



Candidature Process Olympic Winter Games 2026

Joint Briefing for
Interested Cities and NOCs

13 October 2017





Agenda

- Candidature Process Olympic Winter Games 2026
- IOC Ethics and Good Governance Policies
- Branding and Promotion Opportunities
- Update on Games Management 2020





Candidature Process Olympic Winter Games 2026



**Soft Launch on
29 September
2017**





Official Launch on 17 October 2017

Communication Plan

- Media release at 4pm on Olympic.org and pushed to key media
- Official 2026 webpage on Olympic.org
- Olympic Channel news
- News amplified on IOC social media



Official Launch on 17 October 2017

Additional resources made available

- 2026 Candidature Questionnaire including Guarantees
- Olympic Winter Games in Numbers (NEW)
- Four short films on
 - Legacy of the Olympic Winter Games
 - Impacts of strategic changes on the Candidature Process
- Q&A
- Benefits of Hosting the Games



Background



Candidature Process shaped by recent strategic initiatives

- **Olympic Agenda 2020**
- **Olympic Winter Games Strategic Review Working Group**
- **Games Management 2020**



2-Stage Candidature Process: From Dialogue to Election





New Candidature Process 2026



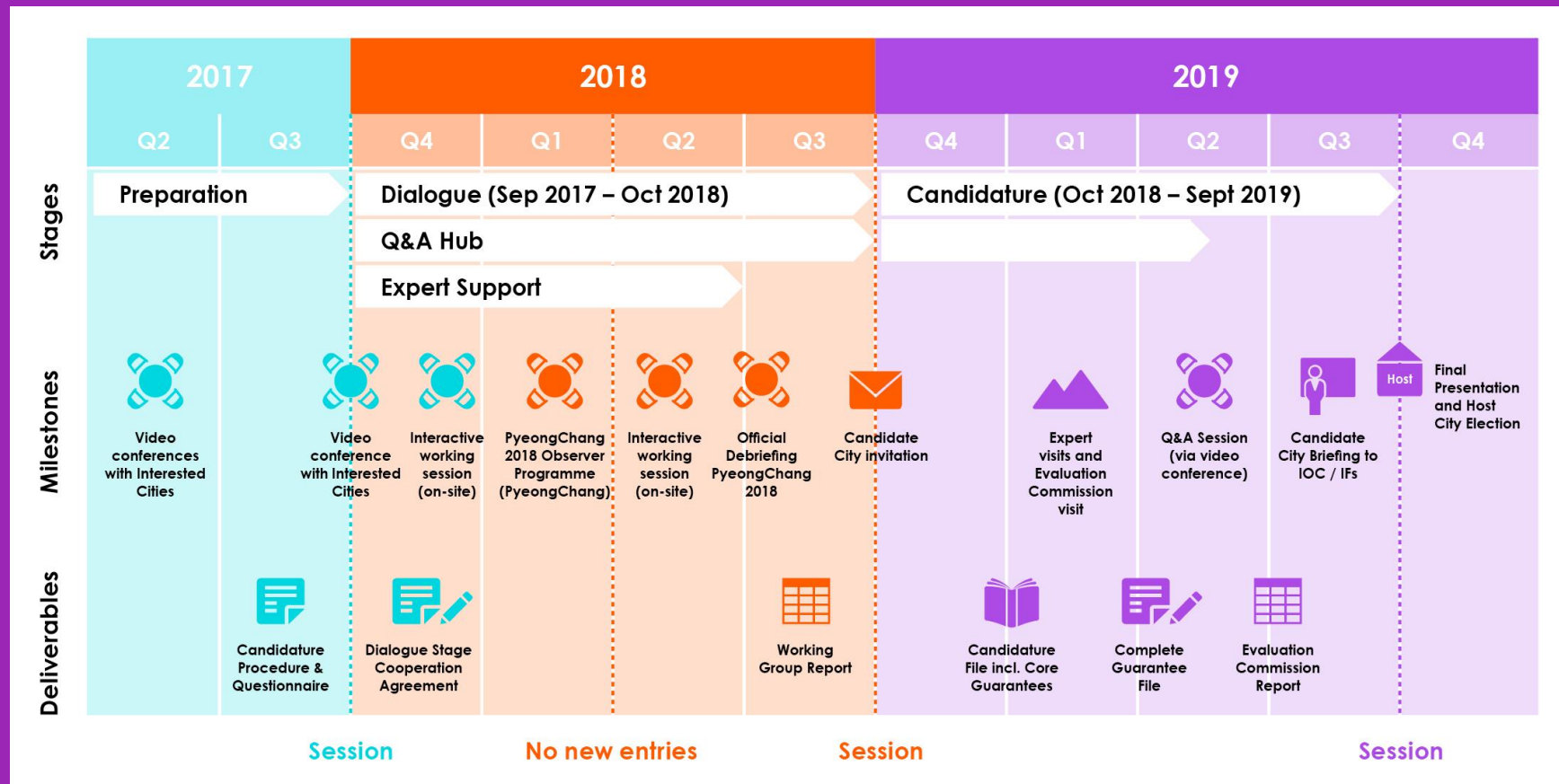
2 Stages

- One-year non-committal **Dialogue Stage**
September 2017 – October 2018
- Shortened formal **Candidature Stage**
October 2018 – September 2019
- **Host City Election** –September 2019



Terminology

- “Interested City” (Dialogue Stage)
- “Candidate City” (Candidature Stage)





Dialogue Stage

September 2017 – October 2018





Cities to engage with IOC to assess the benefits and requirements related to hosting the Games

- Non-committal
- Increased technical assistance from IOC
- No submission of Candidature File/guarantees
- National promotion – development of an Emblem
- Significantly reduced Candidature costs

Ongoing Assistance and Support

- In-City interactive working sessions
- On-site expert support
- Q&A Hub
- Support from the IFs
- Olympic Winter Games PyeongChang 2018 Observer Programme





In-City interactive working sessions

November/December 2017

- First session to discuss the initial Games concepts

May 2018

- Second session to discuss the consolidated concepts after consulting with the IOC's technical experts



On-site expert support

November 2017 to April 2018

- Up to 4 visits per City at IOC's cost
- Experts with extensive experience in bidding for and hosting the Olympic Games
- Customised visits on the following topics:
 - Games Concept
 - Finance, Marketing and Legal Matters
 - Games Governance and Operations
 - Legacy and Sustainability



Q&A Hub

Ongoing

- Full availability of OGCC Team to answer any questions from Cities
