



International
Olympic
Committee

OLYMPIC AGENDA 2020+5

MIDWAY REPORT, HIGHLIGHTS



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As Olympic Agenda 2020+5 reaches its halfway mark, the IOC has released a Midway Report detailing some of the key achievements to date – and this publication spotlights some of the highlights so far.



Olympic Agenda 2020+5 was adopted in March 2021 as the strategic roadmap of the IOC and the wider Olympic Movement to guide their work to 2025. It builds on the achievements of Olympic Agenda 2020, a set of 40 recommendations that were adopted in December 2014 and contributed to shaping the Olympic Movement to 2020.

Olympic Agenda 2020+5 is a set of 15 recommendations that were inspired by five influential contemporary trends, all of which have been identified as areas where sport and the Olympic values can play a key role. These trends are:

- Solidarity
- Digitalisation
- Sustainable development
- Credibility
- Economic and financial resilience

Olympic Agenda 2020+5 is being delivered thanks to the engagement and active participation of all constituents, stakeholders and partners of the Olympic Movement, including the United Nations (UN) and non-governmental organisations (NGOs) that support the mission and values of the Movement. Following its adoption, Olympic Agenda 2020+5 is already making a significant impact on the work of the IOC and the wider Olympic Movement.

OLYMPIC AGENDA 2020+5

15 recommendations

- 1 Strengthen the uniqueness and the universality of the Olympic Games
- 2 Foster sustainable Olympic Games
- 3 Reinforce athletes' rights and responsibilities
- 4 Continue to attract best athletes
- 5 Further strengthen safe sport and the protection of clean athletes
- 6 Enhance and promote the Road to the Olympic Games
- 7 Coordinate the harmonisation of the sports calendar
- 8 Grow digital engagement with people
- 9 Encourage the development of virtual sports and further engage with video gaming communities
- 10 Strengthen the role of sport as an important enabler for the UN Sustainable Development Goals
- 11 Strengthen the support to refugees and populations affected by displacement
- 12 Reach out beyond the Olympic community
- 13 Continue to lead by example in corporate citizenship
- 14 Strengthen the Olympic Movement through good governance
- 15 Innovate revenue generation models



Our world has changed in fundamental ways in recent years. As we anticipated at the beginning of the COVID-19 crisis, we are now facing its far-reaching social, financial, economic and political consequences, which are exacerbated by the ongoing conflicts, wars and natural catastrophes that we must address.

Olympic Agenda 2020+5 is our roadmap to prepare ourselves for this new world, and we can be proud of the progress that has been made across all 15 recommendations since it was adopted in March 2021.

The accomplishments described in this report are great examples of what we can achieve together, and are testament to the tremendous amount of work that has been carried out in partnership with our stakeholders.

There is still more to be done, but we can already look forward to the Olympic Games Paris 2024 as the Games of a New Era, inspired by Olympic Agenda 2020 and Olympic Agenda 2020+5 from start to finish.

Olympic Agenda 2020+5 is also having a significant impact across the wider Olympic Movement, enabling us to strengthen the role of sport in society – and to further highlight areas where sport and the values of Olympism can turn challenges into opportunities.

Thomas Bach
IOC President

OLYMPIC GAMES

The Olympic Games Paris 2024 are the first Games to be planned and delivered fully in line with the reforms of Olympic Agenda 2020 and Olympic Agenda 2020+5 from start to finish. The “Games of a New Era”, Paris 2024 will serve as a blueprint for future Games editions and inspire other major events.

The Olympic Games have benefitted significantly from Olympic Agenda 2020+5, building on the success of changes introduced through Olympic Agenda 2020. This was already evident at the Olympic Games Tokyo 2020 and the Olympic Winter Games Beijing 2022, and is now on full display in preparations for the Olympic and Paralympic Games Paris 2024. Notable highlights include:

- Gender equality on the field of play for the first time at any Olympic Games, with the IOC allocating quota places equally – 50 per cent female and 50 per cent male.
- Sustainable Games:
 - Paris 2024 will be the first Olympic Games aligned with the Paris Agreement on climate change.
 - Paris 2024 plans to set new sustainability standards for major sporting events,



Inclusive Games

40,000
Participants in the
“Marathon Pour Tous”

30MIN
Exercise period introduced
to French primary schools

20,000+
Children learning to swim through
Paris 2024’s “1, 2, 3, Nagez!” initiative

cutting the Games’ carbon footprint by half compared to the average of London 2012 and Rio 2016.

