



International  
Olympic  
Committee

# OLYMPIC AGENDA HIGHLIGHTS







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**The wide-ranging reforms of the Olympic Agenda – Olympic Agenda 2020 and Olympic Agenda 2020+5 – have profoundly changed the International Olympic Committee (IOC), the Olympic Games and the Olympic Movement.**

Launched under the motto “Change or be changed” and based on the widest-ever consultation process, the reform programme initiated by IOC President Thomas Bach was unanimously approved by the 127<sup>th</sup> IOC Session in Monaco in December 2014.

These reforms followed a year of discussions and consultations with the stakeholders of the Olympic Movement, together with external experts and the general public. More than 40,000 submissions were received from the public, generating some 1,200 ideas.

Some 14 Working Groups then synthesised the discussions and debates throughout the whole Olympic Movement and wider society, before Olympic Agenda 2020 was finalised by the Executive Board ahead of the 127<sup>th</sup> IOC Session.



Work on implementation began immediately after the recommendations were adopted in 2014. This included the start of work on the Olympic Channel and the launch of the new Invitation Phase for the Olympic Games 2024, which invited potential hosts to present Olympic projects that best matched their long-term sports, economic, social and environmental plans. Some of the reforms were also included in the 2022 process, in close cooperation with the Games hosts.

Olympic Agenda 2020+5 succeeded Olympic Agenda 2020, setting the direction of travel for the IOC and the Olympic Movement to 2025. It consists of a set of 15 recommendations that were motivated by five influential contemporary trends, all of which were identified as areas where sport and the values of Olympism had a key role to play.

This report showcases the highlights of the Olympic Agenda reforms, summarised in 10 topics.





“After more than 10 years of implementing the Olympic Agenda reforms, we can say: we drove the change. I would like to thank the stakeholders of the Olympic Movement who all played their part in these changes. Together, we have ensured that the Olympic Movement will go faster, reach higher, be stronger – together, for generations to come. Thank you from the bottom of my heart.”

**Thomas Bach**  
IOC President



# THE OLYMPIC GAMES – GAMES OF A NEW ERA

The Olympic Agenda has revolutionised how the Olympic Games are awarded, organised and presented to a global audience that is bigger than ever.

- The IOC has reshaped the candidature process from a competitive tender for a franchise, with stringent conditions, to a consultative dialogue with prospective hosts. This has led to allocations of the Olympic Games without any allegations of favouritism or corruption.
- The average cost of applying to host the summer or winter editions of the Olympic Games has been reduced by 80 per cent.
- There are no losers, as potential hosts can remain in dialogue for future Games.
- The IOC has revolutionised the organisation of the Olympic Games to make them even more sustainable.
- The IOC previously asked hosts to adapt to the Olympic Games – but the IOC now adapts to the long-term development needs of the host.
- As a result, Olympic hosts are now using a majority of existing or temporary venues.
- These two revolutions have resulted in renewed interest in organising the Olympic Games, with hosts appointed until 2034, and Interested Parties for 2036 and beyond in double-digit figures.
- The Olympic Agenda came to life with the Olympic Games Paris 2024. These were Olympic Games as imagined by the Olympic Agenda.



- Paris 2024 were more youthful, more urban, more inclusive and more sustainable Olympic Games.
- Sports with growing youth appeal featured on the programme of Paris 2024, including BMX freestyle, breaking, skateboarding, sport climbing and surfing.
- Paris 2024 brought sport into the heart of the city, with Parisian monuments serving as magnificent backdrops to competitions.
- The Paris 2024 Olympic Games Opening Ceremony was held on the River Seine, a first in Olympic history.
- Some 2.6 million people lined the streets to watch the road cycling and triathlon events in Paris.
- Paris 2024 was the first Olympic Games with full gender parity on the field of play, with the IOC distributing athlete quota places equally to women and men: 50/50.
- Paris 2024 achieved an unprecedented 54.6 per cent reduction in its carbon footprint compared to the average of the Olympic Games London 2012 and the Olympic Games Rio 2016, becoming the first Olympic Games aligned with the Paris Agreement on climate change.



## Olympic Games Paris 2024

**9.5M**   
tickets sold

**8.5M**   
fans watched  
the Olympic and  
Paralympic Torch Relays

**7.9M**   
fans celebrated at  
sites across France

**280,000** visitors to  
Champions Park

 **181,100**  
people employed in  
Games-related jobs

**90%**   
of suppliers from France

**78%** small- and  
medium-sized  
enterprises



**30MINS**  
of daily exercise in  
36,800 primary schools



- The Olympic Winter Games Beijing 2022 and the Olympic Games Paris 2024 used 100 per cent renewable energy for the Games, as will the Olympic Winter Games Milano Cortina 2026.
- More than 35,000 runners took part in the “Marathon Pour Tous” during Paris 2024, allowing them to enjoy the unique experience of running the same course on the same day as the Olympic men’s marathon runners.



“These have been the first gender-equal Games. (...) Together, we’ve created the most sustainable Games ever.”

**Emmanuel Macron**  
President of France



“I think the Olympic spirit is best captured in moments of unity where everyone is aspiring together, where that ambition comes together in mutual self-betterment and mutual uplifting. That really is the spirit of sport in its most distilled and beautiful form.”

**Eileen Gu (China)**  
Two-time Olympic champion  
and one-time Olympic silver  
medallist in freestyle skiing

- The Paris 2024 Cultural Olympiad was an unprecedented success. Some 2,596 projects were officially certified between 2021 and 2024 in 5,048 locations all over France, representing 111,066 activities – 70 per cent of which were accessible free of charge.



