

The Olympic Programme

FISA National Federations' Conference, 6 March 2016

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Agenda

- 1 | Olympic Agenda 2020
- 2 | Olympic programme
- 3 | Innovations
- 4 | IF engagement





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OLYMPIC AGENDA 2020

➤ Overview



Olympic Agenda 2020

- Key principles: Sustainability Credibility Youth
- Five themes:
 - Uniqueness of the Olympic Games
 - Athletes at the heart of the Olympic Movement
 - Olympism in Action 365 days a year
 - IOC's Role: Unity in Diversity
 - IOC Structure and Organisation
- Strategic roadmap for the Olympic Movement
- Implementation plan activated & monitored by
IOC EB & IOC Session





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OLYMPIC PROGRAMME

- Scope
- Evaluation
- Principles



Roadmap

40 recommendations



Recommendation 9	Framework
Recommendation 10	Event-based
Recommendation 11	Gender equality

Olympic
programme



Vision



The best sports mix



...and sport at its best



Universality

206 NOCs

3.7 billion viewers

93% brand recognition

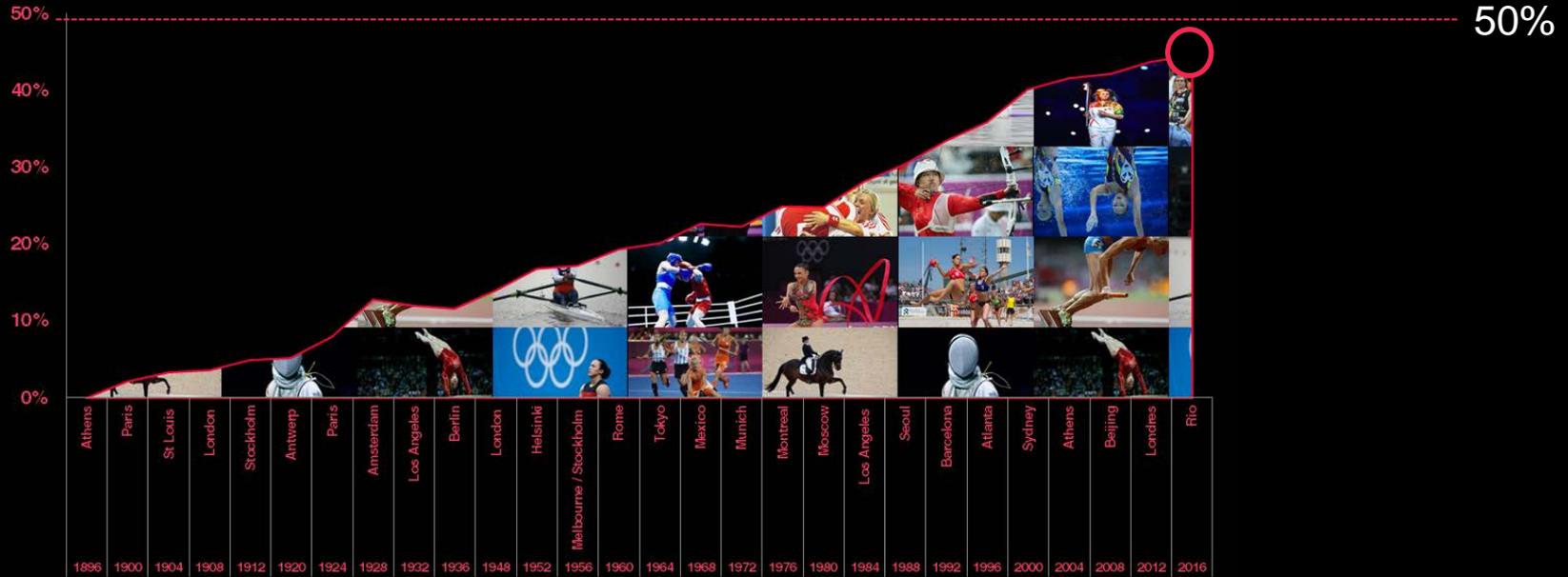


Universality



	# of NOCs	Medals	# of NOCs	Medals
Africa	6	-	7	1
Asia	11	1	11	1
America	12	2	11	2
Europe	29	15	27	12
Oceania	2	2	2	2
 TOTAL	60	20	58	18

