



INTERNATIONAL
OLYMPIC
COMMITTEE

Future Host Elections

Rules of Conduct for Targeted Dialogue

Terminology:

Interested Party/ies: City / Region / Country / National Olympic Committee (NOC) / associated individual interested in hosting a future edition of the Olympic Games or Olympic Winter Games.

Preferred Host(s): Interested Party/ies invited by the IOC Executive Board to enter Targeted Dialogue for a specific edition of the Olympic Games or Olympic Winter Games based on recommendations from the respective Future Host Commission.

Targeted Dialogue: A defined period during which the IOC Executive Board targets one or more Preferred Hosts to develop a project for a specific edition of the Games.

Principles

1. The Rules of Conduct for Targeted Dialogue (“The Rules of Conduct”) are guided by the core Olympic value of fair play, the Olympic Charter and the IOC Code of Ethics and its Implementing Provisions, in particular the Rules Concerning Conflict of Interest Affecting the Behaviour of the Olympic Parties.
2. The Rules of Conduct apply during the entire duration of Targeted Dialogue with the IOC and are to be respected by all Preferred Hosts, as well as all representatives of the Olympic Movement.
3. The NOC of the Preferred Host(s) is responsible for ensuring that any persons/entities participating in or associated with the Targeted Dialogue are aware of and fully respect these Rules of Conduct.
4. The Rules of Conduct apply from the date on which the IOC Executive Board opens Targeted Dialogue for a specific edition of the Games until the election of the Host by the IOC Session or the end of Targeted Dialogue.
5. The purpose of these Rules of Conduct is to ensure an honest and fair environment for the Preferred Host(s) exempt from any external influence, with equal conditions and opportunities and the absence of any risk of conflict of interest.

The Preferred Host(s) must refrain from approaching any constituent of the Olympic Movement or any third party with the aim of obtaining financial, political or other support which is not compliant with these Rules of Conduct.

Promotion

6. The Preferred Host(s) may promote its/their vision/project on a national level at any time.
7. During Targeted Dialogue, promotional activities may also be carried out internationally.
8. Any promotional activities (advertising, public relations, social networking, etc.) must take place with dignity and moderation and must be overseen by the NOC.

9. Unless the IOC grants specific authorisation, no form of promotion may be undertaken on the territory of Switzerland* at any time, or on that of the country hosting the Session during the three weeks before the day of the vote.

*To be rediscussed if a Swiss city / region is a Preferred Host.

10. Depending on when Targeted Dialogue is opened, a number of pre-scheduled Olympic stakeholder international meetings may fall within the period of Targeted Dialogue. The Preferred Host(s) may be invited by the IOC to attend such meetings / events as observers or presenters, e.g.:
 - General Assembly of the Association of National Olympic Committees
 - SportAccord Convention
 - IOC Session
 - Games of the Olympiad / Olympic Winter Games, as appropriate
 - Summer / Winter Youth Olympic Games, as appropriate

The conditions of participation for each event (number of accredited persons - normally between four and six - or invitation to make a presentation) will be confirmed by the IOC following the opening of Targeted Dialogue.

11. Once the Targeted Dialogue is opened by the IOC Executive Board, the NOC of the Preferred Host(s) shall ensure that no new international sports competition(s) meeting(s) of an IOC-recognised organisation is organised on its territory or no new NOC assistance agreement is awarded, unless approved in writing by the IOC Ethics and Compliance Office.

Within one month of the opening of Targeted Dialogue, the NOC of each Preferred Host shall provide the IOC Ethics and Compliance Office with:

- A list of all international events/competitions scheduled or in the process of being scheduled during Targeted Dialogue on its territory
 - A list of all existing agreements between the NOC of the Preferred Host and other NOCs (including assistance programmes of any nature)
12. Each Preferred Host is entitled to use an emblem to support its interest in hosting the Games. During Targeted Dialogue, the emblem shall comprise the NOC emblem of the respective territory, the name of the city/region/country and the text "*Aspiring to host the Olympic and Paralympic Games / Olympic and Paralympic Winter Games*" followed by the year in question.

