QINGDAO – 10TH ANNIVERSARY OF THE 2008 QINGDAO SAILING COMPETITION

Olympic City: Qingdao
Country: China
Edition of the Games:
Beijing 2008 Summer Olympic Games

INTRODUCTION

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A focused discussion

“Olympics Adding Charm to the City” was the theme of the “High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition”. The programme focused on topics such as the inheritance of Olympic culture, the use of Olympic legacy, the development of the sailing sport, the building of the city brand, and the connectivity of the “Belt and Road” initiative to discuss the present and future of Olympic Cities from the perspective of city development.

Articulated around keynote speeches and thematic discussions, the High-Level Dialogue ended with the release of the “Qingdao Consensus”, an ambitious document that sets up the lines for the City's future development built upon its Olympic past.

Vision and expectations of the Dialogue were to promote the development of the sailing industry and create new advantages for the blue economy; to make sailing part of a fashionable lifestyle and enable the Olympic accomplishments to benefit the City's development with marine leisure sports such as sailing as the basis; and to take a globally-leading role in building the brand of Sailing City and help achieve the goal of a more open, modern, dynamic, and fashionable City through sailing.

Building the future on the Olympic history

The City of Qingdao fully integrates its Olympic connection with its current and future development. Therefore, the Dialogue aimed at:

- Linking past, present and future through dialogue; to discuss inheritance and use of the host city’s Olympic Legacy, sailing industry and city brand building;
- Linking Olympic History with development of the City and its related sport industry, investments and projects;
- Celebrating Olympism and its values through the Qingdao Consensus (released at the end of the High-Level Dialogue), which urges carrying forward the Olympic Culture and Spirit;
- Promoting the City by leveraging its affiliation to the Olympic Movement and encourage visitors to enjoy the Olympic history of Qingdao, experience and learn about the Olympic achievements, notably by visiting the Olympic Sailing Centre and the Olympic Sailing Museum;
Further promoting Qingdao’s international reputation and influence through sharing Qingdao’s major efforts in the inheritance of the Olympic spirit and in building the city brand of Sailing City, formulating the development goals and work plan for the next ten years, and inviting guests from the IOC and World Sailing for analysis and demonstration during the High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition.

**Promoting Qingdao as a world-renowned Sailing City**

To do so, development plans are:

- To link Qingdao and sailing more closely through integrating the multi-level approach with diverse communication channels such as Internet, TV, newspapers and magazines, and adopting a flexible combination of multi-media to conduct integrated communication and a press campaign;
- To maintain the function of Qingdao Olympic Sailing Centre as a fashionable leisure tourism resort demonstration area in North China and promote the development of sailing tourism, trade, conventions and exhibitions, and catering industry;
- To show the world an Olympic Sailing Centre with a new look that integrates culture, tourism and sports.
- To comprehensively evaluate and sort out the results of the “opinions on developing the sailing sport” put forward by the CPC Qingdao Committee and Qingdao Municipal Government after the Olympic Sailing Competition through the High-Level Dialogue. Then summarise and popularise the experience and raise suggestions for improvements, so as to consolidate and improve the connotation of Qingdao as an open, dynamic, modern and fashionable international metropolis.

**FACTUAL DATA**

**Event’s format**

The High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition Conference with 200 high-level participants.

**Duration**

1 day: Aug. 12th, 2018.

**Location**

Ocean Hall of InterContinental Qingdao (Olympic sub-village of 2008 Qingdao Olympic Sailing Competition). After the competition, it was transformed into five-star hotel, the InterContinental Qingdao.

