

International
Olympic
Committee

IOC SPORT UPDATE

ASOIF General Assembly

9 April 2024



PARIS 2024



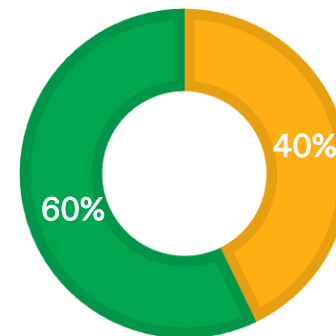
7th and last Coordination Commission took place on 6-8 March 2024

Final stages of preparation - testing and readiness

Planning transition to LA28

QUALIFICATION STATUS

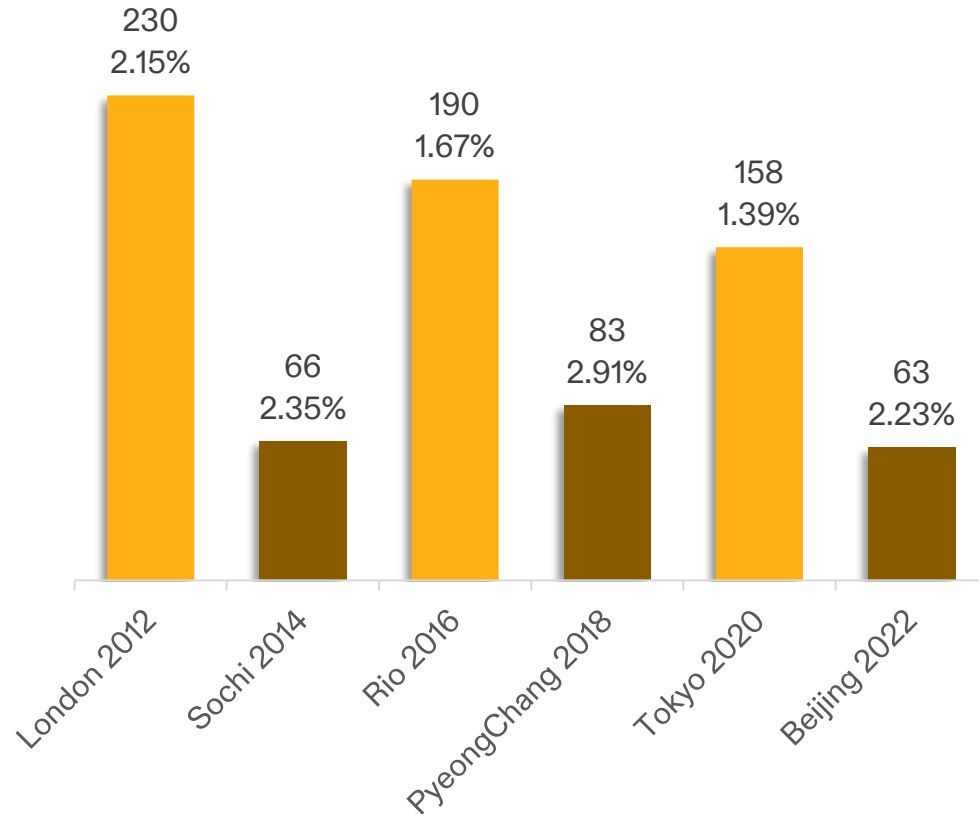
■ In progress ■ Qualified



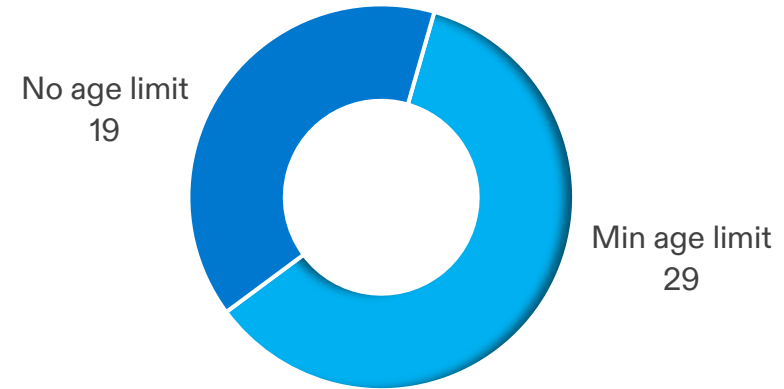
PARIS 2024 OLYMPIC GAMES OVERVIEW



U18 Athlete Participation at the Olympic Games



Paris 2024 Disciplines* Qualification System



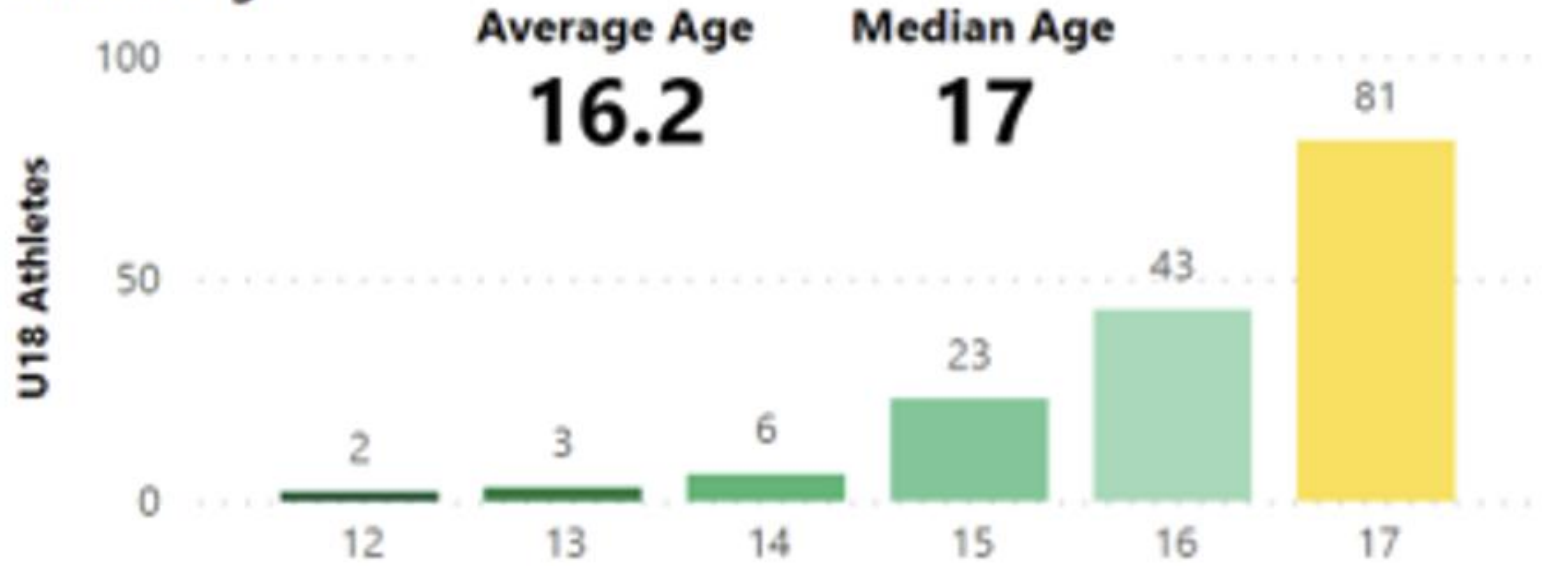
