

NORGES  
IDRETTSFORBUND



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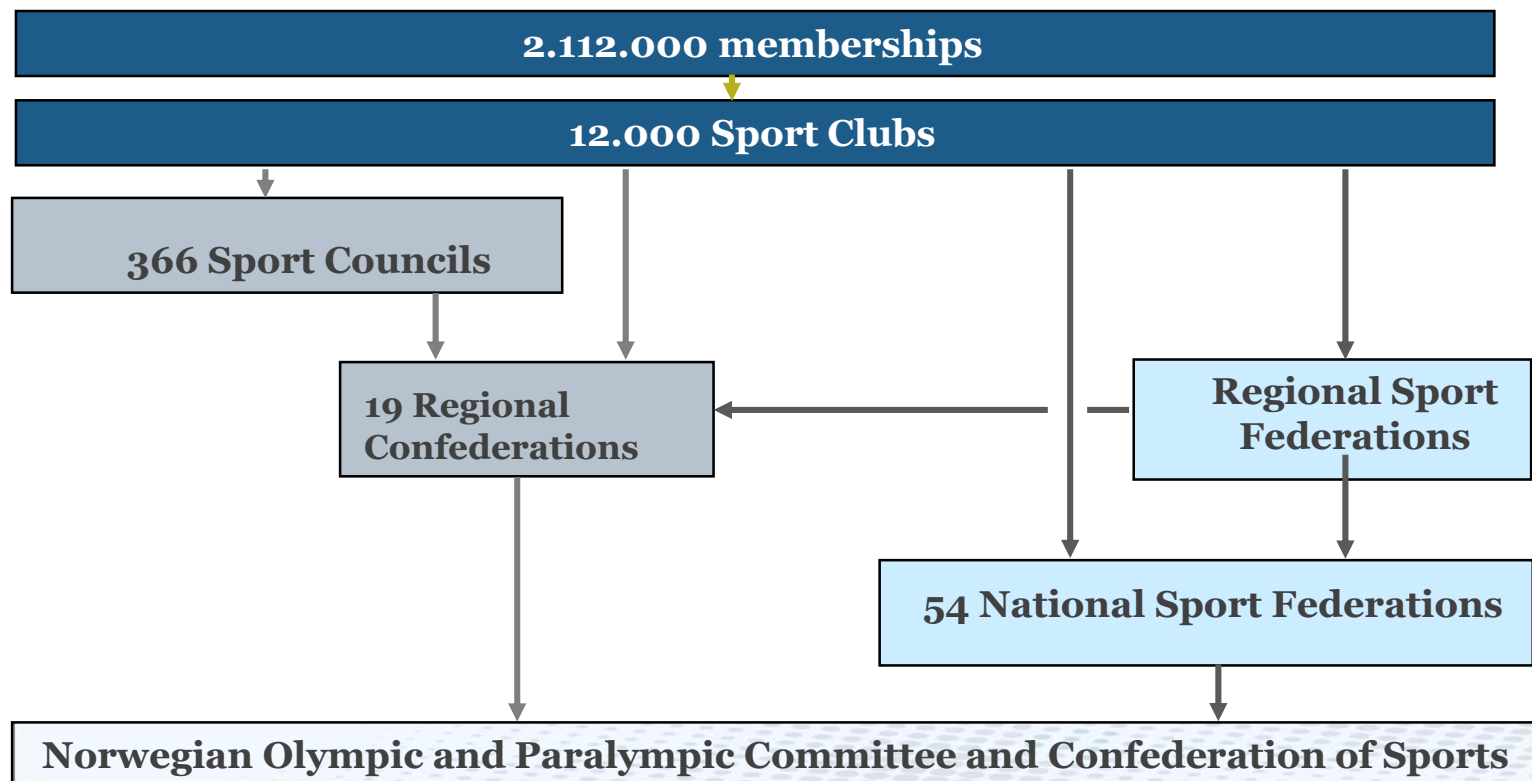
# The inspiring legacy of the Youth Olympic Games 2016

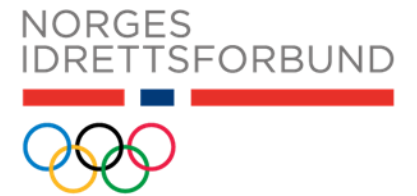
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Helsinki, 02.10.2017



# The largest NGO in Norway





## All in one organization



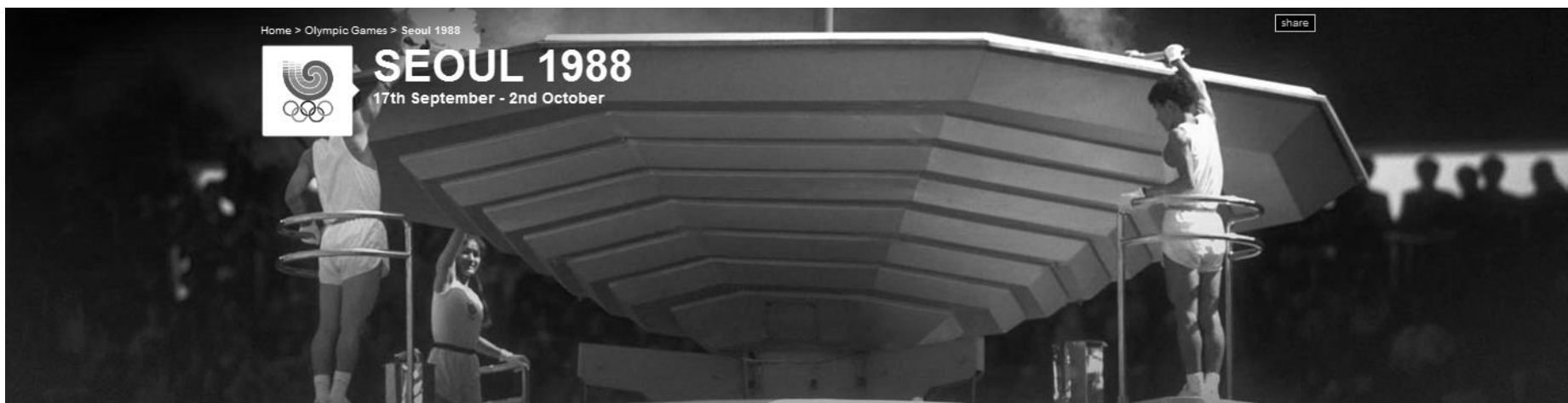
The NIF's vision is to be the most prominent contributor for achieving:

