



COMMITTEE ON INTERNATIONAL SPORTS ORGANIZATIONS



2022 Activity Report

Mandate

CISO represents the WFSGI as the industry consensus voice before all sports federations and organizations on a range of issues including advertising and marketing regulations, uniform and equipment regulations, ticketing and accreditations and sport development and innovation. The CISO promotes maximum and equal benefit to all WFSGI members and the sporting goods community at large.

Summary

2022 was a busy year for the sport industry featuring the Beijing 2022 Winter Olympic Games, the Women's European Football Championships, the Commonwealth Games, and the Men's Football World Cup. COVID countermeasures continued to challenge organisers, brands, and athletes during Beijing 2022 but CISO members were still able to provide critical uniform support to 36 athletes from 12 NOCs. During 2022, CISO members focused on working constructively with International Federations on their product approval and certification schemes, with FIFA on the development of their Equipment Regulations, and with the IOC on further development of Rule 50 and the holistic relationship between the industry and the Olympic Movement.

Update on Key Activities

In 2022, the Committee focussed on the following activities:

1. IOC Relations

WFSGI, on behalf of CISO, continued to work constructively with the IOC to provide feedback on the opportunities and challenges presented by the current relationship between the industry and the Olympic Movement. The overall aim of these discussions is to identify mutually beneficial ways to broaden the collaboration and elevate Olympic athletes and the Olympic Games, particularly amongst Gen Z and Gen Alpha. Further, to explore joint activities relating to women in sport, sustainability, and physical activity.

2. NOC Uniform Support Programme

During the Beijing 2022 Winter Olympic Games, five WFSGI members (adidas, Descente, Mizuno Odlo, and Under Armour) delivered the fourth WFSGI IOC NOC Uniform Support Programme. The WFSGI members provided free of charge competition uniforms to over 36 athletes from 12 NOCs and the programme was promoted by the IOC and the Olympic Channel (see QR CODE). WFSGI thanks its participating members and the IOC for their collaboration in this important solidarity initiative. Work has already begun on the programme for Paris 2024 where the IOC and WFSGI will seek to implement the learnings of the previous editions to ensure the best possible experience for WFSGI members and supported athletes.



NOC Competition Uniform

3. Technical Accreditations

Through WFSGI's MOU with the IOC, WFSGI was able to support its members in obtaining vital Technical Accreditations to support their sponsored athletes during the Beijing 2022 Winter Olympic Games. Brand representatives are a vital support for athletes during the Olympic Games as they provide the highest standard of servicing and support to allow them to perform at their best when it matters most. With COVID countermeasures still limiting the number of brand staff that could be present, WFSGI members are still estimated to have supported over 800 athletes on the ground.

WFSGI and the IOC have also agreed to work towards a new, standardised approach to Technical Accreditations for future editions of the Olympic Games. The new approach aims to streamline the process and ensure that WFSGI members are better able to access and support their sponsored athletes during the Olympic Games while ensuring that the numbers of personnel able to access the critical athlete and field of play areas in venues are kept to a reasonable number.

4. Rule 50

During 2022, CISO members also provided the IOC with a range of feedback on the Rule 50 General Guidelines for the Paris 2024 Olympic Games. This continues the constructive dialogue that the IOC has had with the industry on the evolution of Rule 50 for past editions of the Games. WFSGI is grateful to the IOC for providing this opportunity to our members.

5. IF Product Approval and Certification Schemes

Throughout 2022, CISO members worked constructively with a variety of International Federations on their product approval and certification schemes ensuring that they allow Federations to be confident that products used in competition are safe while preventing the regulations from becoming an unreasonable barrier to market.

6. FIFA Equipment Regulations

WFSGI's Football Working Group worked closely with FIFA's competition team to provide input on the development of their Equipment Regulations in force for the 2022 World Cup. WFSGI looks forward to working closely with FIFA on future editions of the Regulations as they move on to a regular four-year update cycle that will provide the industry with regular opportunity to give input on their development while also allowing the brands certainty concerning the regulatory framework against which they need to design and produce product in the intervening years.

7. Association of International Organizations for Sport (AIOS)

In light of the pending dissolution of GAISF and the redistribution of its activities under a restructured SportAccord, WFSGI has become a founding member of the Association of International Organizations for Sport (AIOS) which will be a not-for-profit legal entity representing the former Associate Members of GAISF. AIOS will, amongst other objectives, represent its members in matters related to the governance of sport at international and continental level, determine the appropriate representative on international sport organisations, and actively support the inclusion of international organisations promoting sport and its values in the Olympic movement. The other founding members of AIOS are the CGF (Commonwealth Games Federation), CSIT (International Workers & Amateurs in Sports Confederation), FICS (International Federation of Sports Chiropractic), IAKS (International Association for Sports and Leisure Facilities), IMSA (International Mind Association), PI (Panathlon International), SOI (Special Olympics International) and WMC (Martial Arts Mastership Committee).

WFSGI and CISO members would like to thank all International Federations and the International Olympic Committee staff members for their constructive cooperation over the past 12 months. As one of the key stakeholders in the sports ecosystem, WFSGI and its members appreciate the opportunity to engage openly and in good faith with the relevant regulators towards the mutual aim of further developing and safeguarding the future of sport. ■

Chair



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Ex Officio

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CHECK ALL COMMITTEE MEMBERS

