



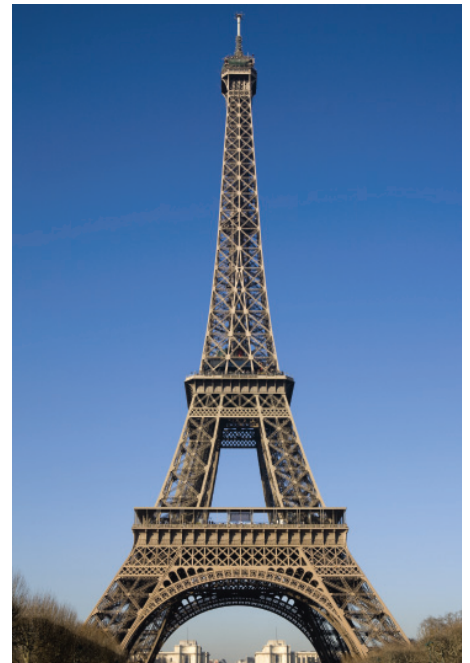
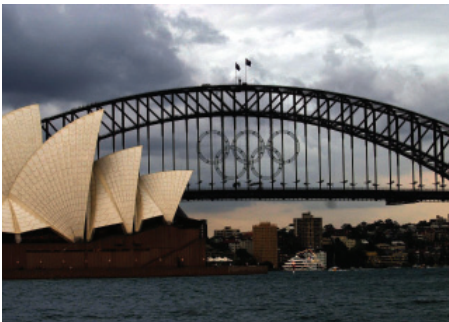
World Union of Olympic Cities

Lausanne Summit 2012

30 September - 2 October

Lausanne, Switzerland

Post-Event Report





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Mr Gilbert Felli opened the Summit, highlighting that London 2012 Olympic Games had been “a fantastic illustration of how the games can become a powerful catalyst for the positive urban and social changes”. Indeed, he explained that London had placed legacy, and in particular social legacy, at the heart of their vision.

“It will take many years to have a full picture of the true impact of those Games but we can already sense that London largely delivered on its commitment”.

He went on to describe the World Union of Olympic Cities (UMVO) as the ideal platform to share lessons among past and future host cities. Mr Felli encouraged all UMVO members to continue this effort “for the good of the game and for the good of the Olympic movement”.

The Olympic Games Director reminded the assembly that the purpose of a host city is not only to stage the Games but also to serve the interest of the Games. The city is a key player, which contributes to the games’ success and in exchange is rewarded with the affiliation with the Olympic brand and values, more than twenty thousand accredited media to showcase the city image to the world, and new venues (with long term legacy in mind), just to name a few.

Mr Felli underlined that the Games fulfil the IOC core mission: to make the world a better place through sport, by inspiring children, encouraging action, helping host cities become a better place to live in for millions of people, etc. He moreover warned that careful and early planning with the development of an ‘early vision’ was critical to ensure success. A vision, he insisted, which must be “ambitious, yet relevant, and contextual. A vision that organisers share and stay focused on”.

Mr Felli concluded by passing on the best wishes of the President of the IOC Jacques Rogge.





Mr Daniel Brélaz took over to offer his word of welcome in the opening of the 5th Summit of the UMVO.

He emphasised the spirit of the Olympic charter should always be placed at the centre of concerns, and reiterated that host cities should ensure that Olympic infrastructures benefit the people who live in those cities, taking into account environmentally friendly measures in the process.

Mr Brélaz further spoke on the opportunity to solve social turmoil to some extent with education programmes organised through the Olympic Games. Rio de Janeiro's favelas were mentioned in this respect, as an interesting challenge with the Summer Olympic Games scheduled for 2016.

He also mentioned Beijing who has worked hard to develop an education system based on the values of sports.

The mayor of Lausanne put forward the following question: which sports events and competitions have problems comparable to those of Olympic cities? In closing, he underlined the global character of the Olympic values and wishes all attendees a very good conference.





ISSUE

An introduction to the potential impact the Olympic Games can have on the host city's society, with a focus on issues of community integration, leadership and education.

Gilbert Felli, Olympic Games Executive Director, IOC



UNDERSTANDING SOCIAL LEGACIES

Mr Felli spoke of legacy as a long-term process and explained that in some cases, a full picture of the true impacts of legacy take years to become visible. He also made a note that despite London being a "fantastic example", legacy had been thought of by others before them.

Mr Felli said the IOC was building a database of case studies on legacy which, he added, would be helpful to understand how to deliver projects.

He then offered an IOC-made video to explain how Olympic legacy has evolved over the last century.

Mr Felli resumed his talk on the principle of shared responsibility that concerns all the partners, National Olympic committees, stakeholders, cities, governments and the International Olympic Committee, and shows signs of great opportunities for the future. The responsibility, he explained, lies in using the power and enthusiasm of the Games, to create long lasting legacy for the inhabitant of the host city and country.

He further highlighted that although the focus of the 5th summit of the UMVO was placed on social legacy, there are many different types of legacy (urban, economic, social, cultural, political), which all impact on society to change people's lives for the better. All these legacies impact society, he says, and all were created for society. He added, that some of these benefits can be collected before the Games actually start if sustainability efforts are stated well enough.

