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# Beijing Briefing Kit

*3 August 2007, Volume 4*

## **One-Year-to-Go Countdown Resource**

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## Letter from Director of Communications

Dear Colleagues:

This fourth edition of the Beijing Briefing Kit has been prepared in advance of the one-year-to-go mark for Beijing 2008. We are already seeing a surge of interest in advance of this key milestone date. From experience we know that when we enter into the final 12 months we can expect a shift in the focus and quantity of Games coverage. This will be even more the case with Beijing 2008, given the world's heightened interest in China and China-related issues.

This kit has been prepared to help the Olympic family respond to the types of questions and queries we expect that you will be confronted with in the coming months. Most of the topics will be familiar to you as they have been covered in previous briefing kits. In this edition, however, we have outlined the more difficult frequently-asked questions (FAQs) that the IOC receives on a day-to-day basis. Our intent is not to instruct you on how to answer questions, but to show you how we prepare to respond in the best way possible and continue to clarify the IOC and Olympic Movement's role and position.

Once again, we've included the IOC basic communications guidelines which we hope that you find useful in guiding people to respond to sensitive subjects and questions.

A new component to help us respond better is the IOC position that was recently prepared and agreed by the Executive Board at the Session in Guatemala. It is the first element in this kit. The position was created to help clarify and solidify the IOC's role in the context of Beijing 2008 (and future Olympic Games) as the Olympic Movement faces more complex communications challenges. By creating and communicating this position we aim to make people aware that the Olympic Movement has not lost sight of its original remit and continues its commitment to find innovative ways to make the Olympic Games and Olympic Movement relevant to youth and society today. From the IOC's perspective, one of our key responsibilities is to clearly and consistently communicate the role of the Olympic Movement and its goals based on its vision.

Another addition to this kit is a special report on NGO activities, which is gathered on a regular basis within our crisis communications planning. We thought you would find it useful to have a picture of what organisations and media are planning at the one-year-to-go mark and in the coming months. Within the NGO section you will also see the IOC's standard reply letter to organisations that approach us on China-related issues.

As with previous briefing kits, we've updated the Risks Areas and IOC Viewpoints table.

In the last kit we included the report from the Coordination Commission's April visit to Beijing. This edition includes BOCOG's report to the IOC Session in early July.

And finally, we've included the Beijing One-Year-to-Go Action Plan to highlight what is scheduled for the month of August, and noting any of those which have a media or broadcast component to them.

As always, we welcome your feedback on this Beijing Briefing Kit and hope that you are finding it useful for your organisation's communications particularly in the coming year.

Regards,

Giselle Davies, Communications Director, International Olympic Committee



## Position taken by the IOC Executive Board Guatemala July 2007

The IOC wishes to underline what its role is, namely to promote an integrated culture of athleticism and education, position sport as a model for peace and harmony, and safeguard the values of excellence, friendship and respect. Our primary focus is, and must remain, on sport, both at the elite level – as showcased in the Olympic Games, and at the grassroots – through our projects around the world.

The IOC would like to reiterate:

- Our organisation believes strongly that the Olympic Games are above all a force for good, which can have a positive impact on the social development of a country. This does not mean the Olympic Games are a panacea for all ills.
- The Olympic Games can and do shine a spotlight on issues which fall outside the remit of the IOC. The IOC welcomes the debate this engenders on important subjects such as human rights and environmental issues, and meets regularly with organisations specialised in these areas.
- The IOC's role is to engage through sport, thereby helping to bring positive developments from within Olympic host countries. We work with a patient and quiet approach based on our Olympic values, in partnership with Olympic Games Organising Committees.
- We are proud of what this achieves, knowing from our past experiences that this approach brings results.



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## **Background Reference Notes:**

### **Who We Are**

As the leader of the Olympic Movement, the IOC's goal is to unite sport, culture, and education, alongside respect for the environment, in the service of a better world. The Olympic Movement is an international movement committed to creating a peaceful and better world by educating young people through sport.

### **What We Do**

We promote an integrated culture of athleticism and education, position sport as a model for peace and harmony, and safeguard the values of excellence, friendship and respect. The most visible expression of our efforts lies in the organisation of the Olympic Games. Other equally-important initiatives include promoting women in sport, protecting the health of athletes, fighting doping through a zero tolerance policy, ensuring sustainable development through sport, and promoting culture and Olympic education.

### **How We Do It**

Several qualities guide our efforts, and shape our success:

- Our commitment to place sport and education at the heart of all we do
- Our commitment to promoting the Olympic values of excellence, friendship and respect in our activities and practices
- Our collaboration with 203 National Olympic Committees, 35 International Federations, 3-4 Olympic Games Organising Committees, 12 sponsors, local governments, NGOs, broadcasters, media, athletes, spectators and young people to carry out activities which allow sport to benefit society
- Our independence, which allows us to stay true to our ideals without interference or pressure from other parties or governments
- Our awareness of the expanded role sport can play in shaping the contemporary society in which it exists.



## IOC Basic Communications Guidelines for Beijing 2008

### The IOC Context

- The IOC is a sport organisation with primary responsibility of ensuring that the Olympic Games in Beijing 2008 are a success.
- The IOC does not take the lead in addressing such issues as human rights or political matters, which are most appropriately addressed by governments or concerned organisations.
- The IOC's focus is on ensuring that for every step of the way for the period leading up to and including 16 days of competition, the right process and structure are in place for Beijing to host a successful Olympic Games.
- The IOC is not in a position to pressure China on matters outside of Games time or which concern national laws.

### Avoid Being Defensive

- Media interviews are based on give and take. The IOC is under no obligation to provide more information than is necessary in responding to media or other group's questions. Managing an interview this way can be effective without being defensive. Negative or defensive interviews can generally be traced to the interviewee not knowing when to stop.
- The IOC responses to key issues attempt to be sound and honest, reflecting the need for the IOC to remain within its proper context.
- Outlining key messages before an interview provide a safe harbour if an interview or discussion becomes negative. Should it be necessary, a difficult interview topic can be changed using the simple technique of steering away by saying, "The important thing to remember is..." and returning to a key message – even if it's one related to a different topic.
- When people question the IOC giving the Olympic Games to China because of its human rights record, for example, the IOC's response is that the decision was based on the benefits of opening rather than closing the door on the potential positive effects the Olympic Games will have for China and the world.

### Humility and Honesty

- Aggressive questions typically come from a standpoint of believing that the IOC has strong political power and influence. The IOC should always remind the journalist/lobby group that the IOC's influence lies in the sport arena.
- The Olympic Games can bring a lot of good – but they are only one part of what can influence positive change in the world. Nonetheless, through the Olympic Games, the IOC does hope to encourage positive development.

### Governments are Sovereign

- The IOC does not feel it is appropriate for it to question the rules and laws of a country. The IOC simply must honour them. This does not mean, however, that the IOC cannot demonstrate that it supports freedom of expression, and the basic human right to practice sport, with its role as the governing body of the Olympic Movement.



## Perspective

- Many countries in the world today face many of the same challenges faced by China – or have faced them at some stage of their economic, social and political development. Issues such as human rights, press freedom, social inequalities, and a city-country divide – are common to many nations.
- China is a member of the United Nations. Apart from an embargo on the sale of arms, there is full engagement between China and other nations. China also joined the United Nations Commission on Human Rights in 2006.

## Diplomacy

- Using the media as a forum to push forward an agenda on human rights and other issues is not the proper forum for the IOC. Critical statements about China made in public will only create resentment and complications. Whilst it is tempting to want to take a strong line when asked aggressive questions, this will more likely damage long term benefits for relations with China/BOCOG.
- The IOC leaves strong statements to world leaders, the UN or rights organisations qualified to assess what they perceive to be China's shortcomings.
- We work with a patient and quiet approach based on our Olympic values, in partnership with Olympic Games Organising Committees. We are proud of what this achieves, knowing from our past experiences that this approach brings results.



## FAQs – General

Aside from the normal requirements of any Olympic bid, did Beijing in particular have to make a specific set of promises or deliver a list of targets to the IOC on improving the country's situation regarding matters of political, human rights, press freedom and / or environmental concern?

- Consistent with any Olympic bid process, the Beijing 2008 bid process covered obligations that specifically concern the organisation and management of successful Games. Those obligations did not cover commitments on broader national social or political issues. Those really are the concern of the Chinese government, not the Beijing 2008 Organising Committee or the IOC.

If so, what were these specific promises or targets, and is China meeting them to the satisfaction of the IOC?

- There were a number of commitments made within the scope of organisation and management of successful Games, such as commitments concerning access for media to report on the Games and a number of environmental commitments such as ensuring a certain percentage of green space for Olympic venues.
- New guidelines for foreign press were adopted in January 2007, and reports show that change has already taken place. Journalists are reporting that they have more freedom to cover stories on a wider range of topics than previously allowed.
- From our most recent visit to the Olympic venues, Beijing is meeting if not exceeding its commitment to provide a vast amount of green space in the inner city. Numerous other environmental programmes – for August 2008 but also with long-term benefits – are also underway. Everything from water treatment facilities to reducing the number of vehicles on the streets is being planned. Also, the United Nations Environmental Programme is planning an assessment of the Beijing Games environmental impact. That will be a definitive source for measuring advances Beijing will make as part of hosting the Games.

If no such specific list exists, by what criteria will the IOC measure China's success or failure in making the general improvements Beijing has publicly promised to deliver?

- The list really is the bid document, but again it is specific to the Games and does not attempt to include general improvements. The success or failure will be measured by the Organising Committee's ability to organise and host operationally successful Games which allow the world's best athletes to compete at the top of their sport. If the benefits in Beijing have an effect beyond sport arenas, then everyone will win.
- Through its scheduled visits to Beijing, the IOC is ensuring that things are proceeding according to plan, and of course to a realistic timetable.



**Driven by business activities, the Beijing Olympic Games have become a synonym for national marketing, urban marketing and business marketing. Do you agree with this, and why?**

- Yes, the Games will without doubt provide an excellent vehicle for local and national marketing opportunities. This is to be expected of a nation advancing quickly from a centrally planned to market economy, but in the Olympic Games context it will be carefully defined.
- There is a clear line between the Olympic Games and the marketing activities of sponsors, or even host cities. The Games are valuable to host cities who present themselves to the world, just as Olympic sponsors market their products as part of their involvement. But each must follow clearly defined guidelines – whether activities are national or local – which ensure there is a relationship to the Olympic spirit in marketing activities.
- Marketing regulations for Olympic sponsorship have helped preserve the spirit of the Olympic Games in contrast to other professional sports, where individual teams and athletes have increasingly become marketing vehicles.
- The IOC has partnerships with a host of groups, including businesses, governments, NGOs, media, sports companies and the public. All of these groups help the IOC fund the work we do, but that does not constitute free licence to commercialise the Olympic Games.
- IOC corporate partners are selected both for their ability to help fund the Olympic Movement as well as a willingness to help promote the Olympic Values through their brands in an appropriate way and according to our guidelines.
- Partners also contribute a large number of benefits, including in-kind support, services and expertise.
- Each Olympic Games brings a new dimension and feel to the Olympic Movement. Each Games is different, and offers new ways for partners to benefit from their association with the Olympic Movement.

**What challenges lay ahead for a successful Beijing Olympic Games?**

- Preparations are progressing extremely well across the board – from venue construction, to environment programmes to Olympic culture and education.
- The challenge will be to keep the focus and the energy through the last twelve months, and to use the test events to really test operations and then make any fine tuning to plans as might be necessary.

**The Chinese are really doing quite a bit to prepare their citizens for the Games e.g. learning English, changing etiquette, revamping the city. How does this compare to previous Olympic Games?**

- From what we have seen so far, the preparations for Beijing 2008 are truly remarkable in every regard. Each Olympic Games presents unique demands on a host city, so it is difficult to make a simple comparison with other editions of the Games. But from venue construction, which includes facilities that have remarkable architectural designs and post-Game uses, to the Beijing government's efforts to prepare its citizens to welcome the world, we can say the work is advancing on a scale that is unique to Beijing as a first-time host city.
- Beijing's preparations extend beyond sporting venues and to helping its people anticipate how to welcome visitors. China was evolving on many levels before Beijing won the host city bid, and the Games have naturally become part of the city's current development. Environmental improvements - from tree planting to recycling programmes and Olympic-related building projects including 40-50% green space - already have a positive influence that we expect to continue long after the Games.