# ATHLETES FRONT AND CENTRE

The IOC has empowered athletes within the decision-making processes of the IOC and put them at the heart of the Olympic Movement.

- The IOC organised two editions of the Games, the Olympic Games Tokyo 2020 and the Olympic Winter Games Beijing 2022, in a safe way during the worldwide COVID-19 pandemic. This ensured that the respective generations of athletes could still make their Olympic dreams come true.
- Through the Olympic Scholarships for Athletes – Paris 2024 programme:
  - 1,560 Olympic Scholarships were allocated to athletes from 195 National Olympic Committees (NOCs).
  - 599 Olympic Scholarship holders (301 men, 298 women) from 172 NOCs competed in 24 sports at the Games.
- Olympic Scholarship holders won a total of 75 medals (26 gold, 20 silver, 29 bronze) and 131 diplomas.
- The IOC has supported more than 60,000 athletes through the Athlete365 Career+ programme with mentorship and training opportunities that prepare them for careers beyond sport.
- Through Olympic Solidarity, the IOC supports all NOC athletes' commissions by providing up to USD 10,000 annually to support a range of activities.
- In 2018, following an extensive consultation process with more than 4,200 athletes from 190 countries, the IOC Athletes' Commission developed the Athletes' Rights and Responsibility Declaration, a set of aspirational rights and responsibilities for athletes within the Olympic Movement to represent their voices and empower them.
- The IOC established the Olympic medal reallocation principles to ensure that clean athletes are rightfully recognised. More than 75 Olympic medals have been reallocated since the inception of these principles.



**USD 10M**

FUND PER OLYMPIAD TO  
STRENGTHEN SAFE SPORT





## USING AI TO COMBAT CYBER ABUSE AT PARIS 2024

# 2.4M

posts and comments  
analysed

# 152,000

posts  
flagged

# 10,284

comments  
identified for  
further action

# 353

athletes  
and officials  
offered support

- The IOC launched the Safeguarding Officer in Sport Certificate to fundamentally strengthen the protection of athletes against harassment and abuse. By the end of 2024, 343 students/graduates from 99 NOCs had taken part in the programme.
- All Olympic International Federations (IFs) report having a designated safeguarding focal point, with 77 per cent having a Safeguarding Officer trained through the IOC Certificate: Safeguarding Officer in Sport. Some 54 per cent of 199 NOCs surveyed reported having appointed a trained safeguarding officer in their organisation.
- The IOC has established a Mental Health Action Plan for the implementation of evidence-based, research-driven efforts to promote mental well-being among athletes, coaches and support staff.
- The IOC adopted an innovative new approach to safeguarding and mental health at Paris 2024 designed to address barriers to help-seeking. This included the Athlete365 Mind Zone x Powerade, a place where athletes could rest, recover and focus on their mental fitness.
- The IOC announced the launch of the innovative Safe Sport Regional Hub Initiative, designed to strengthen safeguarding at local level, in response to Olympic Movement stakeholder requests for IOC leadership on this critical issue.
- Olympic Broadcasting Services (OBS) launched the Olympic Commentary Training programme. Some 46 former Olympic and Paralympic athletes took part in training, and 12 were hired as commentators at Paris 2024.
- The IOC has empowered and supported athletes through engagement with the IOC's Worldwide Olympic Partners. More than 13,000 Olympians and 5,000 Paralympians have benefited from the programme – for example, by receiving more than USD 9 million in Airbnb500 grants.



“Olympic Agenda reinforced the importance of athletes’ rights and responsibilities while also strengthening safe sport and the protection of clean athletes. I look forward to our ongoing joint efforts to ensure that the right of every athlete to compete on a level playing field is upheld.”

**Ryan Pini**  
Chair of the World Anti-Doping  
Association (WADA)  
Athlete Council



“Athlete365 has been very useful during my Olympic journey (...) and the support continues beyond the Olympics. I appreciate being part of a community that supports athletes between Games, offering growth opportunities.”

**Márton Kékesi (Hungary)**  
Two-time Olympian  
in Alpine skiing



# SOLIDARITY

Solidarity has been greatly reinforced by the Olympic Agenda.

- The IOC redistributes 90 per cent of its revenue to sport worldwide. This means that during 2021–2024, the IOC distributed the equivalent of USD 4.7 million every day to help athletes and sports organisations at all levels around the world. This is up from USD 3.25 million every day in 2014.
- Olympic Solidarity's budget has increased by 10 per cent to USD 650 million for 2025–2028.
- More than 250,000 athletes have been supported by Olympic Solidarity from grassroots to continental to Olympic level through Olympic Solidarity's athlete development programmes. The budget for athletes and sport development programmes has increased by 67 per cent, from USD 100 million in 2013–2016 to USD 167 million in 2025–2028.
- All 206 NOCs have benefited from Olympic Solidarity programmes to





## The IOC and solidarity



**90%** of revenue redistributed to sport worldwide


**USD 4.7M** redistributed daily during 2021-2024



help develop their athletes and coaches, develop their administrative capacity and promote the Olympic values within their communities.

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  - 1,560 Olympic Scholarships were allocated to athletes from 195 NOCs.
  - 599 Olympic Scholarship holders (301 men, 298 women) from 172 NOCs competed in 24 sports at the Games.
  - Olympic Scholarship holders won a total of 75 medals (26 gold, 20 silver, 29 bronze) and 131 diplomas.






“Through targeted programmes and initiatives, we are working towards creating a more inclusive and equitable sporting landscape.”

