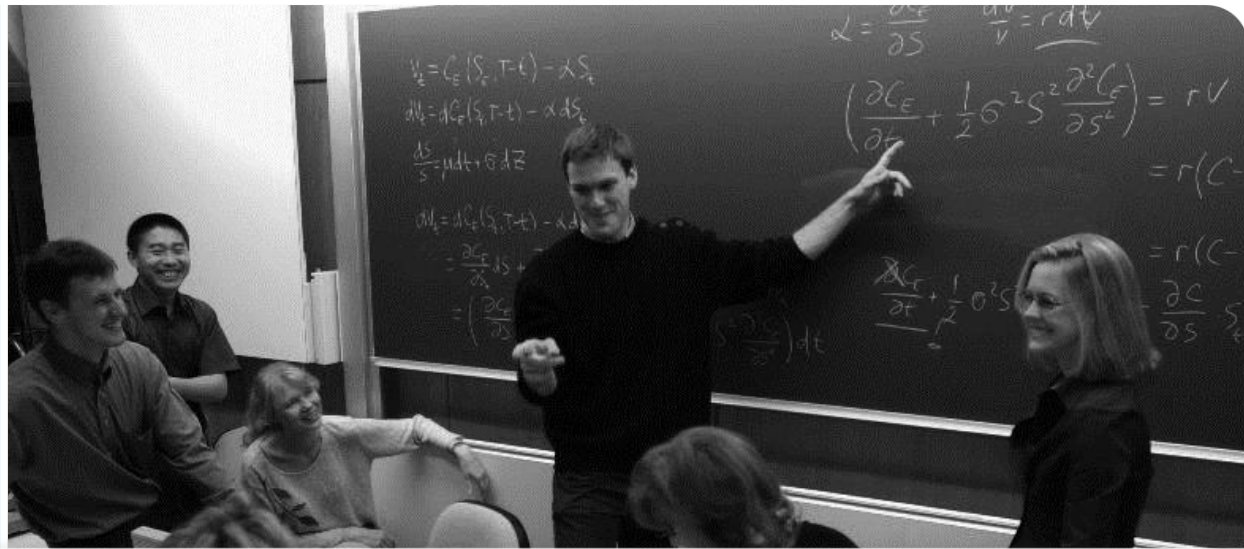


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Symposium – 100th anniversary of the IOC in Lausanne

The evolution of the Lausanne Olympic Capital strategy

Joël Pinson

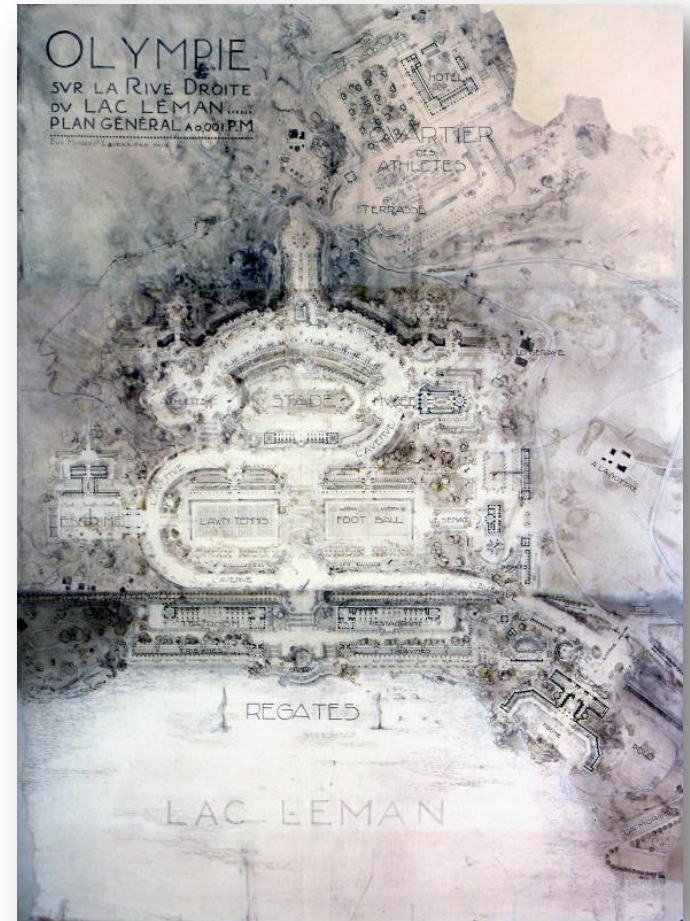
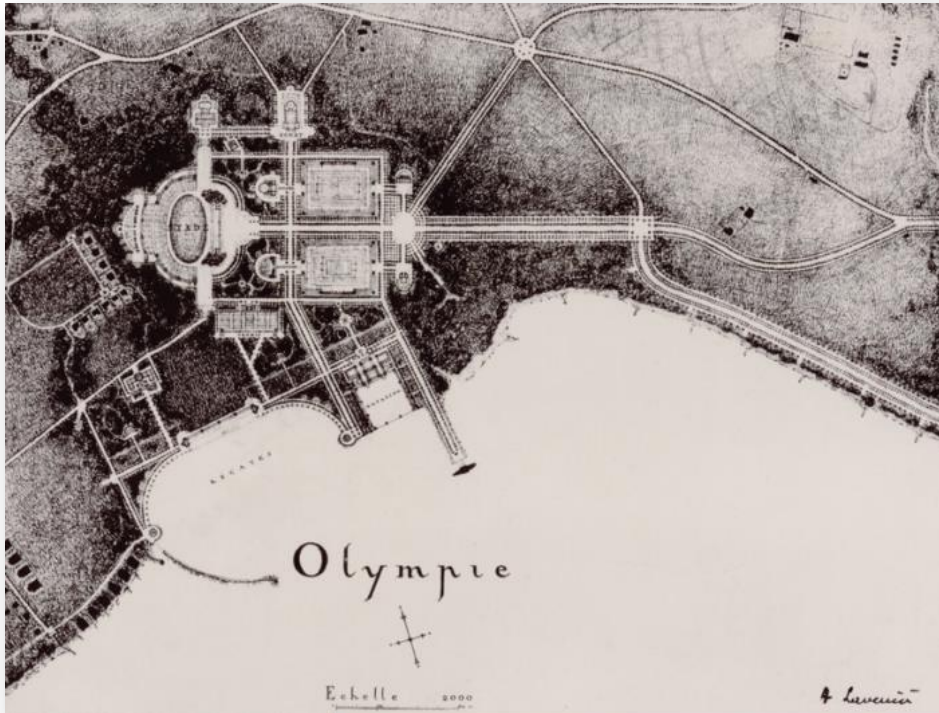
joel.pinson@unil.ch