- More urban Games:
 - The Games have been adapted to the city, rather than the city adapting to the Games.
 - Competitions will take place at the Eiffel Tower, the Place de la Concorde and other iconic landmarks.
 - The Olympic Games Opening Ceremony will be held in the heart of the city: the river Seine will be the stage to welcome the best athletes of the world, with hundreds of thousands of people watching from the riverbank.

Sustainable Games

CARBON FOOTPRINT HALVED

compared to London 2012 and Rio 2016

95%

Games infrastructure
existing or temporary

100%

Renewable energy
planned for the Games

100%

Biodiversity in Olympic
venues protected

Urban Games

Hundreds of thousands
of spectators expected at
the Opening CeremonyIconic urban
venues, including
the Eiffel Tower

100%

Venues
accessible by
public transportGender-Balanced Games
An Olympic Games first

50%

Female athletes

50%

Male athletes

Youthful Games



Breaking



Skateboarding



Sport climbing



Surfing

• Inclusive Games:

- Spectators will get the opportunity to be participants through initiatives such as the “Marathon Pour Tous” (Marathon for All), which will afford 40,000 runners the unique experience of running the same marathon course on the same day as the men’s Olympic marathon.
- The Champions Park will see Olympians and fans celebrating the Olympic spirit together.

- Paris 2024 is already inspiring the population to get active – the “Terre de Jeux 2024” label has been awarded to 4,000 cities and regions across France, inspiring millions of people to play sports.
- Paris 2024 has succeeded in introducing a daily 30-minute exercise period into the curricula of French primary schools and aims to reach 4.2 million pupils nationwide.

- The IOC and Games organisers are promoting these Games as the Olympic and Paralympic Games Paris 2024, demonstrating true inclusivity.
- Youthful Games, including sports with youth appeal: breaking makes its Olympic debut, while skateboarding, sport climbing and surfing are also on the programme after their success at Tokyo 2020.



SOLIDARITY

The principle of solidarity is the very essence of the Olympic Movement, a light to guide our way towards building a better world through sport.

- The Olympic Solidarity 2021–2024 Plan saw a budget increase of 16 per cent, bringing its budget for assistance and development to USD 590 million – including a 25 per cent increase in athlete support programmes such as athlete scholarships, training and education.
- The IOC has established a Mental Health Action Plan, a roadmap for the implementation of evidence-based and research-driven efforts to promote mental well-being for the benefit of athletes, coaches and support staff.

- The IOC, in collaboration with several International Federations (IFs), has launched the Women in Sport High Performance Pathway (WISH) programme to help female coaches progress into high-performance coaching roles, backed by USD 1 million in Olympic Solidarity funding. As of May 2023, there were almost 100 coaches in the programme from 17 sports and 53 countries.

- The Olympic Refugee Foundation (ORF) has launched new programmes in Bangladesh, Burkina Faso, Colombia, France, Jordan and Türkiye. These activities have directly engaged more than 99,000 displaced young people and their host communities in sport for protection, with a total of 15 programmes being delivered in 11 countries.

- The Olympic Foundation for Culture and Heritage (OFCH) has rolled out the Olympic Values Education Programme (OVEP) in India and Senegal. In India, the programme has so far reached more than 150,000 schoolchildren in 90 schools. Early results indicate that the programme has heightened school attendance rates, increased girls' participation in sport and transformed gender dynamics.

