the requirements of 30 indices from the following 8 criteria, namely quality of education, quality of teachers, student development, school management, facilities and equipment, campus environment, feature architecture and YOG events. These schools include launching plans and innovation events for youth Olympic education, which incorporate the Olympic Spirit into youth education. Meanwhile, the sports facilities of these campuses must also meet certain requirements. Furthermore, they should play an exemplary role and extend their reach to two to three schools. They would jointly launch youth Olympic education and actively promote the Olympic Spirit and concept concerning Nanjing’s bid for the YOG in 2014. As these model schools have undertaken the task of Olympic education, they have become exemplary symbols that promote Olympic education in primary and secondary schools in Nanjing. This has become an important educational legacy of Nanjing 2014.
SPORTS INITIATION COACHES ON CAMPUSES

In order to meet requirements of newly added sports and enhancing PE teaching strength, since 2013, Nanjing Municipal Bureau of Sports and Nanjing Municipal Bureau of Education joint hands in recruiting coaches and initiated “Coaches on Campus” project based on the original PE teachers in each school. 29 coaches including retired athletes have been recruited to date and started to work at 38 Sunshine Sports Schools, covering 16 sports (athletics, swimming, football, basketball, tennis, badminton, table tennis, rugby, fencing, weightlifting, boxing, judo, taekwondo, trampoline, martial arts and sports dancing).

PROMOTING NEW SPORTS

Taking advantage of the success of the bid for the YOG, Nanjing has actively promoted new sports. For example, upon the approval of Multi-Ball Games Administrative Centre of General Administration of Sport, the National Youth Women’s Rugby Team based itself in Nanjing in 2011. Four players from Nanjing were recruited by the National Youth Women’s Rugby Team in 2014, who participated in Nanjing 2014 and won a bronze medal.

Prior to Nanjing 2014, rugby was a less popular sport in Nanjing, and few schools and primary and secondary school students were familiar with it. To date, rugby training and teaching have been launched at 17 primary and secondary schools and universities. It is becoming the most popular and favourite team ball sport among schools and students after basketball, football and volleyball.

YOUTH SPORTS CLUBS FLOURISHING

The continuous influence of the YOG has propelled the rise of youth sports clubs in Nanjing, which are increasing by the year. Some previously less popular and less known sports have become more widespread. For instance, youth training institutes for the sports which were not familiar to people have been set up in recent years and are running well, including ice and aquatic sports as well as fencing.

The local government has paid its attention to and provided support for the youth sports clubs. 17 outstanding clubs with 6,860 members have been named “Nanjing Youth Sports Club” since 2013, which have received funding primarily for encouraging these clubs to launch public sports activities so as to allow more young people to participate in sports-skill learning.
### Nanjing Outstanding Youth Sports Clubs