### What legacy will the Beijing Games leave? And, how will any city be able to top Beijing?

- Looking at the determination and commitment applied to these Games over the past six years, Beijing – and China – will benefit from positive legacies in many areas. So will future Games. Preparations have already given the city of Beijing and Chinese sport a valuable legacy.
- Chinese sport development alone has benefited from massive investment over the past few years in the nation's Fitness for All movement. Today, 40% of the Chinese population is involved in sport.
- Six Olympic venues have been built in Beijing universities and sport facilities for residential communities have been largely improved.
- BOCOG's commitment includes setting up a Beijing Olympic Legacy Commission to administer the successful post-Games use of venues. At a Chinese government level, the Chinese Ministry of Science and Technology has added Olympic-related projects to its development list.
- Legacy also involves the well-being of Beijing residents. A study on the health legacy of the Games will use an index system to guide health environment research and related case studies.
- Sponsor and partner involvement in China will offer valuable information for working in an emerging market, especially one in which consumers have a great curiosity for the West. We expect that many sponsors will see Beijing 2008 as a key turning point in their relationship with China, and that their future commercial relationships – not to mention capital investment – will contribute indirectly to the Games legacy.
- Beijing is conducting a vast project that extends far beyond the Games. It will continue to face challenges as it grows, but city officials are eager to use the Games as a way to ensure successful future development.
- And finally, since the Olympic Movement's focus is to educate children through sport, we are proud of the national education programme that China is bringing to schools throughout the country as part of Beijing 2008. Introducing the Olympic Movement for the first time to so many students will emphasise that the Games truly are for the people. The Beijing Organising Committee, in partnership with the country's Education Ministry and the National Olympic Committee in China, has launched an initiative aimed at providing Olympic education to approximately 400 million young people through more than 500,000 schools across the country – helping reinforce the link between sport and positive developments for society.

### What can the Chinese bring to these Games to give them a special charm?

- The beauty of the Olympic Games is that it allows the world to experience different cities and cultures around the world. No two are the same.
- The special charm of Beijing during the Games will come from people who are tremendously proud and excited to show their city and culture to a world that is equally eager to discover China. We cannot underestimate how much of an effect that will have in 2008, and on the spirit of the Games. We expect that this will also become part of a great legacy for the future.

### What is BOCOG's responsibility to protecting the reputation of the Beijing Games, and the Olympic brand?

- BOCOG – like the IOC – must keep its focus to ensure that a successful event is hosted which brings together the athletes of the world. How it responds to broader social and political issues – which BOCOG is not in control of and cannot influence – is important to a successful Beijing Games.
- The main responsibility is for BOCOG to ensure that the Games are conducted efficiently and safely to the extent that it is able to in a dynamic city such as Beijing.



## FAQs – Social and Political Issues

China has said that it sees the Olympic Games as a chance to improve its human rights record, what, in the IOC's terms, does that mean? How will the IOC measure China's success or failure in this specific regard?

- Yes, many people, including some in the Chinese government, have stated that hosting the Olympic Games will allow China to open itself more to the world.
- It wasn't necessarily a deciding factor when the IOC voted to award Beijing the Games for the first time, but it has since become clear that it is better to open a new door to China than to leave it closed at this point in its modern evolution. An open-door approach will continue to benefit China, its citizens and its relationships with other nations long after the 2008 closing ceremony.
- There are many organisations, including the United Nations and human rights NGOs, who are far more qualified than the IOC to measure improvements concerning human rights. Since our work is specifically focused on the Games, we have to rely on experts and news reports for larger issues of human rights. Based on that, there is more and more proof of positive change taking place in China. As *The Economist* recently reported, even Chinese dissidents admit to seeing a thaw.

Does the IOC feel the Chinese have lived up to their promise to improve human rights in the lead-up to the Games?

- What was laid out by the Chinese was a desire to have the Games play a positive role in improving social problems, including human rights. This was a vision that the IOC welcomed back in 2001 and welcomes today. We see that vision more often than not being upheld, even though no-one denies there are still challenges.
- The IOC believes that the work that has taken place since Beijing won the election to host the 2008 Games – such as spreading the values of Olympism and the human right to practice sport in a spirit of friendship and fair play – are having a positive impact
- But the issue of human rights in China is something more appropriate for the international community at large to address – and we see it happening regularly through the work of governments, world leaders, politicians and concerned organisations.
- The IOC is not in a position to monitor human rights issues or to put pressure on sovereign governments. We believe it is too soon to measure any effect the Olympic Games may have on human rights.

How can the IOC hold the Olympic Games in China as long as reported human rights abuses continue?

- The IOC fundamentally believes that the Olympic Games are a catalyst for good. They have a positive impact on society, and a positive impact on the host cities and countries that have enjoyed hosting the Games over the years.
- The IOC's role is to help bring positive developments from within host cities and countries through the Olympic Games and Olympic Values. Shying away from issues by closing the door does not help. Shining a light on issues and the activities of more qualified groups through the attention the Games brings, however, does.



Did the IOC receive the detailed report from Amnesty International in late 2006 in which Amnesty alleged China was "failing to live up to promises to improve human rights it made when bidding for the 2008 Olympics"? If so, what is your response to this report, and to the human rights situation in China?

- Yes, we received the report and we welcome Amnesty International keeping us informed about broader human rights issues in China. In fact, we met with them in Lausanne in January of this year to discuss their concerns.
- Where the report raised issues we considered related specifically to the Beijing Games, we discussed these with our colleagues at the organising committee.
- In our meeting with Amnesty International, we made it clear that the IOC is not in a position to put pressure on sovereign governments. The IOC works by engaging through sport, and knows from past experiences that this can deliver positive change beyond the field of play.
- The IOC has carefully considered what kind of role our organisation – which was created to bring the benefits of sport to society – can play in more diverse matters. It's not our place to pressure Governments or sovereign authorities. Our focus must remain on enabling highly dedicated athletes to prove themselves at the pinnacle of sport.
- The IOC shares many of the same goals as organisations devoted to improving human rights conditions around the world. However, the IOC can only be a catalyst for change as part of other activities by groups more qualified to address human rights issues.

Has the IOC simply taken China at its word that it will improve human rights and press freedoms in line with Olympic ideals without putting in place a proper, formal mechanism to gauge whether or not they have done so?

- China did not specifically give its "word" that it would improve human rights and freedoms. In the context of its agreement with the IOC, the Beijing government agreed to conduct the Games in accordance with the Olympic Charter.
- We are confident that China is committed to adopting more international standards in a host of areas – the new labour rights law being one of the most recent ones enacted. It is not the role of the IOC to impose a formal mechanism to gauge progress. Organisations such as the United Nations and Amnesty International are qualified to do that.

What kind of activities can the Olympic Movement do with Amnesty International, a widely respected NGO, during the period leading up to the Beijing Games?

- The IOC is communicating with Amnesty International, and not long ago hosted a meeting with its representatives at IOC headquarters, to establish open communication and benefit from information Amnesty International has about human rights concerns in China.
- However, the IOC does not believe it is appropriate to formally align itself with Amnesty International or other organisations. We each have defined roles that can bring specific benefits. You might say that simply awarding the Beijing 2008 Games to China has opened up a beneficial environment that would not have existed otherwise for Amnesty International to elevate its concerns.

Has the IOC exerted any pressure on Beijing over matters of international concern and if so, what form did/does that pressure take?

- No, the IOC works with the Beijing 2008 Organising Committee to address any issues that concern the hosting and management of the Games. We are not in a position to exert pressure when it concerns matters beyond the scope of hosting the Games.

Does the IOC see the Olympics in China as an event ruled by "the ends justifies the means" maxim, in that the IOC is willing to accept a level of human rights abuses, curbs on freedoms, etc in return for gradual change for the better in China?



- The IOC believes that the Olympic Games in Beijing are a catalyst for many groups who are naturally using it as an opportunity to advance their causes. It wasn't our intent, but if that helps bring about positive change in China then we accept that the Games will play such a role.
- China is evolving in compressed time, so it depends on how you define gradual change. More than a few observers say that China is evolving and adopting change much more rapidly than other developed nations ever did – whether that concerns social or economic issues.
- Our view is that it is better to open the door to China rather than to leave it closed. We're encouraged that so many groups devoted to so many issues are finding that this viewpoint may help their causes.

**If the Olympic Charter guides the Olympic Movement, how can the IOC (and Olympic Movement) remain removed from the human rights situation in China?**

- The IOC isn't avoiding human rights or other issues. It is simply stating that it expects BOCOG to adhere to the Olympic Values in the context of the Games, and that broader social and political issues are best left to government and concerned organisations.
- We are not removed from the human rights situation in that we fundamentally believe the Olympic Games are a force for good and as such can ultimately have a positive impact through the fact they engender debate on this important issue.

**What does the IOC (and Olympic Movement) think of issues directly related to Games preparations, such as forced evictions, crackdown on human rights defenders, and poor treatment of migrant labourers building the Olympic facilities?**

- Many of these matters, such as relocation and labour issues, are related to required and previously planned urban development as much as the Beijing Games.
- In cases where they may apply to the Games, the IOC has not hesitated to communicate with BOCOG.

**It is a relatively small effort for the IOC, NOCs and Olympic Movement to speak out in favour of improved human rights in any host country of the Olympic Games – especially China – and the impact could be huge. Why not make this small effort and see what it brings to China?**

- We believe we have spoken out by awarding the Games to Beijing, in a country where it is better to open the door to the rest of the world rather than to leave it closed.
- Nothing prevents members of the Olympic Movement – including athletes – from speaking out on issues that they personally consider relevant to their participation in the Beijing Games.
- However, the IOC is focused on bringing the Olympic Movement to China for the first time and believes that the benefits of the Olympic Values are being seen in China already, and will be for years to come.

**Is China an appropriate host for the Paralympics Games given the way it sometimes deals with disabled persons?**

- This is a question that the IPC is best placed to answer. However, the IOC believes that showing the Chinese people first-hand accomplishments of Paralympic athletes will help provide inspiration and a positive example in the way disabled people are treated – not only in China, but around the world.

**What do IOC and Olympic Movement members think of the way the Chinese elite athletes are being prepared for elite-level competition and the expectations being placed on them to win in 2008? At what point do these preparations become inhumane and a violation of human rights?**

- There are many differences in how athletes train in different countries and for different sports. We have not seen any reasons to single out the Chinese for any specific practices by athletes, trainers or coaches.



## FAQs – Chinese and Sudanese Relations

### If China really is funding genocide in Darfur, how do you ignore that?

- We are encouraged that recent attention to this issue has led to a diplomatic dialogue between governments.
- This is clearly a situation with complex geo-political implications that are beyond the IOC's ability to influence directly.

### Even if the IOC couldn't have anticipated the humanitarian crisis in Sudan when Beijing was awarded the 2008 Summer Olympic Games, is that a good reason for the IOC to not apply its influence on China today?

- The IOC, like all organisations, would like to see the humanitarian crisis in Darfur resolved as quickly as possible. The situation there is linked to complex international relations issues and the correct platform for these discussions is at a UN and government level. We are encouraged by the recent commitment by the President of France and Great Britain's Prime Minister to seek a resolve in Darfur, as well as the recent increase in UN peacekeeping forces that will arrive in the region at the end of this year. However, it is important to remember that the Olympic Games can only be a catalyst for constructive dialogue in such a complex matter.

### China is evidently providing arms to the Sudanese government that is contributing to the humanitarian crisis. Isn't that type of support far beyond simple having "diplomatic relations?"

- Again, the correct platform for such issues and discussions is at the UN and government level.

### If the IOC can't influence China regarding Sudan and Darfur, will it at least make a special request for an Olympic Truce for the region in 2008?

- The Olympic Truce does not focus on specific areas in the world under crisis but calls on all governments across the globe to respect this tradition and all that it symbolises.
- Taking into account the global political reality in which sport and the Olympic Games exist, the IOC decided to revive the ancient concept of the Olympic Truce with the view to protecting, as far as possible, the interests of the athletes and sport in general. We hope this will continue to act as a catalyst in a broader sense.

### The organisations focussed on Darfur – such as Olympic Dream for Darfur – have made it clear that they are not calling for a boycott of the Beijing Games because of China's relationship with Sudan. They are, however, using the term "genocide Olympics" to focus the world's attention on China's relationship with Sudan. How does the IOC view such campaigns?

- The IOC respects organisations that are committed to raising the world's attention to the need for a solution in Darfur as quickly as possible. It is good that they see that boycotting the Olympic Games and Olympic athletes would do much more harm than good.
- It is natural, and not the first time, that human rights organisations are using the Olympic Games to draw attention to action and reforms that they believe should be enacted as quickly as possible. However, it is important to remember that the Games – in Beijing or elsewhere – can only be a catalyst for constructive dialogue – and the IOC, as the guardian of the Olympic Movement, must stay focused on its role as a sport organisation.



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But do you have any comment on Olympic Dream for Darfur's use of the term "genocide Olympics"?

- We are in agreement with numerous organisations and their spokespeople that this term is being irresponsibly applied to the situation in Darfur compared to other historical references.
- Naturally, we do not like the term applied to the Olympic Games. It's inappropriate, but we also believe it oversimplifies the situation in Darfur which requires much complex effort to improve.

Do you think that the term "genocide Olympics" tarnishes, and will permanently damage, the reputation of the Olympic Movement and the Olympic brand?

