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编前语

时间一天一天地度过。很快，离开北京 2008 那个难忘的夏天已经十一年了；同样很快，距离北京 2022 年那个期待的冬日已不足三年。

这些年，北京人最大的感受之一就是北京的蓝天数量一年比一年增多。从“难得一见”到“习以为常”，“北京蓝”在短短几年时间内完成了一个螺旋式上升的轮回，牢牢占据了北京气象的 C 位。须知，这可是绿色奥运带给北京人的生态红利啊。

2014 年 2 月 7 日，习近平在索契亲切看望参加第二十二届冬奥会的中国体育代表团时指出，我们成功举办了北京奥运会，实现了全国人民的百年奥运梦。现在，我们比以往任何时候都接近实现中华民族伟大复兴的目标。我们每个人的梦想、体育强国梦都与中国梦紧密相连。

2017 年 8 月 27 日，习近平在会见全国体育先进单位和先进个人代表时强调，加快建设体育强国，就要高质量筹办 2022 年北京冬奥会。

习近平不仅高度赞扬了北京奥运会的历史贡献，也对北京冬奥会的申办筹办工作倾注了大量心血。在申办成功后，他还代表中国人民向全世界作出了庄严承诺——确保把北京冬奥会办成一届精彩、非凡、卓越的奥运盛会，吹响了中国人民再征奥运之旅的战斗号角。

仔细品味习近平的奥运情怀，我们由衷地赞同国际奥委会主席巴赫所言：“就推动奥林匹克运动而言，习近平主席是当之无愧的冠军。”

面对新的奥运使命，北京刻不容缓。冬奥各赛区的筹备工作迅速、有序、高质地开展起来。坚持“一刻也不能停、一步也不能错、一天也误不起”，严格落实“有序、如期、按时，保质保量完成任务”的要求——北京市委书记、北京冬奥组委主席蔡奇对冬奥筹备工作提出了具体要求。

2015 年，北京 2022 年冬奥会的成功申办，使我们获得了“调动各方面大力发展冰雪运动的积极性，全面提高我国冰雪运动水平”的历史机遇。机遇总是留给有准备的人。国家有关部门发表并实施的《关于以 2022 年北京冬奥会为契机大力发展冰雪运动的意见》，就是为中国冰雪运动发展新时代的到来而进行的准备之一。

进入 2019 年，各种冬奥元素已在祖国各地大量呈现。越来越多的中国民众特别是年轻人走上冰雪场，锻炼运动技巧，磨炼意志品质，享受生活乐趣。冰雪运动项目在中国的未来的确令人期待。在此背景下，北京奥促会发布并实施了《冬奥周期北京行动计划》，为助力“让三亿人参与冰雪运动”目标的早日实现进行着精心探索与踊跃实践。

北京冬奥场馆建设得怎样了？北京冬奥会三大赛区的筹备工作还顺利吗？北京各界是怎样助力冬奥筹备的？回答这些魂牵梦绕新老奥运人的问题，自然是《奥运城市》责无旁贷的使命。为此，本期《奥运城市》的数个栏目刊登了数篇报道，以飨读者，释其情怀。

教育功能是奥林匹克运动最重要的功能。要使体育运动发挥促进人类全面发展的功能，实现改造社会的目的，就必须使体育与教育融为一体。于是，自成立至今，奥促会坚守着北京奥运会的教育遗产，开展了丰富的奥林匹克教育活动，在无数青少年心底写意着一幅又一幅绚丽的奥运蓝图。

“不忘初心，牢记使命”。如今，不忘“举办一届精彩、非凡、卓越冬奥会”初心，牢记“实现体育强国梦”使命的中国奥运人，正在再圆“奥运梦”、实现“中国梦”的大道上高歌前行。正如一首歌词所言：“有梦就有蓝天，相信就能看见”，中国奥运人的前方，必定是一片阳光灿烂的蓝天。

Preface

One of the most commonly shared feelings among Beijing residents during recent years is that the city has seen more and more days with blue skies. What was once a rare sight, “Beijing Blue” has become much more common in just a few years. This ecological improvement has been brought about by the green Olympic Games.

