World Union of Olympic Cities
Activity Report 2015

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Introduction

Following the new Union’s start in 2013 and the organization of the first Smart Cities & Sport Summit in November 2014, the World Union of Olympic Cities is following the strategy defined and is constantly developing its activities and services.

In this report, the association’s highlights for the year 2015 are presented.

1. Association

Executive Committee Meeting

In 2014, the Executive Committee Members have had four conference call meetings throughout the year in order to manage the current business of the Union. The next Executive Committee Meeting will be held during the upcoming Summit on Sunday, October 11th.

Following the election held in Barcelona, Ms Maite Fandos, Deputy Mayor for Quality of Life, Equality and Sport has been replaced at the Executive Committee by Ms Marta Carranza Sports Commissioner for the City of Barcelona.

New Members

The Union is pleased to note the rising interest of new cities towards the Union. 2015 is indeed synonymous with growth, with the arrival of six new members. The cities of Albertville, Buenos Aires, Calgary, Richmond, Sapporo and Stockholm, who attended the 2014 Summit, joined the Union this year.

First edition of the Smart Cities & Sport Summit

The Executive Committee considers the first edition of the Smart Cities & Sport Summit, held in November 2014, successful and very promising. Even though the organization and the promotion of the Summit started late (May 2014), the participation was very good compared to previous editions of the Lausanne Summit and the feedback of the participants was very positive.

Total number of participants: 199

Total number of cities: 48
List of Cities

1. Abuja Nigeria
2. Albertville France
3. Amsterdam Netherlands
4. Antwerp Belgium
5. Athens Greece
6. Barcelona Spain
7. Beijing China
8. Berlin Germany
9. Bogota Colombia
10. Boston US
11. Buenos Aires Argentina
12. Busan South Korea
13. Calgary Canada
14. Chamonix France
15. Chengdu China
16. Chicago US
17. Colorado Springs US
18. Denver US
19. Detroit US
20. Doha Qatar
21. Dubai United Arab Emirates
22. Edmonton Canada
23. Gauteng South Africa
24. Geneva Switzerland
25. Halmstad Sweden
26. Innsbruck Austria
27. Lake Placid US
28. Lausanne Switzerland
29. Le Grand-Saconnex Switzerland
30. Lima Peru
31. Liverpool United Kingdom
32. London United Kingdom
33. Los Angeles US
34. Loutraki Greece
35. Medellin Colombia
36. Moscow Russia
37. Nyon Switzerland
38. Qingdao China
39. Qinhuanagdao China
40. Quebec Canada
41. Reno Tahoe US
42. Richmond Canada
43. Rotterdam Netherlands
44. Sapporo Japan
45. Seattle US
46. Sofia Bulgaria
47. Stockholm Sweden
48. Villars Switzerland

To compare with previous years:

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<tr>
<td>Number of participants (without local guests)</td>
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LS: Lausanne Summit
Smart Cities: Smart Cities & Sport Summit

2. Collaboration with the IOC

Part of the Olympic Agenda 2020

The 2020 recommendations of the Olympic Agenda were approved during the 127th session of December 2014 in Monaco. Recommendations in which the World Union of Olympic Cities finds its place in terms of sustainability, particularly (Recommendation 4), with the aim of ensuring, in cooperation with the IOC, a positive legacy of the Games, echoing the specific objectives of the Union.
Recommandation 4

The IOC to take a more proactive position and leadership role with regard to sustainability and ensure that it is included in all aspects of the planning and staging of the Olympic Games.

1. Develop a sustainability strategy to enable potential and actual Olympic Games organisers to integrate and implement sustainability measures that encompass economic, social and environmental spheres in all stages of their project;

2. Assist newly elected Organising Committees to establish the best possible governance for the integration of sustainability throughout the organisation;

3. The IOC to ensure post-Games monitoring of the Games legacy with the support of the NOC and external organisations such as the World Union of Olympic Cities (UMVO).


The Union is very honored and proud of this mission delegated by the IOC. The Union has already started to work on this in order to make the good practices in terms of legacy available and replicable for other Olympic Cities and to contribute to promote them and make them more visible. The main objective of the Union is to discover the good practices of cities and to allow these cities to exchange knowledge and experiences; the Union does not have the objective of ensuring a scientific evaluation of the short- and long-term impact of the Games.