*Some disciplines also have an event-level age requirement, the above chart is based on the discipline min age across all events.

* When the rule was based on a date, the age was calculated based on the Opening Ceremony date.

TOKYO 2020 BREAKDOWN



Athlete Age





IOC SUPPORT FOR IFS



The IOC has initiated a focus to support IFs in addressing the question of young athletes

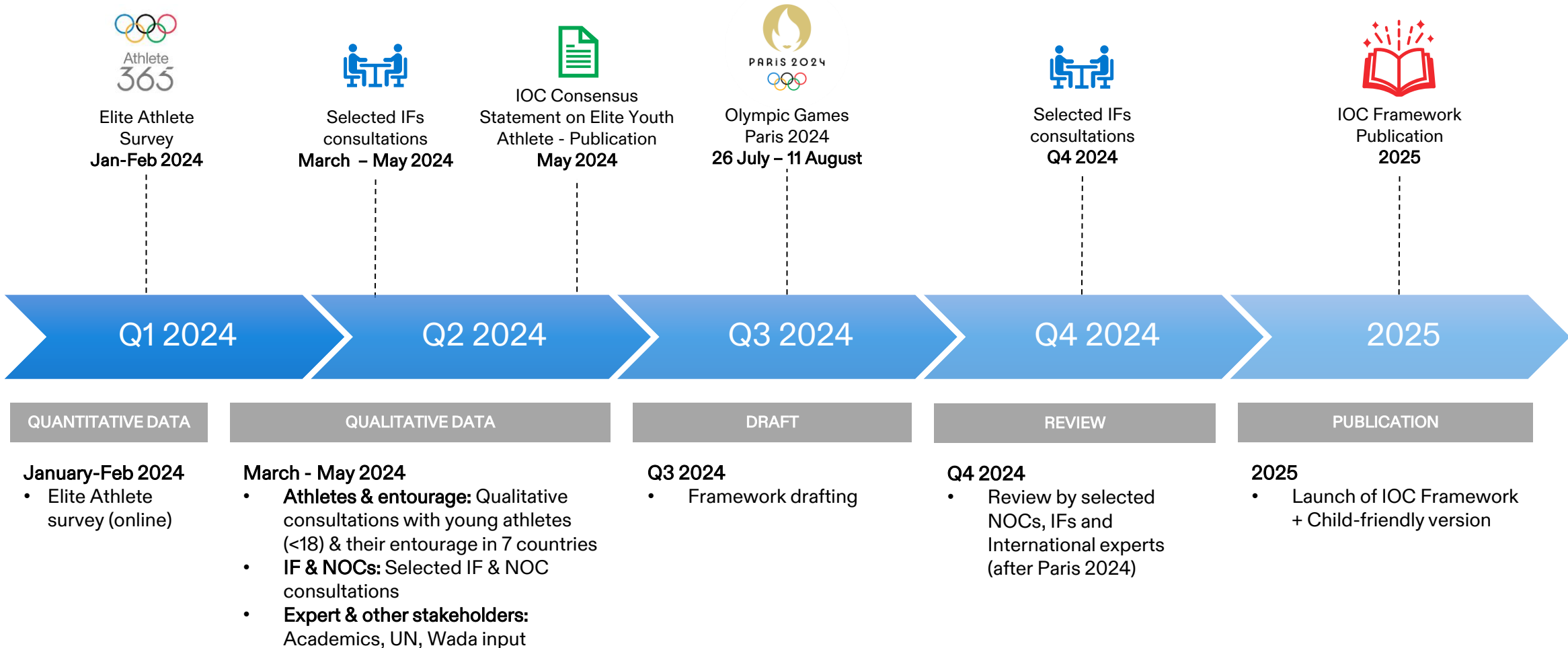
IOC does not set age limits for participation in the Olympic Games

Age requirements in the Olympic qualification systems reflect the rules and regulations of the IF

Key areas:

- Child / human rights
- Medical and safeguarding
- Games-time support policies
- Sport technical elements

