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STORY HEADLINE: INTERNATIONAL OLYMPIC COMMITTEE'S NEW ATHLETES' DECLARATION BASED ON VIEWS OF OVER 4,000 ATHLETES FROM 185 COUNTRIES AND MORE THAN 120 SPORTS

DATE: 5 October, 2018
LOCATION: Buenos Aires, Argentina
LANGUAGE: English

Broadcast quality footage available at the IOC Newsroom: http://iocnewsroom.com

STORY SCRIPT: The International Olympic Committee (IOC) is preparing to launch the Athletes’ Rights and Responsibilities Declaration - an athlete-driven initiative and on-going collaboration with stakeholders across the Olympic Movement.

Over 4,000 athletes from 185 countries across more than 120 Olympic, Paralympic and other sports disciplines were surveyed for their thoughts. Their responses, along with stakeholder consultation, were reviewed and became the basis for the ground-breaking document.

The Declaration is being developed to benefit athletes globally, to amplify the voices of athletes to empower and protect them, and it is reflective of a thorough engagement and collaboration with athletes across the sports movement. The project addresses the most relevant issues athletes face today, including integrity and clean sport; governance and communication; career and marketing; safeguarding; and sports competition.

One of the key principles of the Declaration is that it is an on-going process, addressing athletes’ rights and giving them the chance to shape one of the most important conversations in sport.

During the Olympism In Action Forum in Buenos Aires, Kirsty Coventry, Chair of the IOC Athletes’ Commission and one of a 20-person Steering Committee, showcased the Athletes’ Declaration, which will be formally presented by the Steering Committee at the IOC Session on 8 October.

To learn more, please visit olympic.org/athlete365

SHOTLIST

00:05 Overview of the CIC BA, venue of the Olympism in Action Forum
00:15 Drone shots of the participants of the Forum
00:20 Various shots of the participants of the OiA Forum in Buenos Aires
00:28 Participants visiting a photo exhibition at the Olympism in Action forum venue
00:32 People mingling at the CIC BA convention centre
00:36 An athlete picks up and reads a brochure of the “Athletes Declaration” developed by the IOC
00:48 Detail shot of the “Athletes Declaration” brochure

00:53 SOUNDBITE: Peter van Wees, Dutch Olympian (English Language)
“The commision was twenty athletes, reps from different sports, so winter and summer. And you see that there’s a cultural influence, so people from [different] nations approach it differently. And it was very good to align ourselves, looking to that far vision of what we want to achieve with the start of the declaration and where it is going to go. And we truly aligned ourselves on the passion for sports and how it can contribute to sport in general”

01:28 Detail of the “Athletes Declaration” leaflet

01:32 SOUNDBITE: Alexandra Orlando, Canadian Olympian, (English Language)
“So it was a great honor for me to be chosen to be on the committee for the declaration of athletes rights. we went through an extensive process over the last year to ensure that we were hearing from our athletes globally. There were two stages of surveys where we presented themes where we were asking questions to really understand what matters the most for athletes from the largest countries to the smallest countries and after going through the second survey there was over 4000 respondents from 120 sports and from 190 countries, which is big. I think that communications are difficult amongst the athlete community especially globally, and this really showed up, athletes care about this and we were proud to work on the declaration. We feel very honoured that this will be adopted and it’s going to help protect athletes globally.

02:28 Infographic of the “Athletes Declaration”

02:31 SOUNDBITE: Chelsey Gotell, Paralympian, Canada (English Language)
“I think it's very important to release the declaration now because we're at a very pivotal point in the Olympic movement as far as creating an athlete voice, so the ‘new norms’. we have Agenda 2020 and the IOC is really taking the athlete feedback and the athlete voice to heart on everything they are doing so it's vital now that we put this in place to ensure that moving forward our athletes also know their rights and their obligations for all the areas that the charter discusses.”

03:00 Infographic including the main survey numbers leading to the “Athletes Declaration”

03:08 SOUNDBITE: Davide Benetello, Olympian, Italy (English Language)
“The feeling that I had coming to this steering committee is that some former athletes that just retired give a lot of wonderful input to the steering committee because they are fresh and they can give really the best for the athletes”

03:23 SOUNDBITE: Hannah Kearney, Olympian, United States of America (English Language)
“The feedback from the second stage of the survey was that athletes were ready to share their voices. There was a lot of excitement about the opportunity to respond to this survey and the question was: when can all athletes respond? And that took us to phase three of the development of the declaration. And in phase three, over 4000 athletes from over 190 countries responded. All olympic and paralympic sports were represented in the responses to the survey which in turn shaped the development of the declaration”
03:56 Various shots of OiAF participants taking a look at the “Athletes Declaration”
04:08 Infographics of the “Athletes Declaration”

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