



*Olympism in Action*  
FORUM

BY THE INTERNATIONAL OLYMPIC COMMITTEE

## Public Programme

\*All titles, times, and formats are subject to change

## FRIDAY, 5 OCTOBER 2018

7:30 – 9:00	<b>Registration &amp; Breakfast</b>	
9:00 – 9:20	<b>REMARKS: Opening Session</b>	
9:20 – 9:40	<b>INTERVIEW: The Power of the Olympic Truce</b>	
9:45 – 10:20	<b>PANEL: Women in Sport</b>	
10:20 – 11:00	<b>PANEL Combatting Doping in Sport: a Battle Worth Fighting</b>	
11:00 – 11:30	<b>Networking Coffee Break</b>	
11:30 – 12:50	<b>Breakout 1A: Protecting Athletes: Ethics of Doping</b>	<b>Breakout 1B: Protecting Athletes: Education &amp; Deterrence</b>
<i>4 sessions in parallel</i>	<b>Breakout 2: Sports Betting &amp; Match-Fixing</b>	
	<b>Breakout 3: Prevention of Harassment &amp; Abuse in Sport</b>	
	<b>Breakout 4: Social Inclusion &amp; Cohesive Societies</b>	
12:50 – 13:50	<b>Networking Lunch</b>	
13:50 – 15:10	<b>Breakout 5: Active Cities &amp; Healthy Societies</b>	
<i>3 sessions in parallel</i>	<b>Breakout 6A: Cost, Legacy &amp; the New Norm: Debate</b>	<b>Breakout 6B: Spotlight on Paris 2024 and Los Angeles 2028 Olympic Games</b>
	<b>Breakout 7: Sustainability Through Sport</b>	
	<b>Breakout 8: Unlocking Everyone’s Ability to Create Social Change Through Sport</b>	
15:10 – 15:35	<b>Networking Coffee Break</b>	
15:35 – 16:20	<b>PANEL: Hosting the Olympic Games: City Perspectives</b>	
16:20 – 16:35	<b>SPARK TALK: Fighting for the Right to Play Sport</b>	
16:35 – 17:20	<b>PANEL: Integrity of Institutions: Combatting Corruption in Sport</b>	
17:45 – 18:45	<b>Awards Ceremony</b>	
19:00 – 21:00	<b>Evening Celebration</b>	

## SATURDAY, 6 OCTOBER 2018

8:30 – 10:00	<b>Breakout 9: Sport &amp; Human Rights</b>
<i>4 sessions in parallel</i>	<b>Breakout 10: Education &amp; Skill-Building Through Sport</b>
	<b>Breakout 11: Fan of the Future</b>
	<b>Breakout 12A: New Frontiers: Urbanisation of Sport</b>
	<b>Breakout 12B: New Frontiers: Esports</b>
10:00 – 10:30	<b>Networking Coffee Break</b>
10:30 – 10:45	<b>INTERVIEW: YOG 2018: Spotlight on Buenos Aires</b>
10:45 – 11:00	<b>SPARK TALK: Using the Power of Basketball to Educate &amp; Empower Youth</b>
11:00 – 11:40	<b>PANEL: What is the Future of Sport?</b>
11:40 – 11:55	<b>SPARK TALK: Judo for Peace</b>
11:55 – 12:20	<b>PANEL: Journey from Refugee to Olympian: Spotlight on Rio 2016 Refugee Olympic Team</b>
12:20 – 12:35	<b>SPARK TALK: Education and Empowerment Through Skateboarding</b>
12:35 – 12:55	<b>REMARKS: Forum Outcomes</b>
13:30 – 14:30	<b>Networking Lunch</b>

## FRIDAY, 5 OCTOBER 2018

7:30 – 9:00 **Registration & Breakfast**

### [OPENING VIDEO]

9:00 – 9:20 **Opening Session**

Opening video followed by introductory remarks by Thomas Bach, President of the International Olympic Committee.