The first commentary of the next video, is the following piece of advice: "Focus on where the journey begins". Again the results achieved by London 2012 in terms of legacy are used as an example of success. Mr Felli repeated that having a 'vision' and constant monitoring were two key elements in the organisation of an Olympic Games.

Mr Felli continued on the topic of environmentalism, explaining that London had been a "fantastic student for [the IOC]". In fact according to Mr Felli, environmentalism wasn't done professionally on the IOC's side before London 2012. This is in line with the Olympic movement's motive: "to contribute to building a better world through sport". He spoke of the importance to look at existing initiatives and ways to strengthen them, and warned against recreating the wheel. The main challenge he said, was getting people involved.

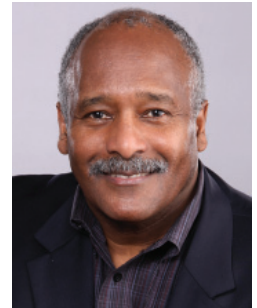
Finally he Mr Felli insisted that communication was a crucial point in the development of the project, and in that context bidding cities have to lock the commitment of its different partner right at the beginning of the project. Lillehammer was used as an example, having started to communicate about the environment in the nineteen eighties. Montreal on the other hand, was a great example in terms of its investment on cities.



ISSUE

The Richmond Olympic Oval was built for the 2010 Olympic and Paralympic Games in Vancouver, Canada and was the host to long track speeds skating events. It is now an integral part of the local community legacy left by the Games; the result of thorough pre-Games planning and research.

George Duncan, Chief Executive Officer Richmond Olympic Oval, City of Richmond



RICHMOND OLYMPIC OVAL AND THE 2010 VANCOUVER WINTER OLYMPICS

Mr Duncan starts by saying that he wants to leave convince the attendees that every city, small or large, should want to become involved in the Olympic Games.

The city of Richmond was not involved in the bid for the Vancouver 2010 Winter Olympic Games. It became involved afterwards, when VANOC (Vancouver Organising Committee) realised that they had difficulties with their original plan and approached the city of Richmond to take care of the long track speed skating oval, which was intended to be built in a different city and became the premium venue of the Games.

“It was initially a very daunting introduction to the Olympics”. Mr Duncan indeed explains that the city had no Olympic Games experience, no knowledge of long track speed skating ovals and was therefore “not typically qualified” for the job. However the committee did have “inspiration”, says Mr Duncan. The first task was therefore to seek out those with expertise. This led to the committee travelling out to cities which had had experience in organising past Olympic Games and one city in particular taught Richmond a lot says Mr Duncan: Lillehammer in Norway. The decision to become involved in the project was unanimous thanks to the inspiration that the officials in Lillehammer provided.

After the inspiration, the next thing that was needed was a vision to plan for community legacy of the 35 years after the Olympic Games. Therefore the team of Richmond developed a community legacy plan and a vision, built for the Olympics but designed for the legacy: “We were in a position where all of our planning, all of our budgeting, all of our designs, everything that we did, was directed towards our ultimate goal: the community legacy and could simply be adapted to be used by the Olympic Games in 2010.” This meant the people of Richmond could use the facilities for more than a year before the Olympics arrived in the community.

The second asset to Richmond was the sharing of their values with the Olympic movement. Mr Duncan underlines this by giving an example of a 10 million dollar offer the Olympic Oval received for the naming rights of the venue. This offer was turned back to keep the word “Olympic” in the name including the Olympic rings. Richmond also was the only city to offer USD 500’000 to support the bid for the Olympic Games in Vancouver because they know the impact it would have and believed in it.

“When you win the bid for the Olympic Games, Mr. Duncan continuous that, failure is not an option as the world is watching you”.

One of the first things is to get the financial means to build the venue. Richmond made the promise to the community to not raise taxes to build the venue. Richmond exceeded it financial target of revenue that needed to be generated to build the venue and could return this surplus into a legacy fund for community projects.

The theme for Richmond in all of this was: a small city doing big city business. Richmond did not boast about being a small city, it acted like a big city.

A video is shown about the story of how Richmond became an Olympic city and used the legacy of the Olympic



Games to build the community. The video shows, amongst other things, that:

- communities were heavily involved from the start to make sure the oval covered the needs of the community;
- the venue had 500'000 spectators before the Olympic Games started;
- it hosted a variety of events and engaged in many partnerships all to support the long term legacy vision for the decades to come;
- the Richmond Olympic Oval has been internationally awarded for its design, function and sustainability;
- the Oval is the new hub of social life for the city of Richmond and has attracted over 2 million visitors since the open of the venue;
- the city of Richmond is Canada's healthiest city and very few people think about the city of Richmond without thinking about the Richmond Olympic Oval.

Mr Duncan says there are many different forms of legacy. For example not only the physical legacy (i.e. venues) but Olympic Games also leave a community legacy. The Olympic Games united the city and changed. Richmond, being a city in the shadow of Vancouver, also benefited of an improved city reputation. A final example Mr Duncan gives is the fact that the Olympic Games have built confidence in the organisation: "if we can do this as a city we can do anything".