- No. This is not the first time that the Olympic Games have been used to shine a spotlight on situations which were deemed important and in need of help. We don't believe that such a term will have any permanent effect beyond raising attention to this particular issue.

How long can the IOC continue to evade the fact that China, regardless of the situation represented in Darfur, faces an enormous contradiction between the Olympic Charter's stated values and the treatment of people in the country that will host the 2008 Olympic Games?

- We believe that the Olympic Games will act as a catalyst for positive change in many ways, some of which may take time to realise.
- Viewed another way, not awarding the Games to Beijing could have been seen more as evading the situation. From what the IOC has learned meeting with human rights groups, they typically agree with this viewpoint.

Is the IOC worried that the list of issues concerning China will grow so long that it can't possibly host an Olympic Games without the Beijing Games being tarnished by demonstrations and protests?

- No, The Olympic Movement shines a spotlight without discriminating on what it illuminates.
- Again, the Games are a catalyst for change. If that change may involve activities designed to raise awareness for concerned organisations, we believe that people will understand the context and separate it from the Games themselves.



## FAQs – Bilateral Relations and Torch Relay

**How does the IOC propose to react to all of the political issues that now seem to surround Beijing 2008?**

- Whilst it is not the right of the IOC to directly influence relationships between sovereign powers, we believe that the Olympic Values of respect and friendship will set a positive independent example at the Games.
- Athletes from over 200 countries will compete together and send a compelling message of harmony to the world.
- The IOC does not take a role in influencing the behaviour of the Chinese government either internally or on its position on the world stage.

**So if there is war between China and Taiwan over independence, the Games will go on?**

- This is a hypothetical question. We are continuing with preparations for Beijing 2008 fully optimistic that regional political matters will continue to be dealt with peacefully and diplomatically.

**Is the IOC worried that Torch Relay issues between China and Taiwan may derail the Olympic Games spirit for Beijing?**

- We are hopeful that a satisfactory agreement will be reached.
- This matter is best resolved by BOCOG and the National Olympic Committee of Chinese Taipei. It is at this point a Games Organising Committee matter.

**What will the IOC do if the Torch Relay becomes a target for protests from many other groups with concerns about China's human rights record and other issues?**

- The Torch Relay may offer publicity, but we believe that most organisations realise constructive progress is best achieved working directly with parties who can actually influence change.
- The IOC continues to hope that organisations will keep sport in its proper context and use appropriate government and political channels to support their efforts.

**Can the IOC and BOCOG ensure that that the international Torch Relay will be safe for participants and bystanders?**

- Extensive planning and precautions are part of every Torch Relay. We are confident the necessary security will be put in place through the efforts of BOCOG with the authorities in charge of the areas through which the Torch will travel.

**Is the IOC concerned that alternative torch relays – such as the torch relay being run by the Dream for Darfur campaign – will diminish the importance of the Olympic Torch Relay?**

- No. The Olympic Torch Relay is a wonderful event that heralds the arrival of the Olympic Games. It touches and inspires the people who see it travel through their city.
- If another event makes a reference to the Relay, then we can only accept that it is part of the catalyst the Games provide, and respect this freedom of expression.

**Given the potential for pushback from various groups in different countries, is the Torch Relay worth it? Isn't this counter to what the Torch Relay symbolises?**

- We continue to believe that the Torch Relay is symbolically important – and worth it. It is an important way of showing the world that the Olympic Games are for everyone. By bringing it to each country along the route, it forms an open invitation to participate in the Olympic spirit.



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**Chinese supporters booed the Japanese during the 2005 Summer Asian soccer tournament in China. Isn't the IOC worried they will do the same at the Olympic Games?**

- Chinese supporters will naturally want to show their support for their home team on home soil. Olympic events do not tend to inspire negative behaviour, and the IOC expects this tradition will continue. It is a part of the special atmosphere of the Olympic Games where the athletes think of themselves as competitors, not enemies. They qualify to compete in the Olympic Games well aware that the principles are based on respect.

**Is the IOC concerned about anti-Japanese demonstrations at the Beijing 2008 Olympic Games?**

- No, we believe the Chinese people recognise the special role of the Olympic Games in bringing the world together to enjoy sporting competition. Held in the spirit of fair play, Games competition is not the right place for political demonstrations of any kind. We hope all those who come to the Games will respect that. The Olympic Charter stipulates that no kind of demonstration or political, religious or racial propaganda is permitted in the Olympic areas. The Olympic Games are not the place for demonstrations and we hope that all people attending the Games recognise this.



## FAQs – Freedom of Speech and Media

**How can the Olympic Movement, which depends on journalists to generate interest in host countries before and during the Olympic Games, select a country like China which exerts oppressive rule over local journalists and limits foreign coverage as well?**

- New freedoms for media who are reporting in China – and not just about the Games – were adopted in January of this year. Change of this type is not simple. There is still a period of adaptation to expect, but many journalists are reporting that in comparison to past years the change is dramatic.
- Whilst we cannot put pressure on the Chinese government on laws that specifically affect its citizens, we have hope that this initial step will have similar benefits for Chinese journalists.
- With one year left until the opening ceremony, we are hopeful it will continue to improve so that all the press in Beijing can show the world not only a great Games but help them learn more about China.

**Do you think China will really allow foreign media to freely report as they wish during the 2008 Games?**

- BOCOG has stated publicly that journalists will be able to operate as in previous Olympic Games. We have no reason to believe that this will not be the case in 2008. At the World Press Briefing and a World Broadcasters Meeting the BOCOG President, Liu Qi, again addressed this issue.
- Foreign media now need only obtain the consent of the interviewee in order to interview organisation representatives and private individuals in China, and media guidelines state they are free to cover politics, religion, society and culture in China. Again, fully realising these new freedoms may take more time, but we believe the right direction has been established.

**What about Chinese journalists' coverage of the Games?**

- The IOC does not believe it is within its role to negotiate on issues of sovereign law that applies to Chinese citizens. But we hope that as a catalyst the Games will also have a positive benefit for the media in China.

**China has a very restrictive policy of letting journalists into the country. How can you say all these journalists will be allowed into the country?**

- An Olympic Games accreditation serves as a visa for the country of the host city, and the IOC expects this to be honoured by China. We will not accept any inconsistencies in that rule.
- Unfortunately, there is always a limit on the numbers of journalists who can attend Games, so we try to accommodate as many as possible from each media organisation, coming through quotas given to each of the National Olympic Committees.

**Is it possible that social or political activists could get into the country as an accredited journalist for the Olympic Games and create a spectacle?**

- The IOC is confident that its accreditation process is capable of ensuring that no one abuses the image of journalism by pretending to represent a news organisation.

**What, in the views of the IOC, is different for foreign journalists since legislative changes were made in January 2007 which loosened up requirements for journalists reporting in China?**

- We haven't commissioned an audit based on story topics or issues, but as we've said, simply by reading reportage from major correspondents in China it is clear that broader freedoms are now allowed. Much of that coverage includes interviews with alleged dissidents who clearly refer to the Beijing Games as one of the reasons they are being allowed to meet with reporters.



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Were these legislative changes really the result of China's requirements to the IOC to host the Beijing Games?

- Yes. The Olympic Games is among the world's major sport events. Freedom of the international press to report on the Games is a basic requirement for any host city, and this was made clear to the Chinese organising committee.

Do you believe that these changes will have a positive long-term impact?

- Yes, from what we have seen to date since the new regulations were enacted in January there is encouragement that the positive influence will continue.

Some would argue that the Chinese regime has actually cracked down on media freedoms and individual freedoms of speech in the last year, in the run up to the Beijing Games, is this not counter to what China said it would do when it was awarded the Games in 2001?

- Again, based on what we have seen reported since the new media freedom regulations went into effect we believe that a greater number of freedoms are being allowed.
- Based on a historical perspective, more advances are being made than at any time in China's recent past. Journalists may not yet see the full effects of these new changes, but we are confident that with time the adaptation will be successful.



## FAQs – Religious Freedom

**How can the IOC hold the Olympic Games in a country that has such a terrible record of executing Buddhist monks that demand independence for Tibet?**

- The IOC is a sport organisation that uses the Olympic Games to promote the values of Olympism, such as peace and respect for others. We believe sport is a positive force in the world. We do not have the capability to judge political or religious rights abuses. Government, non-government and international inter-governmental organisations are more appropriate for commenting on those issues.

**Does the IOC regret having awarded the Games to a country where people are imprisoned or killed for their religious beliefs, such as Falun Gong practitioners?**

- The IOC is not in a position to question sovereign powers or laws of any country.
- The Olympic Games can only show by example the benefits of bringing together people from all races and religions to practice sport in a spirit of friendship and fair play.
- Recent media coverage, however, has shown that China has been making advances in religious freedoms that are not related to political or territorial issues. Those will require more time to resolve, according to experts who follow this issue.
- We still believe that there will continue to be benefits – for religious groups as well as others – from opening the door to China rather than leaving it closed.



## FAQs – Air Quality and Health Risks

**What will the IOC do if there is an outbreak of Avian Flu or SARS before or during the Beijing Games?**

- If an outbreak occurs the IOC will expect BOCOG and Beijing municipal authorities to work with the WHO and other appropriate organisations to ensure any health safety issues are correctly addressed.
- The IOC will work closely with BOCOG and the government to assess risk levels and advise Games participants accordingly, taking appropriate measures if they become necessary.

**What will the IOC do if an athlete is seriously injured or dies due to environmental conditions in China? How can the IOC ensure athletes they will be able to compete without health risks?**

- The IOC and its medical department, as well as BOCOG, are working closely to ensure that contingency plans for competition will provide the best conditions to prevent any tragedy among athletes.
- Test events will be held to develop necessary contingency plans, which the IOC will carefully review for each competition. The environment will receive specific focus in test events.

**The Olympic teams of some countries and some experts have said that it will be difficult to get world records in some sports in Beijing due to the bad quality of the air. What do you think about this?**

- Good and healthy competition conditions are a top priority for the IOC. This issue is at the forefront of planning with the Beijing Organising Committee and the Chinese leadership, particularly concerning air quality. The standard Beijing aims to meet before and during the Olympic Games (and indeed after) is within World Health Organisation levels.
- Few Olympic Games can guarantee perfect conditions, and athletes are sophisticated when it comes to trying to anticipate requirements for best performances.

**What is most important for the IOC: the environmental impact on the Games or of the Games?**

- The Olympic Movement and, in particular, the IOC, cares greatly about every impact that the Olympic Games has on the environment. Our aim is that the Games leave a green legacy in the host city, and we believe that the Games can be the driving force behind the implementation of measures that will help improve the environment.
- Moreover, we also care about the impact that the environment has on the Games and especially on the athletes at those Games. It is of utmost importance for us and the organisers that athletes can compete in the best conditions possible, and the environment is a big part of that.

**What is the IOC doing to ensure that the athletes will compete in the best possible conditions?**

- Safe and healthy competition conditions for athletes are a top priority for the IOC and the organisers, which is why BOCOG and the local Chinese authorities are carefully working to identify any necessary solutions to environmental challenges athletes may face.
- We require that Games organisers adopt health and environmental safeguards with contingency plans to ensure the best possible conditions for competitive sport in August 2008. We're confident that the means and ways exist to achieve this objective – at least as far as natural weather conditions allow.



**What will you do if you see that nothing is being done to improve conditions?**

- Given what has been achieved so far, we have full confidence in BOCOG and Beijing city authorities and their ability to have the right measures in place at Games time.

**What is the BOCOG contingency plan should things go wrong during the Games?**

- Contingency plans for Games time have been outlined to the IOC and will be tested by BOCOG during the test events. More discussion and decisions will take place as everyone is able to review the outcomes from test events.

**What will the IOC do if athletes decide not to compete if conditions are not good enough?**

- It would be surprising if that happened, since athletes and coaches are very experienced in anticipating how to prepare for top level performances, including training and conditioning to help adjust to temperature, altitude, and other variable conditions..

**What will the IOC do if an athlete dies in competition due to poor air quality?**

- Nothing would be more tragic and, we certainly hope that no athletes suffer any injuries at any time during the Games.
- It is important to remember that in all the years that the Olympic Games have been held, very few major health or environmental issues have interrupted remarkable achievements by athletes – regardless of where the Games have been held.

**How were air quality issues addressed at previous Games?**

- Indeed, challenges with air quality are not new to the Olympic Games. In particular, the Los Angeles, Seoul and Atlanta Olympic Games also had air quality issues that were successfully addressed at Games time in the following ways:
  - During the 1996 Atlanta Olympic Games, an integrated transport system was set up to include 1000 extra park-and-ride shuttle buses, alternative work hours for the population and the closure of downtown areas for private vehicles. This resulted in peak morning traffic counts down to 22.5% and a decrease of 28% in the peak daily ozone (O<sub>3</sub>) concentration, both compared to baseline data from four weeks before and after the Games under similar weather conditions.
  - For the 1988 Seoul Olympic Games, organisers implemented preventive measures to improve air quality conditions for athletes, including a rule that allowed cars to run only on alternate days based on odd or even numbered plates.
  - In the run-up to the 1984 Olympic Games, Los Angeles experienced problems with air quality during the test events. This early knowledge allowed the organisers to set up preventive measures for Games time, such as temporary industry closures and traffic restrictions during the Games.

