

**Memorandum of Understanding**  
between

**Association of Summer Olympic International Federations (“ASOIF”)**  
and  
**International Association of Event Hosts (“IAEH”)**

concerning  
**Common Event Impact Measurement Standards**  
**For Major Sports Events**

We, the undersigned:

- Acknowledge the importance of common data standards in measuring the delivery of a return on investment for public and private organisations investing in major sports events.
- Acknowledge the importance of common data standards in facilitating comparison of impacts between major sports events both within the same sports over time and across different sports events.
- Recognise the value of working together to establish and gain acceptance for common standards, criteria and principles in gathering and reporting data across the full range of possible impacts, including economic, image, social and environmental.
- Agree that data reporting the actual and potential impact of events should follow the core principles set out in the “Event Impact Standards” guidance published on the IAEH website ([www.eventhosts.org](http://www.eventhosts.org))

As a result, we endeavour to;

- Collaborate to help establish an appropriate “common event impact measure” methodology which is widely accepted and can be applied to all major sports events.
- Jointly endorse recommendations, guidance and tools to help implement “common event impact measurement”.
- Encourage our members to voluntarily adopt such “common event Impact measures”.
- Obtain additional support, research and funding from third-party organisations to enhance the tools available for robustly measuring impacts currently regarded as “intangible”.
- Protect the brand and identity of both organisations by agreeing all communications about Event Impact Measures, which mention the other party, in advance and seeking pre-approval for use of each other’s brand and identity including logos etc.

This agreement commences from 1<sup>st</sup> April 2021 and may be reviewed annually.