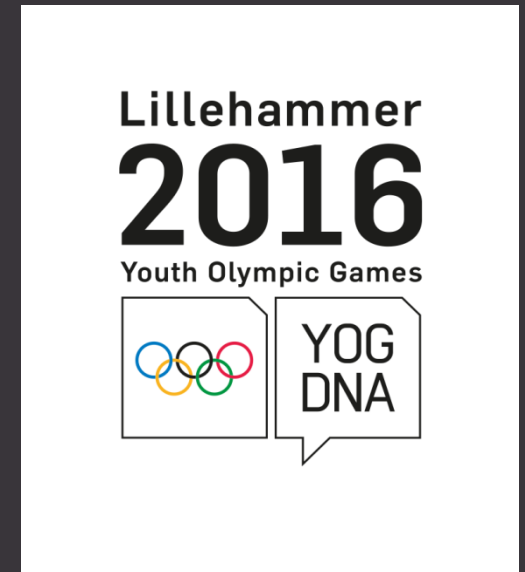
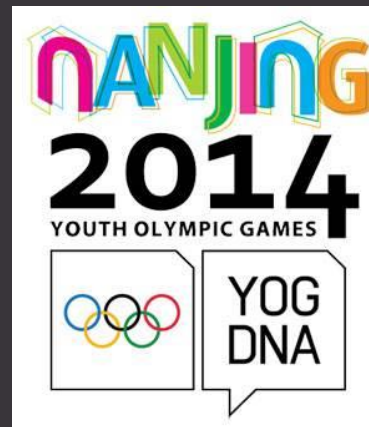
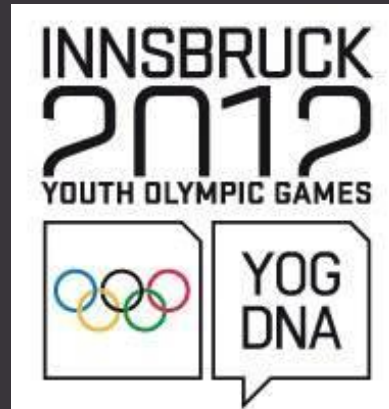


# YOG Lillehammer 2016

- What is Youth Olympic Games?
- What's in it for us as legal advisors?

Advokat Erik Alver  
Advokatfirmaet Alver AS  
Lillehammer , Norway





# SHORT INTRO TO THE YOG DNA

A new concept from the IOC – with the youth at the heart of it



Focus on the **learning experience** through sport, culture and education; in an integrated, fun and engaging way

“The Youth Olympic Games will inspire young people around the world to participate in sport and adopt and live by the Olympic values”

# #Lillehammer2016

Building on AND  
creating new  
Olympic Legacy

Dates: 12.-21. February  
2016

A milestone, YES, but not  
necessarily the final goal

Where: Lillehammer, Hamar,  
Gjøvik og Øyer

Not only perform and win  
medals – but learn how to  
manage life as an elite  
athlete



