



# Orienteering to the Olympics (?)

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*celebrating*  
**IOF**  
**50 YEARS**

# Today's Agenda

- A brief review of the world of international sports
- Olympic Program – process and criteria
- Orienteering on the Olympic Program – a personal view
- Discussion

# Disclaimer

*Since I do not represent the International Olympic Committee, none of the views expressed can be taken as a formal position of the IOC*

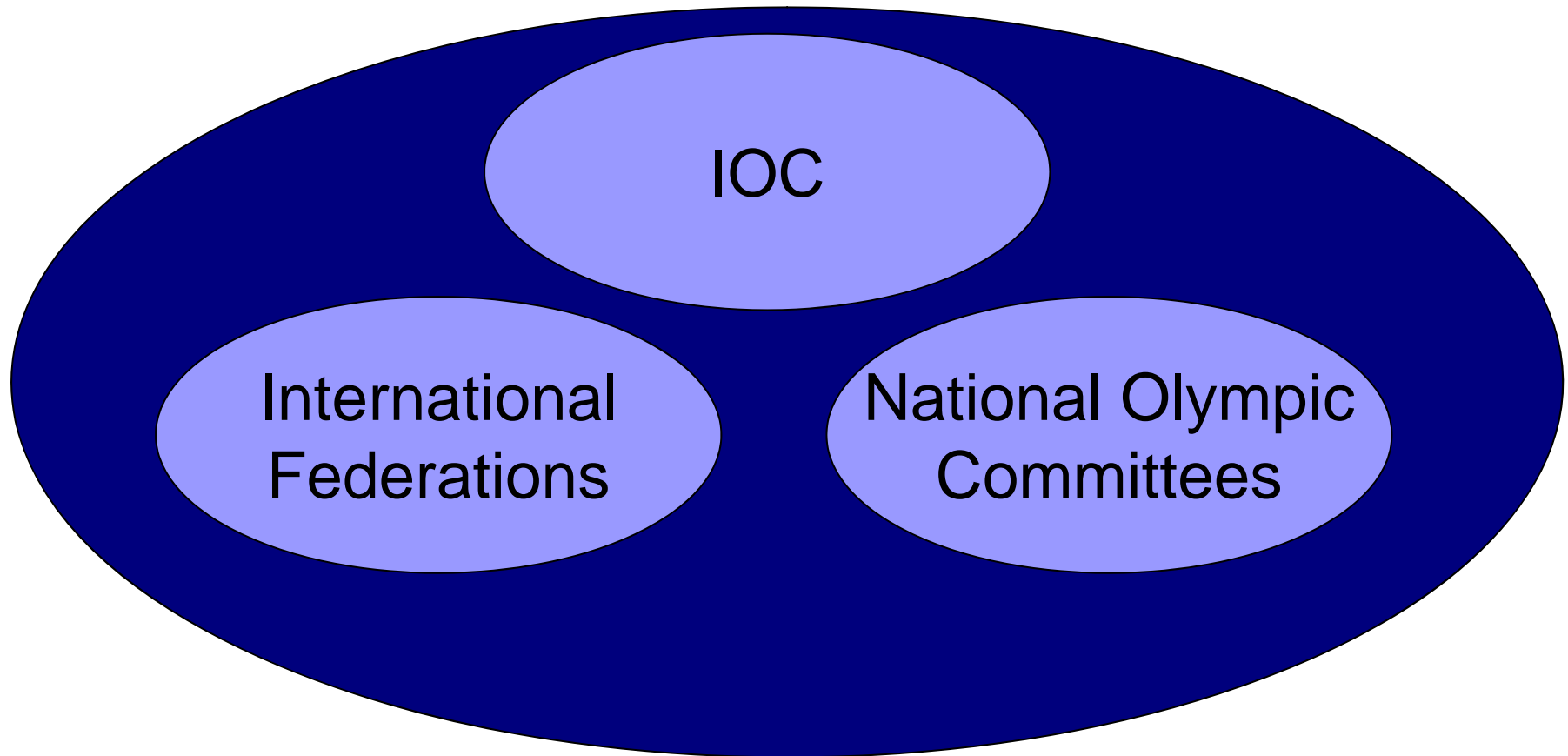
.... but the advantage is that I can be very open and frank

