

To:
The International Olympic Committee

Oslo, 15 April, 2014

Olympic Agenda 2020

The Norwegian Olympic and Paralympic Committee and Confederation of Sports (Norwegian NOC) applauds the decision of the International Olympic Committee (IOC) to launch the Olympic Agenda 2020 process, creating a new roadmap for the Olympic Movement and the IOC.

The Norwegian NOC has currently initiated a process within our sports organisation with regard to the Olympic Agenda 2020. Our 54 national federations and 19 regional confederations are currently involved by providing their opinion on the different topics. The process will culminate during our Annual General Meeting (AGM) in Bergen ultimo May this year, where the Olympic Agenda 2020 will be debated.

The Norwegian NOC will come back to the IOC with a revised and more comprehensive feedback at that time.

Preamble:

It is in the interest of the Norwegian NOC to contribute to the future of the Olympic Movement and the IOC, as the leading sport organisation in the world, and its main products, i.e. the brand and the organisation of the Olympic Games.

In Norway we are aware of the fact that the IOC has established a comprehensive reform programme aimed at creating an organisation and a roadmap for the future. It is, for a variety of reasons, imperative for the Norwegian NOC to contribute actively to these reforms, as sport plays an important part of everyday lives in Norway. Norwegians love sport and are subjectively voiced on the topic. The Norwegian NOC is by far the largest non governmental organisation in Norway, with over 2 million memberships in 12,000 sports clubs all over the country. By hosting the 2016 Youth Olympic Winter Games in Lillehammer, the consciousness of the sports organisations, the public and the politicians is raised regarding issues pertaining to the Olympic Movement, Olympic Games and to the IOC.

This document will try to address the three overarching themes of sustainability, credibility, and youth, while at the same time commenting on topics that belong under the five themes: Uniqueness of the Olympic Games; Athletes at the heart of the Olympic Movement; Olympism in action: keeping

Olympism alive 365 days a year; The IOC's role: unity in diversity, and; IOC structure and organisation. As mentioned above, the Norwegian NOC will provide the IOC with a full and comprehensive feedback after our AGM in May.

Sustainability:

No movement like the Olympic Movement, or organisation with the size of the IOC and its activities (in particular the Olympic Games), can refrain from addressing the issue of sustainability. On that account, we strongly support sustainability being one of the overarching themes for the reform process.

Ecological footprint:

The IOC must assure through its actions (e.g. guidelines, manuals, questionnaires and contracts with future organisers) that future Olympic Cities adhere to the demands of sustainability in all its aspects. Future games must be climate neutral and host cities must adhere to the strictest of international standards with regard to the environment. The IOC should lead the development in this field within sport and contribute to create a new mind-set on sport and the environment.

The future will be lived in cities:

In only 50 years, 80 per cent of the world's population will live in cities, some of which will attempt to host an Olympic Games. This fact raises concerns regarding land, waste, water, air etc. Sustainable practices must be a prerequisite from the IOC to future bidders from the first signal of interest, through the legacy period after the Games. The IOC must be in the forefront in developing innovative and sustainable solutions for an urban life of the future.

White winter:

Even though many of the events of the Olympic Winter Games are indoor events, it must be remembered that these Games belong in the element of snow and ice. The Olympic Winter Games are thus by nature smaller than the Olympic Summer Games, allowing for smaller cities to host the Winter Games and allowing the IOC to use its Winter Games to test and experiment different areas of organising the Olympic events. Olympic Winter Games must continue to be a celebration of winter sports and winter culture.

Costs:

Questions regarding the sustainability of the Games will be raised in the future due to the increasing size of the Olympic Games, the number of disciplines and the increased costs. These challenges could make it even more costly to host the Olympic Summer and Winter Games. Therefore, close scrutiny should be given to these issues in future Games, thus encouraging more nations to bid.

Re-use of existing facilities:

Wherever possible, the IOC should recommend and encourage the use of existing, albeit upgraded, facilities for the Games. This will immediately send an important message regarding financial responsibility to potential future bidders for the Games. The re-use of the existing facilities from The Olympic Winter Games of 1994 for YOG 2016 in Lillehammer is a clear and strong signal to the public and the decision makers that the investments in hosting an Olympic Winter Games are investments

for the long run. Twenty years after the Lillehammer Olympic Winter Games the facilities still holds a world class standard.

Credibility:

The only way the Olympic Movement, the IOC and the Olympic Games can maintain its place and its position is by managing its brand in a way that is true and credible in the eyes of the world. In an ever more transparent world, this issue becomes even more imperative.