<table>
<thead>
<tr>
<th>NO.</th>
<th>NAME OF CLUB</th>
<th>TIME OF ESTABLISHMENT</th>
<th>SPORT</th>
<th>MEMBERSHIP</th>
<th>NAME OF SCHOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nanjing Faresi Basketball Club</td>
<td>2008</td>
<td>Basketball</td>
<td>30</td>
<td>Jiangning Bayuan Primary School</td>
</tr>
<tr>
<td>2</td>
<td>Chengxianjie Primary School</td>
<td>2006</td>
<td>Basketball</td>
<td>60</td>
<td>Chengxianjie Primary School</td>
</tr>
<tr>
<td>3</td>
<td>Nanjing Aotuhang Fencing Club</td>
<td>2013</td>
<td>Fencing</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Lotus Badminton Club in Lishu District</td>
<td>2013</td>
<td>Badminton</td>
<td>35</td>
<td>Lishu District High School</td>
</tr>
<tr>
<td>5</td>
<td>Nanjing Gaoli Football Club</td>
<td>2013</td>
<td>Football</td>
<td>150</td>
<td>Yuhuasi Secondary School</td>
</tr>
<tr>
<td>6</td>
<td>Nanjing Hangyukarwondo Club</td>
<td>2013</td>
<td>Taekwondo</td>
<td>430</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Nanjing Taekwondo and Martial Arts Biha Fitness Club</td>
<td>2004</td>
<td>Taekwondo</td>
<td>780</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Chengxianjie Sports Club in Lishu District</td>
<td>2013</td>
<td>Taekwondo</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Nanjing Peace Fitness Club</td>
<td>2013</td>
<td>Taekwondo</td>
<td>950</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Nanjing Evergreen Taekwondo Club</td>
<td>2013</td>
<td>Taekwondo</td>
<td>1750</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Nanjing Wutaihan Youth Tennis Club</td>
<td>2014</td>
<td>Tennis</td>
<td>85</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Nanjing Dongli Youth Badminton Club</td>
<td>2007</td>
<td>Badminton</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Nanjing Yuanxing Youth Badminton Club</td>
<td>2013</td>
<td>Badminton</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Nanjing Sandao Sports Co. Ltd.</td>
<td>2013</td>
<td>Taekwondo</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Nanjing Pengfei Heavy Athletics Club</td>
<td>2013</td>
<td>Taekwondo, Boxing, etc</td>
<td>180</td>
<td>Nanjing Nanhua Experimental School</td>
</tr>
<tr>
<td>16</td>
<td>Xiyuan Sports and Arts Club</td>
<td>2014</td>
<td>Basketball, Fencing, etc</td>
<td>150</td>
<td>Chuping Campus of Nanhua Secondary School</td>
</tr>
<tr>
<td>17</td>
<td>Jingwu Children Martial Arts Club</td>
<td>2014</td>
<td>Martial Arts</td>
<td>115</td>
<td>Chuping Campus of Nanhua Secondary School</td>
</tr>
</tbody>
</table>
YOUTH OBESITY PREVENTION PROJECT: ENCOURAGING PHYSICAL ACTIVITIES

Nanjing has launched a project of YOG health legacy study based on 10,000 students (fourth-graders from 32 primary schools and first-year students from 16 high schools in urban areas). Through multiple YOG-related approaches, including health classrooms, health bulletins, radio health programmes, creative writing, drawing competitions, YOG breaks, home intervention, parent-student interactions, YOG corners, YOG posters, YOG knowledge competitions and project correspondence, scientific evaluation has shown significant differences between an experimental group and a control group, thus providing evidence that measures were impactful in fighting obesity prevalence among youth. The schools and parents were very cooperative in adopting related prevention measures, which have achieved excellent results. The government and related institutions may use or take reference of these prevention measures to prevent children and youth’s obesity.
Nanjing has hosted four consecutive Olympic Cultural Festivals during its preparations for the YOG. To continuously highlight the international influence of Nanjing 2014, Nanjing International Youth Festival will be organised based on the original Nanjing Olympic Cultural Festival. The first edition will take place in September 2015. The event is jointly organised by UNESCO and Nanjing Municipal Government, and will centre around the three core themes of “sport, culture and peace” as well as the three major components of promoting cultural understanding through multinational cultural communication, passing on the concepts of the YOG through sports participation and building the future of the world through shouldering the duty of world peace. Consequently, young people around the globe will become widely engaged as the principal participants in jointly creating a world gala of diverse sports and cultural communication.

In the section of sports of the Nanjing International Youth Festival, the youth from around the world will be the main participants. Non-competitive folk sports will be promoted. For example, focus will be placed on activities such as youth dragon-boat racing, green hiking, charity basketball games, roller skating cross, taekwondo and traditional martial arts shows.
Nanjing 2014 legacies have brought long-term benefits to the urban development of Nanjing.
EFFECTIVE USE OF SPORTS FACILITIES

YOG VENUES

Venues for Nanjing 2014 are primarily adapted or temporary structures. A total of 35 venues have been used, among them 22 are adapted from existing venues; one is a newly built permanent venue cluster, while the others are temporary ones.