Venues: Existing venues  
from Lillehammer 1994

All 7 winter sports

It's all about Sport, Culture  
& Education

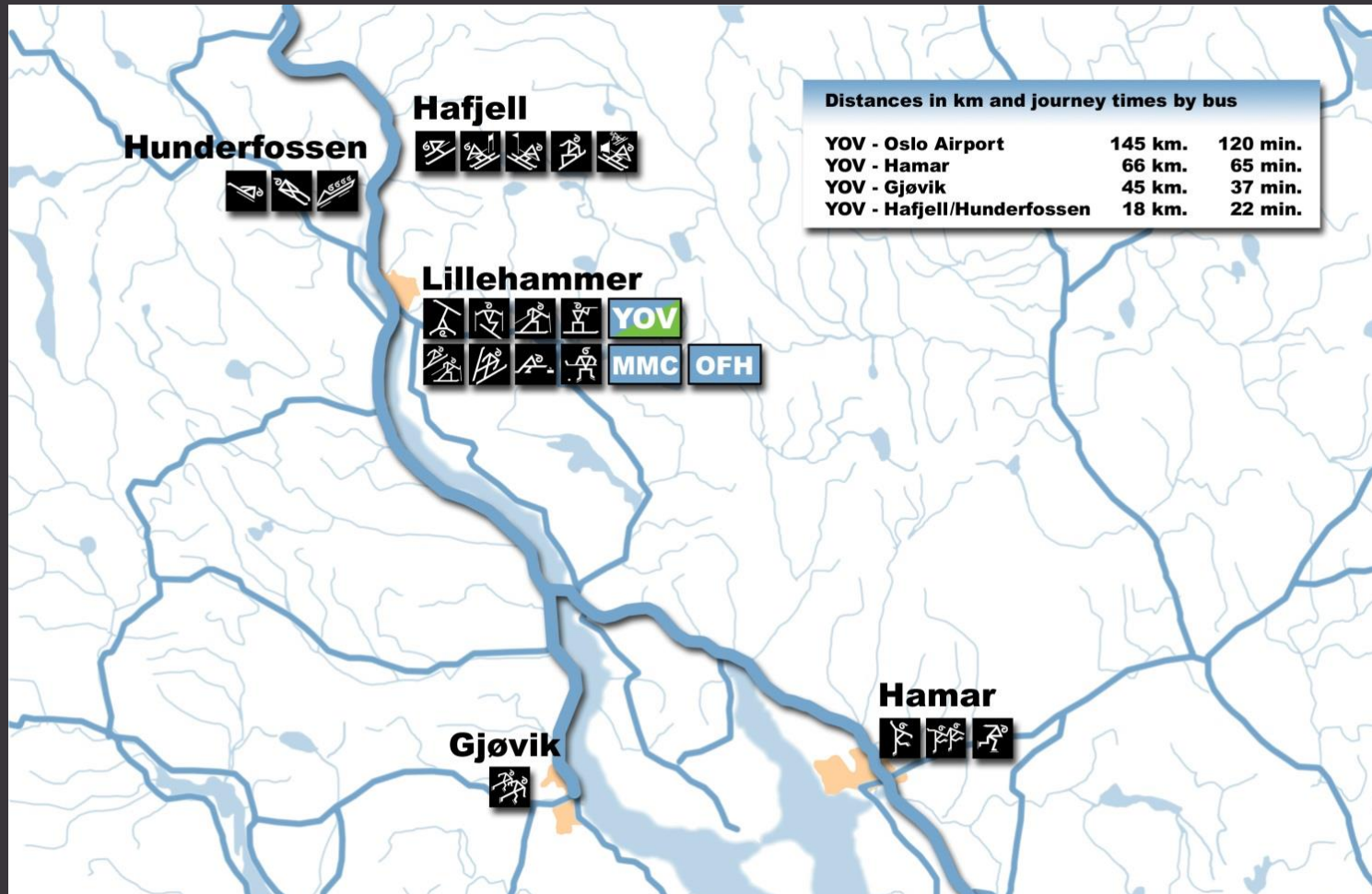
70 competition events –  
some unique and innovative

All athletes and NOC  
delegations stay in the YOV  
during the 10 days of the Games

The best 1'100 winter  
sport athletes in the world  
aged between 15-18 år  
united in one multisport  
event

~12.000 accredited guests

# Compact Games at Existing Venues





# What does a YOG day in 2016 look like?...



COMPETE

LEARN

SHARE

# And the Youth Olympic Games... ...are not the Olympic Games



## Olympic Games

*Citius! Altius! Fortius!*

Venues

7 million tickets

**Budget**

7-year OCOG

OBS full coverage

Media Platform

Best

Service levels

athletes in the world

by client Ambassadors

Catalyst for urban development

**Sport**

**Ceremonies**

Destination Complex

Culture & education

**Perform**

Social media

Broadcast rights

Marketing revenue

**Sophisticated**

**Formal**



## Youth Olympic Games

« Because we owe this to the youth »!