Anti Doping:

It is unquestionable that the common efforts of anti-doping organisations prior to the Games are paramount for cleaner Games. While testing during the Games is a necessity, the six months prior to the Games are critical from a detection point of view in order to ensure clean Games. Based upon our knowledge about the anti-doping programs, WADA has access to all biological passports and has a leading role in coordinating other means for detection such as investigation work. Therefore, the knowledge, methods and organisational structure for a coordinated approach are in place to implement an effective anti-doping program prior to the Olympic Games. However, we realise that anti-doping programs run at national level and by international federations differ both in quantity and quality. Further, we understand that WADA's Out of Competition Testing Program is decreasing year by year. It is therefore necessary that the IOC itself, or in collaboration with other organisations, takes greater responsibility for ensuring that international top level athletes are subject to an extensive test regime also in the months prior to the Olympic Games.

We are aware that IOC's responsibility for testing is limited to the period of the Games, and are pleased to see that the WADA Independent Observer Reports from Games of the XXX Olympiad, London 2012, commended IOC for successfully implementing measures to protect the rights of clean athletes during the London Olympic Games. According to the WADA Independent Observer Reports from London, one of the success factors was the close collaboration between LOCOG and UK Anti-Doping (UKAD). Further, we recognize that not all host countries have an anti-doping organisation with the same resources and competence. In our view, the IOC can and should play a key role in the development of national anti-doping programs in host countries as well as ensuring close collaboration between the organising committees and national anti-doping authorities.

The Olympic Charter Article 45.3, reads as follows: «Only sports that adopt and implement the World Anti-Doping Code can be included or remain in the programme». In addition, the Code itself establishes the following responsibilities for the IOC; "To require as a condition of recognition by the International Olympic Committee, that International Federations within the Olympic Movement are in compliance with the Code", and "To withhold some or all Olympic funding of sport organisations that are not in compliance with the Code". As WADA is responsible for monitoring Code compliance by the signatories to the Code, the IOC should ask WADA to require a stronger commitment from the signatories to secure their main responsibility; to adopt and implement anti-doping rules and policies which conform to the Code. In order for the IOC to take action and act in accordance with its responsibilities as laid down in the Olympic Charter and the Code, the IOC should expect to be properly informed of any WADA report of non-compliance.

Match fixing:

Another threat to the credibility of the Olympic Movement, the IOC and the Olympic Games is match fixing. This issue is definitely not isolated to the IOC. In close co-operation with other umbrella

organisations within sport and in close allegiance with governments, police and researchers, the IOC must be the leading international sports organisation in the fight against match fixing – hand in hand with other relevant stakeholders.

Please take note of the report made by the Norwegian Ministry of Culture, The Norwegian NOC, the Norwegian Football Federation, the Norwegian State Lottery, the National Lottery Authority and the Ministry of Justice and Public Security. This report outlines how Norwegian stakeholders shall cooperate in order to minimize match-fixing in Norway.

Health:

Taking part in sport and physical activity is by definition healthy, and progressively more and more evident. When participation in sports become unhealthy, it must be imperative for the IOC to address the issues adequately.

The Norwegian NOC would like to see the IOC adopting the UN definition of health regarding sports, where health is defined as a state of complete physical, mental and social well being and not merely the absence of disease or infirmity.

Many athletes are affected by eating disorders. The IOC should actively seek measures to prevent these disorders, to share their knowledge and to assist those affected.

Unfortunately sport is also a welcoming arena for sexual harassment. Every measure should be taken into consideration in order to assure that sport remains a safe arena for especially young children (girls and boys) and women. Sexual harassment and abuse is contrary to the values that sport stands for and must be addressed accordingly.

Female participation:

The Norwegian NOC applauds the increased participation of women in sport and we would like to congratulate the IOC with the success at the London 2012 Games where all participating nations had male and female athletes. We have also publicly applauded the increase in the number of women in the various IOC Commissions from 2014. The experiences of those NOCs that succeed in this field must be shared with other NOCs and sport organisations. The IOC may take the lead in the knowledge sharing when it comes to developing more female coaches and more female leaders, while at the same time continuing to encourage female participation at all levels of sport.

It is also important that there is an increase in female participation in the boardrooms of the national and international sports organisation. This is indeed a question regarding the credibility of sports on all levels.

Reconnecting with the grass roots:

The size and the complexity of organising, hosting and supervising an Olympic Games makes it necessary that it is done by competent professionals. At the same time this increases the distance to the local and regional sport structures and the culture of voluntarism that is present in host cities and countries. The issue of actively involving the grass roots levels of sports of the host city and country must be addressed.

Universal rights and ethical principles:

The Principles of Olympism in the Olympic Charter highlight the educational value of good example, social responsibility and respect for universal fundamental ethical principles. At the same time with a goal to place sport at the service of the harmonious development of humankind.

The IOC should make adherence to the Olympic Charter an absolute prerequisite for future host cities regarding the universal principles of human rights, gender equality, inclusion, and environmental protection. This should also apply to the rights of the worker, something the IOC could achieve by working even closer with the international labour organisations. Future Games must be characterised by due diligence, transparency and respect for human rights.

