The Beijing Olympic City Development Association naturally emanated from the willingness of the City of Beijing to best inherit, manage and utilise the tangible and intangible heritage left by the Beijing 2008 Olympic Games. To achieve its objectives, under the promotion and support of the Beijing Municipal Government and the Chinese Olympic Committee, the City of Beijing set up a non-profit corporate organisation less than a year after the Games. As activating, utilising and preserving the Games’ legacy is a daily work, Beijing has a sound institutional structure and mechanism and continues,
creates and implements many projects in the fields of Olympic culture and legacy. BODA’s slogan perfectly embodies its missions: “Carry on Olympic Spirit, Build a better City”.

Under BODA’s umbrella and efforts, many programmes and projects of different scales are created and conducted in various areas.

Various key sports and cultural events are initiated and hosted by BODA: Beijing Olympic City Sports Culture Festival, Beijing International Sports Film Week, Olympic Music Festival, World Winter Sports (Beijing) Expo and World Mind Games.

BODA also supports education, health and access to culture programmes that aim to promote the Olympic Spirit and values among the population. These programmes facilitate the healthy growth of the young people’s body and mind, promote the popularisation of Olympic culture and develop social cohesion.

Last but not least, BODA is proud of keeping the Olympic flame alive. Programmes carried by the Association highlight the social value of Olympic legacy through distinctively-themed cultural activities and explore new ways of promoting City development through utilisation of Olympic legacy.

VISION

Legacy is…

“Carrying forward Olympic spirit, inheriting Olympic legacy, building a better city and benefiting the residents.”

What’s next?

« The Beijing 2022 Olympic Winter Games is the first edition of Olympic Games that conduct all-round planning and management of Olympic legacy after the publication of the Olympic Agenda 2020. Therefore, the IOC and Beijing have both attached great importance to this effort. (...) Beijing will draw on the experiences of previous Olympic Games and give high priority to the scientific planning of the Olympic legacy, with a view to creating a rich winter Olympic legacy, realizing the vision of the Games and achieving the greater and more sustainable development of Beijing ». Liu Jingmin, Interview, World Union of Olympic Cities, Newsletter, April 2018

OBJECTIVES

Celebrate Olympism and its values

The Beijing Olympic City Development Association’s mission is to carry forward the Olympic spirit, expand the Olympic achievements, promote the sustainable development of Olympic and Paralympic causes in the city, build “Humanistic Beijing, Hi-Tech Beijing and Green Beijing”, and help develop Beijing into a world-class harmonious and liveable metropolis. The scope of operation of BODA is to carry the Olympic Spirit through the mobilisation of social forces, the development of public welfare work and policies, the
partnership with international organisations and Olympic Cities, the implementation of educational and cultural projects, the promotion of research and the public support of Olympic and Paralympic causes.

Promote the City by leveraging its affiliation with the Olympic Movement

The Beijing 2008 Olympic Games have had a tremendous impact on the City and has been positive in terms of image and reputation for Beijing. Since the conclusion of the Games, the City and BODA have been continuously working to leverage the positive impacts of the Games. The Games are a part of the City's history and, through programmes, continues to shape its future. With the 2008 Summer Games’ legacy to build upon, and the 2022 Winter Games to look forward to, Beijing is strengthening its Olympic image and Olympic history.

PRACTICAL INFORMATION

Internal & External Stakeholders

CPC Beijing Municipal Committee
People's Government of Beijing Municipality
Chinese Olympic Committee

63 founding organisational and individual members. Organisational members include the relevant organs of Beijing, Universities and Research Institutes, Beijing Olympic and Paralympic partners and sponsors and local enterprises. Individual members include persons of high prestige in society who have made remarkable contributions to the Games and people that have great influence in related fields.

Finance and Cost

The fund comes from the surplus of the Beijing 2008 Olympic Games.

Use of the Olympic Brand

The reference to Olympism is obvious as the name of the organisation includes the word “Olympic” in reference to the Beijing 2008 Olympic Games which gave the status of Olympic City to Beijing.

As references to Olympism appear in many projects and initiatives of BODA, this reference allows to motivate participants and offers a framework people can easily identify since the success of the Beijing 2008 Olympic Games.

Human Resources and Time
The secretariat of BODA is composed of five departments:
- General Affairs Department;
- International Relations Department;
- Project Department;
- Media & Communications Department;
- Legal & Finance Department.

EVALUATION

Ten years after the Beijing 2008 Olympic Games, BODA’s action is powerful and relevant. BODA is recognised as the organ in charge with the organisation of the 10th anniversary celebrations.

BODA was in charge of the Beijing 2022 Olympic Winter Games bid, which is a success as the Olympic Winter Games have been attributed to Beijing. Some BODA staff have been allocated to the preparation of the Beijing 2022 Olympic Winter Games, as the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games is aware of BODA people’s experience in terms of legacy preparation and management.

KEY CHALLENGES

Activating legacy is a daily work

The Beijing 2008 Olympic Games deserved a management equal to their success. The Games genuinely contributed to showcasing and promoting Beijing to the entire world. The Games acted as a development accelerator and the City of Beijing decided to valorise on a longer-term what the Games allowed in the first place. It is a powerful and correct choice to dedicate such a big structure to the management of Olympic legacy.

Celebrating the past to animate the present and prepare the future

The City of Beijing has decided to establish such an institute to fully manage and utilise its Olympic legacy not only as an enrichment of its past history but as a powerful tool to promote the city’s health and culture development. It is also a useful launch pad to show social cohesion, sustainability and high tech development.

