World Union of Olympic Cities
Activity Report 2018

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The World Union of Olympic Cities is following the strategy defined by the General Assembly and is constantly developing its activities and services to better serve the interest of its Members.

In this report, the association’s highlights for the year 2018 are presented.

1. Association

1.1. Executive Committee

Since the 2017 Smart Cities & Sport Summit held in Montréal, Canada, the Executive Committee Members have had three conference call meetings in order to manage the current business of the Union. The next Executive Committee Meeting will be held during the Union’s upcoming annual event on Sunday, October 28th.

During the 2017 General Assembly of the World Union of Olympic Cities, Article 17 of the Statutes was modified in order to increase the number of allowed seats on the Executive Committee from thirteen to fifteen (Minutes of General Assembly in Annex 1). The majority of the Executive Committee Members were re-elected for a term of four years and both Mr. Georg Spazier, CEO of Innsbruck-Tirol Sports, and Mr. Jean-François Martins, Vice-Mayor of Sport, City of Paris, were elected by the General Assembly as new Executive Committee Members (entire list of current Executive Committee Members in Annex 2). The Executive Committee has been deeply reflecting on the future development and activities of the Union in order to establish the main objectives for the upcoming years.

1.2. Members

The Union is pleased to note a constant interest of new cities in its activities and values. This year, the Union is happy to welcome the City of Chamonix, who held the first Winter Olympic Games in 1924, into the Union as an Active Member. Currently 40 cities are Members of the World Union of Olympic Cities.

1.3. Potential Members

The Union has intensively been in contact with all the Olympic Cities not yet Members of the Union. The Union is very happy to welcome the Cities of Oslo, Lillehammer, Sydney, Berlin, Nagano and Vancouver, all of whom are attending this year’s Summit. Also in attendance are the Cities of Dakar (future host of the 2022 Youth Olympic Games), Anaheim (host of the wrestling event of the Los Angeles Olympic Games) and Tampere (host of the football event of the Helsinki Olympic Games).

The Union is pleased to organize an additional trip to the City of Grenoble in order to develop relationships and to discover on-site how the City has celebrated the 50th anniversary of the 1968 Winter Olympic Games.

Olympic Cities – Potential Members 15

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<th>Berlin</th>
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2. Collaboration with the IOC

Following the Memorandum of Understanding concluded between the IOC and the Union in 2016, the Union is pleased to continue its work on collecting stories and creative narratives on concrete cases that showcase the cities’ heritage. At the beginning of 2018, the Union sent to its Members the first printed version of the Olympic Legacy Toolkit. The Toolkit covers different topics and was created as a means of fueling conversation about how cities keep the Olympic flame alive by doing a variety of activities and having different projects and initiatives. It is also an effort to highlight and promote the best practices and great examples of the work being done in Olympic cities across the world in regards to legacy. Collecting good practices and framing the content of the cases for it to be interesting for all Members is an important effort that was made possible thanks to the contribution of Olympic City Members.

These collected stories and best practices will contribute to documenting Olympic legacies and contributing to the global research process of the IOC Legacy Capture Project.

2.1. Legacy Projects

This year, the IOC and the World Union of Olympic Cities are collaborating on a new legacy tool, called Legacy Hub, which will be launched on www.olympic.org. The tool will come in the form of a search engine where users will be able to search legacies by Olympic editions in the categories of People, Cities, Sport, and Venues, as well as find a full overview of the key legacies.

The Olympic Studies Centre, in collaboration with the IOC, has collected and assembled relevant information concerning all Olympic Stadia from the modern Olympic Games (1896 to present). The objective is to give a detailed description of these facilities while giving information about their post-Olympic life and challenges. This panorama of Olympic Stadia is unique and will be complemented later with other venues and facilities used during the Olympic Games. The Union acts as a relay between the IOC and the Olympic Cities who are invited to review and validate the content in view of the public.

These projects will be presented by the IOC during the 2018 Annual Meeting on October 29th to the Olympic Cities.

2.2. Olympism in Action Forum

On the occasion of the IOC’s first ever edition of the Olympism in Action Forum which was held in Buenos Aires, Argentina, October 5-6, 2018, the Union, in collaboration with the IOC, created an exhibition which featured several case studies originating from the Olympic Legacy Toolkit. This exhibition will also be showcased at the Olympic Museum in Lausanne during the Annual Meeting of the World Union of Olympic Cities.

