



World Union of
**Olympic
Cities**

POST EVENT REPORT

Annual Meeting of the World Union of Olympic Cities 2014



Wednesday, November 5th, 2014

Theme 1: “Hosting the Olympic Games – short, medium and long term impact”

What happens after the 16 days of the Olympic Games? Three former Olympic Cities that hosted the Olympic Games many years ago as well as more recently discuss the various economic, social and environmental impacts of hosting the Games. Lake Placid, host city of the 1932 & 1980 Winter Olympics, Barcelona, host city of the 1992 Summer Olympics and London, host of the 2012 Summer Olympics present the after-effects of the Olympic Games on their cities.



Gilbert Felli
Senior Olympic Games Advisor
IOC

Gilbert Felli from the IOC speaks about the short and long term impact of the Games on its host city and about how to find a sustainable solution for the host cities. He mentioned that part of President Bach’s Agenda 2020 is to better explain what legacy means. According to him, there is an issue of legacy nowadays.

As it now seems, in the media, there is not much positive impact of hosting an Olympic Games and Gilbert Felli goes into the details of why that seems to be the case. He starts by explaining that there are hundreds of impacts on its host city by hosting an Olympic Games, and there are indeed bad impacts. When you look at it from a short-term perspective, it might seem like a negative impact brought about by hosting the Games. However, the long-term impact is positive.

He then moves on to the topic of why a city might want to organize an Olympic Game. He advises the city to integrate the Olympics into the plan of city development for 50 years in order to mitigate the short-term negative impacts. He also encourages cities who have hosted the previous Games to help the IOC and the World Union of Olympic Cities to demonstrate what positive impacts the Games have brought for their cities in order to better communicate to the future cities who would want to bid.



Simon Cooper
Head of Sport
Greater London Authority

Simon Cooper speaks of the intangible asset of holding the Games, starting at the bidding phase. He speaks of how bidding for the Olympic Games brought together the city. He uses the example of when London won the bid back in 2005, the FEEL GOOD factor being an intangible asset that the city gained. Then he moves on to talk about getting the public involved during the torch relay and how it won the hearts and minds of the UK people. During the game, “Super Saturday”, was another example of the FEEL GOOD factor. Lastly, TEAM GB came 3rd on the medal chart.

He also mentions that, if not for hosting the Games, the regeneration of East London would not have happened at such a speed.

Apart from the economic benefits a host city reaps from hosting the Games, Simon speaks of the social benefits, mentioning the attitudinal changes towards disabled people due to the London Games. He also commented on the volunteers for London 2012 who continued on after the games to become ambassadors of London, welcoming foreigners into the city.



Maite Fandos

Deputy Mayor for Quality of Life, Equality & Sports
Barcelona

Maite Fandos speaks about the 1992 Olympic Games and its legacy on its host city, Barcelona. The Olympic Games led to an urban transformation as well as the building of many new facilities such as a new airport, a commercial harbor, 4 miles of new beaches and several new sports facilities.

The city has also become one of Europe's most popular tourist destinations. Soft legacy of the Barcelona Olympic Games can be found in a significant rise in sports practice among its citizens, an improved school sport system and a higher number of disabled athletes participating in Paralympic sports. To continue harnessing the legacy, the city has adopted a new strategic plan for the period 2012 – 2022 focusing on, among other things, sport & education, sport & social cohesion and sport as economic drivers for the city.

Three different organisations play a key role in managing the legacy of the Barcelona Games: Barcelona Olympic Foundation, Barcelona Municipal Archive, Olympic Study Centre Universitat Autònoma de Barcelona (CEO-UAB).

Maite Fandos says that in order to continue developing the legacy, Barcelona has bid for the 2026 Winter Olympic Games.



James McKenna

President
Lake Placid Tourism

James McKenna begins his case by describing the location of Lake Placid and its history with the Olympics. He talks of the legacy of the Games and how, 33 years after the Olympic Games were held, the impact on its tourism is still deeply-rooted into its city and its branding. He also speaks of other legacies of the Games, how the Games opened up the window of hosting new prominent international sport events such as the longest Ironman in the Americas as well as the effect on getting more political support due to hosting the Games.

