



# **THE OLYMPIC MOVEMENT IN SOCIETY**

**Copenhagen, October 5, 2009**

Original version in English

## **Mission statement**

The mission of the XIII Olympic Congress is to review the status of the Olympic Movement in today's evolving global society, by gathering information and seeking opinions on its future and to provide guidance, proposals and recommendations to all constituents and other stakeholders of the Olympic Movement for its promotion and harmonious development within the general community.

## **Introduction**

The XIII Olympic Congress ("The Congress") was held from October 3 to October 5 (5), 2009 in Copenhagen, in accordance with Rule 4 of the Olympic Charter. The Congress was chaired by the President of the International Olympic Committee (IOC) Jacques Rogge. The Congress was attended by 1'249 participants and observers, including IOC members and honorary members, presidents, secretary generals and other representatives of International Federations (IFs) and National Olympic Committees (NOCs), athletes, coaches, judges, referees, technical delegates, officials, delegates of the organizing committees of the 2010, 2012, 2014 and 2016 Olympic Games, representatives of applicant cities to host future Olympic Games, representatives of the World Anti-Doping Agency (WADA), of the Court of Arbitration for Sport (CAS), as well as representatives of a number of International governmental and nongovernmental organisations, representatives of the public and observers. Representatives of the media were also in attendance.

The Congress was opened in the presence of the Secretary General of the United Nations, Ban Ki-moon and the President of Timor-Leste, Nobel Laureate, José Ramos-Horta.

The methodology of the Congress included a most important preliminary phase, the Virtual Olympic Congress, which provided a unique opportunity, from October 2007 to February 2009, to call for and receive valuable and inspiring contributions, both from representatives of the Olympic Movement and also from the public at large. These contributions have been published for their consideration by the Congress.

The Congress considered the following themes and subthemes:

Theme 1: The Athlete

- 1.1. The relationship between the athletes, the clubs, the federations and the NOCs
- 1.2. Health protection in training and competition
- 1.3. The social and professional life of athletes during and after elite competition

Theme 2: The Olympic Games

- 2.1 How to keep the Games a premier event
- 2.2. Olympic values
- 2.3. Universality and developing countries

Theme 3: The Structure of the Olympic Movement

- 3.1. The autonomy of the Olympic Movement
- 3.2. Good governance and ethics
- 3.3. The relationships between the Olympic Movement and the stakeholders

Theme 4: Olympism and Youth

- 4.1. Moving towards an active society
- 4.2. Is competitive sport still appealing
- 4.3. Youth sports events

Theme 5: The digital revolution

- 5.1. A new management of sports rights
- 5.2. How to increase the size of the sport audience
- 5.3. Communication with stakeholders in the digital age

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This document, which recalls the fundamental principles of Olympism as set out in the Olympic Charter, expresses the values and aspirations of the Olympic Movement; it includes the recommendations of the Congress to all constituents of the Olympic Movement, in particular the IOC, the IFs and NOCs, for their consideration.

Throughout the deliberations of the Congress, as a result of the contributions of the participants, it became clear that in most cases, the recommendations should not be restricted to one single sub-theme. A number of forceful and inspiring proposals transcend the specific topics discussed and call for a consolidated approach in establishing the Congress' recommendations and conclusions. These will be articulated under the headlines of the themes, namely:

1. The Athlete
2. The Olympic Games
3. The Structure of the Olympic Movement
4. Olympism and Youth
5. The digital revolution

The Virtual Olympic Congress proved a great success, resulting in 453 contributions from the Olympic Family and 1319 contributions from the public. The ideas, proposals and reflections contained therein have been recorded and taken into consideration in the formulation of these recommendations. Furthermore, working groups and commissions will be appointed with a mandate to analyse and address all the recommendations received from both the Virtual Olympic Congress and the Congress itself.

## **Fundamental Principles of Olympism**

1. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.
2. The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.
3. The Olympic Movement is the concerted, organised, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals, and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.
4. The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play. The organisation, administration and management of sport must be controlled by independent sports organisations.
5. Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.
6. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.

