



OLYMPIC CAPITAL quarterly

Sports Management Update from the City of Lausanne and the State of Vaud

Trends to Track

by Nicolas Imhof,
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Over the years, Lausanne has enjoyed the growth of local businesses and had the opportunity to host many international partners, especially within the field of sports. Currently, more than 40 international sports federations and associations have chosen to be headquartered in Lausanne and the surrounding area.

Notably among these organizations is the International Olympic Committee (IOC), which was the first to establish its headquarters in Lausanne in 1915. With over 100 years of devotion given to the Olympic movement and to sports in general, the IOC marked its centenary in 1994 by awarding the City of Lausanne with the unique title of "Olympic Capital". We consider this a great honour, but also believe that there is much

Behind the scenes in the Olympic Capital

Lausanne, Switzerland, celebrating its 15th year as Olympic Capital, highlights what is really behind this distinguished name and what will be its shape in the future.

responsibility attached to it. We'd like to give you a behind-the-scenes look into what makes the Olympic Capital shine.

The centre of sports management

We have a strong belief in the values of sport, and together, with the State of Vaud, we are able to provide favourable conditions for sport development. Contributing to the progress of the internationalisation of sport in Lausanne, we have been working in close contact with the Swiss Government to create general provisions in line with a well-defined welcome and hosting policy for international federations. The positive outcome of this can be seen in the opening of the Maison du Sport International (MSI) in 2006. Second to none, the MSI has helped create closeness among federations, both in proximity and rapport. We have gone even further in helping federations and associations that are looking to set up their headquarters in Lausanne. With the terms and conditions outlined, the incentives for sporting entities are promising.

An important piece of the Olympic Capital is keeping the International Federations updated and educated. Our educational seminars and knowledge exchange platforms form a large part of our sport strategy. We offer monthly seminars for all International Federations to discuss top-

ics of interest, basic management and popular issues within the industry. Additionally, we hold guest speaker seminars with individuals outside the sports world; distribute the Olympic Capital Quarterly; and execute the annual SportAccord IF Forum (being held this year from November 18-19). Each of these events provide sports professionals with the opportunity to come together to interact, learn new methods of work and build strategies for their future.

Furthermore, the city of Lausanne also offers many opportunities within the realm of education and research. Housing two renowned universities, ▶



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“Our vision is to host at least one major international or European sports event per year.”



Lausanne Triathlon.

► IMD Business School and Ecole Polytechnique Federale de Lausanne (EPFL), each is considered elite in their respective fields. The EPFL's commitment to innovative projects through fundamental and applied research has allowed their works to carry over into the realm of sport. Their drive for innovation and technology transfer has led them to be the Official Scientific Advisor to Alinghi for the 33rd America's Cup and to work on several projects with Formula One. Additionally, EPFL offers the International Academy for Sports and Technology which delivers a one-year graduate programme for students looking to learn about the multi-disciplinary approach to sport.

Culture is also a large part of Lausanne's legacy. A notable part of the city's history in sports lies within the walls of the Olympic Museum. The Olympic Museum promotes the union of sport, art and culture – the tradi-

tional pillars of Olympism. Its mission is to make visitors aware of the breadth and the importance of the Olympic movement and to demonstrate that Olympism is not merely a matter of sport and competition, but also a philosophy of life.

An innovative and committed host

Not only has the tone been set with the creation and implementation of a support platform for sports federations and associations, but Lausanne has also built up a strong international reputation as an organiser of events. Conducive to both sports elite and recreational participants, annual events have become an important part of the city's sports programme. Take for example the Lausanne Marathon, Athletissima, and the Lausanne Triathlon, each have a unique place within the sporting calendar and are



Olympic Museum.



Athletissima.



enthusiastically supported by the community. We are very excited about the opportunity to host other upcoming events such as Gymnaestrada in 2011.

While the future of hosting events contains many opportunities, it also carries with it a few challenges. Bidding for hosting rights of any international event has become an expensive and costly venture. While we manage to keep up with the competition, moving forward we are devising a strategy to help the City of Lausanne stand out as a challenger. Our vision is to host at least one major international or European sports event per year.

A transforming sports hub

The current urbanisation project, "Metamorphose", is a strong element in the development of Lausanne. This project will have an impact on changing the sporting structure within Lausanne for years to come. With modern sports buildings, an ecological quarter and a

state-of-the-art public transportation system, "metamorphose" opens the door for hosting a variety of new sports events and seminars in the future.

Lausanne - The city for you

What better place to carry a torch for sport than Lausanne, the Olympic Capital? A modern city that houses some of the most important international sport institutions in the world, Lausanne is able to offer amenities unparalleled to other cities. With a plateau, small valleys and mountains, and unspoiled countryside, it is the perfect place to enjoy the comforts of nature. There is a place for every individual or team sport along with the opportunity to compete at the highest level.

