

Stimulating the Vitality of Olympic Legacy, Building a Model for Summer and Winter Olympics Legacy

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Carry on Olympic Spirit
Build a Better City

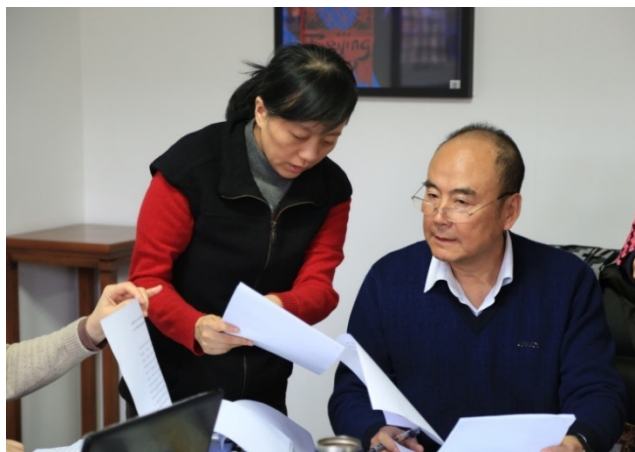


- A variety of Olympic sport, educational and cultural events
 - IOC World Conference on Sports for All
 - 2011 IPC General Assembly



- Beijing's bid for 2022 Olympic and Paralympic Winter Games





Nationwide Fitness-For-All Project

- Beijing Olympic City Sports & Culture Festival

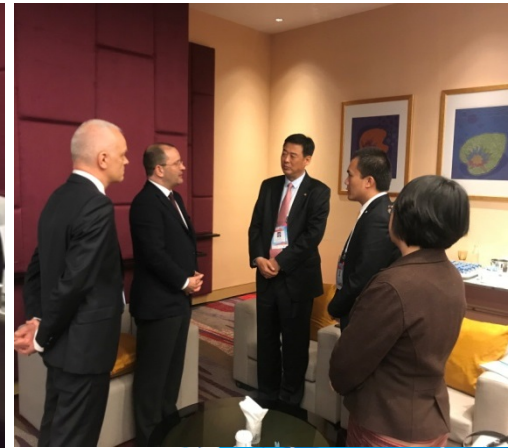
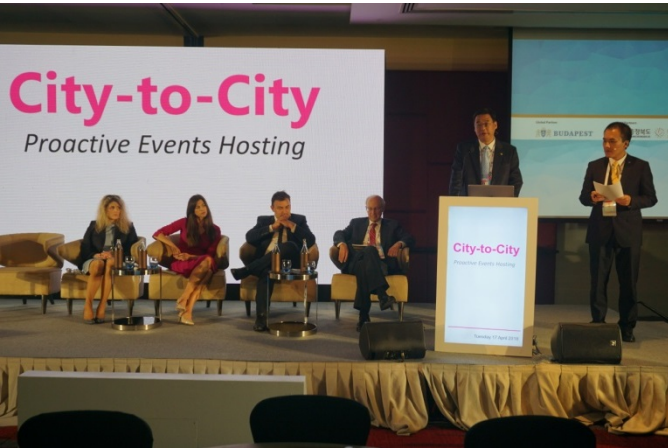


- Goal of “encouraging 300 million people to participate in winter sports”
 - public lectures on Olympic knowledge
 - popularize winter aerobics among teenagers
 - 100 “Winter Olympic Distance” health walks and runs in Beijing, Tianjin and Hebei
 - unique temple fair featuring “Winter Olympic elements” to attract the masses towards the Games



Boosting International Exchanges on Sports Culture

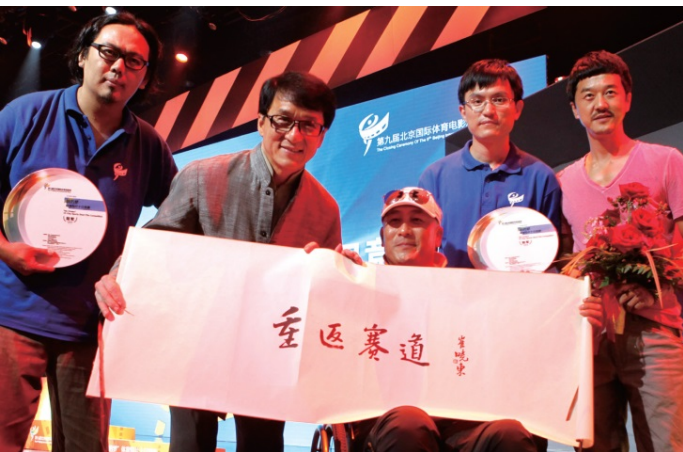
- SportAccord Convention 2020



- International exchange of sports culture on the 10th anniversary of Beijing 2008 Olympic Games and during the tour exhibition of Lausanne Olympic Museum



