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Context

UMVO 2007 – 2013

✔ Founded in 2007

✔ 25 members:
  ✔ 19 active members
  ✔ 6 associate members

✔ 1 Annual Event: The Lausanne Summit

✔ Invitation of all cities interested in sport & hosting Olympic Games

✔ Participation of UMVO members without charge

✔ Participation of other participants with registration fee

✔ Same access to all conference sessions
UMVO – why is change necessary?

After 5 years using this format & approach, the UMVO is facing:

- Financial Deficit
- Lack of Vision

New Strategy required

Modifications to:

- UMVO membership
- Structure of the Lausanne Summit
- Content of the Lausanne Summit
Objectives of new strategy: consolidation of the UMVO

1. Restriction of membership – exclusively for Olympic Games & YOG host cities

2. Olympic-focused workshops & conference sessions EXCLUSIVELY for UMVO members during 1st part of Summit, with IOC participation

3. Provide opportunity for UMVO members to network with each other and with the IOC

4. Minimize difference in treatment between UMVO members (active and associate)

5. Achievement of financial balance
Objectives of new strategy: Development of the UMVO

1. Development of 2nd part of the Summit open to all cities interested in using sport to accelerate positive change in their city

2. Increase number of cities participating in 2nd part of Summit, to ensure a regular financial income

3. Increase size of the network of cities directly related to the Olympic movement, which promote the use of sport for urban & social benefits
Membership categories to remain the same:

- Active
- Associate
- Honorary
UMVO - Changes

Active Members

New definition: Any city – meaning public entity – having organized, or on the point of organizing, the Olympic Games or YOG as well as cities having hosted a part of an Olympic Games or YOG.
UMVO - Changes

Associate Members

**New definition:** Any applicant or candidate city – meaning public entity – accepted as candidate to the organization of the Olympic Games or YOG, according to the rules of the IOC. Applicant and candidate cities which do not win the right to host the Games, may decide to remain Associate members of the UMVO after the host city election.
Honorary Members

**New definition:** Persons who have rendered eminent services to the Association. By law and during their entire life, the President of the IOC and, as founder of the Union, the mayor of Athens at the date of the constitution of the Association, are honorary members.
UMVO - Changes

New description

The UMVO encourages discussion and dialogue about:

- the many different legacies that hosting the Games can deliver
- how to identify and plan for legacy
- how to create the link between legacy planning and an urban development strategy

WHY? to help shape better lives for future generations.

The UMVO will help its members fulfill their roles as “legacy-keepers” of the Olympic Games & Youth Olympic Games.
New Key Objectives

i. Facilitate effective dialogue between former and future host cities, to ensure the continued positive impact of the Olympic Games & YOG and their related sport, cultural and educational initiatives.

ii. Support former Olympic host cities through the discussion of ideas & initiatives that can be implemented to maintain positive and sustainable Olympic legacies and the promotion of sport and healthy lifestyles.

iii. Collaborate in order to create better lives for future generations through the transfer of Olympic values & ideals from generation to generation.

*These objectives are aligned with the new set of objectives listed in the revised statues of the Association.*
Collaboration with the IOC as Strategic Partner

The IOC will be closely linked to:

- Discussions on the future evolution of the UMVO
- UMVO positioning & communication
- Content & stakeholders at various summits and forums
- Discussions on the recognition of members

The IOC recognizes and supports:

- UMVO’s values & objectives
- UMVO’s actions
- UMVO’s creation & organization of the new concept
The UMVO will continue to organize one annual Summit in Lausanne. The summit will be divided into 2 parts:

1. **Part 1**
   - Day 1
   - **UMVO members only**

2. **Part 2**
   - Days 2 & 3
   - **UMVO members + non-members**

**The Lausanne Smart Cities & Sport Summit (LSCSS)**
Lausanne Smart Cities & Sport Summit

LSCSS

✓ Annual 3-day event for cities around the world
✓ Taking place in Lausanne

Designed for proactive cities keen to define their future, using sport as a catalyst for social, educational, economic and physical regeneration to shape more healthy environments for future generations.

