



World Union of Olympic Cities

Lausanne Summit 2010

15 - 17 October
Beijing, China

Post-Event Report





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3rd Edition of the Lausanne Summit for Olympic Cities

The 3rd edition of the Lausanne Summit for Olympic Cities was held between the 15th and 17th October in Beijing, China. Over 60 delegates representing more than 30 cities attended as well as Chinese dignitaries bringing the total number of participants to well over 100. This was the first time that the event was hosted outside of Lausanne. As is the case with all Lausanne Summits, the general theme was on the topic of legacy and how cities can use what remains behind after hosting the Olympic Games for the benefit of their city and citizens.

Opening Ceremony

The opening ceremony included speeches by Daniel Brélaz and the Mayor of Lausanne and President of the World Union of Olympic Cities (UMVO), Cai Fuchao, Vice-Mayor of Beijing, Dimitris Avramopoulos, Co-Founder of the UMVO, Ioannis Papadimos, International Relations Advisor who spoke on behalf of Nikitas Kaklamanis, the Mayor of Athens, Yang Yang an IOC Member, three times Olympian and Olympic gold medal winner in speed skating, and lastly representing the International Olympic Committee (IOC), Ser Miang Ng the IOC Vice President.

Creating a Long Term Urban Strategy

The first sub-theme of the Lausanne Summit was on how cities can leverage their Olympic Legacy to implement an urban strategy by focusing on three main areas: society, economics, and politics. The three speakers of the session were Liu Jingmin, Vice Mayor of the Beijing Municipal People's Government, Harry Hiller, Director of Cities and the Olympics Project at the University of Calgary, and Philippe Bovy, IOC Transport Expert.

Liu Jingmin spoke about how Beijing had focused on three pillars: "Green Olympics", "High-tech Olympics" and "People's Olympics". The city of Beijing had prepared and

implemented the Beijing Olympics Action Plan which was a master plan for the preparation of the Olympics and urban developments. This included the enhancement of existing venues and infrastructure as well as improving the natural environment. The city of Beijing has continued with the three pillar approach of "Green Olympics", "High-tech Olympics" and "People's Olympics" and they continue to promote the post-Games use of the venues through long-term city development and management.

Harry Hiller spoke about public opinion as an important legacy, an intangible legacy that should not be overlooked. Professor Hiller and his team had conducted a study before, during and directly after the Vancouver Olympic Games which highlighted how public opinion had change dramatically from a negative and highly critical attitude before the Games to a highly positive attitude during and post-Games where many examples of national pride were displayed which had arguably never been seen before. Professor Hiller concluded by offering two points which are often missing in the organisation of an event like the Olympic Games. The first was that there should be a greater focus on soft legacies and not just hard legacies, therefore the people and not just the buildings and infrastructure, and second that making the Olympics an event for all urban residents helps keep the focus on how normal patterns of urban life can be transformed to make cities better places in which to live after the Games.

Philippe Bovy spoke about the recent IOC sustainability policies and recommendation number 19 from the IOC Conference in Copenhagen in 2009: "*The Olympic Movement fully embraces the importance of embedding the key values of environmental protection, development and sustainability within the Olympic ideals*" and "*As part of this commitment... the IOC should accelerate the integration of sustainability principles in the hosting of the Olympic Games... to safeguard their status as a premier event*" He went on to discuss how the Olym-



pic Games has evolved since the Sarajevo Games in 1984 until now with the upcoming Rio Games in 2016 and how the significant Olympic growth has impacted transport requirements, the political implications as a result of this growth, and the importance of the transfer of knowledge from Games to Games via the Olympic Games Knowledge Management Programme (OGKM). In summary, Professor Bovy stated that a successful Olympic bid requires a coherent and highly efficient technical Olympic concept, and unified long term political support and a vision for city and regional sustainable development.

Educating Youth

The second sub-theme of the Lausanne Summit which was covered on day two tackled the topic of youth and how cities can incorporate the Olympic ideals, legacy and heritage left over from hosting the Olympic Games, into a long term urban strategy to tackle social issues and educate youth to fight against obesity, inactivity, and discrimination to promote a healthy, equal and ethical future. The speakers of the day were Jiang Xiaoyu, Vice Chairman of BODA, Tan Eng Liang, Vice President of Singapore National Olympic Council, a video message from the IOC delivered by Gilbert Felli, Executive Director of the Olympic Games and Essar Gabriel, Head of the Youth Olympic Games, Eric Monnin, Professor at the University of Technology of Belfort-Montbéliard, and Victor Karunan, Chief of the Adolescent Development and Participation (ADAP) Division of Policy and Practice at the UNICEF Headquarters.

Jiang Xiaoyu explained Beijing's Olympic Education Series Activities, and highlighted the main achievements as follows: the "Beijing Model" for Olympic education was formed; elementary and secondary schools in Beijing became more open to the outside world; understanding of Olympic education was deepened; and the campaign promoted the reform and development of Beijing's basic education system. Beijing's

experiences were that: the organisational system combining government direction and public participation was critical to the success of Olympic education; combining key programmes and diverse activities together were the main media for promoting Olympic education; the form of combining expert guiding and school innovation enabled Olympic education to produce tangible results; and the practical strategy of combining the universal values of the Olympics with Chinese characteristics guaranteed the sustainability of Olympic education. He concluded by looking at the future for Beijing and how it would continue to use the Olympic legacy in the education system.

Tan Eng Liang spoke of the first Youth Olympic Games (YOG) held in Singapore from the 14th to 26th August 2010 and how the Singapore experience had inspired youth to embrace, embody and express the Olympic values of Excellence, Friendship and Respect. The YOG had also empowered the youth to take ownership, to take action, and to be a positive influence in their communities, as well as sustaining education within an environment that has the resources and will to ensure a legacy. Doctor Tan spoke of the various educational programmes which were used during and around the time of the YOG, namely, the Olympic Education Programme, Friends@YOG, and the Culture and Education Programme (CEP). Dr Tan spoke of how during the course of the bid and preparation of the YOG they had witnessed that when inspired by a vision and given the responsibility and authority to take action, the youth of Singapore could be a powerful force.

Gilbert Felli defined Olympic legacy as being both soft and hard legacy, intangible and tangible, and that the split between the two should ideally be 50:50. He spoke of how a successful long-term Olympic legacy is one which is incorporated early in the process and is reviewed and monitored regularly to ensure that it is not neglected. Mr Felli spoke of how youth is a main priority for the IOC as their founder Pierre de Coubertin wanted



to use sport as a tool for education. The IOC had been pleasantly surprised by the high level of enjoyment and commitment shown by the youth, as there were many negative comments when the initiative had initially been launched. He finished by highlighting that for a city to be interested in hosting the Games, they must have a clear objective as to why they want to host the YOG and that the YOG offers more flexibility than the Olympic Games, for example, normally no additional infrastructure is required.

Essar Gabriel mentioned that the interest of hosting the Youth Olympic Games for a city is more relevant if the city is more mature because of the importance of youth in the social and urban fabric. He spoke of the support the IOC provides to host cities through various knowledge transfer initiatives. Mr Gabriel spoke of his best moment being at the opening ceremony when the coaches took an oath to ensure that dedication is always part of an athlete, this was the first element which was really a specific Youth Olympic Games element when compared to the Olympic Games.

Eric Monnin spoke of the concept of Olympic education, the history of Olympism and the role it should play in the education system. He looked at the Albertville Olympic Games and the Sydney Olympic Games, and spoke of the OVEP (Olympic Values Education Programme) where there are a total of five principal values: the joy of effort; fair play; respect for others; the quest for excellence; and the balance between body, will and mind. The OVEP touches three fields of learning: cognitive, affective and kinaesthetic. It should extend to education as a whole and not be restricted to sport. In conclusion, Professor Monnin stated that the Olympic ideas including the sharing of values, the meeting of cultures and the universality of emotions contribute to the shaping of each individual, until he or she reaches maturity, and becomes a citizen of the world.

Victor Karunan modelled his presenta-

tion around a few "take home messages": why should cities invest in young people; why is it important to promote positive adolescent and youth development; how to inspire and empower young people to be good citizens; how sport can be an effective tool to achieve this; youth participation as a fundamental human right; how can cities go beyond elitism in sport and reach the unreached. In conclusion, Doctor Karunan stated four points: the need to develop the Olympics as a platform to promote positive youth development and a people-friendly urban development strategy; using the Olympic vision, it is possible to promote positive values among young people; it is important to reach out to the most marginalised and vulnerable youth who are 'invisible' and 'voiceless'; and it is important to build a movement of peace, social change and international cooperation using sports as the entry-point.

Cultural Visits and Activities

Participants were treated to traditional Chinese 'Taijiquan', visits to the Summer Palace, Forbidden City, Temple of Heaven, the Great Wall, and Olympic venues, the Bird's Nest and Water Cube, as well as delicious Chinese cuisine. The Beijing hospitality was outstanding and has, with no doubt, left an unforgettable experience in the minds of all the participants present.





DANIEL BRÉLAZ, MAYOR OF LAUSANNE

Third Lausanne Summit – a new stage in the development of the World Union of Olympic Cities (UMVO)

This Third Lausanne Summit marks a new stage in our association's development. It is in fact the first time that the annual meeting of Olympic cities is not taking place in Lausanne but in Beijing, the city that held the last Summer Olympic Games and that has been a UMVO member since the very first Summit. We appreciate the City of Beijing's remarkable commitment as a member of our association and are pleased, and proud, to be working with it. We are most grateful to the summit organisers for all their hard work and for their determined effort to support the values we uphold.

This summit will also be marked by the further development of themes which are of concern to our association. Now, two years after the 2008 Games, we are back in China and can take the opportunity to make a first assessment of that event and examine, with the benefit of hindsight, its economic, social and environmental impact. The themes that will be addressed over the next two days highlight, in particular, the theme of education and the contribution Games can make to youth policies. This topic is particularly relevant today as the first Youth Olympic Games, held in Singapore last month, have just closed.

These different subjects all raise the question of the Olympic legacy, not only in terms of memories and infrastructure but also with respect to the long-term impact of such events on cities and their development. Olympic for a Day, Sustainable Forever could be the World Union of Olympic Cities' slogan; the cause it fights for and the guiding principle of its work. It is obvious that we need to move on from thinking in terms of an event at a point in time to considering a set of fundamental policies which will orient the long-term development of our cities. This is also the concern of most of the city representatives who will be taking part in the Beijing summit, and the subject



Daniel Brélaz

of a good number of their papers. Olympic Games, as well as other major international sports events, thus offer unique opportunities such as the chance to rethink your city, develop it along new lines, and promote it through the tremendous showcase of a major sports event. And what better way is there, in this context, to put a spotlight on young people, the actors of the long-term vision we need to define and the future we are trying to build?

The authorities of both the City of Beijing and the City of Lausanne are pleased, and proud, to be at the heart of these reflections and of this movement for a better future. They extend a warm welcome to all those taking part in this Third Lausanne Summit. They also hope that a growing number of other cities will endorse their vision of development and take the decision to join the UMVO and enroll for membership. Lausanne is confident that this 2010 meeting of UMVO member and associate-member cities will live up to expectations and achieve the goals it has set itself.

Daniel Brélaz, Mayor of Lausanne



CAI FUCHAO, VICE-MAYOR OF BEIJING

"Distinguished Ser Miang Ng, Distinguished President Brélaz, Distinguished Mr. Avramopoulos, Ladies and gentlemen:

Good morning!

October is the month with the most pleasant weather for Beijing in the year, and at such a good time, we are pleased to see that friends from around the world get together in our city to attend the Beijing edition of Lausanne Summit 2010. I would like to extend my warmest congratulations to the opening of the Lausanne Summit and my warmest welcome to our guests and friends from far away on behalf of the Beijing Municipal Government and Beijing residents, on behalf of Mr. Liu Qi, the Secretary of the CPC Beijing Municipal Committee, and Mr. Guo Jinlong, Mayor of Beijing, and in the name of myself!

Hosting the Olympic Games was a major event in the development history of Beijing and China. During the seven years of the preparation for the Olympic Games, we tried to put the three concepts of "Green Olympics, Hi-tech Olympics and People's Olympics" into practice in an all-round manner. We not only presented to the world high-level Olympic Games and Paralympic Games with distinguished features, but also greatly promoted the development of Beijing. The Olympics improved the economic development level of Beijing. Since the Olympic Games, Beijing has made a big step in the comprehensive economic strength. The quality and benefits of the economic growth have been improving. The industrial structure has been optimised and people's living standard has also significantly improved. The Olympic Games have changed the urban landscape of Beijing. Beijing's infrastructures have improved, so have the service and security levels. The look of Beijing as an ancient capital has been effectively protected and the ecological environment has been obviously improved. The Olympic Games have made Beijing more civilized. The Beijing's residents were actively involved in the Olympic Games and



Cai Fuchao

contributed to the Olympic Games. Volunteer service now has become a genre. All these have contributed to the improved civilization level of the city. The Olympics have increased the width and depth of Beijing's opening up to the outside world. It has promoted the exchange and cooperation between Beijing and the international community, and has further improved Beijing's popularity and influence in the world. The seven-year preparation for the Olympic Games has promoted Beijing's development, accelerated Beijing's modernization and internationalization process, and added a brilliant page in Beijing's development history.

After the Beijing Olympic Games, we have been summarizing the experience in preparing for and hosting the Olympic Games in a profound way, exploring how to maximize the utilization of the rich material and spiritual wealth left by the Olympics, and striving to "Let the Olympic spirits stay forever in Beijing, and let the Olympic legacies provide long-lasting benefits to the people". At present, the effective measures and Olympic standards adopted during the Beijing Olympic Games have gradually evolved to long-term mechanisms for Beijing's city operation and management, and are playing a powerful supporting role in continuously improving our city service level. Various facilities of the Beijing Olympic Games have been fully utilized after the Games, the city's infrastructures built and completed during the Olympic Games are playing an important role in changing the work and life of the residents. The Beijing



Olympic Games has triggered a “fitness for all” exercise wave, has promoted the fast development of the sports industry across the city, and has enriched the spiritual and cultural life of the residents. The valuable spiritual wealth left by the Beijing Olympic Games is stimulating people across the city to carry on the Olympic spirits, to get actively involved in volunteer actions, and to make new contributions to the creation of a harmonious and civilized society. The Olympic legacies have been closely connected with Beijing’s development, and are playing a positive and critical role in the process.

The Beijing Olympic Games has become an important milestone in Beijing’s development history. At present, Beijing’s development has entered a new stage. Under the new situation, in accordance with the requirements of the concept of scientific development, we have put forward an ambitious goal of making Beijing a world city with Chinese characteristics. In the future, we will fully draw on the experience of other Olympic cities, and leverage on the role of the Olympic legacies, to continue to work toward the great goal of transforming Beijing from an “Olympic city” to a “World city”.

Based on the three concepts of “Green Olympics, Hi-tech Olympics and People’s Olympics”, we do our best to promote the future development of Beijing in a scientific manner. The three concepts of “Green Olympics, Hi-tech Olympics and People’s Olympics” are the most valuable wealth left to us by the Beijing Olympic Games. After the Olympic Games, we deepened and expanded the three concepts into the city development concept of building a “Humanistic Beijing, Hi-tech Beijing and Green Beijing”, and upgraded them into the long-term strategic task for the sustainable development of Beijing in the future. “Being people-oriented, technology innovation and eco-civilization” is the development trend and direction of modern civilization, and also the fundamental route for Beijing to move toward the goal of becoming a world city with Chinese

characteristics. At present, we are actively and effectively implementing the three action plans of a Humanistic Beijing, Hi-tech Beijing and Green Beijing, and we strongly believe that Beijing’s development will be more comprehensive, more coordinated, and more sustainable.

We will take full advantage of the successful experience in hosting the Olympic Games to solve major problems cropping up during the urban development. Beijing, as a huge international city, has also encountered various difficulties in its fast development process. We will draw on the Olympic experience, take comprehensive measures, and implement integrated management, so that we can actively solve the problems cropping up during the city development. In particular, we need to realize the coordinated development of population, resource and environment by changing the way of economic growth and optimising industrial structure. We need to actively relieve traffic congestion by drawing on Olympic experience, solving problems at the root, and taking multiple measures at the same time. We need to expand the construction of traffic infrastructure, to energetically develop public transit systems, and to improve the mobility level of road traffic, so as to effectively reduce traffic congestion. We also need to draw on Olympic experience, fully tap the role of technologies, and take advantage of the technological and intellectual resources in the Beijing region. We will also improve our independent innovation ability, increase the technology content in the city’s economy, and strive to realize an innovation-driven economic growth.

We will take advantage of the influence and momentum of the Olympic Games to further improve Beijing’s internationalization level. In the new development stage, Beijing will view the urban development from the world’s perspective, to keep alliance with the general trend of the international economic development, and to fully utilize international markets, international resources and international talents to im-



prove the modernization level and internationalization level of our urban development on an ongoing basis. We need to seriously learn from and draw on the development experience of various world cities, continuously enhance and deepen the international exchange, and to continuously improve the development level of Beijing in the exchange and cooperation process.

Carry on with the spirit of the Beijing Olympic Games, to provide inexhaustible energetic power for the urban development. The Beijing Olympic Games have left valuable spiritual wealth to us. In the new development stage, we will explore new and innovative methods to continuously improve the level of managing and utilizing the Olympic legacies, to enable them to serve Beijing's city construction and development permanently, and to benefit Beijing and benefit the people forever.

Dear friends, the Olympic legacies are the eternal wealth owned by all the Olympic cities. Beijing will forever treasure the honours brought to us by the Olympic Games, forever treasure the legacies left to us by the Olympic Games, and forever treasure the friendship between the Olympic cities.

