



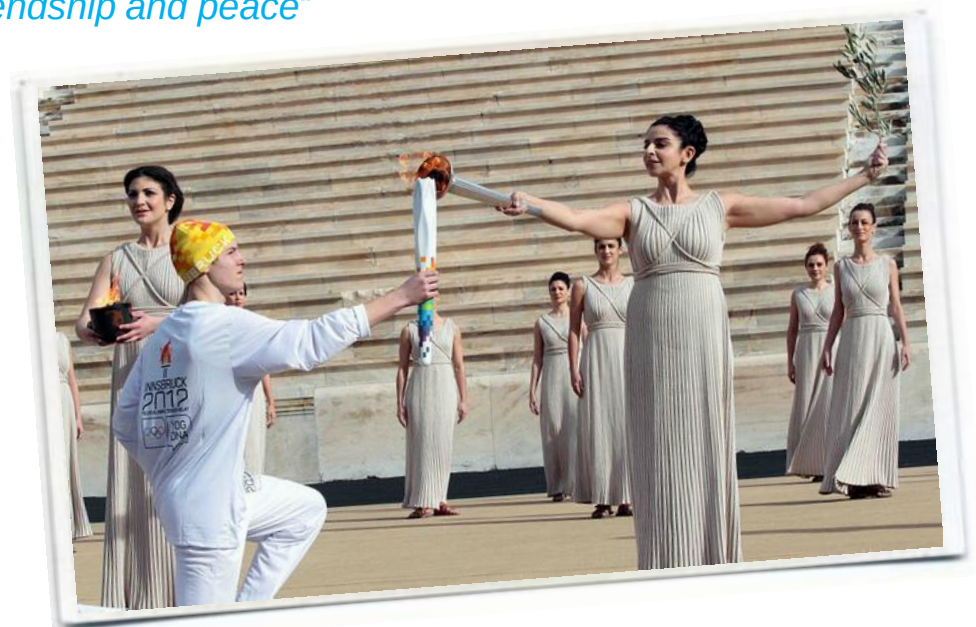
THE YOUTH OLYMPICS GAMES 13-22 January 2012

© Marjory MALBERT – Executive Master's Degree in International Sports Marketing - ESSEC P8

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"*





Innsbruck 2012 – Be part of it!
Teil sein ist alles!
L'important, c'est de participer !



THE YOUTH OLYMPICS GAMES INNSBRUCK 2012

THE BEST OF THE WINTER YOUTH OLYMPIC GAMES



THE YOUTH OLYMPIC GAMES INNSBRUCK



- ✓ 15 SPORTS in 7 VENUES
- ✓ 1,059 ATHLETES
- ✓ 350 OFFICIALS
 - (IE : 7 International Federations)
- ✓ 60 NOCs



- ✓ Culture & Education Programme :
66% ATHLETES TOOK PART OF IT
- ✓ At the CONGRESS CENTER



- ✓ More than 110,000 SPECTATORS watched the events.
 - 18,914 attending the ICE HOCKEY competitions
 - 6,682 at FIGURE SKATING
 - 4,544 at ALPINE SKIING
 - 34,000 at the MEDAL'S PLAZA
 - 15,000 at the OPENING CEREMONY
- ✓ 1,800 LOCAL AND INTERNATIONAL VOLUNTEERS (from 18 to 75 years old)
- ✓ 900 MEDIA REPRESENTATIVES
- ✓ 60 TV CHANNELS
- ✓ The official website www.innsbruck2012.com
 - ✓ 4.7 MILLION VIEWS during the games
- ✓ €24 million operational budget + €7,5 million infrastructures (7 venues)
IOC Contribution to 6 million + travel and Hotel = around €15 million

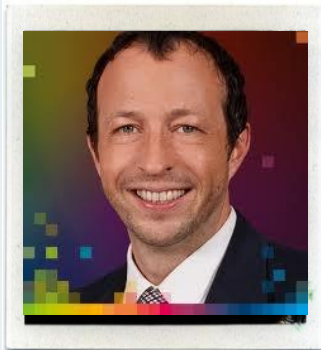


YOG DNA is targeted at young people - **NOT AS A LOGO OR A BRAND, BUT AS A LABEL.**

It represents the **ATTITUDES AND FREEDOM OF YOUNG PEOPLE** and is designed to be used by them as a stamp of approval for anything that has the Spirit of the Youth Olympic Games.