**Dr Robin E Mitchell**  
IOC Executive Board member and Chair of the Olympic Solidarity Commission

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“For countries like Burkina Faso, where support for sport is still very limited, Olympic Solidarity scholarships allow us to dream big and for such dreams to come true.”

**Hugues Fabrice Zango**  
(Burkina Faso)  
Olympic bronze medallist in triple jump

Olympic Scholarship-holders Beatriz Sousa (BRA, far left) and Francisca Crovetto (CHI, near left) both won Olympic gold at Paris 2024, while Olympic Scholarship-holder Shannon-Ogbonai Abeda (ERI, top) became Eritrea's first ever Winter Olympian at PyeongChang 2018.



# IOC REFUGEE OLYMPIC TEAM AND OLYMPIC REFUGE FOUNDATION

The IOC continues to support refugees and people affected by displacement around the world.

The IOC created the first-ever Refugee Olympic Team in 2015, giving athletes who had been forced to leave their homes the chance to compete on the world's largest sporting stage alongside their peers from the 206 NOCs. This was followed in 2017 by the launch of the Olympic Refugee Foundation (ORF), ensuring young people affected by displacement thrive through safe sport on a daily basis.

- At the Olympic Games Rio 2016, 10 refugee athletes competed as part of the IOC Refugee Olympic Team across three sports. At the Olympic Games Tokyo 2020, 29 athletes competed across 12 sports. At the Olympic Games Paris 2024, a team of 37 athletes (24 male and 13 female), the largest to date, was selected to compete across 12 sports.
- Cindy Ngamba, born in Cameroon and now based in Great Britain, won the first-ever Olympic medal for the IOC Refugee Olympic Team when she took bronze in the women's -75kg boxing event.
- The IOC Refugee Olympic Team was led by Masomah Ali Zada, a former refugee athlete, as its Chef de Mission. The ORF acts as the team's NOC.
- The IOC Refugee Youth Olympic Team will make its debut at the Youth Olympic Games Dakar 2026.
- The IOC's decision to create a Refugee Olympic Team in Rio has inspired other sporting event organisers and IFs to include refugee teams in their own



Dorsa Yavarivafa of the IOC Refugee Olympic Team

- events. Some 16 IFs have amended their regulations and now allow refugee athletes to take part in their competitions.
- The ORF has established new programmes in Bangladesh, Burkina Faso, Burundi, Colombia, France, Jordan, Türkiye and Uganda since 2021.

- The Multi-Stakeholder Pledge on Sport for Inclusion and Protection, announced by the IOC at the UNHCR Global Refugee Forum in December 2023, committed USD 50 million to benefit more than 800,000 people affected by displacement worldwide through sport by 2027.



## OLYMPIC REFUGE FOUNDATION

# 925,000+

young people affected by displacement  
granted access to safe sport since 2017

# 190,000+

displaced young people and  
host communities engaged in sport  
and sport-for-protection activities



“The Olympic experience has changed my life. (...) I'm over the moon that I was able to be the first-ever refugee to win a medal and show ... all ... humans and all the refugees all around the world, and every athlete, (...) that we are just like any other athlete, and we aim ... high.”

**Cindy Ngamba**  
(IOC Refugee Olympic Team)  
Olympic bronze medallist  
in boxing





# GENDER EQUALITY

The IOC has made huge strides in gender equality both on and off the field of play – from the training ground to the boardroom and beyond.

- Paris 2024 was the first Olympic Games with full gender parity on the field of play, with the IOC distributing athlete quota places equally to women and men: 50/50.
- There was gender parity in the number of torchbearers at Paris 2024, as well as among staff and volunteers.
- Milano Cortina 2026 will be the most gender-balanced Olympic Winter Games in history – with a record 47 per cent female participation, a 1.6 per cent increase on the Olympic Winter Games Beijing 2022.
- Some 47 per cent of IOC Executive Board members are women – up from 27 per cent in 2013.
- 43 per cent of IOC Members are women – up from 21 per cent in 2013.
- 42 per cent of IOC commissions are chaired by women – up from 18 per cent in 2013.
- 50 per cent of IOC commission positions are held by women – up from 20 per cent in 2013.



“The Olympic Games are a global platform. There are many different cultures in the world where it may not be 50/50 yet. So it’s a great encouragement. And I hope that in the very-soon future, it might be like this all over the world.”

**Gaby Ahrens** (Namibia)  
Three-time Olympian  
in shooting



“Sport (is) the equaliser where race, gender and ethnicity don’t play a role. The best athletes are out there competing. It doesn’t matter what you look like or who you are. It’s about how hard you have worked.”

**Katrina Adams**  
World Winner of the 2023  
IOC Gender Equality,  
Diversity and Inclusion  
Champions Award

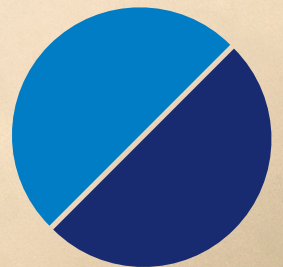






Olympic Games Paris 2024

**50/50**



**GENDER PARITY ON THE FIELD OF PLAY**

The first Olympic Games ever





# SUSTAINABLE DEVELOPMENT

The IOC has embraced the role of sport as an important enabler for the United Nations' Sustainable Development Goals (UN SDGs).