OLYMPIC SCHOLARSHIPS FOR ATHLETES – BEIJING 2022

Olympic Solidarity support helps athletes to better prepare for the Games

429

Olympic Scholarships awarded

80

NOCs represented

236

Olympic Scholarship holders qualified for the Games

55%

Qualification rate



IOC REFUGEE OLYMPIC TEAM



63

Refugee Athlete Scholarship-holders

FROM

12
countries
living in

23
host countries

REPRESENTING

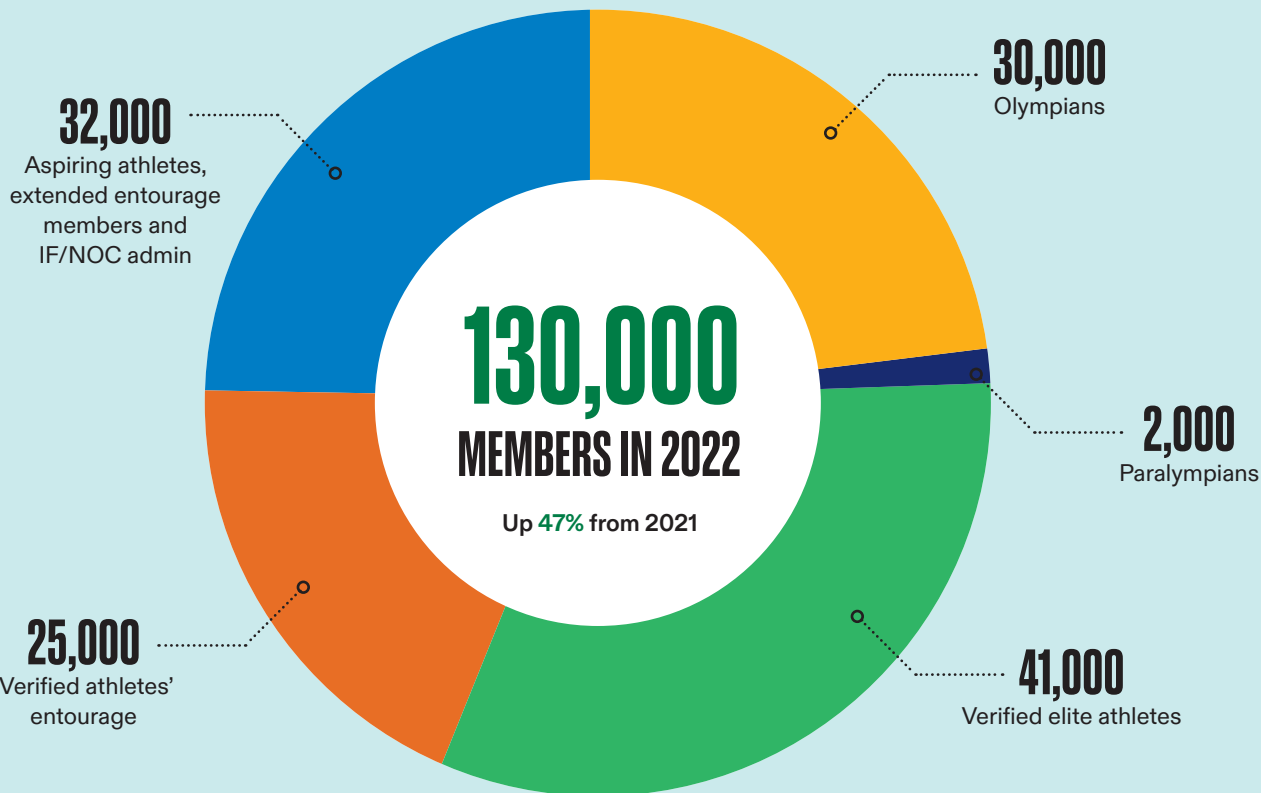
13
sports





**Athlete
365**

Athlete365 is a digital platform serving Olympians, Paralympians, elite-level athletes and entourage. The community is expected to reach 160,000 members by the end of 2023.