**Partners**

Hosts:
Chinese Yachting Association
Beijing Olympic City Development Association  
Qingdao Municipal Government  
Qingdao Major International Sailing Events (Festivals) Organizing Committee

Organizers:  
Qingdao Municipal Sports Bureau  
Qingdao Olympic Sailing City Development Association  
Qingdao Yachting Association  
Qingdao Tourism Group  
Qingdao Administration Centre of Sailing Sport

Mobilisation & visibility

A total of 200 people attended the Dialogue, including representatives from the IOC, World Sailing, sailing organizations and Olympic cities of relevant countries, organizing committees of international major sailing events, as well as representatives from the Sports Equipment Centre of General Administration of Sport of China, provincial and local sport industries, ship-building companies, and yacht clubs.

Great efforts were made to advance the preparatory work of the High-Level Dialogue, with the core staff of Qingdao Major International Sailing Events (Festivals) Organizing Committee as the main force and the Sailing City Qingdao International Promotion Pioneer Team as the core. Over ten volunteers from colleges and universities in Qingdao were recruited to work on the organization and preparation of the Dialogue with the help of the Qingdao Municipal Youth League Committee. Were invited: representatives from the international organizations such as the IOC, the World Union of Olympic Cities, World Sailing and International Sailing Schools Association, representatives from Beijing Olympic City Development Association and the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games, Yin Jian, champion of RS-X Women’s Windsurfer at the 2008 Beijing Olympic Games, representatives from Olympic cities such as Kiel in Germany (Olympic Sailing City 1936 and 1972 Summer Games), and representatives from sailing event partners such as the Clipper Round the World Yacht Race and Extreme Sailing Series. Target was put on speakers in the field of the use and activation of Olympic legacy.

Domestic, international and overseas Chinese media coverage was coordinated through the Information Office of the Qingdao Municipal Government and the Overseas Chinese Affairs Office of the Qingdao Municipal Government.

Major coverage was conducted by national and provincial media including People’s Daily, Xinhua News Agency, China Daily, Guangming Daily, Economic Daily, Dazhong Daily and Shandong TV. The event also received extensive coverage from media such as Qingdao Radio and Television Station, qingdaonews.com, Public Network, Tencent.com, NetEase Qingdao, Sohu.com, ifeng.com and Business Weekly.

Combination with another event

The High-Level Dialogue was the core content of the International Olympic Sailing Cultural Exchange Activities during Qingdao International Sailing Week – Qingdao International Marine Festival which is held annually in August.
2018 Qingdao International Sailing Week – Qingdao International Marine Festival was held from August 10 to 19 and included nearly 40 cultural and sport activities. According to incomplete statistics, more than one million tourists from all over the world visited Qingdao Olympic Sailing Centre during the event.

In order to further carry out the Olympic spirit and continuously build the city brand of Sailing City, Qingdao International Sailing Week was created in August in 2009 as the heritage of 2008 Qingdao Sailing Competition through drawing the experience of Kiel Week and other famous international festivals. In 2014, the Qingdao International Marine Festival – which was created in 1995 – was included in the Qingdao International Sailing Week.

INVENTORY OF ACTIVITIES

Sport

The High-Level Dialogue was dedicated to inheritance and use of Qingdao’s Olympic legacy, as well as the sailing industry and city brand development.

The speeches included “Development of Beijing and Olympic Legacy Inheritance and Innovation” by Liu Jingmin, Executive Vice President of Beijing Olympic City Development Association; “To be a Sailing City” by Axel Bauer, Head of Sailing & Business Kiel-Marketing GmbH; and “Winning together, a Global Success Story: a Case-study of the 14-year Partnership between Qingdao and the Clipper Round the World Yacht Race” by Jonathan Levy, Director of Sponsorship of Clipper Round the World Yacht Race.

Panel discussions included “Olympics, International Sailing Events and City Brand” and “Prospects of Expectations for the Marine Leisure Sports Industry”.

Culture

The “Carrying on Olympic Spirit, Sailing in Qingdao” themed activity in commemoration of the 10th Anniversary of the Olympic Sailing Competition & the Awarding Ceremony of “Glorious Ten Years of Sailing City” was held to commend the events, people and enterprises that have made great contributions to the inheritance of the Olympic spirit and the development of sailing from 2017 to 2018 in Qingdao.