All venues were adapted and constructed in accordance with international standards to provide comfort and secure facilities which can satisfy the Games’ requirements. Nanjing’s capacity to host international sports events has significantly improved as a result of hosting the YOG. In addition to the newly built permanent venue cluster, all other venues have returned to their former use (the sports functions of some have been strengthened) and continue to function.
The YOG Sports Park occupies an area of approximately 101 hectares and consists primarily of “three complexes, one bridge and one road”, namely, YOG venue complex, sports venue complex, fitness and leisure complex, Scenic Bridge across Chengnan River and Chengnanhe Road. The total floor space is about 380,000 square metres.

YOG Sports Park will fully integrate the functions of sport, culture and leisure to become the iconic project of Nanjing 2014 legacy.
The YOG venue complex includes the YOG rugby field, hockey field, beach volleyball field, BMX venue and supporting function rooms, which will be the key facilities for the Youth Olympics Training Bases in Nanjing.

The fitness and leisure complex includes “Ark of the Yangtze River” Fitness and Leisure Centre and an open sports park, which will be a key cultural and leisure place. In the near future, a new roller skating ground will be built.
NANJING OLYMPIC MUSEUM

Nanjing Olympic Museum, highly praised by the IOC President, received over 4,000 visitors and athletes from different countries during Nanjing 2014. The new museum is regularly used by schools to introduce to pupils and young students the Olympism and Olympic history. It is expected that 50,000 young people will visit the museum from 2014 to 2015.

As part of the tangible legacy of the Games, the city of Nanjing, together with FIRS (International Federation of Roller Skating), are working on the opening the 1st FIRS World Roller Sports Museum. The aim of the FIRS Museum is mainly edutainment: the opportunity to teach youth and adults through engaging information presented in a new and interactive ways.
As part of the project with FIRS, Nanjing will host Speed Roller Skating World Championships in 2016, the Rink Hockey World Championships in 2018 and the Roller Games in 2019.

The Sports Lab is open to the public free of charge from December 2014 and serves primarily as:
- A public sports and fitness venue, with more sports equipment added, including basketball, table tennis and badminton equipment, and more; all of which are available to the public free of charge.
- A roller-skating and skateboarding training venue, with a 400-metre track in the venue, providing roller-skating enthusiasts with a free training ground.
- A professional training venue, with both well-equipped rock-climbing and skateboarding areas for professional teams and training institution.
Nanjing was faced with challenges in the aspects of urban management, public security, environment quality, weather services, food safety and Games management in hosting the YOG.

With support from the Ministry of Science and Technology, the "Application and Demonstration of Nanjing 2014 Supporting Technology Integration Project", which is a part of the national ‘Twelfth Five-Year Plan’ science and technology support plan, was implemented. The strong science and technological demands of the YOG were supported and satisfied by the integrated application and system upgrade of the outstanding scientific and technological achievements from the Olympic Games, World Expo and Asian Games. The national science and technology YOG project comprises six sub-topics.

A total of 605 million yuan was invested in the science and technology YOG project. After three years of tackling key scientific and technological challenges, a number of major breakthroughs were achieved in some critical core technologies, whereby 35 applications were filed for software copyright and 23 for patents. Three industry standards were established and 105 academic papers of related topics or with high standards were published. The results of the project were integrated and applied in transport, security, environmental protection, weather service, food safety and Games management during Nanjing 2014, which provided technological and environmental support for the successful staging of the Games, and enhanced urban management and service standards.

“SCIENCE AND TECHNOLOGY YOG” BENEFITS THE PUBLIC

Beyond Nanjing 2014 Legacy Report
Taking the weather services for example, 11 types of weather forecast numerical models that are commonly used internationally were integrated to build a refined forecast system of numerical values and an automatic monitoring system for high-impact weather, such as thunderstorms, high temperatures, sudden rainstorms and typhoons in Nanjing. The “Nanjing 2014 weather service information platform” and “Nanjing 2014 integrated weather service platform” have been created, thus providing accurate weather forecasts and warnings during the Games. The early warning forecast coverage for rainstorms, thunderstorms and gales has been reduced from 110 kilometres to 30 kilometres. This refined and detailed weather forecast system is able to cover every street in the city. This key legacy of Nanjing 2014 will greatly benefit the local residents.
Taking environmental quality for another example, compared with 2013, PM2.5 in Nanjing fell 5.38 percent, PM10 10.2%, nitrogen dioxide 1.8%, sulfur dioxide 32.4%, and carbon monoxide 8.7 percent in 2014. Between January to June, 2015, the average concentration of PM2.5 in Nanjing was 62.9 micrograms/cubic meter, reducing 21.4 percent compared with the same period in 2013. The degree of decline ranks the top in Jiangsu province. There were 114 air quality days during this period, which is 1.65 times that of the same period in 2014.
Carrying forward the Green YOG concept and maintaining a better urban environment