TIMELINE OVERVIEW



OLYMPIC QUALIFIERS EVENTS PROMOTION

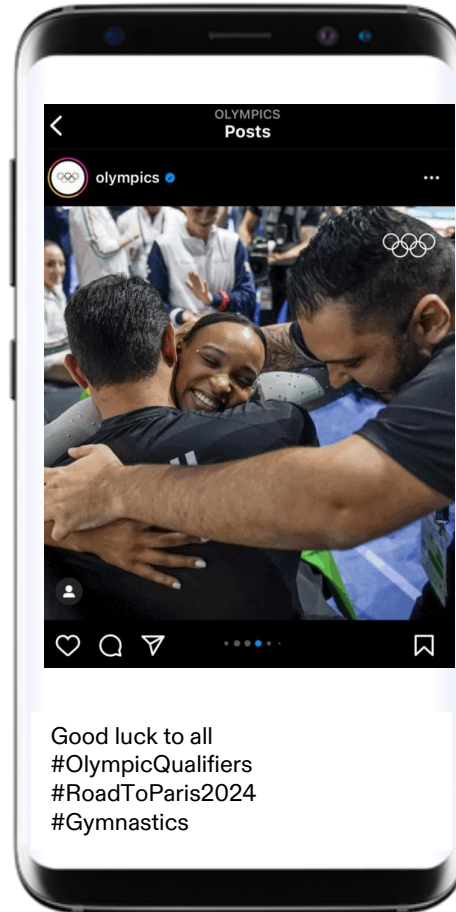
ON OLYMPICS WEB & APP, SOCIAL MEDIA AND MARKETING CHANNELS



OLYMPICS WEB & APP

12 languages
+10M monthly
Unique users

Live Broadcast
Athletes' stories
Live blog
VOD
Highlights
News
Schedules
Results
Sport Pages
Event Pages
Olympic Games



@OLYMPICS SOCIAL MEDIA

9 languages
All platforms
including China
115M Followers
500M Monthly
engagements

Athletes' stories
Partners promo
IFs, NOCs promo
Highlights
Events
Campaigns
Referrals to web



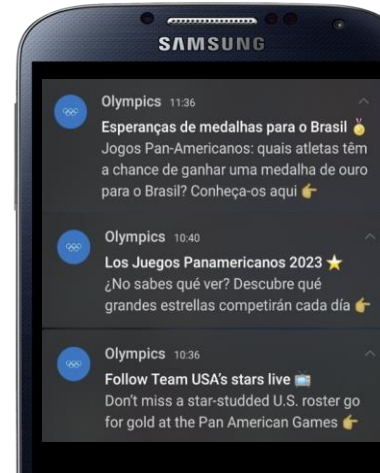
DIGITAL MARKETING

Sign-ups to receive
newsletters and latest
news

Email Newsletters and
mobile notifications
directly to millions of
people

Advertisement on
internet and social
media

Search optimization on
internet



GROWING DIGITAL ENGAGEMENT WITH PEOPLE TO THE BENEFIT OF ATHLETES, THE IFS AND THE OLYMPIC MOVEMENT



Since June 2022

The IOC promoted +400 Olympic IF qualifier events

+750 athlete interviews

+8,600 athlete stories

+950 live streams

+4,000 hours of live broadcast on Olympics.com

12M emails to the global Olympic fan base

1M mobile notifications to users of the Olympics mobile app

+7,000 social media posts on Olympics social media handles

400M engagements on Olympics social media

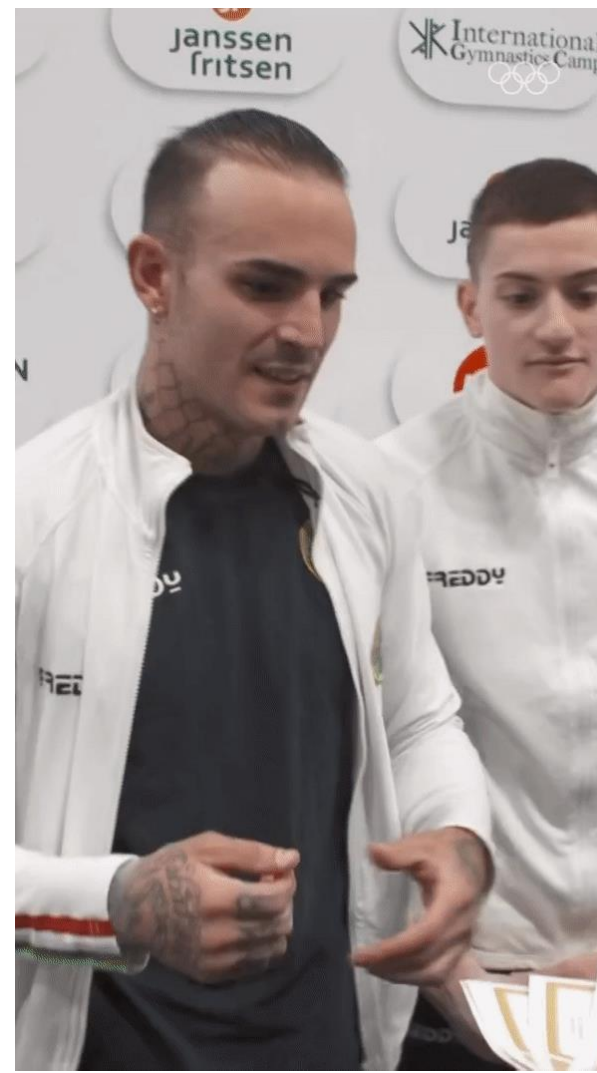


OLYMPIC QUALIFIERS GRAPHIC ASSETS FOR ATHLETES



RANKING MEN'S STREET 2022 WORLD CHAMPIONSHIPS

		NATION	WSR POINTS
1	AURÉLIEN GIRAUD	FRA	120000
2	GUSTAVO RIBEIRO	POR	98000
3	GINWOO ONODERA	JPN	54400
4	NYJAH HUSTON	USA	50000
5	KELVIN HOEFLER	BRA	48875
6	CHRIS JOSLIN	USA	43795
7	RICHARD TURÝ	SVK	39931
8	MATIAS DELL'OLIO	ARG	37258
9	RYAN DECENZO	CAN	36251
10	JAGGER EATON	USA	35251