Agenda

1. The Olympic's influence
 1. Baron Pierre de Coubertin
 2. Olympics' candidatures
 3. Juan Antonio Samaranch
2. Lausanne authorities
3. Challenges of "Lausanne: Olympic Capital" policy
4. Conclusion: 2020 Winter YOG and event portfolio

Coubertin's influence

- The «modern Olympia»



Retrieved from, wp.unil.ch/dorigny40

Coubertin's influence

- Summer Olympic Games
 - 1924, Lausanne as candidate city
 - The letter to Coubertin
 - 1932, 1936, 1944, 1948, 1952
- Two main explanations
 - Coubertin's loss of influence at the IOC
 - Transformation of the Olympic Games

Olympics' candidatures

- 1960 Summer Olympic Games
 - Rome, third round
- 1994 Winter Olympic Games
 - Referendum in 1988
 - 62% against the financial risks
- 2020 Winter Youth Olympic Games
 - Decision on the 15th of July

→ Pragmatic evolution of the bids

Samaranch's influence

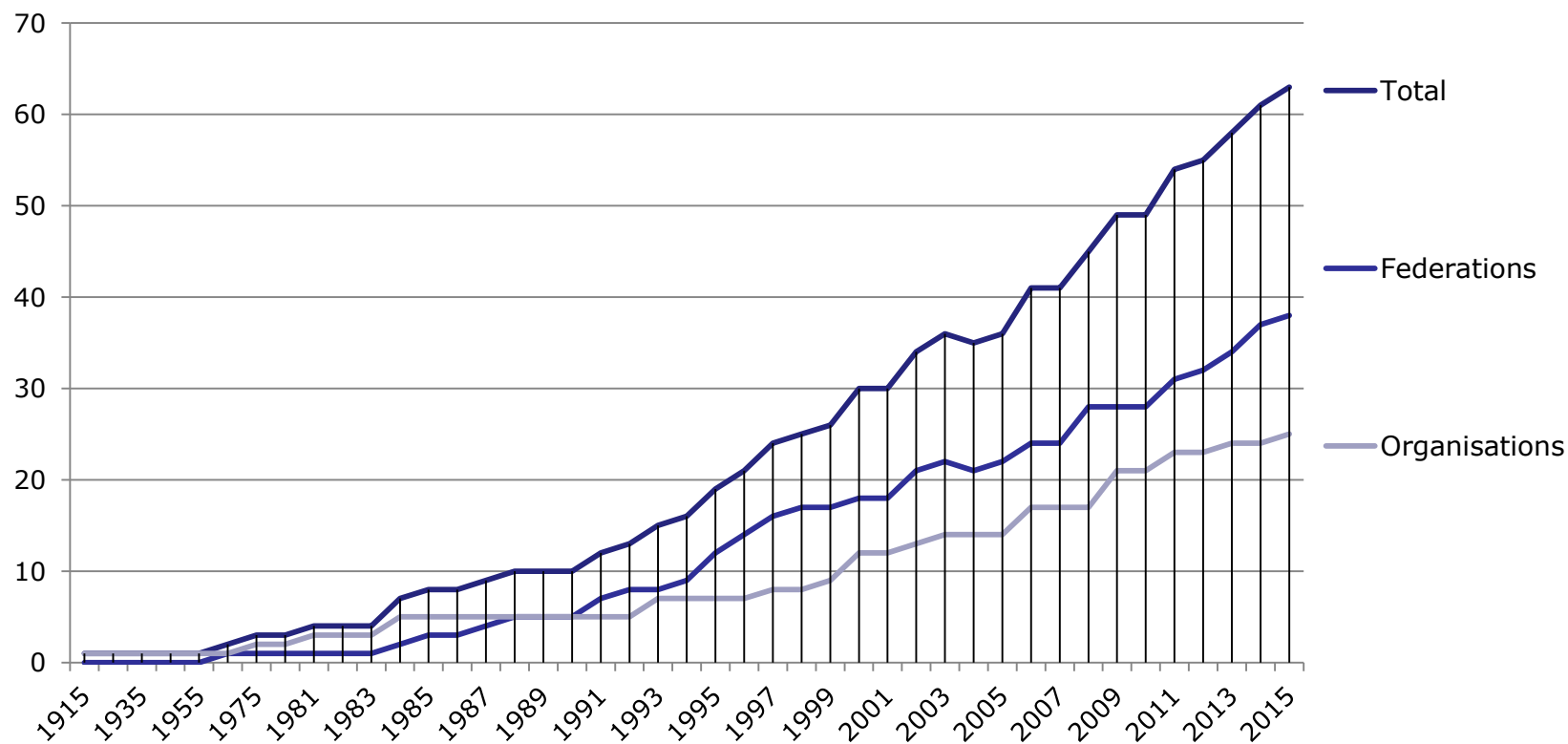
- Lausanne as the cornerstone of his action
- Olympic Capital in 1994
 - Symbolic confirmation, along with tangible actions
- Administrative Capital of world sport
 - International sports federations and organisations
- First steps of a sports events hosting strategy
 - Recurrent and one-off

Lausanne's leadership

- Time of doubts at the end of the 1990's
 - Bribery scandals
 - Change of presidency
- 2002, adoption of two public policies:
 - "Plan Directeur du Sport"
 - "Lausanne: Capitale olympique"
- Two dimensions
 - International sports federations and organisations (ISFO)
 - International sports events

ISFO

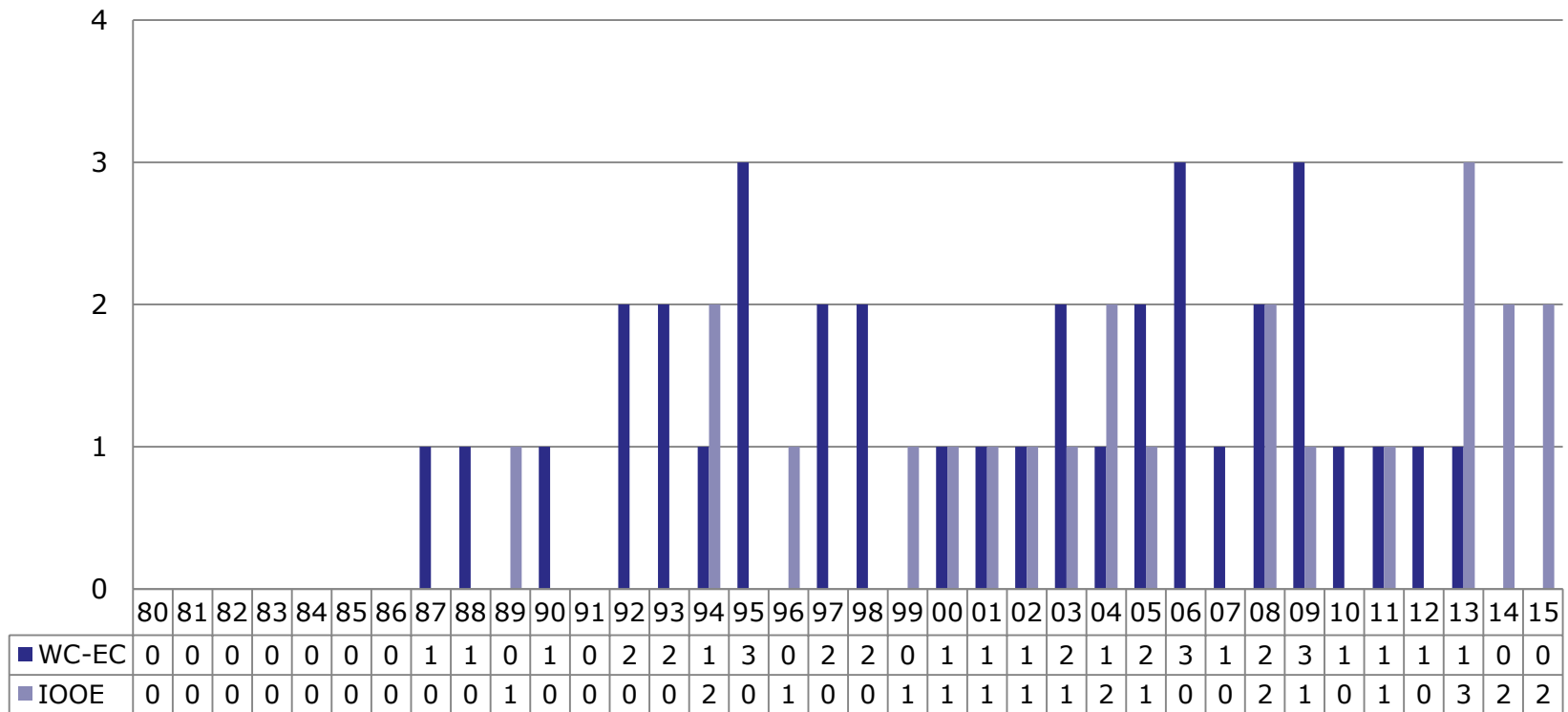
- 63 ISFO in canton de Vaud (54 in Lausanne)