Budget

0.25 million tickets

Laboratory

4 to 5 year YOGOC

OBS coverage & highlights

Catalyst for Youth Strategy

Media exposure

Use of existing venues

Ceremonies

**Sport**

One service level

Best athletes 15-18 in the world

**Learn**

Ambassadors & Role Models

Journey

Marketing opportunities

**Culture & Education**

Broadcast opportunities

Social media

Spontaneous

Casual



# Legal aspects

- Labor law
- Public procurement law
- Contract work
- Tax, value added tax, customs
- Immaterial property rights
- General counseling to CEO, CFO and the management
- Reporting to CFO
- Minor's rights and obligations
- Legal questions regarding entries to Norway



# Basics

- IOC Charter
- Host City Contract: IOC-Lillehammer kommune-NOC
- IOC Event Manual and Master Schedule
- LYOGOC = Lillehammer Youth Olympic Games Organizing Committee

# Labor law

- Today 22 employed - will be 60-70 before the operational phase
- Temporary employments
- Working hours – protection provisions in Norwegian labor law
- The possible need of quick decisions regarding changes in the staff

# Procurement

- LYOGOC is subject to the procurement regulations for goods and services - f. ex.:
  - Bank
  - Legal services
  - Insurance broker
  - Insurance company
  - Booking management (accommodation)
- Challenge:
  - Procurement laws are restrictive and demands thoroughness and takes a lot of processing time
  - The need of quick clarifications
- Solution?

# Contract work

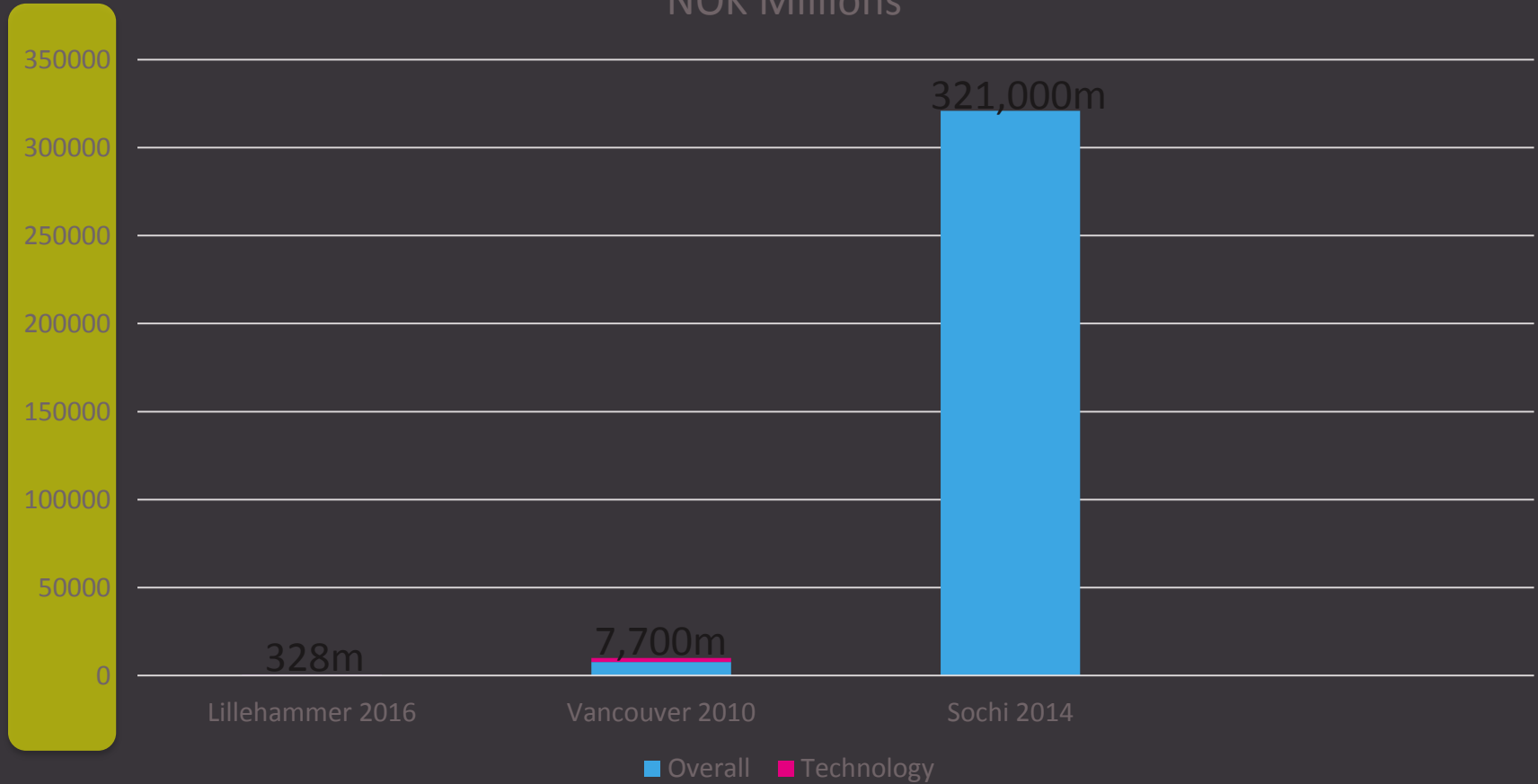
- Employment agreements (60-70 employed)
- Sponsor agreements
- Transport agreement (busses, cars, railway)
  - Immatériel rights: Design, logo, mascot, etc
  - Venue use agreements
- Accommodation agreements
- Sports organizer agreements
- Learn & Share concept agreements (artists, venues, etc)
- Method: Templates («boiler plates») to IOC for approval