Finally, I wish the 3rd Lausanne Summit—Beijing 2010 a complete success! I wish you all a great time in Beijing!

Thank you!"

Cai Fuchao, Vice-Mayor of Beijing

15 October 2010



**DIMITRIS AVRAMOPOULOS, CO-FOUNDER OF THE
WORLD UNION OF OLYMPIC CITIES (UMVO)**

"Ladies and gentlemen, Dear Friends,

It is with great pleasure that I stand before you today, to talk about an issue that is close to my heart, an issue that I believe is critical to the evolution of the Olympic Movement, and to Cities Diplomacy in general. It gives me special joy that this important meeting takes place in Beijing.

Each and every time I visit Beijing, this beautiful and historic city, and I have made the trip from Athens to the capital of China very often throughout the last 15 years, I remember the foundation of the strong bonds built between our cities, distant in geographic terms, yet brought together by the power of history, culture, collaboration and friendship. These strong bonds of collaboration and friendship between Athens and Beijing started, during the preparation of the 2004 Olympic Games, when we signed the first, agreement in the history of our Countries establishing an Olympic bridge between our two eternal Cities, destined to host successive Olympic organizations.

Ladies and gentlemen, The World Union of Olympic Cities is a living legacy to the future of the Olympic Movement. The Union is a legacy to the cause of a world defined by the principles of peace, international cooperation and mutual understanding.

«Peace starts from the bottom» underlined the UN Secretary General Kofi Annan in his written message to the Mayor of Athens, on January 2000, endorsing my initiative for Cities Diplomacy related to the Olympic Movement.

When I first proposed to the International Olympic Committee back in 2002 the creation of an Olympic Institution that will serve solidarity and cooperation between the Olympic Cities, I was envisioning and aspiring to an Olympic Movement that meets its founding principles as a movement for social change, progress, peace and international cooperation.



Dimitris Avramopoulos

We promised to associate the Olympic Games of Athens with civilization. Civilization, above all, entails collaboration and friendship between peoples. We, in Greece, the birthplace of the Olympic Games, warmly support the essence and importance of civilization. Having lived a long and tumultuous history, the Greeks understand that civilization constitutes the shield protecting the future of humanity. The Olympic Games were conceived and created exactly for this reason: as a barrier and opposition to war and a generous incentive for peace. During the Games, no battles were taking place. The truce was respected by all Greeks. Civilization and culture prevailed over violence.

Ladies and gentlemen, we live in an age, where mutual understanding is the key word. We live in an age where the so called clash between civilizations is not only threatening world peace and stability but is also undermining economic growth and development.

We all have to realize that in a global age, mutual understanding is the only way forward.

In a historic period defined by absolute interdependence, we simply do not have the option of not utilizing bridges that further goodwill and creative cooperation.

The stakes are high. The world will move forward as one, or humanity will move into a dark period of conflict, poverty and profound environmental crisis.

Let us not forget, that the recent econom-



ic crisis that annulled for most developed economies the boom of the nineties cannot be explained only in financial terms.

As a whole, the western societies failed to turn with bold initiatives the economic momentum of the 90's and the open borders for trade and financial interaction into a global charter of mutual rights and obligations.

We failed to produce a common road map for our societies, to open borders not only for commodities, but for global values as well.

Ladies and gentlemen, during our times, the Olympic Games, due mainly to the evolution of public transportation means, and to the rapid economic growth of previous decades which has allowed the cities to be more hospitable, pose demanding challenges for organizers. The Games involve transporting hundreds of thousands of visitors, all thirsty observers eager to learn the most they can for the city, for the country, for the people hosting the Games.

Cities that have had the privilege and the luck to organize these great festivals of peace, friendship and civilization of the peoples of the world, the Olympic Games, have obtained precious experience and priceless heritage, they need to share with the rest of the world.

Cities organizing the Games try new urban planning strategies, new technologies, new solutions for the future of city planning. It is very important to merge this experimentation and testing of new techniques with the Olympic values of civilization and peace. This is the noblest message emitted towards all directions by the World Union of Olympic Cities. Olympic Cities constitute the incubator of the livable and sustainable city of the future, a conquest of our civilization.

This is what we are realizing today in this historic and modern City of Beijing

This is what the World Union of the Olympic Cities is about. It is an Olympic Institution

that builds "one thousand bridges" of mutual understanding and cooperation.

An institution, which in accordance with the Olympic Charter furthers the progress of humanity through sport and cultural exchange.

An institution that can contribute significantly to the cause of balanced economic and social growth.

It is upon us to open a new chapter in the celebrated history of the Olympic Movement and in this way serve the cause of peace and human brotherhood.

Ladies and gentlemen, At this point, I would like to thank our hosts, the Mayor of Beijing, Mr. Guo Jinlong, the citizens of Beijing and the people of China for the organization of this conference and for their historic contribution to the organization of the Games. The Beijing 2008 Olympic Games offered a new legacy to the Olympic Movement.

Xie xie nin. Shi zhang xian sheng. (Σιέ, σιέ, ννί. Σι ζάν σιάν ζέν. Σας ευχαριστώ εξοχώτατε κύριε Δήμαρχε)

And last but not least, I wish to thank the Mayor of Lausanne, Mr. Daniel Brélaz, who provided support and momentum to this initiative. *Merci Monsieur le Maire.*

Finally I would like to thank all members of the General Assembly of the World Union of Olympic Cities for their decision to organize our next Summit, in the Autumn of 2011 in Athens, the City where the Olympic Cities' Movement started. This was my will and the will of the Mayor of Athens.

It will give us great pleasure to see and welcome all of you in the City of Athens, next year.

Thank you."

Dimitris Avramopoulos, Co-Founder of the World Union of Olympic Cities (UMVO)

15 October 2010



**IOANNIS PAPADIMOS, INTERNATIONAL RELATIONS ADVISOR
ON BEHALF OF NIKITAS KAKLAMANIS, MAYOR OF ATHENS**

"Ladies and Gentlemen,

On behalf of the City of Athens, the historic and symbolic seat of the World Union of Olympic Cities, I welcome all of you to the 3rd Lausanne Summit in the historic city of Beijing.

It is indeed quite encouraging to see that Summit after Summit our Union grows stronger. And as we grow in numbers, we also grow in importance. And this is not only because we gain more power, but because we acquire larger audiences upon which we can project our values. This, I believe is how we can best pursue our goal to make our cities more humane, more financially developed, more socially sensitive and ecologically oriented.

In view of this fact, it is with great honour that the City of Athens is set to host the 4th Lausanne Summit – Athens 2011.

Six years after the success of the Olympic Games in 2004, the City of Athens will once again welcome mayors of cities that have hosted or plan to host an Olympic Games event, as well as international sports professionals from all over the world, yet again giving the city the opportunity to share the experience and know-how it has gained in hosting all kinds of cultural and sports events.

Moreover, all attendees will be offered a wonderful and unique opportunity to visit Athens, a modern European metropolis, a city with a long history in the development of human thought. Today our city has upgraded its cultural, transport, tourist, and business infrastructure, offering visitors a memorable experience. I am certain that during their stay, all guests shall have the opportunity to discover this vibrant European capital, with world class cultural attractions complemented with modern amenities, diverse entertainment and natural beauty.

I am fully convinced that the 4th Lausanne Summit – Athens 2011 will be a great op-

portunity for us to strengthen our Olympic bonds in the capital of their birthplace.

Looking forward to welcoming you to Athens in October 2011!"

Ioannis Papadimos, International Relations Advisor
on behalf of Nikitas Kaklamanis, Mayor of Athens

15 October 2010



YANG YANG, IOC MEMBER, 3 X OLYMPIAN AND GOLD MEDAL WINNER

"Distinguished Mr. Ser Miang Ng, Distinguished Mr. Daniel Brélaz, Distinguished Mr. Dimitris Avramopoulos, Distinguished Vice mayor Mr. Cai Fuchao, Distinguished guests, Ladies and gentlemen:

Good morning!

Welcome to Beijing! I am pleased to be with you here to usher in the Third Edition of Lausanne Summit in Beijing.

Beijing has become the second Olympic city after Lausanne to host this summit, which I think is a great honour for us Beijing residents. As an athlete who has participated in three Olympic Games, it is also a great honour. Thank you, Lausanne! Thank you, Athens! Thanks to your innovation and efforts, we can have a reunion here, to continue to experience and share the spiritual wealth left to us by the great Olympic Games of 2008, and to carry on its spirit of constant pursuit for a better tomorrow.

Beijing is an ancient eastern capital with its unique appeals; Olympics Games are a very ancient western civilization. The two had never met each other before Beijing's successful bid for hosting the 2008 Olympic Games. Nine years ago on July 13, Beijing eventually won the opportunity to embrace the Olympic Games. China thus not only fulfilled its centennial Olympic dream, but also absorbed new forces in the process of preparing for and hosting the great event, and enriched and improved itself as well.

After each Olympic Games, various topics about the Olympics give us something to think about for a long time to come. In this sense, the Olympic Games are absolutely not just an ordinary collection of athletic competitions or a pure sports event.

I personally participated in three Olympic Games. The first time I was frustrated; the second time I eventually stood at the highest podium; and the third time I got a bronze medal. On this stage, I also witnessed many successes, failures, tears, and laughs, knew the things many athletes had

gone through, and felt their positive and upbeat attitudes toward life.

These experiences have had a profound impact on my trajectory of life later on. They let me know that we should not be afraid of failure and should strive for excellence all the time. Therefore, I don't think that my first Olympic journey was meaningless just because I got nothing from it, and neither do I think that the bronze medal was less valuable than the gold medal.

So, when one day these concepts and spirits are combined into a city to affect the intrinsic ethos of average citizens to the maximum extent possible, the power they can arouse would be immeasurable.

In my opinion, the utmost importance of the Beijing Olympic Games is in its profound impact on the youth.

Providing education for the youth is the responsibility of the International Olympic Committee. According to Mr. Jacques Rogge, we should take the responsibility for educating the young athletes, as sports are a kind of education.

That's right. Sports are also education. And I personally have a profound experience of this. Starting to learn skating at 8, I spent more than 20 years on ice. Actually the athletic career is an epitome of life, which has high tides and low tides, and has successes and failures.

I believe that each and every young person who has competed on the sports arena would know this. In sport, you can enjoy happiness, but you've got to endure painful moments too; you need to cooperate with others, and you also have to face competition. In addition, you also have to endure arduous training day after day, and to temper your will, with proper attitudes and methods.

Obviously, not every kid can have the opportunity to become an athlete, but they can still enjoy the pleasure of sports, to extract power and courage from sports. In China,



it's just 9 years since Beijing's successful bid for the Olympic Games, but the impact of sports on the youth is unprecedented. Today, Olympic education has been integrated into the normal teaching activities of many schools, and has helped to spread the Olympic knowledge among the 400 million teenagers in China to the maximum extent possible. In Beijing, 210 elementary and secondary schools had established ties with 205 national and regional Olympic Committees and 160 national and regional Paralympic Committees to engage in colourful exchanges with local elementary and secondary schools, and to build a platform for communication and friendship between the youth.

Additionally, today, in school campuses or youth activity centres of Beijing, you can see many kids playing martial arts or table tennis, to carry on these Chinese traditions. You can also see kids standing on the well-equipped fencing course of sports facilities, sword in hand and helmet on head, to experience the charm of this traditional European sport. Some kids love basketball and regard Yao Ming or others as their idols. They fanatically shout in stadiums or in front of TV. Their lifestyles are gradually changing, too...

Anyway, in this process, they are becoming stronger physically and more resilient mentally. They will also learn how to cooperate, communicate, support and share with others. These obviously will have profound impacts on or caused profound changes to their life in the future.

And last but not least, we still need to provide more opportunities and guidance for them. It's only two years since the end of the Beijing Olympic Games, and we still have a great room and a great potential for improvement. We will further promote sports education for the youth, and I expect to engage in the exchange and discussion with you on this topic.

Thank you!"

Yang Yang, IOC Member, 3 x Olympian and Gold Medal Winner

15 October 2010



SER MIANG NG, IOC VICE PRESIDENT

"Dear Friends,

I am very happy to welcome you to the 3rd edition of the World Union of Olympic Cities Summit. I should like firstly to send you best wishes from the President of the International Olympic Committee, Jacques Rogge, whom I have the privilege of representing. This 2010 edition holds particular importance. Indeed, it is being held outside Switzerland for the first time. So we are all gathered in Beijing, the host city of truly exceptional Games and site of some unforgettable sporting moments. I would like to take this opportunity to reiterate the IOC's full support to the World Union of Olympic Cities. My congratulations also go to the organisers and the authorities of Beijing for putting together this Summit. Once again, this Summit will serve as an important platform and network-facilitating exchange on strategic Games-related matters, especially on legacies and opportunities to keep the flame alight or keep the Olympic spirit alive beyond the 16-day competition. Thus, building upon the success of the two previous editions, the objective of the 2010 edition will focus on two topics of great importance for Olympic cities past, present and future:

- how to activate the interfaces between the Games and city development to create a long-term urban strategy; and
- how to activate a city's social capital by using Olympic legacy to educate young people.

Both subjects are very significant to the work of the IOC and should be common goals for all of us.

Dear Friends, As we all know, each Olympic Games edition adds its unique mark to the Olympic Movement, altering forever the memories and landscape of the host communities. Wherever the Games take place, cities are changed forever. This is why the IOC has committed to ensuring that a city understands as early as possible the importance of integrating the Olympic Games into its long-term urban development strategy,



Ser Miang Ng

in order to leave the best possible urban and sporting legacy to the country, the city and its entire community. If well planned and managed, the Olympic Games can indeed help to remake, remodel and rejuvenate entire run-down urban areas. Such a process now starts from the moment a city bids for the Games. And it is not just a case of how a city plans to stage the Games. It is also how a city envisions and communicates its legacy... as well as how it plans to secure that legacy in the years after the Games. Whether it is sport, the environment, socially or economically, the Games are able to produce lasting benefits for host cities. An example is the sporting legacy left to the people and the opportunity for them to discover new sports to thus stimulate sports participation, especially among the young generation.

Dear Friends, Let's also remember that legacy does not need to be limited to physical things. The Olympic Games are a powerful force for good. They use sport to spread positive change, especially among young people. They celebrate our common humanity and promote universal values of respect and fair play. They show the world that we can live, play and compete together in an atmosphere of goodwill and harmony. I can easily say that this very special kind of legacy has been one of the original aims of the IOC's new project: the Youth Olympic Games the first edition of which was held last August in my country, Singapore, and for which I was privileged to be the Chairman of the Organising Committee. As you may know, the YOG is a sporting



event that balances sport, education and culture. Thus, besides the competition itself, the event provides an excellent platform to create a true community between young people of the world and the participants through learning and sharing experiences. Through an extensive Culture and Education Programme, the young athletes are introduced to Olympism and the Olympic values, as well as to important issues such as the benefits of a healthy lifestyle, sustainability and the fight against doping. Through these Games, we want young people from all over the world to participate in sport, to play an active role in their communities, and to embrace, embody and express the Olympic values of excellence, friendship and respect. I am convinced that your discussions on this important topic of young people will produce many innovative and exciting new ways for them to take up sport and improve their health.

Dear Friends, The programme ahead of us is both exciting and challenging. I am convinced that this Summit, with the addition of our individual contributions and experiences, will contribute to further developing and strengthening common strategies related to legacy in sport. Thank you for your attention, and let me wish all of you, a very rich, interesting and fruitful 2010 Summit!"

Ser Miang Ng, IOC Vice President

15 October 2010



**LIU JINGMIN, VICE MAYOR OF THE
BEIJING MUNICIPAL PEOPLE'S GOVERNMENT**

KEY MESSAGES:

- **The sustainable economic and social developments for the Beijing Olympic Games were implemented based on three concepts, "Green Olympics, High-tech Olympics and People's Olympics"**
- **The long-term plans prepared by Beijing for the Games and post-Games period focused on enhancing city infrastructure, improving the natural environment and improving social conduct**
- **Beijing focused on actively developing and using the Olympic wealth through a long-term mechanism to promote the three concepts, develop post-Games utilisation of venues, encourage participation in sport and organise volunteer services**
- **Beijing sought to use the Olympic legacy to build a world city with Chinese characteristics**

Olympics, High-tech Olympics and People's Olympics".

We put forward the three concepts of "Green Olympics, High-tech Olympics and People's Olympics" in accordance with the practical needs of preparing for and hosting the Olympic Games and the long-term goal of city development, with Beijing's reality taken into account. The three concepts not



Liu Jingmin

"Distinguished Mr. Ser Miang Ng, Distinguished President Brélaz, Distinguished Mr. Avramopoulos, Distinguished participants and guests, Ladies and gentlemen: Good morning!

We gather here today at the Lausanne Summit – Beijing 2010, to hold extensive and in-depth exchanges regarding how to activate and utilize the Olympic assets to promote city development to a higher level. This is of great importance. First of all, on behalf of the city government of Beijing, I would like to extend my warmest welcome to you! I would also like to express my sincere thanks to you for your care and support for Beijing! Taking this opportunity, I would like to exchange views with you about the theme of the conference.

I. Ensuring the Olympics with development and promoting development with the Olympics, to realize the mutual coordination and mutual promotion between hosting the Olympics and city development

Two years ago, Beijing successfully hosted the Olympic and Paralympic Games, and thus fulfilled our centennial Olympic dream and won extensive accolades from the international community. In preparing for and hosting the Olympics, we firmly seized the historical opportunities brought by this to city development, to closely combine the Olympics with city development, and to effectively promote the city development of Beijing in a sound and scientific way.

