International Olympic Committee

LEGACY STRATEGIC APPROACH
2021–2024 OBJECTIVES

as of May 2021 (approved by the Executive Board)

Celebrate

Embed

Partner

Capture

The importance of legacy is specifically addressed in Rule 2.14 of the Olympic Charter and highlighted by Recommendation 2 of Olympic Agenda 2020 +5, the IOC strategic roadmap.

The IOC Legacy Strategic Approach covers the various ways in which the IOC intends to further encourage, support, monitor and promote legacy in partnership with its stakeholders.

"Olympic legacy is the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games/ sport events for people, cities/territories and the Olympic Movement."

It was the result of a process of consultation with many stakeholders and partners, including 29 cities which have hosted the Olympic Games, a sample of National Olympic Committees and International Federations, Organising Committees for the Olympic Games, the IOC administration, academic organisations, international organisations and experts representing a variety of viewpoints.

The IOC Legacy Strategic Approach is forward-looking in the sense of improving how the IOC supports and promotes legacy; it is also retrospective in its recognition of the need to identify, measure, promote and celebrate the legacy of past Olympic Games.

The outcomes of the implementation of the IOC Legacy Strategic Approach from 2017 to 2020 are as follows:

- Legacy has been positioned as one of the strategic executive priorities during the dialogue with interested parties to help Future Hosts deliver lasting economic, social and environmental benefits. New requirements relating to legacy planning, governance and funding were included in the 2018 version of the Host City Contract Principles and Operational Requirements. Legacy was integrated into the Olympic Agenda 2020/New Norm.
- We documented the legacy from all the Olympic Games (from Athens 1986 to Rio 2016) and we are using this content as a basis for publishing stories on the lasting benefits for hosting communities on IOC.org.
- We completed the full picture of the post-Games use of the Olympic venues across all editions and results show that 85 per cent of permanent Olympic venues are still in use.
- Since 2017, 13 Olympic Games anniversaries have been celebrated with increased engagement and exposure due to the use of Olympic properties and the collaboration with the IOC. The work to leverage volunteer communities was postponed to after Beijing 2022 in line with the IOC digital strategy.
- Collaboration with organisations such as the World Union of Olympic Cities, the Organisation for Economic Co-operation and Development (OECD), the World Health Organisation (WHO) has been established to provide expertise and assistance to hosts, Organising Committees and legacy organisations.

The legacy objectives 2021-2024 detail the strategic direction given by Olympic Agenda 2020+5 (recommendation 2).

The legacy objectives 2021-2024 were developed based on the progress made during the past three years, through a stakeholder consultation that included both internal and external stakeholders and has taken into consideration the contextual environment of a post-corona world.

In Barcelona, city-wide initiatives such as sports activities for children facing social exclusion or economic hardship ensure that the Olympic social legacy lives on

IOC Legacy objectives for 2021-2024

Embed legacy through the Olympic Games lifecycle – 5 objectives

1. Ensure that legacy is a key element of the process to elect future Olympic hosts.
2. Key legacies to be achieved prior to the Olympic Games.
3. Key legacies to be realised after the Olympic Games.
4. Governance structure and long-term funding for legacy to be in place early in the lifecycle and IOC interaction with legacy decision makers to be kept after the Games.
5. Improve the monitoring and measurement of the impact and legacy of the Olympic Games, including their contribution to the UN Sustainable Development Goals.

Communicate the legacy of all the editions of the Olympic Games – 2 objectives

6. Fully integrate legacy into the communication of upcoming and previous Olympic Games.
7. Communicate over a century of Olympic legacy on transversal topics across editions.

Encourage Olympic legacy celebration – 2 objectives

8. Support the regular celebration of legacy and enhance the visibility of key legacies in host territories.
9. Leverage communities of volunteers, OCOG staff and Olympic torch bearers from previous editions to promote legacy storytelling.

Develop and strengthen strategic partnerships – 2 objectives

10. Further collaborate with the World Union of Olympic Cities and with a network of legacy entities, to exchange information, maximise opportunities and identify solutions for common challenges.
11. Extend and strengthen strategic partnerships, in particular with the OECD, the WHO and the Yunus Sport Hub.

