

INTERNATIONAL
OLYMPIC
COMMITTEE



FACTSHEET

THE YOG – COMPETE, LEARN & SHARE BEYOND THE FIELD OF PLAY

UPDATED – DECEMBER 2019 - 3 OF 4

COMPETE, LEARN & SHARE ACTIVITIES

WHY CULTURAL AND EDUCATIONAL ACTIVITIES?

The Youth Olympic Games (YOG) vision is to inspire young people around the world to participate in sport, and to adopt and live by the Olympic values and become ambassadors of Olympism.

The YOG are structured around a “*Compete, Learn & Share*” experience. This is a unique blend of sporting, cultural and educational activities that comprise the YOG “product” and are offered to the YOG target groups of young elite athletes, the athletes’ entourage (coaches and parents) and the local youth, as summarised below.



The objective of the Compete, Learn & Share experience is to celebrate youth sport, culture and education with the participating athletes and the local youth at a purpose-driven sports festival, and offer a unique and transformative experience that ultimately contributes to the IOC's vision of building a better world through sport.

For the young elite athletes, the YOG are a step in their learning pathway, enhancing their long-term athletic development and career opportunities both inside and outside of the sporting arena.

Local youth are encouraged to use the YOG to discover new passions, develop a better

understanding of key topics, develop new skills, take on new responsibilities and ultimately become ambassadors for sport and the Olympic values.

The YOG aim to engage and inspire not only young athletes and their entourage (coaches and parents), but also local youth in a number of different ways.



The YOG Compete, Learn & Share experience is provided during the YOG to the following groups:

- **young elite athletes** - to provide them with skills and tools to:
 - develop and support their future career,
 - empower them to become ambassadors of the Olympic values,
 - encourage them to play an active role in their communities;
- **athletes' entourage (coaches and parents)** - to motivate them to always act in the best interests of the young athletes, to educate them in ethical principles, and to help them to support and reinforce the wider learning and experience of the young athletes at the YOG;
- **local youth of the Host City and the Host Country** - to inspire them to participate in sport and physical activity and stay in organised sport. The festival activities at the YOG which include sport, education and cultural elements should be developed for local youth with this objective in mind.



For the athletes and other participants, experiencing educational and cultural activities and taking part in the sports competitions are equally important.

THE CONTENT

The Compete, Learn & Share experience is structured around three central themes:

- Athlete Performance
- Protect the Clean Athlete
- the Athlete Beyond Sport



Each Youth Olympic Games Organising Committee (YOGOC) works very closely with the IOC to stage interactive and innovative activities which translate these themes into an exciting and impactful experience. The Compete, Learn & Share activities cover at least the period of the Games. The athletes participate, but so do the Young Reporters, Young Change Makers, coaches, local youth, etc.

The YOGOC ensures that the educational dimension of the YOG is not just limited to a series of dedicated activities, but is also embedded within the entire organisation, and applied to all aspects of the event (from catering to using YOV facilities or being transported to venues).

COMPETE, LEARN & SHARE ACTIVITIES FOR ATHLETES

The IOC contributes with a number of core educational activities (Athlete Career Programme, injury prevention, ethics in sport, abuse in sport, etc.) delivered by various IOC departments and

international partners. The YOGOC has some flexibility and freedom to propose and organise additional activities together with local partners, while respecting the objectives and themes mentioned above. The YOG aim to engage and inspire not only young athletes and their entourage (coaches and parents), but also local youth in a number of different ways.

Here are some of the recurring topics covered during these programmes:

Athlete performance

- Personal evaluation
- Injury prevention
- Nutrition and recovery
- Training Innovation

Protect the clean athlete

- Fight against doping
- Prevention of harassment and abuse in sport
- Fight against illegal betting
- Olympic values - inspire others and give back

Athlete beyond Sport

- Career management
- Finance basics
- Legal basics
- How to use/manage photo/video, social media, traditional press

These theme and topics are supported through activities like the Chat with Champions, the Athlete 365 activities, the International Federations (IFs) Focus Day, or the Games-Changer studio to mention only few of them.

The "Athletes' Challenge", a motivation system, is set up to encourage participation in the activities and to recognise each athlete's personal experience. Athletes are invited to fulfil a number of requirements covering all the activities. Upon the completion of these requirements, athletes are able to redeem exclusive collectibles.