**How confident are you that BOCOG/ Chinese authorities can assure safe conditions?**

- We are highly confident in BOCOG's abilities, and we'll continue to review what has been achieved so far as they do their best to meet their bid objectives for optimal conditions.
- We also expect BOCOG and the authorities to learn from test events and adjust their strategy and contingency plans if necessary.



## FAQs – Environment

August is a very hot, humid and polluted month in Beijing. Do you think it would have been better to delay some weeks the start of the competition?

- The IOC has considered many factors regarding the timing of the Olympic Games, both in regards heat and often variable weather in Beijing and as regards the sporting calendar and so on...
- The dates for the Beijing 2008 Olympic Games are fixed and will not change.

The Organisation for Economic Co-operation and Development (OECD) has just released a study, prepared at the Chinese government's request, drawing on work from government, World Bank and Chinese Academy of Sciences that states that 300 million Chinese people are drinking contaminated water every day, 190 million are suffering from water related illnesses each year and nearly 30,000 children die from diarrhoea due to polluted water each year. The researchers have said that China's water quality gives them the greatest concern.

How does the IOC rationalise this in the name of the Olympic Games?

- The fact that this study was requested by the Chinese government shows their concern about this issue and that they are working hard to find solutions to these environmental challenges, so that the athletes can compete in the best conditions possible.
- The Chinese are fully aware that they have to improve water quality and have implemented various measures in this area, including new wells and water supply systems constructed specifically for the Olympic Games venues and facilities that will house athletes and journalists.

With just over a year to go until the Beijing Games, is it too late to worry about the environment?

- The environment, as well as venue construction, security and transport, is one of the areas that BOCOG has been working on over the past eight years – starting from the bidding process – and that the IOC has been monitoring closely. We believe considerable progress has already been made, and more will come before 2008.
- We have full confidence that BOCOG is working hard to fulfil the bid objectives it agreed to for improving the environment and sustainability for the Games.

Why host the Olympic Games in such a polluted city?

- In 2001 it was difficult to foresee the impact that economic growth in China would have on the environment. For example, no one could have foreseen the dramatic increase in the number of automobiles on the streets in Beijing.
- Environmental challenges are not new to the Olympic Games, so training and preparation always take into account specific host city conditions.
- Air quality and heat are both important factors for the IOC and BOCOG, and we are both highly focused on identifying the best measures to anticipate and avoid any negative effects from them in 2008.

Can the IOC really influence the local Chinese authorities on this topic? And if on this topic, why not others such as human rights?

- The IOC is a sport organisation, so we must focus our efforts first on guiding the organisers to host a successful Olympic Games and sharing best practices without putting pressure on sovereign governments concerning bigger issues.



- Beyond the 16 days of competition, it is the IOC's hope that practices, as well as agreements with third parties (e.g. UN Environment Programme) will have a positive impact in the wider context of environmental sustainability.

#### What are the lessons which you have learnt in enforcing steps to improve the environment?

- As the leader of the Olympic Movement, the IOC has learned that social responsibility to actively promote a healthy environment and to set good standards has the potential to benefit everyone.
- Since the early 1990s, the Olympic Movement has progressively recognised and learned that the importance of the environment and sustainability throughout the lifecycle of an Olympic Games project can not only help make "Green Games" a reality, but have broader benefits to society.

#### How do you effect changes?

- From the beginning of a city's desire to host an Olympic Games to the long-term effects after they are held, environmental protection and, more importantly, sustainability, are prime elements of Games planning and operations.
- The Games can also be used to provide sustainable environmental legacies, such as rehabilitated and revitalised sites, increased environmental awareness, and improved environmental policies and practices that set a good example.
- Through our world-wide network, we are able to deliver our messages and reach millions of young people and the general public.

#### How does the IOC define environmental sustainability?

- We define environmental sustainability in the context of Olympic Games that are hosted in ways that do not harm but rather improve a host city's environment, often by collaborating with the relevant public or private authorities to place sport at the service of society.
- The IOC considers the environment to be an integral part of Olympism, alongside sport and culture.

#### Why does the IOC care about the environment?

- As the leader of the Olympic Movement, the IOC feels a strong social responsibility to actively promote a healthy environment and to set good standards. Moreover, healthy competition conditions for our athletes are of utmost importance to us.
- Through our world-wide network, our message can reach millions of young people and the general public.
- Since the early 1990s, the Olympic Movement has progressively recognised the importance of the environment and sustainability throughout the lifecycle of an Olympic Games project, helping make "Green Games" a reality.
- The Centennial Olympic Congress, or the 1994 Congress of Unity held in Paris, recognised the importance of the environment and sustainable development, which led to its inclusion within the Olympic Charter.
- In 1995 the IOC created a Sport and Environment Commission to assess and make recommendations on how sport can better serve the environment.

#### What is the IOC concretely doing in this area?

##### *Raising the awareness of sustainable development e.g.*

- A series of programmes and activities have been implemented in cooperation with institutions including the International Federations, the National Olympic Committees and the United Nations Environment Programme (UNEP).
- These institutions all contribute to the promotion of sustainable development in sport within the Olympic Movement at national, regional and international levels, either by contributing to IOC initiatives or in their own right.



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- These programmes and activities range from organising a biennial World Conference on Sport and Environment to organising local activities on the UN World Environment Day that is held every year on June 5<sup>th</sup>.

*Working towards Olympic Games which respect the environment and meet the standards of sustainable development e.g.*

- From the beginning of a city's desire to host an Olympic Games to the long-term effects after they are held, environmental protection and, more importantly, sustainability, are prime elements of Games planning and operations.
- Olympic Games are above all about sport and the athletes, yet they can also contribute to important environmental benefits if they are planned, managed and conducted in a way which minimises adverse environmental impacts and effects.
- The Games can also be used to provide sustainable environmental legacies, such as rehabilitated and revitalised sites, increased environmental awareness, and improved environmental policies and practices that set a good example.
- It is important to note that positive legacies can occur whether or not an Olympic Games bid is successful. For example, a bid may include the rehabilitation and regeneration of a degraded area of a city for an Olympic Games venue and public open space which goes ahead during the bid, and is completed, even if the city is not awarded the Games.
- These positive outcomes and legacies are achieved throughout the process leading to the Games, largely through IOC requirements and policies followed by candidate cities and Olympic Organising Committees.



## FAQs – Business Issues and Ethics

How is the IOC responding to complaints that China's record of intellectual property protection makes it unlikely sponsors in China for Beijing 2008 will be protected from fake products on the market?

- The Olympic Movement takes seriously the responsibility of protecting the Olympic Rings and the partners who have invested in them. The BOCOG and the IOC are working together to ensure that any violations are corrected as quickly as possible, now and certainly for the Olympic Games.

Would the IOC condone severe punishment for violators of “white-collar crimes”, which could be the case with the Chinese authorities?

- The IOC does not play a role in influencing the laws of Olympic Games host cities or countries, regardless of whether violators may have been involved in the Games.
- In what we have seen to date, Chinese lawmakers have reacted reasonably in the few reported cases where inappropriate activity was found to have taken place for Olympic venue construction or the production of Olympic-branded products.

How can the IOC prevent instances of non-approved marketing activity that competes with Olympic sponsors during the Olympic Games?

- Sponsorship and marketing guidelines are clearly defined for Beijing 2008, as for previous and future Games. No exceptions will be tolerated.
- The Chinese authorities have aggressively fought unauthorised licensing and marketing activities, and the IOC is confident that they understand the seriousness of violations.

How will the IOC control what appear to be commercial endorsements of Chinese Athletes when it violates Olympic Games competitive rules?

- The IOC will work diligently with BOCOG to ensure that any commercial endorsements of athletes are within accepted guidelines and will not constitute a violation of regulations.

Will you ban Chinese athletes from competition if endorsement rules are violated?

- As with any athletic sanctions during an Olympic Games, each case will be addressed individually, carefully reviewed and a decision taken.
- We believe the Chinese, who have competed successfully in past Olympic Games, completely understand what is required of its national team to comply with competitive rules.

China's booming economy is increasingly equated with corruption. How does the IOC avoid promoting this situation with so much money involved in Beijing 2008?

- The Beijing government has been increasingly vigilant in identifying and resolving issues of corruption surrounding Games venues and licensed products.
- Several high-profile cases of corruption, and not only concerning Beijing 2008, have been resolved swiftly and decisively by the Beijing government.
- BOCOG is also playing a key role to ensure that all Games preparations are handled according to procedures that were committed to in the Olympic Games bid obligations.



## FAQs – Ethically-Sourced Olympic-Branded Goods

Can the IOC and members of the Olympic Movement be sure that Olympic clothing and equipment suppliers have not been made by children or in factories with unethical working conditions?

- The supply chain for Olympic branded equipment and clothing is large and complex, but policies exist that aim to provide the necessary safeguards for upholding ethical working conditions.

Did the IOC not see the holding of the Olympic Games in Beijing as a good opportunity to engage in improving the working conditions of the Chinese labour force?

- Our main priority is a successful hosting of the Olympic Games in Beijing next year. We welcome any positive effect that may have on labour conditions, but that is an issue to be addressed by groups who are specifically qualified to address it.

What condition is placed on host Olympic cities to ensure that the goods they use are sourced ethically?

- There are a vast number of products and sporting goods sourced from a range of industries for the Olympic Games, the Organising Committees the 205 National Olympic Committees and the 35 International Sports Federations. The IOC encourages all parties within the Olympic Movement to work with suppliers who adhere to fair and ethical labour practices.

Has the IOC inspected any suppliers of Olympic-branded goods? If not, why not?

- No, the IOC does not have the staff or the expertise to conduct inspections of companies producing Olympic Games merchandise. We rely on our licensees and their vendors to assure that all goods are produced according to agreed guidelines contractual terms.

How can the IOC be responsible for the Olympic brand without controlling the production of Olympic related products across the world?

- It's important to remember that our relationship with licensees and vendors is based on trust. There is an enormous amount of Olympic Games merchandise in circulation around the world, even between Games periods. We cannot control all of them, but we can expect them to conduct business responsibly and within agreed terms and guidelines.

Do you really believe that current working conditions for goods produced with the Olympic logo live up to the values of the Olympic Charter?

- From what we are told by OCOG representatives, they have consistently assessed and monitored licensed suppliers to ensure that working conditions are within accepted local laws and Olympic Charter values.

Why do you not consider the ethical sourcing of goods with the Olympic logo of an importance similar to that of the need to protect the environment? Is the environment more important to you than your labour force?

- Both issues are of high importance to the Olympic Movement. With an event on the scale of the Games, it will always be a challenge to balance preparations with the public interest.



## FAQs – Related to Olympic Athletes

**Are there rules prohibiting athletes who might be competing in Beijing 2008 from speaking out against China and its practices?**

- With all Games, we would hope that participants take part in the spirit of sporting competition and not politics.
- The Olympic Committee makes it clear that the Games are not to be used as a vehicle for political expression. Our communication with the Beijing 2008 Olympic Organising Committee has made that clear from the beginning.

**What would the IOC, and the Olympic Movement, have to say to an athlete who might be approached by an organisation focussed on social and/or political issues?**

- Nothing prevents athletes from speaking out on issues that they personally consider relevant to their participation in the Beijing Games. However, the IOC is focused on bringing the Olympic Movement to China for the first time and believes that the benefits of the Olympic Values are being seen in China already and will be for years to come.
- We expect and encourage all athletes to honour the context of the Olympic Games, and we hope that they will focus on performing at the best level of achievement possible for each of their individual sports.

**It is a relatively small effort for athletes to speak out in favour of improved human rights in any host country of the Olympic Games – especially China – and the impact could be huge. Why not make this small effort and see what it brings to China?**

- We believe we have spoken out by awarding the Games to Beijing, in a country where it is better to open the door to the rest of the world rather than close it off. Athletes, by participating in the Beijing Games, would be doing the same.

**What will the IOC do if athletes refuse to participate in Beijing because of China's human rights record? What is the IOC doing to ensure that this won't happen?**

- We hope that athletes, NOCs and IFs see that appropriate government and political groups are addressing this issue – and that the Games will not become politicised. If this is the case, everybody loses.

**Do you think that athletes will expect China to have cracked down on doping with their athletes for the Games next year?**

- Efforts to monitor and prevent any doping among athletes are perhaps at their highest levels of scrutiny that we have ever seen in sport – and certainly for Olympic Games.
- Chinese sport authorities are well aware of IOC and WADA procedures to test for use or possession of banned substances. It is well known that at the Olympic Games, the IOC runs a zero-tolerance policy on doping which it upholds through rigorous in and out of competition testing.

