



**G**  **GLOBAL**  
**S**  **SPORT EVENTS**  
**G**  **L**  **LOCAL**

GLOBAL  
SPORT EVENTS  
GO LOCAL

OFFICIAL OPENING

**GLOBAL  
SPORT EVENTS  
GO LOCAL**

**JIŘÍ KEJVAL**

President of the Czech Olympic Committee and IOC Member

**GLOBAL  
SPORT EVENTS  
GO LOCAL**

**ROMAN KUMPOŠT**

Vice-President of the Czech Olympic Committee

**GLOBAL  
SPORT EVENTS  
GO LOCAL**

**JAMES MACLEOD**

Associate Director – Relations with the Olympic Movement -  
of the International Olympic Committee

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

# **ABOUT THE SPORT PARKS PROJECT**

**JANA JANOTOVÁ**  
**Czech Olympic Committee**

# ABOUT THE PROJECT

- Olympic Parks in the Czech Republic → interest at international level →  → European project → Application submitted in May 2016.
- Co-financed by the Erasmus + Programme of the EU and supported by the International Olympic Committee.
- 2 years – January 2017 – December 2018.
- Main objectives
  - Create an interactive handbook for organisers of “Sport Parks Inspired by the Olympics” → Olympic Festivals.
  - Test the Handbook’s recommendations and common activities.
  - Create a network and raise awareness about the concept.



# PROJECT CONSORTIUM

- Project leader



- Project partners



# HOW DID THE HANDBOOK CAME ABOUT?

- **Creation of the structure**
- **Collecting evidence and best practices**  
→ study visits, desk research, consultations
- **Testing** → Olympic Festivals 2018
- **Drafting and internal revision**
- **Revision by experts**
- **Final version uploaded online**

Creation  
of the  
web  
platform



# TIMELINE



# 1. Collecting evidence and best practices



# STUDY VISITS – THE CORE OF OUR WORK

## Czech Republic

Host: Czech NOC

Handbook: Definition of the main themes and structure of the content

Best practices: Olympic Parks 2014 and 2016



# STUDY VISITS – THE CORE OF OUR WORK

## The Netherlands

Host: NOC\*NSF

Handbook: Structure, why to organise a Sport Park, before you start

Best practices: Olympic Experience 2016, marketing strategy

Field visit: High Performance Sport Centre Papendal, Olympic Stadium Amsterdam



# STUDY VISITS – THE CORE OF OUR WORK

## Italy

Host: CONI

Handbook: Marketing

Best practices: Marketing of Foro Italico Sport Park, National Sports Day

Field visit: Tennis Village at Tennis Internazionali 2017



# STUDY VISITS – THE CORE OF OUR WORK

## Belgium

Host: BOIC

Handbook: Organisation

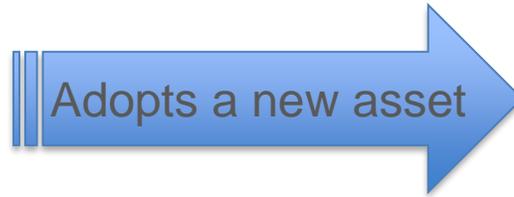
Best practices: Rio House 2016,  
Perspective of a sport  
federation, event agencies'  
involvement



In the meantime....



INTERNATIONAL  
OLYMPIC  
COMMITTEE



***Olympic Festival***  
**PyeongChang 2018**

**SPORT  
PARKS**  
INSPIRED  
BY THE OLYMPICS



Co-funded by the  
Erasmus+ Programme  
of the European Union



# STUDY VISITS – THE CORE OF OUR WORK

## France

Host: CNOSF

Handbook: Communications

Best practices: Communicating the Olympic Day, Sustainability in the Paris 2024 bid, Organisation of major sport events in France – State support



# STUDY VISITS – THE CORE OF OUR WORK

## Finland

Host: FI NOC

Handbook: Sustainability and evaluation

Best practices: Finland 100 years “Together”, Lahti 2017 FIS Nordic World Ski Championships, Sustainability Compass

OFs 2018: Yes - CZ, SL, FR

No – IT, FI



# STUDY VISITS – THE CORE OF OUR WORK

## Croatia

Host: HR NOC

Handbook: Reports from the OFs 2018, Resources, revision

Best practices: Preschool Olympic Festival in Croatia, European University Games Zagreb-Rijeka 2016

Special guest – NOC of Kosovo\*



# STUDY VISITS – THE CORE OF OUR WORK

## Slovenia

Host: SL NOC

Handbook: Revision of the content

Best practices: Foksi, the mascot of the SL NOC, Slovenian House in PyeongChang 2018, Slovenian Torch



