



INTERNATIONAL OLYMPIC COMMITTEE

Olympic Festival
Next steps for a celebration worldwide

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Achieving Olympic Agenda 2020



- The Olympic Movement unites to achieve the 40 recommendations of Agenda 2020
- The celebration of Olympic Festival worldwide materializes recommendations:
 - # 19 - Launch an Olympic Channel
 - # 22 - Spread Olympic values-based education
 - # 23 - Engage with communities
 - # 34 - Global Licensing Programme
 - # 35 - Foster TOP sponsors' engagement with NOCs



New brand + new assets = new value



- Integration with the NOC emblem
- Games-time
- Association with the Olympic Games by using:



- The look
- The wordmark
- The mascots



The road to Olympic Festival Tokyo 2020



- Olympic Festival toolkit for NOCs
- Introduction to all NOCs at the General Assembly of ANOC
- Topic on the agenda of IOC Marketing Seminars 2019



Sharing knowledge with the community of NOCs



- The IOC will facilitate exchange of knowledge among NOCs
- Members from the *Sport Parks inspired by the Olympics* team to act as coaches for other NOCs



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**SPORT
PARKS**

INSPIRED
BY THE OLYMPICS



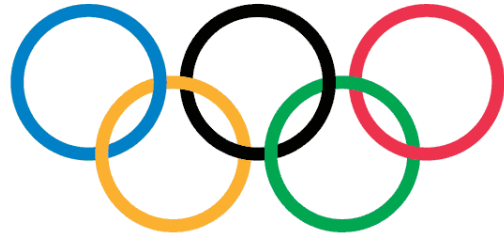
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Beyond Olympic Festival Tokyo 2020



- Brand established worldwide
- Best practices identified and shared
- Concept strengthened in view of Beijing 2022





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