



MILANO CORTINA 2026 WINTER OLYMPIC GAMES

Case study



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Milano Cortina 2026 Games Vision

Two cities – Milano and Cortina – with four supporting regions – Lombardia, Veneto, Trento and Bolzano/Bozen – join forces **to deliver the most sustainable, inspirational, memorable Winter Games ever, to change lives for future generations.**



The Milano Cortina 2026 Vision is underpinned by 5 KEY GOALS

1

GAMES FOR ALL

2

**SUSTAINABLE
DEVELOPMENT AND
COOPERATION IN
THE ALPINE
MACRO-REGION**

3

**TO CHAMPION THE
OLYMPIC/
PARALYMPIC SPIRIT**

4

**ALPS AS A MAJOR
SPORT HUB**

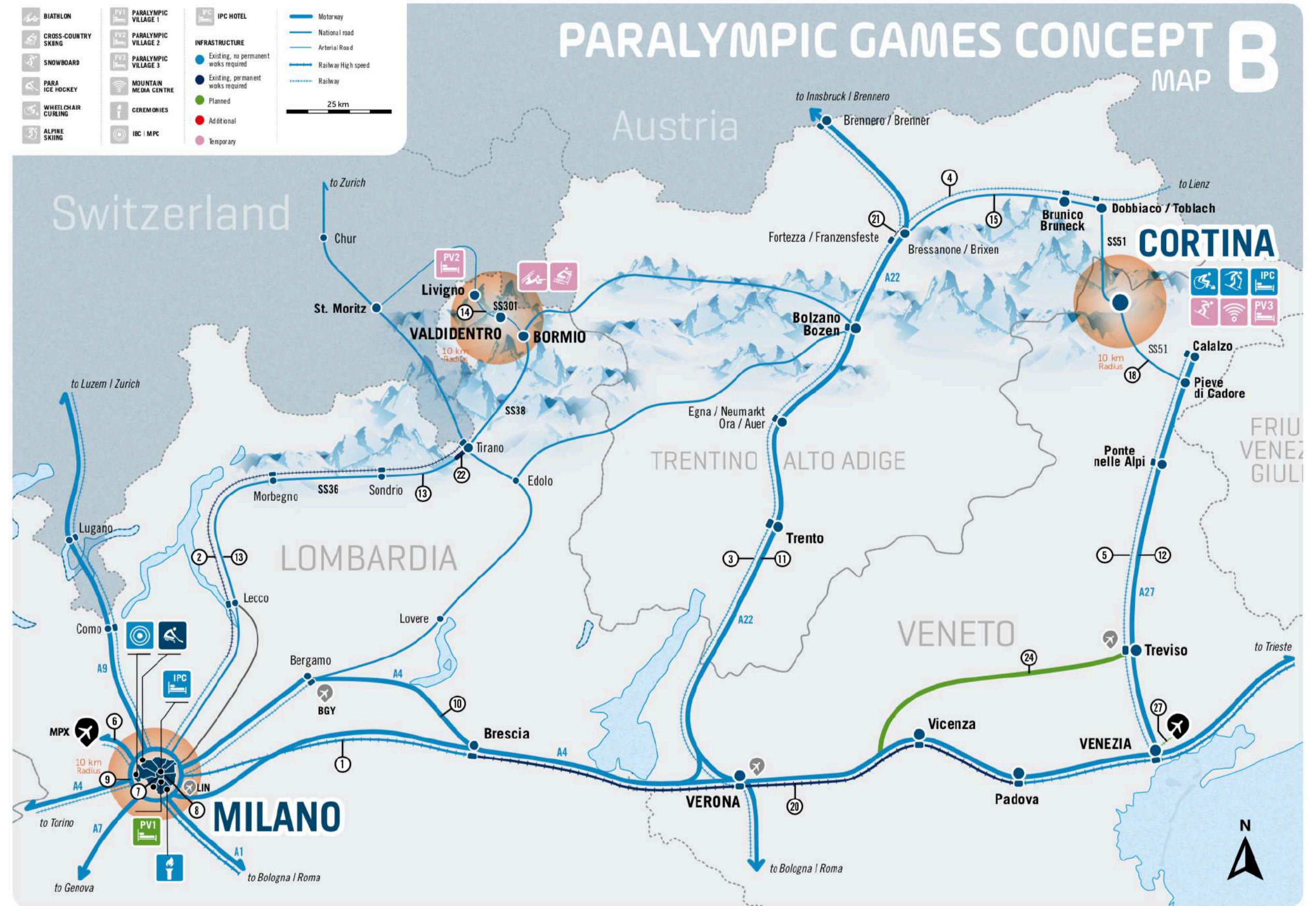
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**TO STRENGTHEN
THE OLYMPIC
BRAND AND ADD
VALUE TO THE
OLYMPIC/
PARALYMPIC
MOVEMENT**