## 2. Testing → *Olympic Festival* PyeongChang 2018

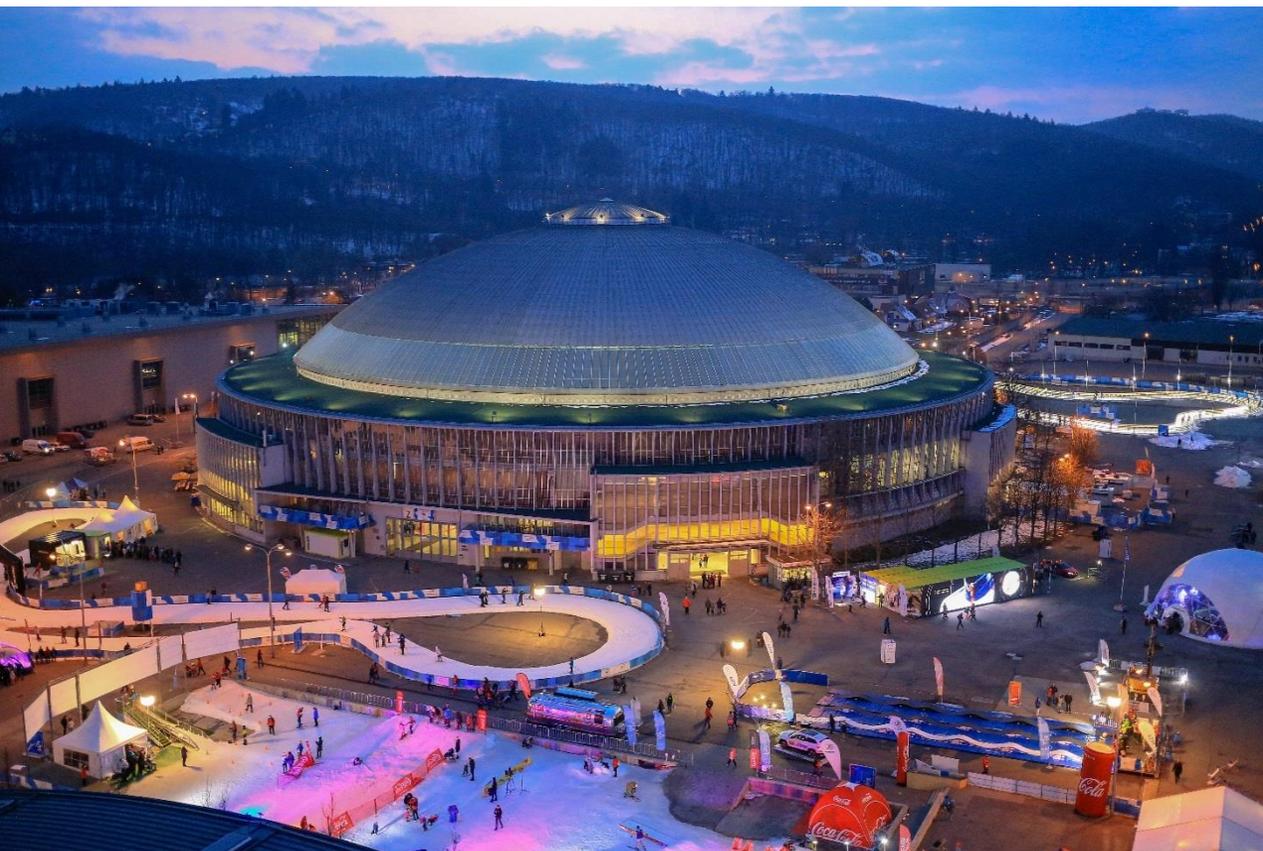


# *Olympijský festival*

**PyeongChang 2018**



**Brno**

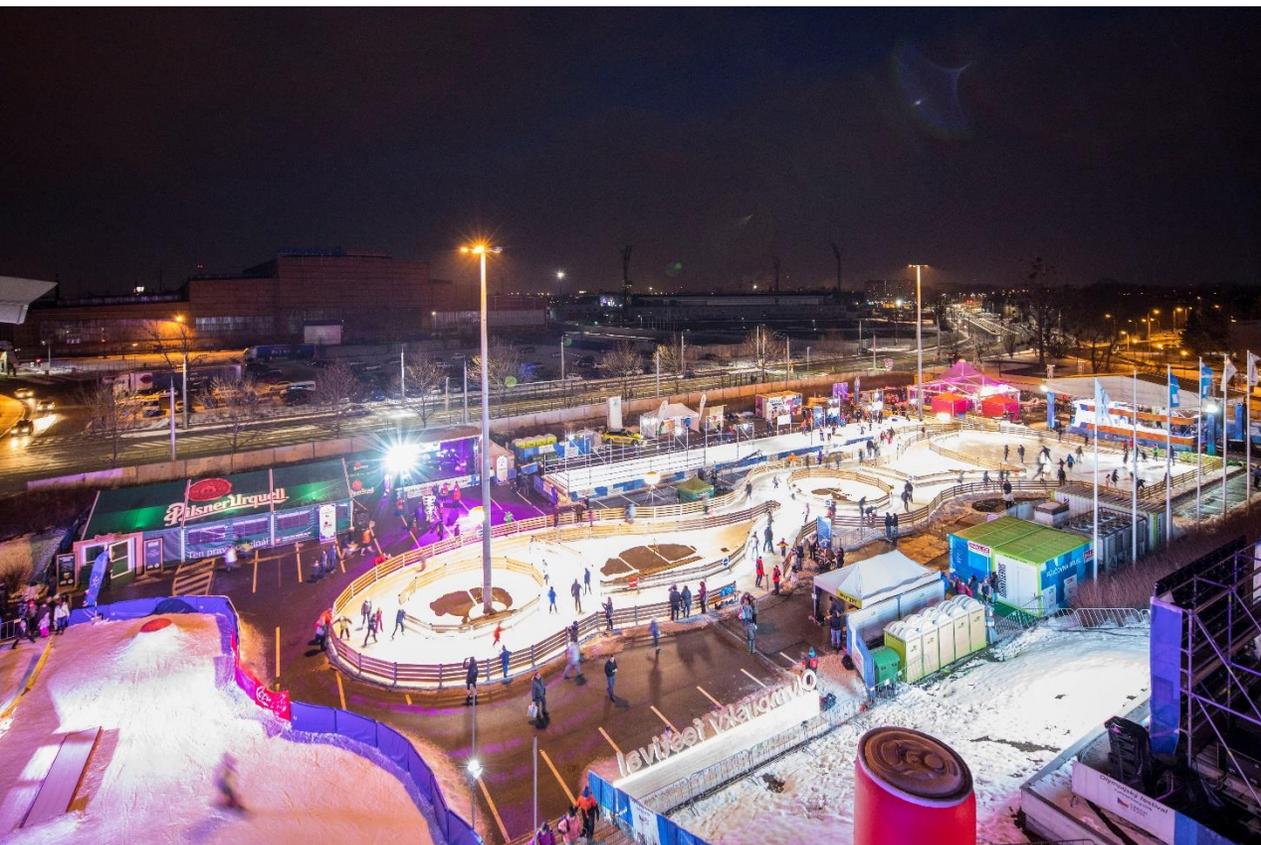


# *Olympijský festival*

**PyeongChang 2018**



# **Ostrava**



# *Olimpijski festival*

## PyeongChang 2018



# ***Festival Olympique***

## **PyeongChang 2018**



## A. COMMON ACTIVITY

# #TogetherToKorea

*Olympijský festival*  
PyeongChang 2018



**SPORT  
PARKS**  
INSPIRED  
BY THE OLYMPICS



Co-funded by the  
Erasmus+ Programme  
of the European Union

Olympijský festival  
PyeongChang 2018

Brno

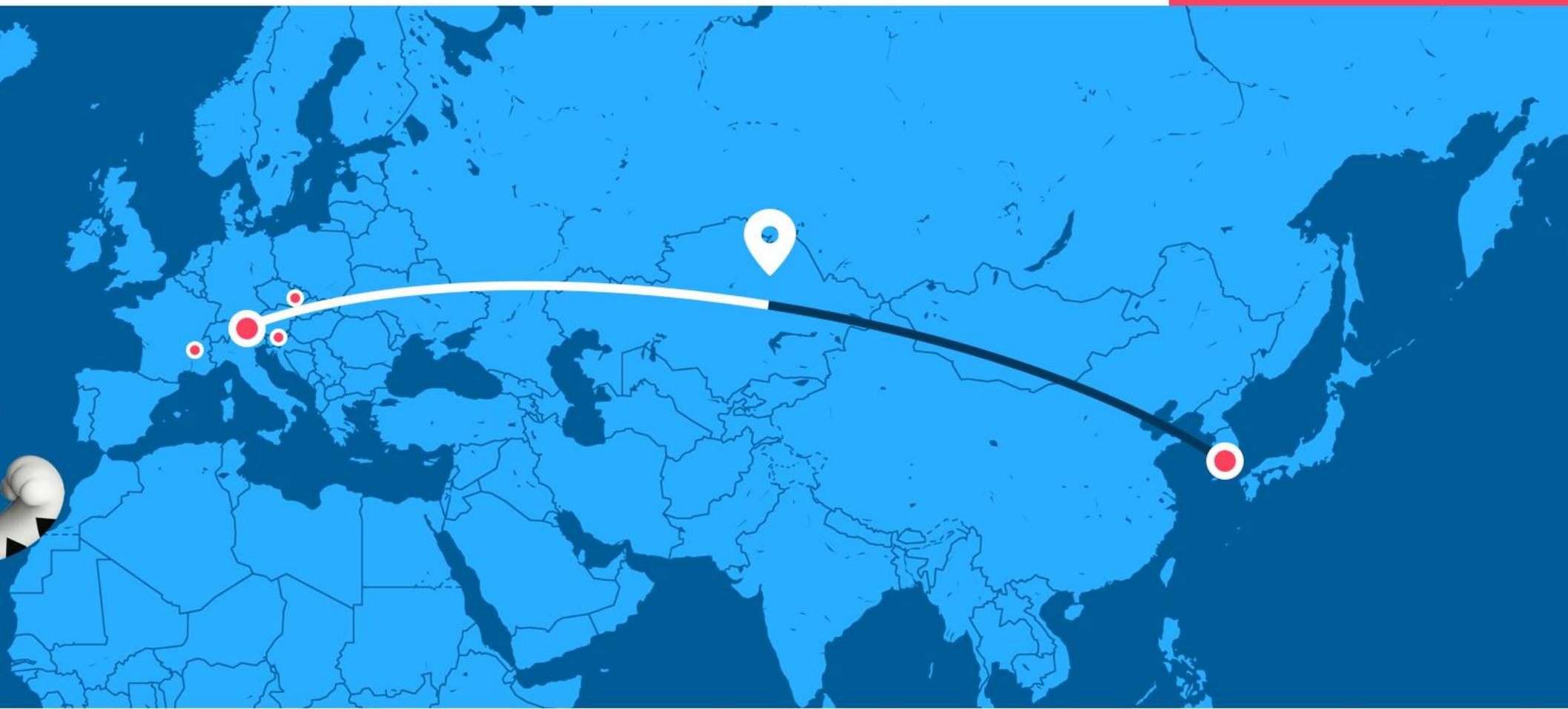
**Bringing Olympic Festivals'  
visitors together with one  
common goal**