Adapted from Pinson & Chappelet (2014)

Sports events hosting strategy

- Evolution of the events hosted



Adapted from Pinson & Chappelet (2014)

“Lausanne: Olympic Capital” policy

- ISFO
 - So far, so good, but...
 - Limited number of international sports federations
 - Ethic and legislation’s issues
- Sports events hosting strategy
 - From major events to smaller sports events
 - Can they achieve the development objectives?
 - What vision behind the hosting strategy? Why and what kind?

Conclusion

- Winter YOG 2020
- Why?
 - Image
 - Economy
 - Social
 - Regeneration



Retrieved from, www.Lausanne2020.com and www.24heures.ch

Conclusion

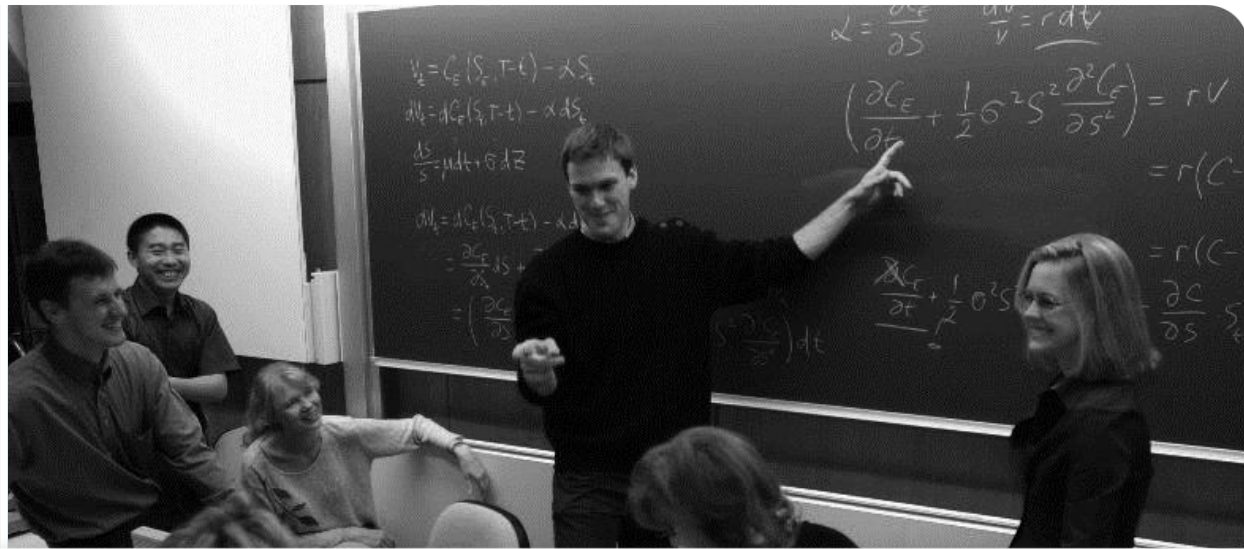
- Event portfolio
 - Something to look at and to think about for Lausanne
 - Not a “one event” strategy
- Different objectives and targets
 - Economic, social, environmental...
 - Tourists, residents, companies...
- Different types of event planned through the year
 - Regional, national, international
 - One-off, recurrent, heritage

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