(I) Established and comprehensively practiced the three concepts of "Green



only steered the preparatory work of the Olympic Games, but also kept alliance with the direction of scientific city development of Beijing, and played an important role in guiding the comprehensive, coordinated and sustainable economic and social development in Beijing. During the seven years of preparing for and hosting the Olympics, we actively practiced the three concepts of the Olympic Games. We not only comprehensively improved the level of our work in preparing for and hosting the Olympics and fully realized the goals of hosting a “high-level Olympic Games with distinguishing features” and “Two Olympics, Equally Splendid”, but also comprehensively improved the level of city construction, management and service. As a result, the city of Beijing has made a great leap forward in various aspects.

(II) Prepared and implemented the Beijing Olympics Action Plan

After winning in the bidding for host the Olympics, we immediately brought together related governmental departments and related experts to draft the Beijing Olympics Action Plan, which was revised and refined by soliciting opinions from the city residents, and officially released to the public in July 2002. The Beijing Olympics Action Plan consisted of one general plan and nine special plans, involving various aspects of preparing for and hosting the Olympic Games as well as city development, and including five parts—overall strategic concept, development of Olympic venues and related facilities, natural environment and city infrastructure development, social environment development, and strategic support. The Beijing Olympics Action Plan not only served as a guide to the preparatory work of the Olympic Games, but also defined the strategic goals and guidelines for Beijing’s city construction and development. During the seven years of preparing for and hosting the Olympic Games, Beijing made great achievements in reform and opening up as well as in its modernization drive, and the “New Beijing, Great Olympics” strategic vi-

sion became reality.

(III) Comprehensively enhanced the construction of Olympic venues and city infrastructures.

The construction of Olympic venues took the needs during the Games into consideration, but with a mind for their long-term utilization after the Games. They were reasonably arranged in the principle of keeping an appropriate balance between centralization and decentralization. With the completion of a large number of high-standard Olympic venues, Beijing not only met the needs of the Olympic Games for accommodating various sports games, but also became one of the cities in the world with the most complete sports facilities. We enhanced the construction of the city’s infrastructures focusing on rail transit. The total operating mileage of the rail transit systems was increased from 42 km to 200 km, and a number of major facilities were put into operation, including the Beijing-Tianjin inter-city railway line, the new Beijing South Railway Station, and the Terminal 3 (T3) of the Capital International Airport. These facilities ensured the smooth operation and interconnection of the inter-city traffic, intra-city traffic, and Olympic traffic. A number of projects for water supply, power supply, gas supply and heat supply were completed, the energy structure was improved, and the ability to accommodate city operation was significantly improved. We enhanced the effort to protect the city’s historical and cultural sites. We added RMB 10 billion to implement the “Humanistic Olympics Cultural Relics Protection” program, under which, 290 cultural relics repair and renovation projects were started, over one million square meters of cultural relics were repaired and renovated, the Bell and Drum Tower, the former Wanning City, and the “Temple of Ancient Monarchs” were partially restored to what they were in history, and the central axis starting from the gate tower of Yongdingmen in the south showed up again. We retrofitted and renovated 40 alleys (Hutongs) and 1,400 courtyards within the old city perimeter, to



result in a substantial face-lift to the city as an ancient capital.

(IV) Energetically improve the natural environment.

We put “Green Olympics” in a prominent position in our preparatory work, and rigorously implemented various energy-saving and environmental-protection measures. We comprehensively enhanced the management of the atmospheric environment, implemented 14 stages of measures to control atmospheric pollution, invested a total of RMB 140 billion, and adopted more than 200 measures. We completed a large number of environmental infrastructural projects including 11 recycled water plants and 9 sewage water treatment plants, and the accommodation ability and service level of the environmental facilities across the city were dramatically improved. The construction of the Olympic venues highlighted the importance of energy efficiency and environment-friendliness by extensively adopting energy-saving, water-saving, land-saving and material-saving technologies and approaches. Fifteen Olympic facilities featured the rainwater collection and recycling system, all the venues adopted the recycled water utilization technology, and 69 projects utilized the new types of energy sources. We worked to make the city green on an ongoing basis by planting more trees, to result in the dramatic increase in the total amount of tree-covered areas and lawns across the city. The seven green indicators we promised for the “Green Olympics” were fully materialized.

(V) Worked hard to improve the city’s civilization level.

We launched a series of activities with “Welcome the Olympics, Improve Manners, and Foster New Attitudes—I Join, I Contribute, I Enjoy” as the theme right after our success in the bid for hosting the Olympic Games, which had dramatically stimulated the passion of the city’s residents for getting involved in the Olympic Games. During the seven years of preparing for and hosting the

Olympic Games, with the aim of ensuring elegant behaviours, a good order, a beautiful environment, and quality services, we implemented “five civilization actions” to promote good manners in Olympic reception and services and on the fields as well as a clean environment and good social order, in addition to the three types of activities involving the general public—culture, sport, and health—to welcome the Olympic Games, striving to build up a good image of Beijing residents—civilized, etiquette-conscious, united, friendly, and kind—and to present them to the world as warm-hearted, friendly, open-minded and inclusive residents of the host city, and working hard to create a social atmosphere in which everybody embraces the Olympic Games, participates in the Olympic Games, and makes contributions to the Olympic Games. During the Olympic Games, more than 1.7 million volunteers provided services on different positions for the Olympics, including over 120 thousand volunteers for the Games, 400,000 city volunteers, over one million social volunteers, and over 200,000 volunteer cheerleaders.

In addition, we kept refining the accommodation mechanisms and institutional arrangements for the Olympic Games by actively tapping the role of both the government and the BOCOG to solve the critical and difficult issues encountered in preparing for and hosting the Olympic Games as well as in city development. The city government was fully involved in the activities of BOCOG, to make centralized arrangements and coordinate the work in two aspects: preparing for and hosting the Olympics as well as in city development; the members of the BOCOG team included officials from government authorities as well as specialized personnel from universities, research bodies, enterprises, and other sectors. In districts, counties and universities where the Olympic venues were located, we adopted the “dual-entry” system, to realize the effective integration of local governments, universities and venue teams in



workforce, resource provision, and operating mechanism, and to ensure the seamless connection between venue operation and outside support. We also solicited opinions from the public three times on the Olympic-specific legislative needs, and eventually drafted and amended 16 rules and regulations closely related to the preparation and host of the Olympic Games, to effectively ensure the smooth preparation and implementation of the Olympic Games as well as the interests of people from various participating parties.

II. Actively developing and using the Olympic wealth to promote the sounder and faster economic and social development

The Olympic wealth did not come without difficulty. We valued it very much, kept consolidating and developing it, and actively used it and carried it on, to turn it into the permanent force driving city development and promoting social harmony. After the Olympic Games, we established the Beijing Olympic City Development Association, the Development Foundation, and the Development Promotion Centre to seriously address the issue of utilizing and promoting the Olympic legacies and Olympic wealth, and proposed to accelerate the process of making Beijing into a central city for international sports. Over the last two years, we have made significant achievements in actively using and developing the Olympic wealth.

(I) Continue to practice the three concepts of "Green Olympics, Hi-tech Olympics and People's Olympics".

The three concepts of the Olympic Games are the most important spiritual wealth left to Beijing by the Olympic Games. With a vision for the long-term development of Beijing, after careful studies and repeated deliberations, we turned the three concepts of the Olympic Games into the new visions for Beijing's future development, worked out the strategy of building a "Humanistic Beijing, High-tech Beijing and Green Bei-

jing", and implemented three action plans for this strategy, to guide Beijing's development in a period to come. This is the most direct and most distinctive use of the Olympic wealth.

(II) Energetically promote the post-Games utilization of the Olympic venues.

The post-Games utilization of Olympic venues is a subject attracting great attention from all the cities that have hosted the Olympic Games. After the Olympic Games, we carefully addressed the utilization of Olympic venues, further enhanced their maintenance and management, actively explored the new models for their integrated utilization, launched various businesses and services, and had the venues and facilities opened to the public. We first of all retrofitted the Bird's Nest and the Water Cube. The Bird's Nest has hosted some major events including the classic opera Turandot and the Race of Champions (ROC), and has received a total of 13 million visitors; the Water Cube delivered more than 150 major events in the one year after the Olympics and received more than 5 million visitors. More than 500 franchised commodities in 15 categories have been developed. At present, the Olympic Green has become a multi-purpose sports complex offering functions such as tourism, sport, culture, education, leisure, and conference and exhibition—it has become a location for major events next only to the Tiananmen Square. In addition, we have also actively retrofitted and utilized other sports facilities. Those located on school campuses have played a positive role in promoting sports activities for the youth. The athlete's village has been renovated into a residential project to be sold to the residents, not only recovering the investment, but also having some surplus. Through our retrofitting and utilization, the Olympic venues are playing an increasingly bigger role in hosting major international events, launching fitness for all activities, and developing the sports tourism industry.



(III) Create a refined long-term mechanism for city development and management.

During the Olympic Games, in city operation and management, we implemented more than 4,000 local industry standards. After the Olympic Games, we solidified some best practices and approaches, with the city's reality taken into account, to turn them into routine practices. For example, in traffic management, we have implemented a package of comprehensive traffic demand management plans and changed the practice of getting vehicles with odd-numbered plates and even-numbered plates off the road alternately during the Olympic Games to spending a day without driving once a week, to enable the traffic on the road network of the urban area to basically remain stable, after announcing our intentions to the public and extensively soliciting opinions from the residents.

Focusing on energy efficiency and emission reduction, we have actively implemented industrial restructuring, and accelerated the exit of enterprises with high energy consumption and high pollution. For example, a number of large-scale chemical enterprises such as the Beijing Coking Plant were closed down, and Capital Steel (or Shougang in Chinese), which has a history of nearly one hundred years, will totally stop production by the end of this year.

We continue to implement the interim air pollution management measures, resulting in the continued improvement of air quality in the urban area. In 2009, we had 285 days in which the air quality was Class Two or better, accounting for 78.1%, 11 days more than in 2008, to realize the continued improvement of air quality for 11 years in a row. As of September 30 this year, we had 221 days in which the air quality was Class Two or better, accounting for 81.0%, and hopefully we can do better than in 2009 by the end of the year.

We continue to adopt the Olympic standards, summarized and improved on the ex-

perience of preparing for and hosting the Olympic Games, put environmental development on the agenda of our routine activities, and set up the City Environment Development Commission, to create long-term mechanisms for environment development focusing on the planning, development, operation and protection of the city's street environment, eco-environment, facility environment and social order environment, using comprehensive approaches to solve environmental problems, to ensure that the environmental quality would not decline after the Olympic Games.

We continue to increase the effort to construct infrastructures focusing on rail transit systems, and have worked hard to increase the carrying capacity of infrastructures including those for water, electricity, gas and heat. Currently the total operating mileage of rail transit systems has reached 228 km. Five new rail transit lines will be put into operation before the end of the year, to add 108 km of mileage to bring the total mileage to 336 km, which will again be increased to 561 km by 2015.

(IV) Actively implement sport for all activities focusing on the youth.

After the Olympic Games, we have energetically implemented Olympic education, sport for all activities, and sports culture activities. We have organized more sports activities for the youth, and extensively implemented the Olympic education activities among them. This year from March to August, we implemented the Olympic education series activities for students in the elementary and secondary schools across the city, including the "Football Games for Primary & Secondary Schools" and the essay-writing, photographing and painting contests with the theme of "Sport, Happiness and Health", which attracted great attention from numerous students and their parents across the city. 586 schools signed up for the football games. After several rounds of competition, 68 teams entered the final stage of contest. Selected works from the



2,869 entries of essays, photographs and paintings after the initial screening were centrally displayed during the First Beijing Olympic City Sports Culture Festival. We have actively implemented outdoor activities for the public, encouraged the development of private sports organizations, and organized sports exercises and cultural activities for the public. In August this year, to celebrate the two-year anniversary of the Beijing Olympic Games, we initiated the Beijing Olympic City Sports Culture Festival. This was one of our attempts to use the Olympic legacies to combine sport, culture and education. It attracted numerous residents and visitors, and played a positive role in promoting fitness for all and strengthening people's physiques.

(V) Organize volunteer services.

We strived to let volunteer services fully play the important role in promoting social harmony, to give full scope to the initiative and creativity of the people, and to continuously improve the quality of the residents and the civilization level of the city. In celebrating the 60th anniversary of the New China, we placed 950,000 volunteers on different posts to provide services, assure security, and manage traffic during park tours and at different city service stations, thus ensuring the celebration activities, city operation, and social stability. More and more people were involved in volunteer services, which became an important sign of the "Humanistic Beijing". This year, we launched a publicity campaign with the theme of "becoming a civilized and polite Beijinger, to reduce wastes and classify wastes". In this campaign, we recruited 4,116 supervisors wearing the "green armband" to supervise waste classification. The effect of the campaign was very obvious, and the production of domestic wastes continued to maintain a negative growth.

III. Treasuring and utilizing the Olympic wealth with a long-term vision to promote Beijing's effort to become a world city with Chinese characteristics

For new development missions, Beijing should, with the Olympic wealth as the new support and new force, actively and properly use the valuable material and spiritual wealth of the Olympics, based on current reality but with a long-term vision, materialize the high-standard goals into specific work plans, and strive to realize sound and scientific development, harmonious development and sustainable development.

(I) Practicing the three concepts of the Beijing Olympic Games to build a world city with Chinese characteristics

On the basis of extensive research and in-depth deliberation, after listening to opinions from various parties, Beijing set a strategic goal of making itself into a world city with Chinese characteristics.

Making Beijing a world city is a process to move from an intermediately developed city toward a developed city in the post-industrial era, and a process to shift from the expansion-focused development model to the internal-focused development model. In this process, we put more emphasis on the coordination between man and nature, on the sustainable utilization of energy and other resources and on solving social problems in economic development, striving to realize inclusive growth.

Making Beijing a world city is not simply mimicking the forms and routes of existing world cities. Instead, it aims to make Beijing the capital of international events, the capital with headquarters of the top-notch global companies, the capital with high-caliber global talents, the capital of the advanced cultures with the Chinese characteristics and the capital with a livable environment, and to make Beijing a world city with Chinese characteristics being able to fully demonstrate its features of a "Humanistic Beijing, High-tech Beijing and Green Beijing" by following the concept of scientific development based on the city's nature and its designed functions, and drawing on the success stories of city development at home and abroad, accelerating the imple-



mentation of the “Humanistic Beijing, High-tech Beijing and Green Beijing” strategy, and comprehensively improving Beijing’s integrated service ability and international competitiveness.

(II) Using the Olympic wealth to improve the livelihood of the people

The ultimate purpose of utilizing the Olympic wealth is to benefit the people, to let the people share the benefits brought by the Olympic Games. We will continue to be people-centric, to address the requirements of the people, and to safeguard the interests of the people. We will actively attract the participation of various forces in the society, to consolidate the important results obtained during preparing for and hosting the Olympic Games in solving issues related to the livelihood of the people, to make more efforts to ensure people’s life, to work hard to make improvement on livelihood issues such as employment, education, health care, housing, transportation, and environment, to continue to improve the quality and standard of people’s life, to firmly ensure that development is for the people, development relies on the people, and development results are shared by the people, to promote social harmony, and to create a sound social environment.

(III) Using the Olympic wealth to comprehensively promote the development of various undertakings including sport, culture, and education

The Olympic Games are not just a sports event, but also a social practice with rich contents involving subjects such as culture, education, health, and youth. We will continue to maintain the public’s enthusiasm for sport activated by the Olympic Games, to enhance the sport and fitness awareness of the general public, especially the youth, to train their habits for physical exercises, and to launch a wide range of colourful sport for all activities and fitness for all activities. We will actively organize sports culture festivals, to drive the development of related causes in many areas including culture, art,

and education. We will energetically develop the sports industry, sports leisure industry, and cultural creation industry, further enrich Beijing’s city culture, create a sports culture brand of Olympic city for Beijing with distinct features and strong vitality, and strive to make Beijing a central city for international sports culture.

(IV) Further opening up to the outside world and enhancing international exchange

We will continue to carry on the Olympic spirits, to further open up to the outside world and enhance international exchange and cooperation with a broader and more inclusive mind set, to better combine “introducing in” and “going out” together, to learn the experience of various sports organizations in the world in organizing fitness and exercise activities for the general public, in organizing sports activities for the youth, and in venues management and operation, and to continuously increase the width and depth of the opening-up policy. We will continue to cooperate with international sports organizations such as the International Olympic Committee as always, and strive for opportunities to host more sports games, events and conferences, so as to comprehensively improve Beijing’s internationalization level.

(V) Creating a refined long-term mechanism to ensure the long-term benefits of the Olympic wealth

We learned from practice that we must profoundly summarize the best practices and experience in preparing for and hosting the Olympic Games, solidify them and keep making innovation on them through a refined long-term mechanism, thereby enabling the Olympic wealth to play a lasting and effective role. The first is to create a refined long-term mechanism for the study of Olympic wealth. We will continue to dig deep into the contents of the Olympic wealth, systematically sort out and summarize the best experience and best practices during the period of preparing for and host-



ing the Olympic Games, and refine and sublimate them, to enable them to serve Beijing's city construction as well as economic and social development more effectively in a longer time. The second is to create a refined long-term mechanism for the coordinated management of Olympic wealth. We will create an organizing and coordinating mechanism for activities related to the Olympic wealth by relying on three organizations—the Beijing Olympic City Development Association, the Development Foundation, and the Development Promotion Centre, with the extensive participation of various agencies and organizations across the city, to provide effective organisational assurance for the utilization of the Olympic wealth. The third is to create a refined long-term mechanism for the publicity and education of Olympic wealth. We will continue to use every means to promote the Olympic spirits, to advocate city civilization, to enrich the city's spirits, and to create a favourable public opinion environment for the utilization of Olympic wealth. We will adopt different forms to implement Olympic education, continue to implement the "Heart-to-Heart" Schools program and the Olympic Education Demonstration Schools program, and consolidate and improve the positive role of the Olympic legacies in promoting Beijing's city development.