**Get #TogetherToKorea**



# Společně do Koreje!

Zbývá  
**3422** Km



#togethertokorea

 **Brno**  
1000km

 **Grenoble**  
1500km

 **Rogla**  
900km







**Olympic Festivals: 3**

**Distance: 8 688 km**

**Time: 5 hours**

**Rounds skated: 17 090**

**Participants: 1 400**

**Branded bandanas distributed: 1 400**

**Having fun together: countless**

## B. PILOT COMPRATIVE STUDY

- Author: Arnošt Svoboda, Palacký University Olomouc, Czech Republic
- OFs 2018 - Brno, Ostrava, Grenoble, Rogla
- Combination of qualitative (interviews and observation) and quantitative (visitors' survey) methods - testing
- 3 very different event concepts:
  - Size – big, medium and small
  - Location - in the city center vs. in a nature setting
  - Organisation – stand alone event, combined event, part of an event series



# Main findings and success factors

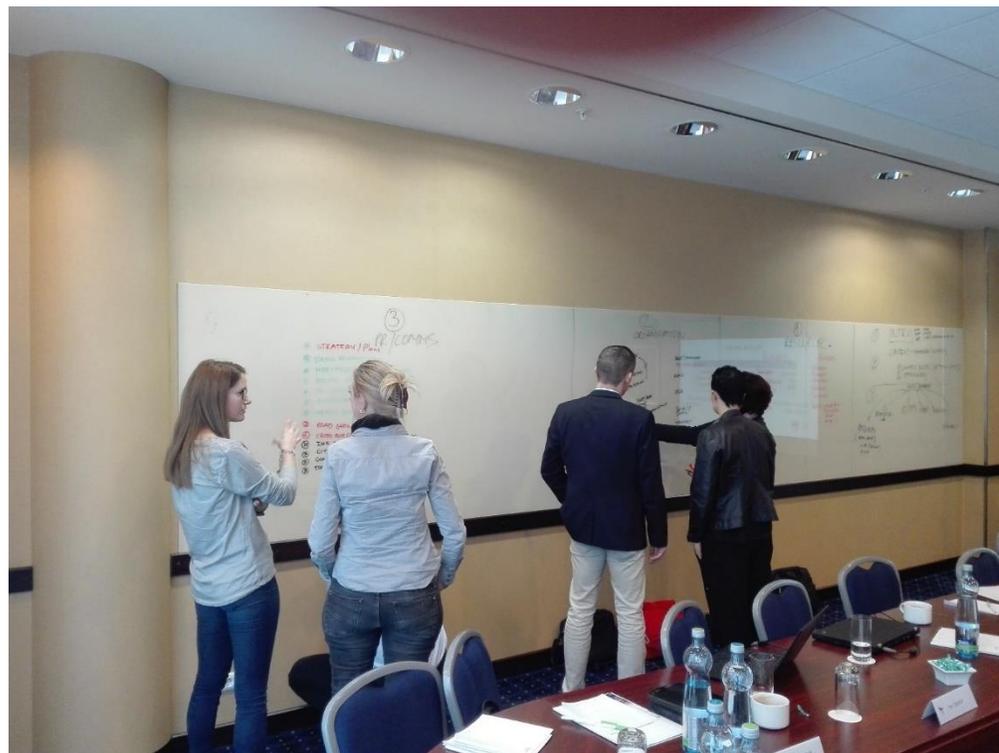
- Different concepts of the OF work well – no one-size-fits all solution necessary.
- A balanced mixture of presented activities = key to a successful OF.
- Low entry fee or no fee at all seems to make no difference in visitors satisfaction.
- Focus on families and children – generally positive, but some elements to keep in mind (+/-).
- Olympic values education and presentation → better perception of the OF.



# C. STUDY VISITS



### 3. Drafting and revision → a robust process



# DRAFTING AND REVISION – A ROBUST PROCESS

- All that we have **learnt, found out, tested, shared...** has been reflected in the content of the Handbook.
- **4 months** dedicated to re-drafting, improving, selecting best practice examples.
- **4 rounds** of internal revision by project partners.
- Review by **external experts**.



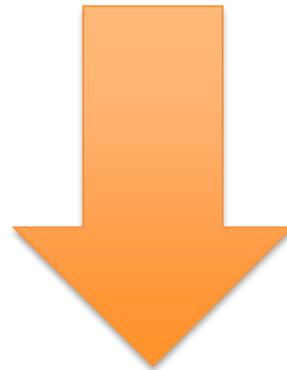
# KEY NUMBERS AND RESULTS

- 22 months of work.
- **9 organisations** (8 NOCs) involved in the project team.
- **10 meetings** (8 study visits), **1 common activity**, **2 evaluation reports**.
- **87 +** people involved in the project and the creation of the Handbook.
  - 17 members of the project team
  - 17 former members and/or guests of the project team
  - 25 experts
  - 5 evaluators and reviewers
  - 4 IT specialists
  - 11 board members, including presidents and secretaries general
  - 8 IOC representatives
  - Administrative staff, volunteers
- **1 network of experts** created.