9:20 – 9:40 **The Power of the Olympic Truce**

Dating back to 776 BC and the Ancient Olympic Games, the Olympic Truce was announced before the Olympic Games. A call to a cessation of any hostilities, it was intended to ensure that the host city of the Olympic Games was able to organise the event in peace and ensure the safe passage of athletes and spectators taking part in the Games. The Olympic Truce was revived by the United Nations Organisation in 1993. Even under the most tense and volatile of circumstances, the Olympic Truce reaffirms that the Olympic values of peace, solidarity and respect are as important across the world today as they were over 3,000 years ago, when the ancient Olympic Games first took place in Greece. Taking the most recent inspiring example of the Olympic Winter Games PyeongChang 2018, this session will highlight how sport and the values of Olympism have the power to unite a fractured world.

9:40 – 10:20 **Women in Sport**

While the world has taken great steps in the last 100 years to advance gender equality, it is critical to continue and expand upon this forward momentum to build a world characterized by universal equal rights for women and men. This candid discussion will address the roles and responsibilities all stakeholders have in advancing United Nations Sustainable Development Goal (SDG) #5: “achieve gender equality and empower all women and girls”.

10:20 – 11:00 **Combatting Doping in Sport: A Battle Worth Fighting**

The responsibility that the Olympic Movement and sport organizations worldwide have in ensuring sport and sporting events are fair and clean is more relevant than ever before. How can we ensure that the testing being done is independent and without any conflicts of interest? How can we break the “rule of silence” and encourage people to come forward and report violations? What is the right balance between protecting the civil rights and privacy of athletes versus anti-doping measures? This panel discussion with a diverse group of athletes and officials will address the most critical issues related to doping, which affect not only the Olympic Movement, but global sports at large.

11:00 – 11:30 **Networking Coffee Break**

11:30 – 12:50  
4 sessions in  
parallel

**Breakout 1A: Protecting Athletes: Ethics of Doping**

Doping raises many ethical questions, which can oftentimes differ depending on the context and perspectives present. Bioethicists will examine a much-debated topic through a new lens with the goal of challenging participants' assumptions and generating unexpected discussions.

**Breakout 1B: Protecting Athletes: Education & Deterrence**

From stricter sanctions to education, there are many tools available that effectively deter and prevent doping in sport. Speakers will explore and present some concrete examples of effective deterrence methods.

**Breakout 2: Sports Betting & Match-Fixing**

The separation between sports betting and match-fixing is a fine line, which if crossed can threaten the integrity of sport competitions on an unimaginable scale. This session will examine the various sport-betting frameworks that exist, as well as the work of regulatory and law enforcement entities to prevent match-fixing and organized crime linked to sports.

**Breakout 3: Prevention of Harassment & Abuse in Sport**

Research and testimony demonstrate that harassment and abuse occur in sport and that this is compounded by a lack of athlete safeguarding policies and procedures in sporting organisations. It is essential that sports organisations act, implementing policies and procedures to safeguard athletes from harassment and abuse at all levels.

**Breakout 4: Social Inclusion & Cohesive Societies**

Today, the world is impacted by divisions, and migrants, refugees, people of differing cultures and faiths, and other marginalised populations are too often left out. This workshop aims to explore how sport can bridge those divisions.

12:50 – 13:50

**Networking Lunch**

13:50 – 15:10  
3 sessions in  
parallel

**Breakout 5: Active Cities & Healthy Societies**

This interactive session will explore tangible ways in which the sport and health sectors can collaborate to combat non-communicable diseases, and will also take an in-depth look at solutions designed for urban populations. City officials, multilateral institutions, NGOs, and sport organizations will share their experiences in implementing policies and programmes in complex ecosystems that involve a wide variety of stakeholders. Participants will also get a chance to brainstorm around a set of focus questions linked to the topic, resulting in shared ideas and concrete takeaways.

### **Breakout 6A: Cost, Legacy & the New Norm: Debate**

Leading economists and experts will discuss the progress that has been made in reducing the costs of bidding and organizing the Olympic Games and debate what still needs to be done to ensure that the Games are organized in a more cost effective and flexible way.