OLYMPIC DAY 2023

This year's Olympic Day, on 23 June 2023, launched the #LetsMove campaign to encourage participation in sport



160+
NOCs presented activities



15M
People got active



1,000+
Athletes took part

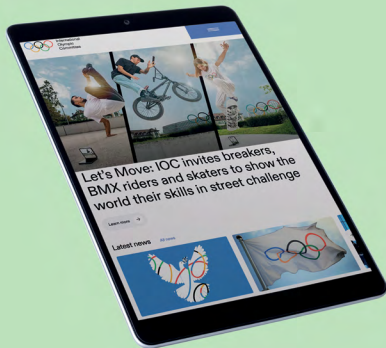




DIGITALISATION

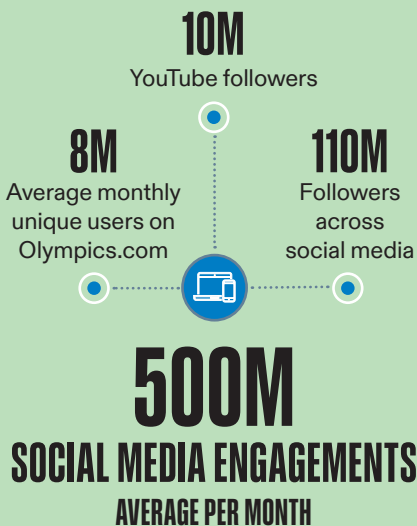
The digital realm offers a host of new opportunities to reach, engage and inspire people all over the planet – and the IOC continues to pioneer new ways to share the Olympic values with fans worldwide.

- The IOC has consolidated all its digital properties, including those of the Organising Committees, into a single, people-centric digital platform: Olympics.com.
- Tokyo 2020 and Beijing 2022 were the most digitally engaged Olympic Games to date.
- The IOC has launched the Olympic Qualifiers season, a series of more



Increased digital engagement

The IOC has consolidated its digital properties into Olympics.com and its social media channels into @Olympics accounts across 12 platforms – leading to huge increases in engagement



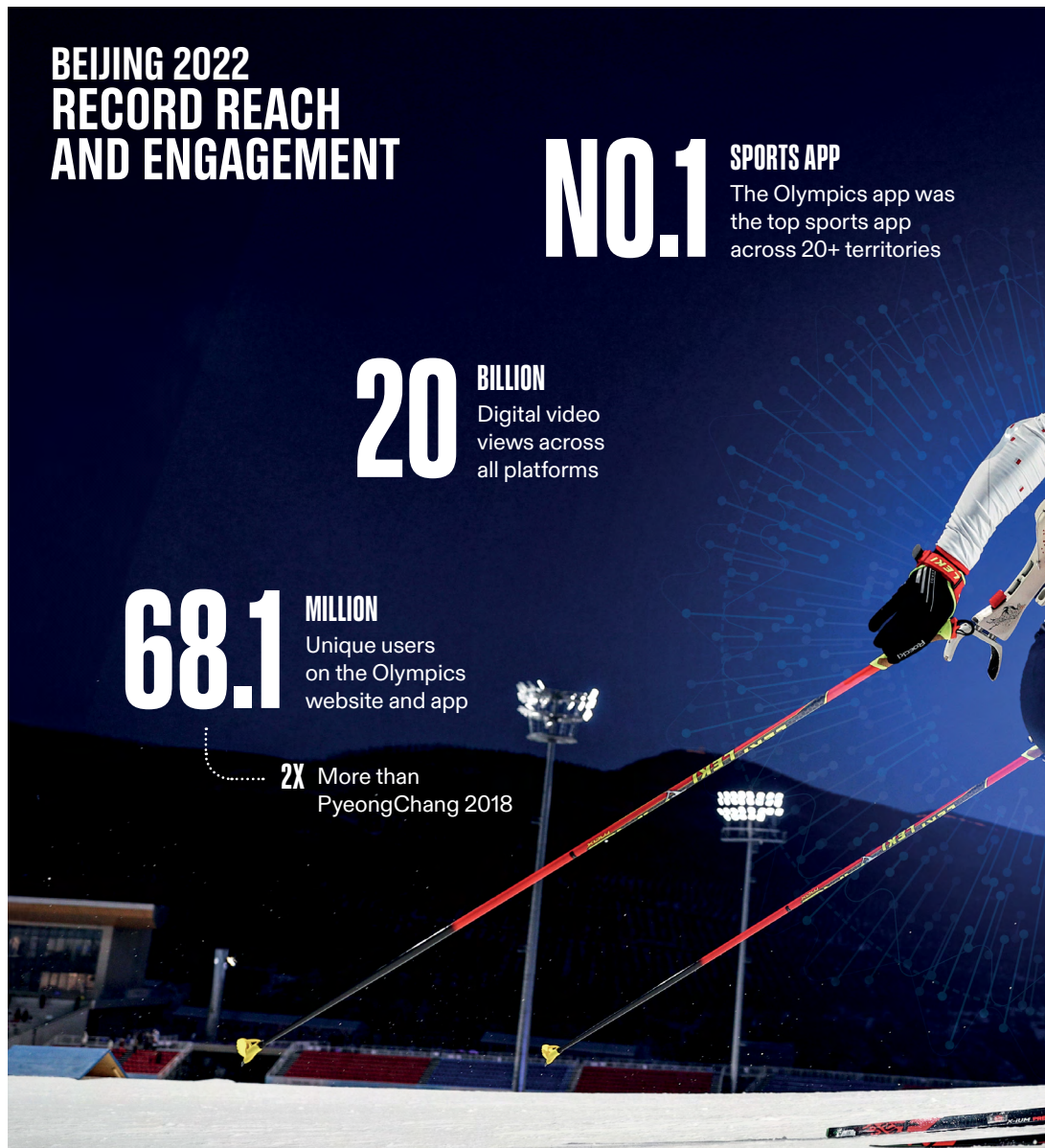
BEIJING 2022 RECORD REACH AND ENGAGEMENT

