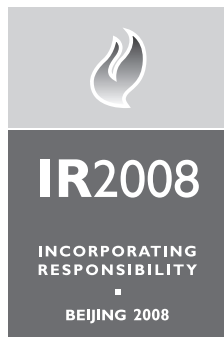


Ready, Set . . . Preparing for the Beijing Olympics



GET SET . . .

In China, and all over the world, preparations for the 2008 Olympics in Beijing are gearing up for the final lead-up stage. This IR2008 update focuses on three groups—the Beijing hosts, the corporate community and athletes—to report on some of their key preparatory activities. This IR2008 update also identifies some actions that different actors can take to address the ongoing deterioration of human rights, including violations related to Olympics preparations.

OLYMPISM

The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.—Olympic Charter, Fundamental Principle 2.



Beijing Hosting

"Hosting the Games will help raise the living standard of the Chinese people and speed up China's reform, which will also leave an important legacy to China."

—Beijing Mayor Liu Qi, also president of the Beijing 2008 Olympic Bid Committee.¹

The Beijing Organizing Committee for the Games (BOCOG) of the XXIX Olympiad concluded its seventh meeting with the International Olympic Committee (IOC) on October 27, 2006.

Recent activities include launching two new posters to recruit volunteers in early November 2006, and ongoing selection of sponsors and providers. In response to concerns expressed by international media outlets about access, Beijing has promised to provide quality and efficient services to news media. A coordination commission review said Beijing's preparations were on track for 2008. However, Hein Verbruggen, the official IOC coordinator for Beijing Olympic Games, said more focus was needed on services, cleaning up the environment, improving traffic and ensuring free access to foreign media. Some construction is still underway, including the Rem Koolhaas tower for CCTV and the Herzog & De Meuron Olympic Stadium. Since 2003, a third of the 62km area that makes up the central part of the old city has been destroyed for Olympics preparation,² often without proper permits, with more clearings expected in 2007. Nearly 580,000 people have been displaced so far.

The "Fuwa" Mascots:

- Beibei (a fish), Jingjing (a panda), Huahuan (an Olympic flame), Yingying (a Tibetan antelope) and Nini (a swallow)
- Lele, a cow, is the Paralympics mascot
- The five names form the Chinese phrase "Beijing huanying ni" ("Welcome to Beijing")
- English name changed from "Friendlies" to "Fuwa" ("lucky kids") because of concerns about Chinese people misreading the name

Yuan Yonglin, Vice chairman and president of Shanghai-listed Haixin Group, manufacturers of the Fuwa (the five Olympics mascots), is being investigated for involvement in the corruption scandal that led to Shanghai's party secretary Chen Liangyu's resignation for misuse of pension funds

Several other preparatory developments are worth mentioning—and following!

Learn English!

"A: China has a lot of problems.

B: I don't think so." ³

The "Beijing Speaks English Program," was introduced in 2001 aiming for 400,000 fluent English speakers by 2008. As part of the program, English classes start in first rather than third grade. Government and private employees are encouraged to learn with vacation and financial incentives. Plans to edit poor English in signs citywide were announced in October 2006.

In recent months, the English campaign has been joined by efforts to clean up "bad behaviors" such as spitting and littering, under the slogan "Prepare for the Olympics, Strive for Civility and Create New Habits!"

Environmental contingency plan: Close down, take a vacation

With growing concerns over environmental degradation, including air and water quality, rumors are circulating that factories and other businesses will be shut down during the games to clear the air—resulting in a 16-day vacation for all Beijing residents.

Producing the Show: "Vision Beijing"

Organized by the Beijing Association for Cultural Exchanges with Foreign Countries, five directors will each shoot a five-minute film to celebrate Beijing. Italian director **Giuseppe Tornatore** finished his film about a school reunion on October 14, 2006. Iranian director **Majid Majidi** began his project, "Beijing, 2008 Olympic Games Host," at the beginning of November in Houhai. **Ang Lee** and IOC member He Zhenliang have also been recruited to the creative team behind the opening and closing ceremonies, which also includes **Stephen Spielberg** and **Zhang Yimou**. Jazz musician **Quincy Jones** will compose music for the events.



Media and IT companies—Profiting

Corporate social responsibility (CSR) is an essential means of risk management. "It's about pre-emption and thinking about what might go wrong before it does. CSR is a mind-set, not a band-aid to cover things up,"⁴ notes Bill Valentino, general manager of corporate communications for Greater China at German pharmaceutical maker Bayer, a leading sponsor of the Special Olympics.