Personalized Social Media Stickers



VISUAL EXAMPLES OF THE APPLICATION OF OLYMPIC QUALIFIERS LABEL



FOOTBALL

BRAZIL REACH 2022 COPA AMÉRICA FEMENINA FINAL AND QUALIFY FOR PARIS 2024 OLYMPICS





LA2028

LA28 UPDATE – EVENT PROGRAMME



All IFs have submitted the questionnaire related to event programme and athlete quotas for LA28

LA28 4th Delivery Partners Meeting took place on 12-13 March 2024

Key focus on:

- Sport and athletes
- Venue master plan
- IF engagement



EVENT PROGRAMME PRINCIPLES



The LA28 event programme framework developed in partnership with Los Angeles 2028 Organising Committee was approved in November 2023. It was shared with all IFs before they complete the IF questionnaire

GENDER EQUAL

- Contribute to increasing or maintaining 50% female participation across the Olympic Games

GLOBALLY APPEALING

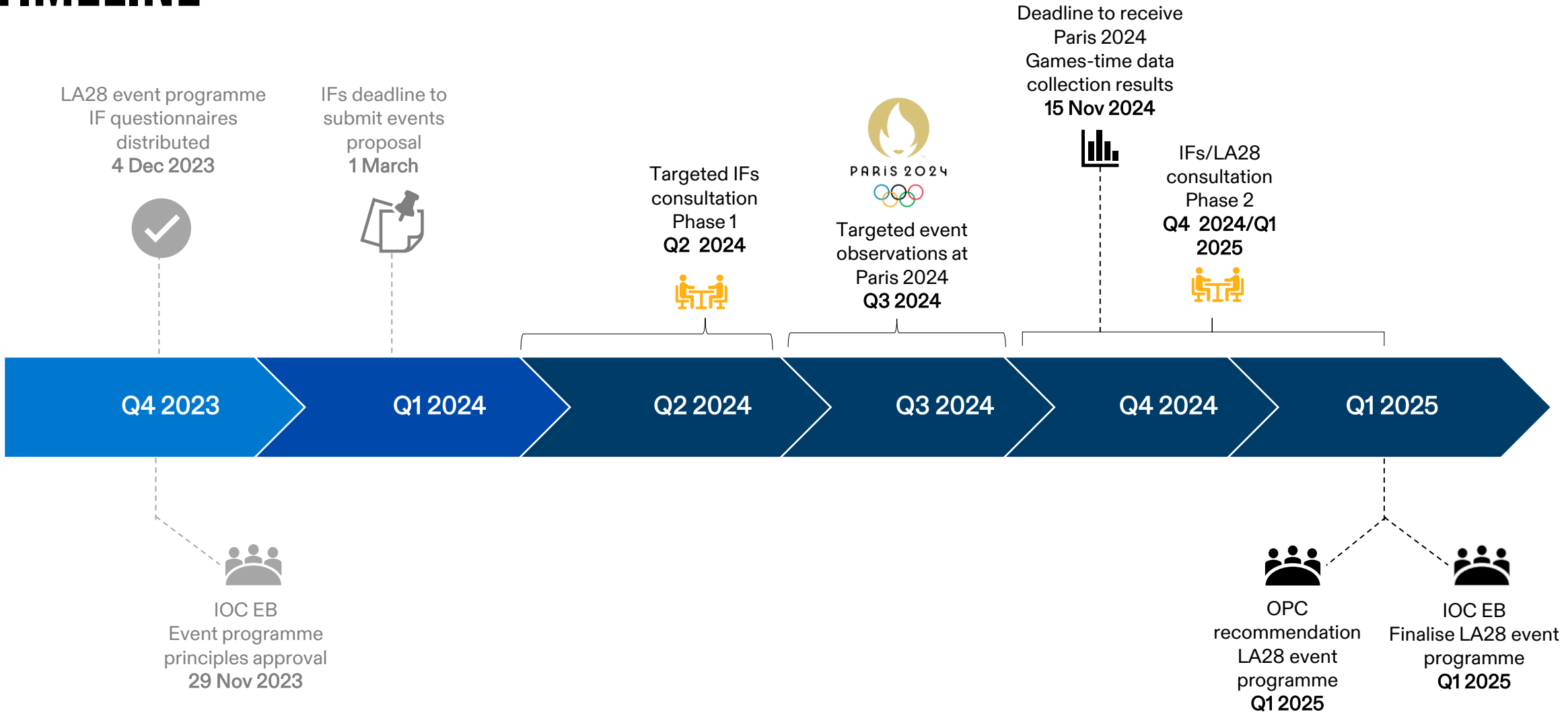
- Connect with current and future generations, considering evolving trends and interests
- Avoid any increase to the respective sport specific quota allocation compared to the Paris 2024 programme
- Demonstrate a positive and sustainable impact on the Games and host, focusing on ensuring compelling and high-value sessions while reducing cost and complexity of operations, e.g. number of competition and training days.
- Use only existing venues and fields of play with no major adaptations, as per the discipline definition abovementioned unless otherwise agreed with the IOC and LA28.