Another piece of legacy that is not often recognised is "organisational development". Richmond had to assign dedicated staff to organising the Olympic Games. As a result these people grew professionally so that after the Olympic Games the Richmond Olympic Oval, with about 2'000 staff, had a very valuable asset and could internally replace and train staff. This saves Richmond millions of dollars on staff development. "So, Mr Duncan concludes, legacy is much more than just bricks and mortar."



ISSUE

2010 Legacies Now was created in 2000 with an ambitious vision to leverage the 2010 Olympic and Paralympic Winter Games to bring significant lasting benefits, not just to the Host City, but also for the entire Host Province of British Columbia (BC). Through its well-documented success, the organisation has been recognised for its ability to forge partnerships, to create compelling programmes and to achieve social goods with the entrepreneurial creativity and energy.



Bruce Dewar, Chief Executive Officer, Lift Philanthropy Partners

2010 LEGACIES NOW

The title of Mr Dewar's presentation is 'Engaging communities, inspiring a nation'. Mr Dewar spoke of the fact that Vancouver created a vision for the 2010 Games in 2000 and started their ten year journey.

He started with asking the attendees questions like:

- Can you help someone to turn a dream into reality?
- Do you know an idea or individual that can change the world?
- Could you help create a better tomorrow using what is in place today?
- How can you harness the Olympic Games?

By answering these questions already in the bidding process, Mr Dewar continues, they learned a lot about legacy at a very early stage. The journey toward the Vancouver 2010 Winter Olympics started with the government saying: "We want to see everyone benefit from these Games." This was a clear sign to start thinking about the social legacy of the Games right from the beginning. In his presentation, Mr Dewar shares several of the programmes that have been setup.

- A first programme aimed to use snowboarding to help youth start understanding the values of life. In working with a snowboarding company and several other private partners, the programme was pulled together in less than four weeks. Mr Dewar shares several stories from the impact this and other programmes have had as a proof that the power of sport helps social change.
- In respond to the large literacy challenge in British Columbia, a programme was set up to implement a different way of learning about literacy. This programme, PALS (<http://palsautismschool.ca/>) went out to more than 200 municipalities.
- Another programme encouraged youth with limited physical abilities to participate in sport rather than watching it from the side. Special playgrounds were developed allowing children with all abilities to play sport. The programme also enabled 280'000 people to start practicing a new sport and find out which sport they are good at.
- Since Canada had never won a gold medal during games hosted in Canada (Montreal 1976 and Calgary 1988), one of the programmes aimed to break with this reputation. "Game Plan BC" and "On the Podium" were two programmes aiming for gold medals for athletes from the region (British Columbia) who then could be role models to inspiring other athletes.

Although the stories are more important than the numbers, according to Mr Dewar, he shares some results of



what 10 years of social impact has brought. In summary, the numbers show that the social legacy of Vancouver 2010 touched 2'000'000 lives with 12'500 community programmes in 400 communities. After the Olympic Games, all programmes have been transitioned out to community partners with as a result that more than two years after the Vancouver 2012 Games, the programmes still continue to exist and are not any longer seen as sports programmes but as part of the communities' infrastructure and social life.

Mr. Dewar emphasizes that no programme was done without the involvement of partners (e.g. financial, implementation, experts).

A video is shown about Lift Philanthropy Partners, a legacy of Vancouver 2010 that uses a venture philanthropy approach to support not-for-profit organizations to become sustainable and more effective at delivering measurable social impact that improves the health and productivity of Canadians and their communities.

Mr Dewar explains that after the Vancouver Games, there was a transition into a new model with for example more than 20 corporate partners who provide services pro-bono and collaboration with world leaders and other countries to carry on making a big difference in society.

Of great importance in leveraging the legacy of the Olympic Games was the commitment of the government to continue the allocation of funding in sport and link the programmes to health and education as well.

The ten year journey of Vancouver is summarised by Mr Dewar in the following statements:

- Have a plan! A vision without a plan is just a dream.
- Realise the power of the Olympics to bring partners together.
- Celebrate small and large victories.
- Do everything in partnerships
- Know when to be humble and when to lead.
- Get community people to own the Games and its legacy

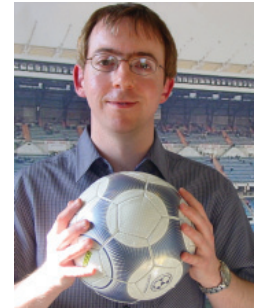
A second video is shown after which Mr Dewar concludes by saying that hosting the Games has made Canada a much stronger country, also socially and gave understanding on how a nation can inspire a next generation.



ISSUE

An academic perspective on the sociology of sport and the real impact sporting events can have on the community. What expectations can one have as to outcomes in the long-term, and how can the effectiveness of initiatives be measured?

Professor Richard Giulianotti, Professor of Sociology, Durham University



THE SOCIOLOGY OF SPORT

Prof Giulianotti gives a more academic sociological perspective on the community impact of hosting the Games. The main sources for his presentation are (1) different sociological/social scientific research on Olympics and (2) a project from the UK Economic and Social Research on London 2012 in which Prof. Giulianotti is involved.