**Might some athletes think that China's athletes will have an advantage to "fool" the doping tests, as the Games are being played on China's home turf?**

- It is misguided to make such a prejudicial assumption of China or its athletes.
- Let's not prejudge any Olympic teams before they have had a chance to prove themselves in fair competition against one another.

**If China appears to have a hand in doping at the Games next year, will the IOC handle this discreetly or boldly with the public?**

- The IOC is very clear about its view of doping and the consequences of any violations. Nothing in China – or at any other future Olympic Games – will be different.
- Each National Olympic Committee and its athletes will be treated in the same manner when it comes to proven anti-doping rule violations.



## Beijing 2008 One-Year-to-Go Q&A with President Jacques Rogge

### ‘One year away from spectacular Olympic Games’

**One year away from the lighting of the Olympic flame in the Beijing National Stadium, IOC President Jacques Rogge talks about the state of preparations, the challenges lying ahead and also about his hopes and expectations.**

#### ‘A unique experience for the athletes’

“Olympic Games are often a once-in-a-life time experience for an athlete in his or her career. This is why preparing for their needs – from the field of play to the beds they sleep in the Olympic village – has to be at the top of the list of priorities for the Organising Committee. 10,500 athletes will compete in Beijing next year from a record 205 nations and territories. There is really no coming together of the world like it – a unique combination of sport, culture, education, ceremonies, regional and national activities, with the athletes front and centre of this experience.”

#### ‘Bringing the Olympic values to 1/5th of the world’s population is arguably one of the most exciting projects in Olympic history’

When the IOC evaluated the Beijing bid back in 2001, it concluded in its report that ‘(it is the Commissions belief that) a Beijing Games would leave a unique legacy to China and to sport and the Commission is confident that Beijing could organise an excellent Games.’ The bid was successful and, now six years later, the IOC believes more than ever that the Games offer a great legacy for China to manage and sustain. Bringing the Olympic values to 1/5th of the world’s population is arguably one of the most exciting projects in Olympic history.

We all so often talk about China and how big it is, without truly getting to grips with the scale of the country. Just one statistic which brought things home to me was when I looked at the impact that the Olympic education projects are having in the country; 400 million children in 500,000 elementary and secondary schools will learn from a series of Olympic education programmes carried out throughout China. This is impressive. The applications to become Games-time volunteers for the Olympic Games and Paralympic Games are also astounding – close to half million people was the latest figure the Beijing Olympic Organising Committee (BOCOG) gave us. What is going to be tough is turning people away as only around a fifth of that will be needed. These kind of figures show the high level of enthusiasm Chinese people have for the Games.

#### ‘Cultural interchange, respect and understanding will be the win-win of Beijing 2008’

At the same time some 20,000 media, millions of spectators plus a host of sports technical officials and other people who are working behind the scenes at the Games will be in Beijing next summer. This will be a chance for people to discover first hand a city where modernity and tradition blend in an inimitable way, a country with one of the richest cultures in the world and, above all, remarkable people. Again, whilst so many people talk about China, and even judge it, how many have gained their own personal experience? The Games provides the opportunity not only to enjoy sporting excellence but also a chance for people to learn more about a city and country so present today on the global stage. This is a key part of what the Olympic Games are about: bringing people together and fostering cultural exchanges. I am convinced that as much as the Games will enable the people of China to develop a new vision of their own society, they will help athletes and visitors gain a fairer perspective



on China. Cultural interchange, respect and understanding will be a win-win of the Beijing 2008 Games.

**‘Test events are key to the success of the Games’**

“The coming twelve months will be very busy. It is with good reason that it takes seven years to prepare for hosting the Olympic Games, and the final twelve months will need an enormous amount of energy by all those involved – both on the Organising Committee side, within the various authorities and also on our side at the IOC. After the many years of planning, now will come the time to test operations, starting this summer but also throughout autumn and into the spring of next year, with the various 'test events' that will take place. Test events are important as they allow the organisers and all entities involved in Games operations to have a kind of 'dry run' – that is to do a dress rehearsal and in so doing, identify and assess potential issues and then work towards any fine-tuning that might be needed. We have learnt through our Olympic experience that test events are key to the success of the Games.”

**‘Like any other host city, Beijing will have to deal with challenges’**

The environment is one of them. Clearly, as a sports organisation, we all want to be assured that the world’s athletes will be able to compete under appropriate environmental conditions. And we are all aware that the backdrop in Beijing, set against a country experiencing such rapid economic expansion, is tough. However, we know that BOCOG, and the Chinese government at all levels are dedicating a lot of effort to creating the appropriate conditions for the Games air quality. We have been assured not only of the attention they are paying to this point, but also a number of contingency measures have been outlined to us which could be used, if necessary, at Games time. More than this, our Chinese friends will take the opportunity of the test events next month, to trial some of these contingency plans. For example, they are making plans to remove cars off the roads. Data will be collected throughout the city to see the effects this has on air quality.

On the subject of the Environment, it is important to remind ourselves it is not the first time that Games have had to deal with challenges in this field. We all remember Los Angeles, Seoul and Atlanta where air quality issues were successfully addressed at Games time. Second, on environmental initiatives in general, BOCOG and the Beijing municipal government have done an incredible amount of work – from tree planting projects to recycling programmes; Olympic-related building projects will include 40-50% green space for example. There is a lot of impressive work which will leave a significant legacy and undoubtedly create a benchmark for future work around the country.

**‘The Olympic Games are a catalyst, not a cure’**

One year from today many observers will be inevitably as interested in judging China’s overall performance in 2008 as they will be in the results of sporting competitions.

It is natural for human rights and other organisations to use the Beijing Olympic Games to draw attention to reforms they believe China should enact as quickly as possible. But if anything, the Games can only be a catalyst for constructive dialogue in a complex and sensitive transformation that is taking place in compressed time.

We realise that the Olympic Movement does not exist in a vacuum. Sport is part of civil society and as such, is and must be connected to the environment in which it exists. With Beijing, one of the great challenges will be to manage expectations that the Olympic Games can influence China’s evolution to the extent many observers desire.

We believe that in the past six years the Olympic Games have had a positive impact in a number of areas such as education, media regulations and on environmental standards. Whilst not denying that



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more remains to be done, we are encouraged by the progress in these areas. These are subject matters - the ability for the world's media to report on the Games, for the environmental conditions to be of the quality for sporting competition, and for Chinese school children to learn about Olympic values – which fall directly within the IOC's mandate.

Any expectations that the IOC should apply pressure on the Chinese government beyond Games preparations are misplaced, especially when they concern sovereign matters where it is not for the IOC to get involved. That was not part of the bid agreement with Beijing when it was awarded the Games, nor will it ever be the case for other host cities.

We believe that it would be a mistake to judge China too soon or too readily. Past examples have demonstrated that social and economic benefits can follow in the years after Olympic Games are held.

We endeavour to ensure that the Beijing Games set a positive example. This is our hope for all Olympic Games. If the benefits go beyond sport arenas, then everyone will have succeeded.

#### **'One year to the finish line'**

I am pleased to see that strong foundations are in place: the venues will be outstanding; the city will offer plenty of activities, such as live sites and many cultural events; the stadiums will be filled; and transport and environmental conditions will be closely monitored.

Having visited the Beijing National Stadium – still under construction but due to be finished by March of next year - I can already begin to imagine the exhilarating atmosphere the crowds will create as the athletes parade into the arena on the 8th of August.

High expectations are being placed on China and on the Olympic Movement to not only host successful Games for the world's premier athletes, but also for the people of China. Today, we have the affirmation that both goals will be met thanks to the hard work of the Beijing Organising Committee (BOCOG) and the Chinese government – both of whom have shown a great willingness to take on board the spirit of the Games and have worked tirelessly to prepare the best event possible.

## NGO Overview – Campaign Activities and Areas of Focus

**Reference Document:** The following table includes a round-up list of key NGOs using the Beijing Olympic Games to highlight political and social issues.

	NGO INVOLVEMENT	CAMPAIGN NAME	ISSUES
1	<a href="#">Amnesty International (AI)</a>		Death penalty, administrative detention, censorship
2	<a href="#">Swiss AI</a>		Human rights (general)
3	<a href="#">Human Rights Watch (HRW)</a>	Beijing 2008: Human Rights and the Olympics in China	Censorship, evictions, labour rights
4	<a href="#">Human Rights in China (HRIC)</a>	Incorporating Responsibility 2008	Political prisoners, censorship
5	<a href="#">Olympic Watch (OW)</a>		Tibet, Taiwan, labour rights, freedom of speech, religious freedoms
6	<ul style="list-style-type: none"> <li>- <a href="#">Action des chrétiens pour l'abolition de la torture (ACAT-France)</a>,</li> <li>- <a href="#">Agir pour les droits de l'Homme (ADH)</a></li> <li>- <a href="#">Amnesty International (AI-France)</a></li> <li>- <a href="#">Comité de soutien au peuple tibétain (CSPT)</a></li> <li>- <a href="#">Ensemble contre la peine de mort (ECPM)</a></li> <li>- <a href="#">Int'l Federation for Human Rights (FIDH)</a></li> <li>- <a href="#">Ligue des Droits de l'Homme (LDH)</a></li> <li>- <a href="#">Reporters Without Borders</a>,</li> <li>- <a href="#">Solidarité Chine</a></li> </ul>	Collectif JO 2008	Political prisoners, freedom of speech, death penalty, torture, administrative detention, treatment of Chinese lawyers, forced evictions
7	<a href="#">Reporters without Borders (RSF)</a>	Beijing 2008	Freedom of foreign and Chinese media
8	<a href="#">Committee to Protect Journalists (CPJ)</a>		Freedom of foreign and Chinese media
9	<a href="#">International PEN</a>		Freedom of speech in China
10	<a href="#">International Tibet Support Network (ITSN) – coalition of groups</a>		End human rights violations in Tibet
11	<a href="#">Students for a Free Tibet (SFT)</a>	One World One Dream: Free Tibet!	End human rights violations in Tibet
12	<a href="#">Tibetan Olympics</a>	Tibetan Olympics 2008	Highlight Chinese occupation of Tibet
13	<a href="#">International Campaign for Tibet (ICT)</a>	Beijing 2008: Race for Tibet	Greater Tibetan autonomy
14	<a href="#">Tibetan Youth Congress (TYC)</a>		Greater Tibetan autonomy
15	<a href="#">Tibetan Youth Federation</a>		Greater Tibetan autonomy
16	<a href="#">Free Tibet (FT)</a>	Free Tibet 2008	Media freedom, Sino-Tibetan talks



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17	<b>Centre on Housing Rights and Evictions (COHRE)</b>		Forced evictions for Olympic venues
18	<b>World Uyghur Congress (WUC) Uyghur American Association (UAA) Uyghur Human Rights Project (UHRP)</b>		Rights of the Uyghur people
19	<b>Coalition to Investigate the Persecution of the Falun Gong (CIPFG)</b>	Bloody Harvest	Organ harvesting, persecution of the Falun Gong
20	<b>Friends of Falun Gong, USA</b>		Persecution of the Falun Gong
21	<b>Clean Clothes Campaign (CCC), International Trade Union Confederation (ITUC) International Textile, Garment and Leather Workers Federation (ITGLWF)</b>	PlayFair 2008	Eliminate exploitation of workers in global sporting goods industry
22	<b>Olympic Dream for Darfur (ODD)</b>	Genocide Olympics	Chinese complicity in Darfur crisis
23	<b>Save Darfur Coalition (SDC)</b>	Beijing Games: Darfur Massacre	Chinese complicity in Darfur crisis
24	<b>Not with my Dollar</b>		TOPs and Darfur
25	<b>Sudan Divestment Campaign (SDC)</b>		PetroChina in Sudan
26	<b>CARE 2</b>		Abuse of animals
27	<b>North Korean Church Coalition</b>	Let my People Go!	Rights of Korean refugees in China
28	<b>Release International (RI)</b>	Release Shuang!	



## NGO Activities for Beijing One-Year-to-Go Mark

### [Olympic Dream for Darfur \(ODD\), U.S.](#)

ODD is organising an alternative Olympic torch relay beginning **8 August 2007** in Chad. The goal of the relay is to urge China to use its influence with Khartoum and at the U.N. Security Council to allow a robust security force on the ground in Darfur to protect civilians and humanitarian workers. Participants in the relay are likely to include organisers, musicians, celebrities and elected officials. The exact list of participants has not been disclosed yet.