## **THE RECOMMENDATIONS**

## **1: The Athlete**

**All athletes are at the heart of the Olympic Movement. They are supported by extensive structures which include, in particular, local clubs, National and International Federations and National Olympic Committees. As role models in society athletes are able to make a major contribution to the Olympic Movement both by raising the profile of sport and recreation across communities and by becoming standard bearers for future generations. Athletes should be encouraged to play an integral part in the organisation and development of sport throughout the twenty first century.**

1. Athletes must be included within the decision-making bodies of the Olympic Movement through Athletes' Commissions and other positions that carry full voting rights.
2. All constituents of the Olympic Movement should ensure that all athletes can compete on a level playing field through impeccable standards of judging and refereeing, rules and norms of the highest order; and the absolute ethical integrity of judges and referees. These objectives should be combined with effective and impartial implementation of technical standards and equipment and equal access for all athletes to a high standard of sports equipment.
3. The fight against doping is an absolute priority for the entire Olympic Movement. While all constituents of the Olympic Movement should relentlessly participate in the fight against doping and should embrace the concept of zero tolerance, equally the athletes and their representatives should actively contribute to ensuring that cheating has no place in Olympic sport and that the utmost importance is attached to the pursuit of the Olympic principle of fair play.
4. Protecting the physical and psychological health of all athletes must be a major priority for the entire Olympic Movement. Attention must be given to the specific needs of athletes with a disability. In support of these objectives the IOC and the other constituents of the Olympic Movement should implement educational programmes providing information on training methods, gender specific health protection and injury prevention. Such programmes should be based on IOC Medical Guidelines and be widely disseminated at the Olympic Games, the Youth Olympic Games and other major international competitions. Proactive information programmes should be organised on a nationwide, sport-by-sport basis through the national and international sporting bodies, the National Olympic Committees, schools and other educational institutions.

5. All constituents and other stakeholders of the Olympic Movement should take into account the current trends of overloading training and competition schedules and calendar, which can be detrimental to athletes, in particular junior athletes, from the perspective of performance, health and commitment; and should take appropriate measures to prevent this escalation where necessary.
6. All involved with the Olympic Movement should develop and implement a standard code of conduct and certification system in order to protect the rights of athletes towards agents, managers and sponsors. This system should also provide athletes with the tools and education to manage these relationships effectively and to share and exchange models of best practice.
7. All constituents of the Olympic Movement should endorse the importance of combining education and sport. Priority should be given to the development of programmes aimed at building athletes' lifetime skills. The Olympic Movement in collaboration with parents, coaches and members of the athletes' entourage should encourage and promote the participation of athletes in their career programmes, during their competitive years as well as after their retirement from high-level competition. This will enable them to combine education and sport seamlessly through dual careers.
8. Both within and outside the context of sport, sexual harassment and abuse of all kinds, including child abuse, have unacceptable implications for men, women and children. Sporting organisations, with the help of the public authorities and leaders of the Olympic Movement, should take appropriate measures to combat all forms of harassment through education and establish procedures to address harassment and grievance resolution.
9. High priority should be given to developing user-friendly and accessible channels for all athletes and all athlete organisations to disseminate and share information on a regular basis.
10. Athletes from across the globe and from all sports should have access to an appropriate level of basic legal advice and guidance throughout their sporting careers. Stakeholders of the Olympic Movement should, at their cost, identify policies and procedures to achieve this objective.
11. Consideration should be given to the identification of 'athlete-friendly' structures, including schools, universities, technical institutes, public institutions, armed forces and corporate sponsors, with whom sport and educational partnerships can be established. The IOC should consider acting as an exchange and clearing house to facilitate the development, coordination and implementation of such programmes designed to support athletes' lives in the world beyond competitive sport, at which time the

provision of career, educational, psychological and social support may be vital.