# IOC Recognized Sports

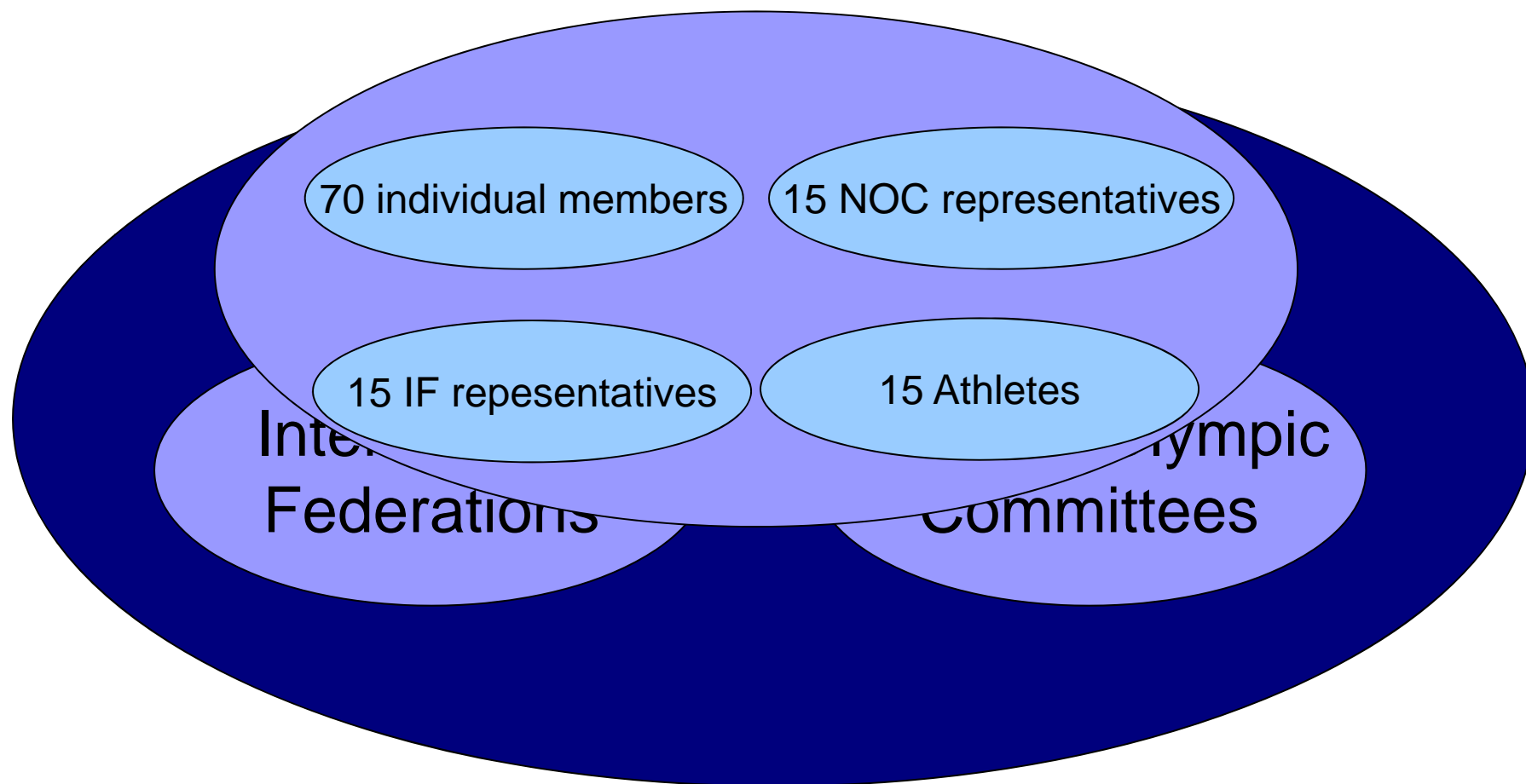
- Are recognized by the IOC
- Are not yet on the Olympic Program
- Are the vehicle to develop the Olympic Program