- Updated Summary of Frequently Asked Questions (FAQ) regularly shared with all Cities
- Customised background information provided to Cities including access to the Olympic Games Knowledge Services and Olympic Games Guides

Email:

mattias.kaestner@olympic.org

candidate.cities@olympic.org



Support from International Federations (IFs)

Ongoing

- Role of IFs further strengthened through Olympic Agenda 2020
- Interested Cities encouraged to engage with IFs to discuss proposed sports and venue solutions
- Interested Cities to contact the Secretary General of the relevant IF



Olympic Winter Games PyeongChang 2018 Observer Programme

February 2018 (Games Time)

- Tailor-made programme for Interested Cities/NOCs to observe Games-time operations
- Access to approximately 15 observer visits and round-table sessions
- Six Observers (non-transferable) and four Executives (transferable once) per City/NOC



Other Events

SportAccord Convention 2018

- 15-20 April 2018 / Bangkok (Thailand)
- 6 accreditations

Olympic Winter Games 2018 Debrief

- June 2018 / Beijing (China)
- 4 accreditations

Buenos Aires Youth Olympic Games (YOG) & IOC Session

- 6-18 October 2018 (YOG) / 8-9 October 2018 (IOC Session) / Buenos Aires (Argentina)
- 4 accreditations



Invitation of Candidate Cities

Summer 2018: IOC Working Group to conduct a technical assessment of the Games Project

September 2018: IOC Working Group Report submitted to IOC Executive Board

October 2018: IOC Executive Board to recommend to the IOC Session Cities to invite to the Candidature Stage

October 2018: IOC Session to invite a number of Interested Cities to take part in the Candidature Stage



Candidature Stage

October 2018 –
September 2019





Cities to work with the IOC to increase the value proposition of their Games delivery plans

- Development of a Games/Legacy plan aligned with the Candidate Cities' existing long-term development plans
- Submission of one Candidature File, with contextual elements, and guarantees
- IF's analysis of Games proposals including on-site visits
- IOC experts pre-visits
- Evaluation Commission visits



Election of the Host City



June/July 2019:

Publication of the Evaluation Commission Report

Candidate City Briefing 2026 for IOC Members and IFs

September 2019:

Candidate Cities present to IOC Session in Milan, followed by election of the Host City 2026



Communication Support



Communication support by IOC throughout the Process



- Regular Conference Calls
- Videos, Factsheets and Q&A
- IOC Digital Platforms and Social Media
- IOC Newsletter
- Olympic Channel (Candidature Stage)
- Olympic Review (Candidature Stage)
- The Olympic Multimedia Library (TOML)
- Socio-economic research on the impacts of the Olympic Games



Olympic Channel (Launched in 2016)