- The IOC and the United Nations (UN) signed a memorandum of understanding at the start of Olympic Agenda 2020. In 2015, sport was officially recognised by the UN as an “important enabler” for the UN SDGs.
- Since 2020, the IOC has reinforced existing collaboration and/or developed new strategic partnerships with the UN system, including agencies and programmes operating in fields of

sustainable development. This includes cooperation frameworks with:

- the World Health Organization (WHO), on promoting community health and well-being through sport and physical activity, health security at the Olympic Games, and policy and advocacy;
- UN Women, on advancing gender equality and inclusion in and through sport;
- the UN Office on Drugs and Crime (UNODC), on fighting corruption

The IOC as  
an organisation

**+30%** ↓

reduction in carbon emissions  
(2021–2024)

## OLYMPIC HOUSE

One of the **most sustainable buildings** in the world

**Platinum LEED certification**  
for construction in 2019

**Platinum LEED certification**  
for operations and maintenance in 2024



Leader of the  
Olympic Movement

Sports for Climate Action  
Framework signatories

**38**

IFs

**71**

NOCs

Sports for Nature Framework  
signatories

**25**

IFs

**15**

NOCs



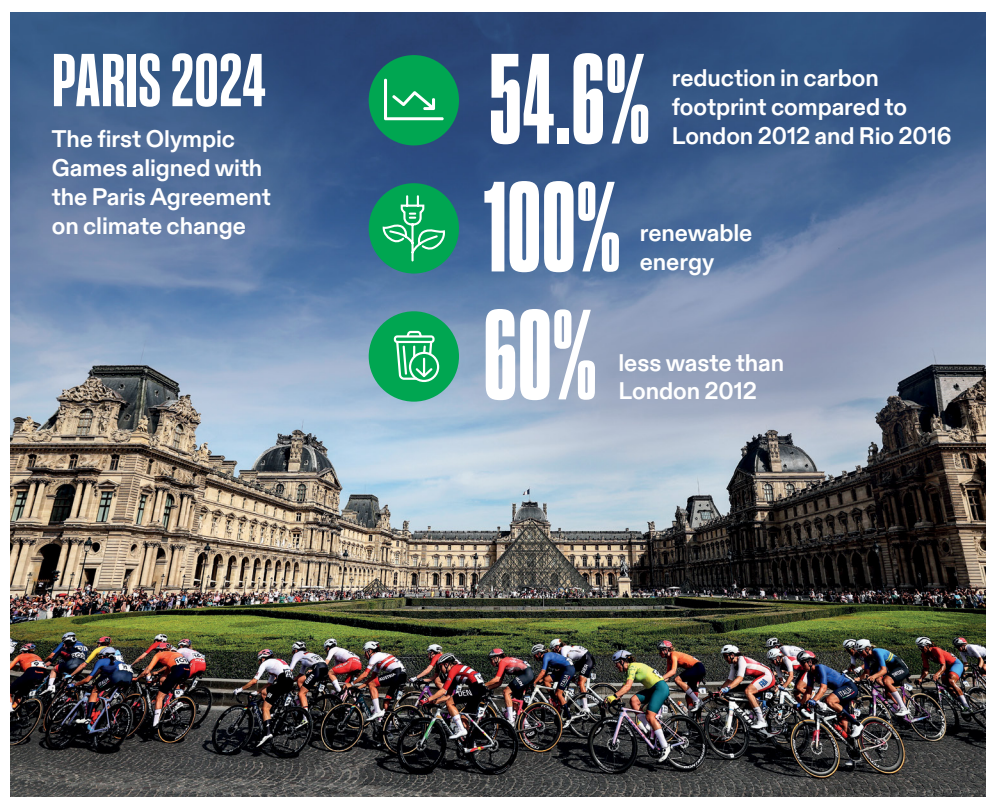
- and manipulation in sport and promoting youth crime prevention through sport; and
- UN-Habitat, on promoting sustainable development in cities through sport, physical activity and active recreation, and positioning sport as a tool for sustainable urban development.
  - The IOC has engaged on a range of issues with the UN General Assembly and its member states, and with the International Labour Organization (ILO), the Office of the UN High Commissioner for Human Rights (OHCHR), the UN Environment Programme (UNEP), the UN Framework Convention on Climate Change (UNFCCC), UNESCO, UNHCR and UNICEF.
  - Sport was explicitly acknowledged multiple times in the UN Pact for the Future, published in 2024, and the Declaration on Future Generations, which is part of the Pact for the Future.
  - The first Sport for Sustainable Development Summit, the largest-ever meeting on this subject, took place on the eve of the Olympic Games Paris 2024, bringing together 500 participants – including more than 60 heads of state and government and heads of international organisations.
  - Launched at the mid-point of the implementation of the Olympic Agenda, Olympism365 is the IOC's strategy to strengthen the role of sport as an important enabler of the UN SDGs. In addition to direct cooperation with UN agencies, the strategy provided an entry point for the IOC to engage diverse collaborators and co-investors from outside the Olympic Movement.
  - The IOC launched the Olympic Forest project, part of the UN's Great Green Wall Initiative to restore degraded landscapes across Africa's Sahel region. The project aims to create social, economic and environmental benefits for communities across Mali and Senegal, ahead of Youth Olympic Games Dakar 2026. Around 440,000 trees have been planted so far.

- OBS reduced the overall power consumption of the International Broadcasting Centre (IBC) at Paris 2024 by 50 per cent compared to Tokyo 2020, with the rental period of the OBS warehouse reduced by four months. Between Rio 2016 and Paris 2024, OBS achieved a total venue power reduction of 46 per cent. The net space requirement for the Paris 2024 IBC was also 23 per cent smaller than for Rio 2016.
- The Olympic Foundation for Culture and Heritage (OFCH) has rolled out the Olympic Values Education Programme (OVEP) in more than 60 countries. This includes India, where it has engaged over 12 million children and enabled more than 50,000 girls to participate in sport for the first time, as well as China, where it was rolled out via WeChat and generated 66 million interactions in a single month.