The following cultural events were organized:

- A photography show commemorating the 10th Anniversary;
- A comprehensive assessment of the development of Qingdao;
- A promotion film on the 10th Anniversary

Urban renovation

Having attracted a constant stream of tourists from home and abroad, Qingdao Olympic Sailing Centre is appraised as the “National Coastal

Use of Olympic Symbols & Brand

A special logo was designed for the 10th Anniversary of the Olympic Sailing Competition. It included the Olympic Rings.
Tourism Leisure Demonstration Area” by National Tourism Administration.

After the Olympic Sailing Competition, the first Olympic Sailing Museum in the world was built. In 2018, the museum was renovated and transformed.

In 2018, the Qingdao International Conference Center was set up inside the Qingdao Olympic Sailing Centre, which became the main venue of Shanghai Cooperation Organization (SCO) Qingdao Summit. Qingdao once again attracted the world’s attention, manifesting the urban area featuring intermingled mountains, sea, city, and sails, and always leading the trend.

The event received great support from the IOC and the World Union of Olympic Cities. Yu Zaiqing, Vice President of the IOC came to Qingdao to attend the dialogue and delivered a speech. The World Union of Olympic Cities assisted Qingdao in inviting guests to the area of Olympic legacy utilization. Though unable to attend the dialogue, the Union sent a delegation in September 2018 to carry out special inspection on Qingdao’s use of Olympic legacy.

The poster for the High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition was designed, which incorporated the Olympic Rings. A themed video on the 10th anniversary of the 2008 Qingdao Olympic Sailing Competition was planned and produced.

**A more detailed view on inventory of activities**

**2018 Cultural events in more details**

The Photography Show in commemoration of the 10th Anniversary of the Olympic Sailing Competition themed “Carrying on Olympic Spirit, Sailing in Qingdao” was carried out to display through images the Olympic Sailing Competition and the vigorous development of the sailing in Qingdao in the post-Olympic era.

A professional organization was entrusted to comprehensively evaluate the development of Qingdao’s Sailing City brand in the past decade and a complete and detailed evaluation report was achieved.

Qingdao entrusted a professional media organization to produce the themed promotion film on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition, which was later displayed during the high-level dialogue, the opening ceremony of Qingdao International Sailing Week – Qingdao International Marine Festival and the awarding ceremony of the commemoration of the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition. The video conducted an overall review on Qingdao’s bid for the Olympic Sailing Competition, the hosting of the competition, and the building of the city brand Sailing City in the post-Olympic era, and reproduced Qingdao’s journey in working tirelessly to build a world-renowned Sailing City. On the gathering organized by Qingdao in commemoration of the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition, the staff once working on the preparation of the Olympic Sailing Competition looked back on the journey of hard work in an excited mood that can hardly be withheld.

The “Sailing City” Sea Cruise was held to create a “sailors’ festival” unique to the Sailing City.

To better enhance the connectivity of marine leisure sports, the Russian Sailing Tall Ship Pallada, a witness to the friendship between China and Russia, visited Qingdao for the fourth time during Sailing Week – Marine Festival. The ship was launched on July 4, 1989, and has visited 101 ports in 35 countries, with a navigation distance exceeding 4.59 million nautical miles. Qingdao held welcome and departure ceremonies, and carried out cultural and sports exchanges, interactions with sailing schools, visits by citizens and social groups as well as other activities.
Urban renovation (for and since the Olympics)

