



The OECD Recommendation on Global Events and Local Development

The hosting of global events such as the Olympic Games, Expos, World Cups, Cultural Festivals, and many more have long been seen as opportunities to stimulate growth and development in the countries, and particularly the cities, that host them. Hosts increasingly seek to ensure that such events act as catalysts for local development, are used to leverage long-term infrastructure investments, boost tourism and trade, create jobs and promote community development.

To deliver on these promises, events must be deliberately designed and executed to generate long-term benefits. They need to clearly demonstrate how they impact upon communities to contribute to economic growth and development. Tax incentives, investment and sponsorship deals must be thoroughly assessed and managed to ensure that each event benefits host cities and the awarding body.

The Recommendation on Global Events and Local Development was adopted by the Council meeting at Ministerial level on 30 May 2018. It offers a comprehensive overview of the conditions required to realise more sustainable global events and to build stronger capacities to leverage local benefits.

The OECD definition of “Global Events”

Events of a limited duration that have a global reach (in terms of participation, audience and/or media coverage), require significant public investment and have an impact on the population and built environment.

The definition covers as many global events as possible, noting that Adherents will determine the applicability of the Recommendation, in whole or in part, to a specific event. While natural candidates are Olympic Games, World Expos etc., the Recommendation may be applied to a broader range of events such as summits, recurrent events (as appropriate) or those that do not require bidding.

Rationale for developing the Recommendation

In 2008, the report [Local Development Benefits from Staging Global Events](#), reviewed events across more than 30 countries. It was launched as the global financial crisis was unfolding, and since then cities have bid for and delivered events under the spectre of reduced public sector resources.

The OECD [Local Economic and Employment Development \(LEED\) Directing Committee](#), supported by the [Centre for Entrepreneurship, SMEs, Regions and Cities \(CFE\)](#), has guided national and local governments in taking a holistic local development approach to ensure that global events can realise wide-ranging local benefits. This work culminated in the 2016 adoption of the [Principles for Leveraging Local Benefits from Global Sporting Events](#).

The Principles emerged from work with the French Ministry of Cities, Youth and Sport, and focused on leveraging economic and social benefits for the ten host cities of EURO 2016.

The Principles have been used by several OECD Members and Partners to guide policy dialogues, multi-stakeholder platforms, and decision-making processes for bidding, hosting and evaluating global events. As a result, the French Ministry of Sports proposed that the LEED Directing Committee develop a Recommendation to facilitate and support the sustainability and legacy of all global events as vehicles for public good, policy complementarities, and local economic development.

Timeline and evidence base for the Recommendation

An intense period of consultation and engagement with Member Countries and key stakeholders has ensured that the Recommendation was adopted in the most inclusive manner possible. The LEED Committee, supported by CFE, will provide guidance and monitor the implementation of the Recommendation.



Key elements of the Recommendation