Future Host Commissions

13. The Preferred Host(s) must respect IOC conditions with respect to meetings with / potential visit(s) by the respective Future Host Commission. The costs of any Future Host Commission visit will be covered by the IOC.

IOC Members/Representatives of the Olympic Movement

14. The Preferred Host(s) must refrain from visiting IOC Members or inviting IOC Members to visit them.

If an IOC Member has to travel to a Preferred Host as part of his/her normal activities, he/she shall inform the IOC Ethics and Compliance Officer in advance. In such circumstances, the Preferred Host may not take advantage of the situation or cover any costs or expenses.

15. The neutrality of the IOC Members must be respected. The IOC Members (with the exception of those in the country of a Preferred Host(s)) must refrain from making any public declarations expressing an opinion on any person(s) or entity/ies involved. Similarly, the name or image of an

IOC Member, IOC Honorary Member or IOC Honour Member shall not be used for promotional activities, with the exception of the Member(s) in the country of the Preferred Host(s).

16. The Preferred Host(s) may provide information on the Olympic project to IOC Members via electronic newsletters or in person on the occasion of international sports events or sports competitions.
17. No other form of promotion is authorised and, in particular, IOC Members who are not from the country of the Preferred Host(s) may not:
 - be invited or accept an invitation to any form of reception linked to the promotion of a Preferred Host and its Olympic project;
 - be contacted by the Ambassador or Embassy of the countries concerned with a view to promoting the Preferred Host and its Olympic project;
 - receive honorary diplomas or official decorations from a Preferred Host or a representative of a Preferred Host's country.

Gifts / advantages

18. None of the following may be given to or accepted/received by IOC Members, IOC-recognised organisations or the media or representative of the Olympic Movement:
 - Gift of any value
 - Invitation to any sporting or other event that includes accommodation and/or transport
 - Advantage or promise of an advantage

International Federations and National Olympic Committees

19. The Preferred Host(s) may benefit from and consult with the International Federations (IFs) with regard to their Olympic projects. The conditions for any working visit by an IF, as defined by the IOC, must be strictly respected by both the Preferred Host and the IF. There should be a strict sense of moderation, particularly concerning hospitality and accommodation.
20. No form of promotion or advertising is permitted in any IF publication and Preferred Hosts may not take or be offered a promotional stand at IF events.
21. No recognised IF or NOC may request or gain any advantage from any Preferred Host(s).
22. All recognised IFs and NOCs must remain neutral and not favour any Preferred Host(s) (with the exception of a NOC with a Preferred Host in its territory).

IOC TOP Partners and other IOC sponsors/suppliers

23. The Preferred Host(s) may benefit from the knowledge and expertise of the Olympic Partners (TOPs) in their domestic territory in line with the conditions in Annex 1.

Rights-holding Broadcasters

24. The Preferred Host(s) may benefit from and harness the promotional reach of the Rights-Holding Broadcasters (RHBs) in their domestic territory in line with Annex 2.

Media

25. The Preferred Host(s) may organise working visits by international media representatives provided that the costs for such visits are covered entirely by the media representatives.

Consultants

26. Consultants working with the Preferred Host(s) must be registered on the IOC Register of Consultants. The NOC takes responsibility for overseeing this process.
27. Registration is required to ensure that the consultants undertake, as an individual or on behalf of a company, to respect the IOC's ethical principles, the Olympic Charter and the IOC Code of Ethics and its Implementing Provisions, in particular the Rules Concerning Conflict of Interest.
28. Registration must be finalised prior to any services and/or any consultancy work being commissioned by the Preferred Host(s). The procedure for registration as well as the Rules for the Register of Consultants are published in the IOC Code of Ethics. Non-compliance may lead to sanctions, as specified in the Rules for the Register of Consultants.

Respect between Preferred Hosts

29. The Preferred Host(s) must respect each other, as well as IOC Members, the IOC and representatives of the Olympic Movement.
30. The Preferred Host(s) must refrain from any act or comment that could tarnish the image of another Preferred Host or be prejudicial to it. Any comparison is strictly forbidden.
31. To ensure respect between Preferred Hosts, there may be no organised debates.
32. No agreement, coalition or collusion between the Preferred Hosts or their NOCs, aimed at influencing the result of the host election, is permitted.