The Qingdao Olympic Sailing Centre is located in downtown Qingdao, covering an area of 45 ha. (with a venue area of 30 ha. and a non-venue area of 15 ha.). All the essential facilities for the Sailing Competition are at the venue area (including the Olympic sub-village, Sailors Centre, Administrative Management Centre, Venue Media Centre and Logistics Supply and Support Centre), with a total construction area of about 138,000 m². There are also supporting facilities such as the measurement dam, land and water boat parking area, launching ramps, main breakwaters and the Olympic Memorial Quay. The construction of the venue fully reflects the concept of “green Olympics, high-tech Olympics and humanistic Olympics”, emphasizes on the application of advanced technologies and technics, focuses on the development and use of green energies such as wind energy, solar energy and seawater sources, and uses environmentally-friendly materials in an all-round manner. As a modern venue combining the concepts of circular economy and the idea of “green Olympics” and “high-tech Olympics” and having withstood the tests of the Olympic and Paralympic Sailing Competitions, it is recognized as a world-class Olympic Sailing Competition venue by the IOC, World Sailing, sailing teams from all countries and domestic and international media.

After the Sailing Competition, the Olympic Sailing Centre has continued to serve as a sailing base and reserves the space and all facilities needed to hold international sailing events. Besides, the functional transformation of all the other venues in it have been completed, with new supporting facilities added in accordance with the actual conditions. The Media Centre now serves as the workplace of the Qingdao International Yacht Club, Qingdao Olympic Sailing City Development Association, Qingdao Yachting Association and Qingdao Major International Sailing Events (Festivals) Organizing Committee. More than 600 berth inside the port in the Olympic Sailing Centre are now run by Qingdao Tourism Group.

The Olympic sub-village was transformed into InterContinental Qingdao, a five-star hotel; the Sailors Centre, the Logistics Supply and Support Centre, the Main Operation Centre into hotels and restaurants; the Event Administrative Management Centre into China Marine Sports Academy; part of the land boat parking area into Fisherman’s Wharf, a large-scale indoor leisure vacation plaza integrating catering, entertainment, leisure and cultural performances; the measurement dam will be built into a vital Asian or even global luxury cruise ship terminal in the Pacific rim. What’s more, some high-end malls such as Hisense international shopping centre and Marina City Plaza are also built in the centre. Active efforts have been made to develop marine tourism, and as a result, offshore tourism routes in coastal scenic spots and night laser lighting show in the harbour were developed with Olympic Sailing Centre port as the basis. All in all, the Olympic Sailing Centre has, through functional transformation, gradually become a coastal tourism leisure demonstration base and a new landmark for tourism in Qingdao integrating marine tourism, recreation, catering and accommodation, and cultural activities.

HISTORY & STORY

A historical moment in the spotlight

Story 1:

Yin Jian, Vice Principal of Sichuan Water Sports School and champion of RS-X Women’s Windsurfer at the 2008 Beijing Olympic Games joined in the High-Level Dialogue and shared her story. She said that she participated in the Olympic Sailing Competition in Qingdao only ten years ago, and now Qingdao has become a well-known Sailing City. The successful hosting of the Olympic Sailing Competition and the inheritance of the Olympic spirit in the subsequent 10 years have helped Qingdao draw the attention of the world. At the Qingdao Sailing Competition in 2008, Yin Jian had an average start, and the contestants from Spain, Italy and Britain were in the first group. After passing the first buoy, Yin Jian was in fourth place; then after the second, third and fourth buoy, she dropped to fifth place, while the Italian contestant
raced to first place at the fourth buoy. If the situation would have continued, the Italian contestant would have won the gold medal. However, “an obstacle sliding route” was added after passing the buoys in the windsurfer race of that Sailing Competition, which gave Yin Jian more time. Finally, at the end of the “obstacle sliding route”, the Spanish and the British contestants bumped into each other when bypassing the buoy, so Yin Jian seized the chance and surpassed the Spanish contestant. Finally, Yin Jian won the gold medal, China’s first gold medal in the sailing races.

Story 2:
A unique awarding ceremony of Sailing Competition on the sea, Princess Anne gave a pithy remark.