- Beijing International Sports Film Week
- Beijing Olympic Music Festival
- Strengthen cooperation with the Belt and Road cities, Olympic cities, and international sports organizations to share China's story with the world



Olympic Education Programme for Primary and Secondary Schools

- *Olympic City Cup* Beijing World Minor Hockey International Tournament



- Olympic Cities' Teenagers Winter Camp, Youth Winter Olympic Essay Solicitation, Winter Olympics Quiz, and other events including painting competitions and nationwide fitness activities



Developing the Winter Sports Industry

- World Winter Sports (Beijing) Expo

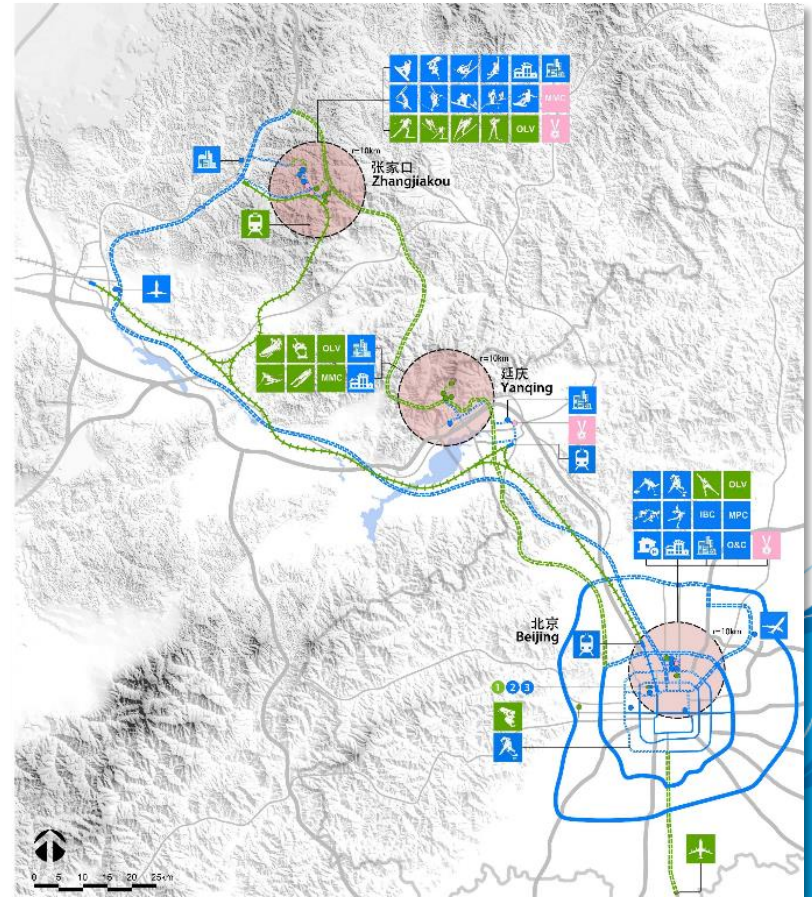


- Sports and cultural tourism events themed as “Low Carbon Olympic Winter Games” by tapping the sports and cultural tourism resources of Beijing, Tianjin, and Hebei.
- BODA has hosted Oriented Cycling Race, winter travel, winter photography, and other characteristic sports events and activities to promote the integration of winter elements with sports, culture, tourism, and other relevant industries, thereby boosting industrial development.
- We have also introduced sports events to Beijing, promoted the development of a competitive market, and advanced the post-event utilization of Olympic venues.

Advancing the Plan for Inheriting the Summer and Winter Olympics Legacy

- BODA has been assisting the Beijing 2022 Legacy Coordination Committee in planning and managing the legacy of the Olympic Winter Games in accordance with the *Beijing 2022 Strategic Plan of Legacy*
- BODA also worked out the *Ten-Year Plan for Olympic Legacy Inheritance (2018-2027)* to promote the sustainable development of Summer and Winter Olympics Legacy.

- Compiling a collection of Winter Olympic literature, and building the database of Winter Olympic legacy.
- BODA evaluated the legacy of sports culture and conducted surveys on integrating the legacies of Winter and Summer Olympics.
- Working on the Beijing-Zhangjiakou Sports and Cultural Tourism Belt.





Thank you!