



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## Story script and Shot log

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### **STORY HEADLINE: INTERNATIONAL OLYMPIC COMMITTEE'S OLYMPISM IN ACTION FORUM IN BUENOS AIRES DISCUSSES THE BATTLE TO COMBAT DOPING, CORRUPTION, MATCH FIXING AND ABUSE IN SPORT**

**DATE:** 5 October, 2018

**LOCATION:** Buenos Aires, Argentina

**LANGUAGE:** English

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

#### **STORY SCRIPT:**

Integrity in sport was at the heart of the first day of the International Olympic Committee's (IOC) Olympism in Action Forum in Buenos Aires.

The challenge of combating doping, corruption, match fixing and abuse were discussed by athletes, coaches and administrators as well as leaders of national government agencies. IOC President Thomas Bach wants the Forum to bring people from all walks of life together to express a wide range of views as part of the Olympic Agenda 2020, the strategic roadmap for the future of the Olympic Movement.

Emphasising the Forum's open approach, the battle to combat doping in sport brought together the World Anti-Doping Agency's director of intelligence and investigations Gunter Younger alongside Benjamin Cohen, Director General of the newly created International Testing Agency (ITA), with the British cyclist David Millar, who was banned for two years in 2004 after admitting taking banned performance-enhancing drugs before becoming a prominent anti-doping campaigner.

1,600 delegates from all walks of life are attending the forum, which takes place in the Argentine capital ahead of the 3rd Summer Youth Olympic Games. The delegates heard Russian whistleblowers, Yuliya Stepanova and her husband Vitaly Stepanov speak via videolink following WADA's recent decision to reinstate Russia's anti-doping laboratory.

American swimmer Donna de Varona, twice an Olympic gold medallist gave her reaction to their strong call to protect clean sport: "I think we started the education today. Providing a place and a platform for those that are willing to come forth who did cheat and they want to share their stories because it helps them to rehabilitate but it teaches a lesson. It's just very difficult to reach everyone because again you have different cultures, different governments and different societies.



“It’s hard to hear but the only way that you’re going to solve a problem is to hear about the problem.”

Against what critics see as a current dark backdrop to sport, all the panellists emphasised the need for the creation of a cleaner environment, guarantee one for the athletes of the future. Kirsty Coventry, five-time Olympian from Zimbabwe and Chair of the IOC Athletes’ Commission, talked about how the culture that surrounds young athletes can be such an important factor when it comes to temptations like doping. “Athletes trust their entourage—the people around them—right from the get-go. If you’re not lucky enough as a young athlete to have people who think you don’t need extra substances to take more advantage of the situation, it’s easy for them to be moulded... And having a medal could completely change their lives and their family’s lives.”

Delegates also debated harassment and abuse in sport. The IOC consensus statement (2016) identified five main forms; psychological abuse, sexual abuse, sexual harassment, neglect and physical abuse. Diane Huffman from the Norwegian Olympic Committee outlined what must be done to protect athletes: ‘We all have to respond. And yes, it will reduce the incidents. I don’t know if it will eliminate it totally. There’s always a way. But if we have these systems and we educate people, we definitely will reduce those opportunities’.

Olympic Agenda 2020 reinforces this commitment, with Recommendation 18 calling on everyone to “strengthen support for athletes”. In 2017, the IOC launched a toolkit to assist International Sports Federations (IFs) and National Olympic Committees (NOCs) in developing and implementing their own athlete safeguarding policies and procedures.

As a threat to the integrity of sport, betting related match fixing has manifested itself as a recurrent, complex problem, going across national boundaries, sports, and involving a wide range of culprits, including referees, officials, coaches and athletes.

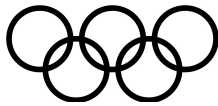
IOC’s partnership with INTERPOL, running until 2021, provides training programmes to raise awareness and encourage intelligence gathering on activities that may damage the integrity of sport.

The Integrity Betting Intelligence System (IBIS) works to monitoring betting on all Olympic competitions and has been monitored since Beijing 2008. It is operational during every Olympic Games since Sochi 2014, and now permanently available to International Federations and organisers of multisport events, whenever there is a need for intelligence.

Finally delegates gathered to hear what steps are being taken to preserve the integrity of sporting institutions and advance the anti-corruption agenda. The session explored the success stories and best practices for protecting institutional integrity in sport. It also addressed the work and reforms still needed to be done.