# Olympic Movement

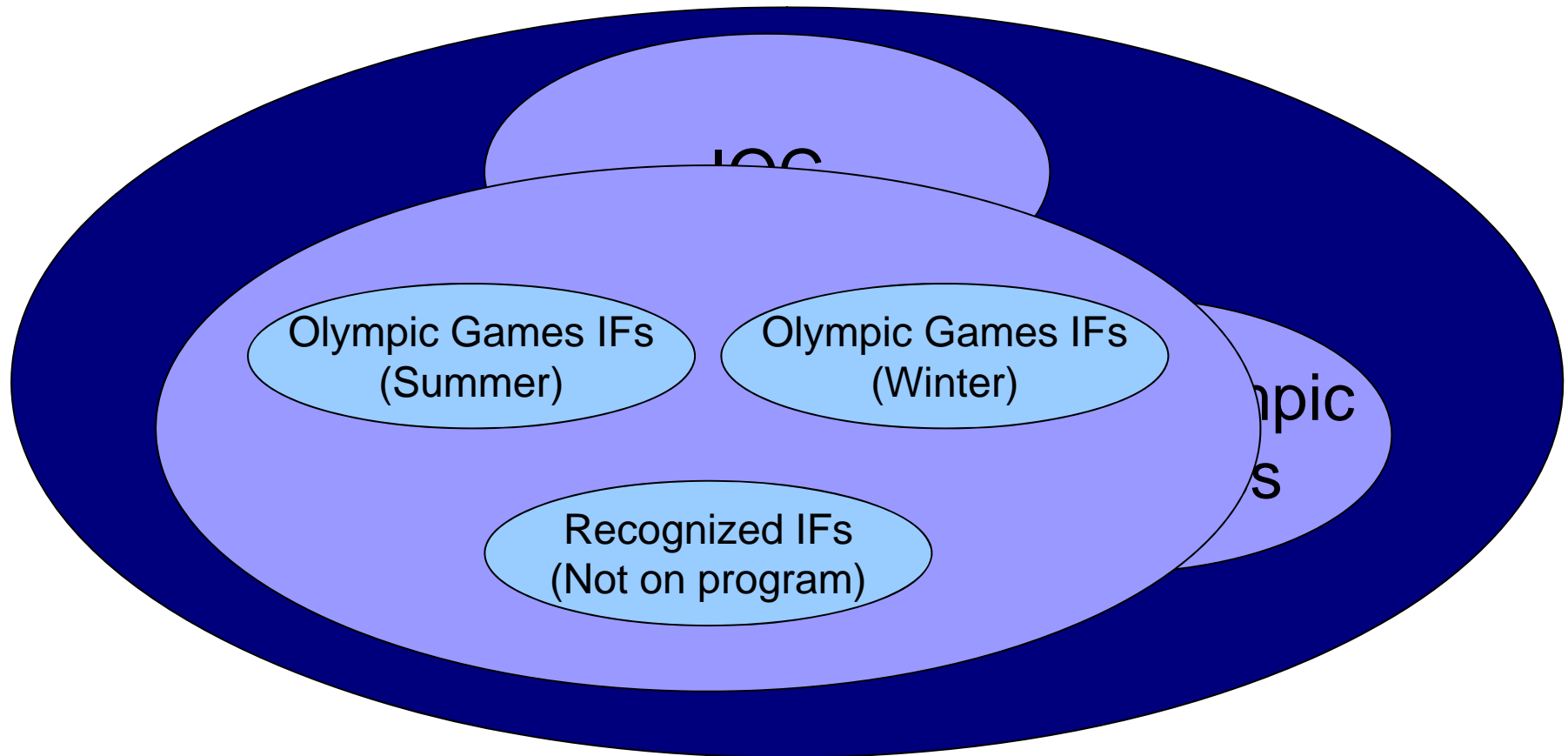


# Composition of the IOC



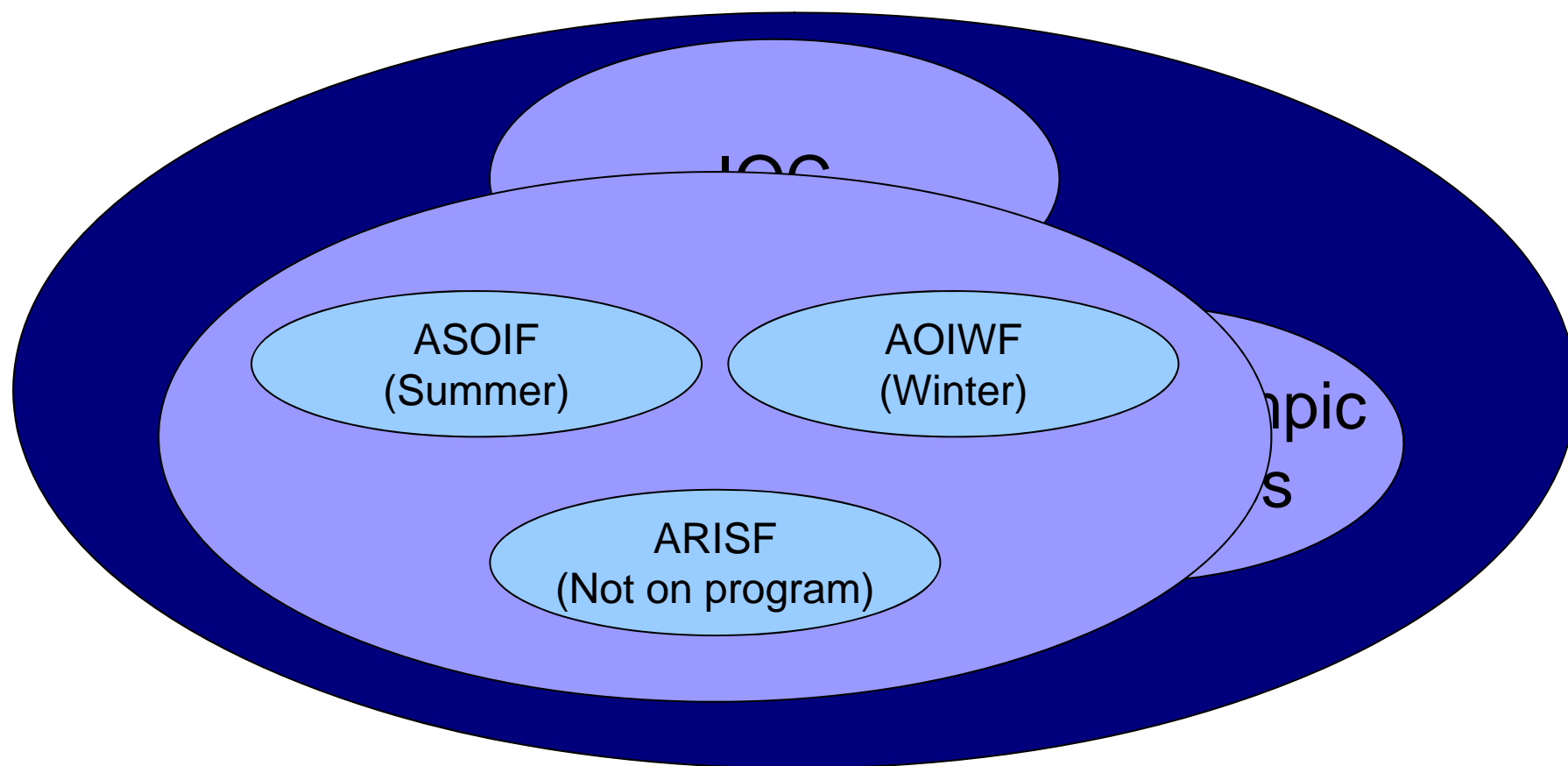


# International Federations



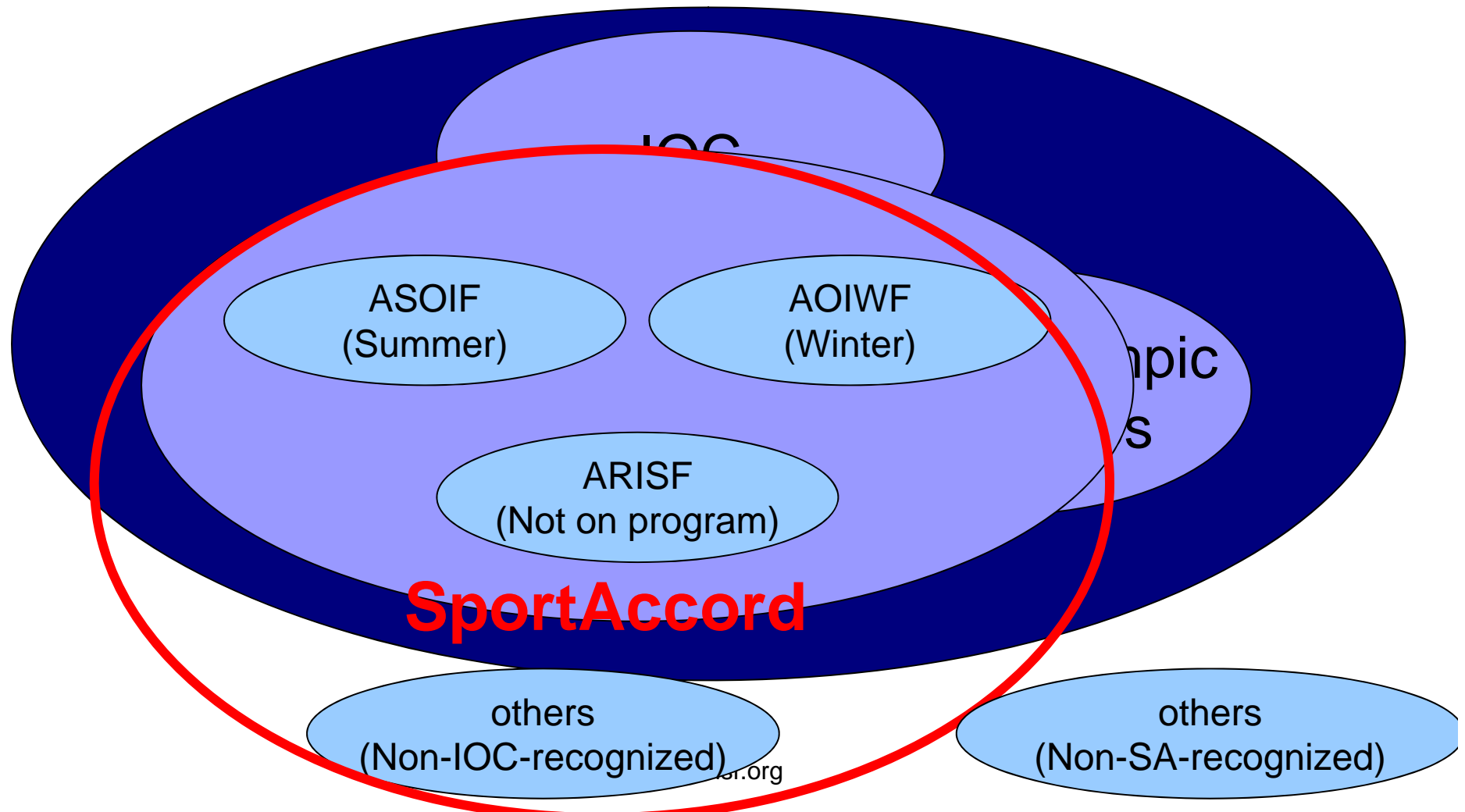


# Associations of International Federations





# Associations of International Federations





# ARISF

- Association of IOC Recognized International Sports Federations
- Established in 1984
- 32 members

# Olympic Charter

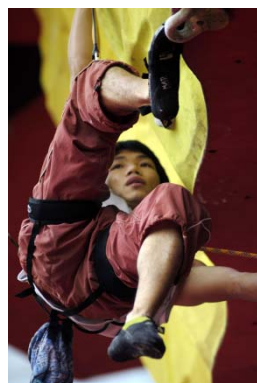
- In order to develop and promote the Olympic Movement, the IOC may recognise as *International Federations* international non-governmental organisations administering one or several sports at world level and encompassing organisations administering such sports at national level (Art. 26)
- The IOC may recognize [...] *associations of International Federations* (Art. 3.3)

