



The Olympic Agenda 2020

The Devil is in the Implementation!

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- I. The road to the Olympic Agenda 2020
- II. The Olympic Agenda 2020: The Process
- III. The Olympic Agenda 2020: The Outcome

I. The road to the Olympic Agenda 2020

The initiator



I. The road to the Olympic Agenda 2020

The Timeline

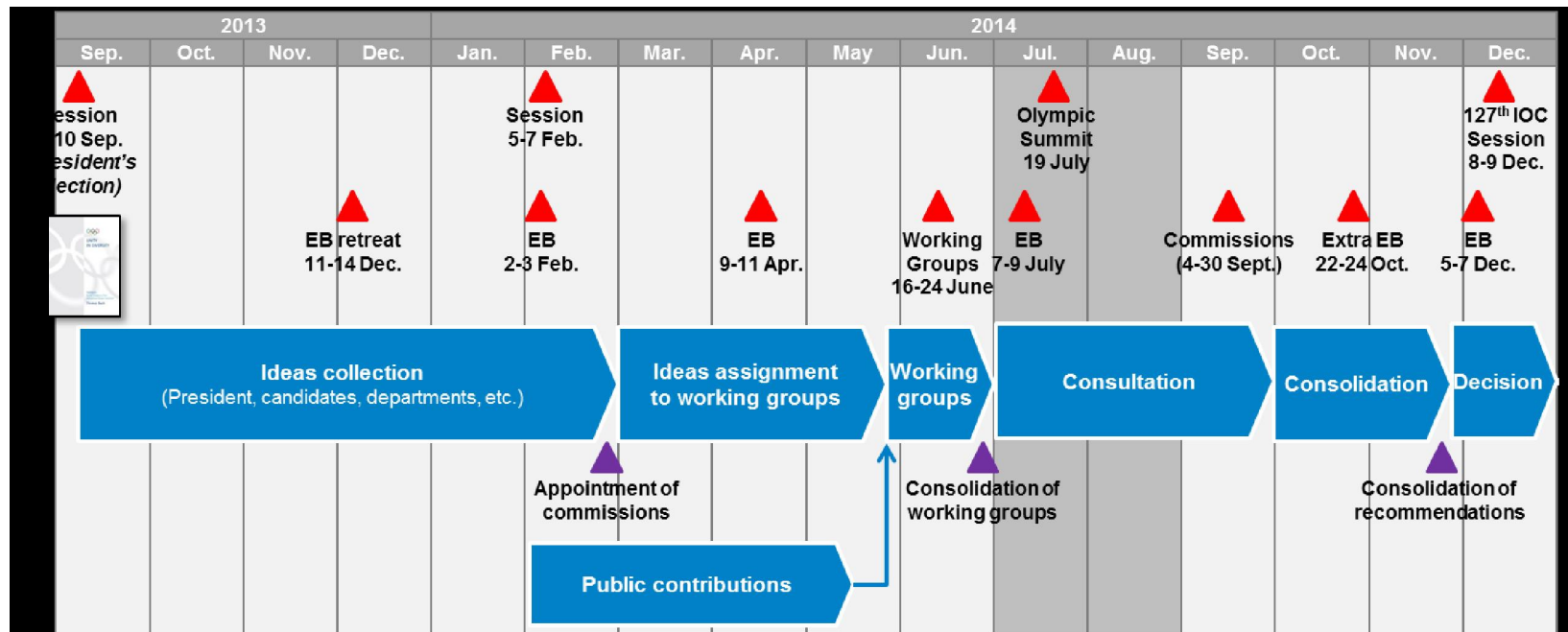
- 10 September 2013 - Election of Thomas Bach as IOC President
- 14 December 2013 – First meeting of the Executive Board of the IOC on the Agenda 2020
- 14 March 2014 – Public call for contributions to the debate on the Olympic Agenda 2020
- 22 May 2014 – Announcement of the composition of the Working Groups
- 23 October 2014 – 20 + 20 Recommendations unveiled
- 8 December 2014 – IOC unanimously approves the 20+20 Recommendations