Before sharing the concrete impacts of Olympic Games, Prof. Giulianotti explains the context for impact assessment. Firstly, impact assessment is about 'glocalization'; it is a global phenomenon adapted to local context. The Olympic Games are a 'glocal' event. It is a worldwide event with a global supporting organisation (=global). At the same time the content of the event is created locally and it is the local host level that brings the event alive (=local). Impact assessment is a similar process: a global emphasize on the impact of Olympic Games but with a context that varies greatly (locally) and has specific local issues to address.

Prof Giulianotti explains the broad rise in the need to legitimise and explain the impact benefits of hosting sports events as a result of:

1. Large budgets and contribution of public sector money
2. Accountability of the event expenditure
3. Need to secure public support
4. Increased public interest on impact
5. Post-industrial phenomenon of a growing significance of focussing on impact

There is interplay between sport and social issues as a result of the presence of negative social phenomena (e.g. obesity and diabetes) and sport being presented as a key tool for social intervention (not only health but also crime, employment and education). The Olympic Games are an ideal catalyst for these issues.

Prof Giulianotti distinguished several scales of 'where' and 'when' community impact takes place.

(1) **Where** community impact? Local (e.g. host boroughs), civic (e.g. city of London), regional (e.g. South-East London), national (e.g. UK). Most of the community impact is locally or civically.

(2) **When** community impact? Bid stage (e.g. for London 2012 the period before 2005), Organising the Games (2005 – 2012), Staging the Games (6 – 8 weeks), Post Games period (for London 2012 planning is up to 2030). Biggest community impact is during stage 2, 3 and 4

There are both 'hard' and 'soft' types of legacy. Hard legacy being for example sport facilities, the athlete village, attractions and increased sports participation. Soft legacies are knowledge (e.g. building design), political networks and cultural (e.g. identity, collective memory).

The key points when assessing the impact of a sport event are according to Prof. Giulianotti:

- Identification of hard & soft community needs (e.g. jobs, housing, facilities, health)



- Event impacts are interconnected with other processes in society
- Consider the position of the local community (e.g. how well are locals represented in effective harnessing of the impacts of the Games?)
- The 'glocal' aspects of the Olympic Games

Prof Giulianotti continues explaining the following types of event impact:

I. Socio-economic impact

- Employment and job creation - Issues are here whether the created jobs are permanent and skilled positions or not. Also to what extent are local employees and businesses enhanced?
- Tourism, visitors, media - The sometimes conflicting results of measuring e.g. tourism spending is an issue here. One survey showed for the London 2012 Olympics increased hotel occupancy where another showed a decrease.
- Social exclusion - There is a risk of demolition of public houses, increase in house prices/rental. Since the 9/11 terroristic attack there is also an increased awareness of the security impact of a community during an event.

II. Social/cultural impact

1. Impact on sport, physical activity and health

- Personal benefits - The general benefits of physical activity such as physical well-being, health, self-esteem
- Social benefits - An increased social integration, community cohesion and more 'social capital' through sport
- Sport facilities - Important here is that the community, and especially the social vulnerable, can access these facilities.
- Sport as a 'hook' to send out messages, engage 'risk' groups - It is important that you are prepared for a national 'surge' in sport interest and use the momentum to sustain interest of the community in physical activity.

2. Impact on education

- Support local education needs (e.g. unemployment, low qualifications)
- Olympic related employment
- Sport as education 'hook' to facilitate and/or reach at 'risk' groups

Prof. Giulianotti states some important considerations regarding social/cultural impact of sport events. One need for example to be realistic when it comes to expectations and what can and cannot be measured. Don't overestimate the role/impact of sport as sport/Olympic Games work as part of a wider range of social policies. Engage the 'at risk' groups and avoid only going for the "easy wins".

3. Other impacts

- Greater social cohesion. Prof. Giulianotti gives the example of the London 2012 volunteers. The UK already had a volunteering tradition but it has never peaked as it did during the Olympic Games.



- Symbolic aspects (e.g. ceremonies, sport heroes) leading to new senses of collective identity
- The 'glocal' aspect of the Olympics where local community (local) engages fully in shaping the values of the (global) Olympic Games.

III. Urban development impact

- How to ensure access and maintain the use of new sports facilities
- Are there iconic buildings that help community reinvention
- New transport infrastructure
- Environmental issues e.g. during the building of new infrastructure

IV. Political impact

- Budget issues
- New links across politics and global businesses
- Creation of new consumption spaces (e.g. Westfield shopping centre near the Olympic Park)
- Rise in spending on security including the potential of a new type of relationship between police and community

In closing his presentation, Prof. Giulianotti brings up several impact evaluation issues.