“Nothing is more contrary to conflict than the Olympic experience. The Olympic Games are a symbol of universality and diversity. A symbol of cooperation and loyal competition, instead of division and conflict. (...) The Olympic Games are showing a remarkable example in their commitment to sustainability and to the Sustainable Development Goals.”

**António Guterres**  
UN Secretary-General





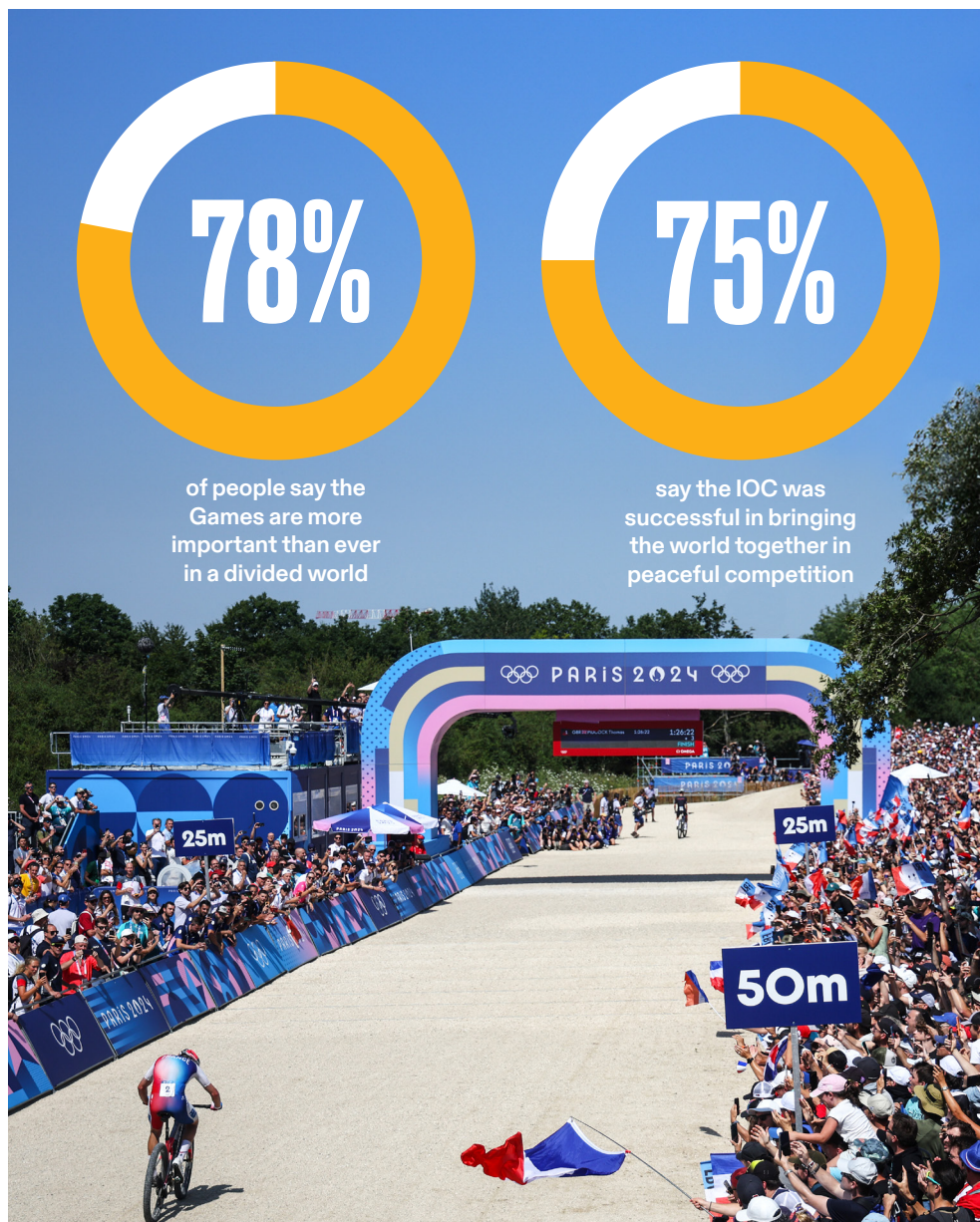
# RELEVANCE

The Olympic Games and the IOC are more relevant than ever in today's divided world. They unite the entire world in peaceful competition.

- The IOC organised two editions of the Games, the Olympic Games Tokyo 2020 and the Olympic Winter Games Beijing 2022, in a safe way during the worldwide COVID-19 pandemic. This ensured that the respective generations of athletes could still make their Olympic dreams come true.
- Athletes from the territories of 206 NOCs and the IOC Refugee Olympic Team came together at the Olympic Games Paris 2024 to compete fiercely on the field of play and to live peacefully in the Olympic Village despite the all-too-many wars and conflicts and geopolitical tensions in the world.
- The relevance of the Olympic Games with Generation Z is now higher than among the general population.
- Paris 2024 became the most followed Olympic Games in history – a record 84 per cent of the potential global audience followed the Games, according







to independent research. This equates to around five billion people and means that more than half of the world's population followed the Games.

- This relevance is also demonstrated by the fact that numerous UN resolutions have affirmed “the invaluable contribution of the Olympic and Paralympic movements in establishing sport as a unique means for the promotion of peace and development”.

- Similarly, UN resolutions have also supported “the independence and autonomy of sport as well as the mission of the IOC in leading the Olympic Movement”.

