

# FACTSHEET

## XIII OLYMPIC CONGRESS – THEME 3: THE STRUCTURE OF THE MOVEMENT SEPTEMBER 2009



### 1. THE THEME AND SUB-THEMES

The third Congress theme devoted to the Structure of the Olympic Movement is split up in three sub-themes:

#### 3.1 Autonomy of the Olympic Movement

#### 3.2 Good governance and ethics

#### 3.3 The relationships between the Olympic Movement and its stakeholders

A central tenet of the Olympic Charter is that the administration and management of sport should be controlled by independent sports bodies. Part of the role of sporting organisations is to take measures aimed at protecting the independence of the Olympic Movement. At the same time, these bodies must work closely with public and private organisations.

How does the Olympic Movement ensure that conditions are in place to guarantee its independence, while ensuring that this process does not compromise valuable relations with relevant public or private bodies?

What, furthermore, does the notion of “autonomy of the Olympic Movement” actually represent towards the end of this first decade of the new millennium? From whom and in relation to what exactly should the Olympic Movement be autonomous? To what extent does the political, legal or financial dependence of the Olympic Movement’s various branches in relation to outside bodies potentially conflict with their autonomy? And in what ways can the Olympic Movement best cooperate with different governments and supranational governmental organisations?

Considerations of autonomy aside, the relationship between the Olympic Movement and its stakeholders is another topic that is ripe for debate. Working closely, as it does, with governments, the media and assorted commercial and non-commercial partners, the Olympic Movement needs to evaluate the ways

in which dealings with such bodies can be further enhanced. After all, it is critical that such relationships bear fruit in terms of successfully delivering the objectives of the Olympic Movement, and that the experience of all parties is one of mutual respect.

It is a given that good governance and ethics – including transparency and integrity – should also lie at the heart of the Olympic Movement. Again, how both these concepts relate to today’s Olympic Movement could benefit from a fresh look.

### 2. THE OLYMPIC MOVEMENT IN SOCIETY

The Olympic Movement does not operate in a vacuum; it recognises that the nature of its relationship with third parties is the key to its success.

Organised sports are at the origin of some of the biggest social movements, and their social, educational and health-promoting role is significant.

This is particularly relevant in matters such as the fight against doping, racism and violence, and the promotion of a healthier lifestyle – all areas which are important for most societies and for which the IOC and the Olympic Movement rely on the goodwill and support of governments.

### 3. AGENDA AND KEYNOTE SPEAKER

**Theme 3, devoted to the Structure of the Olympic Movement, will be debated on Sunday 4 October in the morning. The plenary session will be followed by break-out sessions for each of the sub-themes.**

The key-note speaker in the plenary session will be IOC member **Dr Tomas Bach**.

Thomas Bach is an Olympic champion. He won a gold medal with the fencing (foil) team at the



Games of the XXI Olympiad in Montreal in 1976; In 1976 and 1977, he was world champion with the German fencing foil team and also won the 1978 European Cup of Champions.

Bach's first international appearance as a sports administrator was at the XI Olympic Congress in Baden-Baden in 1981, where he represented the German athletes as a spokesperson. The Baden-Baden Congress paved the way for the official constitution of the IOC's Athletes' Commission.

He is the Founding President of the German Olympic Sports Confederation (DOSB)

Bach is currently an IOC Vice-President and a member of its Executive Board.

He has chaired the Sport and Law Commission since 2002, and is currently also a member of the Marketing and TV and Internet Rights commissions.

**For more information /story ideas:**

- Interview with Thomas Bach in Olympic Review, September 2009

#### **4. CASE STUDIES**

##### **a) The autonomy of the Olympic Movement**

- It is interesting to follow the chronology of events since 2004.
  - In June 2004, the European Union adopted Article III-182 on sport as part of its new Constitution. The constitution was not adopted by all EU member states, however, and never entered into force.
  - In September 2006, the First Seminar on the Autonomy of the Olympic and Sports Movement brought together IOC members, Presidents of International Federations and National Olympic Committees to kick off discussions on the subject. The participants agreed that a systematic exchange of information between the members of the Olympic Movement was needed in order to react

jointly and efficiently should conflict situations arise. It was also decided that a Second Seminar on the Autonomy of Sport should be held. An action plan and a series of resolutions were adopted.