COST AND COMPLEXITY CONSCIOUS

ATHLETE FOCUSED

- Demonstrate a high standard of fairness, safety, and performance and take into consideration athletes input and feedback
- Engage the best athletes and inspire the emerging generations of athletes

LA28 EVENT PROGRAMME & QUOTA REVIEW TIMELINE





DAKAR 2026

DAKAR 2026 UPDATE



Key priority is the finalisation of the event programme and athletes quotas

Olympic Programme Commission taking place on 27 May to make a recommendation for the IOC Executive Board on 12-14 June.

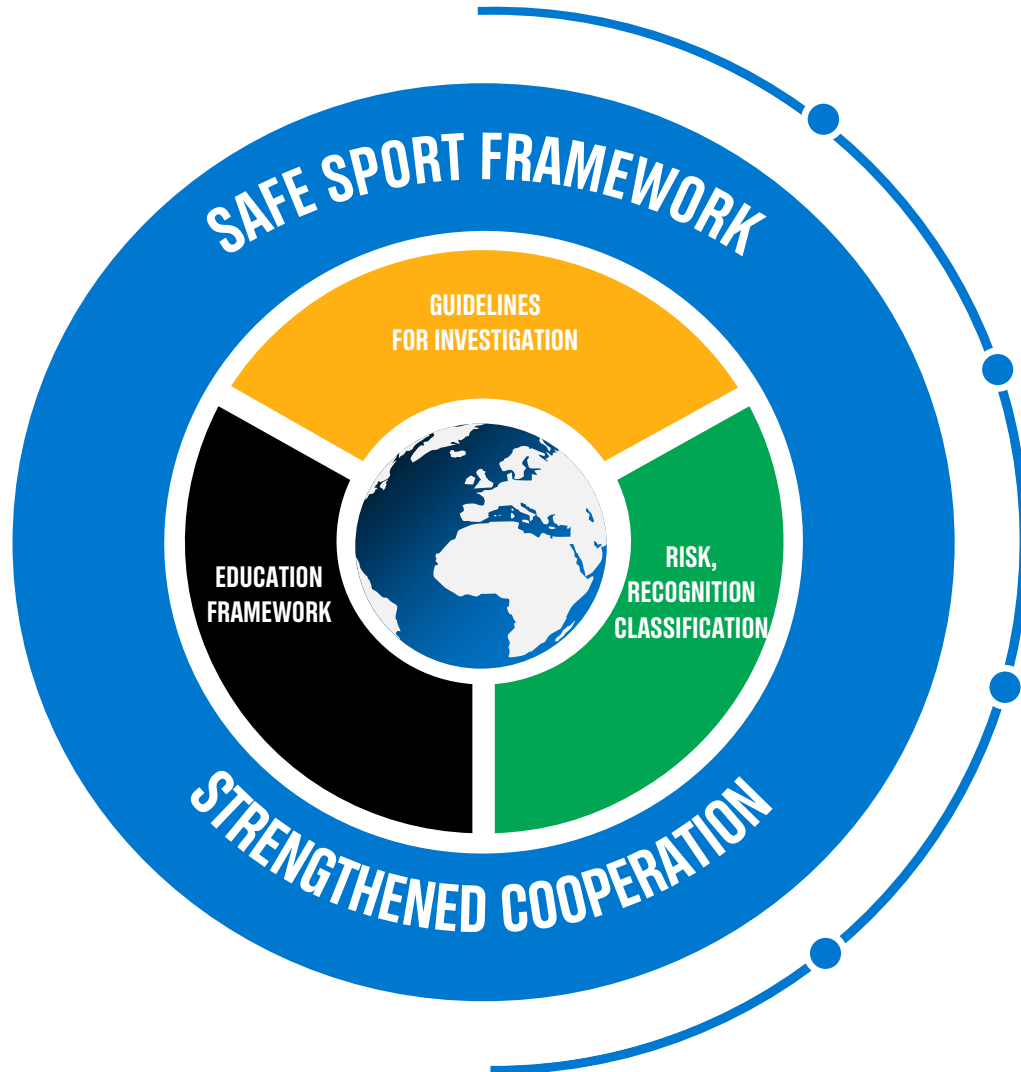
Dakar 2026 are working on their pre-YOG visit policy which will come into force from September onwards (post-Paris 2024)





SAFEGUARDING AND MENTAL HEALTH

IN 2023, THE IOC EB APPROVED



- 1 10 million USD per Olympiad to strengthen safeguarding at the local level
- 2 Set up of pilot Regional Safe Sport Hubs, building on existing services
 - Southern Africa
 - Pacific Islands
 - Groundwork for Europe
- 3 Set-up of International Safe Sport Taskforce
- 4 Drafting of International Safe Sport Framework, supporting tools and assessment of legal frameworks