Under the proposition of the International Sailing Federation and approved by the IOC, Qingdao built an awarding platform on the sea in the minor harbour of the Olympic Sailing Centre. The offshore platform was only dozens of meters away from the main breakwater where the audience was located. The audience was able to enjoy a panoramic view of the awarding ceremony. Guided by the usherette, the medal presenters gave the audience quite a surprise, with the ones for medals of Yngling class races being an honorary IOC member and the former King of Greece Constantine and the one for Finn class races being IOC member HRH Princess Anne of Great Britain. Princess Anne’s words left a deep impression on a female contestant named Sarah in the Yngling class race, “Having undergone a hard past, you are now surrounded by glory.”

Zoom on an (extra)ordinary story

Evoking and sharing one’s own memories of the Olympic Games creates emotional moments and mental pictures that contribute to collective pride and joy. To know more about the special activity proposed to the organizing team, read the annexed text!

LEGACY OF THE CELEBRATIONS

Linking Past, Present and Future

The High-Level Dialogue has as major output the Qingdao Consensus, released at the closure of the conference. The text urges carrying forward the Olympic culture and spirit.

Qingdao Consensus, released in Qingdao on August 12, 2018
“We, representatives at the “High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition”, gathered in Qingdao in August 2018, to discuss topics relating to the present and the future of Olympic cities including the promotion of the Olympic culture, the utilization of the Olympic legacy, the development of the sailing sport, and city branding under the theme of “Olympics Adding Charm to the City”, and have reached the following consensus.
-Promote the Olympic culture and carry forward the Olympic Spirit. The Olympic Games, as a global platform for international exchange and interaction in economy, science and technology, culture, education and health, is an important vehicle for host cities to present the culture of its country or region to the world. This dialogue has gathered a large number of famous domestic and international guests from international organizations, Olympic cities and sailing events organizing committees. With the objective of promoting the Olympic culture and carrying forward the Olympic Spirit, we will strengthen the exchange and cooperation among all sides and share the development of the Olympic Movement and the sailing sport.

- Build the brand of the city and make it better known in the world. In recent years, China has made remarkable accomplishments in the sailing sport. Sailing is developing fast with strong momentum across the globe. All parties agree to strengthen exchanges and interactions with IOC, World Sailing and other international sailing organizations. Qingdao, as a host of Olympic sailing competitions, has become a famous sailing city of China. Sailing sport has indeed made the city more vibrant, more fashionable, and more attractive.

- Create a sound atmosphere for the development of sailing sport, bring in and host more well-known international sailing events. To realize sustainable development of the sailing sport, multiple measures should be taken in such areas as the supportive policies, dock infrastructure, popularization of sailing among youngsters and the general public, etc. High-end international sailing events should be brought in. Efforts should also be made to foster independent trademark sailing events with wide international influence. Through holding leisure sailing and other marine sport events, we look to make sailing sport part of a fashionable lifestyle, and enable the Olympic accomplishments to benefit the city's development.

- Promote the exchange and cooperation among cities, events, organizations and clubs. “High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition” offers a high-end platform for in-depth discussions on topics such as the promotion of the Olympic culture, the utilization of the Olympic legacy, the development of the sailing sport and city branding. All the participants agree that we should support the sailing events and international exchange activities held by one another, actively sign cooperation agreements in specialized sailing area. Staring from now, we should jointly build a platform for exchange and contribute to the development of sailing in the world.

We wish the “High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition” a complete success. We call for thorough review of the outcomes of the dialogue and sharing of best practices for Olympic city development. We will closely communicate, exchange and cooperate with each other so that we can better realize the wonderful vision of “Olympics Adding Charm to the City”.

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**FEEDBACK SECTION**

**Key challenges**

**Constant supervision**

The work on hosting a large-scale international professional dialogue started in 2017, with a long preparatory period and wide time span, and involving many departments and attendees and lots of details. Efforts are required to overcome slackness to follow and implement the work persistently.

**Anticipation required to secure international invitees' participation**
The invited international guests are mainly people in charge from major international organizations such as the IOC and World Sailing. Invitation plans should be made in advance and repeated communication and adjustments should be made to the setting of the agenda and speech content.

