

as of 5 December 2017  
(approved by the Executive Board)



## EXECUTIVE SUMMARY



The importance of legacy is specifically addressed in Rule 2.14 of the [Olympic Charter](#) and highlighted by Recommendations 1, 2 and 4 of [Olympic Agenda 2020](#), the IOC strategic roadmap. Despite the work done so far by the IOC, the perception of the legacy of the Olympic Games remains challenging.

This Legacy Strategic Approach covers the various ways in which the IOC intends to further encourage, support, monitor and promote legacy in partnership with its stakeholders.

It is the result of a process of consultation with many stakeholders and partners, including 29 cities which have hosted the Olympic Games, a sample of National Olympic Committees and International Federations, Organising Committees for the Olympic Games, the IOC administration, academic organisations, international organisations and experts representing a variety of viewpoints.

The proposed approach is forward-looking in the sense of improving how the IOC supports and promotes legacy; it is also retrospective in its recognition of the need to

identify, measure, promote and celebrate the legacy of past Olympic Games.

The term legacy has different meanings for different people, languages and cultures, and since legacy was introduced into the Olympic Charter in 2003, several definitions have coexisted within the Olympic Movement. The following definition of legacy is conceived as a tool for alignment within the Olympic Movement:

**“Olympic legacy is the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games/sport events for people, cities/territories and the Olympic Movement.”**

The Olympic Games are the most visible representation of Olympism and a role model for other sports events. Hence, this strategic approach mainly focuses on the legacy of the Olympic Games. However, by taking a more active stance on the legacy of the Olympic Games, the IOC aims to lead by example and influence other organisations which manage international sports events.



The four objectives of the Legacy Strategic Approach are:

**Objective 1: embed legacy through the Olympic Games lifecycle**

- Legacy is discussed with cities interested in hosting the Olympic Games as early as the Dialogue Stage, and is fully embedded in the Candidature Process.
- Legacy vision and objectives are an integral element of the Games management, coordination and decision-making process.
- Legacy planning and delivery are regularly monitored in a transparent way and corrective measures are proposed.
- Legacy governance in the host territory is operational early in the lifecycle, and is made resilient to operational pressures and political changes.
- Funding of legacy is ensured through early definition of the roles and responsibilities of local authorities as regards the long-term financing of the overall legacy programme.



*In Barcelona, city-wide initiatives such as sports activities for children facing social exclusion or economic hardship ensure that the Olympic social legacy lives on*

## **Objective 2: document, analyse and communicate the legacy of the Olympic Games**

- Report the legacy of upcoming Olympic Games on a regular basis.
- Capture the legacy of past Olympic Games.

## **Objective 3: encourage Olympic legacy celebration**

- The IOC to proactively engage with cities and NOCs regarding the celebration of their Olympic Games legacy.
- The IOC to make assets and services available to cities and constituents of the Olympic Movement in the context of major Olympic legacy celebrations.

## **Objective 4: build strategic partnerships**

- The IOC to strengthen strategic partnerships with the World Union of Olympic Cities and the Active Well-being Initiative.
- The IOC to build other partnerships with expert organisations on specific themes.

We can see momentum being built around legacy. With Tokyo 2020, Beijing 2022, Paris 2024 and LA 2028, there is the unique opportunity of the Olympic Games being hosted twice (or three times) in the same city, building upon legacies that already exist in the territory. The implementation of this Legacy Strategic Approach is an important step towards channelling collective efforts on legacy and further demonstrating the value proposition of the Olympic Games.



*Tokyo 2020 presents a unique opportunity for the city to build on existing legacies of the Olympic Games Tokyo 1964, Sapporo 1972 and Nagano 1998*

International Olympic Committee  
Château de Vidy  
1007 Lausanne, Switzerland

[www.olympic.org/olympic-legacy](http://www.olympic.org/olympic-legacy)  
[olympic.legacy@olympic.org](mailto:olympic.legacy@olympic.org)