2.3. Nomination to IOC Commission

The Secretary General of the Union was nominated to the IOC Commission of Sustainability and Legacy earlier this year. This represents an important recognition for the association and opportunity to continue contributing to the IOC’s work on legacy as well as to reinforce and strengthen the collaboration with the IOC.
2.4. Olympic Cup

The World Union of Olympic Cities was awarded the Olympic Cup in 2017 by the IOC. The Olympic Cup was created by Baron Pierre de Coubertin and is awarded annually to an institution or association that has rendered eminent services to the cause of sport or has successfully contributed to the spreading of the Olympic ideal. The President of the IOC, Mr. Thomas Bach, will award the Olympic Cup to the President of the Union on behalf of the association during the 2018 Smart Cities & Sport Summit. The Union is extremely honoured with this distinction and recognition by the IOC of its activities, values, growth and mission.

3. 2018 Activities

3.1. Smart Cities & Sport Summit 2017 – Post-Event Synthesis

For the first time ever, the Annual Meeting of the World Union of Olympic Cities and the Smart Cities & Sport Summit were organized outside of Lausanne, in Montréal, host city of the 1976 Summer Olympic Games. The feedback from both Olympic City and Smart Cities & Sport participants was very positive. This edition in North America is a positive start for the development of the network abroad. The fourth edition confirms the success of the concept and the interest of the participants. With 226 registrations to the Summit, the participation is stable compared to the previous edition of the Smart Cities & Sport Summit.

**Participation**
- Number of participants: 226
- Number of cities: 49

**Olympic City Active Members of the Union (26 of 36 Member Cities)**

1. Amsterdam, Netherlands
2. Antwerp, Belgium
3. Atlanta, USA
4. Barcelona, Spain
5. Beijing, China
6. Buenos Aires, Argentina
7. Calgary, Canada
8. Gangneung, South Korea
9. Innsbruck, Austria
10. Lake Placid, USA
11. Lausanne, Switzerland
12. London, UK
13. Los Angeles, USA
14. Mexico City, Mexico
15. Montréal, Canada
16. Munich, Germany
17. Paris, France
18. Qingdao, China
19. Qinghuangdao, China
20. Québec, Canada
21. Reno Tahoe, USA
22. Richmond, USA
23. Sapporo, Japan
24. Sarajevo, Bosnia-Herzegovina
25. Singapore, Singapore
26. St. Louis, USA

**Associate Members of the Union (1 of 3 Member Cities)**

1. Rotterdam, Netherlands

**Olympic City Potential Members (3 cities)**

1. Kingston, Canada
2. Oslo, Norway
3. Vancouver, Canada

**Other Cities (19 cities)**

1. Baltimore, USA
2. Carmel, USA
3. Charlottetown, Canada
4. Copenhagen, Denmark
5. Coquitlam, Canada
6. Detroit, USA
7. Eindhoven, Netherlands
8. Frankfurt am Main, Germany
9. Green Bay, USA
10. Hamburg, Germany
11. Indianapolis, USA
12. Liverpool, UK
13. London, Canada
14. Noordwijkerhout, Netherlands
15. Ottawa, Canada
16. Pittsburgh, USA
17. Summerside, Canada
18. Syracuse, USA
19. Yangzhou, China
International Sport Federations (8 Federations)

1. FIBA
2. International Canoe Federation
3. International Equestrian Federation (FEI)
4. International Taekwondo Federation
5. International University Sports Federation
6. UCI
7. UIPM
8. United World Wrestling

The participants of the Smart Cities & Sport Summit 2017 came at 60% from America, 28% from Europe and 12% from Asia.

**Comparison 2009-2017**

![Comparison 2009-2017 chart]

**Additional Trip**

For the first time ever, the Union decided to organize an additional trip to an Olympic City following the conclusion of the Summit. In 2017, the Mayor of Lake Placid invited Olympic Cities to discover the legacy of Lake Placid on-site. Thirty-nine people participated in this two-day trip including representatives from Amsterdam, Antwerp, Barcelona, Beijing, Gangneung, Lausanne, London, Los Angeles, Qingdao, Reno Tahoe, Sarajevo, Sapporo and St. Louis. The concept of the additional trip proved to be highly valuable because:

a) The trip provided the opportunity for Members to discover the legacy on-site
b) Members were able to visit two cities in one trip
c) It gave Members time to strengthen relationships and build ties among themselves
3.2. New Communication Strategy

Olympic Cities

The World Union of Olympic Cities’ overarching goal is about connecting people and sharing relevant information. The network is growing and thus the need for targeted information and stimulating exchanges. On a monthly basis, Members of the Union now receive a newsletter specifically tailored to Olympic Cities. The newsletters aim at collecting and presenting information that Members can implement in their own cities to activate their legacy, improve their connections with the Olympic movement and activate projects that promote shared values. The Union welcomes any news that would be pertinent to share within its network.