**Evaluation**

The venue layout, design and expression forms of the High-Level Dialogue were all displayed according to international standards; the event planning, reception service and marks and guiding signs were all in line with international standards.

**Replicability**

In the next 10 years, high-level discussion and dialogue on the inheritance and development of Olympic legacy will continue to be held as an important basis for Qingdao’s further efforts in building a world-renowned Sailing City.

Commemoration activities on Qingdao Olympic Sailing Competition will continue to be held on an annual basis. Efforts will be made to incorporate sailing and Olympic spirit into diverse aspects of city life through brand and project cooperation, and other measures, so as to contribute to the city's sustainable development and the construction of an international metropolis.

We all agree that the high-level discussion and dialogue activities, the brand evaluation and the themed video production and commemorative event can be popularized and replicated in other Olympic cities.
PRACTICAL INFORMATION

Project Management - Timeline

October 2017: Qingdao sent a delegation to participate in the Annual Meeting of the World Union of Olympic Cities, to promote Qingdao’s city brand as the Sailing City and learn from the experience and practice of Olympic cities like Barcelona, Spain in holding commemorative events. At the same time, the preparatory work on commemoration of the 10th Anniversary of the Qingdao Olympic Sailing Competition was launched, with the work plan on commemoration of the 10th Anniversary of the Qingdao Olympic Sailing Competition and the high-level dialogue formulated.

November 2017-March 2018: Qingdao started the work on guest invitations. Taking advantage of the participation in the Pyeongchang Winter Olympic Games in Korea, we combined the guest invitations for the High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition with Sailing City brand promotion and foreign exchanges. Efforts were made to avail the opportunity of the visit to foreign countries to invite international organizations and professional experts to Qingdao for the event; invitation letters were sent to the guests and followed up on; communicated with the guests on speech content and updated the agenda accordingly based on the status of the guests’ invitations.

The budget for the 10th anniversary event was made. The high-level dialogue on the 10th anniversary was incorporated into Qingdao Municipal Government’s financial plan, which was approved by Qingdao People’s Congress.

April-June 2018: Work was done to follow up on the approval process of the dialogue on the 10th anniversary. Letters were sent to the Chinese Yachting Association, Beijing Olympic City Development Association and Shandong Provincial Sports Bureau. The Chinese Yachting Association and Beijing Olympic City Development Association agreed to act as the hosts of the event and Shandong Sports Bureau approved the holding of the event. On that basis, Qingdao Municipal Government officially submitted the request for approval to the Shandong Provincial Government, applying for the staging of the High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition in Qingdao.

July 2018: The first phase of the volunteers’ recruitment for the Dialogue started. Led by the Qingdao Municipal Youth League Committee, outstanding students with excellent qualifications and proficient English skills were selected from Qingdao-based colleges and universities as volunteers. In a second phase, work was launched on determination of the logo for the dialogue on the 10th anniversary and printing of meeting material such as meeting manuals and meeting agendas. Several symposiums to discuss the content and preparatory principles and arrangements of the commemorative event were organized. The topic and speakers were also discussed. Organization, preparation and rehearsals were done together with the organizing unit – Qingdao Publishing Group.

August 2018: A good job was done in terms of arrival, reception and departure of guests to Qingdao, as well as the publicity efforts. The High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition was organized successfully.

Finance and Cost
The High-Level Dialogue on the 10th Anniversary of the 2008 Qingdao Olympic Sailing Competition was mainly funded by Qingdao municipal financial budget, part of the funding was raised from the market. For example, part of the funding of drinking water and simultaneous interpretation of the meeting was raised in the latter way.

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**Human Resources and Time**

More than 30 core staff from Qingdao Major International Sailing Events (Festivals) Organizing Committee took part in the preparation of the High-Level Dialogue. Over ten students from colleges and universities in Qingdao served as volunteers for the dialogue.

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