As part of the 2012 Winter Youth Olympic Games in Innsbruck, this YOG DNA label will be **INTEGRATED INTO AN OFFICIAL OLYMPIC LOGO FOR THE FIRST TIME.**

*"We are not only building an event for the world's most talented young athletes - we are **CREATING A PLATFORM TO COMMUNICATE WITH YOUNG PEOPLE WORLDWIDE.** This interaction through sport, culture and education is underpinned by YOG DNA, the Spirit of the Youth Olympic Games."*, IOC President Jacques Rogge



Peter BAYER

Chief Executive Officer
Innsbruck 2012

12 December 2008 : Innsbruck became the 1st Winter Youth Olympic Games Host City by the largest majority in the history of the IOC – 85 votes to 14.

15 January 2009 : the Host City Contract was signed

The Innsbruck 2012 Bid Committee was transformed into the Innsbruck Youth Olympic Games Organising Committee (**IYOGOC**), which was then registered under Austrian law as a “Gesellschaft mit beschränkter Haftung” (GmbH) – **a company with limited liability** – with the official name “Innsbruck-Tirol Olympische Jugendspiele 2012 GmbH”.

Three stakeholders :

- **Provincial Government of Tyrol** (45%)
- **Innsbruck City Council** (45%)
- **Austrian Olympic Committee** (10%).

The IYOGOC acts as an **INTERFACE BETWEEN THE IOC AND THE INNSBRUCK CITY COUNCIL**.

The entire organization process is monitored by a Supervisory Board, which is responsible for supporting the public entities. A professional team headed by the Chief Executive Officer handles the day-to-day management of the IYOGOC and ensures the Games are organized according to the official Games Concept.

To ensure that existing knowledge is used to the full, the **Olympic Forum Tyrol 2012** was founded, a platform bringing together experts from a range of different fields including politics, the military, tourism and higher education.



SPORTS AND DISCIPLINES

16 SPORTS – 63 MEDALS – 14 NEW DISCIPLINES

Discipline	12.01.	13.01.	14.01.	15.01.	16.01.	17.01.	18.01.	19.01.	20.01.	21.01.	22.01.
 Alpine Skiing (Venue: Patscherkofel)											
 Bobsleigh (Venue: Olympic Sliding Centre)											
 Biathlon (Venue: Seefeld Arena)											
 Cross-Country Skiing (Venue: Seefeld Arena)											
 Curling (Venue: Curling Hall)											
 Freestyle Skiing (Venue: Kühtai)											
 Figure Skating (Venue: Olympic Ice Stadium)											
 Ice Hockey (Venue: Tyrolean Ice Arena)											
 Luge (Venue: Olympic Sliding Centre)											
 Nordic Combined (Venue: Seefeld Arena)											
 Snowboard (Venue: Kühtai)											
 Ski Jumping (Venue: Seefeld Arena)											
 Skeleton (Venue: Olympic Sliding Centre)											
 Speed Skating (Venue: Olympic Speed Skating Oval)											
 Short Track Speed Skating (Venue: Olympic Ice Stadium)											



INNSBRUCK : A LABORATORY OF 14 NEW DISCIPLINES

ALPINE SKIING

**NEW
EVENT**



Mixed parallel team event

BIATHLON

**NEW
FORMAT**



Mixed relay

CURLING

**NEW
FORMAT**



→ Mixed team competition
→ NOC doubles competition

CROSS COUNTRY SKIING, BIATHLON

**NEW
FORMAT**



Mixed team relay

FIGURE SKATING

**NEW
FORMAT**



Mixed NOC team event

FREESTYLE SKIING

**NEW
EVENT**



Ski Half Pipe Women & Men

ICE HOCKEY

**NEW
EVENT**



Individual Skill Challenges
Women & Men

LUGE

**NEW
EVENT**



Mixed team relay
(Genders + NOCs mixed)