### **Breakout 6B: Spotlight on Paris 2024 and Los Angeles 2028 Olympic Games**

Hosting major sporting events is frequently used by local governments as a catalyst for positive change, whether it be increasing tourism, expanding transportation infrastructure, or raising a city's global stature. Organizers of upcoming Olympic Games will share their candid thoughts and experiences in their work to ensure the Olympic Games are a force for good in the host cities.

### **Breakout 7: Sustainability Through Sport**

From skiing and surfing to mountaineering and sailing, the number of sports that exist in natural environments is endless. This is why the protection of those environments is a vital priority for athletes, sport federations, the private sector, NGOs, and major sporting events. This workshop will feature tangible examples of individuals and organizations who have effectively leveraged sport as a tool for environmental protection and sustainability. Participants will have an opportunity to reflect on the challenges that sports pose to the environment, and also brainstorm innovative ways in which the sport's world can contribute to the following UN SDGs:

- SDG #13: Climate Action – “take urgent action to combat climate change and its impact”
- SDG #14: Life Below Water – “Conserve and sustainably use the oceans, seas and marine resources for sustainable development”
- SDG #15: Life on Land – “Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”

### **Breakout 8: Unlocking Everyone's Ability to Create Social Change Through Sport**

The power of sport to transform communities, alter mind-sets and break down barriers has long been known, but framing this power into a sustainable solution has been a relatively recent phenomenon that has given rise to a new brand of young social entrepreneurs who feel a growing sense of responsibility as a global citizen to effect change. At the end of the session, participants will walk away with not only a concrete implementable venture or concept, but a series of tools for designing solutions to a variety of problems.

15:10 – 15:35 **Networking Coffee Break**

- 15:35 – 16:20 **Hosting the Olympic Games: City Perspectives**  
There are many reasons why hosting the Olympic Games is attractive to a city or country. The expectations that the event will have a positive impact, both tangible and intangible, on local communities is alive and well. From developing an underserved part of a city and expanding much-needed infrastructure to boosting the local economy and increasing tourism, hosting such a large-scale event can bring about great opportunities. However, cost overruns, questions over resource use and perceived corruption among other challenges have left some populations hesitant about their city's bid to host the Olympic Games. This session will seek to examine the arguments for and against hosting the Olympic Games, and shine a light on the real experiences, both challenging and inspiring, faced by organizers from past and upcoming Games.
- 16:20 – 16:35 **Spark Talk: Fighting for the Right to Play Sport**  
One athlete's story of bravery and perseverance, which remains an inspiration to others who wish to break down barriers and fight for a more equitable world through sport.
- 16:35 – 17:20 **Integrity of Institutions: Combatting Corruption in Sport**  
Through building awareness of corruption, encouraging a global dialogue on the topic, and promoting transparency in all sectors, we can advance the anti-corruption agenda and move towards stronger institutions at a time when general mistrust surrounds large organisations and multinational companies. This session will explore the success stories and best practices for protecting institutional integrity in sport, while also addressing the work and reforms that still need to be done.
- 17:45 – 18:45 **Awards Ceremony**
- 19:00 – 21:00 **Evening Celebration**

## SATURDAY, 6 OCTOBER 2018

8:30 – 10:00  
4 sessions in  
parallel

### **Breakout 9: Sport & Human Rights**

This year, the world celebrates the 70th Anniversary of the Universal Declaration of Human Rights, a monumental document which established the laws and principles related to the equality of all individuals and their inalienable right to dignity. Sports and human rights have always had a special relationship, with the most obvious example being that of the Olympic Charter, which states that “the practice of sport is a human right, [and] every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit.”

In addition to this, the activities of sport organisations, especially those related to large-scale events, often touch a wide variety of individuals and has human rights implications. Whether it be the workers employed to construct a venue, the citizens of an impacted neighbourhood, or the journalists reporting on the event, there is no doubt that sport officials have a responsibility to preserve human dignity in all instances where people are affected.

This session will highlight the relationship between sport and human rights and explore how sport and its values can be used to promote human rights for all and strengthen universal respect for them. Participants will share the progress that has been made, while also discussing the work that still needs to be done.