- The IOC changed the Olympic motto, adding the word “Together”. The motto is now: “Faster, Higher, Stronger – Together”.



“I think that’s the beauty of the Olympics – you have such a multicultural and multinational crowd.”

**Novak Djokovic** (Serbia)  
Olympic champion and Olympic bronze medallist in tennis



“In the Olympic Village, almost 15,000 people from many different countries, many different backgrounds, many different cultures live together. It works. Somehow sport does bring people together. And that’s the Olympic spirit. That’s what it’s all about.”

**Alaa Maso**  
(IOC Refugee Olympic Team)  
Two-time Olympian in swimming





# DIGITALISATION

The IOC has pioneered digitalisation in sport.

- The Olympic digital, social media and marketing channels have attracted hundreds of millions of users and generated billions of engagements.
- The IOC promoted 470 Olympic qualifier events on the road to Paris 2024. More than 195 events were live-streamed on Olympics digital platforms; 14,500 articles reached millions of readers; more than 1,000 interviews were conducted; and the IOC shared 8,600 social media posts related to the qualifiers that generated 663 million engagements on @Olympics social media.
- OBS produced more than 11,000 hours of content at Paris 2024, using state-of-the-art technology and AI enhancements. This enabled MRHs to distribute more coverage than ever: 178,000 hours of programming on linear TV and more than 308,000 hours on digital platforms. MRH viewers consumed 28.7 billion hours of content, up 25 per cent from Tokyo 2020.
- There were 13 times more social media engagements on MRH handles for Paris 2024 than for the previous edition of the Games.
- Three major IOC Refugee Olympic Team campaigns for Paris 2024 drew more than 70 million digital engagements.
- The IOC launched the Olympic AI Agenda in April 2024. This strategic initiative is designed to leverage in a responsible

manner the potential of Artificial Intelligence (AI) in the world of sport.

- With the Olympic AI Agenda, the IOC commits to use AI in a human-centred way and in accordance with the IOC's principle of solidarity to make it accessible for everyone around the globe.
- The IOC has already launched a pilot project for talent identification using AI.
- An AI tool to combat cyber abuse and protect athletes was implemented at Paris 2024. The tool analysed 2.4 million posts and comments, flagged 152,000 posts, and identified for further action 10,284 comments verified as abusive. A total of 353 athletes and officials were directly targeted and offered well-being support as needed.
- AI tools were used by OBS in broadcast operations to analyse data and provide real-time statistics, and were also used to personalise content, allowing viewers to receive content tailored to their preferences.
- The IOC officially announced the creation of the Olympic Esports Games in July 2024, signing a 12-year partnership agreement with the Saudi NOC for the organisation of the games. The inaugural event will take place in the Kingdom of Saudi Arabia in 2027.

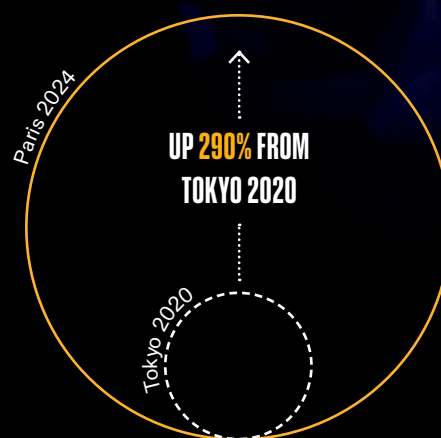
OLYMPIC GAMES PARIS 2024

THE MOST  
**DIGITALLY  
ENGAGED  
GAMES EVER**

**412BN** 

ENGAGEMENTS FROM

**270M**  
SOCIAL MEDIA POSTS





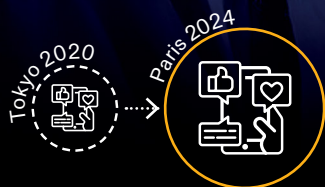


# 16.7BN

ENGAGEMENTS ON @OLYMPICS

# 450M

DIRECT MESSAGES SENT TO FANS



MORE THAN DOUBLE TOKYO 2020

FOUR-FOLD  
INCREASE  
FROM  
TOKYO 2020



# 325M

MONTHLY OLYMPICS  
WEBSITE AND APP  
USERS AT GAMES TIME



# CREDIBILITY AND GOOD GOVERNANCE

Through the Olympic Agenda, the IOC has completely overhauled its governance processes and has strengthened the protection of clean athletes.