Olympic Masterplan



Paralympic Masterplan



THE SELECTION OF THE MILANO CORTINA 2026 VENUES IS BASED ON THE FOLLOWING CRITERIA



A **sustainable** venue
concept



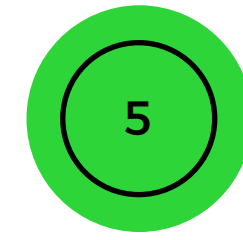
A maximum use of **existing**
iconic venues



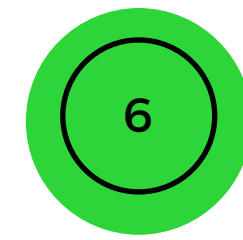
An exciting **athlete**
experience



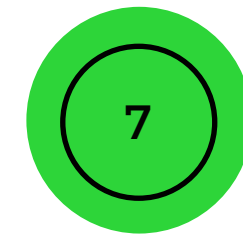
A **multiplied visiting**
opportunity for the
spectators



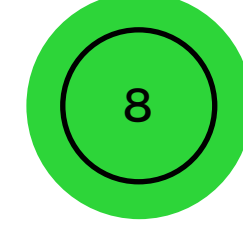
A **long-lasting legacy** for
the years to come



A venue selection to
guarantee **full stadia**

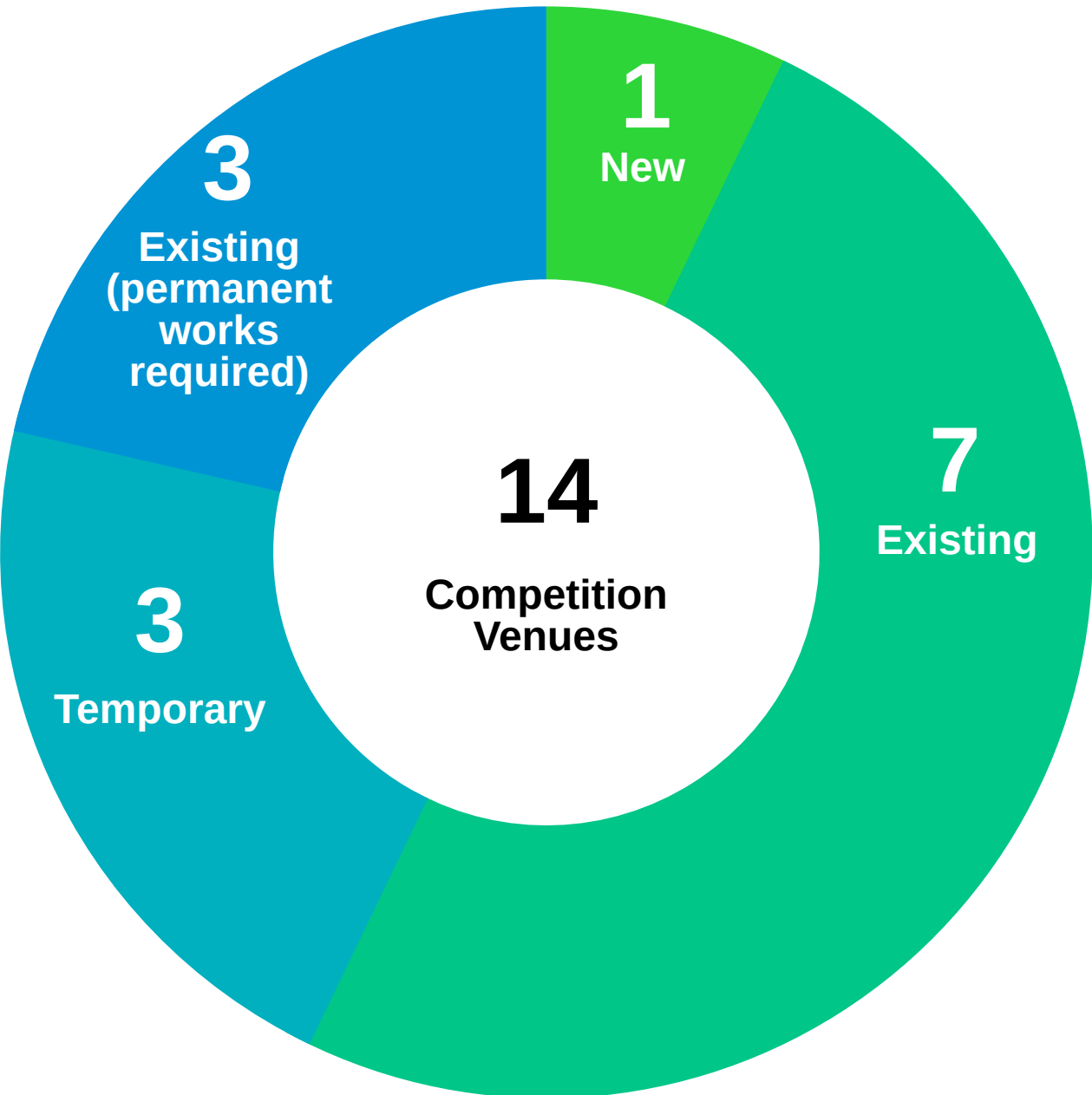


A strong **promotion of**
grassroots sport



An **improvement of**
accessibility for future
generations

The 2026 Masterplan is fully aligned with Olympic Agenda 2020



92,8%
Existing or temporary venues

Facts & Figures



23,860
OLYMPIC
FAMILY



3
OLYMPIC
VILLAGES



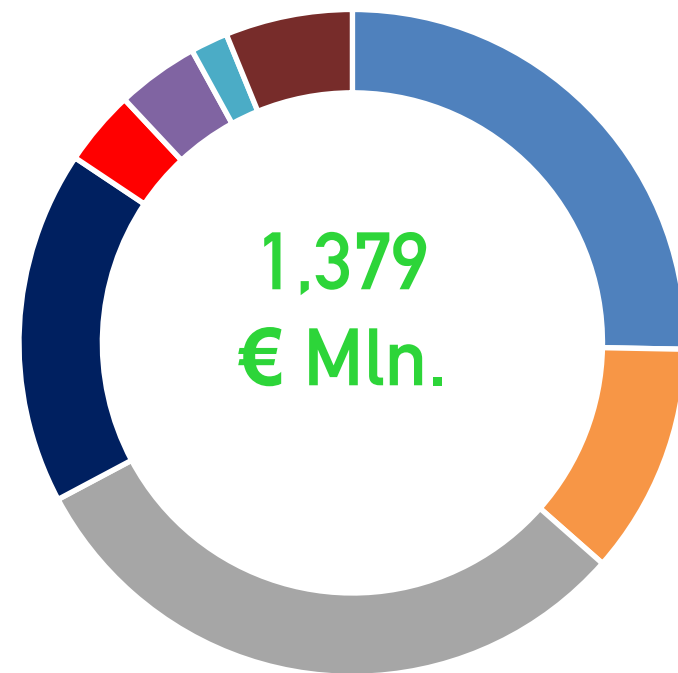
5,266
ATHLETES &
OFFICIALS



109
OLYMPIC
COMPETITIONS

Budget overview

Revenues



Revenues	€	%
1. IOC Contribution	348,948	25%
2. Top Programme	154,402	11%
3. Domestic Sponsorship	423,606	31%
4. Ticket Sales	236,437	17%
5. Licensing & Merchandising	50,429	4%
6. Local Government contribution for Paralympics	55,000	4%
7. Lotteries	25,000	2%
8. Other Revenues	85,116	6%
9. Total Revenues	1,378,938	100%

Expenditures



Expenditures	€	%
1. Venue Infrastructure	242,915	17.62%
2. Sport, Games Services & Operations	251,353	18.23%
3. Technology	189,621	13.75%
4. People Management	232,075	16.83%
5. Ceremonies & Culture	65,824	4.77%