Tokyo 2020 presented a unique opportunity for the city to build on existing legacies of the Olympic Games Tokyo 1964, Sapporo 1972 and Nagano 1998

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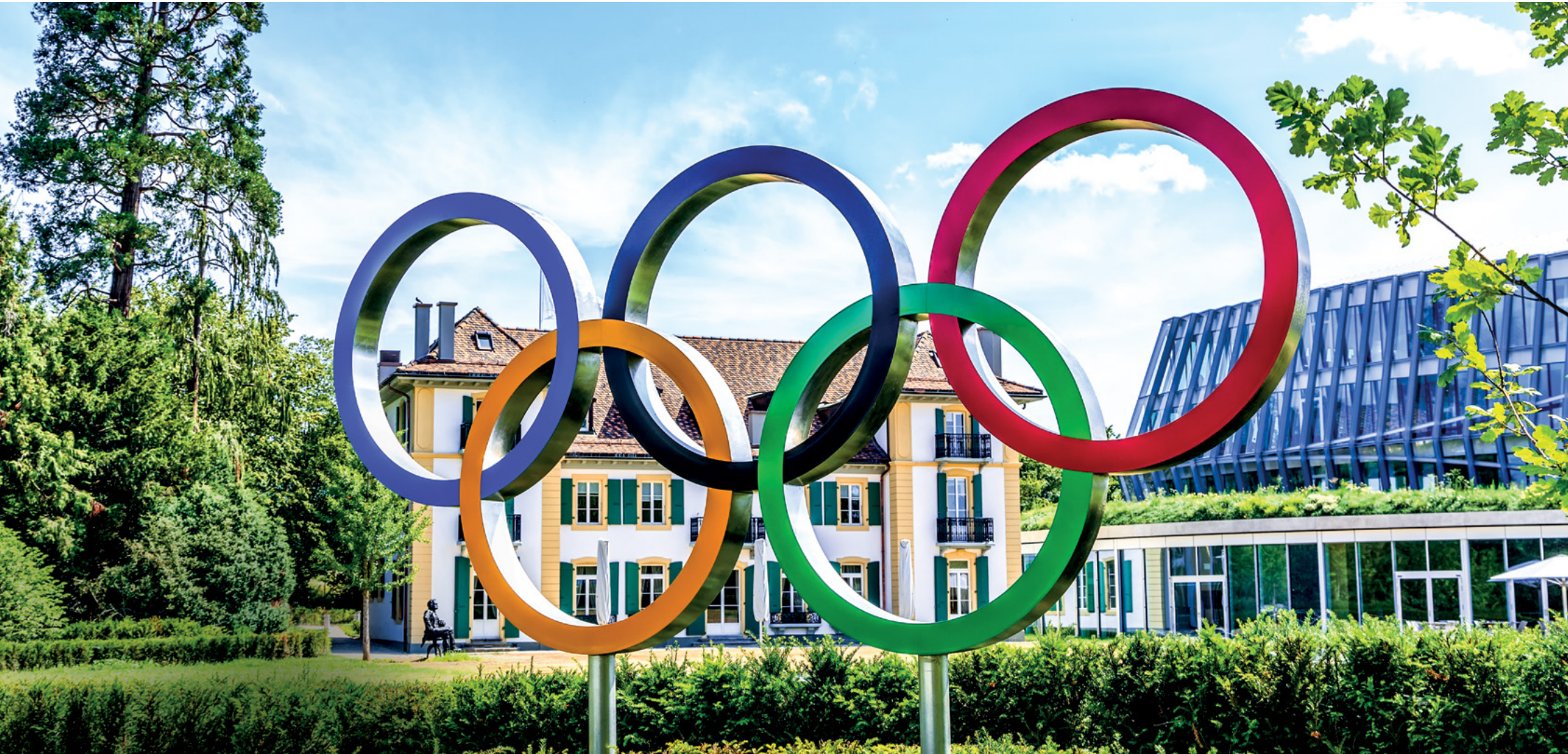
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