



FACSIMILE COMMUNICATION FORM

INTERNATIONAL OLYMPIC COMMITTEE

ETHICS COMMISSION

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To:

- Candidate cities to host the Games of the
XXX Olympiad in 2012
- their NOCs
- IFs
- IOC members

Lausanne, 5 November 2004

Re: *Rules of conduct applicable to the cities wishing to host the Olympic Games
after 15 November 2004*

In response to several questions posed to the Special Representative, the IOC Ethics Commission, with the IOC's consent, wishes to draw the Candidate Cities' attention to the following with respect to the application of the Rules of Conduct after 15 November 2004.

- 1** – The third paragraph of Article 6 of the Rules of Conduct stipulates that: *only after the IOC acceptance of their Candidature File, in the final stage of the procedure, may the Candidate Cities undertake promotion at an international level, and they must nonetheless respect the principle set out in the second paragraph of Article 2 of the Rules of Conduct, whereby: the promotion of a candidature must take place with dignity and moderation.*

This means that, after 15 November 2004, the Candidate Cities may promote their bids internationally, notably in the media or through newsletters. However, the Candidate Cities' sponsors may not engage in international promotion on behalf of a Candidate City.

According to the IOC Ethics Commission, the spirit of dignity and moderation must be interpreted as containing not only the limitations which are a matter of common sense, but also those specific to the procedure to select the host city of future Olympic Games, in particular the following limitations:

1- As Switzerland is the location of the IOC headquarters, which numerous IOC members visit regularly and also where many international sports organisations have their headquarters, no promotion may be undertaken at any time on Swiss territory.

2- Following the same principle and in order to ensure a calm atmosphere for the work of the IOC Session, there may be no form of promotion in the city and region of Singapore (including the airport) between 20 June 2005 and the end of the Session.

3- To avoid the risk of holding the International Federations hostage, and in a spirit of fair play, there must be no promotion within the IFs' publications.



All forms of promotion must comply with Article 14 of the Rules of Conduct, which is to say it must not tarnish the image of the rival cities and all forms of comparison between cities or agreements aimed at influencing the result are prohibited.

Respect of this article, which is based on the Fundamental Principles of the Olympic Charter, is vital to enable each city to be able to promote its candidature in the Olympic spirit.

II – The provisions of Article 7 also remain applicable, but with a more flexible interpretation concerning events held in the respective countries of the Candidate Cities.

Pursuant to Article 7-A), Cities may not take advantage of an international event held outside their NOC's territory: no form of promotion on the occasion of an international event is possible (neither distributing documentation or promotional items, nor promotional boards or banners). This prohibition applies to any person or organisation acting on behalf of the Candidate City, in particular its sponsors.

However, promotion is possible at international events held in the territory of the NOC of the Candidate City concerned, in particular the distribution of documentation or promotional items or advertising boards, subject to the consent of the NOC concerned and strictly respecting the rights of the international and local Olympic sponsors.

In addition, it must be borne in mind that Candidate Cities may not authorise a third party to use their emblem or their graphic device outside their respective countries (Appendix 2 point 2).

III – The provisions of Article 10 concerning visits continue to apply after 15 November 2004 and must be strictly respected.

As a result, the representatives of the Candidate Cities, the members of the candidature committee or the NOC of the country or any other person or organisation acting on their behalf, such as diplomatic representatives in other countries, may not visit IOC members nor receive such visits in a Candidate City for the purposes of promoting the candidature.

This provision also applies to the IOC members in the country concerned by a candidature, but naturally does not prevent their usual activities.

Candidate cities may, however, send IOC members newsletters on their candidature and its developments.

IV – Lastly, the prohibition on all forms of gifts, as stipulated in Article 8, must be strictly respected, irrespective of whether such gifts are sent by the Candidate City, the NOC or a political or diplomatic representative.

Pàquerette Girard Zappelli
Special Representative