Improving the ways of travel

The share of public transport has risen significantly, thus greatly improving ways of travel

Nanjing accelerated the development of “public-transport first” based on the concept of green YOG. The city formally applied to be recognised as one of the first group of “Public-Transport Model Cities” in 2012. In Nanjing, the share of public transport rose from 24.5% to 29.5% between 2009 and 2014, and the share of public transport, excluding walking, reached 39.9%. Thus, the city ranks top among similar cities in the country.

Following the rise in the share of public transport, the ways of travel of Nanjing residents have greatly improved, which has greatly reduced energy consumption, pollution and traffic congestion. Prior to Nanjing 2014, the opening of metro lines 10, S1 and S8, in particular, led to significant improvements in the city’s traffic, and as a result, Nanjing has dropped from the 6th most congested city to the 26th in China.

Rapid enhancement of smart public transport

More efforts have been made in the release of public transport information. Real-time bus arrival information display screens have been installed at bus stations around the city, while the service of public transport mobile APP has been also promoted.

The “Nanjing Palm Buses APP” provides information about over 4,000 bus stations and 300 bus routes of Jiangnan Bus and Yangtze Bus Companies of Nanjing. By using “Nanjing Palm Buses APP”, Nanjing residents may find information on bus stations and vehicle operations (the distance, speed and estimated arrival time of the next bus), station locations, bus routes distributions and transfer information. Travellers may truly enjoy “knowing everything before buses coming”.

Nanjing Palm Buses APP
CONTINUOUS IMPROVEMENT OF ENVIRONMENT AND INCREASE OF GREEN FITNESS SPACE

The concept of green YOG has moved Nanjing closer to its goal of being an “international green and cultural city”. Currently, Nanjing’s forest coverage exceeds 35%, while its ratio of urban green areas and the park and green spaces per capita are ranked the high in China.

In Nanjing, the downtown area has become a green centre; the areas along the two ring roads connecting the suburbs have become fully forested; the artery roads leading in and out of the city and the green fields and woodland around rivers and lakes have been turned into green passages; and the public woodland areas such as the forest parks and wetland parks have formed large green spaces; all of which have constituted new ecological and green cityscapes for Nanjing.

(1) Artery roads leading in and out of the city serving as “green passages”.
Nanjing launched the Implementation Plan for the Expedited Construction of City-wide Public Roads (Rails and Roads) into Green Passages in April 2014. The “green passages” are interweaving motorways (railways and light rails), decorated with green ramps, interconnections and bridges, forming a special and extensive urban forest and ecological multiple-function and multiple-layer corridors. Currently, “green passages” consisting of 18 roads and about 720 kilometres of motorways (railways and roads) have been built up.

(2) Ming-Dynasty City Wall.
The cultural landscape and ecological construction are integrated for the Ming-Dynasty City Wall. While the wall was being repaired for opening, its surrounding environment was also improved. As a result, a green space of about 250,000 square metres has been added along it.
Clean-energy buses have rapidly become widespread and are effectively reducing pollution.

Nanjing has actively responded to the call of the central government to “accelerate the promotion of new-energy vehicles” and the concepts of “green YOG”. As a result, this has led to a remarkable development in clean-energy buses.

The number of clean- and new-energy buses downtown has increased from 1,261 in 2009 to 3,648 in 2014, with the account of 26.34% of the total number of buses in 2009 increasing to 50.7% in 2014.