Sports organisations establishing themselves in Lausanne and the State of Vaud are offered the following benefits:

- Rent-free office space for the first 2 years
- Exemption from cantonal, municipal and federal direct taxes
- Single contact point providing support for administrative matters
- Special conditions for questions concerning entry into Switzerland, residence and work permits, direct taxation, customs regulations, value added tax (VAT), real estate
- A free seminar series for sports federations' dynamic staff in diverse topics pertaining to sports management
- Organised recreational and networking activities for senior executives of the federation and their staff
- Close proximity to the IOC headquarters, 40 minutes from Geneva's International Airport

For more information about moving your organisation to Switzerland visit: www.ifsports-guide.ch or contact Ms. Cosima Deluermoz, +41 21 316 39 37, cosima.deluermoz@vvd.ch, or Patrice Iseli, patrice.iseli@lausanne.ch, +41 21 315 14 14.

Or, if you are in Copenhagen for the IOC Session and Olympic Congress visit us directly in the Bella Center close to the Olympic Museum Exhibition.



“ We aim to emphasize
of our dynamic, international
activities that reinforce
the world’s capital of sports

OLYMPIC CAPITAL quarterly

■ ■ In the Manager’s seat

Exclusive interview with
Daniel Brélaz,
Mayor of Lausanne

L a u s a n n e

“We want to be worthy of our Olympic Capital title”

In each issue, the Olympic Capital Quarterly gains insight from the people who “make” the Olympic Capital. In this edition, we asked the Mayor of Lausanne, Mr Daniel Brélaz, about his views on the current role of the City in the international Sports World and what he has in store for the future.



■ Now that more than 25 sports organisations are based in the Olympic Capital, what is the next step for you in terms of strengthening the impressive platform that has been created for international sport?

Lausanne wants to continue to reinforce its connection with the international sport movement and its status as the Olympic Capital. Of the policies that are currently in place, most notable is the policy concerning the establishment of new federations and international sports institutions. The policy highlights the support available for an organisation looking to establish its headquarters here in Lausanne. Defining the process of establishing federations in a new, urban district was a key consideration of this policy. In addition to continuing our relationship with events that occur on an annual basis, like Athletissima for instance, we also aim at organising larger-scale events, like European or World Championships.

Together, with the World Union of Olympic Cities, UMVO, the city of Lausanne looks to play a central role in facilitating the knowledge exchange between Olympic Games host cities and/or hosts of large-scale international sporting events. Our role would also include strengthening the connection between these cities and the international sport movement, the IOC and

international federations. The successful execution of these actions would further emphasize Lausanne’s position as a world capital of sports administration.

■ You are the President of the Olympic Cities Association, and host to the annual Lausanne Summit. What were the objectives of Lausanne in creating this association?

The creation of the UMVO is a direct result of our commitment to international sport. With this institution, Lausanne provides a platform for cities to respond to thought-provoking questions related to the organisation of large-scale, international sporting events: How can organising cities maximize its profits on an economical, social, and environmental level? How do cities approach the challenges that are inevitably met in each of these domains? How do cities reconcile sustainable development after large-scale, international sporting events? How should the expertise of organising cities and the CIO be recorded at the conclusion of the event? The UMVO’s goal is to generate answers to these types of questions in an effort to create practical and concrete management tools for cities concerned by these domains. In the process, UMVO is able to facilitate the knowledge exchange and strengthen the Olympic values in partner cities.

size the management
al sports policy by selecting
ce our reputation as
ports administration.”



■ You are also involved in the International Federation of Green Regions Association – how does this fit with the objectives of the Lausanne?

In today's economy, sustainable development is a necessity. Cities must be able to exchange expertise and develop new, universal management tools. Additionally, this exchange must happen on an international level.

It is the aim of the International Federation of Green Regions Associations, IFGRA, to connect cities and regions around the world to answer questions about sustainability, specifically in regard to public authorities. UMVO simply constitutes another facet of the same problem: How do cities reconcile international sport and sustainable development? It is apparent that both questions are interrelated. In the past, the city of Lausanne has taken this type of partnership approach for the benefit of both parties. For example, Lausanne currently chairs the Sustainable Development Commission for French-speaking cities.

Given its pioneer role in the domain of sustainable development and its statue as the Olympic Capital, the city of Lausanne is able to bring aptitude and expertise to its relationship with the International Federation of Green Regions Association.

■ It becomes increasingly difficult for medium size cities like Lausanne to compete at the international level with bigger, more resourceful cities

when trying to attract international sports events. What is Lausanne's strategy for attracting more events in the future?