A strong Olympic culture continues to be present in the city and the media associates the Olympics with Lake Placid. Since the 1980 Olympic Games in Lake Placid, tourism has increased by more than 300% and positions Lake Placid to attract other major events, both sport and non-sport.

James McKenna explains that the Olympic Games are part of the DNA of the Lake Placid community and fosters private and public investments in the city as well as broad political support. As such, the Olympic Games have been an economic driver for the city for over 80 years.



From right to left: Bill Morris (Moderator), Gilbert Felli (IOC), Simon Cooper (London), James MacKenna (Lake Placid), Maite Fandos (Barcelona), Daniela Cuadrado (Interpreter)

Theme 2: “The Olympic TOP sponsors - developing new partnerships”

The relationship between host cities and TOP sponsors has evolved over the years. Three case studies are presented from the point of view of the IOC and one testimony is given by an Olympic City, Rio de Janeiro, who presents its partnership with Dow Chemical.



Daniela Negreda

Manager
Marketing Services
IOC

Daniela Negreda speaks about objectives, strategies, execution and results of the Sponsors. She gives a short presentation of three distinct case studies of different sponsor partnerships, namely General Electric, Adidas and British Telecom. She mentions that OCOG and LOCOG are major contacts for sponsors and that whenever there are mutual benefits; partners will jump in to collaborate in order to deliver a positive legacy of the Games.

General Electric runs several CSR programs in which the company uses technology to give back to the community such as Eco Imagination, Healthy Imagination, Infrastructure Development and Legacy Gifting. These are a commitment from GE to using technology solutions in sporting venues that save money and reduce environmental impact.

A second case study introduced the AdiZones which are urban sports facilities created by Adidas that combine sports action with music and art to inspire and engage youngsters in physical activity.

The third case study presented is of British Telecom, the official communications provider of the London Games. BTNetDesign is a tool to increase efficient use technology equipment around sport events.



Tania Braga

Head of Sustainability,
Accessibility and Legacy
Rio 2016

Tania Braga starts her presentation by saying that hosting the Games is a once in a lifetime opportunity. The power of the Games can be used to demonstrate how to use sustainability. There is need to leverage this and inspire people for change.

Tania Braga explains that Dow is a partner of Rio 2016. This collaboration helps to create and leave the legacy of low carbon economy for the host country Brazil.

She underlines that the cities should build partnerships with sponsors in order to develop specific projects and to benefit from the knowledge, the experience and resources of the sponsors.

She adds that there is a need for carbon footprint management, to understand, reduce, mitigate and compensate the environmental impact of human activities.

Theme 3: “Keeping the flame alive”

How can previous Olympic host cities benefit from their status and ensure a legacy?

Once the Olympic Games are over, how can cities still benefit from their status as an Olympic City? After a short presentation, the participants break out into groups to share their experience and ideas with one another in order to find new projects to implement in their own cities.

Discussion:

- According to the Barcelona representative, one of the most important legacies of the Barcelona Olympics, was the fact that it redefined the term volunteer for the city and, since 1992, these volunteers have continued on volunteering for the events held in the city, not just in sports.
- On the point of Human capacity, i.e. major event management skills, the London representative mentioned that by successfully holding the Olympic Games, they achieved the “We Can Do It” attitude and confidence. It was also said that a legacy not mentioned as being the Games catalyzed a new business process, to deliver events in a sustainable way.
- The city of Los Angeles acknowledged the challenge to connect continuously with the Olympic movement for the citizens of the host cities, with the Olympics of the now and future and not just of the past.

Remembering the Games requires Visible Marks & Commemorative Events, for example:

- Keeping the political flame alive, even if the officials change.
- Idea of selecting sister cities.
- Celebrating Olympic day in all the cities.
- Public art projects (cultural aspect of Olympism).