# Why would the IOC recognize sports that are not on the program?

- Some possible explanations:
  - IOC is the custodian of the world of sport
  - An increasing number of athletes participate in sports that are not on the Olympic program
  - IOC wants to protect the unity of sport
  - IOC wants pressure on Olympic Sports to develop themselves so that the Olympic Program becomes stronger

# ARISF members are International Federations

- Air Sports
- Bandy
- Baseball
- Basque Pelota
- Billiards
- Boules
- Bowling
- Bridge
- Chess
- Cricket
- Dance Sport
- Floorball
- Karate
- Korfbal
- Life Saving
- Motorcycling



- Mountaineering
- Netball
- Orienteering
- Polo
- Powerboating
- Racquetball
- Roller Sports
- Softball
- Sports Climbing
- Squash
- Sumo
- Surfing
- Tug of War
- Underwater Sports
- Waterski & Wakeboard
- Wushu



# Multisports Games

- ARISF members participate in multisports games, independent of ARISF
- Regional games (Asian Games, Panamerican Games, etc) – recognized and Olympic Program sports
- World Games – recognized and Olympic Program sports (but not Olympic Program disciplines)

# Olympic Games (Summer)

- Current limit set at 10,500 athletes, 301 events, 28 sports
- Core sports have protected status
  - 26 for 2016; 25 for 2020
- Rugby and Golf added for 2016 – protected for 2020
- Olympic Program Sports are evaluated after every edition of the Games
- Recognized Sports are evaluated prior to each program evaluation (7 years before Games)



# 2020 Shortlist

- Baseball
- Softball
- Karate
- Squash
- Roller Sports
- Sports Climbing
- Wakeboard
- Wushu

# How to get onto the OG Program?

- Formal list of criteria

- Universality (participation), popularity (TV and sponsors - driven by fans) appear to have mainly driven 2009 decision on rugby and golf
- Appeal to youth – bring in new fans for the Games

- Think of what you can bring to the Games rather than what the Games can bring to you

# Orienteering and the OG

- Participation (number of countries and universality) are not at par with best of the currently recognized sports
- Fan base (measured in attendance at major events, TV audience and sponsorship/TV right revenue) is not at par with best of the currently recognized sports
- Orienteering is present in only three multi-sport events (WG, MG, AWG)
- Although lots of youth practice, it is not perceived as a trend/youth sport

# And what about the Winter Games?

- No limit on space
- Very difficult to show that a new sport brings value to the Games; requirements for a new disciplines (e.g., within skiing or biathlon) appears to be less strong



# Discussion