# Tax, VAT, customs

- Tax
  - LYOGOC is a tax free institution
  - Limited tax liability?
- VAT
  - Income:
    - Grants from State, IOC, County, Municipality
    - Sponsorship
    - Sales of official and licenced merchandice
  - Costs – 3 categories:
    - Costs directly linked to income liable to VAT
    - Costs directly linked to income not liable to VAT
    - Neutral costs
- Customs: importation of goods, medical equipment etc

# Games Budget

NOK Millions





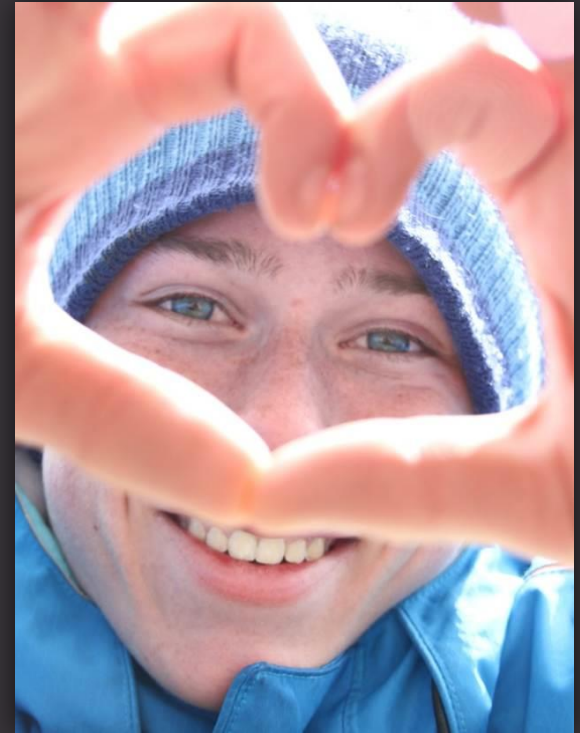
# Our Legacy Commitments

*Make a difference in the lives of the participating youth*

*Contribute to the **10-years plan** for Norwegian sports*

*Give the region **renewed enthusiasm** and competence*

*Contribute to the establishment of a **Lillehammer Olympic Legacy Centre***







**AWESOME AND HUMBLE  
PLAYFUL AND DETERMINED**

Lillehammer  
**2016**  
Youth Olympic Games



YOG  
DNA





**GO BEYOND  
CREATE TOMORROW**