12. All constituents of the Olympic Movement should seek to enhance the provision of qualified and competent coaching and training available to all athletes. Programmes to disseminate best practice and to ensure that the opinions of coaches are taken into account should be implemented.
13. The establishment of an IOC Commission in charge of matters relating to coaches, trainers and the athletes' entourage is recommended.
14. The Olympic Movement reaffirms its strong opposition to the trading of nationalities and passports, which abuses the spirit of competition inherent in the world of sport.

## **2: The Olympic Games**

**While the Olympic Games are universally recognised as a unique and special experience, guaranteed to bequeath a rich legacy of unforgettable memories to all participants and spectators, it is essential that the IOC makes every effort to ensure that they retain their status as a premier event. This will allow the Fundamental Principles and values of Olympism, which the Olympic Games so supremely epitomise, to be embraced and promoted to the full.**

15. The importance of agreeing and adopting a definition of the universality of sport is a priority. The principle of universality not only encompasses access to competitions, sporting infrastructure and the organisation of high level sports events, but has a far broader significance. At its very core, it means open access to sport for all peoples and all cultures, from grassroots to Olympic level, and to all the benefits and opportunities which sport provides. This principle should inspire the work of the entire Olympic Movement.
16. All involved with the Olympic Movement must take into account the fact that whilst attitudes and behaviours may be shifting, the Fundamental Principles of Olympism must remain at the core of the Games. The Olympic Movement should be based on respect, responsibility and reliability. The Olympic Movement must ensure that the Olympic Games uphold Olympic values, respond to the young generation of athletes, enhance gender equality and equal opportunities.
17. The Olympic Village should continue to be at the heart of the Olympic Games, given the unique and invaluable experience which it provides to athletes. It should be of a standing commensurate with the needs of the world's leading athletes and should form a core of their Olympic experience.
18. High priority should be given to the advancement of women both in sport and through sport. The Olympic Movement should at all times seek to promote equal opportunities for women, both in their participation in sports competition and in administration and coaching. Wherever necessary, the Olympic Movement should identify and implement changes to achieve gender equality, and should also provide incentives and appropriate educational and training programmes for athletes, sports leaders and administrators in support of this goal.
19. The Olympic Movement fully embraces the importance of embedding the key values of environmental protection, development and sustainability within

the Olympic ideals. As part of this commitment, all members of the Olympic Family should facilitate the delivery of a lasting sporting, environmental, and social legacy and the IOC should accelerate the integration of sustainability principles in the hosting of the Olympic Games, which will also help to safeguard their status as a premier event.

20. Although the process of evaluating sports and disciplines for inclusion in the Olympic Games' programme has substantially evolved in recent years, it is essential that periodic reviews conducted by the IOC be maintained, so that the promotion and relegation of sports may be subject to regular appraisal. More research is needed to understand the contribution made by the sports and disciplines within the Olympic Programme to the overall value of the Games.
21. The IOC review process should also include surveys and research studies where appropriate to evaluate the full impact of each Olympic Games on the host city, the host nation and to provide an ongoing assessment of the level of appeal and attractiveness of the Games in a fast-moving global market place.
22. Members of the Olympic Movement should regularly review the qualification systems for each sport and discipline in order to achieve a fair balance between the imperative of securing the participation of the world's best athletes at the Olympic Games and the highest level of fairness required to respect the principle of universality.
23. With the cooperation of the constituents of the Olympic Movement, the appropriate levels of service at the Olympic Games should be carefully reviewed by the IOC. In that context, it will be useful to benchmark the Olympic Games with other major events. The IOC should also determine whether it should take greater ownership of the delivery of key goods and services in order to improve the quality of delivery of the Games.
24. While fully maintaining their autonomy, the constituents of the Olympic Movement should take into account the role and the opinions of the stakeholders, including sponsors, partners, suppliers and rights holders.
25. The control of the size, cost and complexity of the Olympic Games should be such that they remain a premier event, while facilitating more cities to bid successfully for the Games.
26. The IOC should consider the establishment of a set of minimum requirements which prospective cities bidding for the Games would need to meet before being considered for the Candidature phase.

