

# **Rules of Conduct Applicable to all Cities Wishing to Organise the Olympic Games (as from the 2018 Bid process onwards)**

*Text approved by the IOC Executive Board in Denver, on 25 March 2009*

## Article 1: SCOPE OF APPLICATION

These Rules of Conduct apply to cities wishing to organise the Olympic Games and to their National Olympic Committees (NOCs), as well as any person or organisation acting on their behalf.

The cities are successively: Cities wishing to become Applicant Cities, Applicant Cities and then Candidate Cities. In the present text, the term “cities” applies to all three categories.

These Rules are applicable as soon as they are published on the IOC website, (namely 2 April 2009).

## Article 2: PRINCIPLES

The conduct of the cities shall comply strictly with the provisions of the Olympic Charter, the IOC Code of Ethics and its Implementing Provisions. The cities shall also respect the procedure for evaluating the candidature established by the IOC.

The NOC of the country is responsible for the activities and conduct of each city of the country.

## Article 3: AUDIT

As soon as an entity or any organisation in charge of promoting a city, notably a bid committee, is created, and no later than three months after publication by the IOC of the list of Applicant Cities, such entity or organisation shall designate an independent expert responsible for auditing the financial management of the candidature and shall inform the IOC of the name of the chosen expert. The NOC undertakes to provide the IOC with the audit report in accordance with the IOC's instructions.

## Article 4: LOGO - EMBLEM

The Applicant Cities may use a logo, which does not feature the Olympic symbol. The Candidate Cities may adopt an emblem, which includes the Olympic symbol. The creation and use of the logo and emblem are subject to the conditions listed in appendix 1.

## Article 5: STATEMENT OF ACTIVITIES

The NOC of each Applicant City shall provide the IOC Ethics Commission with a list of international Olympic sports competitions and meetings of IOC-recognised organisations to take place in its territory. This list concerns all the international events scheduled, or in the process of being scheduled, between the date of publication of the present Rules on the IOC website (namely 2 April 2009) and the date of the host city election.

The NOC shall provide this list within three months from the date of publication by the IOC of the list of Applicant Cities (namely 15 January 2010).

Any addition to the list of meetings and competitions shall be submitted beforehand to the IOC Ethics Commission for its review.

Article 6: ASSISTANCE TO NOCS

The NOC of each Applicant City shall provide the IOC Ethics Commission with a list of all NOC agreements and all assistance programmes, of any nature, existing on the date of publication of the present Rules on the IOC website (namely 2 April 2009).

The NOC shall provide this list within three months from the date of publication by the IOC of the list of Applicant Cities (namely 15 January 2010).

After the date of publication of the present Rules on the IOC website (namely 2 April 2009), any new agreement of any nature with any NOC shall be submitted beforehand to the IOC Ethics Commission for its review.

Article 7: INTERNET

The Applicant and Candidate Cities may create their own Internet site for informative purposes only.

The site may list third parties providing financial support to the candidature, subject to the conditions listed in Appendix 1. The sale of promotional items is permitted through the site, subject to the conditions listed in Appendix 1.

Article 8: PROMOTION

Throughout the procedure, the promotion of a candidature shall take place with dignity and moderation. The city and its NOC are entirely responsible for all forms of promotion. Any person or organisation acting on behalf of a city shall respect, in particular, the provisions of this article.

The IOC reserves the right to issue additional specific provisions concerning promotional activities during major international events (e.g. the Olympic Games or IOC Session at which the host city is elected).

National promotion:

During the phase before the publication of the list of Applicant Cities, the cities wishing to become Applicant Cities are permitted to promote their candidature solely on the occasion of national events held on the territory of their NOC.

Applicant Cities are permitted to promote their candidature solely on the occasion of national events held on the territory of their NOC.

Candidate Cities are permitted at any time to promote their candidature on the occasion of national events held on the territory of their NOC.

The territory must be understood in a restrictive manner excluding, in particular, diplomatic representations abroad.

International promotion:

The promotion of candidatures at an international level is permitted only after the IOC has selected the Candidate Cities.

However, no form of international promotion may be undertaken either on the territory of Switzerland at any time\* or on that of the country hosting the Session during the three weeks before the day of the vote.

\*exclusion to be re-discussed if a Swiss city is a candidate.

Any form of promotion (advertising, public relations work, etc) is to be undertaken by the Candidate Cities themselves, excluding all third parties.

In addition, the Candidate Cities may present their candidature at international events. Only when they are invited by the IOC to present their candidature at an international event, is an equivalent offer guaranteed for all the Candidate Cities.

Promotion among IOC members:

After the IOC selects the Candidate Cities, such Cities may promote their candidature among the IOC members, either at the international events to which the Cities have been invited or at international competitions, or by means of sending written documents.