On February 7, 2014, while visiting the Chinese sports delegation for the 2014 Winter Olympics in Sochi, Chinese President Xi Jinping pointed out that China had successfully hosted the 2008 Summer Olympic Games.

On August 27, 2017, at a meeting with prominent national sports institutions and individuals, Xi stressed that it is necessary to deliver a high-quality 2022 Olympic Winter Games to the world.

Xi not only highly praised the historic contribution of the 2008 Olympic Games, but also spared no effort in the bidding and preparations for the 2022 Olympic Winter Games. After the successful bidding, he made a solemn commitment to the world on behalf of Chinese people—that the 2022 Winter Olympics will be a fantastic, extraordinary and excellent Olympics.

Facing its new Olympic mission, Beijing has wasted not a moment. High quality preparatory work for the Winter Olympics is being efficiently carried out according to plan. Cai Qi, secretary of the Beijing Municipal Committee of the Communist Party of China and chairman of the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, has put forward specific requirements for the preparations of the Winter Olympics. Without stopping for a moment, their preparatory work must be done without delay or error to complete the task on time and to deliver outstanding results.

Opportunities always come to those who are prepared. Beijing successfully bid for the 2022 Winter Olympics in 2015, providing an opportunity to garner enthusiasm for and improve China’s participation in winter sports. The state published and implemented the *Guidance on Taking the 2022 Beijing Winter Olympics as an Opportunity to Develop Winter Sports*, regarded as the blueprint of the preparations for the forthcoming era of China’s winter sports.

In 2019, various Winter Olympics-related activities and products have been offered across the country. More and more Chinese people, especially young people, have been going to venues to participate in and enjoy various winter sports. The future of China’s winter sports industry is worthy of optimism. With this in mind, BODA issued and implemented the *Action Plan of Beijing Olympic City Development Association for the Beijing Period of the Winter Olympics*, aiming to get 300 million people involved in winter sports.

Education is the most important function of the Olympics. To give full play to the role of sports in promoting the all-round development of humankind and to achieve the goal of transforming society, combining sports and education is a necessity. Since its inception, BODA has adhered to the educational legacy of the 2008 Olympic Games, carrying out a wide variety of Olympic education activities to unfold a beautiful Olympic blueprint in the hearts of countless young people.

How is construction of the venues for the Winter Olympics progressing? Is the preparatory work for the three major divisions of the Winter Olympics going smoothly? How do all walks of life in Beijing aid in the preparation for the Winter Olympics? It is *Olympic City’s* duty-bound mission to answer these questions for our Olympic-minded audience new and old. Therefore, several columns in this issue of *Olympic City* have published articles in response to our readers’ concerns.

President Xi encourages people to remain true to the original Olympic aspirations and keep the Olympic mission firmly in mind. Today the Chinese Olympic staff continue to remain true to their aspiration of holding a wonderful, extraordinary and outstanding Winter Olympics with the mission of building a sports powerhouse in mind, marching along the way in a new pursuit of the Olympic dream and realisation of the Chinese dream. As the lyrics of the song “*Mengxiang tiankong fenwai lan* (literally ‘The sky of dreams is especially blue’)” go, “Where there is a dream, there is a blue sky. When you believe it, you will see it.” What awaits the Chinese Olympic staff is undoubtedly a sunny blue sky.

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World Winter Sports (Beijing) Expo 2019 to Be Held in Beijing in October, and others





冰雪上的

激情

PASSION

ON ICE AND SNOW



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1. 2019国际雪联中国北京越野滑雪积分大奖赛（鸟巢站）
FIS China City Sprint Beijing 2019 (Bird's Nest)
2. 2018冰雪北京国际雪联单板大跳台世界杯
2018 Air+Style FIS Snowboard World Cup (Beijing)
3. 2017“冰上之星”中国巡演北京站
2017 Stars on Ice in Beijing
4. 2019国际雪联中国北京越野滑雪积分大奖赛（首钢站）
FIS China City Sprint Beijing 2019 (Shougang Park)