In 2014 in particular, 2,530 buses were purchased or upgraded, among which 1,058 run on electricity and 1,106 on natural gas, and 700 taxis run on electricity. The YOG buses have all been transferred to the city’s public-transport fleets after the Games, resulting in a rapid spread of clean- and new-energy vehicles. Ten charging stations and 766 charging poles for electric buses have been built, while 11 charging stations and 214 charging poles built for taxis running on electricity.
ACTIVE PROMOTION OF THE USE OF PUBLIC BICYCLES AND THE SPORT OF CYCLING

Affected by the Youth Olympic concept of green carbon, Nanjing has vigorously promoted public bicycles after its successful bid to host the Youth Olympic Games.

The number of public bicycle stations has increased from 98 in 2010 to 747 in 2015. The number of public-bicycle put in use has rocketed from 800 in 2010 to 20,755 in 2015, with an annual increase rate as high as 92%. The public bicycle coverage has expanded rapidly from the Hexi, Xianlin and Jiangning Districts to the entire city.

Along with the expanding coverage of public bicycle services, the use of public bicycles continues to rise. The city actively launches the “all-purpose card” for the use of public bicycles, which has made it possible to borrow and return bicycles anywhere in whole area of Nanjing. As of the first half of 2015, a total of 185,000 cards have been issued, with an annual increase rate as high as 189%. The average times of use for public bicycles have shot up from 178 in 2010 to 49,662 in 2015.
Nanjing 2014 leads to growing enthusiasm for public health. Riding a bike is now considered a sport rather than merely a means of transport.

Currently, Nanjing has over 100 shops selling professional sports bicycles, while world-renowned brands have established special outlets in Nanjing and are operating well. Nanjing currently has 1,000 kilometres of cycling lanes, about 500,000 cycling enthusiasts and over 200 cycling clubs. Each club periodically or intermittently organises different cycling events. Cycling enthusiasts can be seen riding around towns and suburban areas in and around Nanjing every weekend. Meanwhile, large cycling competitions or events are held annually, among which the most notable are Asia Bike Trade Show, Cycling around Nanjing and Nanjing 8-hour Cycling Team Relay.

Asia Bike Trade Show will be held in October each year. The 4th Asia Bike Trade Show was held successfully on October 12, 2014 with 487 brands in exhibition and an increase of 23.6 percent comparing with that in 2013. Among the brands, 82.3 percent were foreign ones. The indoor exhibition area reached 38 thousand square meters with an increase of 46.15 percent comparing with that in 2013. The fifth Asia Bike Trade Show will be held on October 9 to 12, 2015 in Nanjing Expo Center.
FLOURISHING OF SPORTS FOR ALL

FITNESS FACILITIES

Currently, all 100 communities and towns around the city have sports centres. All the villages have been equipped with standard sports and fitness facilities consisting of “two rooms, one court and one lane”. The city has initiated 3,212 fitness-for-all projects, built fitness paths measuring 853.85 kilometres in total and created 5,393 training stations for morning and evening exercise. The area of public sports venues has reached 2.98 square metres per capita, making it the largest in the province. Public sports venues at all levels offered discounts or free admission over the last three years and attracted over 3.2 million visitors.

Urban community “10-minute sports and fitness circles” have covered the entire city. (The circle refers to basic public services with public fitness facilities, basic fitness organisations, fitness-for-all events and scientific fitness instructors. They can be reached within a 10-minute or about 800-1,000-metre walk for community residents living downtown.)
Since the success of bidding for the YOG in 2010, Nanjing has vigorously implemented the “fitness for all and go with YOG” programme and widely launched fitness-for-all events. The sports departments at the municipal and district levels have launched over 1,000 diverse fitness-for-all activities of varying scales each year, which directly benefits over 1 million participants. Sport and fitness have been a part of the healthy lifestyles of an increasing number of residents.
FITNESS INSTRUCTORS

The city has 22,655 public sports instructors of all kinds, among whom 162 are national instructors; 1,077 are level one; 4,836 are level two and 16,580 are level three, which means there are 26 public sports instructors available for every 10,000 people. Each day, these instructors provide free fitness advice to residents at several thousands fitness sites around the city. Each public sports instructor is a guide in fitness.