- Nearly **1 billion** video views across all platforms
- **6.5 million** social media followers - 77% of them under age 35
- Web and app available in **11 languages**
- More than **6,500 pieces of content created**
- **Award winning** content in film festivals
- **199 live events** streamed and scheduled equating to nearly **500 transmissions**
- **Partnerships** with Bridgestone, Toyota and Alibaba as Olympic Channel Founding Partners
- **Archive** services for IFs



The Olympic Multimedia Library (TOML)

Database containing over **a century of Olympic history** dating back to the Olympic Games 1896:

- 475,000 photos
- 36,000 hours of video
- 12,500 archive documents
- 8,500 hours of sound recordings
- 21,700 Olympic Museum objects

Dedicated Platform

- One stop shop
 - All relevant information for Candidature Process
- Access to key documents
 - Olympic Games guides
 - Transfer of Knowledge documents
 - Past candidature documents
- Dedicated secured space for each City/NOC





Benefits of the new Candidature Process



- Process tailored to the **context and needs of each City**
- **More support and expertise** provided directly by the IOC enabling continuous improvement of the Games project
- Significantly **reduced Cities' workload** with **fewer deliverables** required throughout the Candidature Process
- Substantially **reduced Candidature budgets**



Next Steps for Cities/NOCs

- Sign the **Candidature Cooperation Agreement**
- Provide the IOC with a **contact person**
- Agree with the IOC **the dates for the first in-city interactive working sessions / on-site expert support visit**
- **Register** for the Olympic Winter Games PyeongChang 2018 **Observer Programme**





Thank you

Q&A





IOC Ethics and Good Governance Policies





Basic Universal Principles of Good Governance

- Transparency, responsibility and accountability
- Strengthened by Olympic Agenda 2020 recommendations:
 - Increase Transparency (Reco. 29)
 - Strengthen the IOC Ethics Commission independence (Reco. 30)
 - Ensure Compliance (Reco. 31)
 - Strengthen Ethics (Reco. 32)



Rules governing the 2026 Candidature Process

- Purpose is to ensure an honest and fair procedure for all Cities
- Based on equal conditions and opportunities for each City
- Absence of any risk of conflicts of interest
- Applied to all persons involved in the Olympic project including third parties



Rules governing the 2026 Candidature Process

- Influence of the two different phases:
 - Interested Cities concentrated on national promotion
 - International promotion open only for the Candidate Cities
- Key for the reputation
 - Respect of the regulations regarding relations with IOC members
 - Prohibition of gifts or advantages
- General obligation to inform the IOC of any information related to any type of violation of the Principles of Ethics or any Rules;
 - Directly to the CECO or the IOC Integrity Hotline



Consultants Register

- Rules require registration of all consultants
- Consultants to agree to abide by the IOC's Code of Ethics and Rules
- Consultant = Any individual or company not linked by an employment contract to Cities/NOCs and that provides consultancy services to a candidature
- Online registration:
secure.registration.olympic.org/en/consultant
- Dialogue with the NOC/City before confirmation of registration



Interested Cities / Candidate Cities

Guidance for branding and
promotion opportunities





Purpose

The purpose of this document is to provide the Interested Cities with guidance on the branding and promotion opportunities.

The provisions regarding intellectual property apply to the creation and use of the Emblem (see section 6.4 of the “Candidature Process Olympic Winter Games 2026”).



Dialogue Stage

Interested Cities Emblem
Guidelines





Dialogue Stage

The Emblem



There must be no commercial association or partnership during the Dialogue Stage.

During the Dialogue Stage each Interested City is entitled to create an Emblem to support its interest in hosting the Olympic Winter Games 2026.

The colour, design and appearance of the Olympic Symbol must be reproduced fully, accurately and without embellishment in accordance with the IOC's graphic guidelines.

The area covered by the Olympic Symbol must not exceed one third of the total area of the Emblem.

The designation may be communicated in the English language and in the national language(s) of the country in which the City is located.

Emblem structure for
the Dialogue Stage





Candidature Stage

Candidate Cities Emblem,
Logo and Slogan
Guidelines





Candidature Stage

The Emblem



A City which moves forward to the Candidature Stage can add a distinctive design element to the Emblem, as illustrated. The City does not need to have its own visual identity.

The area covered by the Olympic Symbol must not exceed one third of the total area of the Emblem.

The Emblem cannot be used for commercial purposes whatsoever. It can only be used for institutional promotion of the candidature by the Candidate City.

Emblem structure for the Candidature Stage

Distinctive Design Element
Name of the City
Candidate City
Olympic Winter Games 2026




Candidature Stage

The Logo



Only the Logo, i.e. the Emblem without the rings can be used for commercial purposes by third parties.