6. The need to use mixed methods (e.g. quantitative and qualitative, the number and the stories)
7. Diversify the evaluation sources (e.g. not only use data that is already available but create your own as well, use reports from other major events, etcetera)
8. Know how and what you can compare (e.g. data quality will vary greatly, how to compare full range of possible benefits and costs of an event, how to capture more diffuse secondary or tertiary benefits, etcetera)



ISSUE

Get Set is the official London 2012 education programme for schools, colleges and local authority education providers across the UK. Through sport, culture and education it enhances learning across the curriculum and supports children and young people all over the UK in the development of their leadership and personal skills, creativity and approach to life.



Nick Fuller, Head of Education, London 2012

LONDON 2012'S EDUCATION PROGRAMME - "GET SET"

In his presentation, Mr. Fuller will mainly focus on a specific aspect of Get Set being the impact the education programme of London 2012 has in and on the city of London. As a start, a short video is shown with memories of the London Olympic Games.

"Why education?" is the question that Nick Fuller had to answer five years ago when telling people about his role as Head of Education at London 2012. The answer is that education (1) was part of Pierre de Coubertin's original vision, (2) was embedded in the London bid vision and (3) is essential to shape and inspire the next generation;

The vision of London 2012 was:

- to stage inspirational Games that capture the imagination of young people all around the world and to leave a lasting legacy
- to use the power of the Games to inspire change
- maximising the engagement of children and young people and connect them with the inspirational power of the Games
- Helping them fulfil their potential – be the best you can be

This vision needed a plan and a structure to be able to realise it. Nick Fuller gives the following two objectives as the mission for Get Set:

- Create a UK-wide network of schools, colleges and other learning environments who are actively engaged with London 2012 and living the Olympic and Paralympic Values
- Use the London 2012 Games as an inspirational resource to enhance learning and life opportunities for young people

After this, the structure of the programme is explained which consisted of three programmes:

- Get Set : The topic of this presentation
- Set Set+ : A programme aiming to increase the impact of the Games by partnering with corporate sponsors, governments, etcetera
- Set Set goes global: International programmes to inspire youth from around the world

Get Set was the core flagship programme and started when the Olympic flag was received from Beijing (2008). Before that, education had already been used to mobilise people to support the London 2012 bid. Post-games, all activities are directed towards structuring the legacy.



Because UK school can rely on a decent level of ICT, most components of the Get Set programme were delivered digitally with as core group the 14 – 19 year olds. It was not a curriculum mapped against the UK curriculum but rather an open ended programme that could be used as a catalyst by schools on educating on the Olympic and Paralympic Values. Get Set built films, puzzles, etcetera instead of providing schools with history lessons on the Olympic Games and its values.

Important contributor to the success of Get Set was that the programme was delivered digitally but activated locally by the school with the universal values being the glue binding it all together:

1. Olympic Values: Respect, Friendship, Excellence
2. Paralympic Values: Equality, Inspiration, Determination, Courage

A promotions video about Get Set is shown with testimonies of the youth and teachers what the London Games have meant for them.

Get Set has built over 50 learning programmes divided it categories such as: Film, Health, Sustainability, Sports leaders, etcetera. Mr. Fuller gives an overview of the impact that Get Set has made in the past years. Using a variety of data sources, it was indicated that the programme had a great impact on both students and teachers. It had a high take-up throughout the entire United Kingdom and in London, 92% of the schools registered with Get Set which brought the programme to 200 communities with over 300 languages.

Starting the journey, the six host boroughs of London 2012 participated in the initiative “Welcoming the World”. Using film photo, etcetera they expressed how they would welcome the 205 nations that would come to their borough and how to describe themselves to them. The results of this project will be exhibited in the future Olympic museum in Lausanne.

“Olympic Truce” was another initiative, aiming to increase the city safety and build positive relationships between schools (where there was hospitality between gangs before). Get Set also worked as much as possible together with existing programmes, such as National Health Services (NHC) London. This led to a holistic approach to teaching, learning and health.

In total over 7 million people have participated in Get Set on a regular basis but, as other speaker, Mr. Fuller emphasizes that also small initiatives can have a significant social impact. He illustrates his statement with several examples. At Games time, a total of 125’000 tickets were given to schools through the Ticketshare Initiative. Youth was also present at the Games in many other ways, for example in a guard of honour of 2’000 children from the athlete village to the Olympic Stadium during the Opening Ceremony or as Young Presenters in the Olympic venues

Mr. Fuller highlights one specific school, the Leystone Business and Enterprise School, as a final example. This school, located literally at a stone-throw’s distance of the Olympic Park, had children dropping out of school. They started coming back and follow lessons though to be able to take part in the Get Set programme. This school was also an example of how a very engaged school could be used by the programme to reach the least engaged ones.

In closing his presentation, Mr. Fuller, makes the following concluding remarks:

- Legacy: The programme will be taken forward by the National Olympic and Paralympic Committee and it is a key part of LOCOG dissolution planning.
- Programmes as Get Set are rebuilding opportunities for sponsors
- Create advocacy in advance (before the Games actually started)
- Ensure that the platform has a fit for purpose



ISSUE

The TAFISA Triple AC program recognises and rewards the use of the community and city settings to help citizens become more active, and improve their quality of life. The program is a global initiative developed in collaboration with already 'active' cities, e.g. Liverpool in the UK and Launceston in Australia, and in cooperation with the IOC. The program is open to all cities and communities worldwide and is purposely transferable across regions, races, level of development and economic status etc. The Triple AC recognises that all activity is important, including both Sport for All and elite or top sports.



