

2024 Olympic Sailing Competition

Vision and Criteria for Events

A submission from the Danish Sailing Association

Purpose or Objective

The purpose of this submission is to state a vision and to set up a framework of criteria that will guide World Sailing in the development and review of sailing events to be proposed for the 2024 Olympic Games.

Proposal

Vision

World Sailing 2024 Olympic vision: In 2024, Olympic sailing is attractive to a global audience within and outside the sailing community. Olympic Sailing is attractive to commercial partners, government pools, and others sources of funding. Olympic Sailing is attractive and accessible to athletes willing to invest a crucial part of their life in an Olympic career.

Criteria

Each sailing event proposed by World Sailing to the IOC for the 2024 Olympic Games should be subject to a political and professional review. The review of future events should as a minimum use the criteria mentioned below.

Each event proposed to the IOC for 2024 Olympic Games:

- Is relevant and attractive to a representative sample of the global audience to the Olympic Games.
- Is relevant and attractive to athletes and sailing communities around the world.
- Displays in an easy understandable way the high level of athletes' performance, the broad set of skills and competences required in sailing, the simplicity of sailing as well as the fascination of technology and the forces of nature.
- Has potential to storytelling to and identification by audience outside the sailing world. This includes excitement, drama, sensation, and multiple suspense-peaks during the whole event.
- Uses 2024 state of the art media technology and has potential to be leading in social media coverage compared to other sports at the Olympic Games.
- Has potential to contribute to on-beach audience's enthusiasm.
- Uses the potential in gender equality.
- Reduces costs for the management and technical support of the race course.
- Reduces environmental impact.

Further, the complete set of events proposed by World Sailing to IOC should allow for a wide range of sailing formats and equipment. The complete set of events proposed to the IOC should also represent the physical range of the world's population.

Current Position

IOC Agenda 2020.

World Sailing previous decisions on Olympic events.

Reasons

1. The MNAs in World Sailing should express a clear vision for the development of sailing towards 2024 as an Olympic sport – broadly recognized - within and outside the international sailing community - for its contribution to the Olympic idea and considered a natural and crucial part of future Olympic Games.
 2. A vision for sailing at the 2024 Olympic Games will show an ambitious goal for developing the sport. We want to make sailing attractive to the global audience and future athletes.
 3. A set of criteria will challenge the sport to develop new events attractive to a global audience and athletes.
 4. Sailors and athletes are passionate about sailing and have a high level of inside knowledge of the sport. Olympic sailing must be attractive and relevant for athletes. There will be no high level competition without high level athletes. At the same time sailing must develop to become attractive and relevant to a global audience at the Olympic Games. We need to involve and outside-in perspective on sailing, when we consider events for the Olympic Games.
 5. Review of events should involve professional competences. The MNAs in World Sailing should decide on direction and boundaries and allow a higher level of professionalism in the development of future sailing events.
 6. Sailing has a high level of complexity and yet sailing is very simple. Clever communication and storytelling involves the audience in the fascination of sailing. However, the event should also be designed to support and live up to future demands on sports communication.
 7. The Olympic Games are sport performance at the highest international level and the world largest media show business. Sailing must be able to be part of that game. Sailing events should be developed to fulfill that reality.
 8. Gender equality is an obvious requirement for a modern sport. Naturally, sailing must comply with this requirement. The sailing event proposed to the 2024 Olympic Games should bring sailing even further and transform gender-equality into a driving force of developing sailing. This will make sailing more attractive to athletes and to a global audience.
 9. Sailing comprises a wide range of ways to exercise the sport. The current events at the Olympic Games show a too narrow segment of the potential in sailing. The complete set of events proposed to the 2024 Olympic Games should show and support the wide range of opportunities in sailing.
 10. The world's population and active athletes has a wide distribution of physical proportions. In reality, the current events at the Olympic Games allow only a narrow segment of physical proportions to compete. Future events (and the involved equipment) should reflect the distribution of the world's population.
-