

International
Olympic
Committee

THE NEW APPROACH TO ELECTING OLYMPIC AND PARALYMPIC HOSTS

Future Olympic Games Hosts
Olympic Games Department
International Olympic Committee 2021

BACKGROUND TO THE NEW APPROACH TO FUTURE HOST ELECTIONS



WHY DID THE IOC TAKE THE DECISION TO ADOPT A NEW APPROACH?



To address the challenges of the past:

- **High costs:** cities trying to outbid each other led to excessive expenditure
- **Reputational risk:** aggressive lobbying led to ethical issues – some of which are still ongoing today
- **High expectations** led to too many losers
- Candidate cities which did not win an election would **be discouraged from bidding again**

This resulted in a **loss of public confidence in the Olympic Movement:**

- Some cities found it challenging to secure government/private and public support and pulled out of the process, sometimes following a lost referendum



THE NEW APPROACH REFLECTS CHANGING PRIORITIES



In 2014, the IOC adopted **Olympic Agenda 2020**, the roadmap for the future of the Olympic Movement. The sweeping reforms were designed to reflect its modern priorities.

Olympic Agenda reshaped the approach to future host elections with an emphasis on:

- **Flexibility and contextualisation:**
 - The IOC works with potential hosts on developing projects that fit the local reality: **“The Games adapt to the city/region, the city/region does not adapt to the Games”**
 - To ensure long-lasting benefits for local populations, potential hosts are invited to discuss projects that align with existing long-term plans
- **Sustainability and legacy** – potential hosts are encouraged to use a maximum of existing and temporary facilities, even outside the host region or country, if there are no proven legacy justifications for new venues.
- **Partnership and cost efficiency** - To reduce host costs and limit the use of public money, the IOC provides expertise to potential future hosts



2024/2028 AND 2026 FUTURE HOST ELECTIONS SHAPED BY OLYMPIC AGENDA 2020



USE OF EXISTING / TEMPORARY VENUES



Paris 2024

95%



Milano-Cortina 2026

93%



Los Angeles 2028

100%

2026 BID BUDGETS

 -80%

Potential hosts for the 2026 Olympic Winter Games spent 80% less on their projects than cities/regions for 2018 and 2022



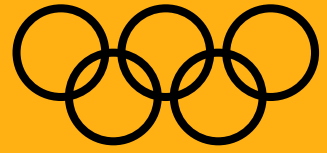
WHY A NEW APPROACH ?



Building on the successes of 2024/2028 and 2026 elections, the new approach is an evolution that enables the IOC:

- **To be more flexible in a fast-changing world**
- **To react quickly to various developments & opportunities:**
 - Geographic (including climate)
 - Strategic (in the best interest of the Olympic Movement)
 - Economic
 - Societal
- **To make a strategic analysis of the (geo)political, economic, human development and sport development context for a global, long-term outlook across all Games**

IMPLEMENTATION OF THE NEW APPROACH TO FUTURE HOST ELECTIONS



KEY FEATURES OF THE NEW APPROACH



UNANIMOUSLY APPROVED BY THE IOC SESSION JUNE 2019

- **Two Future Host Commissions**, comprised of stakeholders from across the Olympic Movement (International Federations, National Olympic Committees, athletes, the International Paralympic Committee), to oversee the process and make recommendations regarding possible hosts of Olympic and Paralympic Games and Youth Olympic Games
- **Flexibility:** election timings are flexible and adjusted to opportunities, context and needs. A potential host can represent one or several cities/regions/countries to make best use of resources.
- **Confidentiality:** Commissions to respect any confidentiality that may be requested by potential hosts as they develop the public and private dimensions of their project. This enables them to explore ideas without commitment.
- **Informal Exchange:** Exchanges with the IOC to explore interest in hosting an edition of the Olympic Games, without any obligations or committing any resources
- **Continuous Dialogue:** The respective National Olympic Committee (NOC) can decide to enter the Interested Party into Continuous Dialogue, a non-committal and non-edition specific stage where the IOC supports the Interested Party to develop a Games concept and timeframe that align with their local long-term development goals
- **Targeted Dialogue** is a defined process for a specific edition of the Games. It is a collaborative partnership that is opened when the IOC invites one or more Preferred Host(s) to refine their proposal(s) to host the Olympic and Paralympic Games or the Youth Olympic Games.