Wolfgang Baumann, Secretary General, TAFISA

TAFISA - TRIPLE AC PROGRAMME

Mr. Baumann addressed the important role of cities in encouraging physical activity under its citizens. Referring to a publication from the International Diabetes Institute, he started with explaining that "strategies to increase physical activity are the most effective weapon to combat obesity". In 2010 a total of 35 million people died from chronic diseases and 1.9 million people die annual as a result of physical inactivity.

TAFISA was founded in 1991 to fight inactivity by:

1. Lobbying internationally for Sport for All
2. Providing and coordinating programmes and events
3. Providing networking and experience transfer platforms

Sport for All is a modern response to the basic human right of exercise and play.

TAFISA aims for an active world by developing a variety of programmes such as the World Challenge Day (a friendly Sport for All competition with over 60 million participants) and World Walking Day (walking events in cities in over 30 countries worldwide). Currently TAFISA, that has its office in Germany, has 270 members in 145 countries.

Mr. Baumann continues to explain that cities, and not federal or state governments, are the major providers and sponsors of Sport for All and physical activity. The cities or municipalities provide e.g. parks, bike trails and after-school activities for children. The continuing increase in urban population emphasizes the importance of cities in sport for all. A Life Span Concept is presented by Mr. Baumann, showing the evolution of physical activity in a person's life. When a person ages there is a change from 'play' to 'sport' to 'physical activity'. Mr. Baumann calls for replacing the term 'sport' with 'physical activity' as the term 'sport' is too narrow (it excludes e.g. walking the dog) and also often implicates the pressure for performance and need to volunteer in a sport club. In addressing the important role of cities, TAFISA has developed the "Triple AC Program" which stands for Active City, Active Community and Active Citizens. The TAFISA Triple AC Programme strives for "recognising and rewarding the use of the city and community settings to help citizens become active."

Mr. Baumann continues to explain the objectives, fundamentals and structure of the TAFISA Triple AC Programme. The key success areas of the programme are:

- Increase in citizens' knowledge and awareness of the benefits of being active;



- Establish comprehensive and inclusive cross-sectoral communication paths and networks;
- Develop and implement active interventions, e.g. programs and events, for citizens to take part in;
- Develop and improve city and community infrastructure to allow and promote active living; and
- Plan, resource, monitor and evaluate results, leading to continuous improvement in the program and standard of active living.

The TAFISA Triple AC programme is currently in its first phase and preparing to launch of several tools such as a guidebook, rating system, website (www.triple-ac.net) with good-practices-database and an active citizen's index.

Mr. Baumann lists the following benefits for cities that participate in the programme:

- Access to the Triple AC Awards Program
- Receive recognition and certification for good practices
- Be included on the TAFISA Triple AC website, and market yourselves as a TAFISA Triple AC Certified Active City
- Become a member of an international network of other Triple AC participating cities and communities
- Access to a unique knowledge database of effective programs from around the world
- Adapt and share programs to ultimately improve the quality of life in your city or community

In closing his presentation, Mr. Baumann shows a video of the Busan Games. Busan is one of the cities that provide best-practices and other input to the TAFISA Triple AC programme. The Busan Games are open to all sorts of physical activity including traditional regional sports. All cities that are present are asked by Mr. Baumann to be forerunners the TAFISA Triple AC programme and promote sport for all and physical activity in their respective cities.



ISSUE

A little over fifty years after the Squaw Valley Winter Games, the Olympic flame still burns brightly in the Reno-Tahoe region. Through sport programs providing numerous opportunities for youth as well as events which showcase the area's Olympic Heritage, the Reno Tahoe Winter Games Coalition works with schools, organizations and individuals to maximize legacies. The organization will soon evolve into a complete sports organizing committee for Reno-Tahoe ensuring promotion of the region as a year round world-class sports destination and supporter of the Olympic Movement.



Hawley MacLean, Reno Tahoe Winter Games Coalition

THE BIGGEST LITTLE LEGACY IN THE WORLD

Mr. MacLean starts informing the audience about the geographical location of Reno and comparing Lausanne with Reno and Lausanne Lake Tahoe with Lac Leman.

The area has many ski resorts and as climate conditions allow to host both winter and summer sports events. Reno hosts many large events and festivals every year: on the ground; on a saddle; in the air and indoor events.

The 1960 Winter Games to California were the first Winter Games in the Western United States. Mr. MacLean explains these Winter Games had the first use of computer timers, were the first live televised Games, first time use of refrigerated snow and had for the first time all athletes lodged in the same village. These Games were used to promote the Olympic Spirit in the region. Starting with a very small team, Reno prepared itself to be ready to host large sports events and eventually be ready for the Winter Games. In the 1960s there was not much about Olympic legacy, but more than 50 years after these Winter Games, the legacy is still alive.

