Youth Olympic Games 2018 and future
Shaping the Future of YOG together

FEI Sport Forum

Antoine Goetschy,
Youth Olympic Games Associate Director
IMD - 26 March 2018
Video Best of x4 YOGs

https://www.youtube.com/watch?v=jkY5UUbDQk
Sir Martin SORRELL, founder & CEO WPP

He called on the IOC to “use the YOG as a laboratory, as an incubator, as an accelerator and as a way of understanding what young people want, what young athletes want, the future Olympians want and develop in that way.”
A Laboratory
what for?
Competitive sport is great for youth
Competitive sport teaches to…

- Perform
- Being committed
- Manage nerves
- Take risks
- Set goals
- Play by the rules
- Win and lose
- Build self-esteem

*Anne Josephson, 15 reasons why experiencing competition is good for kids*
But teenagers…
Massive drop in competitive sport
Getting out of sport...
A GENERATION WITH A NEW MINDSET: IMPACT RATHER THAN ACHIEVEMENT.

94% are interested in using their skills to benefit a cause.

LIFE IS A CONSTANT JOURNEY OF DISCOVERY AND SELF DEVELOPMENT.

81% say it is important to continue to develop new skills throughout life.

Source: Global Web Index; Base: 16 - 29-year-olds, Olympic Fans.
COUCH POTATOES?
SPORT IS AN IMPORTANT PART OF LIFE.

81%
exercise regularly or would like to

SPORT IS ABOUT CHALLENGING ONESELF AND PERSONAL IMPROVEMENT.

73%

I like to challenge and to push myself to be the best I can.

Source: Global Web Index; Base: 16 – 29-year-olds, Olympic Fans.
Staying in sport...

Attitude to sport may vary over time and from months to months

They are looking for…
• Fun / New Skills
• Purpose / Impact
• New experiences / Challenge

They are…
• Highly responsive to peers behavior
• Connected and eager to share experiences
Getting out of Organized sport…

Organized sport is being challenged
Organised Sport Model to adapt to Youth attitude & Expectations

From a Pyramidal to an Organic Model
Where to go?
What to do?
Shaping the future of Youth Sporting Events
14 recommendations and 5 Strategic Goals were unanimously approved by the 129th IOC Session in Rio de Janeiro

1. Increase participation and level of competition
2. Bring the YOG to all type of cities
3. Enhance the YOG’s role as incubator for innovation
4. Leverage digital platforms to extend the YOG experience
5. Expand the reach and impact of the YOG
Aesthetic performance is simply not enough...
Youth quest for Purpose

A good cause is gold, with an event it’s a diamond
Innovation is today

We live in exponential times
Global Youth Games
Better positionned on Athlete Learning Pathway

Athletic Performance

1

Incubator for Innovation

2

Purpose-Driven Sports Festival

3
The YOG mission has been articulated:
- within the context of the IOC Youth and Digital Strategies
- complementary to the Olympic Games

The Youth Olympic Games are the leading component of a network of youth sporting events that:
- seek to retain young people in competitive and organized sports
- promote the benefits of Olympism as a philosophy of life
IOC Digital Strategy

Youth World

IOC Athlete 365

Host NOC, NF/IF Strategies

IOC Strategy

Youth Strategy

Compete, Learn and Share

Young Elite Athletes

Local Youth

Ceremonies

Education

Culture

Activities

YOG 2 Weeks

Event Network

Engagement

Activities

Competition

Education

Activities
Shaping the Future of YOG 2.0
Progressive implementation - Application of Pilots

- Sports competitions programme: new medal events and formats
- Learn & Share: activities largely decentralised to competition venues
- Park concept and festival implemented
- Digital Platform provided
- Ceremonies: 2 welcome sessions
- Two waves of athletes: rotation of athletes over two periods

- Sports competitions programme new medal events and youth formats (30%)
- Learn & Share activities adjusted, less and even more impactful (more with less)
- Park concept as pilot for revised delivery model and purpose-driven festival
- Digital Platform for YOGOC Pilot
- Ceremonies athletes parade in the city, low key closing ceremony
- OCS first event with full digital rights owner
Shaping the Future of YOG 2.0
Host Selection Process YOG 2022 in 3 Phases

YOG 2.0 PRINCIPLES
• Flexible and cost effective event model
  • Multiple waves of athletes
  • Sport programme aligned to parks and festival model
  • Athlete education at venues
• Tailor-made editions to optimise sports and use of available facilities
• Delivery model detail is dependent upon local context
• Supports Olympic events going to new territories

1. Dialogue: Identify interested parties
2. Candidature: Non-competitive process to select Host country/city
3. Co-construction: Edition development with Host country/city

Co-delivery
Shaping the Future of YOG 2.0
Development of a Network of Youth Sporting Events

Junior/Cadet IFs World Championships (4 years period)

Winter:
12 (over the 15 disciplines) junior or cadet
World Championships per year
Participating athletes / 4 years period: 9 200

Summer:
18 (over the 28 sports) junior or cadet
World championships per year
Participating athletes / 4 years period: 30 000

Winter + Summer for 4 years period
About 50 000 athletes (including qualifying events)
Over 100 events on 5 continents

4 years reach for the network of events

<table>
<thead>
<tr>
<th></th>
<th>Summer</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOG Global event</td>
<td>3759</td>
<td>1067</td>
</tr>
<tr>
<td>Continental</td>
<td>12338</td>
<td>2000</td>
</tr>
<tr>
<td>Junior/Cadet WC</td>
<td>40000</td>
<td>10000</td>
</tr>
<tr>
<td>Reach</td>
<td>56097</td>
<td>13067</td>
</tr>
</tbody>
</table>

Est. Reach global: 70 000 athletes + local youth and other participants
Video: Shaping the Future of YOG 2.0
Bring the YOG to the next level

https://www.youtube.com/watch?v=nsyb-3MZvZk
“The real voyage of discovery consists not in seeking new landscapes but in having new eyes” - Marcel Proust

Thank You