### **3: The Structure of the Olympic Movement**

**The Olympic Movement is founded on the concept of the autonomy and good governance of sport, which recognises and respects our individuality and achieves unity through diversity. Sport is a force for good and is a unique and indispensable tool for sustainable development, as well as a means to promote peace, culture and education. Sport holds a mirror to society, through which the Olympic Movement's commitment to pursue policies which promote the universal language of sport must be clearly reflected. An understanding of the global nature of sport must underpin the future structure of the Olympic Movement, thereby positioning it to integrate successful development strategies and educational initiatives within its core activities. This will enable the Olympic Movement to move closer to its ultimate goal of a healthier, more equal and more tolerant society, freed from prejudice and division, and untarnished by discrimination and injustice.**

27. A definition of the autonomy of sport reflecting the principles of respect, responsibility and reliability should be adopted by all within the Olympic Movement. This will further its goals by enhancing the tools of leadership and guidance available to it. It is proposed that a Committee be established to consider the recommendations from Congress and from the IOC Seminars on the Autonomy of the Olympic Movement, to monitor all developments affecting the autonomy of the Olympic Movement, including the establishment of a permanent information exchange network.
28. The Olympic Movement reaffirms the need for unity and close co-operation amongst all its constituents to ensure that the goal of autonomy in sport is achieved, under the leadership of the IOC.
29. The relevant intergovernmental organisations and governments should acknowledge the necessary and essential autonomy of the Olympic Movement including, in particular, respect for and enforcement of the rules of good governance, equality and fairness in sport and sport administration, as established by the Olympic Movement and set out in the Olympic Charter, to ensure the best and fairest possible practice of sport.
30. The preservation of human dignity is a fundamental tenet of the Olympic Movement. All members of the Olympic Movement should work together in pursuit of the harmonious development of men and women in order to

- promote through sport a peaceful society based on the most fundamental common principles and values inherent in a civilised society.
31. All governments should provide their ongoing and continuous support both in terms of legislation and resources, to the fight against doping, working together with the World Anti-Doping Agency.
  32. Governments should recognise that close collaboration and action in the fight to put an end to illegal and irregular betting and match-fixing is essential, both in relation to Olympic-accredited events and to the wider world of sport competition.
  33. Appropriate institutionalised forms of mutually beneficial cooperation and partnerships should be developed between governments and the members of the Olympic Movement in areas which should include: the development and the encouragement of participation in sport for all; the organisation of competitive sports events for young people throughout the world; health protection for young people and athletes; the fight against doping; and support for athletes reaching the end of their careers in competitive sport and transitioning to a lifetime away from the podium.
  34. The IOC should develop all opportunities to liaise with the IFs, the NOCs, the recognised IFs and all other recognised organisations in order to achieve a global, universal and harmonised approach, by the Olympic Movement to its major issues and concerns. The IOC should also actively support the members of the Olympic Movement, in particular the NOCs and the IFs, wherever and whenever their autonomy is threatened.
  35. All constituents of the Olympic Movement should review their rules and activities to ensure that they fully comply with the Olympic Charter and the fundamental principles and values of Olympism.
  36. The Olympic Movement should engage in the widest possible way with international institutions to support and promote the delivery of the UN Millennium Goals and further such initiatives. The Olympic Movement is equally committed to the protection of the global environment and to forging closer relationships with the United Nations (UN) and all other institutions to respond to this moral imperative, particularly with regard to the key issue of climate change.
  37. In accordance with the principles and values of Olympism, the practice of sport must be run by independent, autonomous sport organisations, which are in full compliance with applicable laws. Co-operation between governments and institutions of the Olympic Movement in every area where it may be mutually beneficial should underlie the relationship between sport

and state bodies, so that the autonomy of the Olympic Movement is fully respected by governments.