SHORT TRACK

**NEW
FORMAT**



Mixed NOC relay

SKI JUMPING

**NEW
EVENT
NEW
FORMAT**



→ Individual Competition Women
→ 1 Woman, 1 Man, 1 Man Nordic Combined

SNOWBOARD

**NEW
EVENT**



Slopestyle Women & Men

SPEED SKATING

**NEW
EVENT**



Mass Start Women & Men¹⁰

FREE TICKETS

OPENING CEREMONY



Ticket required

CLOSING CEREMONY



Ticket required



VICTORY CEREMONY



No Ticket required

SPORT COMPETITION / VENUE DAY



Indoor = Ticket required
Outdoor = No Ticket required

CEP



No Ticket required



CULTURE AND EDUCATION PROGRAM (CEP)

A MOMENT OF EXCHANGE OF EXPERIENCE FOR YOUNG ATHLETES

Focus on **OLYMPISM** and the **OLYMPIC VALUES, SKILLS DEVELOPMENT, WELL-BEING AND HEALTHY LIFESTYLES, SOCIAL RESPONSIBILITY** and **EXPRESSION THROUGH DIGITAL MEDIA**.

Represent a fascinating and **unforgettable experience for the athletes**.

- To know more about the problems bound to the sport at the global level
- To make a commitment for the environment and to society
- To create an interaction between young people of the world
- To celebrate the Olympic Movement and the variety of cultures of the whole world.



AROUND 6 THEMES

MEDIA LAB by ACER



- Photography
- TV
- Video
- Web Lab
- Social Media

SUBSAINABILITY PROJECT



- Mountain awareness

COMPETENCE PROJECT



- ARM Lounge
- Safe Sport Booth
- Be the Chef
- Balance your act
- Act on your time
- Prepare to compete
- Meet the Role Model

ARTS PROJECT



- Tyrol Photo shoot
- Wall of fame
- YOG Dance
- Drumming
- Schuhplattin

WORLD MILE PROJECT by DOW



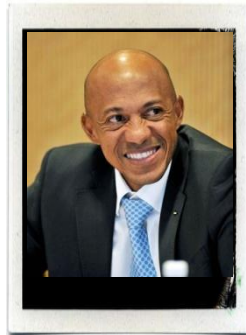
- Global Issue Booths
- Hope Factory
- World Mile

OLYMPIC YOUTH FESTIVAL 2012



- Mountain Snow & Fun
- Climbing
- Urban Sports
- Ice stock Sport
- Band Night

THE ATHLETES ROLE MODELS (ARM)



Chairman and Olympic Sprinter Frank Fredericks

NOMINATED BY THE INTERNATIONAL FEDERATIONS taking part in the Winter Youth Olympic Games and members of the **IOC ATHLETES' COMMISSION**, led by Frank Fredericks

→ **SPENT TIME WITH THE ATHLETES**, answering their questions and providing tips on everything from healthy eating to training regimens.

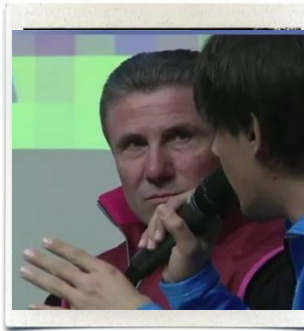
→ **Participated alongside the athletes** in the Culture and Education Programme.

→ **Attended the competitions, visited the Youth Olympic Village and featured in "Meet the Role Models" forums** designed to inspire and educate the participants with personal accounts of their own dreams and experiences, and the challenges they have overcome.

→ A dedicated ARM lounge in the Youth Olympic Village was made available for participants to drop in and ask questions first-hand to their icons.



Rania ELWANI (Egypte)



Sergey BUBKA (Ukraine)



Vincent DEFASNE (France)



ARM lounge



Charlie PADDOCK
(USA)

- ✓ **33 AMBASSADORS**
- ✓ **AGED 18 TO 25**
- ✓ Act as ambassadors of their respective National Olympic Committees (NOC).

Objectives

- **SPREAD THE SPIRIT** to the Youth Olympic Games
- **INSPIRE YOUNG PEOPLE TO PRACTICE SPORT**
- Mentor the athletes on **WHAT IT MEANS TO BE AN OLYMPIAN** and how aspiring stars should **BEHAVE ON AND OFF THE FIELD OF COMPETITION.**
- **GENERATE ENTHUSIASM FOR THE CULTURE AND EDUCATION PROGRAMME**



Lindsey VONN (USA)



Kevin ROLLAND (France) &
Yuna KIM (Republic of Korea)



Marjory MALBERT
marjory.malbert@essec.edu

Tél. : +33 6 83 24 03 66

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