SAFE SPORT REGIONAL HUB INITIATIVE: WORKING VISION AND MISSION



VISION

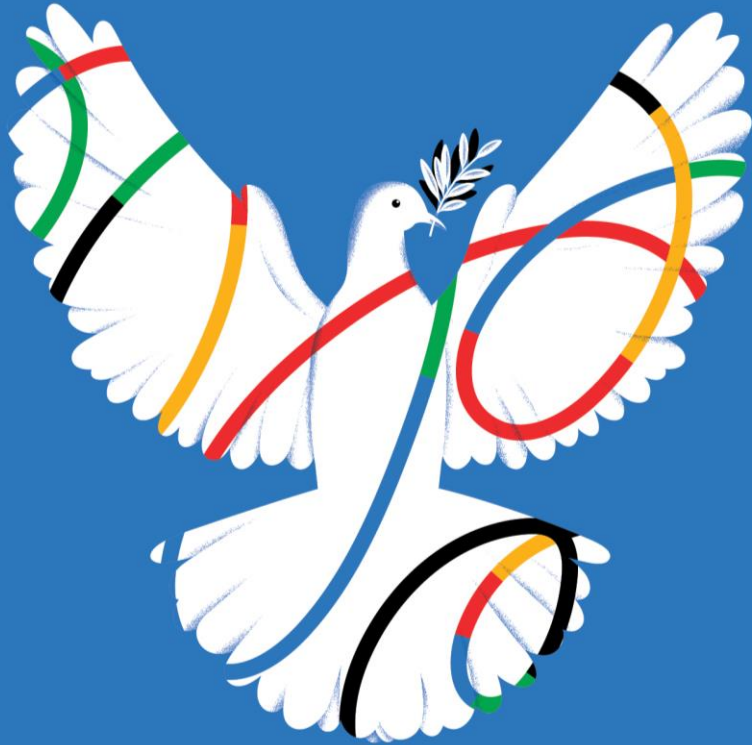
All participants in sport are safe in an environment where they can thrive and experience the broad benefits of sport participation.



MISSION

Improve collaboration between local stakeholders in the sporting and nonsporting safeguarding ecosystems to facilitate access to support for those harmed by harassment and abuse in sport, and ensure localised prevention.

REGIONAL HUB SYSTEM



BENEFIT TO ATHLETES

Single point of contact for trusted guidance and access to local support

BENEFIT TO SPORT

Clarified responsibility: Prevention and sport sanctions for breach of sporting regulations

Improved coordination with other key responsible actors

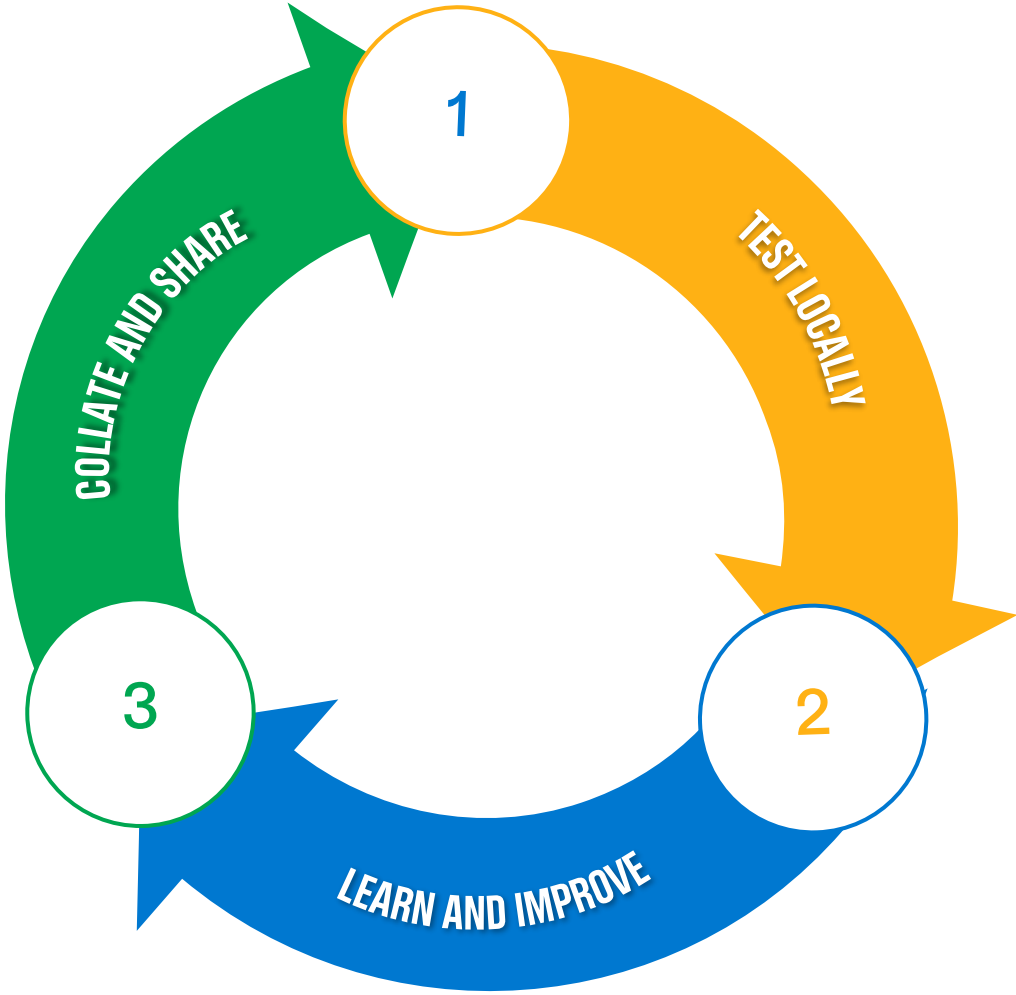
Prevention of escalation to international bodies as cases addressed appropriately where harm occurs