Over fifty Olympians and Paralympians are domiciled in Reno Tahoe. They are very much interested in getting involved in getting children involved in sport. Athletes who live(d) in the Reno Tahoe region and who played a role in keeping the Olympic legacy alive are for example: Shane McConkey, Tamara McKinney, Franz Weber and Alex Cushing.

Mr. MacLean introduces the Olympic Day Family Festival which is an example of the involvement of Olympians. The Olympic Day is held annually in Reno to recognize the anniversary of the birth of the modern Olympic Games. It brings many different sports together that each have demonstration tents and get kids to practice their sports. Olympians of the different sports are also present to get the children involved. Interestingly, says Mr. Maclean, not only children but also parents and adults get involved. A video is shown about one of the recent Olympic Day Family Festivals.

It is easy to get children involved, says Mr. Maclean, but you also want older people to become active. To facilitate this, and to preserve the Olympic History, a curriculum is developed to teach current and future generation about the rich Olympic history. Another initiative is the Sierra Nevada College that started archiving and collecting Olympic memorabilia. In the 1980s many schools in the Reno Tahoe region have cut Physical Education from the school programmes. In response to that, Mr. MacLean explains, the region developed the "Let's Get Physical" programme. This programme sponsored and executed a multi-year physical education programme at schools. Thousands of children have participated with many of them saying they feel better about themselves and their class work. Both teachers and students say that the programme helped to create higher levels of student self-esteem and community within the classroom. An example of the programme is "World Fit", an initiative that uses Olympians to inspire students and combat childhood obesity. Mr. MacLean introduces Dr. Gary Hall Sr. who is a



three-time Olympic medallist swimmer and Executive Director for the World Fit Foundation.

Dr. Gary Hall, starts his presentation by picturing the first meeting of the United States Olympians Association after he was elected as Vice-President in 2005. The discussion was about how to grow the organisation and the use of the Olympians. The Association decided to utilise their Olympians to fight child obesity. About 32% (or 25 million) people in the United States are obese or overweight.

When World Fit was founded to fight obesity, it came with the following requirements: (1) it had to be fun, (2) it should engage as many Olympians as possible and (3) it needed to be sustainable.

Dr. Hall continues by saying that we know the causes of obesity. The question is how to solve the problem?

World Fit follows a concept that consists of the following six aspects of solving the problem:

- Promote active environment - Children should want to play sport. It has to be fun to be physically active
- Advocate and monitor increased physical activity - Know what works and use that knowledge
- Educate about active lifestyle and healthy diet - Explain people the benefits.
- Expand activity in school – in the United States on 2% of the schools require Physical Education as part of the school curriculum
- Dissuade sedentary activities – get children away from their iPad
- Provide role models – involve Olympians as they are some of the best role models for children

World Fit is a non-profit foundation that targets middle and elementary school students by focussing on fitness and exercise. World Fit works with Olympians and Paralympians as mentors and role models and provides motivational tools to get children walking and exercising. Dr. Hall explains that the mission of World Fit is two-fold: (1) eradicate childhood obesity and (2) unify Olympians and promote Olympism worldwide.

The World Fit programme is a six weeks walking competition. This duration is to establish a habit or change of lifestyle. Schools that participate register their students and are visited by their Olympian at the first day of the competition to share stories and wish them the best for the competition. Students start earning miles by walking 40 minutes a day and also earn miles for other sport activities they do. A computer system converts these activities into walking miles (e.g. one hour of swimming equals five walking miles) and adds it to the student's and school's credit. At the end of the competition schools and individual students receive awards and medals.

According to Dr. Hall, the main reasons for the success of World Fit are:

- It speaks the same language as today's children by tapping into their communication tools
- It dares to set goals and holds children accountable for their actions
- It combines the unique combination of competition, inspiration, education, technology and socialisation

Dr. Hall encourages the conference attendees to get started with World Fit in their countries and briefly explains what it requires. One of the key advantages, Dr. Hall says, is the fact that World Fit is a web-based, turnkey programme.

After showing an inspirational video of World Fit, Dr. Hall concludes by summarising that World Fit is a platform or tool to communicate with children in an engaging way to reverse childhood obesity.

After his, Mr. MacLean (Reno-Tahoe) closes the presentation by saying that many Olympians are looking for 'something to do' after their career has ended. World Fit is a great tool to challenge this group. Reno-Tahoe recommends other cities or countries to get involved in World Fit and will continue to look for creative ways to encourage the participation of children and youth in sport.



ISSUE

The Youth Sport Trust charity, supported by the London Organising Committee for the Olympic and Paralympic Games, is delivering a project designed to develop the talents of 15 - 19 year olds within schools around the UK to train them as role models for their peers and to promote and live out the Olympic Values. The program is based on the philosophy that young people are better at communicating with and inspiring each other.



Guin Batten, Chief Operating Officer, TOP Foundation

YOUTH SPORT TRUST YOUNG AMBASSADOR'S PROGRAMME

How can we turn a programme into a movement and let the youth take ownership and decide on the direction the programme is going? This question is brought up by Guin Batten at the start of her presentation.