Fitness tests are offered free of charge for certain amount of residents (on a random basis) each year, and fitness reports are provided and training advice is given.

Nanjing and its all 11 districts have all been nominated as “Exemplary Areas for Public Sports Service System of Jiangsu Province” in April 2015 owing to their outstanding achievements in public sports services. They are also the first group of exemplary areas for public sports service system which are nationally recognised by the General Administration of Sport of China.
YOG STAFF

After the YOG, the paid staff of NYOGOC was employed by government agencies (67%), enterprises (24%), educational institutions (5%) or other areas (4%).

A group of YOG-trained personnel have gradually been appointed to positions with higher development potentials. For example, a number of young Assistant Directors, who were born in or after the 1980s, have been assuming key positions in the newly founded “Jiangbei New Area” Development and Construction Management Commission and Nanjing Sports Industry Group.

For example, Fang Jing, the former assistant director of Human Resources of NYOGOC, now serves as the deputy director of General Affairs Department of Jiangbei New Area Management Commission. Zhang Mengjie, the former assistant director of Sports Department, has been appointed the deputy manager of Nanjing Sports Industry Group.
Having completed two standards: Games Volunteering Services – Recruitment and Games Volunteering Services – Volunteer Appearance and Etiquette, which successfully passed evaluation by the provincial-standard experts of the Quality and Technology Supervision Bureau of Jiangsu Province on 28 June 2013, becoming local standards for Jiangsu Province.

The Nanjing “Little Lime” Youth Public-Welfare school was founded on 27 June, 2015 with YOG volunteers as its main students. The school is committed to enhancing their public-welfare philosophy and abilities in public-welfare events and turning outstanding Games volunteers who have been “trained” in large sports events into the main workforce and backbone of daily volunteering services and public-welfare programmes in Nanjing.

Building a YOG “Little Lime” Volunteers’ Union. This would serve as a platform to create cooperation and interactions with different volunteering services of institutions of higher education in the city, and promote and sustain the vigour of the volunteer teams through multiple channels and different types of volunteering activities; thus continuing the passion of the volunteers, and the post-YOG volunteering spirit.

Publishing Game-times volunteerings’ books. Preparations are currently under way. A production team has been formed, which is solely responsible for the publication of the books. Books such as the Manual on Little Limes Training are about to be published, which will comprehensively showcase the activities and spirit of individuals and volunteer teams in chronological order of the Games, making the legacy into something tangible.
As a key component of the Nanjing 2014 legacy, NYOGOC and the IOC collaborated to launch a post-Games summary and knowledge transfer. Critical experience, lessons and methods from the preparations and organisation of Nanjing 2014 were meticulously reviewed and summarised. Nanjing 2014 Official Report and Knowledge Reports have been completed, while a city-to-city debrief of Nanjing 2014 was also held in Buenos Aires, Argentina. The intellectual property of Nanjing 2014 has also been transferred to the IOC. These important knowledge legacies will play a positive role in driving the sustainable development of the YOG and the Olympic Movement. The competition management experience learnt from hosting Nanjing 2014 is being used by Nanjing in organising the international events like Roller Skating and Marathon.
Nanjing and its sports activities have significantly enhanced the international influence of the city.

Games promotion has been well received. Nanjing 2014 has generated wide attention both at home and abroad. 642 media institutions from around the globe registered with 3,149 reporters covering the Games. China Central Television (CCTV) provided live coverage of the Opening and Closing Ceremonies, and during the Games its sports channel broadcast the events seven to eight hours daily, and its general channel broadcasted about 15 pieces of news daily. The OBS provided over 1,700 hours of live coverage, while the online channel was visited by 1.58 million people, reaching 206 countries and regions. The official accounts of the Games on four major overseas social media networks, including Facebook and Twitter, had as many as 500,000 followers. Statistics from the State Council Information Office of the People’s Republic of China show that positive response from foreign media towards the Games was as high as 98%. Nanjing 2014 is a major sports event which enjoyed the friendliest public opinion in recent years.