Dear friends, friendship can withstand distance, and being thousands of miles apart will not be an obstacle to our friendship. The Olympicism has shortened the distance between us and made us friendly neighbours. Beijing is still a developing city, and we should learn in many fields from the experience of other cities. Beijing will continue to carry on the Olympic spirits of unity, friendship and peace, to use the World Union of Olympic Cities as a platform to explore all-round, multilevel and broad interactions, to engage in exchanges and cooperation with other Olympic cities in areas including economy, society, technology, education, culture, health care and sport, and to make new and bigger contributions to realizing

the goal of development for all!

Finally, I wish all the participants to Lausanne Summit 2010 a great time in Beijing. I believe that you will have a nice memory of this experience. I also sincerely hope that you will continue to show concern for Beijing and support Beijing, to contribute more and better ideas to Beijing's development.

Thank you!"

Liu Jingmin, Vice Mayor of the Beijing Municipal People's Government

15 October 2010



**HARRY HILLER, DIRECTOR OF CITIES AND THE OLYMPICS
PROJECT AT THE UNIVERSITY OF CALGARY**

KEY MESSAGES:

- **It's important to distinguish between hard legacy (infrastructure, venues, transportation etc) and soft legacy (volunteerism, national pride, socialisation etc)**
- **Public opinion is an important legacy of the Games and must not be ignored**
- **Surveys conducted before, during and after the Vancouver 2010 Winter Olympics demonstrated that during this period citizens had an increased perception of the positive impact of the games and feelings of national pride**
- **Hosting the Olympic Games must be understood as a public policy choice which can reprioritise the urban agenda and thus create tensions in the community, but which can also potentially generate new attitudes towards civic involvement**

Professor Harry Hiller started by presenting the difference between hard legacy which includes facilities, infrastructure, tourism products, sports venues, transportation, hotels, etc. and soft legacy which includes culture of volunteerism, civic/national pride, resocialisation excitement, memory building, etc. In 2002 at a conference on legacy held in Lausanne, the concept of planned versus unplanned legacy was put forward



Harry Hiller

meaning that there are factors outside of our control which can result in actions that may have been different to what was planned or hoped for initially. While the primary focus of hosting the Olympic Games is on how to prepare the venues for the athletic competitions, the focus has shifted to also include how cities can use the Olympics for urban developments and more recently as a model for environmental and sustainability issues. These shifts in focus have added an additional level of complexity to the planning and hosting of the Games.

Public Opinion as an Important Legacy

Hiller spoke of how cities address the planning and the Olympics itself but often what happens post-event is an after thought. He asked the questions: "*How will you know the Games have been a success for your city?*" and "*What measures or indicators will you use?*" Some of the most typical indicators which are used are: buildings and sports facilities; urban transformations; economic growth for example, employment or GDP (Gross Domestic Product); global connectivity for example inward investment or trade; tourism, i.e. more people visit the city; image, marketing and rebranding of the city. All of these outcomes are often debated, i.e. did the value generated meet the city's expectations? None of the mentioned indicators measure how local residents encounter the Olympics, i.e. how do the local residents fit into the host city's experience? Issues which are mentioned include temporary employment in the build and event phase of the Games, the feeling of some residents as victims or as powerless. Cit-



ies often hear that their residents feel that they are simply taxpayers saddled with debt, they are displaced as a result of the Olympics, or they feel inconvenienced as a result of the Olympics. However, how do residents really feel before, during and after the Olympics and how do they interpret and experience the Olympics. Hiller stated that he felt that this was a neglected question and the cities make an assumption on their residents' experience but they do not know for sure. Cities do not know what the social and psychological outcome for their residents is as a result of hosting the Olympics nor what their memory of the event is. Hiller put forward the concept of public opinion as an important legacy of hosting the Olympic Games.

Vancouver 2010

Professor Hiller and his team surveyed residents of Vancouver prior to the Games, at various points during the Games and post-Games with the objective of better understanding how people were experiencing the Olympics. A total of 3600 participants were interviewed in 6 waves: just before the Games started (province wide); mid-first week (metropolitan only); end of the first week (metropolitan only); mid-second week (metropolitan only); final weekend (metropolitan only); and three days after the Games were over (province wide). The survey found unparalleled citizen participation in the public realm, long lineups at pavilions, tens of thousands in the streets singing the national anthem everywhere including at rapid transit stations, expressions of patriotism virtually unknown in the country, and downtown became a "place to be" to take in the atmosphere.

Hiller highlighted the issues that Vancouver and British Columbia were facing pre-Games. There was considerable controversy and debate in the media, there were organised protests, in general there was a negative attitude, national polls in November 2009 and January 2010 showed less interest in the Olympics in British Columbia than in Canada, with 27% "not at all" interested in British Columbia, 30% supported protests against the Olympics, about 80% of Canadians thought the Olympics would have a

positive impact on Vancouver but only 50% agreed in British Columbia. In fact, 35% in British Columbia thought the impact would be "mostly negative" despite the 2003 referendum where 64% voted "yes" to host the Olympic Games which showed a 50% turnout.

Returning to the survey, Hiller highlighted a few key findings:

- Perceptions of positive impact increased from 52% to 83% and perceptions of negative impact decreased from 36% to 10%
- Significant increase in people following the Olympics "very closely" from slightly over 20% to 60%, where 85% followed the Olympics "very closely" and "moderately closely"
- National pride increased from 58% to 83%, enthusiasm increased from 48% to 69%, indifference decreased from 30% to 15%, and anger decreased from 18% to 10%, however attitudes toward VANOC were very divided although negative opinions decreased slightly
- People were less inconvenienced than had been anticipated
- Expectations of a financial deficit declined somewhat but remained strong
- Population was divided over appropriate use of finances
- People who thought it was "worth it" increased from 49% to 64%, and those who thought it was "not worth it" declined but still remained significant or "unsure"
- The unticketed events received strongest participation
- Overwhelming evaluation that the Games were a success

Lessons to be Learned

Professor Hiller wrapped up his presentation by providing lessons learned during the Vancouver Games and some cautions and opportunities associated with them.

Cautions



1. Hosting the Olympics must be understood as a public policy choice by governments for which there will always be differing opinions and tensions between hosting as an honour and prize vs. cost and risk

Caution 1: A vision must acknowledge the coexistence of enthusiasm and resistance

2. The Olympics reprioritises the urban agenda of the host city but preparation and implementation phases threaten to be intrusive in normal urban life. e.g. security, transportation, ticketing

Caution 2: A vision must be sensitive to normal urban life beginning in the preparation phase

3. Attempting to build public support by showing how "everyone/the city" will benefit raises expectations that may be hard to deliver

Caution 3: A vision must be realistic and honest – not manipulative

4. Financial uncertainties and fears of negative financial outcomes are the strongest predictors of city resident apprehensiveness

Caution 4: Debt is NOT a long term vision

Opportunities

1. The international/once-in-a-lifetime nature of the Olympics as a mega-event potentially generates new attitudes towards civic involvement

Opportunity 1: The Games can be an effective mobiliser by serving as a catalyst for volunteer participation and human creativity ...but will it die when the Games are over?

2. The Games themselves can transform the mood of the city in a way that is not typical of normal urban life

Opportunity 2: A celebratory mood captivates host city residents that allows them to express positive human emotions during the Games, and apprehension and opposition is overwhelmed. ...but will these emotions only be short-term?

3. Residents identify more positively with

the athletes than the local organizing committee

Opportunity 3: Top-down time-pressure planning creates a dilemma for organising committee's whose work is necessary but often considered heavy-handed. When athletes replace organising committee's as the dominant story, local residents respond much more positively. ...LOC's as background heroes whose contribution can only be measured by successful Games

4. Citizen participation at unticketed events/activities is the key to generating wider public support

Opportunity 4: Planning events that are free and open to the general public generates enormous good will and provides opportunities for involvement by persons otherwise at the margins of the Olympic event. ...host city residents are energized by participation in events that do not require tickets but which allow residents to celebrate as a community

5. Informal activities in the public realm (e.g. open spaces, the streets) build positive and fond memories that allow city dwellers to experience their city in a new way)

Opportunity 5: Changing the normal urban rhythms such as different work patterns, closing schools, or closing streets normally used for vehicles but now for pedestrians and street activities creates family memories and opportunities to interact with people in a new way

The Missing Link

In conclusion, Professor Hiller focused on two points which were missing in the planning and preparation of the Games:

1. There should be a greater focus on soft legacies and not just hard legacies, therefore the people and not just the buildings and infrastructure.
2. Making the Olympics an event for all urban residents helps keep the focus on how normal patterns of urban life can be transformed to make cities better places in which to live after the Games.



KEY MESSAGES:

- **The considerable growth in the size of both the Summer and Winter Olympic Games has had a considerable impact on logistical organisation and operational costs of transport**
- **Innovative transport policies are required, for example in Sydney 2000 free public transport for ticketed spectators was introduced, in Athens 2004 an Olympic lane traffic network was implemented and in Beijing 2008 there was a reduction in registered motor vehicles on the road by alternating between odd and even number plates**
- **Improvements in transport infrastructure for the Games can lead to sustainable and economic benefits for a city by accelerating long-term plans and projects**

Professor Philippe Bovy provided an overview of the Games to Games progress of Olympic transport organization and management with a focus on: better and innovative transport environmental concepts and policies; strong urban development legacies; and more sustainable urban transport and mobility patterns. The political implications of the Olympic Games are significant as there is a short time frame which includes a 2-3 year bidding period, a 7 year preparation, and the Games delivery and post-Games legacy.

IOC and sustainability policies -- Copenhagen 2009

The Olympic transport policies focus on three key points: environment, legacy, and sustainability. During the XIIIth Olympic Congress a set of recommendations were put forward. Recommendation N° 19 stated: *"The Olympic Movement fully embraces the importance of embedding the key values of environmental protection, development and sustainability within the Olympic ideals"* and *"As part of this commitment... the IOC should accelerate the integration of sustainability principles in the hosting of the Olympic Games... to safeguard their status as a premier event"*.

Olympic growth and impacts on transport

Professor Bovy underlined how the Summer and Winter Games have grown tremendously in the last 25 years in all key areas, namely: participating countries, female participation, sport disciplines, athletes and team officials, logistical requirements, new communication and media, and higher levels of services for more numerous client-groups.

The key growth parameters for both the winter and summer Olympic Games have been the significant length of time they have existed: 90 years for the Winter Olympic Games (Chamonix 1924 to Sochi 2014) and 120 years for the Summer Olympic Games (Athens 1896 to Rio 2016). For example, since the 1984 Sarajevo Winter Olympic Games until the 2010 Vancouver Winter Olympic Games, the number of competitions in the Games has more than doubled from 1250 to 2700, since the 1984 Los Angeles Summer Olympic Games until the 2008 Beijing Summer Olympic Games, the number of competitions in the Games has increased by just under 80% from 6800 to 10600.

Olympic growth has considerable impacts on transport, travel demands, logistical organization and operational costs of the



Games. The increased travel demands resulting from Olympic growth are related to:

- longer Olympic travel distances (larger Olympic perimeter);
- larger client numbers and user groups;
- more venues of larger capacities;
- higher levels of services in terms of quantity, quality and security;
- keeping background City traffic reasonably stable;
- improving environmental parameters in particular air quality (athlete and general population health); and
- the apparent paradox of more traffic with less pollution.

Political implications of Olympic Games bidding

The Olympic Games bidding is a global competition and the bidding process allows bidders to respond to Olympic Games legacy objectives / high environmental standards and sustainable development orientations. The Olympic bidding and hosting process can last up to 11 years if a city successfully wins the right to host the Games. The bidding duration includes:

- The pre-qualification contest, which might be conducted at national level / with Olympic criteria;
- An "Olympic applicant" phase, which identifies Cities with a real potential to host the Games; and
- The "candidature" phase, which requires full development of the bid concept as well as Games budget, financing and guarantees.

The success of a bid has geopolitical and continental constraints and uncertainties. Candidate bids are selected only if they have a very solid technical and environmental dossier with Games legacies and sustaina-

bility embedded in the bidding process. The proposed Games concept, city and regional development vision must have very strong and lasting political support. After a successful bid, winning Host Cities have only 7 years to deliver the proposed extended and upgraded transport system.

Olympic transfer of knowledge from Games to Games

Professor Bovy explained the knowledge transfer policy from Games to Games of the IOC as being strong. The IOC invests substantial resources in better understanding the Olympic Games experience from bidding, the seven year preparation, the test events, the Games delivery, debriefing and Olympic Games impacts (OGI). The planning, logistical and organisational complexity of the Games is such that only in depth observation and understanding of on-going Games can help future Games bidders or organizers and updated knowledge is provided by the OGKM (Olympic Games Knowledge Management) to cities. The transfer of knowledge is facilitated by :

- Observing Olympic Games (Games Observer programmes)
- Observing certain functions of other mega-events
- Monitoring Olympic Games delivery (internal IOC)
- Testing Games events and functions (ideally one year prior)
- Debriefing (2 or 3 Months after Games)
- Storing knowledge on a structured data base (OGKM)
- Impact studies (OGI 9 year program)

Sarajevo 1984 and Lillehammer 1994

Professor Bovy explained that for the 1984 Sarajevo Winter Olympic Games, hosting the Olympics was an essential (survival) development tool and that environment and sustainability were not basic policy param-



eters. However, there was already a great concern for economic development legacy. Ten years later for the 1994 Lillehammer Winter Olympic Games, environmental objectives were widely embraced in the Games promotion, planning, construction and delivery. It was the last Winter Games in a small town of 25'000 about 185km North of Oslo, capital of Norway. The 1994 Lillehammer Games was the "white snow Games" and the "first green Games".

Sydney 2000 and Athens 2004 innovative transport policies

The Sydney 2000 Summer Olympic Games marked a new "era" for Olympic transport after the transport logistical difficulties which took place in Atlanta 1996. In Sydney the following policies were put into practice:

- 100% of spectators, workforce and volunteers used public transport and there was no parking within 1km of Olympic venues
- 24 hour free public transport was part of the event for ticketed spectators including Olympic officials, staff, workforce, and volunteers
- The Sydney Olympic Park was accessible by 77 % rail, 15% express bus, 3% walking/biking and only 5% car.
- There was a new temporary travel behaviour encouraged during the Sydney Games

The Sydney 2000 Olympic Games delivered excellent Olympic transport and traffic experience based essentially on innovative transport resource management. Greenpeace-Australia assessed the Sydney Games as environmentally sound from a transport standpoint. However, the Sydney 2000 Olympic Games did not induce long term transport and mobility sustainability but were a catalyst for the development of very large post Games environmentally friendly Olympic Park area and surrounding neighbourhoods but only 5-8 years after

the Games.

The Athens 2004 Summer Olympic Games was the first ever Olympic Games to have its own full Olympic traffic lane network which included 160km network of Olympic reserved priority lanes for all Olympic accredited vehicles and express bus lines. As a result, the average Games bus speeds increased from the usual 12 - 20 km per hour to 55 km per hour. Road congestion which was one of the biggest worries in Athens resulted in the fastest road and bus traffic system ever seen during the Games. However, these were temporary measures and there was not much sustainability. In Athens, there were many permanent sport infrastructures built for the Games which are now "sporting white elephants", with little or no use, expensive maintenance and high dismantling costs, but Athens' considerable new metropolitan transport infrastructure produced no "transport white elephants". The Athens 2004 Olympic Games' much improved transport systems, particularly the rail systems, have contributed to better long term mobility sustainability in the Attika Region.

Beijing 2008, London 2012 and Sochi 2014 major public transport developments

The Beijing 2008 Summer Olympic Games underwent significant financial investment which included over 20 billion USD\$ to improve the metropolitan environment and over 20 billion USD\$ on the transport infrastructure. These investments almost tripled the Beijing Capital airport capacity with a new terminal which was the largest in the world (1 million square metres), tripled the public transport system capacity in the seven years of the Games preparation which was mostly due to the Beijing subway and airport rail link, and considerable motorway and expressway extensions.

Beijing implemented the largest Olympic lane (O-lane) system ever on all Olympic inter-venue connections, city centre and airport by adapting and expanding the Ath-



ens experience. This included:

- More than 85% of the 300km O-lane system was located in the median of urban motorways
- Olympic lanes marked with specific Olympic logo
- Olympic lanes' operations tested on 10km in August 2007
- Olympic lanes were very well enforced and respected, speeds > 50km per hour
- Like in Athens, the Olympic lanes system was planned to be a temporary measure only

The difficulty which Beijing faced was the massive growth experienced over the seven years leading up to the Games which had witnessed a growth of 1000 cars per day. In 2007 there was tremendous congestion and major concerns for 2008, especially as the month of August is very hot and humid, and heavy construction dust contributing to air pollution. A four day test in August 2007 (1 year prior to the Games) resulted in a 40% car traffic reduction and it was identified that the Olympic lane system would be ineffective without massive traffic reduction. In 2008 during the Games, there was a reduction of 45-55% of all registered motor vehicles allowed every day by alternating between odd and even numbered license plates during 60 days. This resulted in 2 million cars being put out of use every day out of a total of 3.5 millions.