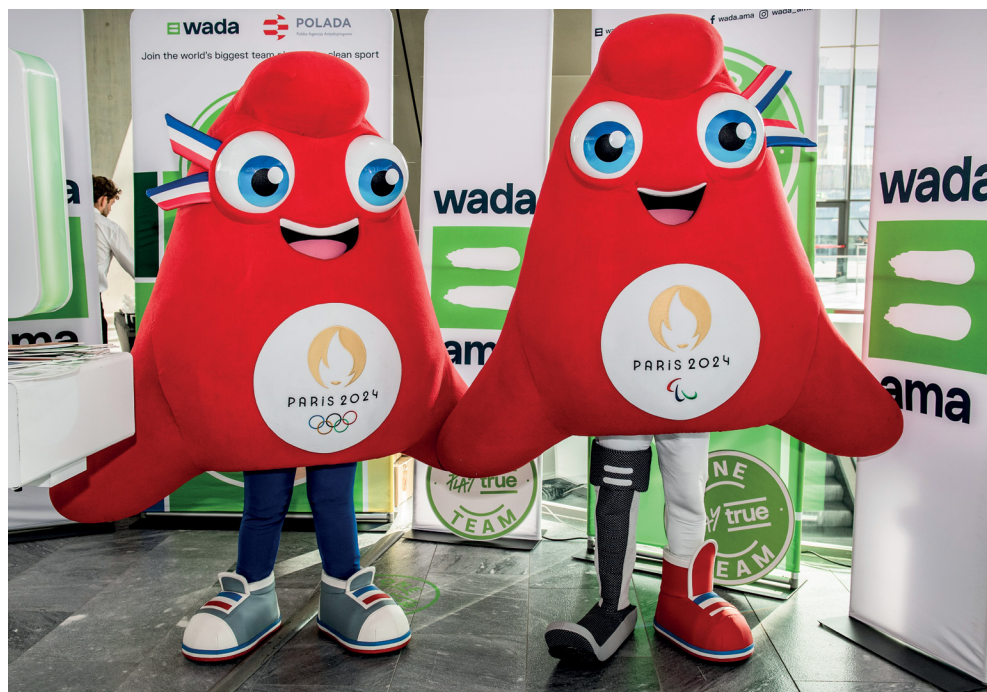
- The IOC has chosen voluntarily to comply with International Financial Reporting Standards (IFRS) even though it is under no legal obligation to do so.
- The IOC contributes 50 per cent of all funding for WADA, which equated to around USD 20 million in 2024. This is the same amount as all the governments of the world together, which contribute the other 50 per cent of WADA's funding.
- In order to support WADA's work in research, and intelligence and investigations, the IOC invested an

additional USD 15 million overall as part of Olympic Agenda 2020.

- The IOC founded and financed the start of the International Testing Agency (ITA) in order to make anti-doping independent from the IOC and sports organisations. To date, more than 60 sports organisations have delegated their anti-doping programmes to the ITA, and some 40 national anti-doping organisations (NADOs) have established partnerships with the ITA.
- The IOC launched the long-term storage and reanalysis of samples programme

at the Olympic Games Athens 2004. To support the uptake of similar programmes across IFs and NADOs, the IOC funded the creation of a centralised storage facility managed by the ITA, which covered the storage of pre-Games samples collected by anti-doping organisations ahead of Tokyo 2020 and Beijing 2022.

- The IOC has funded pre-Games testing programmes since 2016 as part of efforts to reduce testing gaps. In the six months leading up to Paris 2024, 90 per cent of potential Olympians were tested at least once, a 5 per cent increase in comparison to Tokyo 2020.
- The IOC has allocated a fund of USD 10 million per Olympiad to continue to support work on the prevention of competition manipulation. The IOC continues to collaborate with INTERPOL, UNODC and the Council of Europe (CoE) in this area.
- The IOC continues to support the implementation of the CoE's Convention on the Manipulation of Sports Competitions (Macolin Convention), the only legally binding piece of international legislation aimed at the prevention of the manipulation of competitions. The IOC has Observer status with the Convention's Follow-Up Committee.
- The IOC co-created the International Partnership Against Corruption in Sport (IPACS), a multi-stakeholder platform bringing together sports organisations, governments, inter-governmental organisations and other stakeholders







“Support for integrity in sports and efforts to reduce the prevalence of threats to the IOC’s credibility are a unique responsibility that the IOC undertakes to contribute to the achievement of the UN’s Sustainable Development Goals.”

**HE Mr Ban Ki-Moon**  
IOC Ethics Commission Chair  
and former UN Secretary-General



“At the start of his term of office, President Thomas Bach announced that he wanted to give clean athletes stronger protection. He wrote that aim into Olympic Agenda 2020, but above all, he kept his promise with the creation of the International Testing Agency.”

**Valérie Fourneyron**  
Chair of the ITA

to strengthen and support efforts to eliminate corruption and promote good governance in and around sport.

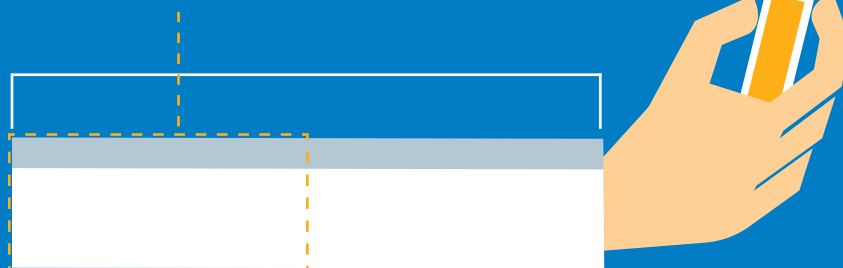
## IOC SUPPORT FOR CLEAN SPORT

“

With the Olympic Agenda, President Bach emphasised the importance of clean sport, which helped advance anti-doping standards and secured additional funding. The Olympic Agenda helped focus us on aiming higher and taking action together for the benefit of athletes worldwide.”

**Witold Bańka** President of WADA

**50%** OF ALL FUNDING FOR WADA



AROUND **USD 20 MILLION** IN 2024



**USD 10M**

FUNDING PER OLYMPIAD FOR PREVENTION OF COMPETITION MANIPULATION



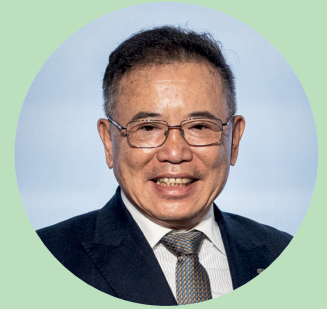


# ECONOMIC AND FINANCIAL RESILIENCE

The IOC is a non-governmental, not-for-profit association. It is entirely privately funded and distributes 90 per cent of its revenue to sport worldwide.