NO.1 SPORTS APP
The Olympics app was the top sports app across 20+ territories

20 BILLION
Digital video views across all platforms

68.1 MILLION
Unique users on the Olympics website and app

2X More than PyeongChang 2018



than 3,000 competitions offering more than 180,000 athletes the opportunity to earn spots at the Olympic Games. Many of these events are identifiable by the Paris 2024 Qualifier label. In 2022 alone, Olympics.com livestreamed all 31 events, generating more than one million unique users and 100 million athlete-centric social media engagements.

- In 2021, the IOC piloted the first ever Olympic Virtual Series, with more than

240,000 participants from more than 100 countries competing in five esports disciplines. The success resulted in the Olympic Esports Series, with 500,000 participants competing in 10 esports disciplines. The series finals took place during Olympic Esports Week in Singapore in June 2023.

- The IOC partnered with the World Health Organization (WHO) on Olympic Day 2023

in the #LetsMove campaign to promote healthy lifestyles and encourage people to participate in sport. This led to 115.5 million engagements on Olympic social handles, 15 times more engagements than on Olympic Day the previous year.

11 MILLION
New followers across Olympic social media

58% INCREASE
Olympics YouTube channel unique viewers from PyeongChang 2018

3.2 BILLION
Engagements on Olympic social media handles

OLYMPIC ESPORTS SERIES

500,000+
Participants

75%
of viewers aged **13-34**

120M
Global impressions

20,000
Tickets issued for Finals



SUSTAINABLE DEVELOPMENT

Sport has been widely recognised as an important enabler of sustainable development – not least by the UN, which has acknowledged the role that sport and the Olympic Movement have to play in contributing to realising the UN’s Sustainable Development Goals (SDGs).

- In line with the Paris Agreement, the IOC has set itself a carbon emission reduction goal of 30 per cent by 2024 and of 50 per cent by 2030.
- As of 2023, 266 global sports organisations have endorsed the UN Sports for Climate Action Framework, launched by the UN in collaboration with the IOC.

- The IOC is a founding partner, co-developer and initiator of the first ever Sports for Nature Framework, and was among the 23 organisations to sign this pioneering framework when it launched in December 2022 at the 15th Conference of the Parties to the Convention on Biological Diversity (COP15).

Olympism365: Four priority areas

- 1 Sport, Health & Active Communities
- 2 Sport, Equality & Inclusive Communities
- 3 Sport, Education & Livelihoods
- 4 Sport, Peace & Safe Communities

- In addition to reducing emissions, the IOC is creating the Olympic Forest as part of the Great Green Wall initiative, which restores degraded landscapes across Africa’s Sahel region. In 2022, with the Olympic Movement increasing its commitment to fight climate change and preserve the natural environment, the IOC launched the Olympic Forest Network, which recognises local NOC nature projects delivered according to best practices.
- The IOC and its stakeholders have long sought to contribute to building a more peaceful and better world through sport by supporting grassroots projects around the world. These projects and others are now being brought into one aligned and focused strategy – Olympism365, the goal of which is to strengthen the role of sport as an important enabler of the UN SDGs.