The considerable Beijing transport development programme which was worth more than 20 billion USD and ran between 2002 and 2008 was delivered on time for the Games. All "Olympic" projects were already on the Beijing Municipal Master Development Plan, but were accelerated or anticipated 5 to 10 years in advance. The Beijing transport and mobility needs were so big that there were no transport white elephant. The Beijing Games were a major catalyst for better transport sustainability in

the context of very fast growth and major efforts to decrease air pollution.

As for the London 2012 Summer Olympic Games, the London 2012 Olympic Park is the biggest urban industrial waste land rehabilitation programme in Europe. London 2012 has a major public transport project but it is mostly rail improvements with a concentration on East London which will be the location of the 2012 new Olympic Park. London 2012 will be the most rail public transport oriented Games. The 250km ORN (Olympic Route Network) which has less than 35% of Olympic lanes normally needed is not expected to work properly unless there is 25% traffic reduction which will be quite a challenge.

Rio 2016 dynamic urban and transport legacy promotion

The Rio de Janeiro 2016 Summer Olympic Games bid has been driven by the dynamic development of Brazil under President Lula's policies based on legacy promotion in seven areas: infrastructure (public transport, airport, harbour, housing, security structure); sport; economic; political (creation of a Federal-State-City Governance for the Olympic Games bidding, preparation and delivery); education; social and cultural; and environment.

The main strategic objective for Rio 2016 is to build a full, high performance public transport ring interconnecting all four city quadrants. The concept of "interlinked four Olympic zones" will materialise with a mixed programme of public transport projects with suburban rail rehabilitation, metro capacity upgrades, metro extensions and 75km of high capacity BRT-Bus Rapid corridors. This is the biggest public transport development in Rio's history and will be fully delivered in six years. The cost of which is more than 8.5 billion US\$. The high performance public transport ring will help connect areas with very diverse socio-economic and urban characteristics.

The development policy of Brazil is to have



a series of continental and world mega-events each benefiting from experiences of previous Brazilian events, some of these include:

- 2007 Pan American Games (34 sports, 5600 athletes from 42 countries)
- 2011 CISM International Military Games (20 sports, 6000 athletes from 111 countries)
- 2014 FIFA World Cup (12 Host Cities / Rio - Maracana to host the final)
- 2016 Summer Olympic Games (28 sports, 10500 athletes from 204 countries)

Olympic Games: effective promotion of sustainable development policies

In wrapping-up, Professor Bovy presented the following:

1. World competition between Cities to get the Olympic Games triggers a "race" for best possible city and regional sustainable development schemes
2. Olympic plans compete not only for sport legacy but for regional economic development supported by better transport infrastructures and more sustainable traffic policies
3. Massive Olympic use of public transport systems, improved and expanded during a 7 year Games preparation, becomes a blueprint of successful mobility during Olympic Games
4. Olympic transport projects are most often part of the host city or region's master plan and can be considered as accelerated transport development and mobility projects
5. Most recent Olympic experience shows that Host Cities investing in high performance public transport systems in support of the Games are investing in long term more "sustainable" transport and mobility patterns
6. Because of the uniqueness of the host city or metropolitan area, summer Games transport contributions to sustainability appear much more tangible
7. Winter Games transport policies and sustainability remains more open to question because of the combination of low city elevations and high mountain elevations, different governing entities and often very different development policies.
8. In summary, a successful Olympic bid requires:
 1. a coherent and highly efficient technical Olympic concept, and
 2. unified long term political support and a vision for city and regional sustainable development



JIANG XIAOYU, VICE CHAIRMAN OF BODA

KEY MESSAGES:

- **From the initial creation of the Beijing Organising Committee it worked closely with education institutions to develop Olympic Education Programmes for elementary and secondary school students including the compilation and publication of teaching materials**
- **These programmes deepened the understanding of the Olympic movement and contributed to the reform and openness of the Beijing education system**
- **Post-Olympics the legacy of the Games has been used to implement international sports exchanges, focus on the importance of sport and its connection with happiness and health and to ensure the spirit and experience of the Olympics continues**



Jiang Xiaoyu

that the Olympic movement is an education movement aiming to encourage the youth to build up their confidence and belief, an education movement to let the youth learn how to be respectful and tolerant, and an education movement inspiring the youth to go beyond their limits and become innovative.

After the Olympic Games, our education workers and those people advocating the Olympic spirit are facing the following issues that need to be seriously pondered on and addressed: How to sort out and utilize this valuable legacy to educate the youth and inspire them to move on with the Olympic spirit? How to integrate the legacy of Olympic education into the strategic plan for Beijing's city development; and how to enable the youth to become active players in Beijing's future effort to become a world city?

I. Basic Facts about Beijing's Olympic Education Series Activities

After the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) was set up at the end of 2001, it began to work together with related education and sports agencies as well as universities and research institutes of the country to implement planning and study of Olympic education. In 2005, the Ministry of Education and BOCOG jointly developed and launched the "Beijing 2008" Olympic Education Program for Elementary and Secondary School Students, targeting the 400 million youth, especially the 230 million elementary and secondary school students was organised

"Distinguished President Brélaz, Distinguished Mr. Ser Miang Ng, Distinguished guests, Ladies and gentlemen:

Good morning!

Welcome to Lausanne Summit Beijing 2010! Please allow me to extend my warmest thanks for your long-term attention to Beijing's city development and youth education.

Two years have passed since the Beijing Olympic Games. Looking back, we deeply feel



across the country, to implement an overwhelming Olympic education campaign, which has proven to be very fruitful.

(I) Organized the compilation of publications and teaching materials for Olympic education, which provided curriculum resources for schools in implementing Olympic education. We compiled more than ten textbooks for training and Olympic education, including "Readings of the Beijing Olympics for Elementary Students", "Readings of the Beijing Olympics for Secondary Students", "Readings of the Beijing Olympics for University Students", and "Wall Hanging Charts for Beijing 2008 Olympic Education". They helped to enrich the curricular resources for Olympic education. BOCOG distributed 1.1 million copies of the readings and 400,000 sets of wall hanging charts for Olympic education to elementary and secondary school students across the country free of charge.

(II) We implemented Olympic education researches and training for teachers. A three-level training model for Olympic education was basically formed, featuring training at the city level, the district level, and the school level. More than 3,000 key teachers for Olympic education and 7,000 physical education (PE) teachers in Beijing alone participated in city-level Olympic training programs, which enabled the teachers to have a systematic understanding of Olympic education, and enabled the Olympic education work in schools to become more scientific and more effective.

(III) The "Beijing 2008 Olympic Education Demonstration Schools" was also created and named. The Ministry of Education and BOCOG worked together with various provincial governments to create and name 556 Olympic Education Demonstration Schools across the country, including ordinary elementary and secondary schools, vocational schools, special education schools, sports schools, ethnic minority schools, international schools, and private schools. These schools creatively implemented Olympic education activities, provided good sports

and fitness conditions for students, and offered unique Olympic education courses. Their demonstrative role motivated and influenced over 400,000 elementary and secondary schools around the country.

(IV) We formed a system for organizing and operating the Olympic education. Various levels of education administration agencies included Olympic education in their work systems, developed work plans and solutions, and carried out very effective activities. They fully utilized resources both inside and outside the schools, to work together to develop the Olympic education curricular systems.

(V) A wide range of education activities focusing on the Olympics was implemented, to provide platforms for the young students to participate in and experience the Olympics, such as the series activities to welcome the Olympics featuring students and their parents with the theme of "Embracing the Olympics and Fulfilling the Dreams", the painting contest with the theme of "Painting a Green Olympics, Painting My Dream", the Olympic English contest with the theme of "Hope English for the Olympics", and the essay-writing contest with the theme of "Olympics in My Heart". More than 20,000 award-winning paintings were used to decorate the athlete's dormitories in Beijing's Olympic Village. We also launched the Sunshine Sport program to let the young students do exercise every day and form good habits. We implemented rich and colourful activities in the elementary and secondary schools of Beijing to embrace the Olympics, such as the environmental campaign, the publicity campaign, and the volunteer services. Young students became a major force in providing support for the Beijing Olympics.

(VI) We launched the "Olympic Education Program's Ticketing Project", to enable the young students to be able to personally watch the games at Beijing's Olympic venues. BOCOG set aside 14% of the Olympic tickets for young students at lower prices as



well as through targeted sales in an organized way, and organized young students, including those from the earthquake-affected areas, to enter the Olympic venues and watch the Games, to experience the joy of the Olympic Games, to feel the Olympic spirit, and to demonstrate the education results.

(VII) We launched the "Heart-to-Heart" exchange program in elementary and secondary schools of Beijing. 210 elementary and secondary schools in the city established ties with 204 National Olympic Committees (NOCs) and 160 National Paralympic Committees (NPCs). Before the Games, the "Heart-to-Heart" schools would engage in exchange activities with their counterpart schools; during the Games, representatives of the students and teachers from the "Heart-to-Heart" schools would attend the flag-raising ceremony for their counterpart delegations in the Olympic Village, cheer up for their counterpart delegations on the competition sites, and invite athletes to visit their schools and hold reunions, to create a home-like atmosphere for the athletes. This activity fully demonstrated the Olympic spirit, broadened the global vision of the young students, cemented the friendship between China's young students and their counterparts from various parts of the world, and created a good interpersonal atmosphere for the Olympic Games.

II. Main Achievements and Basic Experiences of Beijing's Olympic Education Activities

Since the implementation of Olympic education, Olympism has obtained a totally new interpretation in China through educational practice, and Beijing's Olympic education has achieved outstanding results, mainly in the following four areas:

First of all, the "Beijing Model" for Olympic education was formed. Olympic education had been integrated into the education/teaching and various other activities of the elementary and secondary schools in Beijing. More than 2 million students and

teachers from over 2,200 schools in Beijing were involved in the Olympic education campaign. The campaign was extensively extended from schools to families and communities through social practice activities, "to enable the Olympic movement to be spread and popularized with the largest scale in history". These practice activities covered three areas - the physical and moral education of people in the modern society; the education on international Olympic movement; as well as the education on international understanding and on the earth's environment. The central task was the balanced development and harmonious coexistence of all people. Participation, experience and exchange were the key forms adopted in the Olympic education practice activities for the students and teachers in Beijing's elementary and secondary schools.

Secondly, the elementary and secondary schools in Beijing became more open to the outside world. From December 2006 to September 2008, Beijing's "Heart-to-Heart" schools pro-actively contacted, partnered and interacted with members of the international Olympic family extensively. In less than two years, 210 "Heart-to-Heart" schools had been in touch with 204 countries and regions, and had become sister schools of the corresponding schools in 161 countries and regions. The number of countries and regions having established ties with Beijing's schools during this period was 7 times more than the sum of the previous 20 over years (As of the end of 2004, Beijing's elementary and secondary schools only had ties with 23 countries and regions).

Thirdly, the understanding of Olympic education was deepened. Through the Olympic education, the students and teachers in Beijing's elementary and secondary schools had a comprehensive understanding of the Olympic movement, and interpreted it through extensive local actions. This further broadened their global vision, and deepened their recognition of the tra-



ditional Chinese culture and their respect for multi-cultures in the world. The values of "Equality, Confidence, Tolerance and Overreaching" had become the profound understanding and practical experience in Beijing's Olympic education. These efforts facilitated the achievement of the ultimate purpose of promoting the comprehensive development of students.

Fourthly, the campaign promoted the reform and development of Beijing's basic education. During the Beijing Olympic Games, the Olympic education campaign brought by the Olympic Games had produced profound changes in Beijing's basic education, and had produced positive and profound impacts in various areas including the reform of teaching contents and methods in the elementary and secondary schools, the creation of collaboration mechanisms for schools, families and society, the innovation in ideas for opening up school education to the outside world, as well as the cultural initiatives aiming to create a harmonious campus.

While achieving outstanding results in Olympic education, we have also carefully summarized our experiences. Our basic experience is as follows:

Firstly, the organisational system combining government direction and public participation was the critical condition for the success of the Olympic education.

As the education administration agency of the host city for the 29th Olympic Games and the 13th Paralympic Games, Beijing Municipal Commission of Education provided full cooperation to BOCOG, and fully demonstrated the advantage of a government-guided system in developing the Olympic education plans, in planning and organising events, in providing funds and personnel, as well as in mobilizing education resources and amassing social force. At the same time, the Olympic education in schools received widespread attention from different walks of life, and various forces in

the society could play their role in supporting the campaign to the greatest possible extent.

Secondly, the education contents combining key programs and diverse activities together were the main media for promoting the smooth progress of Olympic education.

The Olympic Education Demonstration Schools program and the "Heart-to-Heart" exchange program were two key programs in Beijing's Olympic education campaign, and were also the effective forms to promote the implementation of the Olympic education action plan. On the one hand, the boom of various activities such as sport and fitness, volunteer services, Earth's environment, international understanding, and art education met the needs of schools in highlighting their unique features and promoted the improvement of the students' sense of responsibility to care for and serve the society; on the other hand, it enriched the contents of Beijing's Olympic education and the media for carrying activities aiming to popularize Olympic knowledge and spread Olympic spirits through school education, and also made Beijing's Olympic education dynamic and energetic.

Thirdly, the form of combining expert guiding and school innovation was the inexhaustible force enabling the Olympic education to produce the real results.

Combining theoretical research and education practice closely together was the direction that Beijing's Olympic education had been adhering to throughout the process. During the Beijing Olympic Games, an open-minded expert team had studied and used the results of Olympic education research to lead and guide practices throughout the process. Beijing's Olympic education also provided a broad practice platform for culturing the innovative spirit of students, provided thoughts about school education reform and new approaches to school educators, and enabled elementary and sec-



ondary schools to be further developed in this open and dynamic new education movement.

Fourthly, the practice strategy of combining the universal values of the Olympics with Chinese characteristics was the fundamental guarantee for the sustainability of Olympic education.

The widespread implementation of Olympic education among Chinese youth created a huge platform for the spreading of the Olympic spirits, and also provided new development opportunities for the Olympic movement. The Olympics enabled the world to get unprecedentedly closer to China, and also enabled China to get in touch with the world. In this interaction of multiple cultures, the universal values of the Olympic Games originated from western cultures faced the challenge from traditional Chinese culture. Combining the universal values of the Olympics with the Chinese tradition and Beijing's uniqueness became the strategic choice for Beijing's Olympic education in practice. Olympic education had therefore also become the education on value systems jointly created and practiced by Beijing's elementary and secondary schools. The implementation of Olympic education combining the universal values of the Olympics with Chinese characteristics demonstrated the interaction and integration of traditional Chinese culture and Olympic culture, injected vitality into China's existing educational system, and also provided theoretical and practical references for the development of international Olympic education.

III. Basic Ideas for Beijing's Olympic Education after the Olympic Games

One of the important legacies left by the Beijing Olympic Games is Olympic education. This legacy is mainly reflected in four aspects: First, it left an Olympic education system known as the "Beijing Model" to Beijing and also to the world; second, it left an ideological understanding of the values of the Olympic movement to Chinese peo-

ple, especially China's youth; third, it left an unforgettable participating experience to more than 2 million elementary, secondary and university students in Beijing; and fourth, it left a rich and solid foundation for the implementation of Olympic education on an ongoing basis in the future.

After the Beijing 2008 Olympic Games, we have mainly done and will continue to do the following work:

(I) Enhancing institutional development of Olympic education in the post-Games era

After the Olympic Games, as the permanent organization for the Olympic legacies, the Beijing Olympic City Development Association (BODA) took over some of the leadership functions of BOCOG in advancing Olympic education. The creation of BODA enabled the continuation of the leadership and organisational functions of Olympic education, and provided institutional assurance for the ongoing implementation of Olympic education in the post-Games era. The various Olympic education activities aiming to promote the healthy physical and mental development of youth launched by BODA in cooperation with the Beijing Municipal Commission of Education, the Beijing Olympic Education Research Society, and the Olympic research bodies in universities have together demonstrated its leadership and organisational functions, enabling Olympic education to have sound external conditions boosting its ongoing development.

(II) Implementing the "Sport, Happiness & Health" series education activities

After the Olympic Games, the elementary and secondary schools suggested that Olympic education activities should highlight priorities, emphasize actual results and form brand-name activities; at the same time, they should address the current trend across the world such as young people taking up less sports exercises, obesity, increased eyesight problems, and worsening



physical fitness; and they should be implemented in connection with China's situation and Beijing's reality. BODA, Beijing Municipal Commission of Education (the Olympic Education Research Society), Beijing Municipal Bureau of Sports, and other entities jointly launched the Olympic education program with "Sport, Happiness & Health" as theme. The "Sport, Happiness & Health" football games attracted the participation of students from nearly 600 elementary and secondary schools in Beijing's urban districts and rural counties, and greatly promoted the popularization of football games in Beijing's elementary and secondary schools. In parallel with the football games, we also organized other activities including the youth Olympic photographing, painting and essay-writing contests, "Sports Teachers Training", "My Green Life Style" and "Sports Stars on Campus". These activities also received great support from celebrities in different social sectors including the sport community, and produced very good social effects.

We hope that after a few years it will become a branded sports culture program with substantial influence and viability, being able to attract the participation of students in Beijing's elementary and secondary schools and promote the improvement of the overall quality of students, and that mechanisms for its activities can evolve into a long-term program. In Beijing, the kick-off of this education program means the continuation of Olympic education in the post-Games era. Internationally, Beijing has become the pioneer and trailblazer in continuing to organize and implement Olympic education after the Olympic Games in the name of the government education authority in the Olympic history. This move has also won support and praise from the IOC.