Smart Cities & Sport

Until the end of 2017, a monthly newsletter was being sent to the Smart Cities & Sport network, which included 2-3 case studies, 1 interview and 1 opportunity for cities. This quite intensive strategy aimed to give visibility to the network. Since the Smart Cities & Sport Network is now relatively known, more substantive content is produced. Since the last event, three publications have come out. The first online post-event report of the 2017 Smart Cities & Sport Summit with key takeaways from the attending cities and sport groups, filmed interviews with speakers and participants was published at the end of 2017.

Two other publications have been partially published on our website and will be printed and distributed during the 2018 Smart Cities & Sport Summit. One is about Women in Sport and features articles, expert interviews and concrete case studies that provide an in-depth analysis of and data gathered from around the world on girls’ and women’s access to sport. This publication stresses the key role cities play in fostering women’s sport participation and provides a host of recommendations for cities to bridge the gender gap. The second is about Sports Innovations Hubs and will feature the presentation of different existing models of incubators and accelerators from Paris to Tel Aviv, via Berlin and the province of Trentino. It will provide insight on how they contribute to the development of start-ups and what advantages cities have in supporting this type of initiative.

3.3. Presence at the 2018 PyeongChang Winter Olympics

The Olympic Games in PyeongChang, held from February 9 to 25, 2018, were a fantastic edition, with the message of peace, harmony and sport as a powerful unifying factor, at the core of its message. As per tradition, the Members of the World Union of Olympic Cities were invited to attend the City of Lausanne’s traditional cocktail of the Olympic Capital.

3.4. Collaboration with GAISF and SportAccord

SportAccord

As in the previous year, the Union also had a partnership with SportAccord this year in order to participate in the preparation and moderation of the City-to-City and to be a part of the CityAccord Editorial Committee along with the Vice President of the Union, Mr. David Simon. This gave the Union an important visibility and the opportunity to meet with new cities, potential Members of the Union, and potential participants of the 2018 Smart Cities & Sport Summit. The official programme of the 2018 SportAccord can be viewed in Annex 3.
Associate Membership with GAISF
The General Assembly of the Global Association of International Sports Federations (GAISF) held in Bangkok, Thailand in April 2018, accepted the membership of the World Union of Olympic Cities. The Union is proud to announce that it is currently an Associate Member of GAISF.

Partnership with GAISF for 2018 Summit
One of the objectives of the Union’s membership with GAISF is to develop the partnership between GAISF’s Members and the Union’s Members through its activities. To this end, GAISF is an official partner of the 2018 Smart Cities & Sport Summit. Through this partnership, the Union wishes to bring an added value to GAISF’s members and to contribute to the development of both networks by creating an additional bridge between the International Sports Federations and the cities that regularly attend the Summit every year.

For this year’s edition, the Union benefited from the support from GAISF’s administration to invite all of GAISF’s members to the Summit and, in return, the Union offered to GAISF members the possibility to benefit either from special discounted registration fees for the entire Summit or a free programme for IFs on Wednesday, October 31st.

3.5. Development of Other Partnerships

World Winter Sports (Beijing) Expo
The World Winter Sports Expo (Beijing) was held September 19-22, 2018 in Beijing, China. The President of the World Union of Olympic Cities and Mayor of Lausanne, Mr. Grégoire Junod, as well as the Secretary General of the Union, attended the Expo and presented the Union and its missions during the Olympic City Development Forum.

Partnership with AWI
The Active Well-Being Initiative (AWI) is a non-profit organisation that helps cities promote physical activity, sport and well-being for all. The AWI officially launched its Global Active City Label (founded by Evalo and TAFISA and supported by the IOC) at the 2017 Smart Cities & Sport Summit in Montréal. The Union also collaborates with AWI every year in order to include a session dedicated to health promotion in the Summit programme. During the Olympism in Action Forum, in Buenos Aires, the 6 first cities were awarded with the certification of “Global Active Cities”. This year, AWI has organized a workshop that will take place at the end of the day on Wednesday, October 31st and which will focus on concrete solutions for cities wishing to get their citizens to lead more active and healthier lives.

Collaboration with the AIMF
This year, the International Association of Francophone Mayors (Association internationale des maires francophones or AIMF) will organise its annual event in Lille, France from November 5th to 7th, 2018 with its General Assembly to be held on Nov. 5th and its Congress, which will be centered around the topic of sports and cities, from Nov. 6th-7th. The World Union of Olympic Cities will collaborate with the AIMF regarding the programme for Nov. 6th and is currently preparing workshops and sessions to this end. The Union will be represented by its President and its Secretary General.
4. 2019 Activities

In addition to its main activities of collecting, documenting and sharing knowledge and experience related to Olympic legacy, the World Union of Olympic Cities foresees the following activities for next year.