As of May 21, 2006, corporations from 190 countries and regions worldwide have invested in China, including 450 of the Fortune global top 500 multinationals: with construction of venues in its final stages, the media and communications and security systems sectors will become increasingly prominent.

Broadcasting rights: In 1998, NBC paid \$3.5 billion for the U.S. rights to broadcast the five Olympics from 2000 in Sydney through Beijing. Two thousand NBC employees will go to Beijing, bringing 120 shipping containers of sets and equipment. **BBC** holds exclusive rights for the UK.

The **Beijing Olympic Broadcasting Co., Ltd.** (BOB), a Sino-Foreign joint venture funded by BOCOG and the Olympic Broadcasting Services, was established on September 6, 2004. As the “host broadcaster,” it will provide international television and radio signals for broadcasters to access, and will plan, design and install necessary broadcasting facilities and services for rights-holding broadcasters.⁵

Wifi is being installed in all the venues. In September 2006, China Greentech won the bid to build the indoor wireless coverage systems at the Olympic stadiums. Construction is scheduled to begin in the fourth quarter of 2006. Services to be offered will include exclusive digital cellular and next-generation mobile communications services at the stadiums.

Meanwhile, in preparation for the Games, Beijing is deploying a wireless mesh network over the city provided by Strix, a California-based company, which will enable city-wide surveillance and data integration from stationary locations or mobile vehicles by the Public Security Bureau.



Training for the gold

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good

example and respect for universal fundamental ethical principles.

—Olympic Charter, Fundamental Principle 1.

A projected 10,500 athletes from 204 countries are training hard for competition. China recently banned its athletes from corporate sponsorship and other “social activities” to prevent distraction from training and a potentially detrimental impact on planning. “All the athletes, including those big stars, are forbidden to take part in all kinds of social activities to avoid distractions from training,” Liu Peng, President of China’s State General Administration of Sports (SGAS), told a meeting on November 8, 2006, “But exceptions will stand if they get the permission from the SGAS in advance,” he added.

In 2005, gold medalist Tian Liang was kicked off the Olympic team for taking in too much money from sponsorships. In May 2006, Olympic medalist Liu Xiang came under criticism for signing an agreement with Baisha, a Chinese tobacco company.

Doing good with the gold

Past Olympics medal winners have gone on to use their prestige and Olympiad status to be spokespersons for a range of peace and social causes. Some examples include:

1. Gezahegne Abera, Efenesh Alemu (Runners, Ethiopia)
The runners worked with World Vision to raise awareness and \$105,000 in funding for AIDS orphans in Ethiopia through Chicago marathon fundraising.
2. Michelle Kwan (Figure skater, U.S.)
Kwan is a national spokeswoman for the Children’s Miracle Network of children’s hospitals. She flew to Hong Kong (where her parents were born) to support the city’s tourism after the SARS epidemic. Kwan also launched a scholarship program with Chevrolet that benefits 10 college-bound female athletes a year.
3. Joey Cheek (Speedskater U.S.)
Cheek donated his \$25,000 prize money for his victory to Right to Play an athlete-driven charity organization for the battle-ravaged Darfur region.

NOTES

1. http://english.people.com.cn/200107/21/eng20010721_75512.html.
2. http://chinadigitaltimes.net/beijing_olympics_2008/.
3. http://www.beijing2008.com/11/53/article_212035311.shtml.
4. <http://www.ethicalcorporation.com/content.asp?ContentID=4633>.
5. [http://www.bjreview.com.cn/200412/Nation-200412\(A\).htm](http://www.bjreview.com.cn/200412/Nation-200412(A).htm).

Sponsor Profile: General Electric

(<http://www.ge.com/olympicgames/>)

“In events where one hundredth of a second counts, we’re proud to make the smallest difference. Looking forward to meeting you in Beijing.”

- Paid nearly \$200 million in 2003 to become Olympic sponsor
- Signed in June 2004 as the first partner of the Beijing Olympics Committee
- Owns NBC, official U.S. broadcast partner
- By October 2006, reported winning more than \$150 million in contracts for Olympic-related projects including:
 - Partnerships with Shenzhen Bank and Wal-mart to issue credit cards
 - Production of cutting-edge technology: bulletproof plastics; dynamoelectric vehicles; portable medical instruments; advanced dust control technologies
 - Security equipment: baggage-scanning devices at Beijing Capital Airport; secure doors, electronically photographing and scanning those who enter for explosive devices and drugs. A GE technician explained, “The door can automatically collect the dust particles on a person, and analyze the dust within seconds. In this, anyone who has touched drugs in the recent past will be found out, let alone those who hide contraband on their bodies.”⁵
- Reported \$5 billion in revenue in China in 2005; hopes to raise that to \$10 billion by 2010.