### **SHOTLIST:**

- 00:05 Aerial view of the CIC BA venue, host of the Olympism in Action forum (OiAF)
- 00:13 Detail shot of the “ball parade” exhibition by Leandro Erlich outside of the CIC BA
- 00:18 Exterior shot of participants of the OiA forum at the venue
- 00:25 Far shot of the Olympism in Action forum in Buenos Aires
- 00:31 Footage of the first working session of the OiA forum
- 00:37 Kirsty Coventry from Zimbabwe, during the panel



**00:43 SOUNDBITE: Kirsty Coventry, Five-time Olympian & Chair, IOC Athletes' Commission, Zimbabwe (English Language)**

*"I think a lot of the movement and especially what the IOC are looking at is how do we ensure that this doesn't happen again and what are the things that we are putting into place"*

00:53 Overhead shot of participants mingling during the Olympism in Action forum

**00:56 SOUNDBITE: Donna de Varona, American former competition swimmer, Olympic gold medalist, former world record-holder, and television sportscaster (English Language)**

*"I think we started the education today with having, providing a place and a platform for those that are willing to come forth who did cheat and they want to share their stories because it helps them to rehabilitate but it teaches a lesson. It's just very difficult to reach everyone because again you have different cultures, different governments and different societies."*

01:18 Aerial shot of the participants during the Olympism in Action forum

**01:25 SOUNDBITE: Donna de Varona, American former competition swimmer, Olympic gold medalist, former world record-holder, and television sportscaster (English Language)**

*"So what I think about the IOC, what they're doing, they put everybody on stage for the first time and they really had a discussion and it's hard to hear but the only way that you're going to solve a problem is to hear about the problem."*

01:36 Various shots of Diane Huffman, from the Norwegian NOC, during the Sports Betting & Match-Fixing session

**01:53 SOUNDBITE: Diane Huffman, Senior Advisor, Norwegian Olympic and Paralympic Committee & Confederation of Sports, Norway (English Language)**

*"It's a gender issue, as we said earlier. It is not just a women's issue, boys, girls, men, women are all abused in some way or another. Sport has the opportunity and is taking it to make that difference and sport can be the leader and the model for other sectors to take action."*

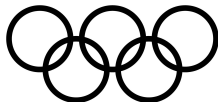
02:21 Mid shot of Diane Huffman during the session

**02:25 SOUNDBITE: Diane Huffman, Senior Advisor, Norwegian Olympic and Paralympic Committee & Confederation of Sports, Norway (English Language)**

*"The gender revolution is, the leaders are sport. It's not other sectors. Very few are doing what sport is doing. The IOC has taken this by the horns, I suppose you could say, and they are moving forward. They have systems for confidentiality reporting, for investigating the issues, they have got these safeguarding tools which are available to everybody, not just NOC's, but anybody who can go on their website and download them."*

03:01 Mid shot of the venue

03:02 Detail cutaway of the CIC BA venue



**03:04 SOUNDBITE: Kirsty Coventry, Five-time Olympian & Chair, IOC Athletes' Commission, Zimbabwe (English Language)**

*"They are starting to see the light a little bit which is a good thing. I think in any, when there has been a catastrophe or something very negative happen, I do believe that there is positive things and positive steps that can come out of it and it helps people to re-look at the way things are and to reinforce that foundation and to maybe to blow up that foundation and create a new one and that's what I think a lot of the movement and especially the IOC are looking at is to how we ensure that this doesn't happen again and what are the things that we're putting into place."*

03:50 Wide shot of panel including Alexandra Orlando

03:55 Various wide shot of panel

**04:00 SOUNDBITE: Alexandra Orlando, Canadian Olympian, (English Language)**

*"I think it's very important for athletes to speak about corruption because it will erode the trust and the integrity of the sport system and even our relationships with our institutions. We dedicate our lives to sport, to representing our country, to reaching that level. Olympism is all we think about, generally since we were young, and we want to feel like the system and the organisations in place to protect us are doing that and we need to hold them accountable but we also need to work with them to find the solution."*

04:38 Wide shot of the panel

**04:42 SOUNDBITE: Alexandra Orlando, Canadian Olympian, (English Language)**

*"We have to dream of sport without corruption. I know that there's many schools of thought that will say 'it's natural, it happens in every different industry' which is true, but I think that sport is one of the only things that unifies the world, that has a very unique power to break boundaries to make policy change, to be more inclusive. To be a leader, to really lead by example and we have to keep holding ourselves to that standard. We're not like every other industry, we need to work towards sport without corruption."*

05:20 Beauty shots of the venue of the OiAF logo backdrop

05:30 Wide shot of the venue

05:34 Shots of the Ball Game exhibition by Leandro Erlich outside the CIC BA venue

-- ENDS --

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