COMPETE, LEARN & SHARE ACTIVITIES FOR ALL

Local youth programme

The YOGOC develops strong relations with the school system and local youth communities in the host city, and the whole country if possible, in order to develop and implement a programme to promote Olympism, sport and the Youth Olympic Games amongst local young people and involve them in the Games. Such local youth engagement may include sport, education and cultural programmes (sport initiation, design contests, Youth Olympic Flame celebrations...). Local youth participation in the YOG could also include programmes such as Young Technical Officials, Young Volunteers Young Broadcasters, Young Commentators, Young Sports presenters and Young Translators, amongst other examples.

Sports initiation

The YOGOC organises a sports initiation programme for the athletes, the other participants, local young people and visitors, in collaboration with the IFs, National Federations and/or local clubs. The aim of this programme is to promote the sports on the Olympic programme amongst young people by offering them an opportunity to discover and practise sport. Sports initiation is a significant part of the legacy opportunity for the YOGOC, the host city and the host National Olympic Committee.

Festival Sites

During the YOG, athlete competition take place alongside athlete education and local youth activities (like sport initiation programme) to create the Compete, Learn & Share experience. These locations are the “beating heart” of the YOG. A Festival Site may also be the location used for the opening ceremony.

LEARN & SHARE ACTIVITIES FOR COACHES

The YOGOC is encouraged to establish an educational programme for coaches from all the

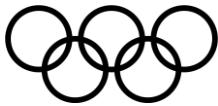
delegations in order to educate them in ethical principles to motivate them to always act in the best interests of the young athletes, as well as to help them to support and reinforce the wider learnings and experience of the young athletes at the YOG. The aim of such a programme is to give opportunities to coaches to engage, interact and share coaching philosophies as well as athlete management experiences.

IOC PROGRAMMES

The IOC has developed a set of programmes in order to boost the experience of all the young participants before, during and after the YOG. These programmes are as follows:



- The **Young Change Makers** (previously known as Young ambassadors) As well as promoting the YOG and the Olympic values in their countries, the role of the YCMs is focused on helping the athletes of their national teams get the most out of their YOG experience. They will encourage them to interact with people from different sports and backgrounds and to take part in a unique programme of activities and workshops, featuring sessions on injury prevention, anti-doping, careers in sport and media training.
- The **Athlete Role Models** are competing, or recently retired athletes. They attend the Games and share their experience



and advice with the athletes as part of the Compete, Learn & Share activities.

- The **Young Reporters** are aspiring young journalists between the ages of 18 and 24 who attend a Sports Journalism Training Programme during the Games. These individuals are nominated by their respective NOCs and work with professional trainers and journalists throughout the YOG. The programme specialises in photography, writing, social media and broadcasting.
- The **YOG Ambassadors** are internationally renowned athletes chosen for their global reach to help raise the profile of the YOG and their ability to connect with a young audience. Through their involvement in promotional campaigns ahead of the Games, they encourage young people around the world to get active in sport.

FACTS FROM PAST EDITIONS SINGAPORE 2010

Together with 56 partners, the Singapore YOCOG developed and delivered programmes for the young participants and the local youth. Here are a few:

- Create Action Now! (CAN!) Festivals
- S2010 Young Change Makers (YCM) Grant
- Culture and Education Programme at the International Conference Centre, *scape Youth Park
- Sports Initiation Programme organised in schools
- Schools were provided with resources and platforms to encourage their students to learn about the Culture and Education Programme and the YOG. In total 500,000 students from 369 schools were involved through the following initiatives:
 - Olympic Education Package
 - Friends@YOG Twinning Programme (251 local schools linked up with NOC schools)
 - World culture village
 - Singapore 2010 Friendship Fabric

- Art for an athlete (47 schools)
- School visits to Youth Olympic Village during Games time (5,400 students)

INNSBRUCK 2012

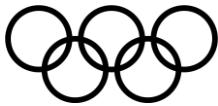
The Culture and Education Programme was a fundamental component of the 1st Winter Youth Olympic Games. Fully integrated with the competition programme in order to deliver lasting benefits and develop enthusiasm for sport among young people, it was built upon the Olympic spirit and the Olympic values of Excellence, Respect and Friendship.

Local young people were engaged through various initiatives:



- The School Sports Challenge encouraged local young people to get active, to learn more about the YOG winter sports and to compete (3,000 competitors from 85 local schools).
- "World Mile" – 50 Austrian school classes and approximately 20 international school classes were involved in the World Mile school-twinning project.
- The Music Festival presented by Samsung rocked the Medals Plaza in the heart of Innsbruck.
- School visits at the Youth Olympic Village during Games time (2,002 students).

Accompanying the sports competitions, the Culture and Education Programme represented



a unique, once-in-a-lifetime opportunity for athletes to learn together, share experiences and celebrate the spirit and values of Olympism.