### **Breakout 10: Education & Skill-Building Through Sport**

Sport not only provides health benefits to those who practice it, but it also provides opportunities to develop many skills that are useful for young people’s futures. This session will feature the work of non-governmental organizations, National Olympic Committees, city officials, and sport federations to teach Olympic values-based Education and skill-building through sport.

### **Breakout 11: Fan of the Future**

Emerging technologies and trends are impacting the creation and consumption of sports content and how fans engage with sports both remotely and inside the venue. With widespread technological advances, including those in the areas of connectivity, portability, livestreaming, mobile and social video and more, sports fans are consuming media in different, evolving ways, and stakeholder organizations are having to re-evaluate how they format the organization and presentation of sports events. How will young people’s desire to co-create and manipulate content impact the current model used for the Olympic Games? How will AR and VR change the fan experience? How are Rights Holding Broadcasters (RHBs), Olympic Partners and the Olympic Movement adapting to changing viewer trends?

**Breakout 12A: New Frontiers:  
Urbanisation of Sports**

As the global population becomes more urban, new sports and cultural trends have been on the rise. Sports are becoming more democratized: anyone can play, and fewer resources, space, and equipment are needed to practice sport.

**Breakout 12B: New Frontiers:  
Esports**

According to a recent esports report, 427 million people will be watching esports by the year 2019. This breakout session will discuss the already huge and continually rising phenomenon of esports, and it will explore possible opportunities for collaboration and learning between the Olympic Movement and the esports industry.

10:00 – 10:30 **Networking Coffee Break**

10:30 – 10:45 **YOG 2018: Spotlight on Buenos Aires**

How the Olympic and Youth Olympic Games can be the catalyst for local leaders to engage youth and provide spaces and opportunities for them to practise sport.

10:45 – 11:00 **Spark Talk: Using the Power of Basketball to Educate & Empower Youth**

Grassroots organisations around the world are using sport to make a difference in their respective communities and beyond. Shooting Touch, an international sport-for-development organisation based in the US and Rwanda, is using the power of basketball to deliver global health education, intervention, and empowerment to at-risk youth, women, and their families.

11:00 – 11:40 **What is the Future of Sport?**

From alternative sports like parkour and ultimate Frisbee to eSports like League of Legends and StarCraft, young people are reinventing the definition of “sport” and what it means to be an athlete. What will sport look like in 50 years? How will new technologies and changing cultural trends impact the sports that are practiced and included in the Olympic Games? This session seeks to answer these questions and more.

11:40 – 11:55 **Spark Talk: Judo for Peace**

The International Judo Federation (IJF) is just one of many sport federations dedicated to building a better world through sport. Judo for Peace, an initiative of IJF, supports populations in conflict through educational and outreach programming. This session will feature the great work that Judo for Peace is doing across the globe, from Iran and Turkey to China and Argentina.

- 11:55 – 12:20 **Journey from Refugee to Olympian: Spotlight on Rio 2016 Refugee Olympic Team**  
With an unprecedented 65 million displaced people and even more populations in conflict, the world is facing a challenge that must be urgently addressed on many different levels. Sport can contribute to addressing issues that have been difficult for institutions and governments to solve. During this session, participants will have the opportunity to hear from members of the Rio 2016 Refugee Olympic Team as they share their personal journeys and the opportunities that sport has provided them.
- 12:20 – 12:35 **Spark Talk: Education and Empowerment Through Skateboarding**  
Grassroots organisations around the world are using sport to make a difference in their respective communities and beyond. Skateistan, an award-winning, international development initiative based in Afghanistan, Cambodia, and South Africa, is empowering children and youth through skateboarding and education.
- 12:35 – 12:55 **Forum Outcomes & Closing Remarks**  
Surprise guests, special announcements and final remarks by President Thomas Bach will bring the Forum to a close.
- 13:30 – 14:30 **Networking Lunch**  
An informal, buffet-style lunch will allow participants to connect with one another, build relationships, explore the marketplace, and more.