# KEY NUMBERS AND RESULTS

- Inspiration and best practices drawn from **12 sport for all events** organized during the Olympic Games in **6 countries** – 2014, 2016, 2018.
- **5 stages** in the revision and content creation control.
- Close to **100 pages** in .doc of the final text.
- **59 attached documents.**
- **9 videos.**
- **Tens of photos.**
- **100s of hours of web development and editing.**



# 1 INTERACTIVE HANDBOOK FOR OLYMPIC FESTIVAL ORGANISERS

Handbook for  
**Olympic Festival**  
Organisers

[Home](#) [Olympic Festival](#) [How-to](#) [Case Studies](#) [Contact](#)

Handbook for  
Olympic Festival  
Organisers

Bring the Olympic Games to  
local population



# BIG THANKS TO EVERYBODY



**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

# **THE HANDBOOK**

**SPORT PARKS TEAM**



 **inspire**

We create lights in  
digital universe



- **Working for Czech Olympic Committee is a joy :-)**

# Olympijský festival

PyeongChang 2018

Brno

LESY ČR

LESY ČR

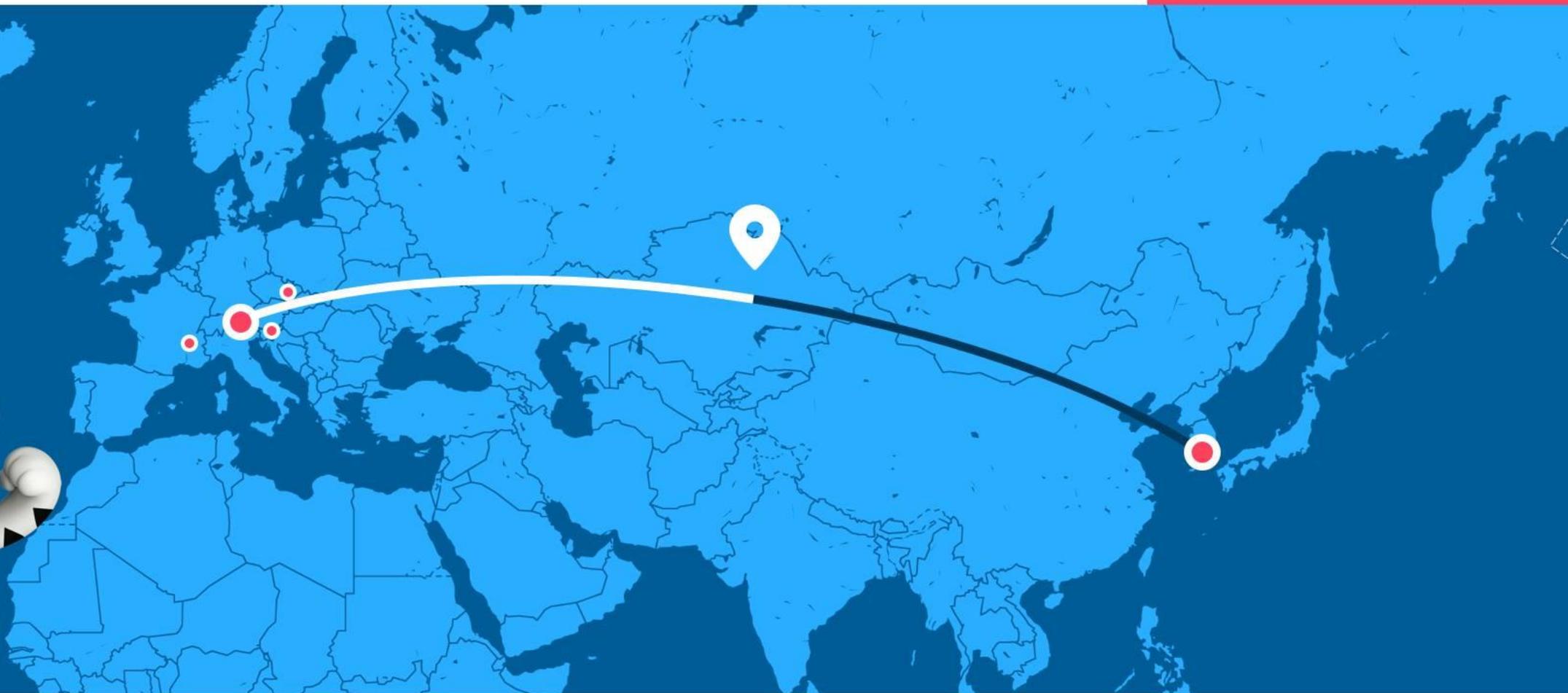
LESY ČR





# Společně do Koreje!

Zbývá  
**3422** Km



#togethertokorea



**Brno**

1000km



**Grenoble**

1500km



**Rogla**

900km



Co-funded by the  
Erasmus+ Programme  
of the European Union

Olympijský festival

PyeongChang 2018



Brno



## Společně do Koreje!

17. 2. 11-16 h

Probudte v sobě týmového ducha a získajte dárek + Hrací kartu zdarma!

Společně se Slovinci a Francouzi dobruslíme do Pchjongčhangul!

1. Ujede alespoň 3 kola (kilometr) na bruslích a jste součástí výzvy měřící 8 688 km.
2. Nahlaste počet odbruslených kol na registračním místě u vstupu na ledovou cestu a dostanete DÁREK.



#togethertokorea

Olympijský festival  
PyeongChang 2018



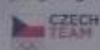
SPORT  
PARKS

Co-funded by the  
European Programme  
of the European Union

Olympijský festival  
PyeongChang 2018



Olympijský festival  
PyeongChang 2018



Olympijský festival  
PyeongChang 2018



Olympijský  
PyeongChang

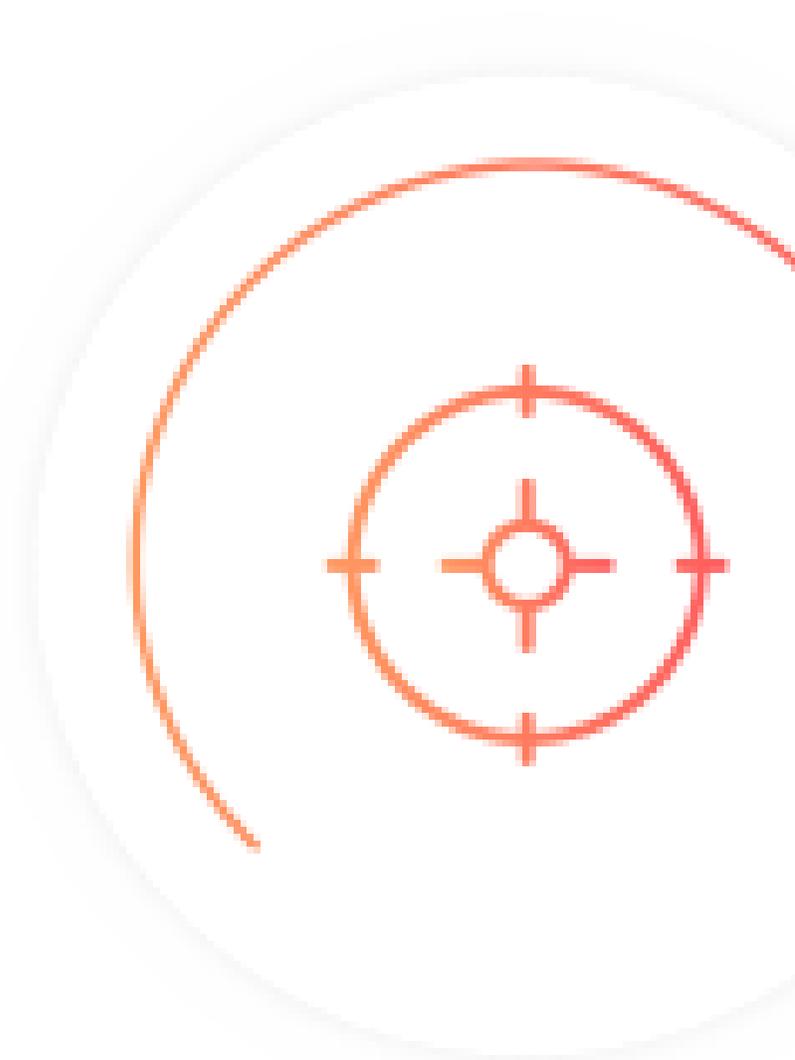


“Handbook” project



# Aim

- Accessible, functional and reader-friendly **access to very large documents.**
- Delivering **content to Display and Print.**
- **Safe, Flexible and Durable** technical solution.