I. The road to the Olympic Agenda 2020

The Game Changer

- Sochi
 - Widespread Human Rights abuses (LGBT rights, Freedom of speech, Labour rights)
 - Environmental destructions = The environmentally hostile games
 - Winter Olympics 2022 Bidding Process
 - The domino effect (Stockholm, Oslo, Krakow)
 - Widespread distrust of the citizens
- => The IOC had to react to preserve the legitimacy of the Games

II. The Olympic Agenda 2020: The Process

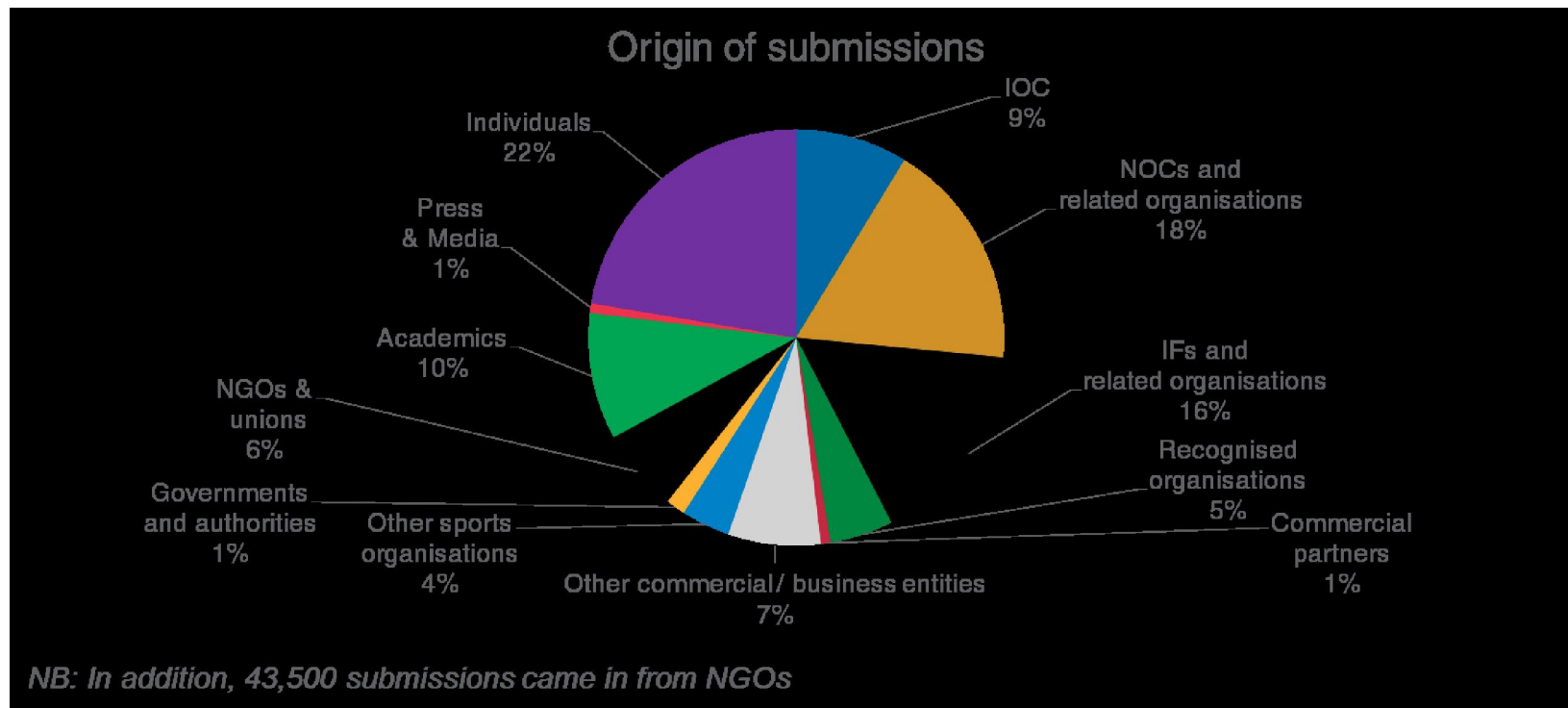


II. The Olympic Agenda 2020: The Process

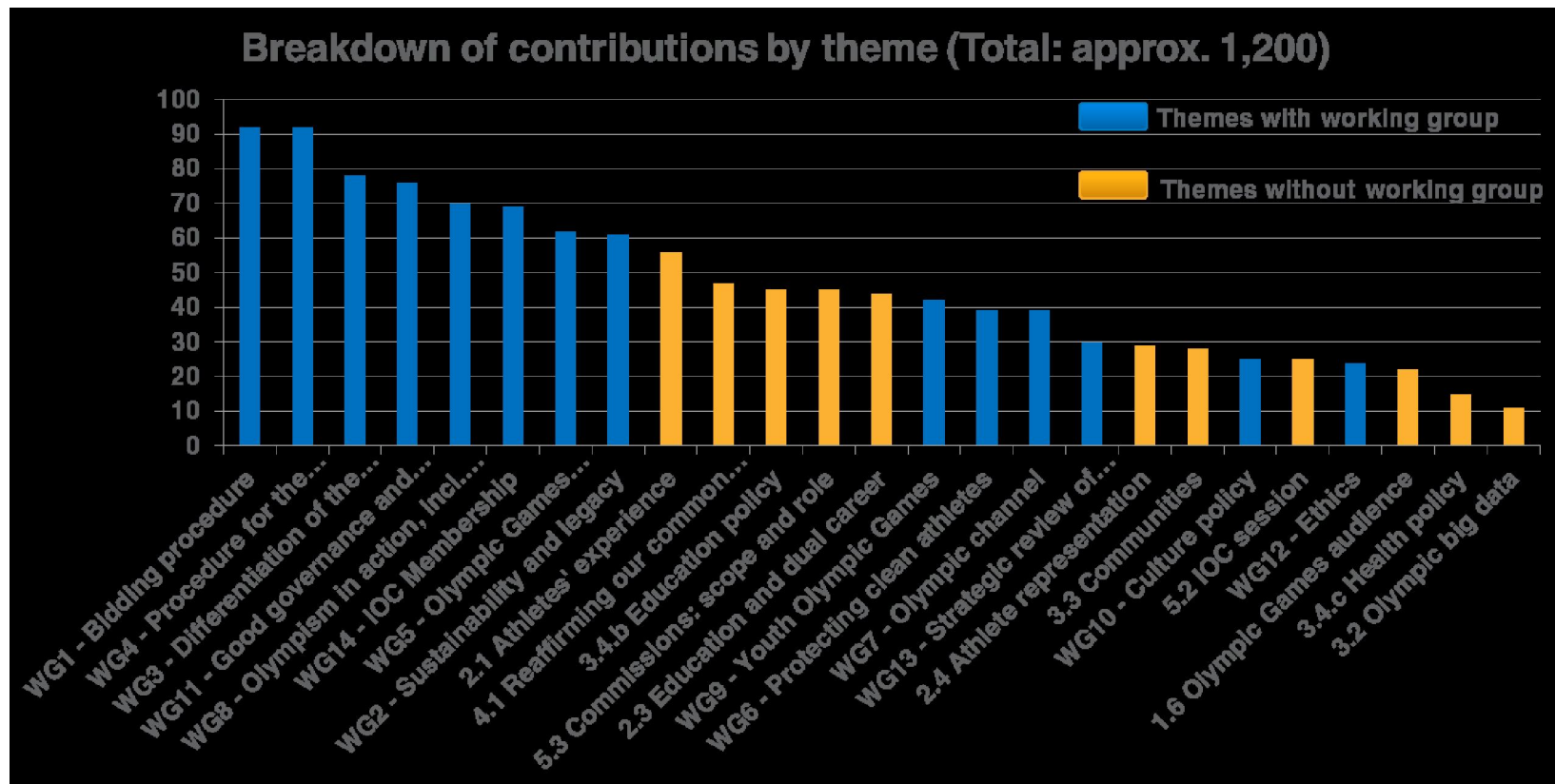
The idea(1): A deliberative process

- Branded as a “dialogue”
- Open Call for public contributions:
 - “The IOC received 1200 ideas generated by 270 contributions and 43, 500 emails” (see IOC, Olympic Agenda 2020 – Context and Background, p.1)
 - **Pb 1** = The contributions are not publicly available on the IOC’s website
 - **Pb 2** = We do not know how and to what extent these ideas were shared with the members of the Working Groups

II. The Olympic Agenda 2020: The Process



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The idea(1): A transparent and accountable process

- BUT: Opacity of the decision making process
- Key question = Who decided what?
 - What role for the Working Groups?
 - What role for the Commissions?
 - What role for the Executive board?
 - **Pb** = Total lack of transparency on the competences and decision making

II. The Olympic Agenda 2020: The Process