OLYMPIC FOREST

The IOC's contribution to the Great Green Wall is restoring degraded landscapes across Africa's Sahel region

90
villages in



SENEGAL



MALI



1,860
hectares

260
for agroforestry
farmland

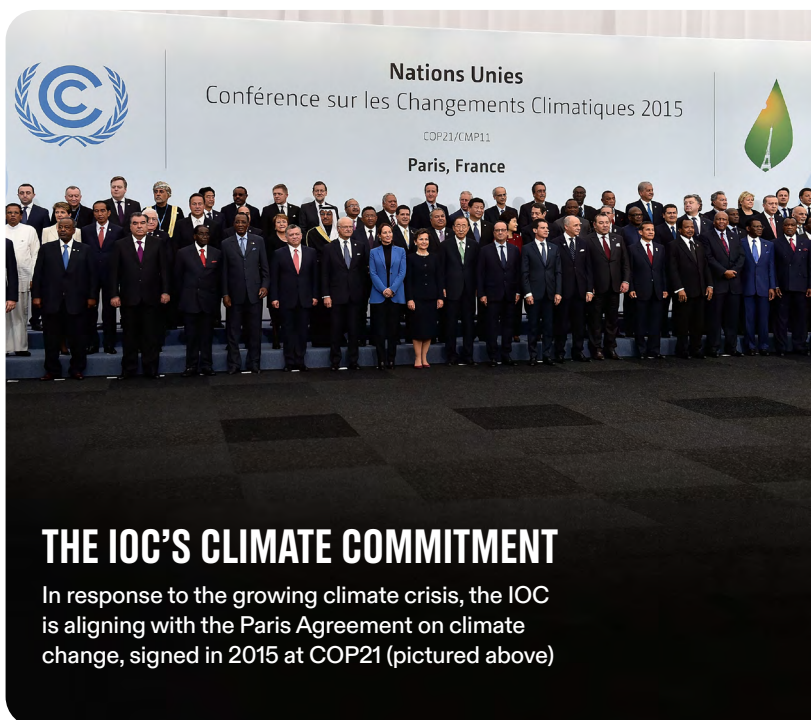
1,600
for forest enrichment
and restoration

200,000
tonnes of CO₂ equivalent (tCO₂e)

14,000
for agroforestry
farmland

590,000
native trees

576,000
for forest
enrichment
and restoration



Nations Unies
Conférence sur les Changements Climatiques 2015
COP21/CMP11
Paris, France

THE IOC'S CLIMATE COMMITMENT

In response to the growing climate crisis, the IOC is aligning with the Paris Agreement on climate change, signed in 2015 at COP21 (pictured above)



REDUCING OUR EMISSIONS IN LINE WITH THE PARIS AGREEMENT

50% reduction of direct and indirect
carbon emissions by 2030
30% reduction by 2024



COMPENSATING MORE THAN 100% OF OUR RESIDUAL EMISSIONS

200,000 tCO₂e sequestered through
the Olympic Forest



USING OUR INFLUENCE TO ENCOURAGE
OUR STAKEHOLDERS AND OLYMPIC FANS
TO TAKE ACTION AGAINST CLIMATE CHANGE



CREDIBILITY

Credibility on and off the field of play is crucial to the Olympic Movement, and the IOC is continuing to prioritise embedding credibility across every aspect of the organisation's work.