Opening and Closing Ceremonies generated wide attention. According to statistics, 315 foreign and domestic media institutions offered live coverage of the Opening and Closing Ceremonies. Over 100 television stations from around the globe broadcast the Opening and Closing Ceremonies live, in forms of highlights or news. 2,330 on site reporters covered the Opening and Closing Ceremonies, including 1,060 from abroad and 1,270 from China. The live coverage of the Opening and Closing Ceremonies enjoyed a total audience rating of 41.2% and an audience share of 69.1%. These high interests of the audience even exceeded the CCTV Spring Festival Gala in 2014 (a total audience rating of 37.3%).

According to the statistics from CCTV, the total rating of the day of the Opening Ceremony was 4.64%, with a total audience share of 13.54%, which means an audience of over 200 million watched the Opening Ceremony of Nanjing 2014 on CCTV. All of these generated a festive atmosphere around the globe for the Opening Ceremony.

Highly effective promotion of Nanjing. Over 2,400 entries relating to Nanjing 2014 were posted online with over 3 billion view counts. Promotional videos such as Let’s start a YOG trip, Nanjing in 3 Minutes and Happy Nanjing presented 37 of the city’s unique historical and cultural symbols in a condensed manner, for which the websites and social media received over 10 million hits. According to the statistics provided by China Telecom and Tencent on the number of visitors to Nanjing 2014’s official website, the PV value reached 320 million and the number of independent visitors reached nearly 100 million, making the official website the most authoritative and timely information platform for Nanjing 2014. The official Nanjing 2014 microblogging page achieved 42.49 million views by the end of the Games. A questionnaire conducted by the IOC shows that 30% of the respondents from around the globe know about the YOG.
According to the Global Sports Cities Index published by Sportcal, an authoritative sports market intelligence research and service institution from the U.K., Nanjing has gone up from the 41st place in to the 28th place. This significant rise is primarily attributed to the YOG’s huge influence in the international sports community, which has enhanced Nanjing’s popularity and reputation.
The success of Nanjing 2014 has produced positive impacts on the sports in China.
Chinese state leaders recognise and promote the “Nanjing experience”

Chinese President Xi Jinping has emphasised that the successful staging of Nanjing 2014 has demonstrated to the world the positive image of China being open, confident, enthusiastic and friendly, and has won extensive recognition. He hopes that the Nanjing experience will be well summed up and that the precious legacy be passed on and promoted. In addition, more emphasis shall be placed on developing youth sport, and encouraging the young people to carry forward the Olympic spirit and to actively participate in sport and fitness activities, so as to strengthen their physiques, temper their wills and boost their youthful vitality.

Chinese Premier Li Keqiang stated in an official document that the YOG focused on innovative features, highlighted the theme of youth, and accumulated the “Nanjing experience” for the development of the Olympic Movement.
PROMOTING THE REFORM OF NATIONAL YOUTH SPORTS DEVELOPMENT STRATEGY

China hopes that Nanjing 2014 will serve as a role model for greater and healthier development of youth in different regions in China, thus eliminating the negative impacts of lack of physical exercises, poor diets, obesity and long-time sitting.

China formulated the Twelve Five-Year Plan for Youth Sport in 2011 to encourage young people to participate in sports. The key points of which include implementing the "Youth Sports Promotion Plan", improving the sports facilities and conditions in schools, intensifying sports education, promoting opening of sports venue, enhancing the training of backup athletes for athletic sports, developing and expanding youth sports organisations, establishing national youths sports club associations, formulating and implementing Youth Sports Club Service Standards and Regulations for Financing and Managing Youth Sports Clubs as well as improving the relevant systems for youth sports competitions.

In a new round of education curricula reform in China, physical education class have increased from three sessions to four sessions per week for Grades Three to Grade Six students in primary schools, and from two sessions to three sessions for high school students. Meanwhile, sports activities such as morning exercise and running have been adopted to ensure that each student has an hour a day for sports.