Taking Action for 2008

NGOS IN ACTION

NGOs continue to produce reports, press releases and recommendations to the international community, are also developing creative, interactive, multi-media strategies to draw attention to ongoing human rights issues and concerns. Below is a round-up of some of the more active campaigns.

Campaign name: Race for Tibet

Organization: International Tibet Support Network, a coalition set up by **International Campaign for Tibet** (ICT) and including the Australia Tibet Council
Website: <http://www.racefortibet.org>

Campaign name: 2008-Free Tibet

Organization: the Free Tibet Campaign
Website: <http://www.2008-freetibet.org/>

Campaign name: Beijing 2008 Olympics Campaign

Organization: Students for a Free Tibet
Website: <http://studentsforafreetibet.org/article.php?id=545>

Campaign name: Beijing 2008: Human Rights and the Olympics in China

Organization: Human Rights Watch
Website: <http://hrw.org/campaigns/china/beijing08>

Campaign name: Boycott Beijing 2008

Organization: Reporters Without Borders
Website: http://www.rsf.org/rubrique.php3?id_rubrique=174

Campaign name: Olympic Watch

Organization: Committee for the 2008 Olympics Games in a Free and Democratic Country
Website: <http://www.olympicwatch.org>
Image: three Olympic rings interlinked into five by a set of handcuffs

WHAT YOU CAN DO

Stay informed: Download the **forthcoming Olympics Resource Packet from HRIC**;

Visit the sites of the NGOs above and learn more about their campaigns.

Write to the IOC: Support calls for a comprehensive review of China's Olympic Games preparation and independent monitoring of construction sites.

IOC Executive Board
Château de Vidy
1007 Lausanne
Switzerland

Write to the Beijing Organizing Committee and the Beijing Mayor: Urge them to:

- ☐ Provide open and transparent access for all media groups in Beijing;
- ☐ Provide assurances that the Olympic security infrastructure will not be used to monitor private citizens;
- ☐ Make the Beijing City Contract for the Olympics public to all to facilitate an open assessment of compliance; Beijing Organizing Committee For the Games of the XXIX Olympiad
267 Bei Si Huan Zhong Lu
Haidian District
Beijing 100083, PRC

WHAT BEIJING CAN DO TO ENSURE A SUCCESSFUL OLYMPICS

Fulfill international obligations: Ensure that all ongoing construction and implementation of services are implemented without violating international human rights obligations.

Bring us all up to date: Update the Chinese people and International community on steps taken to deliver on the promises undertaken in the *Beijing Olympic Action Plan* and elsewhere to:

- ☐ Ensure that information services will be available to all;
- ☐ Increase standards of living in Beijing;
- ☐ Develop guidelines to ensure that security measures do not violate international standards on data retention and privacy.

PLANNING ON ATTENDING THE GAMES?

Stay informed: Stay current on Olympics preparations that will affect your stay in Beijing by contacting HRIC and other NGOs for more information on issues including:

- ☐ Environmental damage in Beijing and its affect on the air, health and food;
- ☐ Constructions and demolitions that have destroyed neighborhoods and increase congestion in the city center;
- ☐ Detentions and crackdowns on journalists, lawyers, religious practitioners and grassroots activists.

Get prepared: Contact your national Olympic committee for information on how to access uncensored news, for example, on the Internet.

WHAT CAN THE BUSINESS COMMUNITY DO?

Raise the bar: Review corporate policies and activities in China against international principles that obligate businesses to respect human rights in all their activities in China, including:

- ☐ On-going construction;
- ☐ Manufacturing of Olympics paraphernalia: *With an estimated \$300 million profit from merchandise related to the "Fuwa" mascots (\$100 more than the Athens mascots), the production of this merchandise is a good opportunity for manufacturers to ensure worker rights and workplace conditions.*

Call on Beijing to ensure open access:

Complete access has been guaranteed for the 2008 Olympics, but new media rules and journalist detentions raise concerns. Support calls for demonstrated assurances of complete press freedom.

Giving back to the community: Re-invest a portion of Olympics profits in projects that contribute to local communities and groups, such as education and healthcare programs for migrants, rural children and AIDS orphans, or establish computer literacy centers to promote greater access to the Internet.