Route for the relay (August – December 2007)

- Darfur/Chad border - August
- Kigali, Rwanda – August
- Yerevan, Armenia – September
- Sarajevo, Bosnia – October
- Berlin, Germany – November
- Phnom Penh – November
- Hong Kong, PRC – December

It should also be noted that ODD is planning to release a campaign **report card** in **late August/early September**. The report will highlight the progress / lack of progress the group has had with their campaign objectives, particularly drawing attention to the responses from the different **TOPs**.

### [Coalition to Investigate the Persecution of the Falun Gong \(CIPFG\), U.S.](#)

David Matas and David Kilgour, along with the CIPFG, will call for an international boycott of the Olympics on **8 August 2007** unless the Chinese regime stops persecuting Falun Gong practitioners (including detained human rights lawyer Gao Zhisheng and Li Hong) and allows an international investigation into the state-sanctioned organ harvesting allegations.

CIPFG has also said that it is **organising a torch relay** to protest against what it calls China's harvesting of organs from Falun Gong practitioners, the details of which will be released on **8 August 2007**. It should be noted that an on-line petition has been created to accompany their proposed torch relay. This will be sent to the U.N., the W.H.O. and other 'relevant organisations'. As of late July, the petition has received 600 signatures.

### [Reporters without Borders \(RSF\), France](#)

RSF is planning to mark the one-year countdown to Beijing 2008 by staging demonstrations in Paris and New York on **7 August 2007**. Specifically, the NGO is planning to stage 'awareness raising' activities at Paris Plage (Paris) and Times Square (New York). This will include the waving of flags and banners as well as the handing out of leaflets to the public.

### [Committee to Protect Journalists \(CPJ\)](#)

CPJ is planning to release a 60-page report entitled 'Falling Short' on **6 August 2007**. The report will focus on the deteriorating state of freedom of speech in China and a major theme will be the non-translation of freedom for the foreign media into freedom for the domestic media.

### [Amnesty International \(AI\)](#)

Amnesty International is planning to release a Beijing Olympics 'progress report' highlighting China's failure to meet its stated promises in the area of human rights. The report will officially come out on **7 August 2007** in Hong Kong. Key issues will include China's use of the death penalty, lack of fair trials, the status on human rights defenders and freedom of speech (particularly of the Internet).

### [Team Tibet – International Campaign for Tibet \(ICT\), Students for a Free Tibet \(SFT\) and International Tibet Support Network \(ITSN\)](#)



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Under the umbrella label of 'Team Tibet', ICT, SFT and members of ITSN are currently planning direct action at 11 Major League Baseball Games in the U.S. on **4 August 2007**. In total the groups have purchased 50 tickets and are planning to wave large flags and banners highlighting the issue of repression in Tibet. In addition, they plan to distribute 55,000 leaflets.

In the U.K., Team Tibet is planning to do warm-up exercises outside Kings Cross Train Station on **8 August 2007** in order to get media attention.

It should also be noted that (9) Tibetans living in Switzerland recently announced their plans to join the Tibetan Team for the 2008 Games.

#### [Students for a Free Tibet \(SFT\), U.S. \(in addition to their role in Team Tibet\)](#)

SFT is urging supporters to help expose China's 'Olympic lies' and bring the Free Tibet message to the world by staging protests outside **Chinese embassies and consulates** on **8 August 2007**.

The NGO is encouraging visitors to the website to download a Team Tibet logo and to become a member of the 'Team Tibet' – a group made up of athletes who will attempt to register to participate in the 2008 Games.

#### [International Tibet Support Network \(ITSN\)](#)

ITSN is planning an 'international day of action' on **8 August 2007**, encouraging supporters to stage demonstrations outside **Chinese embassies worldwide**.

#### [Tibetan Youth Congress \(TYC\), India](#)

**June 26 – August 7, 2007**: TYC is organising a letter writing campaign to IOC and PRC leaders asking them to explain why they awarded the 2008 Olympics to China. Recipients will have two weeks to respond to the letter before the second phase of the TYC plan is put into action.

**July 8 - August 8, 2007**: The second phase involves more direct action such as 'confronting overseas Chinese representatives and consular offices and IOC members in a non-violent manner based on passive resistance.' The NGO did not reveal when or where these 'confrontations' would take place.

#### [North Korea Church Coalition \(NKCC\), U.S.](#)

The NGO is planning to stage two rallies in August, one in **Tokyo** on **August 13, 2007** and the other in **Seoul** on **August 15, 2007**. The aim is to raise awareness of the Chinese government's human rights violations towards North Korean refugees in China.

#### [Note:](#)

**Olympic Watch** and **Human Rights Watch** have not disclosed any information around their activities on **8 August 2007**. There is a high probability that they will have something planned for the day.



## NGO Planned Activities through August 2008

### July 2007

#### Free Tibet (FT), UK

Free Tibet is in the process of creating an on-line petition around China's occupation of Tibet. The document will contain a direct link to the IOC website. A staff member at the NGO said that they were targeting the IOC because it is 'more accountable' and 'more vulnerable' to NGO criticism than the Chinese government. The NGO did not disclose the exact date of when the petition would be put up, but indicated that it would be some time in the near future.

#### Amnesty International, U.S.

According to a few press articles, Amnesty International is considering staging a demonstration at the Chinese embassy in Washington in **late July 2007**.

#### Save Darfur Coalition (SDC), Olympic Dream for Darfur (ODD) and Student Anti-Genocide Coalition (STAND), U.S.

SDC, ODD and STAND are planning to deliver a petition to the **Chinese Embassy in Washington D.C.** and to **Chinese consulates across the country** to urge China to use its influence to help end the violence in Darfur. The NGOs have not disclosed the exact date of when the petition would be delivered, but have indicated that it would be some time in the near future. It should be noted that the SDC is continuing to run a strong advertising campaign in key U.S. media linking the Beijing Games with the crisis in Darfur. *The Economist* recently dedicated an entire page to the issue (21-27 July edition, p.76).

#### Not With My Dollar, U.S.

This group is urging visitors to the website to send emails, letters and petitions to the Olympic sponsors in order to pressure them to use their economic leverage with Khartoum to allow UN peacekeepers into the country. They are also suggesting that a consumer boycott of Olympic products would be an effective strategy.

#### Chinese Government: Put Up or Shut Up

This group is urging visitors to the website to send emails to the IOC questioning the IOC's decision to award the Olympic Games to China. The site also urges a consumer boycott of Olympic products unless China shows improvement in human rights in Tibet.

### September 2007

#### Save Darfur Coalition (SDC), Olympic Dream for Darfur (ODD) and Student Anti-Genocide Coalition (STAND), U.S.

SDC, ODD and STAND are working together to organise an **alternative torch relay** in the U.S. The relay will begin in **New York City on September 9<sup>th</sup>** and **terminate in Washington D.C. on December 10<sup>th</sup>**. The NGO groups are hoping that each relay will be a high profile event attended by celebrities, musicians, legislators, and athletes. Please see the following link for tentative venues and dates:  
<http://www.dreamfordarfur.org/TorchRelay/USRelay/tabid/206/Default.aspx>

#### Team Tibet - International Campaign for Tibet (ICT), Students for a Free Tibet (SFT) and International Tibet Support Network (ITSN)

Team Tibet is planning to make an application to the IOC for Olympic team membership in **mid-September 2007** to force the question of Tibet's political status into the public arena and gain media interest.



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#### [Reporters without Borders \(RSF\), France](#)

RSF is planning to organise awareness raising activities at the Rugby World Cup which is due to be held in Paris from **September 7<sup>th</sup> to October 20<sup>th</sup> 2007**. The plan signifies an increased NGO focus on the international sports community, and athletes in particular.

#### [Free Tibet \(FT\), U.K.](#)

FT is planning to re-launch its website in **mid-September 2007**. A staff member at the NGO has said that it would be much more Olympics-focused, representing the start of a year of activity that will be primarily focused on gaining media attention around human rights issues in Tibet by using the Beijing Games.

#### November 2007

#### [Jeux Olympiques Collectif 2008, France](#)

The JO Collectif will be holding a large conference around the issue of China's use of the death penalty in Paris. A staff member at the organisation has said that planning is in its early stages, speakers are not yet confirmed.

#### January 2008

#### [Tibetan Olympics, India](#)

The torch of the Tibetan Olympics 2008 will be lit on **30 January 2008** (the anniversary of Gandhi's death) and will be brought up from Delhi to McLeod Ganj, the seat of the Tibetan government in exile.

#### February 2008

#### [Amnesty International, Switzerland](#)

The organisers of a campaign for better respect for human rights in China ahead of the Olympic Games will hand their petition into the Chinese Embassy in Bern on **8 February 2008**.

#### March 2008

#### [International PEN, U.K.](#)

International PEN is currently planning a campaign focusing on human rights and freedom of expression infringements in connection with the Beijing Games. They are planning to launch it in **March 2008** although a staff member has said that their website is likely to go up earlier than that. The NGO would like to increase cooperation with other campaign groups in order to maximise impact. An international steering group has also been set up in order to lead and direct the campaigns of various organisations. PEN centres around the world will initiate letter writing campaigns specially targeted at journalists and **athletes**.

#### [International Tibet Support Network \(ITSN\)](#)

The ITSN group is currently in the early stages of planning demonstrations along the Olympic torch relay route in **March 2008**. A staff member at Free Tibet has said that direct action of this type will be highly likely in **London, Paris and San Francisco** where Tibet NGOs have strong support.

#### [JO Collectif 2008, France](#)

JO Collectif is currently considering the possibility of staging protests along the Paris leg of the Olympic torch relay route.



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## May 2008

### Tibetan Olympics, India

Tibetan exiles in India are planning a 10-day 'Tibetan Olympics' that will take place in **Dharamshala, India**, the headquarters of the Dalai Lama, from the **15-25 May 2008**. With this they hope to gain media attention before the Beijing Games. It should also be noted that the Tibetan Olympic Games will coincide with the 10<sup>th</sup> anniversary of Tibetan national uprising Day on the 10 March 2008.

- 15<sup>th</sup> May — Arrival, registration and reception
- 22<sup>th</sup> May — round one: Long-distance running
- 23<sup>th</sup> May — round two: Swimming
- 24<sup>th</sup> May — rounds three and four: Shooting and Archery
- 25<sup>th</sup> May — the remaining six rounds: Track and Field

## August 2008

### Youth with a Mission (YWAM), U.S.

YWAM, an international Christian ministry, is planning to send thousands of volunteer evangelists to the 2008 Games. In 2008, it will set up a Discipleship Training School in Brazil. Although Christians who live in China are often able to evangelise privately, Beijing has officially banned the presence of foreign missionaries in China.

## Timing Unknown

### The World Uyghur Congress (WUC) and the Uyghur American Association (UAA)

The WUC and the UAA are planning to launch a Beijing Olympics campaign highlighting Chinese repression of the Uyghur people. A UAA staff member stressed that campaign planning was in its early stages. However, she did say that they were planning to target the Chinese government, rather than any Olympic bodies. She also said that they were in the process of building their Beijing Olympics campaign website. It should be noted that Rebiya Kadeer is Chairman of the World Uyghur Congress. She is the most high-profile leader of the Uyghur cause and was nominated for a Nobel Peace prize in 2006.

### Falun Gong, Tibet and Xinjiang NGOs

Falun Gong groups are planning to team up with Tibet and Xinjiang NGOs in order to add more weight to their Beijing Olympics campaign. The exact timing of this has not been disclosed yet.



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## IOC Response Letter to NGOs on China-Related Issues

Name  
Title  
Organisation  
Address  
Country

Date

Letter to (name) in reference to (subject matter)

Dear **(Mr or Ms Name)**

Thank you for your letter of date. The International Olympic Committee (IOC) appreciates being made aware of your organisation's focus on China and your concerns regarding issues of international interest.

It appears that the IOC and name of organisation have many shared hopes for a world that continues to undergo great transformation.

The IOC believes that organised sport can help bring positive developments from within Olympic Games host countries. We take a patient and quiet approach based on our Olympic values, in partnership with Olympic Games Organising Committees. We are proud of what this achieves, knowing from our past experiences that this approach brings results. Any expectations that the IOC should apply pressure on the government of any of our future host cities are misplaced, especially when they concern sovereign matters outside of the IOC's mandate.

We understand that you would like to see further progress in China more quickly. We believe, however, that the Beijing Olympic Games are an opportunity to open a new door to China to benefit its citizens and its relationships with other nations. An open-door approach in principle is something that the IOC trusts will have benefits to future Olympic Games long after closing ceremonies.

While some organisations and observers question China's ability to meet its obligations related to the Beijing Olympic Games, we think that it is premature and inaccurate to state that China has failed to live up to its pledges to the IOC.

We hope that this exchange will allow each of us to better understand our respective roles.