38. The relationships between the Olympic Movement, public bodies and governments, as well as those between all national organisations belonging to the Olympic Movement and their respective governments, should be based on the principle of respect for applicable law by all constituents of the Olympic Movement, while at the same time seeking to influence public policy makers wherever possible to ensure that national and supra-national laws and regulations are consistent with the fundamental principles of Olympism.
39. The relationship between the IOC and the International Paralympic Committee (IPC) should be pursued to the benefit of all areas of mutual interests. Furthermore, cooperation with the International Committee of Sports for the Deaf and Special Olympics is encouraged.
40. In recognition of the enormous momentum for change in society, the Olympic Movement, while firmly rooted in its fundamental values and vision, should reach out and consider developing new forms of co-operation with other organisations outside the Olympic Movement in a spirit of mutual respect. In so doing it should focus on areas of collaboration such as medical and scientific research, education and academia, sustainable development; and social and humanitarian goals.
41. The legitimacy and autonomy of the Olympic Movement depends on upholding the highest standards of ethical behaviour and good governance. All members of the Olympic Movement should adopt, as their minimum standard, the Basic Universal Principles of Good Governance of the Olympic Movement, as proposed by the IOC. All members of the Olympic Movement must always demonstrate integrity, accountability and transparency, as well as the highest level of management skills; and they must ensure that at all times their legal status is both fully consistent with their activities and responsibilities and wholly compliant with the laws of the land (applicable laws).
42. All members of the Olympic Movement should keep annual accounts in accordance with acknowledged standards of accounting; ensure they have an independent audit or verification of their accounts; adopt rules, norms and practices under which those who cannot comply with good governance may lose financial support or be sanctioned; adopt and implement a code of ethics based on the principles and rules of the IOC Code of Ethics; and always seek to protect and promote the interests of the athletes they represent.

43. Transparent and enhanced dispute resolution mechanisms must be in place in all sports organisations, at all levels. All disputes which cannot be settled amicably or through local arbitration or mediation should be submitted to the Court of Arbitration for Sport (CAS). While fully respecting the sovereignty and independence of the CAS, the constituents of the Olympic Movement may submit to the CAS proposals or contributions so that litigation may be simplified, accelerated and legal costs reduced.
44. All constituents of the Olympic Movement should further develop and embrace democratic and representative structures and procedures, making provisions in their statutes for the holding of regular general meetings and democratic elections for specified terms of office.
45. The IOC should assess its criteria for membership and procedures for admission in light of the development of sport and in order to strengthen and enhance its independence and autonomy.
46. In recognition and acknowledgement of IOC ownership of Olympic properties, the Olympic Movement should, at all times, contribute to the protection of the Olympic properties in particular the Olympic Symbol and Emblems.
47. The Olympic Movement should take appropriate measures to promote a closer relationship between sport, culture and education through the Olympic Games and the Youth Olympic Games and through supporting and encouraging activities such as International Olympic Academy, the National Olympic Academies, Olympic Museums and the Olympic Museum Network.
48. In order to improve the quality and levels of services, all constituents of the Olympic Movement should unite in their efforts to place a higher priority on supporting programmes for the training of sport administrators, coaches and entourage.
49. The Olympic Movement should look at ways to broaden the effectiveness of its revenue distribution models.

#### **4: Olympism and Youth**

**The youth of the world, from whom the athletes of the future are drawn, are equally at the heart of the Olympic Movement. Effective communication of the fundamental principles and values of Olympism to young people is essential and its benefits are overwhelming. The Olympic Movement must strive to extend its remit and to increase its influence with young people across the world, using sport as a catalyst for their education and development. To ensure increased participation in physical activity and sport and to promote healthy life styles, governments should be encouraged to intensify their efforts to work with sports organisations and young people so that sports activities have a prominent place in schools, at all ages and at all levels.**

