



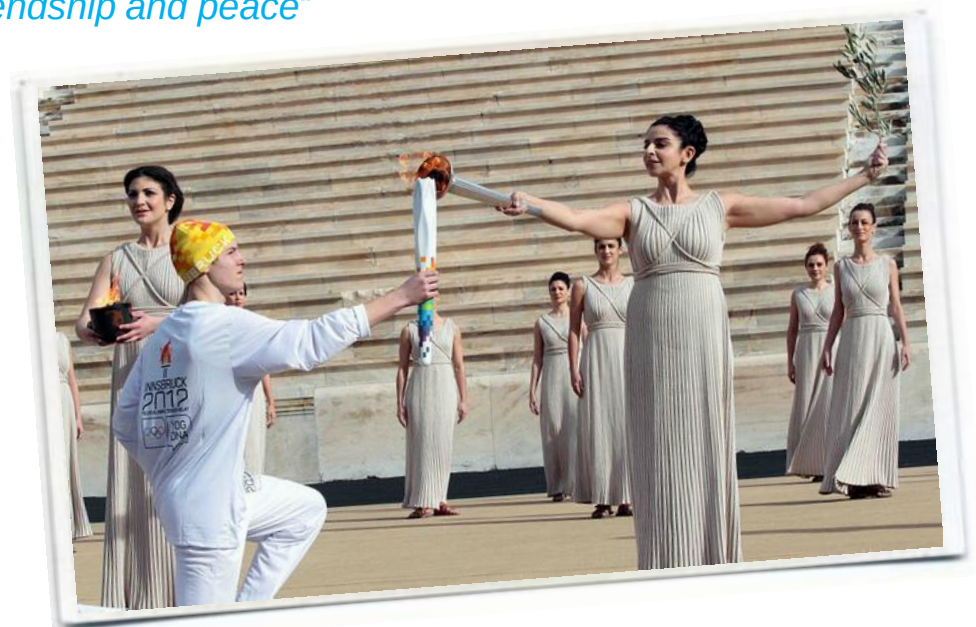
THE YOUTH OLYMPICS GAMES

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OLYMPIC VALUES

"The Youth Games will inspire young people around the world to participate in sport and adopt and live by the Olympic Values," Jacques Rogge, IOC President.

- **EXCELLENCE** *"Striving for excellence in all that we do"*
- **RESPECT** *"Respecting ourselves, each other and the rules"*
- **FRIENDSHIP** *"Living in friendship and peace"*





YOG DESCRIPTION, MISSION & OBJECTIVES

THE YOUTH OLYMPIC GAMES

2 PILLARS



- ✓ **SPORT COMPETITION**
- ✓ **ATHLETES FROM 15 TO 18**
- ✓ **SUMMER & WINTER YOGs**
 - Summer = 26 Olympic disciplines
 - Winter = 15 Olympic disciplines
- ✓ **No Paralympic Games**



- ✓ **CULTURE & EDUCATION PROGRAMME (CEP)**
- ✓ **YOG AMBASSADORS**
- ✓ **YOUNG AMBASSADORS**
- ✓ **ATHLETES ROLE MODELS**
- ✓ **YOUNG REPORTERS**



OTHERS SPECIFICITIES

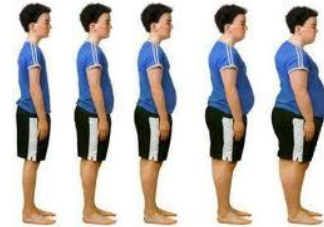
- ✓ **Every 4 years**
- ✓ **SMALL & MEDIUM SIZE HOST CITIES**
- ✓ **FREE ENTRANCE / FREE TICKET**
- ✓ **Delegations remain on site during the 10 days of competition**



Voted on July 6th 007

ISSUES observed regarding **YOUTH AND SPORT** throughout the world

- ✓ Unequal access to sport
- ✓ **Decline** in physical activity / Increase of obesity
- ✓ Drop in sport participation at 14-16 age



→ ORGANIZE AN EVENT TO EDUCATE, ENGAGE AND INFLUENCE YOUNG ATHLETES INSPIRING THEM TO PLAY AN ACTIVE ROLE IN THEIR COMMUNITIES.



YOG OBJECTIVES

- ✓ **BRING** together and celebrate the world's best young athletes
- ✓ **PROPOSE** a unique and powerful introduction to Olympism
- ✓ **INNOVATE** in educating and debating Olympic values and societal challenges
- ✓ **SHARE** and celebrate the cultures of the world in a festive atmosphere
- ✓ **REACH** youth communities throughout the world to promote Olympic values
- ✓ **RAISE** sport awareness and participation among the youth
- ✓ **ACT** as a platform for initiatives within the Olympic Movement
- ✓ **ORGANISE** an event of the highest sports international standards



THE FIRST YOUTH OLYMPIC GAMES



14 - 26 August 2010



16 – 28 August 2014



13 – 22 January 2012



26 February – 6 march 2016



WHAT'S NEXT ?

- ✓ Jacques Rogge predicted a **BRILLIANT FUTURE** for the Youth Olympics Games
- ✓ Over time, **EVENTS THAT TOOK PLACE AT THE YOUTH OLYMPIC GAMES WILL BE ORGANIZED AT TRADITIONAL GAMES.**
 - ✓ E.G : In Sochi in 2014 → Ski Halfpipe (Men and Women), Women's Ski Jumping, Biathlon Mixed Relay, Figure Skating Team Event and Luge Team Relay.
- ✓ Jacques ROGGE is planning to **EXTEND THE CULTURE AND EDUCATION PROGRAMME TO THE TRADITIONAL GAMES.**
 - ✓ Based on the same values : **doping issues and the importance of building a professional and social life after athletes' sporting careers.**
- ✓ The next Youth Olympic Games will continue to be held in **SMALL OR MEDIUM CITIES**. It is important that the Games rely on existing structures in order to control costs. **A PREFERENCE TO FILL SMALLER STRUCTURES AND CREATE OUTSTANDING ATMOSPHERE.**
- ✓ The **BUSINESS MODEL** of the YOG is **TO INVEST IN THE YOUTH !**

Innsbruck, Newsroom, 22 January 2012



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