- Six formats: Media Lab, World Mile, Arts Project, Competence Project, Youth Festival and Youth Olympic Sustainability Project
- A total of 27 activities

The Yoggger device and platform were introduced during Innsbruck 2012. These enabled athletes to exchange contact details between one another and download resources related to the activities.

NANJING 2014

The vision of the Nanjing 2014 Culture and Education Programme was to praise young people, advocate for balanced development blending education and sport, and raise awareness about the Olympic spirit and the Olympic values of Excellence, Friendship and Respect.

Various initiatives were launched in conjunction with the YOG to engage local young people.

- The School-NOC Twinning Programme (106 schools from Nanjing)
- Sports in the Sunshine on campuses.
- Calls for YOG-themed short films, pictures, posters and music
- Nanjing 2014 Youth Olympic Games Culture Festivals
- YOG Steps, a series of celebration activities to celebrate countdowns and unveil some important YOG elements
- A City Celebration Site comprised sports initiation, cultural performances, sports broadcasting
- A Sports Initiation Programme
- The Nanjing 2014 Sports Lab.

Athletes had the opportunity to learn about the five themes in a non-mandatory, fun and engaging way, integrated with the sports competitions.

- Five formats: Youth Festival, Boost Your Skills, World Culture Village, Discover Nanjing, and Digital and Social Media

- Over 50 activities

LILLEHAMMER 2016

The Learn and Share activities were a fundamental component of the YOG and offered a unique opportunity to share experiences for the local young people, athletes and other participants, equipping them with the key skills to become sports champions on the field of play, but also life champions off the field of play.

Educational activities and programmes were developed in order to reach a larger pool of young people, including local youngsters.

- Hello World! - School Twinning Programme
- Sjoggfest, the Lillehammer 2016 Culture Festival showcasing young talents in music, arts, talks, films and sports
- Try the sport, the sports initiation programme in all the competition venues
- Dream Day, a one-day experience of the YOG for 20,000 local school children

More than 25 Learn & Share activities were organised around five main themes during the Games period.



And for the first time, a dedicated booth was set up in the middle of the Learn & Share area and delivered a series of activities for coaches developed in partnership with Olympiatoppen and the Norwegian University of Science and Technology. It proposed a number of seminars (on coaching, development of motor skills and mental preparation), performance clinics, workshops (dual career, technique strength



training and meet the researchers) and situation-based activities using innovative virtual reality tools.

BUENOS AIRES 2018

Away from the playing field, an athletes-centric education programme has been designed to boost their sport and life skills and embrace the Olympic values. It was anchored on three themes that gave budding athletes the unique opportunity to meet and learn from their role models in real life.

- Protect the Clean Athlete
- Athlete Performance
- Athlete Beyond Sport

To achieve these objectives, several activities have been implemented.

- "Chat with Champions".
- Sport initiation sessions for the public
- The Athlete365 roster activities will include a range of educational workshop
- IF Focus Day
- A performance Accelerator
- A Game Changer Hub to learn how to maximise the use of digital and social media



LAUSANNE 2020

Lausanne 2020 works closely with the ICO, the international federations, the University of Lausanne (UNIL), the Lausanne Federal Polytechnique School (EPFL) and the Lausanne University Hospital, Centre hospitalier universitaire du canton de Vaud (CHUV), in order to prepare an educational programme for the

athletes in 2020. The rich programme allows the 1880 athletes from over 70 countries to learn more about numerous fields: training guidance based on performance tests, prevention of abuse and concussion in sports, encounters with champions, media management, and many more activities will be offered.

As part of the educational programme, many activities are offered to teachers for their students:

- Creation of your own mascot
- Board games
- Educational activities around the sports of the Olympic Programme, history of the Olympic Games, Olympic values, sports gear's design
- Interview project
- Sports report project
- Filming of news videos

Image credits:

© 2010 / IOC / KASAPOGLU, Mine, © 2014 / IOC / XI, Yang, © 2010 / Kishimoto / IOC / NAGAYA, Yo, © 2012 / IOC / KASAPOGLU, Mine, © 2016 / IOC / RUTAR, Ubald, © 2018 / IOC / CHAVES, Nelson

IMPRINT

THE YOG – LEARN & SHARE BEYOND THE FIELD OF PLAY

06 December 2019

A publication by the



INTERNATIONAL
OLYMPIC
COMMITTEE

For more information, contact:

Château de Vidy,
1007 Lausanne,
Switzerland

IOC Olympic Studies Centre
Tel. +41 21 621 63 18
Fax +41 21 621 67 18
studies centre@olympic.org