Election of the Host

33. The IOC Ethics Commission supervises the Future Host election, in accordance with the provisions made by the IOC.

Interpretation

34. Any questions concerning the Rules of Conduct and their interpretation are to be submitted to the IOC Chief Ethics and Compliance Officer.
35. Breaches of the Rules of Conduct will be dealt with by the IOC Chief Ethics and Compliance Officer; any serious or repeated breaches may be referred to the IOC Ethics Commission.

ANNEX 1:

IOC TOP Partners and other IOC sponsors/suppliers

The Preferred Host(s) may benefit from the knowledge and expertise of the TOPs in their domestic territory in line with the conditions shown below:

1. Supply of Goods/Services by TOPs Partners (TOPs)

The TOPs may participate in open, fair and transparent tender processes in compliance with applicable laws for the supply of goods and services to a Preferred Host when bidding is open to any third-party supplier. The objective is to ensure that the TOPs participate equally and consistently, to the extent possible, in response to open tenders established by each of the Preferred Hosts requiring the supply of goods or services for projects during Targeted Dialogue. Therefore, the eventual appointment of any TOP for the supply of goods/services to any Preferred Host will be subject to the following conditions:

- 1.1 If a TOP wishes to participate in any tender process conducted by any Preferred Host(s) for the supply of goods/services within its competencies (and not just for goods/services falling within their Olympic product category), then it must respond equally and participate consistently in tenders for substantially similar projects across all of the Preferred Hosts.
- 1.2 The TOP must be able to meet the needs and requirements of the Preferred Host(s) (including but not limited to the ability to provide appropriate goods and services in the specifications and quantities specified by the Preferred Host(s), at fair and competitive prices, and all to be supplied in a timely manner).
- 1.3 No preferential treatment may be afforded to the TOP solely by virtue of its status as a “TOP Partner” and no residual rights may be tied to the eventual supply.
- 1.4 If selected following the tender process, neither the TOP nor the Preferred Host(s) will be permitted to engage in any marketing or communication around the scope of eventual supply to the Preferred Host(s) (nor grant or exercise any marketing rights).

2. Transfer of Knowledge/Expert Advice

The Preferred Host(s) and the TOPs may, in agreement with the IOC, engage in constructive multilateral discussions on key topics, enabling the Preferred Host(s) to benefit from the extensive experience and expertise of the TOPs without having to “reinvent the wheel”. This will be a needs-based relationship and the Preferred Host(s) may elect to exercise the engagement opportunities (or not) at their entire discretion. Neither the TOPs nor the Preferred Host(s) will be permitted to engage in any marketing or communication around the scope of support or advice given by the TOPs during the Dialogue (nor grant or exercise any marketing rights).

Annex 2:

Rights-holding Broadcasters

In order to protect and preserve the spirit of integrity and neutrality of the Targeted Dialogue, Rights-Holding Broadcaster (RHB) support to any Preferred Host(s) shall be determined on the basis of the region within which the RHB has been granted Olympic-related broadcasting rights and its territorial link to the Preferred Host located in this region.

The following rules apply:

1. The RHB must be a national broadcaster operating in the national territory of the Preferred Host.
2. Any promotional and support activities undertaken by the RHB must always maintain the territorial link to the Preferred Host, namely that it promotes and supports the Preferred Host originating from that territory only.
3. A Preferred Host may appoint the RHB as a “sponsor” with corresponding association rights according to the same rules and conditions related to any of the Preferred Host’s other sponsorship arrangements.
4. Any content/sponsorship rights must be targeted towards audiences within the national territory only.
5. Promotion and support is permitted only by RHBs acting as bona fide broadcasting organisations (and not agencies).
6. If an RHB operates across multiple territories, it must support all of the Preferred Hosts equally within these territories.
7. The foregoing rules may apply to an RHB’s sub-licensee, as appropriate, to ensure the territorial link to one particular national territory.
8. The Preferred Host is responsible for monitoring the RHB’s compliance with the foregoing rules.