The idea(I): A participative and inclusive process

- Was the Olympic Agenda 2020 process inclusive of all the stakeholders?
 - The place of civil society in the working groups = External experts
 - Who are they?
 - Executives of sponsors or companies linked to the Olympics
 - Politicians (mainly English speaking world)
 - Administrators of International Organization
 - 1 NGO member (Transparency International)
 - Why them?
 - Are they representative of the interests of the public?
 - What was their impact?

III. The Olympic Agenda 2020: The Outcome



III. The Olympic Agenda 2020: The Outcome

Theme = Sustainability (economic/environmental)

- IOC promotes use of existing venues (Rec. 1 & 2)
- Organisation of competitions outside the host city/country for sustainability reasons (Rec. 1)
- Host-City Contract clause including “environmental matters” (Rec. 1)
- Maximum use of existing facilities & use of temporary venues = positive aspect for a bid (Rec.2)
- Evaluation Commission to get “independent advice” on sustainability and legacy of a bid (Rec. 2)
- Develop a “sustainability strategy” for Olympic Games organisers (Rec. 4)
- Include sustainability within Olympic Movement’s daily operations, aka Olympic greening (Rec. 5)

III. The Olympic Agenda 2020: The Outcome

Theme = Human Rights

- Labour rights' protection included in the Host City contract (Rec. 1)
- Fundamental principle 6 (non-discrimination) included in the Host City contract (Rec.1)
