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LOOKING FORWARD TO INNSBRUCK

FOREWORD BY **FRANK FREDERICKS**,
IOC ATHLETES' COMMISSION CHAIRMAN



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It's hard to believe that the 1st Winter Youth Olympic Games in Innsbruck are a few weeks away.

As an Olympian, I know how young athletes will be finalising their preparations amid great excitement at their selection to take part in the biggest event of their sporting lives so far.

The first Winter YOG looks to be a tremendous event with more than 1,100 athletes expected from over 65 countries.

It's not just the competition that will offer athletes a great experience. The Culture and Education Programme (CEP) that runs alongside the sporting activity will give them a real understanding of what it means to be an Olympian and the importance of the Olympic values.

As the **IOC Athletes' Commission** we know how important it is that athletes receive the help, support and guidance they need to make the right decisions, to make the most of their talent and be the best that they can.

That's why the Athlete Role Model (ARM) programme is such an integral part of the Games-time experience. The list of ARMs at the Winter YOG comprises a stellar group of members of the IOC Athletes' Commission and athletes nominated by their International Federations.

The ARMs will spend time with the athletes, attend competitions, visit them in the Youth Olympic Village and provide tips on everything from healthy eating to training regimens. Their importance cannot be understated – the chance for young athletes to drop in and ask questions first-hand to these Olympians is invaluable – it's a one-off opportunity for them to learn from the greatest practitioners in their sports.

The recent Athletes' Forum in Colorado Springs was similarly a chance for athletes to air their views and opinions about issues of concern to them. It's a rare and unique opportunity for a large number of athletes to gather and speak clearly about topics that are of great importance to them.

As we look forward to the Winter YOG and beyond that to the Olympic Games in London, I'm sure I'm not alone in my sense of anticipation that we are set for a great year of Olympic sport.



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5th INTERNATIONAL ATHLETES' FORUM

COLORADO SPRINGS, **USA**

In early October, over 100 athletes gathered in Colorado Springs for the fifth edition of the **International Athletes' Forum**. Athletes came together from around the world representing the IOC Athletes' Commissions of 38 International Federations, the International Paralympic Committee (IPC), the five Continental Associations of the National Olympic Committees, and the World Anti-Doping Agency (WADA).

At the conclusion of the Forum a series of recommendations were produced by the eight thematic working groups. Each working group covered a specific area integral to the IOC Athletes' Commission and the recommendations were formally presented to International Olympic Committee (IOC) President Jacques Rogge and Frank Fredericks, chairman of the IOC Athletes' Commission. The recommendations were on the topics of the athlete's entourage; social media and communications; the IOC Athlete Career Programme; anti-doping; health, safety, and security; betting and gambling; athletes' commissions; and Games-time experience. Three plenary sessions preceded the thematic working groups led by experts in their field and were attended by all participants.

New to this edition of the Forum were joint meetings between the IOC Athletes' Commission and the Athletes' Commissions of the IPC, WADA, and the Continental Associations.

Frank Fredericks, praised those present for their hard work and welcomed the recommendations. "It is important to take note of the strong and growing voice that athletes have in the Olympic Movement," he said. "We are right to put the athletes at the centre of our activities, and we should take action when they speak so clearly and powerfully on topics that crucially affect them."

This year's event had added significance as it coincided with the 30th anniversary of the founding of the IOC Athletes' Commission. The Commission was founded by former IOC President Juan Antonio Samaranch, stemming from the recommendations produced at the XI Olympic Congress in Baden-Baden, Germany, in 1981.

For more information on the IOC Athletes' Commission, go to www.olympic.org/athletes-commission



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ATHLETES' COMMISSION IN ACTION

YANG YANG

The IOC Athletes' Commission is a consultative body which acts as the liaison between active athletes and the IOC. In addition to their many contributions to the IOC Athletes' Commission, the 20 individual members also take part in the work of the IOC's other commissions and working groups. In this capacity, members represent the athletes on a wide range of issues within the Olympic Movement.

Yang Yang is a three-time Olympian in short track speed skating, winning gold medals for China in both the 500m and 1000m at the 2002 Salt Lake City Games. In addition to Olympic gold, she won six consecutive world championships (1997-2002) and also has silver and bronze medals from the Nagano and Turin Games. Yang was elected to the IOC Athletes' Commission during the 2010 Vancouver Games. In addition to the IOC Athletes' Commission, she has been highly involved with the Women and Sport Commission and recently chaired the IOC Evaluation Commission of Lillehammer (Norway) for the Winter Youth Olympic Games in 2016. Yang also holds the position of an IOC member.

As Chairperson of the Evaluation Commission, Yang led the seven-member commission to determine if the bid fulfilled the criteria to host the Winter Youth Olympic Games. The outcome of the evaluation process is the distribution of an Evaluation Commission report to all IOC members to assist them in making the final decision on the host of the Winter Youth Olympic Games in 2016.