THE APPROACH – OVERVIEW



INFORMAL EXCHANGE

Initial Discussions with potential Future Hosts

CONTINUOUS DIALOGUE (always ongoing)

with Interested Parties (☀️ + ❄️ + YOG)

TARGETED DIALOGUE

with Preferred Host(s)

Edition Specific

(opens with a decision from IOC Executive Board)

All overseen by Future Host Commissions

THE APPROACH - OVERVIEW

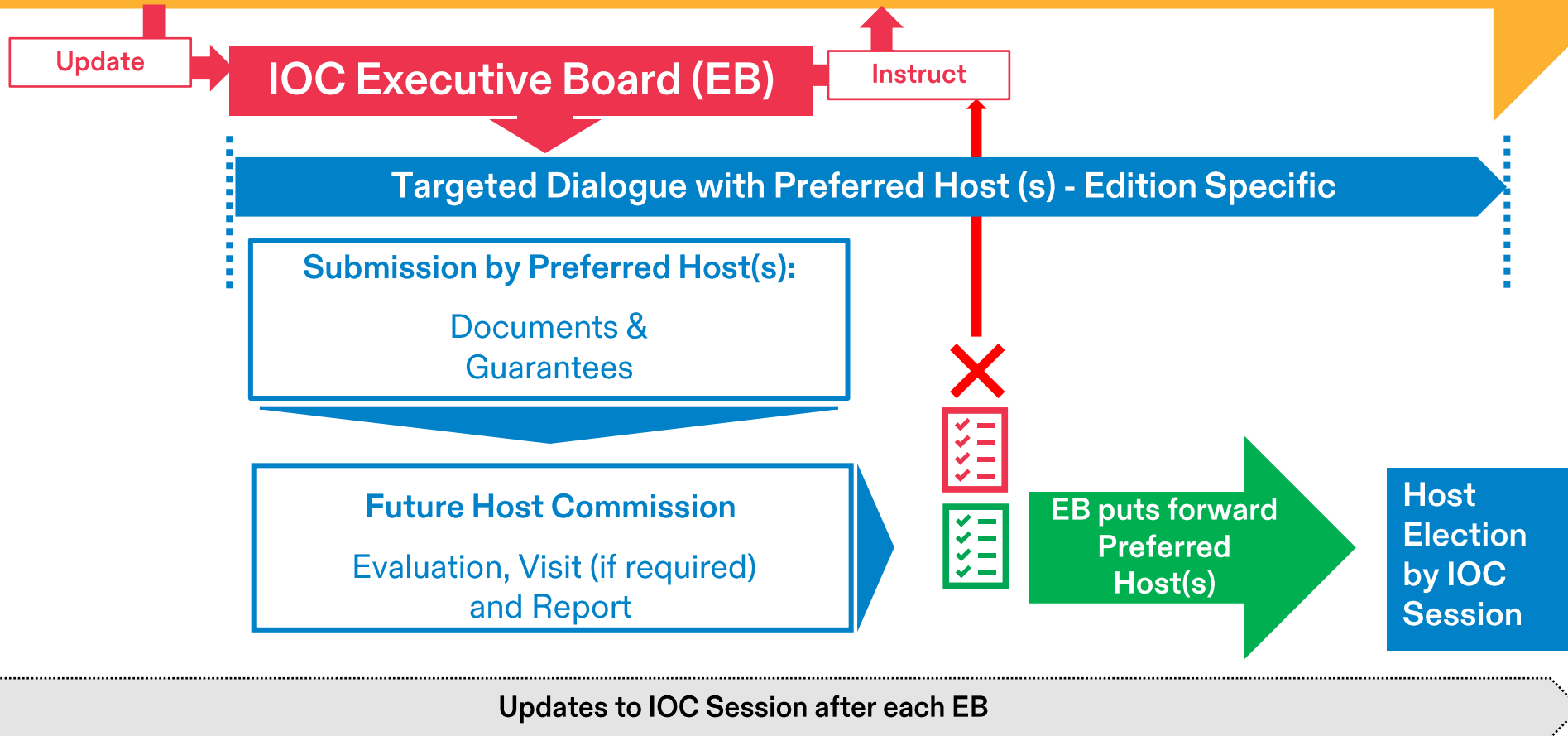


Future Host Commissions oversee interest in Future Games:
Continuous Dialogue with Interested Parties – Non edition specific ☀️ + ❄️ + YOG

Constant monitoring and analysis



Feasibility assessments by Host Commissions
highlighting Opportunities and Challenges



THE APPROACH - OVERVIEW



Future Host Commissions oversee interest in Future Games:
Continuous Dialogue with Interested Parties – Non edition specific ☀️ + ❄️ + YOG

Constant monitoring and analysis



Technical feasibility assessments by Future Host Commissions highlighting Opportunities and Challenges



Update

IOC Executive Board

Instruct

Recommendation by Future Host Commissions based on:

- Positive feasibility assessment
- +
- Global context (socio-economic / geopolitical factors)
- Alignment with Olympic Agenda 2020 / +5
- Public support and public consultation process



EB confirmation of edition specific Strategic Framework and Preferred Host(s)



Rationale to be made public



TRANSPARENCY



- **All 206 National Olympic Committees (NOCs) were informed about the new approach in November 2019**
- NOCs have the opportunity to join Continuous Dialogue for the Olympic Games, the Olympic Winter Games or the Youth Olympic Games at any time
- All documents including the Future Host Questionnaire and Host Contract are **published on olympic.org**
- The Future Host Commissions **communicate regularly** with all Interested Parties. In the spirit of providing assistance wherever possible, they are also open to communicating with those who have not officially entered Continuous Dialogue