Beijing is the first city that has hosted the Games of the Olympiad and will host the Olympic Winter Games in the history of the modern Olympic Movement. The Beijing Olympic City Development Association (BODA) has taken an active part in the planning and management of Olympic legacy, seeking for the approaches of both Games’ legacy integration and inheritance, with a view to promoting the development of Olympic Movement and the sustainable development of the City and Region. BODA is committed to making more contributions to Olympic legacy inheritance through sports and culture exchanges, Olympic education, and research, review and exchange programmes on both Games’ legacy achievements and experience.

KEY LEARNINGS AND RECOMMENDATIONS
Establishing a long-acting mechanism for legacy utilization

Following the Beijing 2008 Olympic Games, to make better use of Olympic legacy and promote city development, Beijing established Beijing Olympic City Development Association, a special body for the utilization of the Olympic legacy. BODA is a non-profit social organization exercising a membership system, with the general assembly as its highest authority, the council as the executive body of the general assembly and the executive vice chairman as its legal representative.

BODA is a well-structured organization with rich resources and professional employees. As legacy utilization is beneficial to the future, sufficient financial and human resources are needed for the work. After years of practices, BODA has established and improved the rules and regulations of Olympic legacy utilization, formed an effective and smooth decision making mechanism and an operational system, and strengthened the working foundation for inheriting Olympic legacy and serving urban development, which have helped establish a long-acting mechanism for the healthy and sustainable development of Beijing’s Olympic legacy work.

Centring on the city’s development strategy

Centring on Beijing’s development strategy and functional orientation, BODA has integrated the work of Olympic legacy inheritance with the city’s key tasks to serve overall city development.

Relying on the platform of international sports organizations, BODA has carried out exchange programmes among Olympic cities. It has successfully hosted a number of international conferences and sports culture exchange events such as the IOC World Conference on Sport for All, IPC General Assembly and Conference, Summit of the World Union of Olympic Cities, “Sport Movies & TV-Milano International FICTS Fest” Final, WADA Gene and Cell Doping Symposium and IOC Athletes Career Programme Forum. It has made great efforts in carrying out international exchange programmes by taking advantage of the city's function of “international exchange centre”.

Relying on the platform of Olympic sports culture events, BODA has, by using Beijing’s Olympic legacy, hosted a series of sports culture events, including holding ten editions of Beijing Olympic City Sports Culture Festival in succession which was initiated in 2010. The Festival has boosted the development of Beijing’s fitness-for-all campaign.

Relying on the platform of sports competitions, BODA has participated in the staging of sports competitions including SportAccord Combat Games Beijing 2010, Tour of Beijing Professional Road Cycling Race, SportAccord World Mind Games, Olympic City Cup Beijing World Minor Hockey International Tournament, Beijing Primary and Secondary School Mind Sports Games and Capital University Mind Games. These sports events have promoted the development of sports competitions and sports-for-all campaign.

Relying on the platform of Olympic education, BODA has hosted Olympic educational events including primary and secondary school football competitions. These events have enriched the sports and cultural life of students and fostered the primary and secondary school students with an all-around moral, intellectual, physical and aesthetic grounding. BODA has played an active role in promoting
youth winter sports and popularising winter sports knowledge in order to contribute to the development of winter sports in China.

Relying on the platform of Beijing Olympic legacy research, BODA has worked with Beijing University, Beijing Sports University and other institutions of higher education to research on the utilization of Olympic legacy for the purpose of promoting the development and prosperity of capital culture, building Beijing into an international sports centre, serving the all-round development of city and turning Olympic legacy into resources for urban development.

Relying on the platform of World Winter Sports (Beijing) Expo, BODA has worked actively to promote the development of the winter sports, expand the exchanges and cooperation between domestic and foreign winter sports enterprises, and boost the development of the winter sports industry by holding exhibitions and winter sports forums as well as the Olympic City Development Forum.

**Extensively pooling social resources**

To make better use of Olympic legacy to serve urban development and enhance citizens’ wellbeing, BODA has built broad platforms to pool resources from all parties to ensure the high efficiency of public welfare activities. For example, for the Sports Culture Festival every year, BODA supported the building of a platform for the engagement and joint efforts of government agencies, member entities and other social forces in organizing public welfare activities, in order to create a dynamic situation for social engagement and support for the work of Olympic legacy inheritance. BODA has also adopted the marketing approach to achieve the win-win result. These efforts have not only reduced the costs of public welfare activities and improved activity efficiency, but also disseminated Olympic spirit more effectively and expanded the influence of Olympic legacy.

**Staff and knowledge continue to serve the legacy planning of the Beijing 2022 Olympic Winter Games**

BODA has brought together a number of professionals who are internationalised and experienced in Olympic preparation. They played an irreplaceable role in winning the bid to host the Beijing 2022 Olympic and Paralympic Winter Games. BODA provided important ideas for the bid strategy and offered constructive advice on the key issues arising in the bid. It sent key staff members with rich Olympic experience to the Beijing 2022 Olympic Winter Games Bid Committee to work in various functional areas, especially international relations and press and communication where they played an irreplaceable role and made significant contributions to the success of the bid. It strengthened the communication with the IOC Sustainability and Legacy Commission. In line with the responsibilities prescribed in the legacy strategy plan, it provided guidance for relevant departments of Beijing Municipality and Yanqing District in formulating and implementing their legacy work plans, completed the annual and overall legacy work reports, and fulfilled the task of legacy planning and management assigned by the IOC.

CONTACT