A unique agreement was signed on Thursday 13th of March by The Norwegian Confederation of Trade Unions (LO), The Confederation of Unions for Professionals (Unio), The Confederation of Vocational Unions (YS), The Confederation of Unions for Academics (Akademikerne), and The Norwegian Olympic and Paralympic Committee and Confederation of Sports (Norwegian NOC).

The agreement highlights the values and rules that the parties to the agreement believe should apply if Norway is to host the Olympic and Paralympics Games in the future. The parties to the agreement will contribute to create Games that are characterized by companionship, tolerance, openness and fantastic Olympic experiences for everyone involved.

The agreement underlines that the values of freedom, equality and openness should be at centre stage in international sports events in Norway. Big sport events in Norway, such as the Youth Olympic Games in Lillehammer 2106, represent a unique opportunity to promote and protect these values.

Values of Sport:

During the Olympic Games, athletes from all over the world unite regardless of nationality, ethnicity, or economic and social background. While recognising the work the IOC has done, assuring and increasing the participation of women in the Games, the intrinsic value of sport itself must be promoted. Sport must come first. Without sport, there will be no effect of sport. This principle will assist sports organisations all over the world enabling them to further the cause of sport – not just the positive effects of sport.

The Paralympic Games:

While understanding the organisational challenges that lay ahead, the IOC should assure closer co-operation between the Olympic Games and the Paralympic Games. A closer co-operation between the IOC and the IPC still has its challenges, but there is a huge upside to such a co-operation. The value of sport for people with disabilities in the general society cannot be underestimated. The IOC must contribute to this value.

Youth, i.e. the future:

Any organisation must address its own regeneration; year after year, generation after generation. There are few arenas where evolution happens as fast as within the field of sport. In a world where

the relative number of youth still rises, a lack of addressing the needs of the future can lead to an outdated and old fashioned organisation in charge of old and outdated Olympic Games.

On that account, the Norwegian NOC applauds making youth one of the overarching themes. This proves that the IOC face the challenges of being a worldwide organisation run by traditions and experienced people, by still being able to remain top of mind for future generations and sports men and women. Where the thoroughly organised reality meets the world of unlimited opportunity, there are challenges.

Co-determination:

Youth will play a unique role, nationally and internationally, in developing the societies of the future. In order for their input to be heard and reacted upon they must be given their place, their voice and their influence. Talented and qualified young people must be involved in all levels of planning and staging of the Olympic Games. The IOC can pride itself on a young staff and this signal must be brought forward to the OCOGs and particularly to the YOGOCs.

“Twitter” generation:

In recognition of the fact that the IOC already is at the forefront of modern communication, this issue must still be raised. The ways we communicate are in constant change and the youth are in the forefront of this development. The IOC must constantly communicate and interact with the youth in the strategies and the future plans for “youthful” communication.

New generation volunteers:

Bidding for, and particularly hosting, an Olympic Games gives the city and the nation a great impetus with regard to rejuvenating the voluntary engagement for sport in the host country. The IOC should try to accumulate best practice experiences from the various hosts of both Olympic and Youth Olympic Games. In such a way that good measures can be shared for the common good.

Lessons found and lessons learned from YOG:

The “experimental laboratory” – the Youth Olympic Games - that the IOC has invented must be actively utilised. Standing hosts to the 2016 Youth Olympic Winter Games in Lillehammer, the Norwegian NOC is experiencing the positive learning experience the Youth Games offer. Utilising the Youth Games to take new view at proven, but “old” concepts, will allow the IOC to try out new ways of organising various sides of an Olympic Games. The Youth Olympic Games must be allowed to develop in their own right, but lessons from the YOG must be learned and implemented in the Olympic Games as well. This includes all aspects of the Youth Games, particularly with regard to new sports or disciplines, experiences from downsizing the organisation, new solutions to every IOC specification etc.

Olympism in action: keeping Olympism alive 365 days a year

It is important that the IOC continues and strengthens its efforts to promote:

- sport in developing countries
- the value of sport for global issues such as peace building, health, social inclusion – generating many benefits for the Olympic Movement.

We endorse and share the goals and values of the Olympic Movement to the development of a better world through sport, promoting peaceful societies and preserving human dignity.

The IOC's role: unity in diversity

The IOC must ensure that the Games, including the Youth Olympic Games, continues to be the place where the diversity of the world can meet, on equal grounds, on equal footing, with equal respect.

The Norwegian NOC remains at the IOCs disposal if there should be any need for clarifications or more details. We look forward to taking part in the process to come, and we certainly hope that our advice is to the benefit of the Olympic Agenda 2020.

Best regards,



Børre Rognlien
President



Inge Andersen
Secretary General