It is believed that Lausanne is able to maximize its hosting potential by carefully selecting events suitable for its size and vocation. The city of Lausanne is not currently able to provide the necessary resources and facilities for certain events. We aim to emphasize the management of our dynamic, international sports policy by selecting activities that reinforce our reputation as the world's capital of sports administration.

To organise an event in Lausanne is to increase the potential for worldwide exposure, enhance the recognition of the event and reinforce the city's connection with the international sports movement. The opportunity to host an event on a global platform inevitably produces a level of international notoriety that far exceeds the physical size of our city. Naturally, we attempt to make use of these advantages to strengthen our position in the field of international sporting events, in a context of continuously growing competition.

■ What does the future of sport in Lausanne look like?

We are confident that the city of Lausanne will continue to strengthen its place in the sporting world and to again, reinforce its position as the Olympic Capital. Already, opportunities in the job market have increased and

the economy and reputation of the city have improved as a direct result of our continued commitment to sport. We have consistently proven our dedication in this area and in return, have established our city as a prominent player in international sport. We believe that the attractiveness of the city can still be enhanced with help from the development of new activities and the hosting of sporting events. The next few years will surely highlight the endless potential of Lausanne as a sports city, particularly with the recent development of the World Union of Olympic Cities.

■ Where do you seek inspiration for how you manage the re-urbanisation of the city of Lausanne?

Lausanne is frequently confronted with questions that deal with urban development, which is commonplace for cities around the same size and demographic. For example, the renovation of neighbourhoods, public transportation enhancements, and inner-city development are topics often discussed. We attempt to share our experiences with other cities that face similar challenges, with specific emphasis on international cooperation.

Our actions are guided by a number of principles, in particular, effective implementation of sustainable development. Additionally, we attempt to factor in our economic advantage and comprehensive policies to design new initiatives. We are fortunate that the city has benefitted from the development of sport, in both infrastructure and social welfare, which is a key factor in planning for the future with confidence.

The growth of the World Union of Olympic Cities plays a key role in the path of development and the sharing of knowledge and expertise with others.





“Once an Olympic City,
Always an Olympic City.”



From the Seminar Room

by Dominique Gobat,
UMVO Programme Manager



Leaving a legacy: Key Olympic discussions scheduled for the 2nd edition of the Lausanne Summit

After the success of the first edition of the Lausanne Summit for Olympic Cities, Lausanne, the Olympic Capital, and Athens, host of the I and XXVIII Olympiads, are organising the second edition at the Olympic Museum from the 19th to the 21st November 2009.

The Lausanne Summit is fully supported by the International Olympic Committee and attracts cities who have held or who are about to hold the Olympic or Youth Olympic Games, as well as cities who are interested in one day hosting the Games, current candidates and applicant cities.

The Lausanne Summit is the World Union of Olympic Cities' (UMVO, *Union Mondiale des Villes Olympiques*) first effort in providing a knowledge-sharing forum where cities can share their experiences, best practices and lessons learned, while assisting cities who harbour Olympic ambitions by answering many of their questions and ensuring that they start in the best possible manner.

To briefly explain the UMVO, it is an association for cities that wish to attach themselves to the Olympic Movement. It was founded by the cities of Lausanne and Athens. Its objectives are to offer a knowledge exchange platform; to study, in partnership with the International Olympic Committee, the impact of the Olympic Games on host cities, partic-

ularly in terms of sustainable development, economic management and urban planning; to promote modern-day Olympic Cities as international centres for sport, culture and international development; to promote the educational values of the Olympic movement; to increase the link between cultural initiatives and

Olympic institutions; and to support cities that integrate the Olympic values with the aim of promoting peace.

The 1st edition of the Lausanne Summit, which was held in 2008 at the Beau Rivage Palace, attracted over 100 participants from approximately 40 cities around the world with a mix of previous

Olympic Museum.



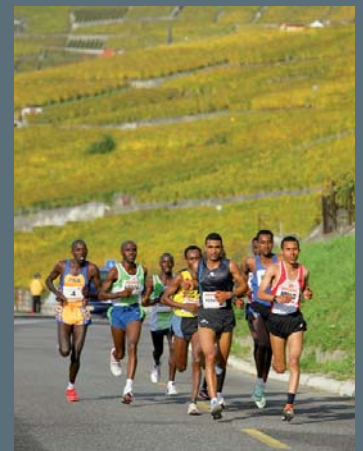
OLYMPIC CAPITAL agenda

Some forthcoming sports events in Lausanne & area

From October 8 Vancouver 2010 Sustainable Development and Living Traditions, Olympic Museum, Ouchy
www.olympic.org

October 11-15 29th Olympic Week, Olympic Museum, Ouchy
www.olympic.org

October 25 Lausanne Marathon Ouchy



www.lausanne-marathon.com

November 11-15 Billiard World Championships 2009, Beaulieu
www.billard-lausanne.ch

December 4 Seminar Switzerland – a leader in Sports Technology, Association of Swiss Sport Mangers (ASMS), Olympic Museum, Ouchy
www.asms.ch/symposium09

December 19 Christmas Midnight Run Place de la Riponne Lausanne
www.midnightrun.ch

Championships to the Olympic Games, often spaced over several years with different organising committees, how can cities avoid recreating the proverbial wheel and capitalise on the human capacity that has been created within their city / country?