In her dual-role as athlete representative and Chairperson on the Evaluation Commission, Yang was not only responsible for analysing the athlete-related aspects of the bid, but for leading the Commission to manage an accurate assessment of the bid. Her aim was to be the voice of the athletes and maintain consistency throughout the Evaluation Commission.

What does the future hold for Yang? She plans to maintain an active role and benefit the IOC with her perspective as an athlete, leader and as a woman. From 16 to 18 February 2012, the Women and Sport Commission will jointly host the 5th World Conference on Women and Sport in Los Angeles, USA. For more information on the Conference go to www.olympic.org/losangeles2012



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A CALL TO **ARMs**

Every athlete knows the importance of having role models in their life, especially during their formative years, which is one reason so many top athletes have agreed to take part as Athlete Role Models (ARMs) at the Innsbruck 2012 Winter Youth Olympic Games (YOG) from 13 to 22 January.

Made up of athletes nominated by the International Federations participating in the first edition of the Winter Youth Olympic Games and members of the IOC Athletes' Commission, the ARMs will be in Innsbruck to mentor roughly 1,000 athletes aged 15 to 18.

Based on the principle that young athletes can learn a great deal from the experiences and advice of their fellow athletes, the ARM Programme was first introduced at the inaugural Summer Youth Olympic Games in Singapore in 2010. It was a resounding success, with athletes interacting daily with 47 ARMs in a range of informal activities.

The 33 ARMs will spend time with the athletes at Innsbruck 2012, answering their questions and providing tips on everything from healthy eating to training regimens. The ARMs will also participate alongside the athletes in the Culture and Education Programme (CEP), which will focus on Olympism and the Olympic values, skills development, well-being and healthy lifestyles, social responsibility and expression through digital media.

The ARMs will also attend the competitions, visit the Youth Olympic Village and feature in "Meet the Role Models" forums designed to inspire and educate the participants with personal accounts of their own dreams and experiences. In addition, a dedicated Athlete Role Models lounge in the Youth Olympic Village will be available for the young athletes to drop in and ask questions first-hand to these champions.

The list of ARMs features a number of Olympic medalists, including sprinter and IOC Athletes' Commission Chairman, Frank Fredericks.

"The International Federations have selected a fantastic collection of athletes, who inspire not only on the field of play but off it as well," said Fredericks. "I am looking forward to joining them in Innsbruck, where I'm sure the young athletes will learn a great deal from them about what it takes to be at the top and how to live by the Olympic values."

For more information on the ARM Programme and Innsbruck 2012, go to www.olympic.org/ARMs



Click on the image to start the video



INTERVIEW

PEDRO YANG

Pedro Yang who competed in the 2004 Olympic Games, is an active professional badminton player from Guatemala who currently coaches in the Danish Badminton League. He has degrees in Marketing and Business and is currently studying for his Masters in Economic Growth. Elected as Vice-President of the Badminton Players Federation in 2004 he is also a member of the Badminton World Federation's Athletes' Commission and National Olympic Committee of the Guatemalan Athletes' Commission. Yang was appointed to the IOC Athletes' Commission in 2008.

Why did you first decide to run as a candidate for the IOC Athletes' Commission and how has the Commission changed since you were first elected?

I decided to run for the IOC Athletes' Commission because I was very impressed with the work the Commission is doing for the welfare of athletes around the world. It really appealed to me to join and help make a difference in a holistic way as I had already been working in the Badminton World Federation Athletes' Commission.

The **IOC Athletes' Commission** has taken the lead in the welfare of athletes for the transition of their sport career and we have created partnerships and strategies to get relevant information to athletes.

What are your thoughts on the role of athletes in the Olympic Movement and the legacy they leave for the future generations?

I believe athletes are at the core of the Olympic Movement and should be included and consulted in order to share their point of view. An athlete has a perspective that differs from decision-making bodies and can contribute great insight that is aligned with the sporting nature of the Games. The legacy athletes leave should be diverse. It can range from a moment

during a competition to a contribution made after his career. Either way it contributes to an Olympic ideal that inspires others.

Outside the IOC Athletes' Commission, are you involved with any other sports initiatives?

Sport for me has always been intertwined with my life; it is part of my identity and sharing that with others comes naturally to me. In terms of initiatives and other programmes, I stay active from within the IOC but I also take part in other initiatives. From an IOC perspective being a member of the **IOC Radio and Television Commission** has taught me a great deal and at the same time given me the ability to express my opinion.

For me it is natural to reflect and see what badminton has done for me and then pass it on to others. It is a transfer of experience in a sense. The Athlete Role Model (ARM) Programme at the Singapore 2010 Youth Olympics Games and the outreach programme I assisted with in Guatemala as part of the **IOC Athlete Career Programme**, are prime examples.