How we did it



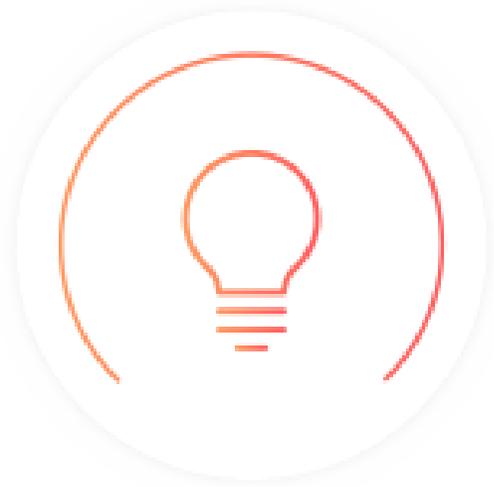
# Platform (Back End)

- **CORE = WEBSPIRE**
- Enterprise Content Management System
- Multi-User Access Control to all content
- **One Data** to many websites, access from any devices (mobile, desktop, ..)
- Top User Experience

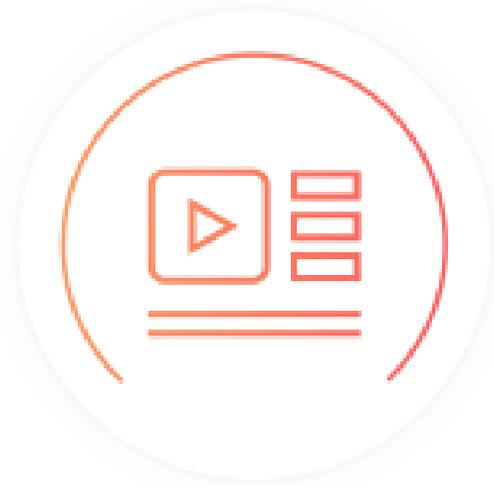
 **webspire**



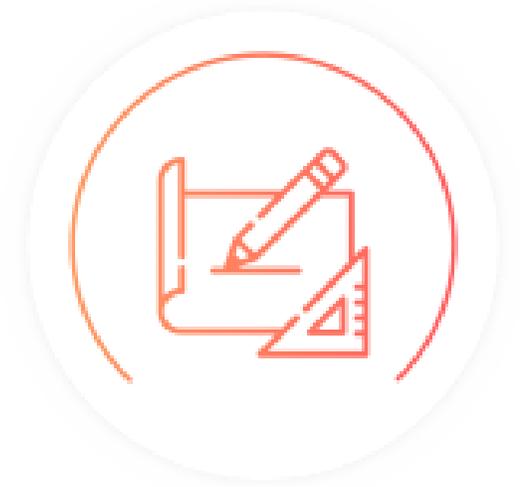
# Idea to user



Idea

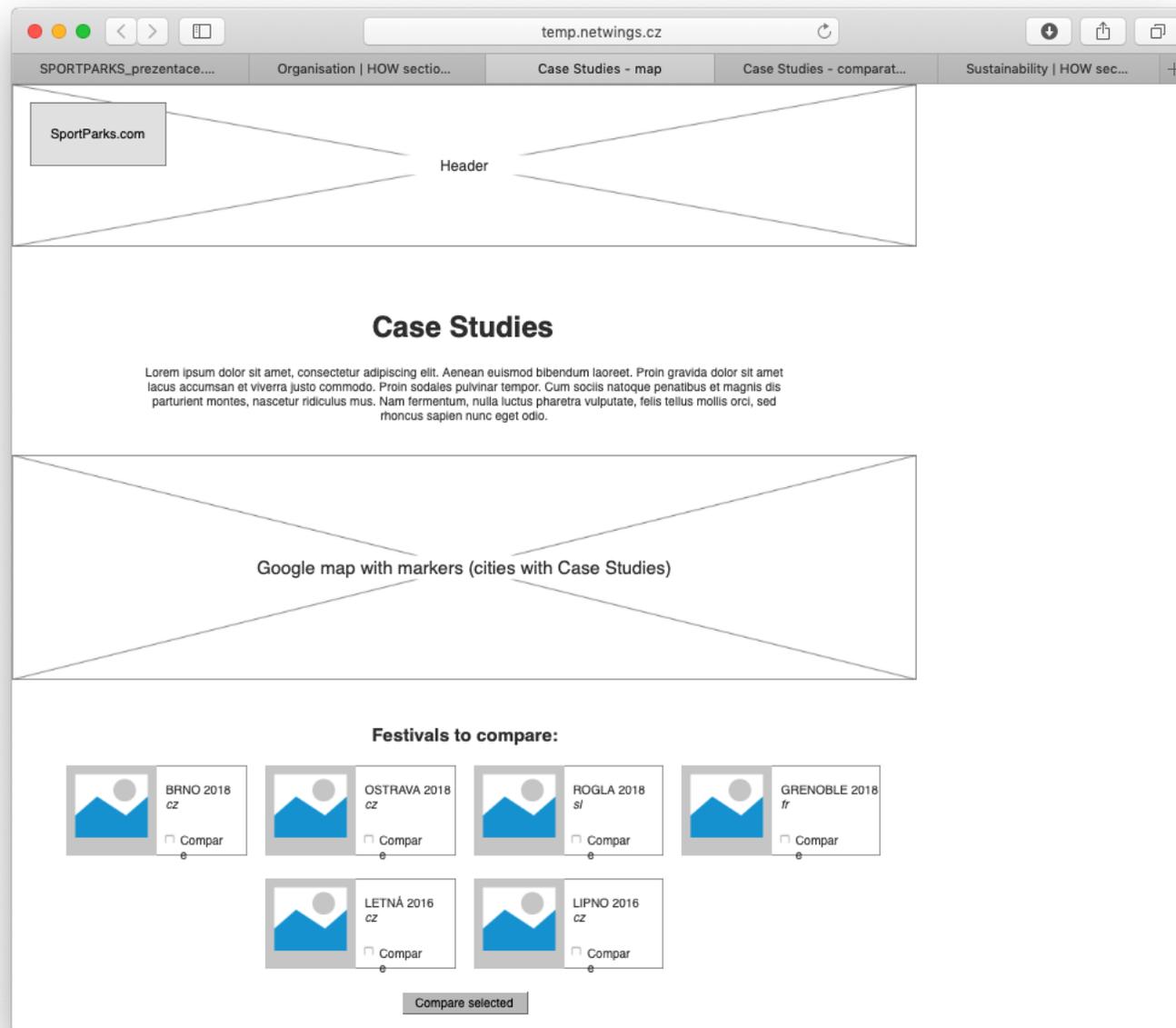


Mockup



Design

# Mockup



# Design

SPORTPARKS\_prezentace... Organisation | HOW sectio... Case Studies - map Case Studies - comparat... Sustainability | HOW sec...