50. To pursue the interests and aspirations of young people it is proposed the IOC design a comprehensive strategy to promote and respond to the needs and challenges faced by young people of all social milieux worldwide. In pursuit of this objective it is recommended that the IOC consider establishing the most appropriate forms of institutionalized and interactive dialogue.
51. Everyone involved in the Olympic Movement must become more aware of the fundamental importance of physical activity and sport for a healthy life style, not least in the growing battle against obesity, and must reach out to parents and schools as part of a strategy to counter the rising inactivity of young people.
52. The Olympic Movement should promote the development and organisation of educational and sports programmes which are better adapted to the needs of young people, having first identified those needs.
53. The Youth Olympic Games are a unique opportunity in the history of the modern Olympic Movement to raise the bar worldwide in terms of the delivery of educational and sport programmes for all young people; and to determine future action by the IOC and the Olympic Movement with regard to youth educational and sports programmes.
54. The Olympic Movement should develop and implement programmes to explain to families and parents that helping their children choose a career path in competitive sport is highly worthwhile for their overall development and well-being.
55. The Olympic Movement should use the opportunity of the Youth Olympic Games to disseminate information on educational and cultural programmes and initiatives aimed at inspiring the world's youth to IFs and all other stakeholders.

56. All constituents of the Olympic Movement should call on all governments to renovate, upgrade and construct more sporting facilities and allocate more time for the practice of sport in all schools, at all ages and at all levels; and they should take every opportunity possible to communicate this key requirement.
57. At the national level, sports clubs and local schools should cooperate more closely, by, for example, developing more sporting events and competitions for young people at all levels.
58. The Olympic Movement should develop and implement programmes which extend beyond the encouragement of young people in competitive sport and which enable the widespread practice of sport and recreation to become an embedded mantra in sports delivery programmes.

## **5: The Digital Revolution**

**Today's global society is one of immediate communication. Advances in communications technology have ushered in a new digital age, which has revolutionized information-sharing and dissemination and which continues to transform our society into a global network. The Olympic Movement and its members must be fully cognisant of the impact of this development on all its activities. Future strategies and approaches must be planned in accordance with the massive new opportunities and changes brought about by the digital revolution.**

59. A new strategy should be defined to enable the Olympic Movement to communicate more efficiently with its own membership and stakeholders as well as to allow for effective information dissemination, content diffusion and interactivity with the global population, in particular with the youth of the world. It should be an integrated strategy which includes the full coverage by all media and in all territories, of the Olympic Games, as well as the recognition of the new opportunities to communicate the fundamental principles and values of Olympism through all media.
60. The Olympic Movement must position itself to take full advantage of all opportunities offered by the digital revolution, information technology and new media so that the fundamental inherent values and objectives of the Olympic movement are reflected, while the rights of the IOC and the promotion of the Olympic Movement are protected.
61. In order to disseminate the values and vision of Olympism, the IOC and other stakeholders of the Olympic Movement should undertake a fundamental review of their communication strategies, taking into account the fast-moving developments in information technology and, more recently, the digital revolution.
62. The IOC and all other constituents of the Olympic Movement should explore all possibilities offered by the digital revolution; ensuring the broadest coverage of the Olympic Games, including the Youth Olympic Games, as well as of all other games and other major international sport competitions recognized by the IOC or to which the IOC has granted its patronage.
63. The IOC and all constituents of the Olympic Movement should give special attention to the opportunity provided by new technologies to gain increased penetration, exposure and greater accessibility worldwide.

64. The establishment of a Digital Task Force including the IOC and other stakeholders is recommended; with a mandate to optimise the development and exploitation of digital technology.
65. The IOC and constituents of the Olympic Movement must recognize that despite the emergence of a new digital age, the widely varying rates of adoption of these technologies are at a different pace in different regions and among different populations. As part of its obligation to ensure the widest possible global reach, it is therefore important that this is addressed and that appropriate technologies are used to ensure that all have access to the Olympic Games and Olympism in a legitimate and equitable manner and that the issues presented by the digital divide are addressed.
66. The Olympic Movement should strengthen its partnership with the computer game industry in order to explore opportunities to encourage physical activity and the practice and understanding of sport among the diverse population of computer game users.

## **CONCLUSIONS**

The Congress invites the International Olympic Committee, all International Federations and National Olympic Committees and other stakeholders in their respective spheres of competence, to study and give due consideration to the recommendations of the Congress.

Copenhagen, October 5, 2009