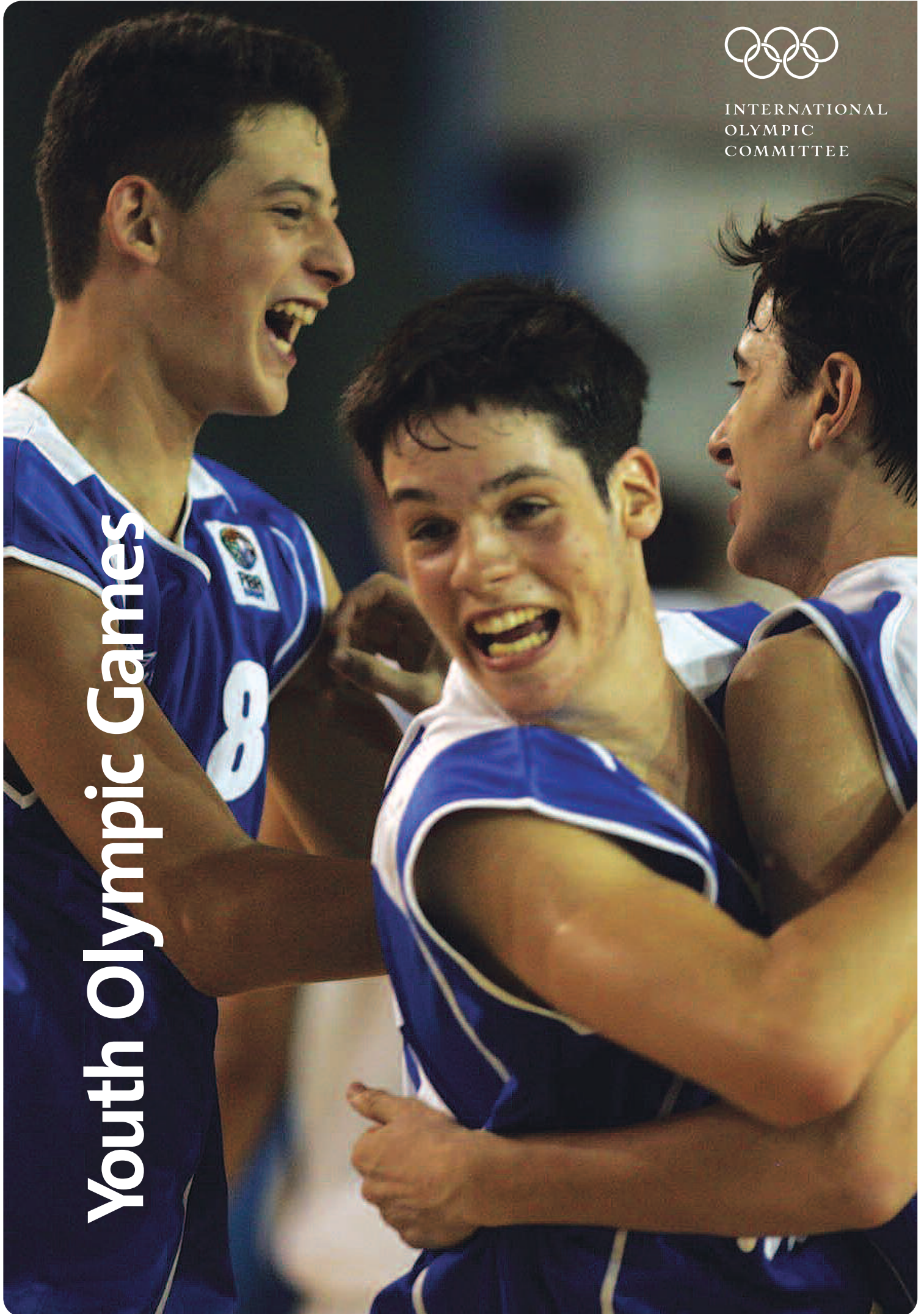




INTERNATIONAL
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Youth Olympic Games



Youth Olympic Games

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Youth Olympic Games

For young people – driven by young people

The Youth Olympic Games (YOG) are a multi-sport, cultural and educational event for young people and driven by young people. The YOG will add a new dimension to the Olympic ideal, complementing what is already being achieved through the Olympic Games and the numerous IOC projects to bring the Olympic values alive. The YOG will bring together talented athletes from around the world to participate in high-level competitions and lead them on their way to becoming true Olympians. This event will allow us to communicate on Olympic values and stimulate worldwide sports activities.

Tackle societal issues

Sport and the Olympic Movement do not live in isolation. The YOG correspond to an increased interest and need by the younger generation to combine sport with other activities, e.g. educational, cultural and multimedia. On this basis the YOG offer a platform to tackle in workshops and forums societal issues of high importance for young people and society in general. These issues include: nutrition, healthy lifestyle, environment, the fight against doping and the multimedia revolution. The young athletes, technical experts, officials and reporters will also become ambassadors in their countries with the aim of stimulating their peers to practise sport, as the number of young people practising sport in developed and emerging countries is decreasing regularly with a major drop-out at the age of 15 or 16. This leads to a decline in physical activities and an increased risk of obesity.



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A two-fold strategy

The IOC has developed a two-fold strategy to lead the Olympic Movement in its approach to young people. The strategy includes the YOG and a number of other IOC-led projects to disseminate the Olympic values among them. It also incorporates all the measures to keep the Olympic Games relevant for the younger generations.

Projects developed for young people:

- the Olympic Values Education Project with a standard tool kit and a database on educational projects carried out mostly in schools;
- a campaign to promote the Olympic values through different media channels;
- a specific website encouraging young people to share their experiences in sport and through sport; and
- strengthened support for the National Olympic Committees for the Olympic Day Run and Olympic sport/educational/cultural weeks.