Article 9: GIFTS

No gifts, of whatever value, may be given to or received by Olympic parties or the IFs of Olympic Winter/Summer (as applicable) sports. No promise of any kind of advantage may be made. This twofold prohibition shall be respected by the cities and their NOCs as well as by all those acting on behalf of or supporting the candidature.

The same principle applies to the cities' relations with third parties, in particular the media and organisations recognised by the IOC.

Article 10: RELATIONS WITH TOP SPONSORS AND IOC MARKETING PARTNERS

In order to preserve the integrity and neutrality of the procedure, TOP Sponsors and other IOC marketing partners shall refrain from supporting or promoting any of the Cities. Consequently, Cities may not solicit or accept any such support or promotion from TOP Sponsors and other IOC marketing partners.

Article 11: VISITS BY INTERNATIONAL FEDERATIONS, THE IOC EVALUATION COMMISSION AND THE MEDIA

Applicant Cities may request in writing the advice of the IFs concerning their project. If an IF deems necessary a working visit to a city, the IOC may authorise such visit.

The Candidate Cities may organise, at their own expense, working visits by International Olympic Winter/Summer (as applicable) Sports Federations if these visits are necessary for the preparation of the candidature.

For the visits organised in the framework of the above two paragraphs, a sense of moderation must be respected, particularly concerning hospitality and accommodation.

The IOC Evaluation Commission will pay a working visit to each Candidate City. The IOC will determine the order, period and programme of the visits.

The Candidate Cities may organise visits for information purposes for representatives of the media, entirely at the cost of such representatives.

Article 12: RELATIONS WITH IOC MEMBERS

There shall be no visits by IOC members to the cities, nor by the cities to IOC members.

If an IOC member has to travel to a city for any reason, he or she shall inform the IOC Ethics Commission beforehand. The city may not take advantage of this occasion for the promotion of its candidature, nor cover the costs and other expenses linked to such a visit, in particular travel and accommodation.

IOC members may not be invited to any form of reception linked to the promotion of a candidature.

The ambassadors of the countries concerned may not visit the IOC members nor invite the IOC members to any form of reception in their embassies to promote the candidature.

No honorary degrees or official decorations may be awarded to an IOC member by a city or a representative of a city's country between the date of publication of the present Rules on the IOC website (namely 2 April 2009) and the Host City Election.

In order to respect the neutrality of the IOC members, cities may not use the name or image of an IOC member, an IOC honorary member or an IOC honour member, except for the members from the country of the city concerned.

#### Article 13: ELECTION OF THE HOST CITY

The IOC Ethics Commission supervises the Host City election procedure, in accordance with the provisions made by the IOC. The Commission may request an amendment to these provisions.

#### Article 14: RELATIONS BETWEEN CITIES

Each city shall, in all circumstances and at all times, respect the other cities as well as the IOC members and the IOC itself.

The cities shall refrain from any act or comment likely to tarnish the image of a rival city or be prejudicial to it. Any comparison with other cities is strictly forbidden.

No agreement, coalition nor collusion between the cities or their NOCs aimed at influencing the result is permitted.

#### Article 15: INTERPRETATION AND SACTIONS

All questions concerning the Rules of Conduct and matters concerning their interpretation shall be addressed to the IOC Olympic Games Department – Bid City Relations.

Minor breaches of the Rules of Conduct will be dealt with by the Olympic Games Department:

- a first breach will result in a confidential observation, in writing, to the city concerned;
- after consultation with the Ethics Commission, a second breach will result in a written notification to the members of the IOC Executive Board (and possibly the other Candidate Cities);
- further breaches of the Rules will be submitted to the IOC Ethics Commission, which will take the necessary measures.

Serious and repeated breaches of the Rules of Conduct will be dealt with by the IOC Ethics Commission. The Commission may recommend sanctions for approval by the Executive Board.

The IOC members will be informed, in writing, of any sanctions imposed by the IOC Executive Board. A press release will also be issued.

Appendix 1: referred to in articles 4 and 7

**Conditions Governing the use of Logos, Emblems and Designations of Applicant and Candidate Cities for the Olympic Games**

1. Definitions: Subject to the prior written approval of the International Olympic Committee (IOC) and the National Olympic Committee (NOC) of the territory in which the Applicant City or Candidate City (jointly, City or Cities) is located, an Applicant City may create a logo (as hereinafter defined) and a Candidate City may create an emblem (as hereinafter defined). Applicant Cities may not use the Olympic symbol (i.e. the five interlaced rings) in any manner whatsoever.

If a City wishing to become Applicant City decides to have a logo, the latter must respect the provisions of point A.i and ii below. Any approval given by the NOC to such logo will not influence the written approval to be given by the IOC for the Applicant or Candidate City's logo and emblem.