Sincerely,

**(Name)**

## Beijing 2008 – Update on Risk Areas and IOC Viewpoint

Risk Area	Context	IOC Viewpoint
<b>Environmental Conditions – Air Quality</b>	<ul style="list-style-type: none"> <li>▪ The environmental challenges for the Beijing 2008 Games are arguably greater than for any previous Games given the context of China's rapid development.</li> <li>▪ Air pollution and water shortages are causing Olympic stakeholders the greatest concern at present.</li> <li>▪ These and other environmental issues were closely reviewed at the most recent Coordination Commission meeting in Beijing in April 2007.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Healthy environmental conditions are a top priority for the IOC in Beijing. The issue, particularly concerning air pollution, was recently reviewed in detail by the IOC and BOCOG at the recent Beijing Coordination Commission meeting in April 2007.</li> <li>▪ The priority for the Games organisers remains putting in place environmental projects and contingency plans that will ensure the necessary environmental conditions for competitive sport in August 2008, as well as test events in 2007.</li> <li>▪ The IOC is confident that the means and methods exist to achieve the objective. Beyond the 16 days of competition, it is the IOC's hope that practices, as well as agreements with third parties (e.g. the UN Environment Programme) will have a positive impact in the wider context of environmental sustainability.</li> </ul>
<b>Health Issues</b>	<ul style="list-style-type: none"> <li>▪ The Chinese government is concerned about a possible spread of Avian Flu or SARS outbreak.</li> <li>▪ Olympic Games participants and spectators may become concerned about health issues in China during their visits and during the Olympic Games.</li> </ul>	<ul style="list-style-type: none"> <li>▪ It is of crucial importance that the health and safety of members of the Olympic family and the athletes, in particular, are protected.</li> <li>▪ The IOC is confident that China has an effective disaster emergency response system.</li> <li>▪ BOCOG is working closely with the ministry of health and the Beijing Bureau of Health to ensure that they have the necessary technical capabilities and resources to prevent, manage and respond to any epidemic diseases or other public health issues.</li> </ul>
<b>Water and Food Quality during Olympic Games</b>	<ul style="list-style-type: none"> <li>▪ Recent concerns over the quality of Chinese food exports have raised attention to how supplies in Beijing will be sourced in August 2008</li> <li>▪ Drinking water quality will continue to be a source of concern given the overall level of quality in China</li> </ul>	<ul style="list-style-type: none"> <li>▪ The IOC is confident that the initiatives taken by BOCOG to ensure that the food for the athletes at the Games will be safe. This is an important matter which we believe the organisers are giving the necessary attention to.</li> <li>▪ China has recently taken broad measures to assess the quality of food products, and a team of Food and Drug Administration officials from the U.S. recently visited to work together with Chinese officials about mutual concerns</li> <li>▪ We believe that the increased attention to food production and storage, with one year to go until the Games, will more than adequately address any present concerns.</li> </ul>



Risk Area	Context	IOC Viewpoint
<p><b>Freedom of Speech and the Media</b></p>	<ul style="list-style-type: none"> <li>▪ Under new regulations for the foreign press covering the 2008 Games, journalists do not need government approval before travelling outside their home base. To interview organisations or individuals in China, foreign journalists need only obtain their prior consent.</li> <li>▪ In addition, the new regulations allow foreign journalists to cover the Beijing Olympic Games and 'related matters'. These include political, economic, social and cultural topics in China.</li> <li>▪ The new rules are temporary and due to expire on 17 October 2008.</li> <li>▪ Continued criticism can be expected because separate guidelines still exist for Chinese national, Taiwanese and Hong Kong media.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The IOC is pleased that BOCOG has now issued new guidelines for foreign media ensuring broad freedoms to report on the Beijing 2008 Olympic Games, as well as other topics of interest in China.</li> <li>▪ We are satisfied that the guidelines clearly state that foreign media will be able to report on political, economic, social and cultural topics in China. Some more time may be required before the full benefits of this legislation are realised, but we are confident that the Chinese government has set a clear path for reforms.</li> <li>▪ Senior Chinese officials have regularly emphasised that media will be able to do their work in Beijing according to the same standards under which they worked in Sydney and Athens. The IOC continues to believe, especially in light of new foreign media guidelines, that this will be the case.</li> </ul>
<p><b>Human Rights – e.g. Death Penalty and Organ Harvesting</b></p>	<ul style="list-style-type: none"> <li>▪ Reports of human rights abuse by the international media and NGOs remain widespread.</li> <li>▪ In April 2007, Amnesty International released a report stating that China has not lived up to assurances made when it was awarded the Beijing 2008 Games.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The IOC values information from NGOs regarding human rights matters in China and the 2008 Olympic Games in Beijing. We share many of the same values and goals as organisations working to improve human rights around the world.</li> <li>▪ The IOC has carefully thought about what kind of role it can play in such matters, and we believe that our focus must be first and foremost on our remit to guide the Games organisers in their preparations for staging successful Olympic Games.</li> <li>▪ We believe that bringing the Olympic Games for the first time to one fifth of the world's population in China will contribute to social and economic benefits.</li> <li>▪ China has signed the United Nations Universal Declaration of Human Rights. It has also recently been elected to the UN Human Rights Council.</li> <li>▪ Chinese government officials said at the time of Beijing's election as host city that "hosting the 2008 Olympic Games will help raise their quality of life. It will help promote economic and social progress, and it will also benefit the further development of our human rights course."</li> </ul>



Risk Area	Context	IOC Viewpoint
<p><b>Religious Freedom</b></p>	<ul style="list-style-type: none"> <li>▪ Whilst the Chinese government officially recognises five religions, unapproved religious groups (in particular, Falun Gong) are monitored closely and often harshly repressed as part of an attempt to curb any threats to the government’s political authority.</li> <li>▪ Tibetan Buddhists and Xinjiang Muslims also come under close government scrutiny.</li> <li>▪ Falun Gong practitioners recently moved their headquarters to Hong Kong because of political pressure.</li> <li>▪ China recently arrested over 600 Christians in the provinces in a crackdown on unregistered churches.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Athletes from all continents and religions will gather in China to celebrate the Beijing 2008 Olympic Games. The IOC believes that this demonstration of universality and non-discrimination will offer China a constructive example of a peaceful co-existence of different religions in society.</li> <li>▪ Many religious leaders believe active engagement and global attention will improve the understanding of religion in China.</li> <li>▪ Pope Benedict XVI is working to restore diplomatic relations with China, with observers saying both sides may reach accord. The IOC believes that positive examples such as this are proof that China is advancing toward greater religious freedom.</li> </ul>
<p><b>Bilateral Problems with other Countries</b></p>	<ul style="list-style-type: none"> <li>▪ Relationship between China and North Korea</li> <li>▪ Relationship between China and Taiwan</li> <li>▪ Relationship between China and the Western World</li> </ul>	<ul style="list-style-type: none"> <li>▪ The difference of opinion between China and Taiwan are specifically related to Taiwanese issues of independence and regional evolution</li> <li>▪ The IOC believes that China and Taiwan have initiated a realistic dialogue that will help avoid any issues related to participation in the Olympic Games</li> </ul>
<p><b>China’s Relationship with Sudan</b></p>	<ul style="list-style-type: none"> <li>▪ Relationship between China and Sudan - related to Darfur humanitarian crisis</li> <li>▪ This issue has recently been raised in visibility with the possibility that Steven Spielberg may reconsider his role in the 2008 opening ceremonies</li> <li>▪ Despite China’s recent signing of UN declarations and the expected arrival of UN peacekeeping troops in December, critics will continue to associate this issue with Beijing 2008.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Everybody recognises that Darfur is a humanitarian crisis which must be resolved as quickly as possible, and the IOC is encouraged by recent actions by governments and humanitarian groups to improve the situation.</li> <li>▪ Because the situation in Darfur is linked to complex international relations issues, we believe the correct platform for discussion is at a UN and government level.</li> <li>▪ We are encouraged by the recent commitment by governments to seek a resolve in Darfur, as well as the recent increase in UN peacekeeping forces that will arrive in the region at the end of this year.</li> <li>▪ It is natural for human rights and other organisations to use the Beijing Olympic Games to draw attention to reforms they believe China should enact as quickly as possible. The Games can only be a catalyst for constructive dialogue, not a cure for this complex situation.</li> </ul>



Risk Area	Context	IOC Viewpoint
<b>Torch Relay</b>	<ul style="list-style-type: none"> <li>▪ A Taiwan political leader proposed new routing for the 2008 Olympic Torch Relay.</li> <li>▪ BOCOG believes the Chinese Taipei Olympic Committee has broken four agreements reached by the two sides on the torch relay route, not to mention the principle of separating sports from politics as enshrined in the Olympic charter.</li> <li>▪ The Torch Relay may be a target of activist groups linking activities to Beijing 2008.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The difference of opinion between China and Taiwan are specifically related to Taiwanese issues of independence.</li> <li>▪ The IOC has no appropriate role in determining a solution to this disagreement. It is a matter for BOCOG to resolve as the organising committee for Beijing 2008.</li> <li>▪ As for broader activities surrounding the Torch Relay, the IOC understands it may be a popular target for other groups but we believe that most organisations realise constructive progress is best achieved by other means</li> <li>▪ The Olympic Torch Relay is a wonderful event that heralds the arrival of the Olympic Games. It touches and inspires the people who see it travel through their city.</li> </ul>
<b>Non Respect of Olympic Rings Ambush Marketing</b>	<ul style="list-style-type: none"> <li>▪ Beijing has pledged to crack down on widespread counterfeiting and piracy in China. To this end, it has launched a number of crackdown campaigns.</li> <li>▪ Whilst instances of counterfeit goods have been reported, the Chinese government is taking aggressive steps to reduce and eliminate unauthorised Olympic Games products.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Olympic Movement takes seriously the responsibility of protecting the Olympic Rings and the partners who have invested in them.</li> <li>▪ BOCOG and the IOC are working together to ensure that any violations are corrected as quickly as possible, now and certainly for the Olympic Games.</li> <li>▪ Sponsorship and marketing guidelines are clearly defined for Beijing 2008, as for previous and future Games. No exceptions will be tolerated. The Chinese authorities have been aggressive in fighting unauthorised licensing and marketing activities, and the IOC encourages them to continue with this approach.</li> </ul>
<b>Commercial Endorsement of Chinese Athletes</b>	<ul style="list-style-type: none"> <li>▪ Given the centrally planned nature of the Chinese government, it is possible that endorsement of Chinese athletes may be at odds with pre-existing sponsor agreements.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The IOC will work diligently with BOCOG to ensure that any commercial endorsements of athletes are within accepted agreements and will not create unnecessary conflicts.</li> </ul>
<b>Corruption</b>	<ul style="list-style-type: none"> <li>▪ Beijing 2008-related instances of corruption appear to be more widely under control, although it will continue to remain an issue.</li> <li>▪ The recent sentencing to death of the Chinese food and drug minister because of alleged bribes paid for drug approvals is an example of the high level of government officials who may be involved in corruption, but also of China's seriousness in dealing with transgressions.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chinese authorities have proven to be vigilant and willing to take action as soon as they discover any cases of corruption related to the Games or Olympic venues.</li> <li>▪ The IOC has strong ethical principles on this point, clearly defined by its Code of Ethics.</li> </ul>

# BOCOG Presentation to IOC Session

**Respected President Jacques Rogge and Dear IOC members,**

It is my great honour to attend the 119th IOC Session and update you on the latest progress in the preparations for the Beijing 2008 Olympic Games. The Games is only 13 months ahead of us; therefore, we feel all the more necessary to further strengthen our ties with each of you and to obtain your advice and support on the work to be done. And I would also like to take this opportunity to extend my sincere appreciation to you, Mr President and all IOC members, for your consistent endorsement for the Beijing Olympic Games. Also, congratulations from Beijing to Sochi on being elected the host city of 2014 Olympic Winter Games. Now, I would like to give you a brief update on the latest developments for the Beijing 2008 Olympic Games preparations.

## **Construction of the Olympic venues and related facilities**

Of the 37 competition venues to be used for the Beijing 2008 Olympic Games, the construction of 16 new venues and 8 temporary venues, and the renovation and expansion of 13 existing ones are all underway as scheduled. All the competition venues will be completed by the end of this year, except National Stadium which will be finished in March 2008 due to the works related to the Opening Ceremony.

Regarding the 56 independent training venues, 52 are under construction, with 3 to start by the end of this month. There is one, the Track and Field Training Ground of Chaoyang Sports Centre, already completed and fully operational.

Construction with the five Games-related facilities is in full swing. Among them, Digital Beijing Building for technology operation centre, National Convention Centre for IBC & MPC and Olympic Village will be finished by the end of the year; Media Village and Olympic Forest Park are scheduled for completion in March and April 2008 respectively.

## **Competition organisation**

The IOC has approved the competition schedules by day and by session and the appointments of competition managers for all the 28 sports. Procurement of sports equipment was launched. Competition schedules by event are being formulated.