Handbook for  
**Olympic Festival**  
Organisers

Icons: Flag, People, Euro, Target, Speech, Hands, Checklist, Crosshair

## Sustainability

Why should organisers of Olympic Festivals care about the sustainability of their events? What benefits can the incorporation of sustainability measures bring and what does it mean for the organisational strategy of the events? What can organisers do concretely to make their events environmentally, economically and socially sustainable? And ready to adapt to future challenges? This chapter aims to find answers to all these questions and more.

- Why to care about the sustainability of your event?
- Strategic approach
  - Monitoring and evaluating the performance
  - Sustainability in Practice

Export to PDF

# Design

## Olympic Experience 2016 – City of the Hague - network of NGOs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere at a augue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent tristique augue metus, nec consequat justo mollis vel. Mauris eu justo id mauris rutrum fringilla at vitae felis.

### Local clubs and sport organisations

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere.

### Local clubs and sport organisations

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere.

## Olympic Experience 2016 – City of the Hague - network of NGOs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere at a augue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent tristique augue metus, nec consequat justo mollis vel. Mauris eu justo id mauris rutrum fringilla at vitae felis.

## Olympic Experience 2016 – City of the Hague - network of NGOs

One of the most positive outcomes of hosting the event was to have built a large network of socially engaged NGOs which were invited to attend the event with their members and the people they target. Ever since, the City uses this network to engage the organisations and individuals in any event it organises and thus tries to enhance social inclusion and cohesion in the city

### Local clubs and sport organisations

- Offer them the possibility to recruit members and promote their activities in the OF.
- Based on the interest, the OF can serve as a trigger for the development of new activities and even new sport clubs.

### Accessibility

- In case there is an entrance fee to the OF, prepare special conditions and programmes for schools, people with fewer opportunities etc. to enter the OF for free.
- Ensure physical accessibility of the venue - adapted to the needs of physically impaired visitors. It needs to be part of the planning from the outset (e.g. checking local regulation, working with experts etc.)
- Suggested tool: Checklist for an accessible event (Accessibility Centre ESKE, Finnish Association of People with Disabilities and Finnish Sports Association of Persons with Disabilities (VAU))



## Olympic Experience 2016 – City of the Hague - network of NGOs

One of the most positive outcomes of hosting the event was to have built a large network of socially engaged NGOs which were invited to attend the event with their members and the people they target. Ever since, the City uses this network to engage the organisations and individuals in any event it organises and thus tries to enhance social inclusion and cohesion in the city

### Local clubs and sport organisations

- Offer them the possibility to recruit members and promote their activities in the OF.
- Based on the interest, the OF can serve as a trigger for the development of new activities and even new sport clubs.

### Accessibility

- In case there is an entrance fee to the OF, prepare special conditions and programmes for schools, people with fewer opportunities etc. to enter the OF for free.
- Ensure physical accessibility of the venue - adapted to the needs of physically impaired visitors. It needs to be part of the planning from the outset (e.g. checking local regulation, working with experts etc.)
- Suggested tool: Checklist for an accessible event (Accessibility Centre ESKE, Finnish Association of People with Disabilities and Finnish Sports Association of Persons with Disabilities (VAU))



Accessible sporting event-checklist

1.

## **Olympic Experience 2016 – City of the Hague - network of NGOs**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere at a augue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent tristique augue metus, nec consequat justo mollis vel. Mauris eu justo id mauris rutrum fringilla at vitae felis.

### **Local clubs and sport organisations**

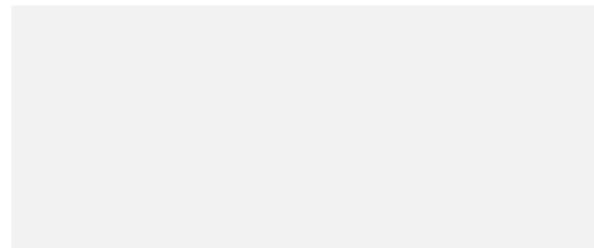
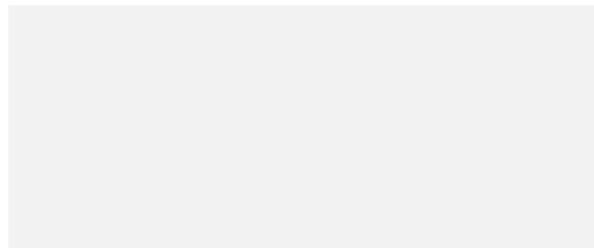
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere.

### **Local clubs and sport organisations**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere.

## **Olympic Experience 2016 – City of the Hague - network of NGOs**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit semper odio, a hendrerit elit ultricies a. Aenean augue orci, sagittis vitae sem vel, consequat varius ex. Nullam et est eget leo blandit posuere at a augue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent tristique augue metus, nec consequat justo mollis vel. Mauris eu justo id mauris rutrum fringilla at vitae felis.



## 2.

### **Olympic Experience 2016 – City of the Hague - network of NGOs**

One of the most positive outcomes of hosting the event was to have built a large network of socially engaged NGOs which were invited to attend the event with their members and the people they target. Ever since, the City uses this network to engage the organisations and individuals in any event it organises and thus tries to enhance social inclusion and cohesion in the city

#### ■ **Local clubs and sport organisations**

- Offer them the possibility to recruit members and promote their activities in the OF.
- Based on the interest, the OF can serve as a trigger for the development of new activities and even new sport clubs.