**A.** For the purposes of these Rules of Conduct, **logo** shall mean a graphic device composed of:

- (i) a distinctive element that:
  - shall not contain any component of the NOC emblem or a distorted version thereof or a design confusingly similar thereto;
  - shall not be limited to the name or abbreviation of the territory in which the City is located;
  - shall not contain an image or expression with a well-known international or universal connotation/message;
  - shall not contain the Olympic symbol, the Olympic motto, the Olympic flag, any other Olympic-related imagery (e.g. flame, torch, medal, etc), slogan, designation or other indicia or the distorted version thereof or a design confusingly similar thereto.
- (ii) the name of the City and the year of the Olympic Games for the hosting of which the City is an applicant or candidate and
- (iii) the words "Applicant City" or "Candidate City", as appropriate.

The position, proportion and design of the Logo must not be altered, distorted or re-drawn in any way whatsoever. The Logo must always be reproduced in its entirety, and no single element thereof may be used separately.

**B.** For the purposes of these Rules of Conduct, **emblem** shall mean a graphic device composed of:

- (i) the logo including the words "Candidate City"; and
- (ii) the Olympic symbol.

The emblem shall reproduce fully, accurately and without embellishment, the colour, design and appearance of the Olympic symbol and shall respect the following proportions: the Olympic symbol shall not occupy more than a third of the total surface of the emblem.

**C.** For the purposes of these Rules of Conduct, designation shall mean “Sponsor of City” + “year of the Olympic Games for the hosting of which the City is an applicant or candidate” and no other designation, it being understood that the designation shall not include the word “Olympic”.

2. Use of logo by Applicant Cities and Candidate Cities.

**A.** Institutional use: Applicant Cities and Candidate Cities may use the logo on their stationery (e.g. letterheads, business cards), candidature documents (e.g. presentations, brochures or videos), internet site and pins distributed free-of-charge only (not for sale).

**B.** Commercial use:

(i) Subject to the prior approval of the IOC and the NOC, Applicant Cities and Candidate Cities may authorise the use of the logo and/or the designation by third parties providing financial support to the bid, provided that:

- such third party is not a donor;
- such third party is not a competitor in the category of a TOP Partner, another international Olympic sponsor or a sponsor of the NOC (collectively, “Olympic sponsors”), it being understood that exceptions may be granted by the IOC or the NOC, as applicable, on a case by case basis provided that the Olympic sponsors’ rights are fully respected; and
- such use is restricted to the territory of the NOC concerned.

Cities shall provide the IOC, upon request, with copies of all material, promotional and commercial.

(ii) Agreements with third parties providing financial support to the bid shall expressly state that:

- in the event that the Applicant City is not selected by the IOC as a Candidate City, all rights granted by the Applicant City to the use of the logo and/or designation terminate on the date of announcement of the Candidate Cities selected by the IOC;
- all rights granted by Candidate Cities to the use of the logo and/or designation terminate on the date of the decision to award the Olympic Games for which the City is a candidate; and
- third parties providing financial support to the bid shall have no automatic or binding residual rights, options or other arrangements of any nature, express or implied, with respect to the Olympic Games if the Candidate City is successful.

Cities shall supply the IOC, upon request, with copies of all agreements and/or proposed agreements with third parties providing financial support to the bid.

C. Subject to prior NOC approval, Applicant Cities and Candidate Cities may develop merchandise bearing the logo for sale and/or give-away to promote the bid, provided that sales, whether through the official internet site of the City or otherwise, are limited to the territory of the NOC.

3. Use of emblem by Candidate Cities.

A. Institutional use: Candidate Cities may use the emblem on their stationery (e.g. letterheads, business cards), candidature documents (e.g. presentations, brochures or videos) and internet site, in (free) editorials related only to the candidature and on pins distributed free-of-charge only (not for sale).

B. Commercial use: Candidate Cities shall not use or authorise the use of the emblem by third parties for any commercial purposes whatsoever.

4. Recognition of and Communication by Third Parties Providing Financial Support to the Bid.

A. Cities may list the names of third parties providing financial support to the bid (including donors) on their official internet site or in their publications provided that such third party is not a competitor in the category of a TOP Partner, another international Olympic sponsor or one of their NOC sponsors.

B. Donors which are competitors in the category of a TOP Partner, another international Olympic sponsor or a sponsor of the NOC concerned shall not be authorised to communicate with respect to their donation to the bid or otherwise associate themselves with the bid in any manner whatsoever.

5. If the Candidate City is awarded the Olympic Games, the provisions of the Host City Contract between such City, the NOC and the IOC, together with the provisions of the Olympic Charter, shall apply thereafter.

6. Cities may not make any use of the Olympic symbol except as expressly provided for above.