The LSCSS will put urban and population development goals at the heart of the discussion, including how collaboration with “sport” can accelerate positive change, reducing the wait between initial idea and implementation of a healthier environment and society.
Lausanne Smart Cities & Sport Summit

Why the Summit?

With urbanization on the increase, cities around the world are facing new challenges...

- Transport
- Health
- Social Services
- Accommodation

...with many city resources and infrastructures being stretched.
Why the Summit?

Physical activity levels are declining with far-reaching consequences and costs.

The need for positive life-changing influence from the urban environment is becoming more important every day.
LSCSS will share, provide and engage in...

Workshops

Inspirations & solutions

Collaboration

Ideas & lessons learned

...to plan for future generations through partnerships with sport.
Part 1 – Day 1 – UMVO Members

1. UMVO General Assembly
   - Active Members (2 votes)
   - Associate Members (1 vote)

2. Seminars & Workshops
   - Active Members
   - Associate Members
   - Invited Guests by the IOC: Cities and Organizing Committees of Olympic Games and Youth Olympic Games (no voting rights at GA)
Part 1 – Day 1 – UMVO Members

Examples of issues to be addressed during day one:

- The impacts of hosting the Olympic of Youth Olympic Games on host cities, particularly in terms of sustainable development, economic management, urban planning, sport participation, social well-being and public health.

- The integration of technological innovations in the fields of infrastructure, public transport and communication in the organization of the Games.

- Enhancement of a city’s image when bidding for, during delivery and after the hosting of the Olympic Games, including as an international center of sports and culture.
Part 1 – Day 1 – UMVO Members

Continued... examples of issues addressed during day one:

✓ The continued promotion of the Olympic values long after the Olympic Games have ended.

✓ Using the planning and staging of the Games to incite long-term industry transformation.

✓ How to capture and leverage Olympic pride to create lasting change.
Lausanne Smart Cities & Sport Summit

Part 2 – Day 2 & 3 – LSCSS

“Bringing cities and sporting leaders together to discuss the latest advances in city management and how sport can play an important part in shaping smart, active, healthy and sustainable urban environments for a city’s population.”
Lausanne Smart Cities & Sport Summit

Part 2 – Day 2 & 3 – LSCSS

Examples of topics to be addressed:

✓ Physical Activity
✓ Resources
✓ Politics
✓ Environment Change & Sustainability
✓ Economic Regeneration
✓ Urban Planning
✓ Culture & Education
✓ Technology
✓ People
✓ Brand Building
The Network

Enabling cities not qualifying for UMVO membership to access information and networking opportunities created by the UMVO.
# Revenue Centers & Criteria

## 4 Different Revenue Centers

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<td>UMVO Membership: Active Members</td>
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<tr>
<td></td>
<td>UMVO Membership: Associate Members</td>
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<td>2</td>
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<td>LSCSS Delegate: International Federations</td>
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**Objective = financial balance**
Two Brands

World Union of Olympic Cities
Union Mondiale des Villes Olympiques

LSCSS
(new brand to be developed)
Next Steps

Organization of LSCSS 2014 in Lausanne

✓ Approval of new strategy
✓ Approval of new organization
✓ Approval of new brand & marketing materials
✓ Development of membership rights & benefits
✓ Development of marketing, communications & sales strategies
✓ Development of 2014 event content & logistics
THANK YOU FOR YOUR ATTENTION!

Afternoon & Evening Program:
15:30   Walking transfer to Mövenpick Hotel
18:00   Walking transfer to Olympic Museum  
        *Meeting point Lobby, Mövenpick Hotel*
18:30 – 20:00   Olympic Museum Re-Opening Ceremony
20:00   Walking transfer to Château d’Ouchy
20:15 – 22:00   Dinner – Château d’Ouchy