(III) Organizing international sports exchanges for elementary and secondary school students

We will continue to implement Olympic ed-

ucation relying on the Olympic Education Demonstration Schools and the "Heart-to-Heart" schools. Next year, we plan to organize the Olympic Winter Camp, to organize a trip for Beijing's elementary and secondary school students to visit the Olympic museums in Olympia and Lausanne, and to organize the football games for elementary and secondary school students from the world Olympic cities, to promote international exchange. At present, we have preliminarily decided to invite schools from Olympic cities including London and Rio de Janeiro to send delegations to participate in the football games for elementary and secondary school students from the world Olympic cities, which will take place roughly in August 2011 when we celebrate the 3-year anniversary of the Beijing Olympic Games.

(IV) Creating the Beijing Forum for School Principals

BODA and Beijing Municipal Commission of Education plan to create the Beijing Forum for School Principals next year to celebrate the 3-year anniversary of the successful Beijing Olympic Games. The main purpose is to discuss the basic issues that should be addressed in providing Olympic education for the youth in the post-Games era. If possible, we will also invite other Olympic cities to send their school principals to attend the forum.

(V) Interacting and collaborating with the Organizing Committee for the Nanjing 2014 Youth Olympics

In terms of the nature of the event, compared to the standard Olympics, the Youth Olympics should put more emphasis on Olympic education. Therefore, the task of the Nanjing Youth Olympics for Olympic education will be more arduous than that of the Beijing Olympic Games. The Nanjing 2014 Youth Olympics will naturally help to promote the Olympic education for both Beijing and Nanjing. The two cities teaming up to promote the development of Olympic education in China has become the honour-



able and challenging responsibility for various related organizations. Beijing is willing to provide full support for the Nanjing Youth Olympics to implement Olympic education by following the "Active collaboration and mutual promotion" principle.

(VI) Advocating for different parties including the Olympic legacies management agencies to participate in and support the educational and sports activities in elementary and secondary schools

Each edition of the Olympics would leave large numbers of landmark sports and cultural facilities to the host city. In the post-Games operation of these facilities and equipment, how to spread the Olympic spirits and provide Olympic education for the youth as their natural obligation is an issue that needs to be seriously addressed by the Olympic sports and cultural facilities management agencies. The Bird's Nest, the main venue of the Beijing Olympics, provided the site and service for the final competition of the football games for elementary and secondary schools this year, and set an example for all the Olympic facilities. National Olympic Committees (NOCs) should request the operators to provide Olympic education as an obligation. The Olympic legacies management agencies are obliged to study and sort out various Olympic legacies, and to create conditions for the youth to participate in Olympic education activities, and do this as a public service as well as for the convenience of the public. We hope that the national education administrations, NOCs, Olympic legacies management agencies, and sports facilities operators will engage in multilateral cooperation, to provide support for the implementation of Olympic education and sports activities in elementary and secondary schools on an ongoing basis.

In the future, we will continue to enhance the Olympic education legacies, and actively explore effective ways to use the Olympic legacies to provide Olympic education

for the youth, to make unremitting effort to continue to carry on the Olympic spirit, to popularize the Olympic knowledge, to advance the Olympic movement, and to promote the balanced development of the youth.

Thank you!"

Jiang Xiaoyu, Vice Chairman of BODA

16 October 2010



**TAN ENG LIANG, VICE PRESIDENT OF
SINGAPORE NATIONAL OLYMPIC COUNCIL**

KEY MESSAGES:

- **Singapore 2010 YOG is a practical example of how to leverage an Olympic product to develop a programme to develop and educate youth**
- **An Olympic Education Programme was implemented in schools across Singapore in which students learnt about important values associated with sport including friendship and respect**
- **An integral part of the YOG was the Culture and Education Programme in which participants had the opportunity to engage in arts and culture activities with the purpose of learning about Olympic values and how to contribute to their communities**
- **The YOG was a powerful platform for youth to take ownership of ideas and initiatives in support of the Olympic values and put these into practice even after the Games had ended**



Tan Eng Liang

in shaping social capital in societies to counteract the ill-effects of urbanisation. At the community level, sport has been a catalyst for combating social exclusion, engaging youth, building communities and positively influencing social behaviour. At the international level, sport has reinforced linkages between countries and regions, challenged perceived bias, and found commonalities amongst nations in conflict. Sport is about values that are fundamental to us and transcend all boundaries.

Reinforcing these beliefs, IOC took a decision in 2007 to create the Youth Olympic Games (YOG). IOC President Jacques Rogge wrote in the foreword for the 1st Youth Olympic Games brochure: *"People expect sport to promote the integration of minorities; to reduce differences; to combat the rise of obesity; and to help conquer all forms of dependency. The Youth Olympic Games must set an example in this regard."*

Three years later, this vision came to fruition with the first YOG in Singapore in August 2010. Through this presentation, I hope to share our experience through the YOG and how it has been an invaluable opportunity to shape today's youth for tomorrow's future.

Background

The first YOG was held in Singapore from 14 – 26 August 2010. It saw the participation of over 3,700 young athletes between the ages 14 and 18 years old representing all 204 National Olympic Committees. Covered by close to 1,800 media representa-

"Introduction

Social capital can be generally defined as the networks, understanding, values and connections between people that shape the way we relate to each other, participate and bond together as a society.

Sport has always played an important role



tives, the Games were broadcasted to over 160 territories. The Games also saw more than 370,000 spectators for the 26 sports and 201 events held at 18 competition venues around Singapore. Contributing to the operations of the Games were over 22,000 local and international volunteers and several thousand school students performing in the Opening and Closing Ceremonies, and actively participating in the Culture and Education Programme.

The YOG is the first new product of IOC in more 80 years, the last being the Winter Olympic Games. It is a bold step for the Olympic movement, representing a shift in thinking and an opportunity to do things differently.

In a sporting arena tarnished by scandals, increasing commercialization, and where the use of steroids and cheating are on the rise, the YOG seeks to remind all that sport is not just about victories, but about its values of fair play, respect for the rules and respect for the individual. Through an integrated sport, and culture and education programme, IOC aims to inspire young athletes to embrace the Olympic Values of Excellence, Friendship and Respect in not just sport, but their everyday lives. These young athletes are further envisaged to be ambassadors for the Olympic values, bringing back with them the values learnt and friendships forged at the YOG, and in turn, inspiring youth and their communities back home.

The YOG aims, not to promote winners in sport, but to build champions for life.

The Singapore 2010 Experience

The Singapore 2010 YOG has been a real life experience of how we can leverage an Olympic product to develop a programme that helps build today's youth into tomorrow's champions. Singapore adopted a three-prong strategy:

- Inspiring youth to embrace, embody and express the Olympic values of Ex-

cellence, Friendship and Respect;

- Empowering them to take ownership, to take action, and to be a positive influence in their communities; and
- Sustaining the education with an environment that has the resources and will to ensure a legacy.

Inspiring Youth

Youth today have diverse interests and expectations. They live in a world where change is the norm, and where there is a constant competition for their attention for ideas and messages. Inspiring youth in this environment requires more than just teaching them about the Olympic values and spirit. It requires an approach that captures their imagination and engages their interest. Through the Olympic Education Programme, the Friends@YOG, and the Culture and Education Programme, Singapore 2010 sought to share the ideals and values of Olympism through an experiential approach in a fun and interactive manner. It seeks to provide a context where youths can relate to, take control of their learning, and to put into practice what they have learnt.

Olympic Education Programme

The Olympic Education Programme (OEP) was launched in December 2008. It brought to life the Olympic Spirit and values of Excellence, Friendship and Respect, to students from 360 government schools and 70 private and international schools in Singapore.

Drawing ideas from a specially-designed "Living Olympism" Education Resource Pack, teachers developed innovative lesson plans where the theme of Olympism was integrated into the regular school curriculum. For example, students learnt about sportsmanship during their physical education classes, and the values of friendship and respect in their moral education classes. They were also introduced to facts and figures of the Olympic movement and sport through their regular Mathematics, English or Sci-



ence lessons.

These lesson plans were supplemented by year-long school activities, such as exhibits and projects modelled on Olympism, as well as school leaning trips to the Singapore 2010 Youth Olympic Games Learning Centre, to reinforce and experience Olympism through these activities.

Friends@YOG

While the OEP provided the context, the Friends@YOG school twinning programme provided the opportunity for our students to put into practice the values of Friendship and Respect. Launched together with the OEP in December 2008, Friends@YOG saw close to 300 Singapore schools twinned to a school from each of the 204 National Olympic Committees (NOCs).

Beyond learning about one another's culture, language and countries, the Friends@YOG programme promoted interaction that went beyond online research and email communication. Through the Friends@YOG programme, some twinned schools conducted exchange visits between their students. Twinned schools in Singapore also reached out to and participated in activities held by the international communities based in Singapore. These pre-Games activities were the run-up to the World Culture Village during Games-time where Singapore schools hosted cultural booths on their twinned NOCs and got the chance to interact face-to-face with athletes and officials from their twinned NOC. The ties with their twinned NOCs, developed over the course of one and a half years, also resulted in many Singapore school students watching the Games to cheer for their respective NOCs and athletes.

Together, the OEP and Friends@YOG not only demonstrated the power of the Olympics to bring together people from all around the world, it gave our students the unique opportunity to interact with, understand and appreciate another culture, language and country, which they normally would

not have. The OEP and Friends@YOG also worked to excite our youth about the Singapore 2010 YOG and to prepare them to welcome the world to Singapore.

Culture and Education Programme (CEP)

An integral part of the Singapore 2010 strategy was the Games-time Culture and Education Programme (CEP). Beyond high-level sport competition, the YOG sought to inspire the young athletes to embrace, embody and express the Olympic Values of Excellence, Friendship and Respect through a CEP that was:

First, based on themes which were relevant to the young athletes, not just in their sporting careers but in their daily lives;

Second, conducted in a fun and interactive approach that transcended the barriers of language and culture;

Third, made non-mandatory and focused on encouraging participation through the "Athletes' Challenge", a motivation system based on collectibles that would appeal to the athletes' competitive psyche; and

Fourth, integrated with sport competition where pre-competition activities were offered in half hour bite-sized programmes, which allowed the athletes to take part in CEP in the midst of training and competition. Meanwhile post-competition activities were half to full day programmes when the athletes had more time to spend.

Together with the IOC, the Organising Committee developed a CEP based on five key themes selected to encourage the young athletes to:

- Learn about **Olympism**, the Olympic Movement and the values of Excellence, Friendship and Respect;
- Enhance their **Skills Development** by introducing them to the various facets



of a professional athlete's career, including personal development and managing transitional phases in life, including a future after sport competition;

- Promote **Well-being and Healthy Lifestyle** by reflecting on the importance of healthy eating and pursuing healthy choices, including issues of doping in sport;
- Develop greater **Social Responsibility** with awareness about global issues, their roles as responsible members of their communities, and how they could be responsible global citizens; and
- Learn about **Expression** and the various ways to interact with others, to express their values, beliefs and convictions through digital media and the performing arts.

These five themes were shared through seven formats that provided the platform which the young athletes could relate to, and for them to put what they had learnt into practice.

- Through the **Chat with Champions** sessions, the young athletes were inspired to the Olympic values with the opportunity to get up close with Olympians and other athlete role models, and to hear them share personal and inspirational stories.
- Through the **Island Adventure**, the athletes got the chance to practice the values of teamwork, mutual respect and friendship with a full-day island programme that included confidence-building activities and physical challenges.
- Through the interactive exhibitions and hands-on workshops under the **Discovery Activities** and **Exploration Journey**, they were introduced to global and social issues and the role that they could play in their communities.
- Through **Community Projects**, the athletes learnt about social responsibility

and participated in fun activities with local beneficiaries like community drumming and circus arts.

- Through the **World Culture Village**, located at the heart of the Youth Olympic Village, the young athletes learnt and explored different cultures from Singaporean youths hosting the cultural booths modelled on each of the 204 NOCs, and through interaction with athletes from other NOCs.
- Finally, with the **Arts and Culture** activities, the young athletes were exposed to a variety of music performances, dance arts and inspirational artwork at the Youth Olympic Village square that celebrated youth, cultures and friendships forged during the Games.
- Through a memorable CEP experience, the young athletes **learnt** about the Olympic values, and more importantly how they could live these values outside sport competition, in their daily lives. They learnt to **contribute** to their communities by looking beyond themselves and to make a positive impact on the people and environment around them. They were given the opportunity to **interact** with other participants to gain a better understanding and appreciation of new ideas and cultures. Lastly, they **celebrated** the Olympic values and the diversity of world cultures, while experiencing the power of the Olympic spirit to unite diverse cultures and peoples. With the CEP, the young athletes left the Games with an experience beyond winning medals. They took back with them an experience that would inspire them to be ambassadors for the Olympic values and champions in their communities.

Empowering Youth

When inspired by a vision and given the responsibility and authority to take action, our youth can be a powerful force. We saw this during the bid for the Singapore 2010 YOG, when many Singapore youths



rallied together to lend their support using new media channels, spreading the message through word of mouth, and working through their schools. This strong youth support culminated with the involvement of close to 3,000 youths at the announcement of the host city for the Games on 21 February 2008. Strong youth involvement in Singapore's bid demonstrated what the IOC wanted to achieve with the YOG – a strong youth interest in the Olympic Movement.

Empowering our youth also gave them a vested interest in the Games and its outcome. Soon after the formation of the Organising Committee in early 2008, a series of creative retreats were conducted involving representatives from various sectors of society, especially the youth, to establish the vision and desired outcomes from the YOG. This youth feedback formed the backbone of the Organising Committee's approach to CEP. It also contributed many ideas for the Opening and Closing Ceremonies, the Singapore 2010 website and promotional activities for the Games.

In the run-up to August 2010, the YOG became a powerful platform for young people in Singapore to create and take ownership for ideas and initiatives in support of the Singapore 2010 YOG and the Olympic values that it represents. Throughout our two years of preparations, youth in Singapore continued to actively canvass for involvement and create the buzz for the inaugural YOG. Through the Singapore 2010 **Create Action Now! (CAN!)** Festivals, Singapore youths were entrusted to plan and organise quarterly festivals on a theme, namely culture and heritage, digital media, environment and the arts, in celebration of Singapore 2010. The youths were also active in other capacities such as volunteers, administrative support and participants in the many Singapore 2010 CAN! events. In addition to the CAN! Festivals, over 190 youth-for-youth events were separately initiated in support of Singapore 2010.

Together with the National Youth Coun-

cil, the Organising Committee supported the Singapore 2010 Young ChangeMakers Grant, which provides seed funding to the youths for projects that would make a difference to their communities. One such project supported through this grant was an effort by a group of 18-year old students to raise funds for Operation Smile Singapore, an organisation that helps children in Asia who are in need of cleft palate surgery.

Singapore 2010 was a Games for the youth, by the youth. More importantly, it stood to demonstrate that the Games were a "Games for All", not just athletes. Through programmes such as the Young Reporters, Young Ambassadors and Young Sport Presenters Programmes, the youths were given the opportunity and were empowered to play a part to make a positive contribution to the success of a major multi-sport event.

The Young Reporters programme saw a team of young journalists, photographers, and digital media specialists, covering the Games, interviewing athletes and officials, and providing news stories from the youth perspective. The Young Ambassadors Programme involved 30 young people from five continents, working alongside 60 Singaporean CEP ambassadors, to help promote CEP to the officials and athletes. Finally, the Young Sport Presenters Programme involved 150 young people between the ages of 15 and 29 years old, who were assigned to the competition venues as announcers, commentators, hosts, presenters, and mascot talents to enliven the spectator experience during the Games. In addition to this, Singapore 2010 saw many young volunteers coming from the schools to help out in various areas of spectator services, victory ceremony presenters, and sport volunteers.

Sustaining the Efforts

Singapore 2010 has shown how an Olympic product can be a powerful platform for youth from diverse backgrounds and interests to bond together by giving them a



common, shared experience in a history-making event. By empowering the youth to action through the Games, we have nurtured future champions. By inspiring young athletes to have values that transcend all boundaries and activities, we have produced the first young Olympians who are ambassadors of the Olympic values for their respective communities.

While many of these young Olympians will have been touched to live by the values, and continue to inspire others for some years, we have been mindful to invest in the foundation for an environment to sustain these efforts for a strengthened social capital for the future.

Many aspects of the YOG's Culture and Education Programme and youth engagement efforts were developed in close collaboration with the Ministry of Education and the schools; the Ministry of Community Development, Youth and Sports; and the community associations. By collaborating with these existing institutions and communities, the knowledge and experience gained from Singapore 2010 is retained. And with commitment to the cause, the resources and expertise found within these institutions will sustain these efforts for the longer term. Early engagement of these organisations has also helped to engender ownership. For example, many of the programmes introduced formally, and owned by the schools, will continue beyond Singapore 2010.

Outside of the institutional support, Singapore 2010 has also been a platform to bring Singaporeans together. It has rekindled Singaporean's interest in sport, contributing to the beginning of a growth of our sporting culture. Besides igniting the flame during the Games, the pursuit and involvement in sport have been made more accessible to a wider Singapore population.

The environmentally friendly and cost effective approach of not building new sport facilities for the YOG, has nevertheless resulted in upgrading of existing public sport facilities and equipment to meet the stand-

ards of the Games. These enhanced and improved sport facilities and equipment are now open to the general public's use and enjoyment in an environment of increased interest in sport.

