



INTERNATIONAL
OLYMPIC
COMMITTEE

→ 2nd
WINTER
YOUTH OLYMPIC GAMES
IN 2016



YOG
DNA

GENERAL
PRESENTA-
TION

THE SPIRIT OF
THE YOUTH OLYMPIC GAMES

Foreword by the IOC President Jacques Rogge



For the young people of today's world, it's all about action, not just words. With the Youth Olympic Games, the IOC wants to offer them an event of their own in the spirit of the Olympic Games. By doing this, we hope to reach as many young people as possible so as to encourage them to play more sport - and play in the right way.

Our vision and objectives are simple. We want young people to enjoy the thrill of active sports; we also want them to be more active in their communities.

This is why culture and education will be key ingredients of the Youth Olympic Games (YOG) – offering young people the chance to experience the Olympic values first-hand, and to share these with their peers around the world.

Thus, alongside the competitions themselves, the event will offer an excellent platform to create a true community between the youth of the world and the participants by learning and sharing experiences. A major role will be given to information and education on sensitive subjects like the dangers of doping in sport; the risks associated with a sedentary lifestyle or overtraining; the benefits of a balanced diet; and the advantages

of striking a healthy balance between sport and other social and educational activities.

The YOG will be innovative Games made to measure for young people, and made to inspire them, with the inclusion of many Olympic symbols (Opening and Closing Ceremonies, the Youth Olympic Flame, Anthem and Flag).

We also want to encourage interactivity between the young competitors and those at home watching through broadcast and digital media. The official YOG website (www.olympic.org/yog) provides a fantastic platform to engage with young people, supported by various YOG social media networks.

A crucial element of the YOG is that non-athletes will also be involved as Young Reporters and Young Ambassadors. Our hope is that they will be able to make use of what they learn and discover as they seek to develop careers in the sports sector.

The message of the YOG is clear – this isn't just competition; it's about learning and sharing too. Above all, we want these young people to have a wonderful time at the Games, to have an Olympic experience that they can take away with them and share with their friends around the world.

And in August 2010, the spirit of the YOG will come alive for the first ever Summer edition in Singapore. Thanks to the passion and enthusiasm of the Singapore 2010 and Innsbruck 2012 (1st Winter YOG) Organising Committees, the best young athletes from all over the world will soon have a chance to shine on their own Olympic stage. And most importantly of all, they should also have a lot of fun.

The YOG are progressing well, and thanks to the support of the cities and National Olympic Committees across the globe we will be able to engage and inspire the world's young people so they can enjoy the lasting rewards of sport.

I am counting on you for 2016!

For young people – driven by young people

The Winter Youth Olympic Games (YOG) are a 10-day multi-sport, cultural and educational event for young people and driven by young people. The YOG will add a new dimension to the Olympic ideal, complementing what is already being achieved through the Olympic Games and the numerous IOC projects to bring the

Olympic values alive. The YOG will bring together talented athletes to participate in high-level competitions and lead them on their way to becoming true Olympians. This event will allow the Olympic Movement to extend its reach and stimulate worldwide sports activities.

Tackle societal issues

Sport and the Olympic Movement do not live in isolation. The YOG correspond to an increased interest and need of the younger generation to combine sport with other activities, e.g. educational, cultural and multimedia. On this basis, the YOG offer a platform to tackle in workshops and forums societal issues relevant to young people and society in general. These issues include: nutrition, healthy lifestyle, environment, the fight against doping

and the multimedia revolution. The young athletes, technical experts, officials and reporters will also become ambassadors in their countries with the aim of stimulating their peers to practise sport, as the number of young people practising sport in developed and emerging countries is decreasing regularly, with a major drop-out at the age of 15 or 16. This is leading to a decline in physical activities and an increased risk of obesity.



A two-fold strategy

The IOC has developed a two-fold strategy to lead the Olympic Movement in its approach to young people. The strategy includes the YOG and a number of other IOC-led projects to disseminate

the Olympic values among them. It also incorporates all the measures to keep the Olympic Games relevant for the younger generations.

Projects developed for young people:

- the Summer and Winter Youth Olympic Games;
- the Olympic Values Education Project (OVEP) with a standard tool kit and a database on educational projects carried out mostly in schools;
- a worldwide campaign to promote the Olympic values through different media channels (e.g. social media networks);
- a dedicated website encouraging young people to share their experiences in sport and through sport; and
- strengthened support for the National Olympic Committees for the Olympic Day Run and Olympic sport/educational/cultural weeks.

Measures and projects linked to the Olympic Games:

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



Flagship for young people

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

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

Legacy

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

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

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



Organising the 2nd Winter Youth Olympic Games in 2016

Participants

Approximately 1,000 athletes and 500 officials will be associated with the YOG, and all participating NOCs will have their representatives in the educational workshops and cultural programmes at the Games.

In principle, there will be one specific two-year age group (e.g. 15/16, 16/17 or 17/18) participating in a sport or discipline as defined together with the relevant International Federation (IF).

