

Beat: Sports

## IOC SESSION APPROVES OLYMPIC AGENDA 2020 & 5 AS STRATEGIC ROADMAP UNTIL 2025

### COMPOSED OF 15 RECOMMENDATIONS

Paris, Washington DC, 15.03.2021, 23:02 Time

**USPA NEWS** - After an intense discussion, the IOC Session today unanimously approved the Olympic Agenda 2020 + 5 as the new strategic roadmap for the IOC and the Olympic Movement until 2025. Composed of 15 recommendations, this new roadmap builds on the achievements of Olympic Agenda 2020 and will guide the work of the IOC and the Olympic Movement over the next five years. Before launching the discussion, President Thomas Bach explained: "The coronavirus crisis has fundamentally changed our world. The world will never be the same again. Even when we have overcome this health crisis, we will have to face the heavy social, financial, economic and political consequences it will have." He continued: "As leaders of the Olympic Movement, we must prepare for this new world. To shape our future, we must have a vision of what this new world will look like." The 15 recommendations that make up the Olympic Agenda 2020 + 5 were developed as part of a process of consultation and collaboration. They are based on the main trends that have been identified by in-depth studies as likely to be decisive in the post-coronavirus world, not forgetting the areas where sport and the values "of Olympism can play a role

THE FIVE (5) TRENDS THAT HAVE BEEN IDENTIFIED ARE AS FOLLOWS :-----

#### SOLIDARITY

Global solidarity is undermined when it is most needed, as unity and peace are threatened by increasing social, political and economic polarization and narrow personal interests prevail over mutual aid, the sharing of the same values "and the community of rules. This results in more confrontation and the politicization of all aspects of life. However, solidarity is at the very heart of everything the Olympic Movement stands for and it is here that the situation presents us with an opportunity. At the same time, world leaders represented by the G20 and institutions such as the UN have recognized that the world can only overcome current challenges by showing solidarity. This represents an opportunity for the Olympic Movement to join forces with these institutions and leaders who share the same ideas, in order to contribute through sport to a better, more inclusive and more united world.

#### DIGITIZATION-----

Digitization has grown exponentially in recent times. This new digital world has great potential - and also great risks. If these changes are managed responsibly, it could usher in a new era of prosperity, connectivity and cooperation. Otherwise, it could exacerbate existing social, economic and technological divisions. This is an opportunity for the Olympic Movement to harness its formidable force of positive influence. Digitization offers us the opportunity to speak more directly to individuals, to dialogue with young people and to promote the Olympic values. At the same time, our core value of solidarity will guide us in reaching out to the segment of the world's population that is still underserved by digital technology.

#### DURABILITY-----

Sustainability, which was already one of the main pillars of Olympic Agenda 2020, must remain at the center of all activities of the IOC and the Olympic Movement. In this regard, the United Nations Sustainable Development Goals provide clear guidance. Looking to the future, the Olympic Movement must now seize the opportunity to live up to its responsibility by ensuring that sport continues to unfold its full potential as an important partner in sustainable development, to achieve United Nations goals in this regard.

#### CREDIBILITY-----

Another essential pillar of Olympic Agenda 2020, the need for credibility continues to be felt. In recent years, we have witnessed a growing erosion of trust in governments, social institutions, businesses and organizations such as the IOC, a trend further exacerbated by the lack of open discussions and the proliferation of echo chambers. that reinforce ready-made opinions and prejudices. As such, the IOC has an opportunity to seize at the same time as a responsibility to assume. If the IOC has made significant progress in terms of credibility, it must continue to build on the momentum that has been created and extend the scope of these achievements in terms of integrity, transparency and good governance to the components of the Olympic Movement. . At the same time, there is an opportunity to be seized in the universal scope of sport and the Olympic Games, which makes it possible to build bridges and promote understanding between peoples and cultures, even to bypass these antagonistic echo chambers.

#### ECONOMIC AND FINANCIAL RESILIENCE-----

Finally, even when we have overcome this health crisis, we will have to face the serious social, financial, economic and political

consequences that it will have had. The debts contracted today to finance the stimulus programs will have to be repaid tomorrow. We cannot place this burden on future generations. Building economic and financial resilience will therefore be essential for countries and businesses around the world. But this new resilience will have to be directed towards a specific purpose. Through our values “and our contribution to the United Nations Sustainable Development Goals, the Olympic Movement can serve this purpose. By joining forces with similar companies working towards a meaningful purpose, we can help not to increase profit, but to add value to society as a whole.

Concluding his speech, President Thomas Bach declared: "The Olympic Agenda 2020 + 5, our vision for the future of the Olympic Movement, responds to these dominant trends. The aim is to further strengthen solidarity, to harness the positive potential of digital technology, be an active and effective partner in achieving the United Nations sustainable development goals, strengthen the credibility of the components of the Olympic Movement and join forces with other organizations defending values “or in the service of a specific objective. "-----

He thanked all those who participated in the development of this new roadmap: "The 15 recommendations were developed as part of a collaborative initiative, involving all the stakeholders of the Olympic Movement, but above all thanks to the contributions and the feedback from all of you, IOC Members, in particular through your work and your contribution within the various IOC Commissions. The Olympic Agenda 2020 + 5 has been drawn up by all of us and therefore belongs to the IOC. entire Olympic Movement. "

A RICH DEBATE ENSUED AROUND EACH OF THE 15 RECOMMENDATIONS-----

- Strengthen the uniqueness and universality of the Olympic Games
- Promote sustainable Olympic Games
- Strengthen the rights and responsibilities of athletes
- Continue to attract the best athletes
- Further strengthen the safety of sport and the protection of clean athletes
- Improve and promote the route to the Olympic Games
- Coordinate the harmonization of the sports calendar
- Develop digital engagement with citizens
- Encourage the development of virtual sports and engage more with video game communities
- Strengthen the role of sport as an important partner for the achievement of the sustainable development goals set by the United Nations
- Strengthen the support provided to refugees and displaced populations
- Reach out to new audiences beyond the Olympic community
- Continue to lead by example in corporate citizenship
- Consolidate the Olympic Movement through good governance
- Create innovative models for income generation

Source: IOC Olympic Games Committee

**Article online:**

<https://www.uspa24.com/bericht-18386/ioc-session-approves-olympic-agenda-2020-und-5-as-strategic-roadmap-until-2025.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Rahma Sophia Rachdi & Jedi Foster

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