#### **Accessibility**

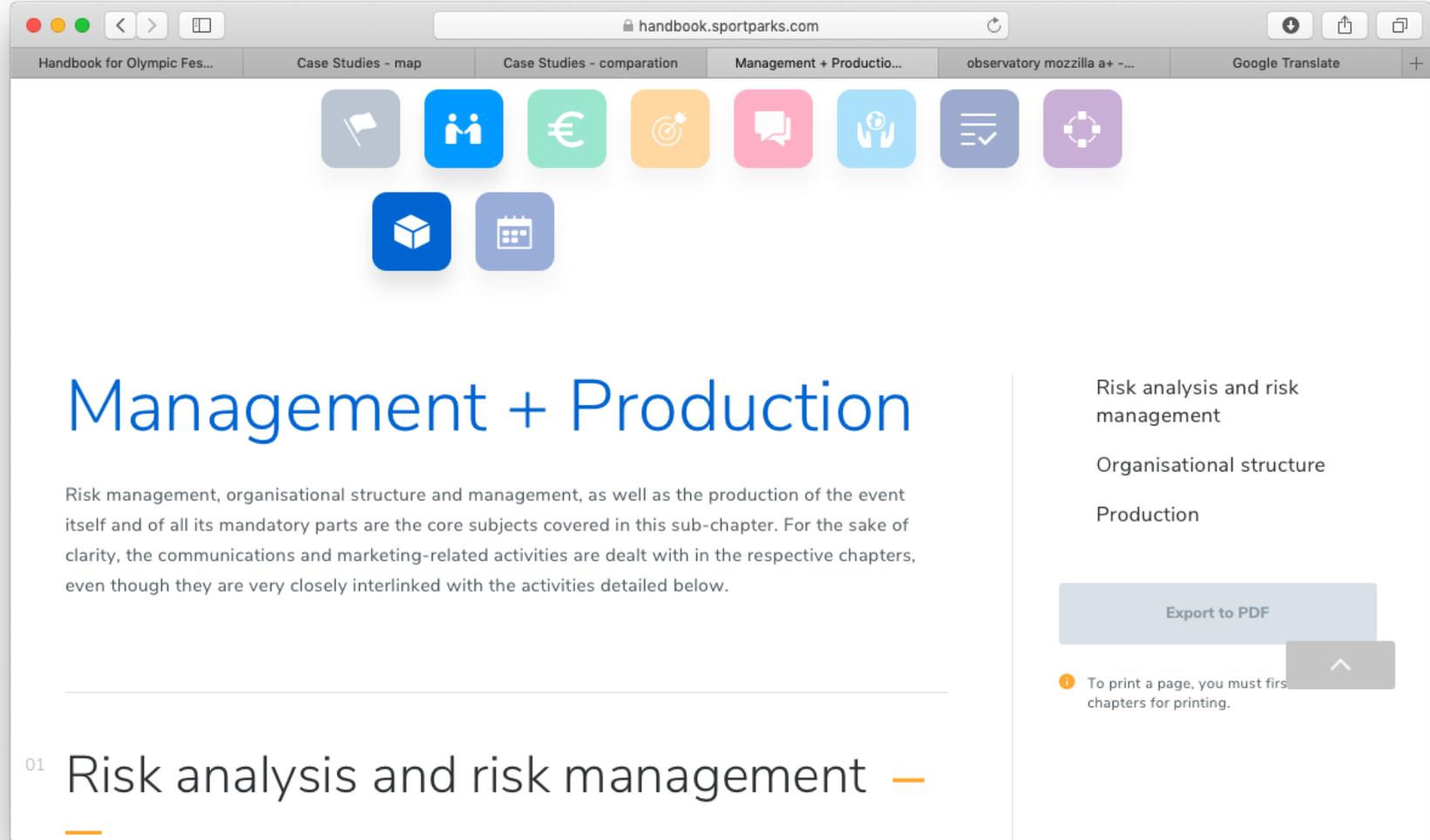
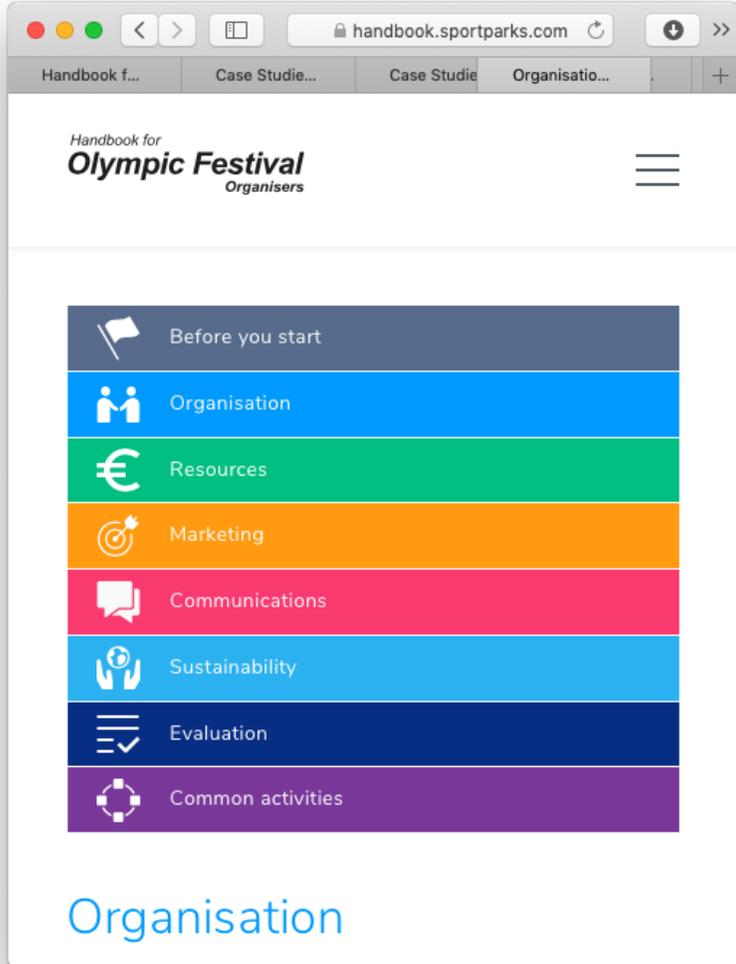
- In case there is an entrance fee to the OF, prepare special conditions and programmes for schools, people with fewer opportunities etc. to enter the OF for free.
- Ensure physical accessibility of the venue - adapted to the needs of physically impaired visitors. It needs to be part of the planning from the outset (e.g. checking local regulation, working with experts etc.)
- Suggested tool: Checklist for an accessible event (Accessibility Centre ESKE, Finnish Association of People with Disabilities and Finnish Sports Association of Persons with Disabilities (VAU))



Result







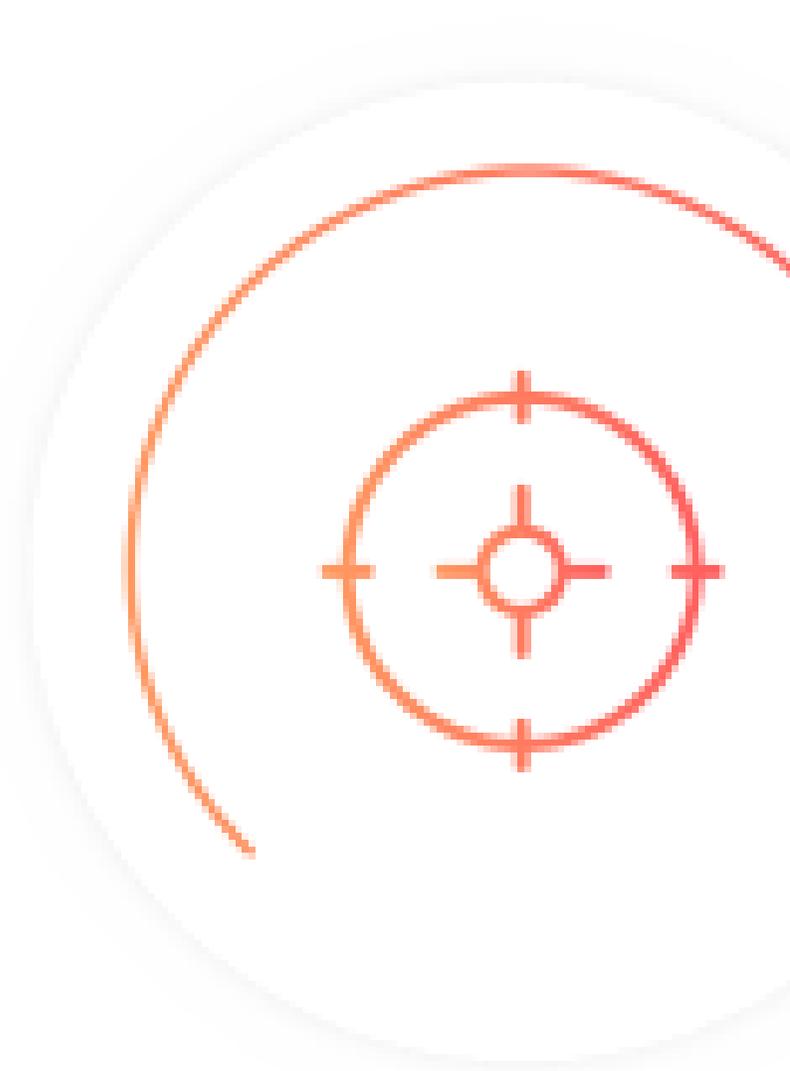
# Result

- User friendly **access to all Content**
- **One data** for **Mobile, Desktop** and **Printer**
- Safe and reliable with **A+** rating
- **Great feedback** from testers and first users
- Outstanding presentation

Powered by  
**QUALYS** SSL LABS



**OBSERVATORY**  
by mozilla



Look and feel?



