

OLYMPIC AGENDA 2020: HALF-TIME STATUS

The IOC Session in Lima, Peru begins on 12 September. During the Session we will choose the host city for the Olympic Games 2024 and 2028. There will also be a special emphasis on the half-time assessment of Olympic Agenda 2020 – we've picked out some highlights over the following pages.

In December 2014, the IOC unanimously approved the adoption of Olympic Agenda 2020 – the strategic roadmap for the future of the Olympic Movement, designed to safeguard the uniqueness of the Olympic Games and strengthen the role of sport in society.

The 40 detailed recommendations were focused on three broad pillars that are essential for sport's ability to have a positive impact on the wider world: credibility, sustainability and youth.

Olympic Agenda 2020 has had a profound impact on the Olympic Movement, affecting everything from how potential host cities bid for the Olympic Games, to embracing sustainability in all our activities, and ensuring that the actions of the IOC and Olympic Movement are guided by principles of good governance and ethics.



CREDIBILITY

The IOC has implemented a whole raft of good governance measures. Here are some examples:

Ethics and integrity

The former Secretary-General of the United Nations **Ban Ki-moon** has accepted to be put forward as the new Chair of the IOC Ethics Commission. The Chair and the members of the commission to be elected by the IOC Session.

Partnerships

The IOC signed an **historic agreement** with the United Nations to ensure a close cooperation with regard to peacebuilding, social development, health and other topics.

SDGs: Sport was recognised as an “important enabler” to achieve the UN **Sustainable Development Goals**.

The UN General Assembly adopted a resolution recognising the **autonomy of sport** and the **leadership role of the IOC**.

Pope Francis showed his appreciation for the commitment of the IOC to promote human values by initiating, together with the then UN Secretary-General Ban Ki-moon and IOC President Thomas Bach, the first **World Conference on Faith and Sport**. In the Vatican leaders of faiths, sport, business and society discussed the Olympic values.

Financial transparency

The IOC has introduced several measures aimed at achieving financial transparency. These include but are not limited to:

The IOC now has **internationally recognised standards** of governance in all of its activities. All IOC accounts are now audited according to the International Financial Reporting Standards (IFRS) – a much higher standard than legally required.

The new **IOC Annual Report** offers full transparency of IOC operations and finances.

The IOC has disclosed the Members’ and President’s **indemnity policy** by publishing it in every edition of the IOC Annual Report since 2014.

Refugee Olympic Team

The 10 members of the first-ever Refugee Olympic Team at the Olympic Games Rio 2016 were a **symbol of hope** for more than 60 million refugees worldwide. The IOC continues to support them in their sporting and professional careers.

48.8%

Record **participation of women** to be seen at the Olympic Games Tokyo 2020.

70%

increase in **female representation** on IOC commissions since 2013.

50/50

Gender equality set to be achieved for the first time at the YOG Buenos Aires 2018.



SUSTAINABILITY

Sustainable Olympic Games

Both Candidate Cities, **Paris** and **Los Angeles**, have fully embraced Olympic Agenda 2020, using a record number of existing and temporary facilities to significantly reduce costs.

Sustainability strategy

Beyond the organisation of the Olympic Games, the IOC launched its first-ever sustainability strategy. This strategy covers the **three spheres of responsibility**: the IOC as an organisation, the IOC as owner of the Olympic Games, and the IOC as leader of the Olympic Movement.

With regard to the IOC as an organisation, the new IOC Headquarters, **Olympic House**, will be built in accordance with the best possible international and Swiss Green Building Codes.

With regard to the IOC as owner of the Olympic Games, a four-year collaboration agreement was signed with Worldwide Olympic Partner Dow, which will see Dow implement a global carbon mitigation project through the

development of new, low-carbon solutions.

At the Olympic Games Rio 2016 the most comprehensive carbon mitigation programme in Olympic history was implemented:

2.2 million tonnes of greenhouse gas (GHG) emission reductions by 2026 thanks to Dow's carbon mitigation programme for the Olympic Games Rio 2016.

In its capacity as leader of the Olympic Movement, the IOC has undertaken several measures to engage and assist Olympic Movement stakeholders in integrating sustainability within their own organisations and operations.

USD 2.2bn

saved by **Tokyo 2020** thanks to Olympic Agenda 2020.

2026

The Olympic Winter Games will benefit from a new **Candidature Process** that will be target-oriented and thus will reduce costs and simplify procedures.



YOUTH

Sports participation

Sports initiation programmes introduced to the Winter YOG Lillehammer 2016 and Rio 2016, offering the population the opportunity to experience different sports.

5 new sports

The IOC introduced the widest reform of the Olympic programme in the recent past, when it added five new sports to the programme for Tokyo 2020 (surfing, sport climbing, skateboarding, baseball/softball and karate) and several new disciplines (3x3 basketball, archery mixed team event, triathlon mixed relay, judo mixed team, among others), while reducing the number of participating athletes compared to Rio 2016. The programme for Tokyo 2020 is now more **youthful, urban and gender-balanced**.

Olympic Channel successfully launched

At the Closing Ceremony of the Olympic Games Rio 2016, the IOC launched the Olympic Channel. This new **multiplatform media destination** provides a new way to engage younger generations, fans and new audiences with the Olympic Movement all year

round. The programmes proved to be very successful with more than 30 original series from 25 different production companies in 23 countries being produced. Some **515 live transmissions** from 37 sports were broadcast by the Channel, and 6,000+ pieces of content have been created to date.

Agreements with **57 International Federations and organisations** have been signed. Local linear partnerships with NBC and USOC in the United States, Discovery Communications in Europe and beIN in the Middle East and North Africa have been reached.

Olympic Athletes' Hub successfully launched

The Olympic Athletes' Hub, a one-stop-shop for athletes to access all their dedicated content, was launched in 2016. It includes Games-related content but also covers topics such as anti-doping, prevention of injury and illness, prevention of harassment and abuse in sport, match-fixing and illegal/irregular betting, and athletes' entourage. From 1 July 2016 to 20 June 2017, the Olympic Athletes' Hub had over **1.7 million** page views with **137,085** unique users.

THE WORLD IS WATCHING

Record audience

Half the **world's population** followed the Olympic Games Rio 2016.

77%

of those engaging with Olympic Channel content on social media are below the **age of 35**.

7bn+

video views of official **online Rio 2016 coverage**, engaging young people like never before.

1bn+/-

Olympic Channel **video views** on social media in its first year.