- In 2022, the IOC updated the Basic Universal Principles of Good Governance Within the Olympic Movement to include clarification of the principle of accountability beyond the financial aspect, voting and elections processes, and transparency. The sections on anti-doping, competition manipulation, safeguarding, reporting mechanisms and education have also been further developed.
- The IOC has created a fund of USD 10 million to strengthen safe sport at the local level, and a Working Group is actively considering structures and systems dedicated to safe sport.
- The IOC has launched the IOC Safeguarding Officer in Sport Certificate, and the first cohort of 69 students from 38 countries across all five continents have now finished the course. The IOC is also encouraging all IFs and NOCs to establish a safeguarding officer position – and 100 per cent of Olympic IFs have now appointed a safeguarding officer.
- The IOC has developed and is now rolling out a Strategic Framework on Human Rights, which includes obligations on hosts for the Olympic Games to comply

GENDER BALANCE AT THE IOC

Striving for gender balance, the IOC has achieved significant female representation in governance

40%

of IOC Members are women

50%

of IOC commission positions are occupied by women



with the UN Guiding Principles on Business and Human Rights. Allied to the Framework, the IOC has also established an Advisory Committee on Human Rights.

- The IOC continues to ensure the Olympic Movement’s involvement in the International Partnership Against Corruption in Sport (IPACS), a multistakeholder platform bringing together sports organisations, governments, inter-governmental organisations and other stakeholders to strengthen and support efforts to eliminate corruption and promote good governance in and around sport. The IOC has been designated by IPACS to chair its activities in 2023 and 2024 on behalf of the sports movement, following the two-year rotation principle of the Chair’s position between governments and sports organisations.
- Having supported the establishment of the International Testing Agency (ITA), an independent organisation that implements anti-doping programmes, the IOC continues to encourage IFs and other major event organisers to delegate their anti-doping programmes to the ITA. The ITA led the independent anti-doping programmes at Tokyo 2020 and Beijing 2022 on behalf of the IOC.
- The IOC contributes 50 per cent of all funding for the World Anti-Doping Agency (WADA), which equated to around USD 22 million in 2022. This is the same amount as all the governments of the world put together, who contribute the other 50 per cent of WADA funding.
- The IOC has allocated a fund of USD 10 million per Olympiad to continue to support work on the prevention of competition manipulation. It is also continuing its collaborations with INTERPOL, the UN Office on Drugs and Crime (UNODC) and the Council of Europe in this area.

THE FIGHT AGAINST DOPING

The IOC applies a zero-tolerance policy to doping and has launched several initiatives to safeguard the integrity of clean athletes, including:

Pre-Games testing programmes

10-year pre-Games and Games sample storage

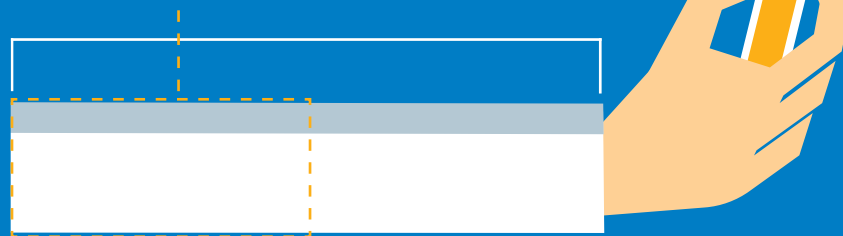
Reanalysis of samples from previous Games

Following Olympic Agenda 2020, the IOC made a USD 60 million investment to protect clean athletes, which included USD 30 million to establish the International Testing Agency (ITA), an independent organisation that now provides doping control services to IFs and at major events – including the Olympic Games.

The IOC also contributes 50 per cent of the funding for WADA, which equated to around USD 22 million in 2022, with the other 50 per cent coming from the governments of the world.

Olympic Agenda 2020+5 is helping to guide the IOC’s expansion of its efforts to protect clean athletes, and the IOC continues to encourage all IFs and major event organisers to delegate their anti-doping programmes fully to the ITA.

50% OF WADA FUNDING COMES FROM THE IOC



55%+ OF ATHLETES AT BEIJING 2022 WERE SUBJECT TO AT LEAST ONE DOPING CONTROL

6,200 SAMPLES WERE COLLECTED AT TOKYO 2020



ECONOMIC AND FINANCIAL RESILIENCE

The IOC is a non-governmental, not-for-profit association. Entirely privately funded, it receives no money from governments. It is committed to leading the Olympic Movement and building a better world through sport.