For a full list of speakers, cities attending and a detailed programme, visit the official website www.olympiccities.org.



Olympic host cities, like Los Angeles, Sarajevo, Mexico City, Amsterdam and Beijing, to name just a few, all four 2016 Olympic candidate cities and several other cities with Olympic ambitions. Guest lecturers included: world renowned expert in city and nation branding, Simon Anholt; Olympic Games Executive Director, Gilbert Felli; Vice-Mayor of Beijing, Chen Gang; Director of Olympic Opportunity at the London Development Agency, Geoff Newton; President of the Sydney Organising Committee for the Olympic Games (SOCOG), Michael Knight; and Head of the London Olympic Delivery Authority (ODA) Design Team, Jerome Frost. Discussion panels were also held after each speech, which provided an interactive experience for those present.

The 2009 Lausanne Summit is sure to be another highly stimulating few days with an experienced line up of speakers. The general theme is "Once an Olympic City, Always an Olympic City" which will focus on providing a lasting Olympic legacy. The specific topics include:

Urban development: Incorporating sustainability and the Olympic legacy into an urban strategy

How can cities incorporate the Olympic Games vision into their long-term urban planning strategy, while respecting the principles of sustainability? How can the Games be best used as a catalyst for positive change in the host city and region? Are there any compromises that cities should make to ensure that the Olympic legacy and Corporate Social Responsibility (CSR) are respected, while delivering the Games according to plans and requirements?

Keeping the Olympic flame alight: From host city to Olympic city

The Games have come and gone. How can a city maintain the Olympic spirit, which is so visible in the lead-up to and during the Games, while at the same time respecting the Olympic values and optimising the use of the permanent venues and fixtures which were constructed for the Games? Long-term planning is important, but what should cities specifically identify to assist them in their long-term "Olympic" strategy, and how can they use the values, culture and general heritage to continue to leverage them and to add value?

Bidding for major events and the Olympic Games: The key questions/challenges a city should tackle prior to bidding, and the benefits a city can gain from the bidding process itself

How to build a long-term vision in which the opportunities of a major event such as the Games are optimised? What are the tangible and less tangible (hidden) benefits of bidding for a major event such as the Games? How can a city, which has lost a bid, still implement elements of its vision and projects?

Knowledge management: Preserving the knowledge gained from hosting the Olympics within a city

How can cities successfully plan a knowledge management strategy to maintain and build upon the experience gained from hosting a major event like the Olympic Games? With cities hosting major events from World



The Olympic Capital continues to grow – be a part of it!

In September 2009, construction started on the fourth building of the Olympic Capital's International House of Sport (Maison du Sport International – MSI).

Why should you come join the MSI?

At the Olympic Congress in Copenhagen, the world of international sport will come together for the first time in 15 years to share experiences, discuss trends, and develop ideas for the future of sport and the Olympic Movement. In the Olympic Capital, this is just part of daily life!

At the core of the Olympic Capital, the MSI currently hosts more than 30 sports organisations, of which approximately 20 are International Sports Federations. The remaining tenants are a mixture of top-level solution providers and partners to these organisations.

The specific services offered by the MSI are as diverse as they are useful: on-site, specialised travel agency; access to fully equipped meeting rooms; and a fitness studio and cafeteria. In addition to these services, tenants can also take advantage of all



the benefits offered to Federations based in the Olympic Capital and the State of Vaud. The new building will be adjacent to the existing three and will offer the same services.

Impressum

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Send questions, comments and article proposals to Editor, Olympic Capital Quarterly, Ch. des Grandes-Roches 10, 1018 Lausanne 18, Switzerland, or email danielle.honegger@lausanne.ch

Rental price for the 4th house

Type of floor space	Net annual rent (services included)	Floor space
Offices	CHF 300.-/m ²	1'328 m ²
Storage areas	CHF 175.-/m ²	236 m ²
Underground car park	CHF 185.-/space per month	26 places

The purchase prices are available upon request.
All prices are subject to change.

The Olympic Capital awaits you – come join the ever-growing sports community in Lausanne.

For more information about the MSI please contact Ms. Danielle Honegger at danielle.honegger@lausanne.ch / +41 21 315 42 15 / www.msi-lausanne.ch.

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