Measures and projects linked to the Olympic Games:

- the integration of youth-relevant sports and disciplines into the Olympic programme (e.g. BMX, ski-cross);
- making urban culture part of the cultural programmes of the OG; and
- increased interaction between athletes and young people during the Olympic Games through different media channels.



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Flagship for young people

The YOG, as the flagship of the IOC's strategy regarding young people, aim to:

- prepare a generation of young elite athletes to have an ethical approach to sport, with strong values (excellence, friendship and respect) and principles (universality, sustainability, no discrimination);
- educate young people on the importance of sport for their health and their social integration;
- inform young people about the dangers linked to sport, such as doping, training to excess and inactivity; and
- propose to the youth of the world, present in the host city and brought together through modern communication tools, to share in an intense moment of solidarity and humanism, highlighting in particular the strong Olympic symbols (torch relay, flag, anthem).



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Technical details of the Youth Olympic Games

Participants

Guaranteeing the universality of the YOG, the IOC will make sure that athletes from all National Olympic Committees are associated with the YOG. In parallel, all NOCs should have representatives in the educational workshops and cultural programmes at the Summer and Winter Games.

The age groups participating in a sport or discipline will vary between 14 and 18 years, defined by the relevant International Federation (IF). As a principle, there will be one age group e.g. 14/15, 15/16 or 17/18 participating in a sport or discipline.

Format

The timing identified with the IFs and NOCs would be the following: every four years the Summer Youth Olympic Games as of 2010 and the Winter Youth Games as of 2012. The Summer YOG would last a maximum of 12 days, with the Winter YOG around 9 days, held at a time of year that fits in with the sporting, climatic and school calendars.



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Sports programme

The sports programme comprises all sports on the programme of the 2010 Winter and the 2012 Summer Games with a limited number of disciplines and events. IF proposals to integrate youth-driven disciplines that are not part of the Olympic Games may be accepted.

The number of athletes will be limited to 3,200 athletes and 800 officials for the Summer Games and 970 athletes and 580 officials for the Winter Games.

Infrastructure

All sports venues must be located in the same city/region, and no new venues should be built. Multi-sport venues (e.g. one venue for different sports/disciplines) can be used. The infrastructure and service level will have to fit the purpose of the Games, ensuring practice conditions adapted to suit young elite athletes. The look and feel of the Olympic Games, i.e. clean venues, are essential to the success of the event.



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Responsibilities

The role of IOC, IFs and NOCs will be the same as for the Olympic Games.

The IFs will be in charge of the technical aspects of their sports. They will also define the age categories and the qualification criteria.

National Olympic Committees will select and manage the teams during the YOG.

The Organising Committee in the host city is in charge of the infrastructure and the smooth running of the Games.

The IOC leads the bid process, and its members select the host city based on an evaluation report produced by all parties involved (the IOC, IFs and the NOCs). A tripartite Coordination Commission (IOC/IFs/NOCs) will guide the Organising Committee in its preparations and during the event.



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Marketing and Finance

The YOG budget will be the responsibility of the host city. The IOC recommends that existing venues and the existing city infrastructure should be used.

The IOC will finance the travel and accommodation arrangements of the NOC delegations and IF international technical officials.

The rule on clean venues will apply also for the Youth Olympic Games. The 12 existing TOP sponsors have the first right of negotiation on all Olympic-branded events, i.e. the Youth Olympic Games. A joint marketing agreement will be signed by the Host NOC and the OCOG in order to protect the NOC national and TOP sponsors.

IOC Rights-Holding Broadcasters will receive daily TV highlights produced by Olympic Broadcast Services (OBS).



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Schedule

The main milestones for the first Youth Olympic Games are the following:

6 July 2007: decision on the YOG by the 119th IOC Session in Guatemala City.

July 2007: opening of bid process for the 1st Summer Youth Olympic Games in 2010, to NOCs.

Between July and December 2007: an evaluation commission, under the guidance of the IOC and composed of IF, NOC and athlete representatives, will visit the candidate cities, pre-selected by an expert panel on the basis of a bid file, and forward a proposal to the Executive Board, which will make a recommendation to the IOC members.

January 2008: decision by the IOC Session on the host city for the 2010 Summer YOG.



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Educational and cultural programme

Cultural activities

The cultural programme will incorporate all the important Olympic symbols (torch relay, anthem, flag) that provide the Olympic spirit and underline the values. In addition, a multi-cultural urban art and street festival with music, films and art will reflect the universality of the YOG and allow all participants – on-site and through media platforms – to share in a strong common experience.

Educational activities

Educational interactive workshops on the Olympic values, healthy lifestyles and anti-doping will prepare the athletes for becoming true Olympians. The workshops will be hosted by well-known athletes, experts, artists and other personalities from the worlds of education, culture and sport. They will forge directly a new generation of new athletes with a higher awareness of societal issues and problems linked directly to their practice of sport. The workshops will interact with the outside world through forums and chats on the internet and blogs.

Communication

Communication is key to the YOG and will be fully adapted to young people. Active and user-generated content based on the latest trends in new media, particularly electronic platforms, will guarantee that the YOG will spread far beyond the host country and the sports community. Tailor-made promotional campaigns will draw attention to the YOG in the months before the event.

Legacy

The YOG will highlight the different sports and provide an efficient platform to motivate young people to “get active” and adhere to the Olympic spirit.

Each YOG will also leave a consistent legacy for the youth of the host country, but also for the Olympic Movement.

The host city will have a great opportunity to present itself during the YOG as the Olympic Youth Capital, therefore shaping its image as a youth-friendly city that offers a multitude of attractive places and events.