# [WWW.SPORTPARKS.ORG](http://WWW.SPORTPARKS.ORG)

**SPORT  
PARKS**  
INSPIRED  
BY THE OLYMPICS



[Home](#) [Seminar](#) [Project](#) [Festivals](#) [Team](#) [News](#) [Contact](#)



## Enjoy the energy of Olympic Festivals

Feel the power and use the potential of the Olympic Games. Experience your own taste of the biggest sport event in the world.



# This page is private

Welcome to the Handbook for the Olympic Festival Organisers!

After the registration process, you can access the rich platform containing case studies, recommendations, best practice examples, and tips and tricks from past editions of Olympic Festivals.

1. Are you here for the first time? Please click [here](#), register and wait for a confirmation email.
2. Do you already have your password? Please use it with your email address and click on the "Submit" button.

We wish you a fruitful visit. Do not hesitate to [contact us](#) should you have any questions or comments.

 E-mail

 Password

Remember my login

Submit

[Forgot your password?](#)

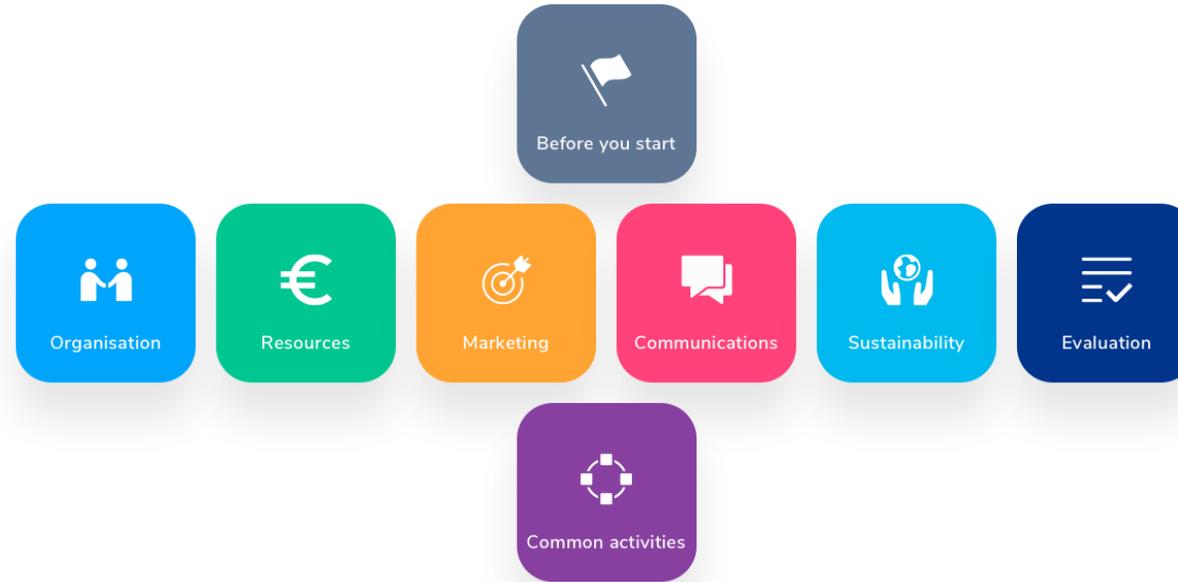
Enter an e-mail and password

Register and wait for a confirmation mail

Contact us

<https://handbook.sportparks.com/>





- Not an all-encompassing tool
- It should remain a “living” instrument
- **Help us making it even better**

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**QUESTIONS?**

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**THANK YOU!**

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

# **OLYMPIC FESTIVALS**

**JOELLE SIMOND**  
**International Olympic Committee**



**G**  **GLOBAL**  
**S**  **SPORT EVENTS**  
**G**  **L**  **LOCAL**

GLOBAL  
SPORT EVENTS  
GO LOCAL

SUSTAINABILITY

+

EVALUATION

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**SUSTAINABILITY**

+

**EVALUATION**

**KATI MÄLKKI**

Sport Events Advisor, Finnish Olympic Committee

**JULIE DUFFUS**

Olympic Movement Sustainability Manager, International Olympic Committee

**FILIP ŠUMAN**

Vice-president, Czech Olympic Committee

**KRZYSZTOF KROPIELNICKI**

Head of Sportcal Events, Sportcal

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**LUNCH TIME**

GLOBAL  
SPORT EVENTS  
GO LOCAL

ORGANISATION



## ORGANISATION

### **NAĀA ČERNÁ**

Project manager - Olympic Festival Brno and Ostrava 2018, Czech Olympic Committee

### **STEFAN PONNET**

Partner, DDMC Event design

### **BART GEELEN**

Sport Coordinator, Flemish Judo Federation

### **TAJA ŠKORC**

Head of Sport for All, Olympic Committee of Slovenia-Association of Sports Federations

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**RESOURCES**



## RESOURCES

### **NAĎA ČERNÁ**

Project manager - Olympic Festival Brno and Ostrava 2018, Czech Olympic Committee

### **SYLVIA SLÁDEČKOVÁ**

Director, Sport Department of the City of Ostrava

### **MARNIX DRYSDALE**

Commercial Director, TIG Sports, co-founder of Olympic Experience

### **PASCAL DUFOURNY**

Project Manager - Rio House 2016, Belgian Olympic and Interfederal Committee

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**COFFEE BREAK**

GLOBAL  
SPORT EVENTS  
GO LOCAL

MARKETING

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**MARKETING**

**JIŘÍ KEJVAL**

President, Czech Olympic Committee and  
IOC Member

**MATHIEU BARNAY**

Marketing Director, French National Olympic  
and Sport Committee

**DIEGO NEPI**

Marketing Director, Italian National Olympic  
Committee

GLOBAL  
SPORT EVENTS  
GO LOCAL

COMMUNICATIONS

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**COMMUNICATIONS**

**BERT RENKEMA**

Communications Manager, Netherlands Olympic Committee\* Netherlands Sport Federations

**PETR SOUČEK**

Media Consultant, Bison and Rose

**TOMÁŠ HOUSKA**

Head of Media House, Czech Olympic Committee

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

# **WRAP-UP**

**ROMAN KUMPOŠT**  
**Czech Olympic Committee**

**GLOBAL**  
**SPORT EVENTS**  
**GO LOCAL**

**THANK YOU!**



**G**  **GLOBAL**  
**S**  **SPORT EVENTS**  
**G**  **L**  **LOCAL**