Gender equality



Gender Equality



Athletes

Events

Athletes

Events

Athletes

Events

Male

362

8

352

8

331

8

Female

195

6

198

6

219

6

35.5% 42.9%

36.0% 42.9%

39.8% 42.9%



Youth Engagement



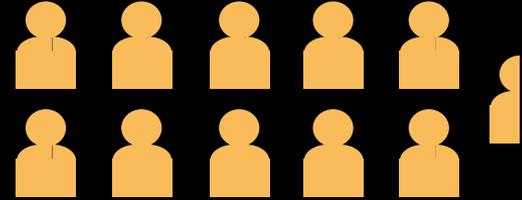
Scope

APPROX

**310
events**



Approx. 10,500 athletes



APPROX

**100
events**



Approx. 2,900 athletes



Olympic Programme Commission

Mission

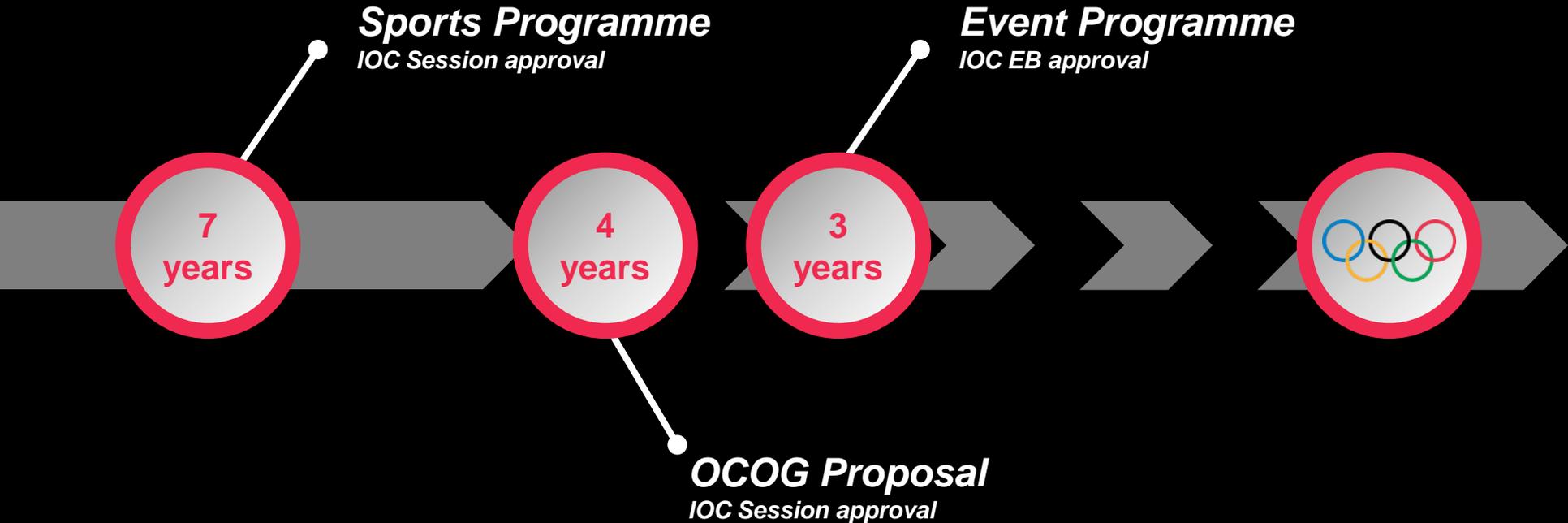
Review the programme of sports, events, and the number of athletes in each sport