Logo structure for
the Candidature
Stage

Distinctive Design Element
Name of the City
Candidate City
Olympic Winter Games 2026



Candidature Stage

The Slogan

Cities may also create a slogan to assist with their promotional campaigns.

A Slogan must consist of a phrase or motto expressing the aims of the City, communicated in the English language and/or in the national language(s) of the country in which the City is located.



Activation opportunities and conditions of use



Engagement and promotional activities

During the Dialogue Stage the main objective is to reach out to local populations for support and engagement.



Institutional and promotional use of the Emblem

Interested Cities may use the Emblem to communicate their interest in hosting the Games for their own institutional purposes (e.g. on stationery, candidature documents or official website).

Subject to IOC's prior approval, Interested Cities may use the Emblem for certain limited promotional purposes.



Engagement and promotional activities



Communication by Interested Cities should be done on digital media



Institutional event organised by the Interested City and dedicated to the promotion of the candidature



On-site visibility/presence

On-site presence is permitted so as to engage directly with the general public and drive interest in the candidature.

On-site presence should be separated from any commercial activation or presence.

The Emblem cannot be visible in field-of-play advertising, concession areas, showcasing and hospitality areas, or in any area that contains third-party logos and advertisements (including on the event sponsor recognition board / programme).

The Emblem cannot be seen in areas that will be visible on television and broadcast internationally.

Approval process





Process

- Each City shall first submit the **Emblem** to the NOC for approval.
- Upon approval of the NOC, and following the necessary IP controls, the City shall thereafter submit the **Emblem** to the IOC for final written approval prior to any use.
- Cities must reproduce the **Emblem** in the manner and format as approved by the NOC and the IOC.
- They shall be reflected in their entirety at all times and no single element thereof may be used separately. The position, proportion and design of each the **Emblem** must not be altered, distorted or re-drawn in any way whatsoever.



Essential points to remember

You have an Emblem which incorporates the Olympic Symbol which is one of the most recognized and valuable brands in the world. Please do take care of it and ensure a good dialogue with your NOC.

Come to us for questions, guidance and validation.

We will provide you with additional information for the Dialogue Stage.

Please contact the IOC in case of doubt or if you have any questions at the following email address: Candidate.cities@olympic.org.

These guidelines may be amended by the IOC at any time, at its sole discretion.



THE WORLDWIDE OLYMPIC PARTNERS





Update on Games Management 2020





Update on Games Management 2020

A program established to ...



Enhance Olympic and Paralympic Games value propositions by reducing cost and complexity of the overall delivery model

Delivery

- Cost
- Complexity
- Risk
- Waste



Value

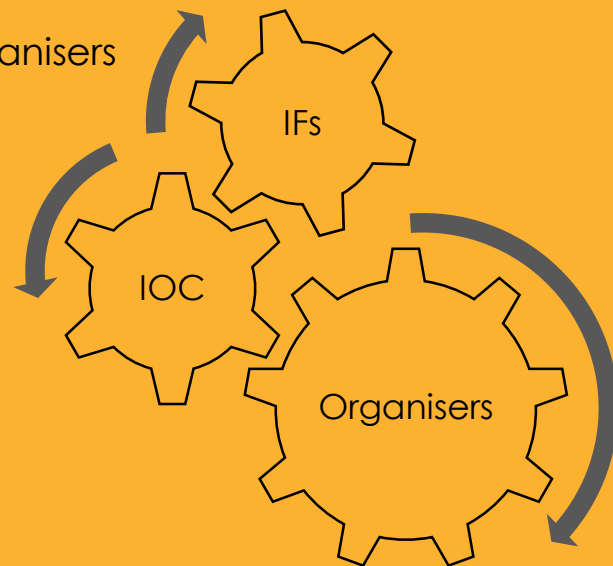
- + Flexibility
- + Efficiency
- + Sustainability
- + Brand



Update on Games Management 2020

Enhanced Games Governance

- New Host City Contract
- Enhanced support to Organisers
- Joint steering forums
- Increased IF role
- Event Management





Update on Games Management 2020

Reduce Games-related costs

- Sport venues
- Olympic Village(s)
- IBC / MPC
- Services & Service Levels
 - Technology
 - Transport
 - Energy
 - Food & Beverage
- Paralympic Games



Update on Games Management 2020

Better support cities to deliver the Games

- Streamline organisational planning cycle
- Provide “Turnkey Solutions”

Some examples of areas being studied:

- Operational delivery (e.g. Olympic info services, ticketing)
- Venues & integration (e.g. Cost Management, Schedule, Design, Operational planning)
- Technology