From left to right: Gabriel Messmer (Evaleo), (AISTS), Craig Randall (Lake Placid), David Stubbs (London), Maite Fandos (Barcelona), Isabelle Latorre (Barcelona), Georg Spazier (Innsbruck), Philippe Furrer (IOC) during the workout session.

Theme 4: “Hosting events – incorporating sustainability and the Olympic Legacy”

Nowadays, sustainability is a key priority for cities. Regarding the hosting of sport events, the implementation of sustainable management is not always so obvious. The IOC and the AISTS provide the Members of the World Union of Olympic Cities with a presentation of the practical tools which are available to them and which will help them implement realistic sustainable initiatives. As an operational specialist, David Stubbs gives his point of view on the sustainability process and these tools.



Michelle Lemaitre
Head of Sustainability and
Olympic Legacy
IOC

Michelle Lemaitre starts by mentioning that over the last 5-7 years the IOC has been positioning itself as a leader in education for sustainability and legacy. The IOC wants to provide assistance to cities by leveraging experiences from past host cities with regards to sustainability.

Then she introduces the IOC Games Sustainability Compass to the audience. This Sustainability Compass is an online tool that contains a large amount of case studies and other material related to sustainability initiatives at the Olympic Games.

The tool is freely available to support the successful inclusion of sustainability activities in the Olympic Games. It starts with introducing the Games Framework which summarises the management approach to ensure an effective integration of sustainability and legacy into all stages of the Games. Case studies are grouped by the different sites at an Olympic venue as well as by theme.



Geert Hendriks
Head of Projects
AISTS

Geert Hendriks starts by introducing AISTS and its aims to educate future sport managers, providing support and advise to sporting organisations and help in connecting various stakeholders.

There is a diversity of studies, tools, workshops and e-learning available in order to support cities in developing successful and sustainable sport events. More details are given about two tools that are developed by the AISTS: the Sport Sustainability e-learning course and the Sustainable Sport and Events Toolkit.

Recently a Sustainable Sport and Events Quick Start Guide has been launched to help organisations getting started with sustainability. The Sport Sustainability e-learning addresses the fundamentals of sustainability through 4 modules, each containing training videos, practical assignments and case studies.

The SSE toolkit is an online knowledge repository and a practical guide for implementing sustainability initiatives. These tools are tailored for use by both mid-size and large sport events.



David Stubbs

Independent Sustainability
Expert
Former Head of Sustainability
London 2012

David Stubbs speaks of partnering up with Vancouver in the lead up to London 2012. He speaks of food sustainability on creating healthier food for not just the athletes but beyond the Olympics. The LOCOG benefited economically and in turn got more sponsorship revenues.

The London Games helped establish the ISO 20121, an international Event Sustainability Management System. ISO 20121 describes the building blocks of a management system that will help improve the sustainability of sport events.

To allow managing sustainability initiatives, the audience is introduced to the Global Reporting Initiative, an international standard for sustainability reporting.

Q&A

During the Q&A session, when asked by the audience why the public regards sustainability as expensive and not affordable, David Stubbs (London) replies that people ought to think differently and consider not just the upfront costs. It should be a balanced approach.

When asked whether the tools available apply to both Olympic and non-Olympic events, Michelle Lemaître from IOC replies by saying that though the IOC started with Olympic events, they continuously try to make it more adaptable, streamlining for smaller events (both sporting and non-sporting events). Geert Hendriks adds that there the SSE Toolkit and e-learning cover both Olympic and non-Olympic events

When asked to summarize the important pillars of sustainability, David Stubbs says that it is all about vision, commitment and starting early. Geert Hendriks adds the need to share knowledge, find shared objectives of the different stakeholders of an event and start with simple and measurable initiatives. Finally, Michelle Lemaître says to focus on environmental, social and economic aspects relevant to the needs of the city and respective focus of particular cities on that. She believes sustainability is simply doing the right thing and that it is thinking about the impact of your actions and analyzing them.