The Ministry of Education promulgated two quality standards in 2014, namely the National Student Physical Health Standards (2014 revision) and the Basic Standards for Sport at Higher Educational Institutions. Evaluation criteria and monitoring standards are thus available for sports from primary schools to universities. Three regulations have also come into effect, namely the Evaluation Methods for Monitoring the Physical Health of Students, Evaluation Methods for Sport in Primary and High Schools and Methods for Annual Reporting of Sport in Schools. Thus, rules and regulations for ensuring students’ participation in sports, conditions provided by schools as well as government’s coordination and support have become available.
THE ORGANISATION MODEL OF NANJING 2014 HAS BEEN LEARNED AND DUPLICATED

Jiangsu Provincial Games

Jiangsu Province held its 18th Provincial Games in September 2014, which drew on the successful experience of Nanjing 2014. Based on the sports programme of the Games, a youth sports, culture and education plan was formulated and a series of events themed “Sports Events on Campus” was launched in the host cities of Xuzhou and Huainan, where judo, martial arts routines were showcased and shooting instructors and athletes were introduced in primary and high schools. The appeal of the sports was demonstrated through teaching and exchange activities, and sports culture was promoted. Open classes and games were given by famed athletes for sports such as basketball, volleyball, football and swimming, which attracted more than 6,000 participants, popularised sports and promoted sports culture.

The 19th Jiangsu Provincial Games will take place in 2018, which will draw ideas from Nanjing 2014, whereby the “medal tally and results tables” will be cancelled. Instead, only event results will be publicised, and a comprehensive evaluation system will be established.

National University Students Games

The National University Students Games and the National Middle School Students Games will be put together and renamed the National Student Games. The sports programme which was dominated by competitive sports will also include evaluative and demonstrative sports whereby the competitive nature of sports will be less important and more emphasis will be giving to educational function of sports. Schools will be encouraged to implement relevant policies, intensify reforms and focus on students, making the Games a vessel for conducting reforms in schools sports.

The National Youth Games

The First National Youth Games, formerly known as the National Intercity Games, will take place in Fujian Province in October 2015. The Games were renamed to better align with the YOG. Its distinct features include cancellation of gold-medal tally and medal tally, in order to return the youth Games to its sports roots. During the Games, a series of cultural and educational events will be organised, namely sports and fitness on campus, cross-strait youth forums and regional cultural exhibitions and exchanges.

To fully carry forward the ideas of Nanjing 2014, Fujian Province, the organiser of the First National Youth Games, sent groups of observers to visit Nanjing 2014. To replicate the model of Nanjing 2014, they are trying to place equal emphasis on competition, education and cultural exchanges. To follow the principle of hosting economical Games, the Youth Olympic Village of Nanjing 2014 has sold most of its furniture, bedding and household appliances at discount prices to the organising committee of the First National Youth Games.
05. CONCLUSION
Beyond Nanjing 2014 Legacy Report

Nanjing 2014 has successfully concluded. Nanjing has succeeded in fulfilling all the commitments it made during bidding for YOG, and left behind a precious YOG legacy for the city and the people in Nanjing. It has presented a flawless gala to young people from around the globe, and more importantly, contributed to the innovative and sustainable development of the Olympic Movement.

Nanjing, having undergone the “test” of the YOG, is making full use of the precious legacies from the Games in the areas of urban environment, sports development, venues and facilities as well as culture and education, and passing on and spreading the Olympic Spirit. As time goes by, the role of Nanjing 2014 as a boost for urban development will come into full play and Nanjing will stand out as a “modernised and international cultural and green city”.

The young participants in the Games are sharing their unique experience and having a look of pride and nostalgia whenever they talk about Nanjing 2014. The spiritual wealth left behind by Nanjing 2014 is affecting and changing these young people, drawing them closer to the Olympic Movement and making them truly a young generation with the Olympic Spirit.

The reforms and innovative ideas advocated by Olympic Agenda 2020 recently passed by the IOC have been put into practice at Nanjing 2014. The important experience of Nanjing 2014 regarding reforms and innovation will become a key reference point for the future development of the YOG and the Olympic Movement.

Nanjing 2014 is unique, and the benefits it has yielded are also distinctive. Nanjing therefore cherishes the YOG legacy all the more, and will commit increased resources to carrying forward the Nanjing 2014 unique human and urban legacies as well as the Olympic Spirit!