6. Communic., Promotion, Look and Mktg	59,963	4.35%
7. Corporate Administration and Legacy	106,194	7.70%
8. Other Expenses (e.g. Marketing rights)	105,592	7.66%
9. Contingency	125,354	9.09%
10. Total Expenditures	1,378,891	100%

2026 LEGACY PROGRAMME



SPORT



ECONOMIC



SOCIAL



ENVIRONMENTAL

A comprehensive legacy programme will be set up and **implemented under the supervision of the Sustainability & Legacy Forum**, with well-established and periodically monitored output, result and impact indicators.

The programme will be subject to an **ex-post evaluation in 2027** to measure the impact of the Games on the host cities and regions.

TRANSITION PHASE UPDATE

IOC WORKING SESSIONS

After the election of Milano Cortina as host of the XXV Winter Olympic and Paralympic Games, **the transition committee has met three times with the IOC** to start the foundation phase of the event organisation.

GAMES GOVERNANCE

On November 6th the OCOG's **CEO has been identified.**

The **OCOG will be formally established** as a private foundation within December 2019.

OLYMPIC LAW

By the end of the year, the Italian Government will approve a Law Decree to re-inforce the Italian legislation needed to **facilitate Games delivery.**

Amongst other aspects, the Olympic Law will create the **Agenzia Olimpica di Progettazione** to manage the Games-related venue and infrastructure developments.

A brand-new approach: Event Delivery Model

The Games delivery model is the strategic management framework, processes and tools for how the Games will be delivered by the OCOG.