Singapore 2010 has also shown many Singaporeans that sport participation is not about the competitors only. The YOG which brought world class sport competitions has introduced Singaporeans to a new level of sport spectatorship and sport volunteerism. Singapore 2010 provided an excellent platform where the Singapore Spirit had touched our visitors through the warm welcome and hospitality extended by Singaporeans to all.

Through Singapore 2010, the local sport industry gained experience and expertise in a world-class, multi-sport event. Sponsorship for sports was also spurred and contributed much to the success of Singapore 2010. Through the experience, our local companies have seen the benefits to their industry as well as the community. The positive experience from participating in and contributing to Singapore 2010 by our local sport industry and our community, will encourage the strengthening of a sport eco-system that will sustain and grow the rekindled sporting culture, and therefore increased participation in sport in Singapore. The memorable experience of the historic inaugural Youth Olympic Games are also permanently captured in the Youth Olympic Park, the Olympic Walk and the Singapore Youth Olympic Museum. They serve as a constant reminder to all in Singapore and visitors of the Singapore Spirit and the Olympic values that permeated the 12 days of the first Youth Olympic Games, and to inspire future generations towards a better future.

Conclusion

Singapore is grateful to have had the privilege to host the inaugural Youth Olympic Games. Apart from delivering a successful Games, we approached the undertaking by leveraging this new Olympic product to invest in our youth as they are our future. We



are very happy that we have been a part of delivering the first young Olympians. Many of these young Olympians have shared that Singapore 2010 YOG has been a memorable and inspirational experience for them. They have been inspired to continue their journey towards being true champions beyond the arena of sport into their everyday lives. They have been encouraged to bring these memories and experiences back, and to be ambassadors for the Olympic values and spirit.

Through our two and a half years of preparation and build up, and the 12 days of the Games, we have experienced first-hand the potential of the youth when inspired and empowered. With the right efforts to build a social capital to sustain the initiatives, we are confident that there will be a continuing education of our youth beyond Singapore 2010. This is the legacy of the Youth Olympic Games for Singapore and our future generation."

Tan Eng Liang, Vice President of Singapore National Olympic Council

16 October 2010



GILBERT FELLI, EXECUTIVE DIRECTOR OF THE OLYMPIC GAMES

"I am happy to see that the idea of the UMVO could continue because the IOC believes that it is important that the cities think about after the Olympic Games. I am also happy that the meeting moves outside of Lausanne and is held in cities which have hosted the Games. It is great to see the work of our Friends in Beijing are doing today with the legacy of the Games and that all the concern we had with China before the Games have been taken with a high level of responsibilities by the Chinese authorities and that many of the people who were working for the Olympic Games are still in charge to take care of the legacy in Beijing."

How would you best define Olympic legacy?

"I believe that when we talk about legacy and Olympic legacy we always have to see what is tangible and intangible. We have a tendency to see only half of the picture like construction of the venues and infrastructure. But legacy is much more than that, what we get in a country, the pride of the country, what people believe, what they have learned, the new functions they have learned, school education and Olympic education, and all other aspects are a legacy for the IOC, so I would say there is a 50:50 ratio between soft and hard legacy."

What does it take for a host city to benefit from a successful long-term Olympic legacy?

"I believe its what we do at the IOC, and we try to start it already in the bidding phase as we believe the sooner you can think about it then the best legacy you can get, so as soon as you want to organise an event like the Olympic Games or any mega event you need to understand why you want to do it and what benefits you will get from the Games. Too often people, say "we've missed an opportunity", so it is very important if you plan for big events that you understand, you must have a vision of your events and have objectives. It is important that all the stakeholders who are organis-



Gilbert Felli

ing the events agree on the vision and objectives as it is important that you monitor the progress of legacy. In addition, it is important when organising a Games and big events to have someone in charge of monitoring the legacy, because as soon as you get the event everybody is working on the different aspects of the Games preparation there is a tendency to lose focus on the legacy so somebody has to be in charge of that."

What is the place of youth in terms of the IOC's priorities?

"For the IOC, it is one of the main priorities, as our founder Pierre de Coubertin wanted to use sport as a tool for education and one of the events should be the Olympic Games so that the world can focus every four years on a big event like this but it is really a tool for education so what we do for youth is important. We like to use sport to give them some value, to give them some ideas of life and of course the youth are one of our main focuses. "

How did young people enjoy their participation in the first edition of the Youth Olympic Games in Singapore this Summer?

"We were very surprised because when we decided to go ahead with the Youth Olympic Games, we had quite a lot of scepticism from various people, that the youth would not be too interested in the educational part, would not be interested in participating in other aspects other than sport. However, in fact we saw that they were very dedicated, very keen to participate in the different ac-



tivities that we prepared for them, and they were actively involved and wanted to learn more about all the different values that they could acquire through sport.”

What is the interest of hosting the Youth Olympic Games for a city?

“It is important that when a city wants to host the Youth Olympic Games they understand why, we had a good demonstration in Singapore, it was really a project for the country. They didn’t just make an effort for preparing for the 12 days of the Games, but it was part of a strategy with the Ministry of Education, and the Ministry of Youth and Sport and the different aspects of where the youth of the country could benefit from the Games. It is an event which can reach the whole world and the different sports represented in the Youth Olympic Games but at the same time it is an event where there is flexibility and cities should not have to build new facilities to welcome the Youth Games, so it is definitely an event which cities can benefit from.”

/video transcript



ESSAR GABRIEL, HEAD OF THE YOUTH OLYMPIC GAMES

What is the interest of hosting the Youth Olympic Games for a city?

"Compared to the Olympics, the intangible aspect of the legacy is something that the IOC put forward with regard to the Youth Olympics. There is a legacy in terms of the tangibles depending on the project which was put forward for example the building of a Youth Olympic village which builds into a housing project. With regards to the intangibles it is about looking at the positioning of the city as it enters into the life cycle from the bidding phase right through to the end and what it can benefit from. In the case of the Youth Olympic Games it is a combination of youth and sport. In the case of the Singapore Youth Olympic Games, it was a sporting event at its highest level but at the same time it included many youth programmes which are now more and more a preoccupation and part of the political focus of the city. The more mature it is, then the more relevant the Youth Olympic Games is because of the importance of youth in the social and urban fabric. It is a combination of things but there definitely is a lot to work on in positioning correctly the Youth Olympic Games with regards to what the IOC have already established."

How does the IOC support the Youth Olympic Games Organising Committee in achieving its goals especially in terms of legacy?

"The IOC has put in place for the Olympic Games and now for the Youth Olympics a transfer of knowledge programme, which right from the beginning ensures that the organising committee and the stakeholders have a focus on that aspect of the project. There are a number of tools which can be used in the different phases and life cycles of the organising committee and the event. The organising committee, because they are authorities which are the owners of the event locally, are more and more aware of what can be done and how to leverage such projects and events. They are always adopting the initiative and positively contributing



Essar Gabriel

to the transfer of knowledge."

What was the biggest surprise and best moment of your experience in Singapore last August?

"It was the whole project coming into reality. The opening ceremony was certainly something very emotional. When the initiative for the athletes, referees and judges to take an oath was put forward it was also suggested that the coaches take an oath to ensure that dedication is always part of an athlete, and that for me was the first element which was really a Youth Olympic Games element compared to the Olympic Games. That tipped it. From there, it was seeing on a daily basis all these new elements, this new "baby" of the IOC and the Olympic Movement come to life. That for me was the defining moment, but it was the accumulation of all the little things which ended up being the beautiful experience that the Youth Olympic Games was."

/video transcript



ERIC MONNIN, PROFESSOR AT THE UNIVERSITY OF TECHNOLOGY OF BELFORT- MONTBÉLIARD

KEY MESSAGES:

- **Olympism can be perceived as a form of universal humanism which is unique in that it is based on education, through sport, of the individual's character**
- **The Olympic Movement, through the principles outlined in the Olympic Charter, can represent an educational model concerned with social, mental, cultural, ethical and physical development**
- **Examples of Olympic education programmes include those instituted in Sydney 2000 (national school programme conveying message of the Olympic Movement) and Athens 2004 (programme to promote physical education and the alliance between sport, culture and the environment)**



Eric Monnin

For Pierre de Coubertin, the Olympic Games constituted the best way to give an international dimension to sport for young people. They represented a showcase which could change mindsets and, in so doing, lead to a radical reform of the education system.

It is to Pierre de Coubertin that we owe the neologism 'Olympism'. In response to the question, 'So what is Olympism?', Coubertin supplied the following definition: "*It is the religion of energy, the belief in intensive willpower developed through the practice of virile sports, requiring good health and a sense of civic duty and enveloped in art and thought*". For Pierre de Coubertin, Olympism was a tool which should be used to educate young people, using a twofold strategy that would be both sporting and intellectual. This ambitious programme consisted in finding a balance between mind and body, as his well-known statement, *Mens fervida in corpore lacertoso* (a healthy mind in a healthy body), demonstrates. It is on the basis of the principles set out in the *Olympic Charter* that the Olympic Movement's actions are founded. The latter enable us to understand precisely the issues, and to understand the determination of the IOC to meet the following challenge: "[. . .] to educate and encourage young people to practise a sport, and to transmit values to them".

The authors of a number of studies, manuals and publications devoted to the educational values of Olympism have considered the question of the introduction of Olympism into the education system. These works enable us to understand and analyse how

"Introduction

In the year 393 B.C., the Ancient Olympic Games were suspended by a decree passed by the Roman Emperor Theodosius the first. It was not until 1896 that, after numerous attempts to re-establish the Games, the first Games of the modern era were held in Athens. More than 1500 years separate the Ancient and contemporary Games. The man who reformed the Games, Pierre de Coubertin, finally reached his goal in 1894 - after several frustrated efforts - with the re-establishment of the Games and the creation of the International Olympic Committee.



the education system - through its actors, pupils and teachers, and its institutions - might incorporate this kind of education. More specifically, this work hinges on the following key question: What kind of teaching devoted to Olympic values might prevail, focused on the concept of Olympism, in the education system? In other words, which ways of organising and using the Olympic phenomenon might be encouraged in order to promote everyday Olympic education in schools? At the dawn of the twenty-first century, should the Olympism envisaged by Pierre de Coubertin remain as an educational model? Can we imagine that Olympic education might be offered and supplied in the school or university systems, or among sports people?

In order to answer these questions, this presentation will first of all consider a definition of the concept of Olympism. We will then consider different types of Olympic education in practice, throughout the world and most notably in the host cities of the Olympic Games.

Defining the concept of Olympism

As I said before, it is to Pierre de Coubertin that we owe the neologism 'Olympism'. In defining the notion, Coubertin drew clearly on the Greek city-state. *"Underlying the individual destinies in which the society of tomorrow takes shape, there is a sort of latent eliminatory conflict between the principle of the Roman state and that of the Greek city-state. We are obliged to build upon one of these two foundations. The Roman state seems to be favoured. I myself believe in the Greek city-state."* Coubertin also drew inspiration from an English pioneer in modern sports education, Thomas Arnold. Arnold, a teacher, incorporated games and sport into the English school system, notably in Rugby. During the 1860s, the majority of public schools and especially colleges continued this pioneering work, accomplished through sport. It was following the publication of the work of "[. . .] Thomas Hughes [. . .] 'Tom Brown's School Days', published in 1857,

that we began to explain that the seeds of victories won on battle fields are sown on the sports field at Eton. "

So, Olympism takes on a multitude of meanings. Such an observation seems justified in light of the writings and speeches of Coubertin, who did not himself wish to define it too precisely. Coubertin's Olympism is "a *syncretism between Ancient Greek philosophy, Western Christianity and democratic cosmopolitanism.*" Olympism resembles a myth, with a system of representations which seeks to explain and justify a human practice or institution by linking it to an origin which is both immemorial and, at the same time, sacred. Pierre de Coubertin and the IOC maintained this desire to be faithful to the Ancient Greek legacy.

In terms of education, Pierre de Coubertin returned to this model, referring to the Ancient Greek gymnasium. The latter was unique in that it maintained a threefold educational equilibrium: physical, artistic and social. For Coubertin, it was entirely possible to envisage this kind of education in contemporary society. The fundamental principles and values conveyed by the IOC were inspired by Ancient Greek society. This referencing of the past propels Olympism to the rank of myth.

The IOC's objective is to ensure that the Olympic Movement endures, either by making reference to Antiquity (the lighting of the Olympic torch on the ancient site every four years) or by projecting itself into the future through seemingly inconceivable proposals, such as the reunification of the two Koreas under the same flag in future Olympic Games. This Olympic discourse incorporates elements which simultaneously make reference to the past and the future, and which really belong to an ideology.

So, Olympism can be perceived as a form of universal humanism which is unique in that it is based on the education, through sport, of the individual's character. Sport must thus constitute a pedagogical tool which facilitates the formation and fulfilment of the



individual as a whole. It is this which leads us to think that Olympism can also be characterised by a third trait, utopianism.

In light of these different analyses, modern Olympism seems to be a mixture of utopianism, myth and ideology, kept alive by Coubertin's words and the IOC.

Olympic Education: from theory to practice

After trying to define the concept of Olympism, it is now interesting to consider that of Olympic education, along with its introduction and employment in the school system.

According to a study carried out on behalf of the IOC by Sponsorship Intelligence and unveiled on the first day of the meeting of the IOC's Executive Commission in Denver, on March the 25th 2009, "[. . .] 78% of those surveyed consider themselves to be true fans of the Olympic Movement [. . .] and some 70% are convinced that the Olympic Games set a positive example for children and encourage them to practise a sport. "

As such, Olympism might appear to be the best path to a kind of education based on the harmonious development of mind and body. However, at the dawn of the twenty-first century, should the Olympism envisaged by Pierre de Coubertin remain as an educational model? Can we conceive of offering and providing Olympic education in the school and university systems, or among sports people?

The concept of Olympic education

Numerous actors have attempted to provide a description or a definition of the concept of Olympic education. In 2000, discussions held during the fifth session of the International Olympic Academy (IOA) for the leaders and presidents of the National Olympic Academies (NOAs), facilitated the provision of a definition of Olympic education, which we will retain here: "*Olympic education is concerned with social, mental, cultural, ethical and physical development. Sport is*

at the heart of this education which seeks to raise young people in such a way as they become mentally and physically balanced citizens, who are co-operative, tolerant and respectful of peace [. . .] Olympic education should enable individuals to acquire a philosophy of life which allows them to make a positive contribution to their family, their community, their country and the world."

In order to make such a pedagogical project a reality, numerous experiments and initiatives were drawn up. As a case in point, during the academic year 2001 - 2002, the European Commission and the IOC decided to experiment in France, Italy and the Netherlands with an educational project entitled Sport, School and Olympic Values in Europe, aimed at primary school children. More recently, in 2009, a European study day entitled The Place and Role of Olympism in Education in Europe was held in Besançon in France.

However, Otto Schantz questioned the validity of such a measure: "*Do we need Olympic education in order to transmit values to young people or to promote a sporting ethic? Do we need Olympic education, with the danger that it might become a doctrine or a secular religion? Is it not enough to try and pass on a sporting ethic, without worrying about the Olympic Movement and its symbols?*" For Nat Indrapana, it was imperative that any educational programme based on Olympism could be integrated without interfering with existing school and university syllabuses. There were two possible ways to begin. The first was linked to research into Olympism, conducted by the academic world, while the second was aimed specifically at the lessons given to pupils and athletes in academic programmes or programmes for young people.

Examples of Olympic Education Programmes . . .

It was on the occasion of the Munich Olympics in 1972 that the first Olympic education programme in primary and secondary schools was developed. This initiative was



followed up by the Organising Committee of the Montreal Olympics. Well before the Games began in 1976, an Olympic programme entitled *Promotion of Olympism in Schools* was introduced over a three-year period (1973 - 1976) in schools in Quebec. "The programme aimed to raise awareness of the Olympic Movement and ensure that it had a positive impact in terms of modern society."

For Konstantinos Georgiadis, these two Olympic education programmes, organised in parallel with the Olympic Games, "[. . .] were considered as models for their era, and, as such, contributed to the development of Olympic education on a global scale. Currently, Olympic education programmes have been implemented in several countries throughout the world, notably while the Olympic Games are being held." For the Beijing Olympics, a body of Pilot Schools for Olympic Education in Beijing was created in December 2005.

Organising the Olympic Games seems to be an effective way for a nation to raise awareness of the Olympic Movement and its values among its inhabitants. In order to understand how the Organising Committees of the Olympic Games distribute and organise these programmes, we will use the example of Olympic education initiatives implemented in parallel with the Olympic Games of Albertville, Sydney and Athens.

. . . During the Albertville Olympic Games

For the Olympic Games held in Albertville in 1992, a fairly original project was carried out in France: the creation of an Olympic briefcase entitled *Ecolympique, Albertville 1992*. The briefcase was aimed at all primary school children aged 8 to 11, in order to create a connection between them and the sixteenth Winter Olympics, held in Albertville and the Savoie. Lionel Jospin, Minister for Education, Youth and Sport, was concerned that neither the teaching world nor the pupils should be kept separate from such an event.

The rich and varied contents of the briefcase were intended as a multidisciplinary, pedagogical educational whole, treating three main themes: the Olympic Games, the Savoie and mountain environment, and Albertville 1992.

