

Sochi Olympic Legacy, 20th September 2016

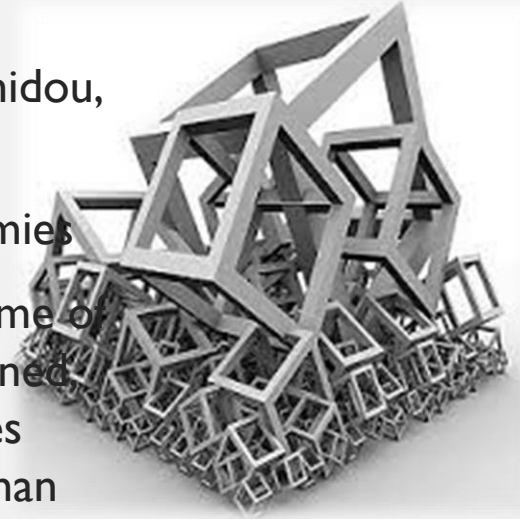
**BEYOND LEGACY OF THE
OLYMPIC GAMES**

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20 YEARS OF OLYMPIC LEGACY

- A number of legacy frameworks (Dixon, 2011, Kaplianidou, 2012, Misner, 2015, Preuss, 2007, 2015).
- the role of frameworks is to invent and apply taxonomies
- Preuss (2007) defined legacy as: “Irrespective of the time of production and space, legacy is all planned and unplanned positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself” (p. 211).



20 YEARS OF OLYMPIC LEGACY

- what constitutes and event-related change?
- who is affected by the change?
- how does a legacy affect a particular stakeholder?
- when does a legacy occur? (Preuss, 20015, p. 649),
- how do actually legacies comes about?



MAIN CHALLENGES TO LEGACY

- a main challenge for any LF is the issue of causality
- If a claim is made that due to the Games x, y and z happened, this would require the presence of 3 criteria:
- a **relationship** between Olympic producers and beneficiaries,
- **time ordering**, where the actions of Olympic organisers precede any legacy benefits,
- the **elimination** or control of all alternative explanations

OLYMPIC LEGACY: A PLURALITY OF VISIONS

- IOC – global cultural value of the Olympics
(sport, education, culture)



- Host city – visions

- Multitudes of local visions



BEYOND OLYMPIC LEGACY

- IOC separates the operational costs of the Games, as its responsibility, from the capital costs, as a responsibility of the host city.
- From a political, moral and organisational stand points, the IOC can only legitimately claim legacies that stem from its mission and are directly related to activities involved in putting the Games together.
- any legacies become possible only as a result of resource utilisation, that is, through interactions between different parties.
- The focus needs to be on **what interactions in sport, culture and education** become possible as a result of investing IOC and OCOG's cash in delivering the Games.