«Joy of Sport – for All!»





# 1988 | Zero gold medals in Calgary and disappointing results in Seoul



# 1994 - The start of an Olympic journey in Norway





# Legacies from 1994







## The professionalisation of Norwegian top sports

- The 24 hour athlete
- A top class support system
- The establishment of the top sports centre/ «Olympiatoppen»

OLYMPIATOPPEN

SAMMEN OM DE STORE PRESTASJONENE





## Facts about Youth Sport

- Youth drop out of sport after they are 12 years old
- Main reasons for drop out:
  1. Moving to another community
  2. Injuries (mainly boys)
  3. Prioritising other interests
  4. Lacking organised sport activities for the age group
  5. Poor quality of coaching

## The Lillehammer 2016 Legacy Commitments

- Sports venues and equipment
- To make a difference in the lives of the participants
- Contribute to the 10 year plan for Norwegian Youth Sports
- Give the region a new enthusiasm and competence
- Contribute to establishing the Lillehammer Olympic Legacy Sports Centre



 **SPORT****1072**

Athletes

**70**

NOCs

**70**

Medal events

**28**

NOCs with medals

**21.143**

Kids tried the sports





A large, modern building with a facade of vertical wooden slats and numerous small, irregularly placed windows. In the foreground, a mascot character is captured mid-air, performing a backflip over a blue mat. Several people are gathered around the mat, some watching and some taking photos. The scene is set outdoors, likely at a sports venue.

 **LASTING LEGACY**

**360**

Student  
apartments

**108**

mNok from  
IOC

**+800**

mNok invested in  
venue upgrades

Lillehammer  
**2016**  
Youth Olympic Games



YOG  
DNA





# EDUCATION

**2.500**

M<sup>2</sup> with activities

**15.991**

Participations

**18**

Olympians

**210.677**

Interactions with the  
YOGGER





**375**

Culture events in  
10 days

**98.000**

Spectators at the  
culture events

**0**

Artist above  
30 years







Lillehammer  
2016  
Youth Olympic Games



YOG  
DNA

 **AMAZING DAYS**

**214.000**

Spectators  
(50/50 sports & culture)

**4.200.000**

Reach on our facebook  
page

**5.126**

Press stories  
(1737 in Norway)

**141**

Countries with  
TV-coverage



 BY, WITH AND FOR THE  
YOUTH

**3268**  
Volunteers

**57%**  
of the volunteers  
below 30 years

**817**  
Volunteers below  
20 years







# YOUTH ENGAGEMENT

*Everything  
really.  
Everything was  
awesome  
(Man, 1998)*



Lillehammer  
**2016**  
Youth Olympic Games



YOG  
DNA





WHY?





- 1 Taken seriously and given responsibility
- 2 Youth are best inspired by other youth
- 3 A part of something bigger than themselves





Go beyond. Create tomorrow



# Create tomorrow

**Dag Erling Talaasen**  
24 years old, straight out of the university  
Responsible for all bus transport







# 1 MENTORING

**Mix**

young and experienced, but with the

**young**

in the drivers seat



2

# ENGAGE YOUNG VOLUNTEERS

220

Young  
leaders

RICA ELGSTUA HOTEL







Youth are best inspired  
by other  
Youth

Go beyond. Create tomorrow.



# Torch Tour

**469**

Nominated to  
«Young  
Changemaker of  
the Year»

**19**

County  
Winners





**2** Create new  
role models

**1.037.000**

TV-viewers at  
the «Sports  
Gala»





2

## CELEBRATE YOUNG CHANGEMAKERS ALL OVER THE COUNTRY

**32.000**

spectators

**21**

events







3

**Be part of a  
community larger  
than yourself**

*«I felt I had 3000 new friends in green trousers. We worked together towards a common goal.»*

**Young volunteer (19)**



## How to engage a new generation

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- 1 See the youths, and give them possibilities.
  - 2 Accept the fact that youth are best inspired by other youth.
  - 3 Create a community with a strong sense of belonging.
- 

**Is this relevant for others?**



## Since 2016...

- 2017 UCI World Championships.
- Barents Games 2017.
- World Cup in Orienteering 2019.
- 2016 European Chamionships in weightlifting.





## Youth Involvement Fund

- 11 mill. NOK earmarked youth involvement in sports events in Norway.
- Secure local contribution after the event.
- Develop future event organisers and sports leaders.





- Share our winter sports competence with countries that lack the same winter sports culture and financial resources.
- Financed by the Lillehammer 2016 surplus.
- Operational from 1st November



Lillehammer Olympic  
Legacy Sports Centre