. . . During the Sydney Olympic Games

In the year 2000, the Olympic Games were held in Sydney. As early as 1992, in preparation for the Australian city's bid, the Minister for Education and Training for New South Wales introduced an Olympic education programme in support of Sydney's candidacy for 2000. The programme, initiated when Sydney's candidacy was announced, was put in place from 1994 onwards in all the state and private schools (1578 in total) of New South Wales. Each school incorporated into its curriculum an Olympic education programme in pupils' subjects, offering them the chance to participate in Olympic activities. This initiative, introduced by the Minister for Education and Training for New South Wales, was taken up by the Organising Committee for the Sydney Olympic Games in July 1997, then by the National Council for Olympic Education. The objective of this council was to offer "[. . .] a national school programme inspired by that of New South Wales and targeting all young Australians through:

- conveying the message of the Olympic Movement
- giving young people the opportunity to learn about Olympic ideals firsthand, and by
- sharing a unique experience while the Games were underway."

. . . During the Athens Olympic Games

In September 1997, after the 2004 Olympic Games were awarded to Athens, a Greek National Council for Olympic Education "was given the task of overseeing the Olympic education programme."

In order that these objectives were met,



numerous pedagogical materials were distributed in Greek schools: books, special publications - notably those aimed at people with impaired vision, those with hearing difficulties, and those who could not read - and teaching material published in collaboration with non-governmental organisations and independent institutions.

As the games came to a close in 2004, the report on the Greek Olympic education programme proved to be very satisfactory, since it had enabled notably the promotion of physical education, enlivened collaboration between schools, facilitated innovation in teaching methods, evoked the educational value of sport and Olympism, and encouraged the teaching body towards new areas of interest such as the alliance between sport, culture and the environment.

The principal objective of Olympic education consists in disseminating the ideas of the Olympic Movement, by showing how Olympic principles can be applied in a concrete way without interfering with - and indeed, complementing - existing school programmes. As such, an Olympic education programme can enrich, encourage and facilitate pupils' learning, notably by drawing on the most watched, best publicised event on the planet: the Olympic Games.

In this respect, as Konstantinos Georgiadis suggests, an Olympic education project includes three principal points. The first is to understand the Olympic principles of the Olympic Charter; the second is to understand the historical and pedagogical basis of the Olympic ideal; and, finally, the third is to achieve a better grasp of modern society and our current ways of life.

Conclusion

For Pierre de Coubertin, physical education and work with young people can together strengthen faith, sculpt a strong body, and create wise, courageous men of upstanding character. In order to achieve its goals, the Olympic Movement, by means of the *Charter* and the Olympic Games, proclaims - no-

tably through its six fundamental principles - the right to education, to culture and to sports. So today, the neologism 'Olympism' represents a universal educational model.

In 2005 - to meet this challenge, and intending to go beyond a few projects in Olympic education - the IOC decided to establish an international education programme. The desire that the IOC demonstrated to promote Olympic education took concrete form under the acronym OVEP (Olympic Values Education Programme). In order to facilitate the teaching of Olympic values, the programme was detailed through a teaching manual aimed at pupils aged 8 to 18, a database, and a label. As to "*the teaching manual written by Deanna Binder [. . .] [it] was intended as a reference document for all those teachers and educators who wished to promote the values of Olympism.*" It included reference information and a collection of pedagogical activities to aid in the teaching and acquisition of the educational values of Olympism. These values were five in number (the joy of effort, fair play, respect for others, the quest for excellence and the balance between body, will and mind) and touched on three fields of learning: cognitive, affective and kinaesthetic. In no case should this pedagogical model be limited to the domain of sport: it should be extended to education as a whole. Indeed, the Olympic ideas - among others, the sharing of values, the meeting of cultures and the universality of emotions - contribute to the shaping of each individual, until he or she reaches maturity, into a *citizen of the world*.

Thank you very much for your attention."

Eric Monnin, Professor at the University of Technology of Belfort- Montbéliard

16 October 2010



VICTOR KARUNAN, CHIEF OF THE ADOLESCENT DEVELOPMENT & PARTICIPATION (ADAP) DIVISION OF POLICY AND PRACTICE AT THE UNICEF HEADQUARTERS

KEY MESSAGES:

- **Sport is important for youth development as it promotes values of respect, teamwork and can be a catalyst for breaking down social barriers**
- **The UN has a number of initiatives aimed at developing the rights of children**
- **It is important to develop the Olympics as a platform to promote positive youth development and reach out to the most marginalised and vulnerable**

Doctor Victor Karunan started his presentation by providing a few "take home" messages on which he based his presentation:

1. Why should cities invest in young people?
2. Why is it important to promote positive adolescent and youth development (quite distinct from the negative which is the mainstream approach to youth)?
3. How to inspire and empower young people to be good citizens and how sport can be an effective tool to achieve this.
4. Youth participation as a fundamental human right
5. How can cities go beyond elitism in sport and reach the unreached, the marginalised young people who are the majority in the world today.

Doctor Karunan highlighted the issue of varying definitions from organisation to organisation including within the United Nations and highlighted it as being a fundamental issue. Countries and cities must be



Victor Karunan

very clear in defining youth and knowing the upper and lower age limits. Some examples: The United Nations Convention on the Rights of the Child (CRC) defines children being between the ages of 0 and 18. The World Health Organisation (WHO) defines adolescents as being between the ages of 10 and 19. The United Nations General Assembly (UNGA) in 1995 defined youth as being between the ages of 15 and 24 and young people being between the ages of 10 to 24. In addition, each country has their own definitions although they are all members of the United Nations.

The Youth Bulge

Doctor Karunan continued by explaining the Youth Bulge (also known as the Youth Dividend) to better understand the population group which the morning's session covered. The total youth population in the world today is approximately two billion which is one third of the total world population. There are over 1,220 million adolescents in the world and 88% of them live in developing countries with more than 60% being Asian. Adolescents represent 18 per cent of the world population. Africa has the largest proportion of population age 10-19 (23 per cent), followed by Latin America and the Caribbean (19 per cent). India has the largest population of adolescents in the world (242 million) together with China, these two countries account for 37% of the total population of adolescents in the world. Cities must ask themselves the question if their efforts are reaching the majority populations.



Why should cities invest in youth as social capital?

The World Development report at the bank and publications by United Nations give five main reasons why countries and cities should invest in youth:

- 1. Rights Argument:** CRC guarantees the rights of all children under the age of 18 years to survival, protection, development and participation.
- 2. Demographic Argument:** 2.8 billion people today are under 25 years old, with 1.2 billion among them 15 to 24 years.
- 3. Security Argument:** Economic inequity and disparity lead to insecurity among adolescents culminating in gang violence and involvement in armed conflict
- 4. Economic Argument:** Adolescence is a critical point in life, where investment in human capital can have the greatest impact on inter-generational poverty
- 5. Emerging issues:** urbanisation, climate change, technology, social networks, etc.

CFCI – Child-Friendly Cities Initiative

Doctor Karunan gave the example of a United Nations programme known as the Child-Friendly Cities Initiative¹. A child-friendly city is a city, system of local governance, including communities, which adopts the Convention on the Rights of the Child (CRC) and where all children:

- Participate in decision-making
- Have equal access to basic services
- Have spaces to play freely and safely
- Enjoy a pollution free and safe environment
- Are protected from abuse and exploitation
- Participate in cultural and social events

¹ <http://www.childfriendlycities.org/>

The initiative started in 1992 by the Mayors from different parts of the world and was known as the Mayors Defence of Children's Rights which has since developed into the Child-Friendly Cities Initiative and a movement. In 1996, the United Nations developed an accreditation programme where cities would qualify to be a child-friendly city, making it a process and a comparative "label" (CFCI) across accredited cities. In 2004, a framework for action was put into place consisting of nine building blocks:

1. Participation of children and youth
2. A child-friendly legal framework
3. A city-wide child rights strategy
4. A child-friendly institutional framework – a coordination mechanism
5. City policy impact assessment
6. A children's budget
7. A regular "State of the City's Children Report"
8. Making children's rights known
9. Independent advocacy for children

Some examples of cities which have implemented specific "blocks" of the CFC Framework are: **participation** in Italy (Turin, Ferrara, Cremona); **child-friendly legislation** in Kawasaki (Japan) and the Philippines; **policy or strategy on child rights** in Christchurch, Abbotsford, and Hudson Bay; **coordinating mechanism** in Amman's Executive Agency (Jordan); **impact assessment** in Brazil, Spain, and France; **a children's budget** in Ecuador, Barra Mansa (Brazil), and Italy; **state of the Children's Report** in France, Spain, and the Philippines; **awareness raising** in France with a CRC day; and **independent voices for children** in Russia. In parallel to these examples, mayors have started networking among themselves creating regional networks in Africa, Asia (CPI - Child-Friendly Philippines Initiative), and Europe (ENCFC - European Network Child Friendly Cities).



UNICEF & Sports for Development (S4D)

Doctor Karunan gave a second example of the United Nations Sports for Development² programme where sports and play are promoted as a child's right. It was founded under Article 31 of the UN Convention on the Rights of the Child (1989). UNICEF (United Nations Children's Fund) aims to help governments fulfil every child's right to engage in sports and play and is committed to realizing this fundamental right in safe and supportive environments. Participation in sport contributes significantly to the physical and emotional development of all children and young people, and to the psycho-social rehabilitation of children and young people in emergencies and conflict situations. The United Nations has established Memorandums of Understanding (MoU) with FC Barcelona, FIFA, the International Olympic Committee and the Special Olympics International.

Why Sports for Youth?

Doctor Karunan highlighted the importance of why sport is important for development: **sport is a human right; sport is crucial to child and adolescent development** promoting life values, respect and teamwork; **sport is a catalyst for inclusion** which breaks down barriers and promotes non-discrimination; **sport is low-cost activity that can be implemented in resource-poor environments**, for example, UNICEF has a recreational kit « sports in a box » which is used in emergency and conflict situations like in Haiti (2010 earthquakes); **governments are increasingly investing in sport; sports is a booming global industry** which generates US\$ 200 billion annually; and **engaging with sport celebrities draws unequivocal attention to issues facing children**, an example being the UNICEF Goodwill Ambassadors.

UNICEF: International Inspiration, London 2012 Olympic Games

² www.sportanddev.org

Doctor Karunan highlighted the next programme which started in 2008, the International Inspiration which is a joint initiative of the British Council, UK Sports, the London Organising Committee of the Olympic and Paralympic Games (LOCOG) and UNICEF which reaches out to approximately 15 countries specifically focusing on marginalised, vulnerable adolescents and youth, girls, acting minorities, indigenous child, etc. and by using the power of sport to enrich the lives of 6 million children and young people. The programme plans to expand to 20 countries over the next two years.

Youth and the Olympic Legacy

Doctor Karunan explained that the Olympic ideals are very close to the United Nations ideals which include **peace, tolerance, solidarity** and **international cooperation**. The Olympics is not just a 'one-off event' but a legacy that will contribute to the positive investment in youth. This legacy is already in our youth.

Conclusions

In conclusion, Doctor Karunan stated four points:

1. the need to develop the Olympics as a platform to promote positive youth development and a people-friendly urban development strategy;
2. using the Olympic vision, it is possible to promote positive values, behaviours and relationships among young people;
3. it is important to reach out to the most marginalised and vulnerable youth who are 'invisible' and 'voiceless'; and
4. it is important to build a movement of peace, social change and international cooperation using sports as the entry-point.

Youth are our life line - vision and action are needed

Doctor Karunan wrapped up by highlighting the point that youth are our life line and



that vision and action go hand-in-hand.

"No one is born a good citizen. No nation is born a democracy.... Young people must be included from birth. A society that cuts itself off from its youth, severs its life line"

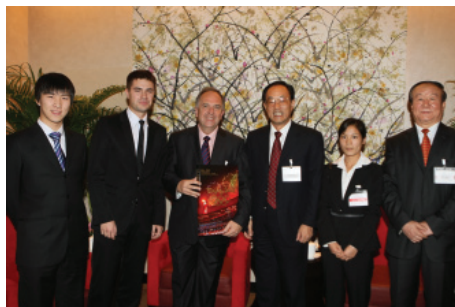
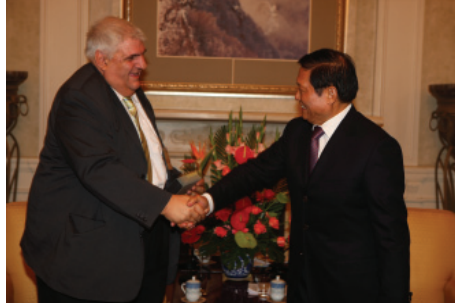
Kofi Annan, former Secretary General of the United Nations

"Vision without Action is a day dream, Action without Vision is a nightmare"

Japanese proverb



Abuja, Nigeria
Amsterdam, Netherlands (1928 Summer)
Annecy, France
Athens, Greece (1896, 2004 Summer)
Atlanta, U.S.A. (1996 Summer)
Barcelona, Spain (1992 Summer)
Beijing, China (2008 Summer)
Calgary, Canada (1988 Winter)
Durban, South Africa
Gothenburg, Sweden
Helsinki, Finland (1952 Summer)
Kazan, Russia
Lake Placid, U.S.A. (1932, 1980 Winter)
Lausanne, Switzerland (Olympic Capital)
London, Great Britain (1908, 1948, 2012 Summer)
Los Angeles, U.S.A. (1932, 1984 Summer)
Mexico City, Mexico (1968 Summer)
Munich, Germany (1972 Summer)
Nagano, Japan (1998 Winter)
PyeongChang, Republic of Korea
Qingdao, China (Beijing 2008 Summer)
Qinhuangdao, China
Quebec, Canada
Rio de Janeiro, Brazil (2016 Summer)
Rotterdam, Netherlands
Salt Lake City, U.S.A. (2002 Winter)
San Francisco, U.S.A.
Singapore, Singapore (2010 Summer YOG)
Squaw Valley, U.S.A. (1960 Winter)
St Louis, U.S.A. (1904 Summer)
Tokyo, Japan (1964 Summer)
Zakopane, Poland







The World Union of Olympic Cities or Union Mondiale des Villes Olympiques (UMVO) is an association for cities that aspire to associate themselves with the Olympic Movement. The UMVO was founded by the City of Lausanne, the Olympic Capital and home to the International Olympic Committee (IOC), and the City of Athens, host of the first Olympic Games of the modern era in 1896 and of the XXVIIIth Olympiad in 2004.

The objectives of the UMVO are:

- To offer a platform for exchange of experience and competencies between Olympic Games host cities and Olympic Games candidate cities in consultation with the International Olympic Committee;
- To study, in partnership with the International Olympic Committee, the impact of the Olympic Games on host cities, particularly in terms of sustainable development, economic management and urban planning;
- To promote the contemporary Olympic Cities as international centres for sport, culture and international development;
- To promote the educational values of the Olympic movement;
- To increase the link between cultural initiatives and Olympic institutions;
- To support the cities that integrate the Olympic values with the aim of promoting peace.

The UMVO is composed of four different types of memberships: active members, associate members, honorary members and invited members:

- **Active Members:** Cities that have hosted or are in the process of hosting the Olympic Games;
- **Associate Members:** Cities selected by the International Olympic Committee as official candidates for hosting the Olympic Games;
- **Honorary Members:** Persons recognised by the International Olympic Committee as having provided eminent services towards the organisation of the Olympic Games and the Olympic Movement;
- **Invited Members:** Cities who are not eligible to be Active Members or Associate Members but who have shown special interest and contributions to the Olympic Movement and/or its values.



Beijing, Forever an Olympic City

As the capital of the People's Republic of China, Beijing is the country's political, cultural and international exchange centre. Boasting a history of more than three thousand years as a city and more than eight hundred and fifty years as the capital, the city covers an area of 16800 square kilometres, with a permanent population of 17.55 million.

An ancient and historical city - Beijing boasts a long history and rich culture. As part of invaluable cultural heritages of the Chinese nation, the Forbidden City, Temple of Heaven and the Great Wall perfectly embody the traditional Chinese culture.

A vibrant city - Beijing is a fast developing, bustling and modern metropolis, with China National Centre for the Performing Arts and No. 3 Terminal of Beijing International Airport as the new symbols of modern Beijing, and the Bird's Nest, Water Cube and other Olympic venues as the city's new landmarks in the post-Olympics era, all of which lend charm to this ancient city.

A sport and culture centre - With increasingly diverse international exchanges in sports, Beijing's "sport for all" enthusiasm culminates during and after the Olympic Games. Currently, over 60% of Beijingers participate in sport and exercise activities regularly, which have become part of their daily lives.

The capital of gastronomy - Beijing is a centre for a variety of delicious foods from China and around the world. Here you can find tens of thousands of eateries, thousands of centuries-old restaurants, and hundreds of time-honoured and foreign-style restaurants.

A transportation hub - As the most important hub for domestic and international exchanges, Beijing boasts a modern network of transportation. Beijing Capital International Airport is the second busiest airport in the world; its rail transportation network is taking shape; public transit as a convenient and fast way to travel has become a preferred means of transportation for more and more citizens.

An Olympic city - The success of Beijing Olympics provides an opportunity for the world to see a more prosperous, more civilized, more harmonious, and environmentally friendlier city. Guided by the concept of "Humanistic Beijing, High-tech Beijing and Green Beijing", the city will go all out to exploit and make best use of the invaluable legacy of the Beijing Olympic Games to benefit its people and carry forward the Olympic spirit forever.

Official website: www.ebeijing.gov.cn

Official BODA website: www.beijing2008.cn



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For any queries or additional information, please contact the World Union of Olympic Cities (UMVO):

Contact person:	Nadia Yersin
Address:	UMVO – Olympic Cities Ville de Lausanne Développement de la ville et communication Escaliers du Marché 2 Case Postale 6904 CH-1002 Lausanne Switzerland
E-mail:	info@olympiccities.org
Telephone:	+41 21 315 24 45
Fax:	+41 21 315 20 04
Website:	www.olympiccities.org



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