Another role that is important to me is that of ambassador for the Peace and Sport Organisation. I teach badminton to children who have been exposed to conflict, hoping to remove them from harmful environments and increase their chances for a better future.



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FIGHT IRREGULAR BETTING

Sports betting was one of the sub-themes of the 5th International Athletes' Forum held in Colorado Springs. This provided an excellent opportunity to talk about this newly-recognised issue within the sports movement and to bring athletes' attention to the importance of their role in tackling it. Only aware and educated athletes will be able to fight this new scourge.

Recommendations were made at the Forum which highlighted the importance of the NOCs and IFs in dealing with this issue, notably by developing various educational tools. Sport authorities must also establish rules and agree on appropriate sanctions to prohibit athletes from betting on their own sport. It is also recommended that they establish means of communication to allow simple and confidential reporting of any corruption attempts. More information on the subject can be found on the IOC's Ethics Commission webpage: www.olympic.org/ethics-commission

Such is the seriousness of the issue that there will be a booth called "Fight Irregular Betting" in Innsbruck during the Youth Olympic Games, as part of the Culture and Education Programme (CEP). The IOC will take this opportunity to educate young athletes and their entourage on sports betting issues. An interactive and educational game, as well as other educational tools, will be available to raise awareness about this subject among young people.

BLOGGING GUIDELINES

During the London 2012 Olympic Games all athletes are encouraged to tweet, to blog and to post photos and generally have a great time with social media.

For the Olympic and Youth Olympic Games, the International Olympic Committee has developed the **IOC Social Media, Blogging and Internet Guidelines** for participants and other accredited persons. The guidelines for London 2012 have been finalised and are now available on the IOC website.

The Guidelines are a quick read – all those taking part in the London Games **MUST** read and understand them.

Here are a few of the key elements of the document:

- *Please blog, tweet and post – we actively encourage it.*
- *In photos – you can post what you want providing you do not “commercialise” or try to make money from it.*
- *With video you need to be more careful – feel free to film what you want inside venues but do not share it on universal websites or social media sites. Technically, all Olympic venues are “off limits” for video sharing. The Games are funded largely by selling the TV rights to our partner broadcasters, and part of the way we protect those rights is to forbid others from filming in those areas.*
- *One special rule for all athletes in the Athlete Village: because of the unique nature and atmosphere of the Village, and the fact that it is within the midst of competition please respect and obtain the consent of any other people who appear in your photos taken there. Additionally, please do not tweet, blog, etc. about others in any way that could affect their performance.*

That's it in a nutshell. Remember, you must read and understand the full Guidelines before arriving in London. If you do that, and you follow the rules, you should enhance your experience at the Games! If you have any questions about the document, please do not hesitate to contact our Head of Social Media, Alexandre Huot: alexandre.huot@olympic.org.



IOC **ACP** SPOTLIGHT — **SERBIA**

The **IOC Athlete Career Programme** in cooperation with Adecco has been growing each year through collaboration with National Olympic Committees (NOCs) since its establishment in 2005.

Since its creation in 2009, the Olympic Committee of Serbia Athlete Career Programme (ACP) has been providing direct support to its athletes by assisting them in the preparations for a successful and fulfilling life after sport. The achievements of this can be attributed to the numerous stakeholders working together including national federations, Serbian NOC sponsors and partners, governmental agencies and external companies. Since the programme's inception, 70 athletes, 30 coaches, and 11 national federations have participated in this dynamic programme.

The Serbian programme instils the importance of the three pillars of the IOC Athlete Career Programme: **education**, **life skills**, and **employment**. In cooperation with Adecco, athletes are interviewed and given seminars and tests to evaluate their individual qualities, assets, abilities, and desires. They are then entered into the Adecco database ready to take on job openings that match their profile and can be combined with the athlete's training schedule. Together with Adecco, the Serbian NOC meet and discuss with NOC sponsors and outside companies

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the myriad of benefits of hiring athletes, the unique skills they offer, and how to become an athlete-friendly employer. Employing athletes has proven to help improve a company's brand, public relations, and internal morale.

One Serbian NOC general sponsor has been taking advantage of these benefits. Slobodan Soro, the Serbian national water polo team goal keeper and Olympic bronze medallist in Beijing, began an internship earlier in 2011. He has been working with a mentor within the organisation to help coordinate his working time, obligations, and dates while he maintains his training in the lead up to the London Games. Mr Soro recognised the value of the IOC ACP even before beginning the process, "I know that every sporting career sooner or later comes to an end and it is of great importance to think in advance about future steps. I believe this programme will provide guidance and help me find the best business solutions".

Thirty-one NOCs currently have an Athlete Career Programme in place in cooperation with Adecco. The Olympic Committee of Serbia's Athlete Career

Programme is a shining example of the potential to assist athletes with their transitions outside sport to lead successful and fulfilling professional careers. To learn more about the IOC Athlete Career Programme go to www.olympic.org/elite-athletes