Two test events, the Women's Fast Pitch World Championship and the International Sailing Regatta were held last year. We plan to hold 42 test events under the name of "Good Luck Beijing" in 2007 and 2008. Most of them, a total of 26 events, will take place this year and the other 16 in the first half of next year. The work to be tested covers various aspects ranging from Games-time operation and command systems, venues and facilities, technology systems, security, Games services, city operations, etc. The aim is to test the operational abilities of the venue teams and the supporting capacities of the governmental agencies, as well as upgrade the level of city operations. Through staging the test events, we expect to optimize the organizational structure and working mechanism for the Games-time operation.

Currently, the command structure for the whole series of test events has been in place. Beijing Mayor Wang Qishan has been appointed Chief Commander. Municipal authorities are involved to provide logistics support. Event organizing committees are established and headed by local government leaders.

Working procedure for each of the events has been developed. Detailed information is available on the official website of "Good Luck Beijing" sport events. On July 1, the 2007 International Women's Football Tournament kicked off the "Good Luck Beijing" sport events.

## **Volunteer recruitment**

The recruitment of Games-time volunteers for the Beijing Olympic and Paralympic Games are well received, with the number of applicants exceeding 530,000.

## **Media services**

On January 1 this year, the Chinese Government put into effect the Regulations on Reporting Activities in China by Foreign Journalists during the Beijing Olympic Games and the Preparatory Period. Based on the regulations,



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BOCOG developed the Service Guide for Foreign Media Coverage of the Beijing Olympic Games and the Preparatory Period. The guide was issued in May this year.

The service guide have provided detailed policies and procedures related to 17 aspects as required by the scope of services, such as the work and residing permits, interview with athletes, radio frequency, retail of foreign newspaper and magazines, and browsing of overseas satellite TV channels and internet, etc. On the first day of this month, an office providing services to the media went into operation at the Beijing Olympic Media Centre. The office will provide overseas reporters with one-stop service with assistance of all the government agencies concerned to solve all their problems. The Beijing Olympic Media Centre provides round-the-clock services.

To better inform the media of Games preparation, BOCOG holds press conference regularly on Wednesday, covering all aspects of Games preparation.

### **Ticketing**

A total of 7 million tickets will be sold for the Beijing Olympic Games. 23 percent of the tickets will go to the NOCs, rights-holding broadcasters and other contractual clients, 21 percent for domestic organizations and special clients including the young people involved in the Olympic Education Programme, and the remaining 56 percent for sales to the public.

With the principle of “based on the Olympic practice, in line with actuality of China, encouraging public participation and especially that of young people”, we have adopted the policy of low ticket prices to ensure that the Olympic Games are accessible to as many people as possible. The “Olympic Education Program for the Young” offers tickets to students at a special rate, which make up 14 percent of the total.

For the security of the Olympic Games, RFID chip technology will be used for all tickets. Spectators will experience non-contact ticket checking when entering the competition venues.

Up to date, BOCOG has signed Ticket Sales Agreements with 132 NOCs. Ticket Sales Guide has been issued to all contractual clients. A ticketing website has been created to publicize policies and sales plans. On April 15, the first phase of the general public sales was launched worldwide.

### **Olympic Torch Relay**

The planned route for the Beijing Olympic Torch Relay and the torch design were unveiled on April 26, and the liaison with overseas relay cities was launched one month later on May 26, and the first round of visits to the relay cities will be wound up by the end of August. The Guide Book and the working version of the Cooperation Agreement have been e-mailed to the relevant NOCs. By now, we have signed the Cooperation Agreement with the cities of Dares Salaam and Istanbul and their NOCs. We are in discussion with Hellenic Olympic Committee on the MOU. Both sides have agreed on the time for the Lighting and Hand-over Ceremony. Tests for the Olympic Flame taken to Mt. Qomolangma were accomplished on May 9. The selection of torchbearers was launched on June 23 and detailed plan of Torch Relay route is being developed.

Under the theme “Journey of Harmony” and the slogan “Light the Passion, Share the Dream”, the Beijing Olympic Torch Relay will cover 5 continents with an emphasis on Asia and mainland China. It will last 130 days from late March to August 8 of 2008, covering a total distance of 137,000 kilometres and involving 21,880 torchbearers, most of whom are from mainland China. All these will make the Beijing Olympic Torch Relay the longest in distance, the largest in area and public involvement in the Olympic history.

### **Opening and Closing Ceremonies**

We have set up an operation centre for the planning and production of Opening and Closing Ceremonies for both Olympics and Paralympics. An initial creative plan for the Opening Ceremony was worked out and is currently being refined. The production of costumes, stage settings, videographics and lighting facilities will start soon. Rehearsal venues are selected and adapted. With the cast for the Opening and Closing Ceremonies defined and the first rehearsal conducted, the work on the Opening and Closing Ceremonies will enter the actual production phase.



### **Accommodation, security and medical services**

Agreements with 122 hotels are signed on the accommodation services for the Olympic Games. The Olympic Family Hotels and the Paralympic Family Hotel have been identified, and 13 NOC hotels and 52 media hotels have also been selected.

Games' intelligence on security is being conducted and risks for possible disruptions evaluated.

In the area of medical services, responsibilities of 21 hospitals have been clarified for the Olympic Games.

### **City operations and civility promotion**

Great efforts have been made to further improve traffic conditions in Beijing. In 2006, 159 kilometres of expressways and trunk roads were built, and a number of flyovers and related facilities renovated. Priority is given to developing public transport network, public transport vehicles and their services. As a result, more residents in Beijing now take public transport, with daily average volume of passenger transport reaching 13,000,000 person-times.

Transport infrastructure construction is well underway. The construction of 43 roads adjacent to the Olympic venues, the Subway Line 10 and Subway Line 5 will go into trial operation as scheduled.

Educational campaigns are in full swing to encourage good conducts in driving, parking, riding buses and good behaviour in general. "Welcoming the Olympics, Promoting Civility and Creating a Favourable Social Environment" is the theme of this movement. For example, public lectures, shows and TV programs are exploited to make people familiarized with sports, customs for watching and enjoying different games. People are encouraged to stand in queues for shopping and bus taking. Environment awareness is further enhanced as a result of this kind of publicity. The objective is what we call "four-good", namely good manner, good order, good services and good environment.

Olympic knowledge is being integrated with school curriculum. 556 schools around the country have been named the Olympic model schools. Some 207 primary and middle schools in Beijing are involved with "heart-to-heart" programme, an equivalent to "one school-one country" activity of Nagano Games. To boost the enthusiasm of the public for the Olympic Games, a slogan of "I Participate, Contribute and Enjoy the Olympic Games" has been recently introduced to the residents of Beijing. With this, people of all sectors, all walks of life endeavour to enhance their level of dedication and services. We believe that, with all these efforts, the participants as well as spectators of the Olympic Games will find their Beijing hosts friendly, hospitable and professional in their services.

### **Environment**

Creating a better eco-environment for the Games is one of the major tasks and the common concern of the IOC, BOCOG and the whole society. The Beijing Municipality has made a cumulative investment of 120 billion RMB in environmental protection since 1998. Over 200 measures have been adopted in a 12-stage programme to control air pollution. As a result, the air quality in Beijing has seen a remarkable improvement. Last year, the "blue-sky" days accounted for 66 percent of the whole year, and the air quality keeps improving for eight years running.

Beginning from 2007, Beijing will launch the 13th-stage of air pollution control project, including actions to eliminate motor vehicles with high emissions, transform remaining coal-burning boilers in the downtown area, reduce soot discharges and control dust particles from construction sites. All these measures will help ensure to increase the "blue-sky" days.

In the organizational aspect, a governmental coordination group has been set up, which is led by the State Environmental Protection Administration of China and the Beijing Municipal Government, with the representation of Tianjin, Hebei and Shanxi and Inner Mongolia Autonomous Region. The State Environmental Protection Administration of China has developed the Plan to Ensure Good Air Quality during the Games of the XXIX Olympiad. It contains pre-Games and Games-time plans, as well as relevant contingency plans. And the relevant Beijing municipal authorities have also completed its own plan for the same purpose. Some of the measures set in the plan will be tested for their effectiveness during the "Good Luck Beijing" Sport Events beginning this coming August. One of these measures is to restrict the number of motor vehicles allowed on city streets.



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In this regard, we would like to have your help, the IOC members, to help us disseminate those painstaking efforts and their positive results for environment improvement. We shall continue this endeavour not only for the benefit of the athletes, but for the well-being of our people in the long term and that of the whole world.

### **Government support**

As the Games are drawing closer, the Chinese Government has further enhanced its support to the Games. On October 1, 2006, Chinese President Hu Jintao inspected the construction sites of the Olympic venues and made very important comments, and called on government agencies at all levels and the whole nation to support Games' preparation. In March 2007, the Chinese state leaders, on several occasions, attended the briefings on the Games preparation and rendered their support in respective areas.

### **Legacy of the Beijing Olympic Games**

Preparations for the Olympic Games over the past six years have already left the city of Beijing and Chinese sport a wealthy legacy. The slogan of "New Beijing, Great Olympics" is regarded as the development target of Beijing in the whole process of Games preparation. Aiming at this target, the Olympic Action Plan was formulated, which has played a very strong guiding role in Beijing's long-term development. In promoting the development of China's sport, a total of one billion RMB has been spent during the past few years on the nation's Fitness for All movement. As a result, the number of people involved in sports has amounted to 40 percent of the total population, ranking first amongst world's developing countries. Sport-related infrastructure has witnessed a big boost with 560,000 pieces of sport equipment installed on school campuses, 6 Olympic venues built in universities in Beijing, and sport facilities for residential communities largely improved. Sport industry is growing fast, with a 20 percent annual increase in its value. In terms of its contribution to the national economy of Beijing, two percent of the city's GDP comes from sport industry, approaching the level of developed countries.

We will set up a Beijing Olympic Legacy Commission to administer the work on the legacy of the Olympic Games. A number of Olympic related projects, such as the Olympic information and security projects have been put on the development list of the Chinese Ministry of Science and Technology. The first volume of the official report of the Beijing 2008 Olympic Games (Chinese Edition) has been finalized, an outline has been worked out for the medium-term report on the research of Olympic Games Impact, and the outline for the Chronicles of the Beijing Olympic Games has also been established. To carry out a study on the health legacy of the Olympic Games, an index system of health legacy has been developed and refined, which will be used to guide the health environment research and related case studies.

Mr President and dear IOC members, we are pushing forward with the Games preparation on a full scale. And this year, we will work more closely with the IOC to fulfil the tasks ahead of us so that we can build an even stronger base for the year of 2008.

Now I would like to invite you to enjoy a short video before answering your questions.

Thank you.

## Beijing One-Year-To-Go Action Plan (6-22 August 2007)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b> BOCOG Press Conference  IOC President visit to Olympic Education School	<b>7</b> Opening Ceremony / Chef de Mission Ceremony  CEO Lunch with IOC President and Gerhard Heiberg  BOCOG Volunteer Event  Start Rowing Test Event  Welcome Dinner at State Guest House	<b>8</b> Mass Exercises at Millenium Monument in Beijing  Planting NOC memorial trees at the Olympic  Hockey/ Rowing Test Events  Inauguration One World One Dream Exhibition  IOC President Speech to BOCOG staff  Invitation Ceremony (CCTVI live coverage)	<b>9</b> McDonald's Champion Kids Launch  Hockey/Rowing Test Events  Chef de Mission Closing Ceremony	<b>10</b> Rowing Test Event	<b>11</b> Hockey/Rowing/Equestrian Test Events	<b>12</b> IOC President Breakfast with Hong Kong Sports Media  IOC Meeting with Hong Kong Organising Committee  IOC Meeting with a High Official of the HKSAR Government  Cross Country Test Event  IOC President Dinner with Hong Kong Sports Community
<b>13</b> Hockey / Beach Volleyball / Jumping Test Events	<b>14</b> Beach Volleyball Test Event	<b>15</b> Sailing / Beach Volleyball Test Events	<b>16</b> Sailing / Beach Volleyball / Canoe Slalom Test Events	<b>17</b> Project Review (including debrief of Hong Kong and Qingdao)  Sailing / Beach Volleyball / Canoe Slalom Test Events	<b>18</b> Sailing / Beach Volleyball / Baseball / Road Cycling / Canoe Slalom Test Events	<b>19</b> Daily Coordination Meeting Simulation  Sailing / Beach Volleyball / Baseball / Road Cycling / Canoe Slalom Test Events
<b>20</b> Sailing / BMX / Archery / Baseball Test Events	<b>21</b> Test Event Debriefing  Sailing / Wrestling / Archery Test Events	<b>22</b> Sailing / Wrestling / Archery / Baseball Test Events	<b>23</b> Sailing / Baseball / Archery / Wrestling / Canoe Kayak Test Events	<b>24</b> Sailing / Archery / Wrestling / Canoe Kayak Test Events	<b>25</b> Archery / Wrestling / Canoe Kayak Test Events	<b>26</b> Archery / Wrestling / Canoe Kayak Test Events