- Update Fundamental Principle 6, include non-discrimination on the basis of sexual orientation (Rec.14)

III. The Olympic Agenda 2020: The Outcome

Theme = Good Governance

- Make Host City Contract public (Rec. 1)
- Register of consultants/lobbyists eligible to work for a bid city (Rec.3)
- Olympic movement to comply with the Basic Universal Principles of Good Governance of the Olympic and Sports Movement (Rec.27)
- Increase transparency = Financial statements to be prepared and audited according to the International Financial Reporting Standards (IFRS) + Annual activity and financial report (Rec.29)
- Strengthen the IOC Ethics Commission independence = Session to elect Chair and members (Rec. 30)
- Compliance officer (Rec. 31)
- Review Code of Ethics “to be fully aligned with the Olympic Agenda 2020 drive for more transparency, good governance and accountability” (Rec. 32)
- Extension of the age limit beyond 70 (Rec. 37)
- Implement a targeted recruitment process (Rec. 38)
- Olympism in Action congress bringing together (Rec.39)

Food for thoughts/debates

- Window dressing or new beginning?
- What is the practical meaning of these recommendations?
- How should the bidding process be organized to ensure the proper implementation of the Agenda 2020?
- A word of caution: Past experiences show that previous commitments of IOC to sustainability or non-discrimination (Olympic Charter Article 2 para.13) have not been implemented.