Format

The periodicity of the YOG is that of an Olympiad, i.e. every four years, with the first edition of the Winter Youth Olympic Games starting in 2012. The Winter YOG will last a maximum of 10 days,

and will be held at a time of year that fits in with the sporting and climatic calendars.



Sports programme

One of the main goals of the YOG is to host excellent sport competitions while ensuring that the athletes are provided with the best possible platform to achieve their sporting goals.

The programme of the 2nd Winter Youth Olympic Games will be established on the basis of the seven sports included in the Sochi 2014 programme (Biathlon, Bobsleigh, Curling, Ice Hockey, Luge, Skating and Skiing), provided that the venues allow for it. The number of disciplines and events will, however, be limited.



Educational activities

Educational interactive workshops and forums on the Olympic values, healthy lifestyles and anti-doping will prepare participants to become true sportsmen and women. The workshops will be hosted by well-known champions, international experts and world-class personalities from the worlds of education, culture

and sport. They will forge directly a new generation of athletes with a higher awareness of societal issues and problems linked directly to their practice of sport. The workshops will interact with the outside world through forums and chats on the internet.

Cultural activities

The cultural programme will incorporate all the important Olympic symbols (torch relay, anthem, flag) that provide the Olympic spirit and underline its values. In addition, a multi-cultural urban art and

street festival with music, films and art will reflect the universality of the YOG and allow all participants – on-site and through media platforms – to share in a strong common experience.

Communication

Communication is key to the YOG and will be fully adapted to young people. Active and user-generated content based on the latest trends in new media, particularly electronic digital platforms, will guarantee that the YOG will spread, -before, during and after

the Games-, far beyond the host country and the sports community. Tailor-made promotional campaigns will draw attention to the YOG in the months before the event.



Infrastructure

The infrastructure and service level will have to fit the purpose of the Games, ensuring practice conditions adapted to suit young elite athletes. A look and feel similar to the Olympic Games with clean venues is required for the success of the event. All sports venues must be located in the same city or region, and no new

venues should be built. Temporary solutions are recommended, if feasible. The use of existing multi-sport venues (e.g. one venue for different sports/disciplines) is encouraged. Sports venue capacities should be moderate, with the following minimum requirements*:

Sports	Minimum spectator capacity
Biathlon	open venue
Bobsleigh	open venue
Curling	500
Ice Hockey	3,000
Luge	open venue
Skating	3,000
Skiing	open venues

*The number of venues will depend on the number of disciplines and events to be organised.



A Youth Olympic Village with a minimum capacity of 2,000 beds will have to be provided. The design can include existing, refurbished or new developments or residential housing projects, campus style villages, privately owned housing schemes or a block of hotels. The village will be the heart of the Games and a privileged place for participants to rally and share their experience and culture between themselves, and also with their relatives and youth communities through digital means of communication located in an internet centre.

Hotel accommodation will have to be secured, with approximately 2,000 beds varying from 2- to 4-star standards to host representatives of the constituent groups of the Olympic Movement.

Other venues required include a small Main Media Centre and a small number of amphitheatre facilities for the workshops and forums of the Educational and Cultural Programme of the Games.

With regard to transport, there will be no requirements to upgrade road and railway infrastructure, as the transport system of the YOG will be based on a single and common shuttle service for all accredited persons (as an exception to this, some level of pooled vehicles will be required).



Responsibilities

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

The IOC runs the bid process, and its members select the Host City based on an evaluation report produced by an Evaluation Commission comprising all the parties involved (IOC, IFs and NOCs).

Once the Host City is elected, a similar tripartite Coordination Commission will guide the Youth Olympic Games Organising Committee (YOGOC) in its preparations and during the event.

The IFs will be in charge of the technical aspects of their sport. They will also define the age categories and the qualification criteria. National Olympic Committees will select and manage the delegation of their territory for the YOG.

The YOGOC of the Host City and the local, regional and national public authorities will be in charge of the infrastructure and the smooth running of the Games.



Marketing and Finance

The budget for organising the YOG will be the responsibility of the YOGOC and the local, regional and national public authorities.

The IOC will fund the travel and accommodation arrangements of IOC representatives, NOC athletes and team officials at the village and IF international technical officials.

The IOC will fund the production of daily TV highlights produced by Olympic Broadcast Services (OBS).

Olympic Games rules on clean venues will also apply to the Youth Olympic Games. The rights of the existing TOP sponsors will be protected for the YOG. A marketing agreement will be signed by the Host NOC and the YOGOC in order to protect the NOC national sponsors and IOC TOP sponsors.



Schedule

The deadlines for the 2nd Winter Youth Olympic Games are the following:

Object	Deadline
NOCs to inform the IOC of the names of the YOG Candidate Cities	15 April 2010
IOC workshop for 2016 YOG Candidate Cities	11 May 2010
Submission of the YOG Candidature File and other documents	15 November 2010
Report by the IOC Evaluation Commission	End April 2011
Recommendation by the IOC Executive Board on the YOG Candidate Cities to be submitted to the IOC members for the host city election	April 2011
Election of the host city of the 2 nd Winter Youth Olympic Games	May 2011
Announcement of the host city of the 2 nd Winter Youth Olympic Games	End May 2011