1	2
3	4

1. 2018 “奥运城市杯”北京国际青少年冰球邀请赛
“Olympic City Cup” Beijing World Minor Hockey Invitational Tournament 2018
2. 北京市青少年冰雪运动会
Beijing Youth Snow and Ice Games
3. 2017年北京世界女子冰壶锦标赛
CPT World Women's Curling Championship 2017 Beijing
4. 2018-2019年全国大众速度滑冰马拉松系列赛
2018-2019 China National Speed Skating Marathon Series



承诺、指导、鼓舞、邀约

从四个关键词体悟习近平的冬奥情怀

PROMISE, INSTRUCT, ENCOURAGE, INVITE: AN OUTLINE OF XI'S SUPPORT FOR THE WINTER OLYMPICS

习近平总书记一直牵挂着北京冬奥会的申办、筹办工作与冰雪运动在中国的发展。他多次表达中国政府和人民对冬奥会的热烈期盼之情，向世界发出了最诚挚的邀请；他确立了冬奥会的筹办工作理念，他的“筹办好北京冬奥会、冬残奥会”的指示被写进了党的十九大报告；他多次视察奥运场馆施工现场，看望、慰问筹备工作一线人员与训练场上的运动员。从洛桑到平昌，从张家口到北京，投票现场有他的声音，会议大厅有他的身影，建设工地有他的足迹，训练场地有他的身姿……习近平引领着中国人民再次踏上了圆梦奥运的光荣之旅。

Chinese President Xi Jinping cares deeply about the bid and preparations for the 2022 Olympic and Paralympic Winter Games as well as the development of winter sports in China. He has expressed the Chinese government and people's anticipation for the Olympic Winter Games on many occasions and has extended a sincere invitation to the world. He established a framework for the preparation of the Olympic Winter Games. His instruction on "preparing well for the 2022 Olympic and Paralympic Winter Games" was included in his report to the 19th CPC National Congress. Xi has been present at venues and sites from Lausanne, Switzerland to Changping District, Beijing and from Beijing to Zhangjiakou, Hebei Province on the occasions of meetings, construction and training via videos and in person. He frequently visited builders at construction sites and athletes in training. He is leading Chinese people to prepare for the Olympic Winter Games.



▲ 北京市民在国家体育场前庆祝北京申办冬奥会成功
Beijing residents celebrate Beijing winning the bid for hosting the 2022 Olympic and Paralympic Winter Games

习近平总书记说：“我们每个人的梦想、体育强国梦都与中国梦紧密相连。”冬奥梦交织着中国梦。在以习近平同志为核心的党中央坚强领导下，伴随着冬奥旅程，中国人民正在快步实现着中华民族最伟大的梦想——中国梦。

Xi stressed: “Every person’s dream and the nation’s dream of a strong sporting nation is closely connected with the Chinese Dream.” Therefore, the Winter Olympic dream is interwoven with the Chinese Dream. Under the leadership of the CPC Central Committee with Xi as its core, Chinese people are striving to realise the Chinese Dream during their preparations for the Olympic Winter Games.

承诺 奉献一届精彩、非凡、卓越的冬奥会

从冬奥会的申办开始，习近平就频频向国际奥委会传递中国的热情，为中国申办冬奥铺路、加油和提劲。

2013年11月3日，中国奥委会正式向国际奥委会提出北京市和张家口市联合申办2022年第24届冬奥会。半个月后，11月19日，习近平就在北京会见了刚刚就任的国际奥委会主席巴赫，向其表达了中国人民希望在成功举办北京奥运会后再举办一届冬奥会的渴望和信心。

2014年8月16日，第二届夏季青年奥运会在南京开幕之前，习近平会见巴赫，再次表述了中国申办冬奥会的决心以及北京携手张家口为申办2022年冬奥会所付出的努力。

2015年7月31日上午，在国际奥委会投票表决前，习近平通过视频致辞的形式，代表中国政府和人民表达对举办2022年冬奥会的期盼之情，高度赞赏奥林匹克运动的价值观和国际奥委会的改革主张，表示将全方位践行《奥林匹克2020议程》，全面兑现每一项承诺。