Youth Sport Trust had been a relationship with the 'Inspire' programme of LOCOG and through this was able to have impact on Physical Education policies in 35 countries. Guin Batten will present the Young Ambassador programme that started as the result of London being awarded the Olympic Games including its mandate to place young people right at the centre of the Olympic Games. The challenge though is that the average age of the Olympic Games is around 45 years, so it is not a natural process to give the Games to the young people.

Other reasons for the need of the Young Ambassadors' programme are the current social and economic challenges for example the economic recession but also young people involved in heavy riots in London exactly a year before the opening of the Olympic Games. Prevention is better than curing when it comes to the costs of the social challenges under young people. To illustrate this, Guin Batten explains that it costs the taxpayer GBP 70'000 per year to house a young offender in a secure unit and costs related to obesity sum annually up to GBP 5 billion.

We cannot ignore that sport is part of the solution to address these challenges but should also realise that we need more than just a hockey game or whatever other sport activity to solve the problem.

As an Olympic medallist, Guin Batten explains that she has always felt a strong responsibility to give back to the community and especially to young people. But the question, she continues is, "How can we make them understand the power of sport"? Guin Batten shares her personal story starting with how she was watching the Moscow Olympic Games. This made her want to be part of the Games as well and although the plan on how to get to the Olympic Games has changed many times, she never lost that dream of participating at the Olympics. Starting to play many sports changed her from a trouble-maker to a role-model at school.

The Young Ambassador programme was built on five key principles:

1. For young people by young people
2. Young people as role models e.g. 'someone like me'
3. Personal development of the best leaders in sport,
4. Challenge Young Ambassadors to be the best they can be
5. Be advocates for and influence adults on the benefits of Physical Education and school sport

Every school has young leaders and (potential) role models. To help finding them, so they can be trained, Young Ambassador specifications were defined. Young Ambassadors are: (1) Outstanding young sports leaders re-



spected by their peers and teachers, (2) Strong communicators and organisers. and (3) Role models & mentor to their younger peers

Young Ambassadors were given a clear mandate to: (1) promote London 2012 in their schools and communities, (2) use the inspiration of London 2012 to increase participation in sport and physical education (PE) among their peers and (3) promote and live out the Olympic and Paralympic Values: respect, friendship, personal excellence, courage, determination, inspiration and equality.

There are different types of Young Ambassadors (bronze, silver, gold and platinum) mainly depending on the age of the person. At the end of the 2011/2012 school years, there was a total of 6'700 Young Ambassadors in the UK (500 Platinum (mentors), 1'000 Gold, 2'700 Adistars/Silver and 2'500 Bronze)

Partners that supported the programme financially, practically or by giving it increased credibility are: the UK government, LOCOG, Adidas and the British Olympic Foundation & British Paralympic Association. Key for the programme was to not develop an isolated programme but to have it embedded into local priorities and wider (national) programmes for sport, education and health.

Although the programme was very successful, it faced many challenges the most important being:

- Getting the teachers involved and guide them to be proactive and supportive.
- Keeping the vision and message consistent
- Managing multiple stakeholders – from the young people & teachers, to the funders.

In the opinion of Guin Batten, there are specific reasons why the programme worked such as the collaboration with national stakeholders with the desire at the highest level (e.g. government to secure funding) or to assure having a simple vision and message that is relevant to young peoples' lives.

When asked to advice on implementing the Young Ambassadors programme, Guin Batten, gives four tips:

1. Network: develop a strategy to get the key people together
2. Impact: use teachers and school systems to reach out and maximise your impact
3. Context: decide on the context for the programme, in the UK this was 'education' but it can also be e.g. 'health' or 'obesity'.
4. Ask Guin Batten any question you might have on the Young Ambassador programme

"What about the rest of the world", is the closing question? Guin Batten answers her own question by saying that there are opportunities to share this programme with other countries and she is happy to work with anyone to put the Olympics and Paralympics back into control by the young people so they can deliver the powerful message of the Olympics and the power of sport to change people's lives.



Amsterdam, Netherlands (1928 Summer)	Los Angeles, USA (1932 and 1984 Summer)
Athens, Greece (1896 and 2004 Summer)	Montreal, Canada (1976 Summer)
Atlanta, USA (1996 Summer)	Qingdao, China (Beijing 2008 Summer)
Baku, Azerbaijan	Quebec, Canada
Barcelona, Spain (1992 Summer)	Reno, USA
Beijing, China (2008 Summer)	Richmond, Canada
Busan, Republic of Korea	Rotterdam, Netherlands
Copenhagen, Denmark	Sochi, Russia (2014 Winter)
Istanbul, Turkey	St-Louis, USA (1904 Summer)
Lake Placid, USA (1980 Winter)	St-Moritz, Switzerland (1928 and 1948 Winter)
Lausanne, Switzerland (Olympic Capital)	Tokyo, Japan (1964 Summer)
Lillehammer, Norway (1994 Winter)	Oslo, Norway (1952 Winter)
London, Great Britain (1908, 1948 and 2012 Summer)	Vancouver, Canada (2010 Winter)



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.

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





World Union of Olympic Cities
Union Mondiale des Villes Olympiques

Lausanne Summit 2012