BENEFIT AT LOCAL LEVEL

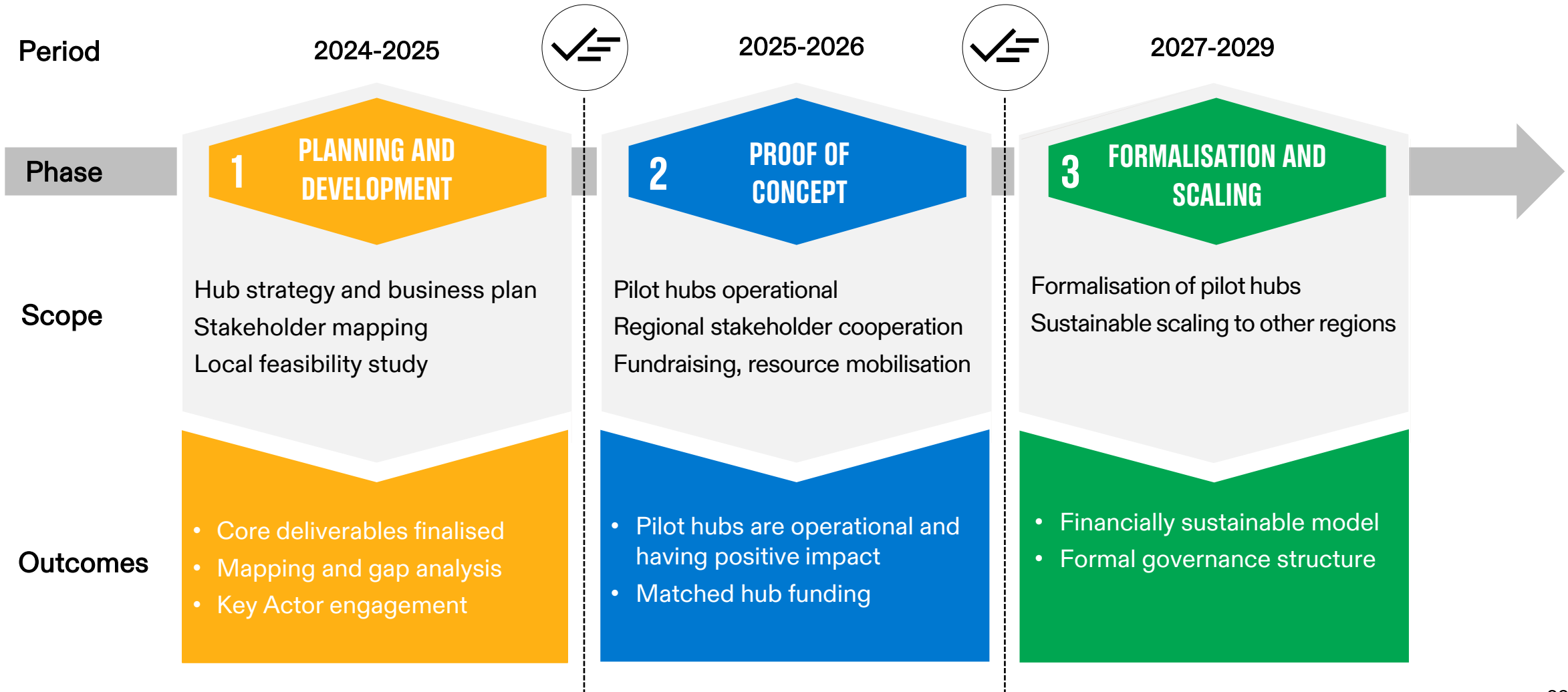
Mapping and addressing gaps in local systems

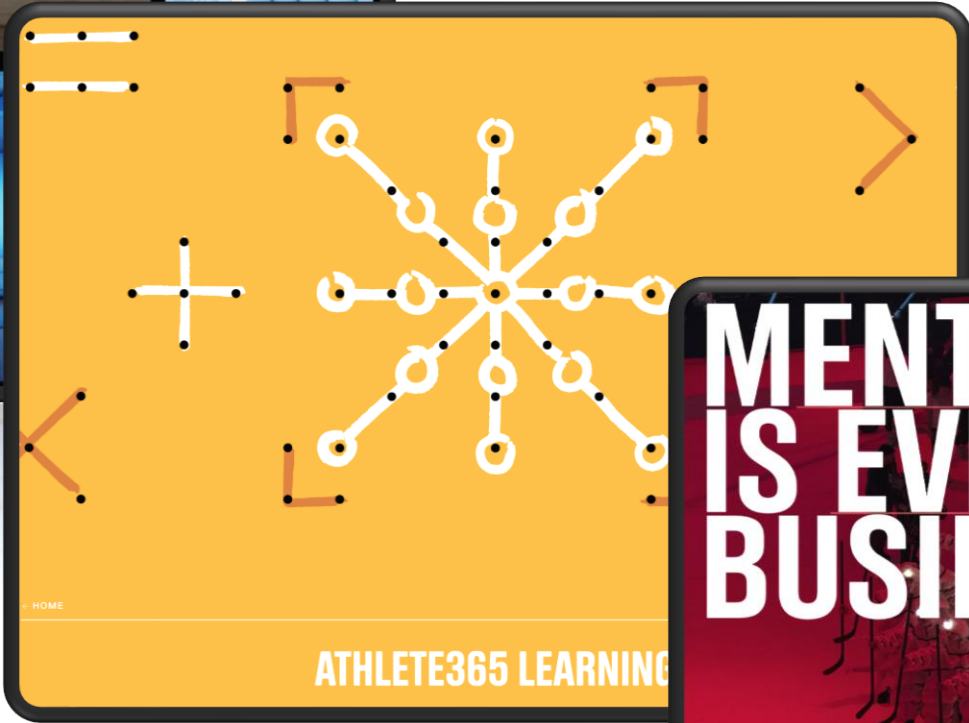
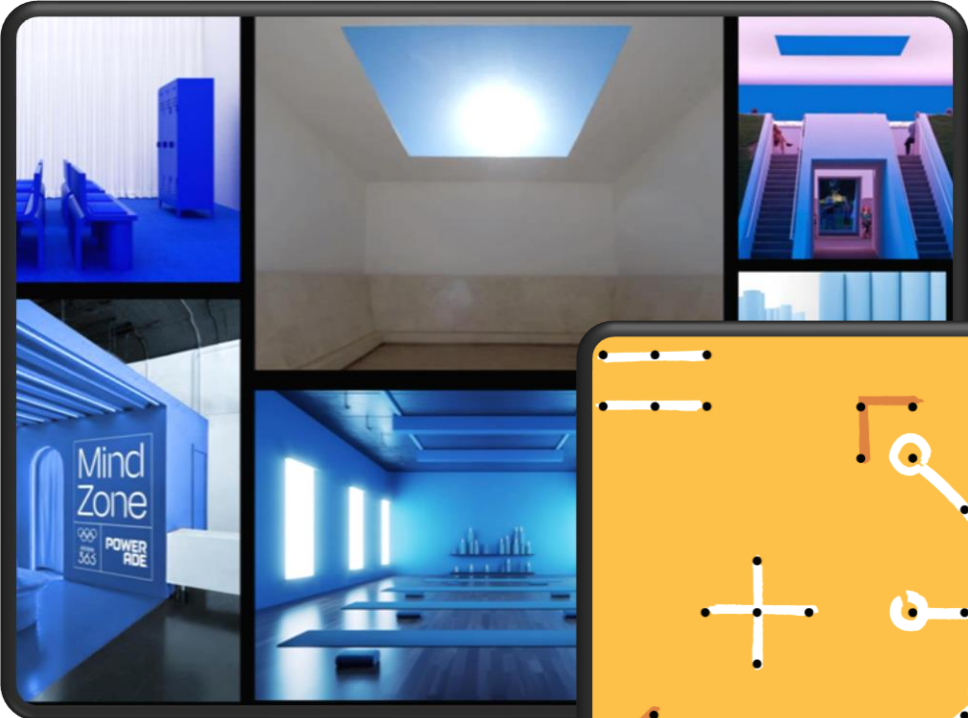
Whole systems approach – ultimately leading to Safer Sport and learnings for other sectors

