



INTERNATIONAL
OLYMPIC
COMMITTEE

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President

137th IOC Session – Introduction to Olympic Agenda 2020 +5

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Chers amis et collègues,

Notre fondateur Pierre de Coubertin avait dit jadis: 'L'humanité doit recueillir dans l'héritage du passé toutes les forces susceptibles d'être employées à construire l'avenir. L'Olympisme est du nombre'.

Aujourd'hui nous pourrions transformer ses paroles en action car nous discuterons et, je l'espère, approuverons l'Agenda Olympique 2020 +5, en recueillant dans l'héritage de l'Agenda Olympique 2020 toute la force pour construire notre avenir.

The name Olympic Agenda 2020 +5 reflects the fact that this vision is the successor to Olympic Agenda 2020 and will guide us until 2025.

The coronavirus crisis has changed our world in fundamental ways. The world will never again be like it was before. Even once we have finally overcome the health crisis, we will face the far-reaching social, financial, economic and political consequences.

As leaders of the Olympic Movement, we must prepare ourselves for this new world.

In order to shape our future we need a vision of how this new world will look like. For this reason, we launched a wide-ranging discussion, starting with my two "Olympism and Corona" messages last year, to devise such a vision. Thanks to the feedback and input from all of you, we have identified five overarching trends that we, and many other leaders in society, see as determining factors.

The first trend is about solidarity. Global solidarity is being challenged at a time when we need it most. As the United Nations Secretary-General, Antonio Guterres, has said: "We are at a historic moment as we face the greatest test of global solidarity in generations."

Today, unity and peace are at risk because of increasing social, political and economic polarisation. Narrow self-interest is gaining ground over solidarity, shared values and



common rules. This leads to more confrontation and, unfortunately, to the politicisation of all aspects of life. As this crisis has made abundantly clear, health, science, and even vaccines become politicised in this environment.

This is why, in the spirit of solidarity, we have signed up to the 'Vaccine Equity Declaration' of the World Health Organization. In this way, we are strongly supporting the fair distribution of COVID-19 vaccines for all countries.

The G20 are among many world leaders and institutions who have recognised that humankind can only address the great challenges we are facing in solidarity. In their final declaration at the G20 Leaders' Summit in November last year, these leaders affirmed that they: "stand united in our conviction that coordinated global action, solidarity, and multilateral cooperation are more necessary today than ever to overcome the current challenges and realize opportunities of the 21st century for all by empowering people, safeguarding the planet, and shaping new frontiers."

In this context it is very significant that in the same declaration, the G20 Leaders expressed their strong support for the Olympic Games Tokyo 2020 and the Olympic Winter Games Beijing 2022, as symbols of this global unity which is so necessary in overcoming the many challenges of today.

Already at our last IOC Session in July 2020, we concluded that the one lesson we have learned from this crisis is: We need more solidarity. More solidarity within societies and more solidarity among societies.

Herein lies our opportunity, we should partner up with these like-minded world leaders and institutions, and make our contribution through sport to a better, more inclusive world through solidarity. In this way, we can be part of a truly transformative response to the global challenges based on unity and solidarity, guided by the UN Sustainable Development Goals.

In this context of solidarity, we could also already start the discussion about the idea which I mentioned to you two days ago of humbly complementing our motto to add, after a hyphen, the word "together". "Faster, higher, stronger – together". In this way we would demonstrate that we are living up to our core value of solidarity, that indeed, we can only go faster, we can only aim higher and we are only stronger – together.



The second trend is about digitalisation, which is accelerating exponentially. The World Economic Forum, captures the far-reaching impact of the digital revolution in the following way: “In its scale, scope and complexity, the transformation will be unlike anything humankind has experienced before.”

This new digital world comes with great potential – and great risks. If these changes are managed responsibly, it could usher in a new era of prosperity, connectivity and cooperation. If not, it could exacerbate existing social, economic and technological divisions. Here is our opportunity to exploit the great positive potential we have. Digitalisation is a huge opportunity for us to address people more directly, engage with youth, and promote our Olympic values. Keeping in mind that about half the world’s population is still digitally underserved, our core value of solidarity will guide us in addressing also this part of our global society.

The third trend is about sustainable development. There the UN Sustainable Development Goals are giving all of us very clear guidance. Among the many challenges, one stands out. This is the climate crisis, which, it is no exaggeration to say, will make or break the future of our planet. As the highly respected natural historian Sir David Attenborough made clear in a recent address to the UN Security Council: “Please make no mistake, climate change is the biggest threat to security that modern humans have ever faced.”

Our opportunity and our responsibility in this context is to accomplish the mission of sport, to indeed be this important enabler to achieve the UN Sustainable Development Goals. We will seize this opportunity and live up to our responsibility.

The fourth trend is about credibility. Year after year, studies like the Edelman Trust Barometer highlight the “implosion of trust” that define our times. Already in 2017 this study concluded that: “We have moved beyond the point of trust being simply a key factor in a product purchase or selection of employment opportunity; it is now the deciding factor in whether a society can function.”

This “implosion of trust”, this risk of functioning of all our societies, is deeply affecting governments, social institutions, businesses, and NGOs like the IOC. In fact, anyone who is perceived to be part of the so-called establishment is scrutinised by a mistrusting public like never before. This trend is strengthened, or worsened, by a lack of open-minded discussion because many people are just living in their echo-chambers which only confirm their opinion and prejudices.



Here again, we have an opportunity and a responsibility. The responsibility for the IOC is to widen the scope of our achievements with regard to integrity, transparency and good governance to the constituents of the Olympic Movement. The opportunity is the universal reach that sport and the Olympic Games have, the power of sport to always build bridges, to deepen understanding between people and cultures, and even reaching across these conflicting echo-chambers.

The fifth trend is about economic and financial resilience. Even once we have finally overcome the health crisis, we will face the far-reaching social, economic, financial and political consequences. Debts incurred today to finance recovery programmes will need to be paid back tomorrow. We cannot burden future generations with this. Building economic and financial resilience will therefore be essential for countries and businesses, and organisations like us, all around the world. Also in this respect, it is true that the world will never again be like it was before. Kristalina Georgieva, Managing Director of the International Monetary Fund underlined this recently when she said: “We cannot – and should not – go back to the economy of yesterday.”

The times of purely profit-driven shareholder capitalism are over. Purpose will be essential for the success of any company in the future. Here is our opportunity. With our values, with our contribution to achieve the UN Sustainable Development Goals, we are such a purpose. In this way, we can join forces with such purpose-driven companies to maximise, not profit, but to maximize value for society at large.

Olympic Agenda 2020 + 5 as our vision for the future of the Olympic Movement addresses these overarching trends. The aim is to build even more solidarity, to harness the positive potential of digitalisation, to be the impactful enabler to achieve the UN Sustainable Development Goals, to strengthen the credibility of the constituents of the Olympic Movement, and to join forces with other values- or purpose-driven organisations.

The 15 recommendations have been developed in a collaborative initiative, involving all stakeholders of the Olympic Movement, but especially with input and feedback from all of you, the IOC Members, in particular through your work and contribution in the different IOC Commissions. Olympic Agenda 2020 +5 has been developed by all of us and therefore belongs to the entire Olympic Movement. Now I propose that we start the discussion of each and every one of the 15 recommendations and I invite you to a lively and fruitful debate.