Within the Games Delivery Model, **the vision of Event Delivery is to develop an optimal and cost-efficient model and organisation, maximising use of existing expertise for each sport and discipline.**



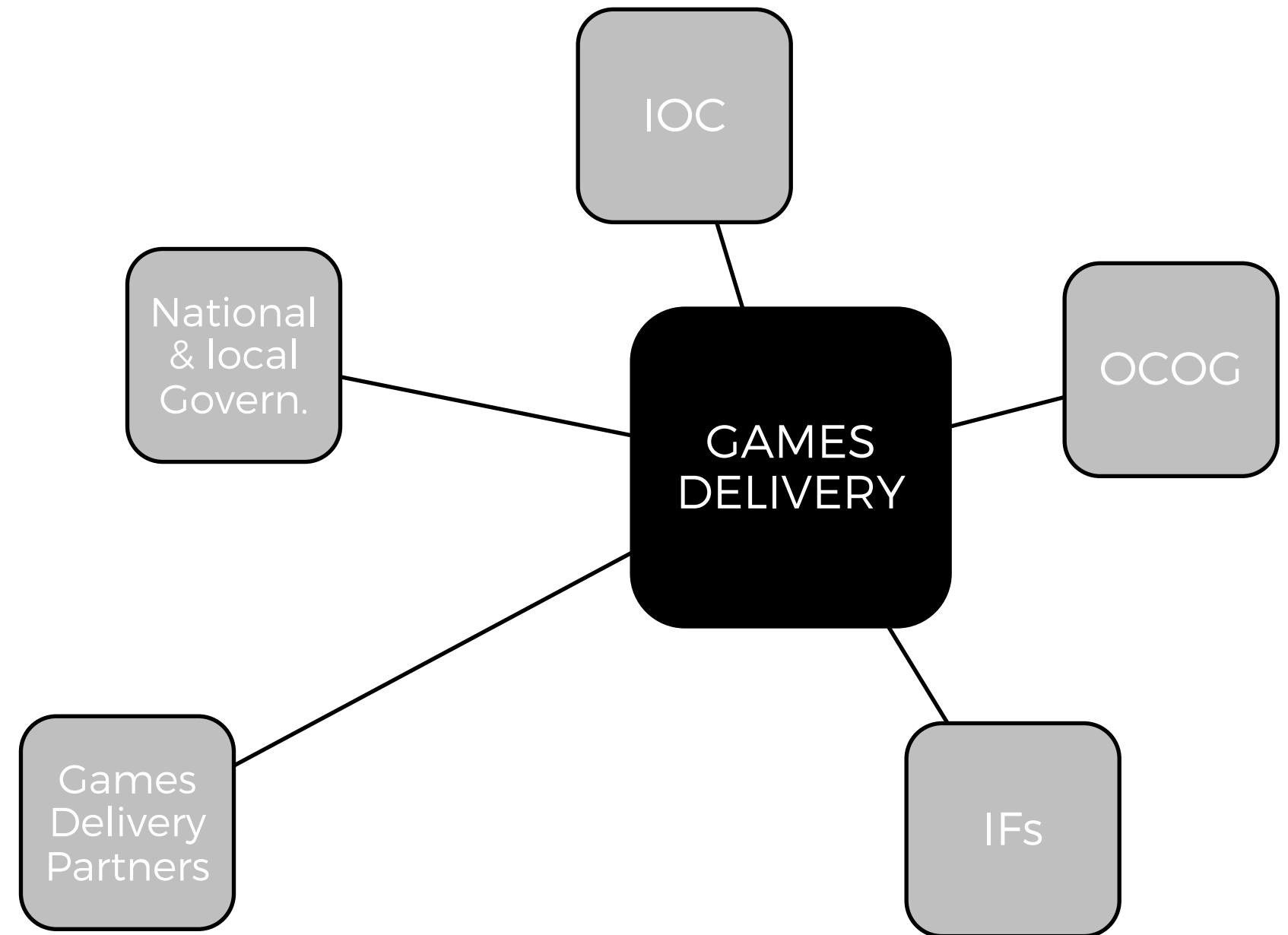
Innovating how the Games are organised



- Until today, the Games Planning Process has been reliant on previous-Games materials, experience and requirements with potential inefficiencies on the venue & event planning / delivery phase.
- The new approach aims at **re-engineering the process to reduce the cost and complexity of the Games.**

Delivery Organisations

The Event Delivery will be the focal point of the Governance structure of future OCOGs



WHAT'S NEXT

WHO DOES WHAT

Venue delivery partners to be identified with specific roles and responsibilities

LEGAL ASSESSMENT

Understanding the impacts to the legal realities of how the Games are managed in terms of:

- i) OCOG legal structure;
- ii) Italian & European Union legislation related to procurement;
- iii) Event Delivery Entities ability to sole source their own suppliers

BUDGET UPDATE

Budget management strategy and cost-control mechanism will be revised to fully align with the overall Event Delivery Strategy



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THANK YOU