Composition

World class experts representing all stakeholders



Timeline & decision making



A thorough evaluation

A B E S E T T E R
S
SUSTAINABIL
BROADCAS
LEGAC
Y
MEDI
A
E G G W A D L E R

ADDED VALUE
POPULARI
VENUES
FORM
EVEN
AT
TS
Y A P P E A
DIGITA
UNIVERSALIT
TECHNOL
OGY



Principles

A Balanced Programme

History & Tradition

Modern Taste & New Trends

Cost & Complexity





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INNOVATION

- Sochi 2014
- Nanjing 2014
- Buenos Aires 2018
- Tokyo 2020



Continuous movement

Sochi
2014

Nanjing
2014

Lillehammer
2016

Rio
2016

PyeongChang
2018

Buenos
Aires
2018

Tokyo
2020



New
sports

New
events

New
formats

Gender
equality

OCOG
proposals



Sochi 2014



Nanjing 2014

Competition



Showcasing



Buenos Aires 2018

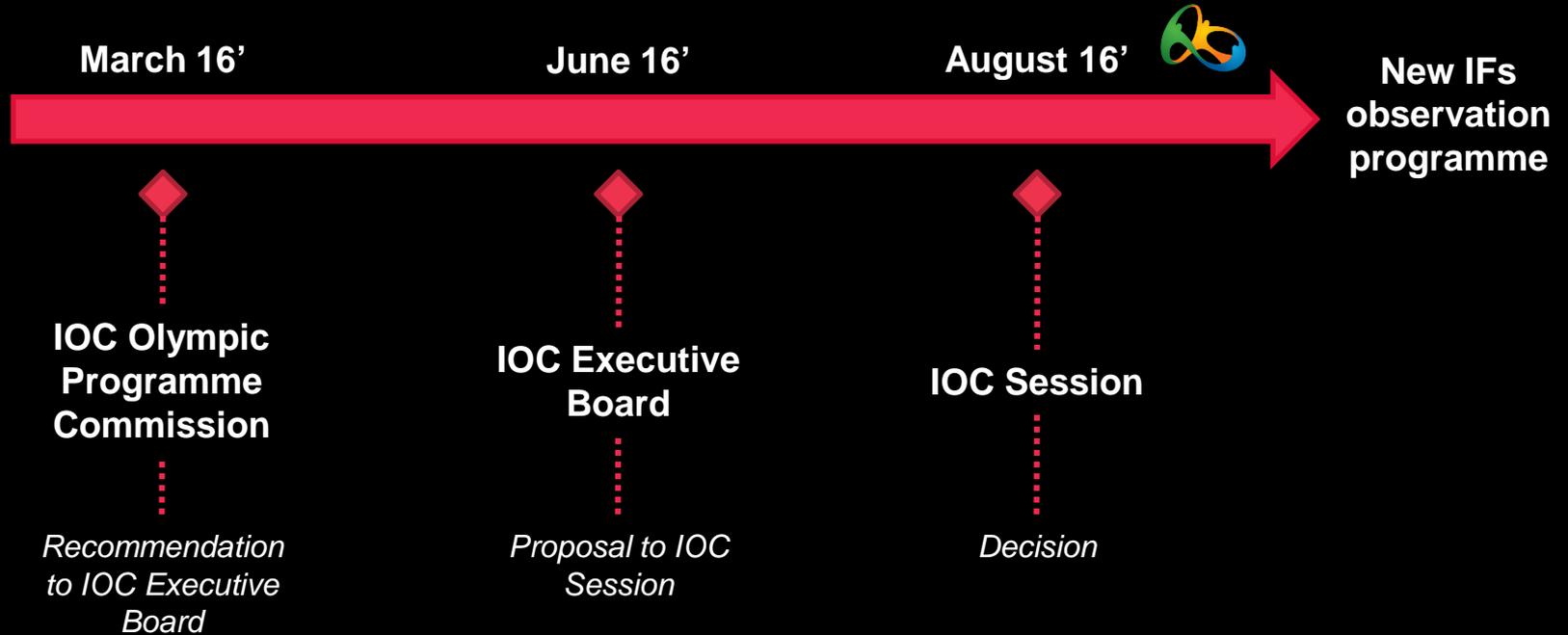


Full gender equality reached for first time in Olympic history

Tokyo 2020



Next steps for OCOG proposal



4 IF ENGAGEMENT



Competition format



Dynamic



Exciting



Broadcast -
friendly



Sport presentation



Athletes at the forefront



#TEAMNIKE



Engagement beyond competition



Showcasing

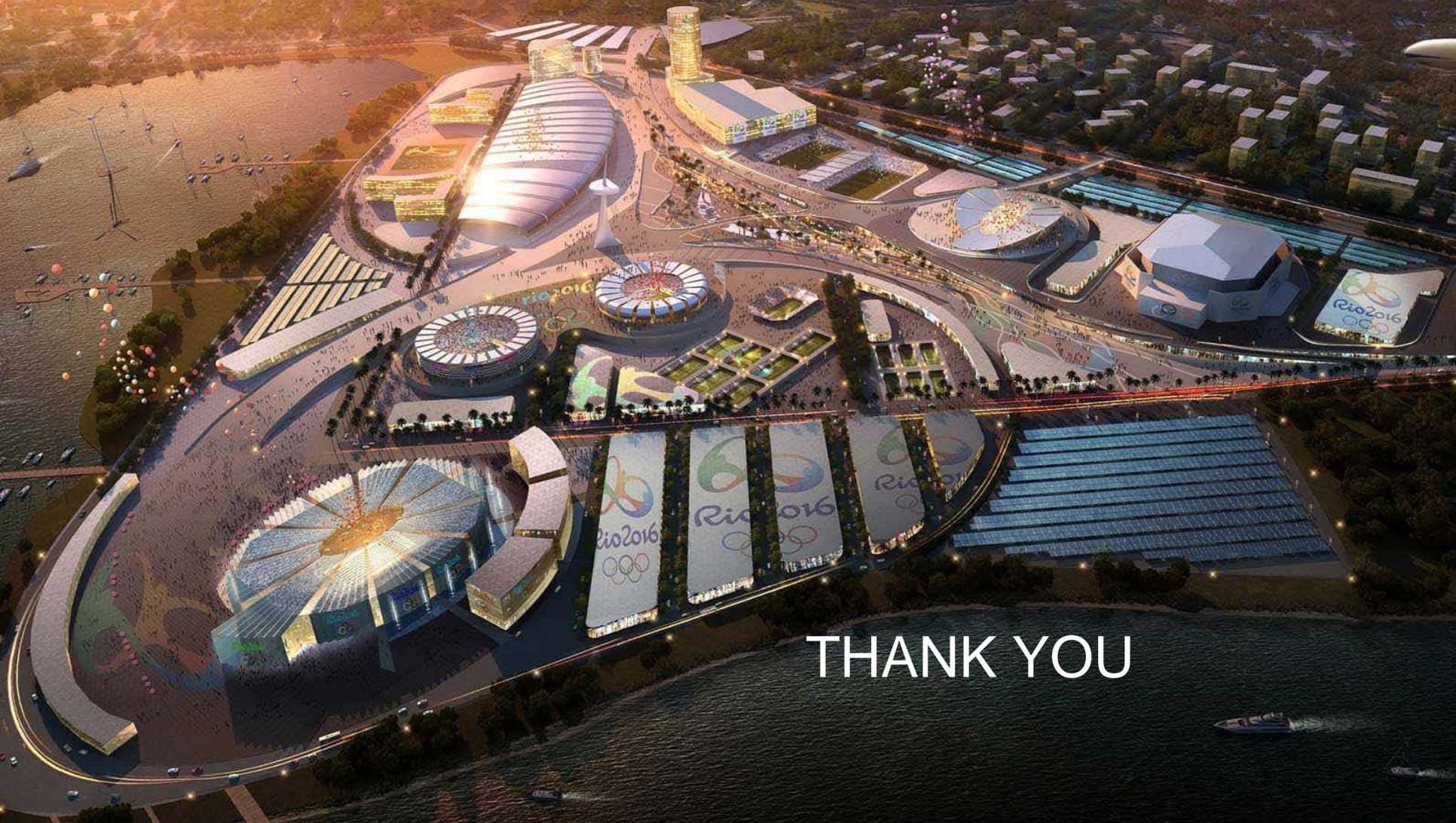


Initiation



Digital Media





THANK YOU