4.1. SportAccord 2019

For the 2019 edition of SportAccord, which will be held in Gold Coast, Australia, May 5-7, 2019, the Union is already working together, along with Vice President Mr. David Simon, on the programme for the City-to-City session and the City Accord. Following the positive and successful collaborations in previous editions of SportAccord, the new partnership with SportAccord for 2019 will follow the same format as in previous years.

4.2. 2019 Summit in Tokyo

The Union is immensely honoured to announce that the Host City for its annual event in 2019, the Annual Meeting of the World Union of Olympic Cities and the Smart Cities & Sport Summit, will be Tokyo, Japan. Following the great success of its annual event held in Montréal in 2017, the Union has decided to continue hosting its event abroad every other year. To this end, at the beginning of this year, the Union opened the bid process exclusively to Asian cities in order to give these cities the priority. It is an extreme honour for the Union to have its event take place in Tokyo and to experience directly the legacy of the 1964 Summer Olympic Games as well as to witness a city in the midst of its preparations for a future edition of the Games.

Collaboration & Joint Event with TAFISA

Earlier this year, it came to the attention of the Union’s secretariat that the 26th World Congress of TAFISA (The Association for International Sport For All) will be held in Tokyo November 13th – 17th, 2019. After discussions with TAFISA, the Union is happy to announce that it will organize a joint venture event in 2019 that will be included in the programme of the 2019 Summit. TAFISA’s mission and main objectives are well aligned with those of the Smart Cities & Sport and the same interests are shared. As the target audience of TAFISA’s event and that of the Smart Cities & Sport Summit is not the same, the goal of this Joint Event is to combine the audience and benefit from the synergies, offering all participants the possibility of making the most of the two events.

With regards to the schedule, the Union is planning on organizing the event on the following dates:

- Monday, November 11th: Executive Committee Meeting of the World Union of Olympic Cities
- Monday, November 11th: Welcome Dinner for the Olympic Cities
- Tuesday, November 12th: Annual Meeting of the World Union of Olympic Cities
- Wednesday, November 13th: Smart Cities & Sport Summit
- Thursday, November 14th: Joint Venture Day (Day 2 of Smart Cities & Sport Summit and Day 1 of TAFISA’s 26th World Congress)

Collaboration with Japan Sport Council

The Union has had a very good contact and discussions with the Japan Sport Council who are supporting the organization of the Annual Meeting of the World Union of Olympic Cities to take place on November 12th, 2019 which would be followed by on-site visits of the Olympic venues. They have also proposed to set up a project team within their association in order to help the Union in organizing the Annual Meeting and Day 1 of the Smart Cities & Sport Summit.
4.3. Olympic Legacy Work Update

In 2019, the Union will continue its “strategic watch” to list legacy activation activities, collect data and information as well as draft presentation cases to be shared among Olympic Cities.

The research work is threefold:

- Olympic legacy at large according to the current Olympic Legacy Toolkit template.
- Legacy governance: all cases presented at the Annual Meeting will be drafted and included in the online version of the Olympic Legacy Toolkit.
- Celebrations: this theme represents a new section of our work on legacy. It includes anniversaries, celebrations (such as Olympic Day celebrations) and permanent celebrations (such as Spectaculars or urban markers). A new template has been designed and Cities are invited to fill in a “general part” describing their event and a “zoom” part that describes in more details a specific element of their celebrations’ programme.

5. Finances

5.1. Overview of Accounts

The final 2017 Accounts are presented in Annex 4. After totally reimbursing the deficit in 2016, the Union is currently in the process of reimbursing two loans accorded by the City of Lausanne in 2012 & 2014. The first instalment of 10’000.- CHF was reimbursed in 2017 and the remaining instalment of 56’000.- CHF was reimbursed at the beginning of 2018, right after taking knowledge of the amount of benefits for the 2017 year. The benefits for the year 2017 are of an amount of CHF 72’251.96.

2017 was the first year that the Union could benefit from a subsidy of CHF 50’000 from the IOC. Since the payment arrived at the end of December, the secretariat of the Union did not base its budget on this amount. In addition to this, the support of Montréal for the organisation of the Summit, both in terms on financial support and in-kind services, was important enough to allow the Union to close the financial year with a positive balance.

The 2017 Loss and Profit Statement will be presented during the General Assembly.

5.2. Annual Membership Fees

As per the Statutes of the Union, the General Assembly will decide the amount of the Annual Membership Fees for both Active and Associative Members based on the recommendation of the Executive Committee agreed upon during their meeting on October 28th in Lausanne, Switzerland.