The IOC relies on revenues generated through commercial programmes, which ensure the long-term resilience, stability and success of the Olympic Movement and the Olympic Games.

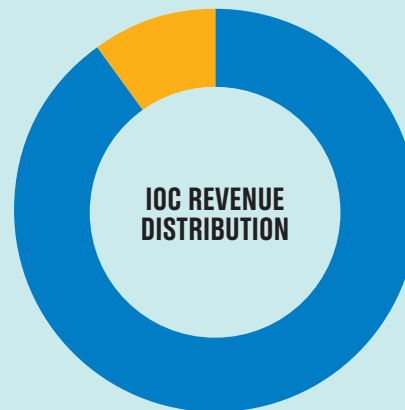
Thanks to robust systems and management, built up over many years, the IOC's finances have proven to be resilient despite the global COVID-19 pandemic.

During these challenging times, we have not lost partners. On the contrary, the IOC has extended its contracts with TOP Partners Atos and P&G, and has welcomed Deloitte to The Olympic Partner (TOP) Programme in 2022 in an agreement lasting until 2032. In addition, new agreements have been signed with Media Rights-Holders (MRHs), and the Olympic Games 2032 have been awarded to Brisbane.

- The IOC successfully delivered Tokyo 2020 and Beijing 2022 against a backdrop of the COVID-19 pandemic.
- Future Olympic Games Hosts have been secured until 2032: Paris 2024, the Olympic Winter Games Milano Cortina 2026, the Olympic Games LA28 and Brisbane 2032, as well as the Winter Youth Olympic Games Gangwon 2024 and the Youth Olympic Games Dakar 2026. Meanwhile, the number of potential hosts interested in organising the Olympic Games 2036 runs to double digits.
- Long-term contracts have recently been signed for the broadcast of several

THE IOC IS A NON-PROFIT ORGANISATION

Partnerships enable the IOC to redistribute 90 per cent of its revenue to athletes, organisations and other members of the Olympic Movement around the world.



90%
Distribution, Olympic Games, promotion of the Olympic Movement, implementation of Olympic Agenda 2020 & Olympic Agenda 2020+5

10%
IOC activities to develop sport and operations of the IOC

editions of the Olympic Games with MRHs around the globe, including the European Broadcasting Union and Warner Bros. Discovery, Australia's Nine Network, Infront Sports & Media, and CBC Radio Canada.

- The IOC launched its new hospitality and ticketing model in June 2021. At the same time, it appointed On Location, a leader in the experiential hospitality business, as the exclusive service provider for the Paris 2024, Milano Cortina 2026 and LA28 hospitality programmes following a multi-stage selection process. The IOC's

decision was made in consensus with all OCOGs, which have fully engaged and integrated the strategy, the selection process and due diligence.

Despite the worldwide economic crisis, the IOC's finances continue to be stable, contrary to many other international organisations. From the discussions with other potentially interested commercial partners and Olympic Games hosts, we can conclude that the economic outlook for the IOC and the Olympic Movement can be considered at least as stable.

RECORD-BREAKING BROADCAST COVERAGE

OLYMPIC GAMES TOKYO 2020

3.05
BILLION
viewers



28BN
Digital
video views



23BN
Hours consumed
via TV and digital

JAPAN
115.8 MILLION
Japanese viewers
watched coverage
of Tokyo 2020
on TV – over 91%
of the population

AUSTRALIA
20 MILLION
Australians watched
Tokyo 2020, making
it the biggest TV and
streaming event in
Australian history

USA
150 MILLION
Americans
watched NBC's
Games coverage

EUROPE
175 MILLION
Viewers for
Discovery's coverage
on TV and digital –
13 times more than
PyeongChang 2018

OLYMPIC GAMES BEIJING 2022

2.01
BILLION
Viewers
globally

713
BILLION
Minutes of coverage
consumed globally

5.9
HOURS
Watched
per viewer

Increase from PyeongChang 2018

4.7% ↑

17.6% ↑

12% ↑

182,975
Hours of coverage
available globally

20BN
Digital video views
across all platforms



24
Media Rights-Holders
(including the Olympic Channel)

160+
Broadcast organisations
(including sublicensees)



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