The questionnaires which were sent out have allowed us to discover a certain number of good practices. The next step is to put in place a way of understanding these good practices and to share them amongst the Members. The Union is currently developing a Toolkit for Olympic Legacy which includes these basic elements: Summary, Project aims, Target groups, Number of participants, Partners/funding, Annual budget, Key to success, Marketing/PR, Evaluation/outcomes, Key facts and statistics.

These fact sheets should have a pragmatic objective so that anyone would be able to understand the essential components of the programme (necessary resources, success factors, risk factors) and would have the key to implement it. The fact sheets should also include links to additional documents and mention a contact person in charge of the additional information in order to guarantee an easy replication of the different projects.

Official recognition of the Union by the IOC

The IOC session in Kuala Lumpur held in July also marks this year with the official recognition of the Union by the IOC. The IOC Executive Board has indeed granted provisional recognition to the World Union of Olympic Cities in order to strengthen cooperation between the IOC and the Union, in line with the Olympic Agenda 2020. Final confirmation should be agreed during the next session in Rio 2016.

The IOC Headquarters to host the Annual Meeting of the Union

The IOC welcomes the Union’s Annual Meeting. The World Union of Olympic Cities’ Annual Meeting will be held at the IOC Headquarters on October 12th, 2015.
3. **Strategy and Development**

The Union continues to work on its three main objectives:

1. Growing in terms of Members
2. Growing in terms of Activities
3. Growing in terms of Recognition

**Growing in terms of Members**

With 33 Members and six new Members in 2015, the Union is establishing its credibility among the Olympic Cities one step at a time.

As decided by the Executive Committee, for this year’s Summit (like last year), one representative per non-member Olympic City has been invited to attend free of charge, giving them the possibility to get to know the association better before becoming a member. This method has shown very positive results so far.

**Growing in terms of Activities**

Our first mission is related to the Olympic Cities and their Olympic legacies. So our main activities & services are aimed at ensuring and promoting a positive and long-term legacy dedicated to the Olympic Cities.

**Specific activities for Olympic Cities**

- Annual Meeting of the World Union of Olympic Cities
- Sharing of good practices
- Activities during the Olympic Games (attendance of the Union during the Rio Olympic Games to be presented during the Summit in Lausanne)
- Other projects to be implemented in order to keep the Olympic Flame alive once the Olympic Games are over (propositions to be presented during the Summit in Lausanne)

Once the Olympic Games are over, the Olympic Cities face the same challenges as other cities. This is the reason why we developed the Smart Cities & Sport Summit, because the Olympic Cities are also interested in more general topics and programs related to sport and how to use sport as a tool for urban development.

So the activities of the Unions also aim at promoting healthy lifestyle and Olympism.

**Activities for Smart Cities**

- Smart Cities & Sport Summit
- Development of the online network of Smart Cities with an online platform, the Smart Cities & Sport Platform, in order to stay in contact with cities throughout the year.
Growing in terms of Recognition

Union’s Website

The new website of the Union will be launched during the General Assembly of the World Union of Olympic Cities. As previously announced, we have been working on the Union’s new website.

Every City Member will have its own web page in order to present them. The different activities of the Union will also be presented as well as each Executive Committee Member.

This website will offer a good visibility for the Union and its Members and will promote the Union’s activities and will serve as a platform in which the Members can find information. The website will be available in both French and English, the two official languages of the Olympic Movement.

Summit’s Website

In 2015, two different websites were launched in order to promote the Smart Cities & Sport Summit.

1) summit.olympiccities.org includes information about the open conferences of the Smart Cities & Sport Summit, Thursday 13th & Wednesday 14th.

2) summit-members.olympiccities.org includes information about the open conferences of the Smart Cities & Sport Summit and about the Annual Meeting of the World Union of Olympic Cities (this website address has been communicated only to Olympic Cities and IOC representatives), Monday 12th, Thursday 13th & Wednesday 14th.

Both websites are in English and French, the two official languages of the Olympic Movement.

Other Promotions

The World Union of Olympic Cities needs to continually increase its visibility. Usual methods to do so are used: Flyer promoting the association and describing all the benefits of becoming a member, collaboration with media “Sport Cal”, “Inside the Games”, “Around the Rings” and “Sport Business”, attendance of International sport congresses (SportAccord, in 2015 and NASC) contact and official visits of the Olympic Cities.

The attendance of the Union during the upcoming Olympic Games in Rio de Janeiro 2016 will also contribute to increase the Union’s visibility.

4. Finances

Annex 3 presents the final 2014 account. You will notice that the deficit has been continuously decreasing since 2013. The 2014 Loss and Profit Statement will be presented during the General Assembly.