- Following up on EU matters, stakeholders of the Olympic Movement met in September 2008 again in Lausanne to discuss European Union matters. All participants agreed to work together on a detailed definition of the specificity and autonomy of sport, which needed to be clarified further in regard to the wording on sport in the Lisbon Treaty.
- The European Council adopted a Declaration on Sport at its meeting in Brussels on 11-12 December 2008. In the Declaration, which is annexed to the Conclusions of the French Presidency, the European Council underlines that sports values are essential to European society and, in accordance with earlier declarations, reaffirms the specific characteristics of sport. The Declaration welcomes the establishment of a constructive dialogue with sports stakeholders at the European Sport Forum, and calls on the European Commission to strengthen its dialogue with the world of sport, in particular on the question of the promotion of combined sports training and education of young people (sometimes referred to as "dual careers").
- In January 2009, representatives of the Olympic Movement met with Ján Figel', European Commissioner for Education, Training, Culture and Youth, and his delegation at the IOC headquarters in Lausanne. The meeting came as a follow-up to the action points specified in the European Council Declaration on Sport, which was presented in the Conclusions of the French Presidency of the European Union (EU) in mid-December 2008.



- During the meeting, Ján Figel' confirmed his respect for the autonomous and self-regulatory character of sports organisations. He stated that his team was preparing for the implementation of the Lisbon Treaty, which still had to be ratified and contained a reference to sport.

#### **For more information /story ideas:**

- Action plan and resolution adopted in September 2006
- The European Council Declaration on Sport
- News story on olympic.org for each step in the process

#### **b) Good governance and ethics**

- The IOC Ethics Commission was created in 1999 by the Executive Board of the International Olympic Committee (IOC). This independent Commission is made up of nine members. Its mission is to be the guardian of the ethical principles of the Olympic Movement, as set out in the Olympic Charter and the IOC Code of Ethics. It makes recommendations to the IOC Executive Board and Session.
- In addition, a Code of Ethics was adopted in 1999 by the Session in Seoul. Since then, it has been updated several times. Several Implementing Provisions of the Code of Ethics as well as the Ethics Commission Statutes and Rules of Procedure have been produced and updated.
- It must be pointed out that the Ethics Commission only makes recommendations, which it submits to the IOC Executive Board. When a complaint or a denunciation is referred to it, the Ethics Commission undertakes a confidential investigation. A report is presented to the members of the Commission and, after the resolutions are discussed, a decision is adopted in the form of conclusions and recommendations. This decision is delivered to the IOC Executive Board, through the IOC President, and remains confidential until the IOC Executive Board has reached a decision.

- The conclusions and recommendations of the IOC Ethics Commission are published on [www.olympic.org](http://www.olympic.org).
- Good governance is also underlined by the fact that in 1999 the IOC took the decision for greater financial transparency through the publication of financial reports on the sources and use of the Olympic Movement's income. The IOC Session was opened to the media in 1999.

#### **For more information /story ideas:**

- Decisions proposed by the Ethics Commission and approved by the Executive Board on [www.olympic.org/ethics](http://www.olympic.org/ethics)

#### **c) The relationships between the Olympic Movement and its stakeholders**

- At its special Session in Lausanne in 1999, the IOC took several decisions that also affected the relationship with its stakeholders. Fifteen members of the IOC came from International Olympic Sports Federations, 15 from the National Olympic Committees and 70 others remained as individual members in the Committee. It was decided that 15 active Olympic athletes would be elected by their peers during the Olympic Games.
- IFs, NOCs and athletes are also represented in each of the IOC Commissions, where they can present the position of their organisation. The Marketing Commission that deals in particular with the TOP sponsors, the TV Rights Commission and the Press Commission, has the duty to create a link with TV Rights-Holding Broadcasters. The Athletes' Commission provides a link to NOC and IF Athletes' Commissions. The Olympic Solidarity Commission supports the NOCs on the basis of their Continental and World Programmes. Moreover, the IOC administration's NOC Relations, Sports, Marketing/TV Rights and Communications



departments deal on a daily basis with their respective stakeholders.

- The IOC follows closely and contributes to the governing bodies of the National Olympic Committees on an international (ANOC) and continental level, and supports the umbrella bodies of the Sports Federations such as SportAccord, ASOIF and AIOWF

#### **For more information /story ideas:**

- Olympic Solidarity reports
- Edited video and rough cut with text and photos of Olympic Solidarity programme with statements from Pere Miró, Director of Olympic Solidarity and the NOC Relations Department.
- Edited video and rough cut with text and photos of 1980 javelin Olympic champion Maria Colon from Cuba involved in programmes of her NOC and Federation as a coach and educator.

## **5. FURTHER INFORMATION**

**See all additional information and story ideas under each sub-theme under chapter 4.**

Other overall information includes:

- Programme of the XIII Olympic Congress
- Fact-sheets: one per theme
- Fact-sheet on previous congresses
- 12 video news releases on different sub-themes
- Olympic Review September 2009
- Follow the Congress on Facebook and Twitter.com.

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