A LOCAL APPROACH TO A GLOBAL CHALLENGE



WE WILL ADVANCE IN 3 PHASES





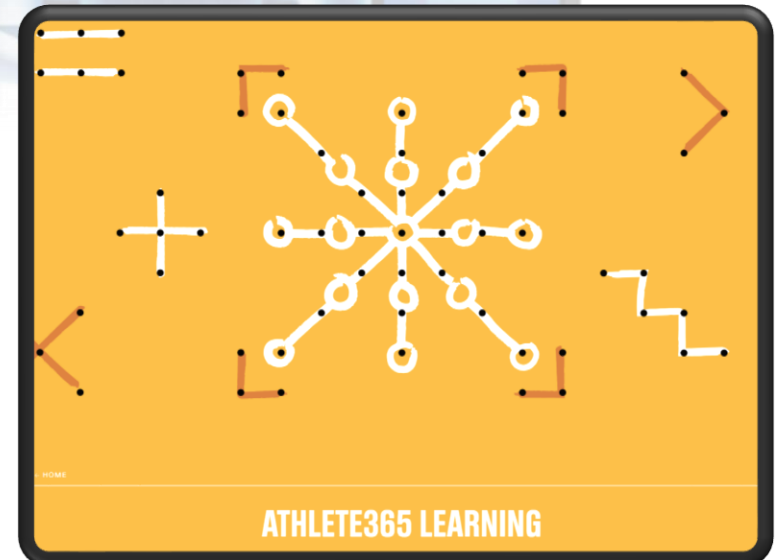
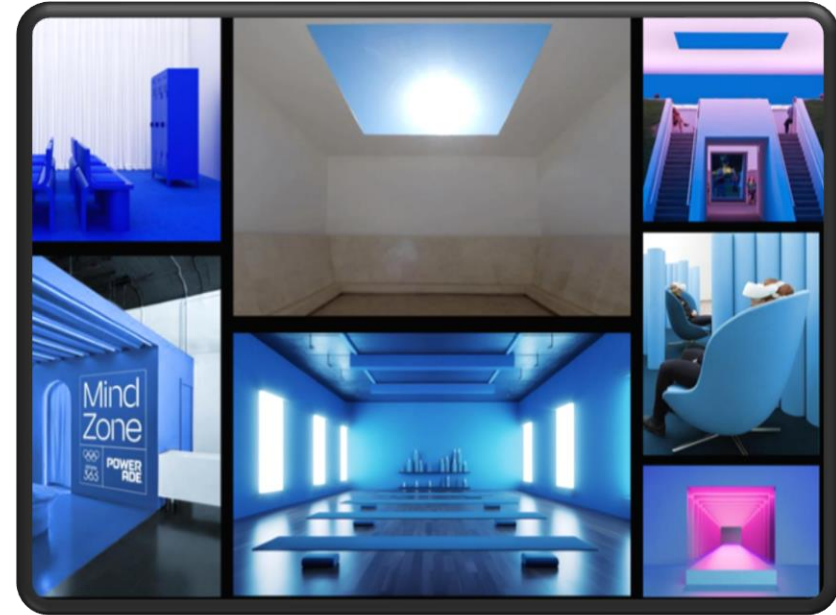
MENTAL HEALTH

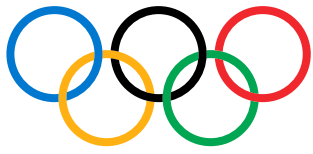
Mind Zone: First of its kind, curated space in the Olympic Village, designed specifically to help athletes relax, recuperate and mentally prepare for competition

Mental Health Helpline in 70 languages for 4 years

AI powered solution to **prevent and respond to cyber abuse** during the Olympic and Paralympic Games

Over **140 accredited NOC Welfare Officers:** Safeguarding and Mental Health





International
Olympic
Committee

THANK YOU

This presentation and/or the content herein included, is owned by or has been authorised to, the International Olympic Committee ("IOC"). Any use is limited to the context it was given by the IOC and for the purpose of that context. © International Olympic Committee.