- The IOC redistributes 90 per cent of its revenue to sport worldwide. This means that during 2021–2024, the IOC distributed the equivalent of USD 4.7 million every day to help athletes and sports organisations at all levels around the world. This is up from USD 3.25 million every day in 2014.
- Thanks to robust systems and management built up over many years, the IOC's finances have proved to be resilient despite global upheavals.
- Since the adoption of Olympic Agenda 2020, the IOC's revenue from The Olympic Partner (TOP) programme and media rights has grown from USD 5.2 billion (2013–2016) to USD 6.9 billion (2017–2020/21) and now to USD 7.7 billion (2021–2024).
- USD 7.4 billion has already been secured for 2025–2028, with a further USD 6.5 billion already secured for 2029–2032.



“The Olympic Games inspire billions of people around the world, and through this partnership TCL's diverse innovations will empower the Games and deliver exceptional experiences to a global audience. TCL will continue to fulfil its corporate social responsibility, support the Olympic sustainable development goals and create a better future.”

**Li Dongsheng**

Founder and Chairman of  
Worldwide Olympic Partner TCL



“Paris 2024 demonstrated the global importance and reach of the Olympic Games and solidified what we already knew, and that is that beer and sports are better together. We plan to continue activating the beer category to positively engage sports fans while helping to create a future with more cheers.”

**Michel Doukeris**  
CEO of Worldwide  
Olympic Partner AB InBev



# IOC REVENUE



**USD 5.2BN**  
IN 2013-2016

**USD 6.9BN**  
IN 2017-2020/21

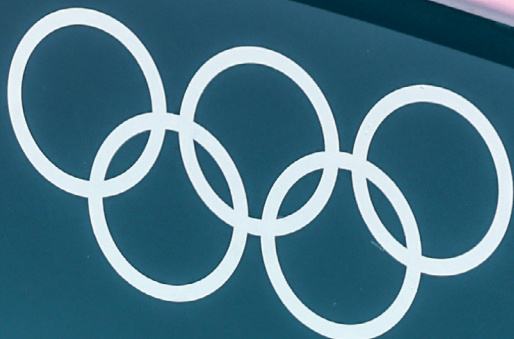
**USD 7.7BN**  
IN 2021-2024

**ALREADY SECURED**



**USD 7.4BN**  
FOR 2025-2028

**USD 6.5BN**  
FOR 2029-2032







# OLYMPIC AGENDA 2020

Olympic Agenda 2020 is a set of 40 detailed recommendations whose overarching goal was to safeguard the Olympic values and strengthen the role of sport in society.

Adopted by unanimous agreement at the 127<sup>th</sup> IOC Session in Monaco in December 2014, Olympic Agenda 2020 consisted of 40 recommendations. These 40 recommendations were like individual pieces of a jigsaw puzzle, which, when put together, were intended to provide a clear

picture of what the future of the Olympic Movement could look like. They offered a clear vision of where the Olympic Movement was headed and how best to protect the uniqueness of the Games and strengthen the Olympic values in society.

These reforms followed a year of discussions and consultations with all the stakeholders of the Olympic Movement, together with external experts and the general public. More than 40,000 submissions were received from the public during the process, generating some 1,200 ideas.

Some 14 Working Groups then synthesised the discussions and debates throughout the whole Olympic Movement and wider society before they were finalised by the Executive Board ahead of the 127<sup>th</sup> Session.

Work on implementation began immediately after the recommendations were adopted. This included the start of work on the Olympic Channel and the launch of the new Invitation Phase for the Olympic Games 2024, which invited potential future hosts to present Olympic projects that best matched their long-term sports, economic, social and environmental plans. Some of the reforms were also included in the 2022 process in close cooperation with the Games hosts.





# OLYMPIC AGENDA 2020+5

Olympic Agenda 2020+5 built on the results of Olympic Agenda 2020, acting as the roadmap for the IOC and the Olympic Movement from 2021 to 2025.

Olympic Agenda 2020+5 was adopted in March 2021 as the successor to Olympic Agenda 2020, and set the direction of travel for the IOC and the Olympic Movement to 2025.

Olympic Agenda 2020+5 consists of a set of 15 recommendations that were motivated by five influential contemporary trends, all of which were identified as areas where sport and the values of Olympism had a key role to play, notably in a post-COVID world. They are:

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

The 15 recommendations inspired by these trends, called on the IOC and the Olympic Movement to:

- Strengthen the uniqueness and the universality of the Olympic Games
- Foster sustainable Olympic Games
- Reinforce athletes' rights and responsibilities
- Continue to attract best athletes
- Further strengthen safe sport and the protection of clean athletes
- Enhance and promote the Road to the Olympic Games
- Coordinate the harmonisation of the sports calendar
- Grow digital engagement with people
- Encourage the development of virtual sports and further engage with video gaming communities
- Strengthen the role of sport as an important enabler for the UN Sustainable Development Goals



- Strengthen the support to refugees and populations affected by displacement
- Reach out beyond the Olympic community
- Continue to lead by example in corporate citizenship
- Strengthen the Olympic Movement through good governance
- Innovate revenue generation models

Olympic Agenda 2020+5 was delivered with the engagement and active participation of all constituents, stakeholders and partners of the Olympic Movement, including the UN and non-governmental organisations (NGOs) that support the Olympic Movement's mission and values.

In the four years since its adoption, Olympic Agenda 2020+5 has left a significant imprint on the work of the IOC and the wider Olympic Movement. It has profoundly changed the Olympic Games.



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