RULES OF CONDUCT AND TERMS OF REFERENCE

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- Approach governed by **Rules of Conduct** under supervision of Chief Ethics and Compliance Officer / Ethics Commission
- Rules to be respected by all Interested Parties and all representatives of the Olympic Movement
- Consultants working with Interested Parties must be registered on the IOC **Register of Consultants**
- No recognised International Federation (IFs) or National Olympic Committee (NOC) may request or gain any advantage from any Interested Party(ies)
- Commission Members **not to be nationals of a country** of an Interested Party, EB Members, or have any other potential conflict of interest (Appendix 1 – Conflict of Interest / Ethical Principles)
- Commission Members to respect **confidentiality** of potential hosts, the Olympic Charter and the IOC Code of Ethics
- Commission Members to represent **all stakeholder groups** (International Federations, National Olympic Committees, Athletes, International Paralympic Committee)



BENEFITS OF THE NEW APPROACH FOR POTENTIAL HOSTS



- Non-committal & non-edition specific discussions to ensure sustainable concepts aligned with:
 - Community needs
 - Existing long-term development plans
- Open, professional and cost-effective approach:
 - Reduced costs for Interested Parties: no formal submission required in Continuous Dialogue
 - IOC sharing information & expertise, more direct services provided to Interested Parties at the IOC's cost



TARGETED DIALOGUE 2032



TARGETED DIALOGUE FOR THE GAMES OF THE XXXV OLYMPIAD



- Since February 2021, the International Olympic Committee has been working together with Brisbane 2032 and the Australian Olympic Committee to explore the potential to host the Games of the XXXV Olympiad.
- This is the first Targeted Dialogue process opened since the new approach to electing Olympic hosts was adopted.
- The Future Host Commission will report back to the IOC Executive Board (EB) on the outcome of these discussions in due course.





WHY OPEN A TARGETED DIALOGUE 2032 NOW?

GLOBAL CONTEXT: POST COVID-19 OUTLOOK

A number of global financial and risk management experts have advised the IOC:

- The world economy is going through an unprecedented crisis and we are experiencing the deepest and fastest recession since World War II
- The current health crisis will have wider global repercussions, especially with respect to the labour market and a risk of increased inequality
- In response to the crisis, governments around the world have incurred debts equivalent to 11% of global GDP in 2020, adding to existing public deficits
- While the impact of the crisis can already be witnessed now, experts forecast that the world economy is likely to be most affected over the next five years



WHY BRISBANE?



- Brisbane presented an excellent **opportunity to secure the future of the Olympic Movement** in a context of uncertainty
- Brisbane met all criteria required to be invited to join Targeted Dialogue as detailed in the **IOC's Feasibility Assessment**:
 - ✓ A positive technical assessment
 - ✓ High scores on human development and sustainability indices from a number of independent third-parties (see next slide)
 - ✓ A favourable economic outlook
 - ✓ Alignment with Olympic Agenda 2020
 - ✓ Strong support (political, public, private)

[Read the full Feasibility Assessment](#)



HUMAN DEVELOPMENT & SUSTAINABILITY CONTEXT



Key Human Development Indicators (data collected February 2021)

Human Development Index UNDP	0.944 (ranked 8/189)
Sustainable Development Goals Index Score	74.87/100 (ranked 37/193)
Human Rights Treaties Ratification - OHCHR	Australia has ratified 14 out of 18 Human Rights treaties
ILO Core Conventions Ratifications - ILO	Australia has ratified 7 out of 8 ILO Core Conventions
Rule of Law Indicator – World Bank	93/100 – Rule of law is strong
World Gender Gap - WEF	0.731 / 1.000 (1.000 = parity) - ranked 44/153
Poverty Index – World Bank	Less than 1 % of the population living in moderate poverty (< USD 3.20 / Day)

Environmental Indicators

Environmental Performance - Index score	74.9 (ranked 13/180)
Share of renewables in power generation – International Energy Agency	20%

→ High scores on human development and sustainability indices

WHAT NEXT FOR THE OLYMPIC MOVEMENT?

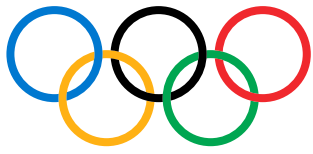


Building on the achievement of the Olympic Agenda 2020 reforms, the IOC has adopted a new roadmap for 2021-2025: Olympic Agenda 2020+5. It pledges to:

- Foster sustainable Olympic Games
 - Achieve climate positive Games by 2030
 - Develop strategies to address the impact of climate change on future Olympic Games
 - Require that no permanent Olympic construction occurs in statutory nature and cultural protected areas
 - Foster the delivery of lasting benefits to host communities
- Strengthen the role of sport as an enabler for the UN Sustainable Development Goals (human rights, gender equality, inclusivity)

Alignment with Olympic Agenda 2020+5 = a key criteria for potential future Olympic hosts





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THANK YOU

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