2015年8月22日，习近平在北京国家体育场会见到访的巴赫。习近平代表中国做出承诺，北京与张家口将为世界奉献一届精彩、非凡、卓越的冬奥会，冬奥会也将带动更多中国人关心、热爱、参与冰雪运动。

PROMISE to host a fantastic, extraordinary and excellent Olympic Winter Games

From the beginning of the bid for the Olympic Winter Games, Xi Jinping frequently conveyed China's enthusiasm to the IOC, paving the way for and fueling China's bid.

On November 3, 2013, the Chinese Olympic Committee formally proposed to the IOC that Beijing and Zhangjiakou jointly bid for the XXIV Olympic Winter Games in 2022. Half a month later, on November 19, Xi Jinping met in Beijing with Thomas Bach, newly inaugurated IOC president, and expressed to him the desire and confidence of the Chinese government and people to host a Olympic Winter Games based on its successful holding of the Beijing 2008 Summer Olympic Games.

On August 16, 2014, before the opening of the Second Summer Youth Olympic Games, Xi met with Thomas Bach in Nanjing, and again expressed China's determination to bid for the 2022 Olympic Winter Games detailing the efforts made by Beijing and Zhangjiakou.

On the morning of July 31, 2015, President Xi addressed the IOC via video before the IOC vote. On behalf of the Chinese government and people, he expressed the desire of the Chinese government and people to host the 2022 Olympic Winter Games, his high appreciation of the values of the Olympic Movement and the reform proposals of the IOC. He also stated that *Olympic Agenda 2020* would be implemented with every commitment fulfilled in an all-around way.

On August 22, 2015, Xi Jinping met with Thomas Bach at the National Stadium in Beijing. Xi Jinping made a commitment on behalf of China—Beijing and Zhangjiakou would dedicate a fantastic, extraordinary and excellent Olympic Winter Games to the world, and the Olympic Winter Games would encourage more Chinese to care about, love and participate in ice and snow sports.



- ▲ 云顶滑雪公园被指定为2022年冬奥会自由式滑雪和单板滑雪比赛场地
Yunding Ski Resort designated as the venue of freestyle skiing and snowboarding during the Beijing 2022 Winter Games

指导 筹备工作坚持“绿色、共享、开放、廉洁”的办奥理念

2015年11月24日，习近平在北京冬奥会工作领导小组第一次全体会议上表示，办好2022年北京冬奥会，是中国对国际奥林匹克大家庭的庄严承诺，也是实施京津冀协同发展的重要举措。习近平在会上作出了办好北京冬奥会的重要指示——要坚持绿色办奥、共享办奥、开放办奥、廉洁办奥的理念。

2016年3月18日，习近平在听取北京2022年冬奥会和冬残奥会筹办工作汇报时指出，北京冬奥盛会必将振奋民族精神，也有利

INSTRUCT people to adhere to the concept of the delivery of “green, inclusive, open and clean” Games

On November 24, 2015, at the first plenary meeting of the Beijing Olympic Winter Games Work Leading Group, Xi Jinping said that the successful holding of the Beijing 2022 Olympic Winter Games would be China’s solemn commitment to the international Olympic family and an important measure to boost the coordinated development of the Beijing-Tianjin-Hebei region. Xi Jinping also gave an important instruction—that people should adhere to the “green, inclusive, open and clean” Games concept during the preparation for the Beijing Olympic Winter Games.

On March 18, 2016, listening to a report on preparations for the Beijing 2022 Olympic and Paralympic Winter Games, President

于向世界展示中国改革开放成就、和平发展主张，要下大力气推动体制、机制、管理和政策的创新，推动交通、环境、产业等领域协同发展，对实施京津冀协同发展发挥引领作用。

2017年1月23日，在瑞士与巴赫会谈后仅隔3天，习近平冒着严寒来到崇礼赛区，考察冬奥会的筹备情况。他强调，北京冬奥会的筹办工作千头万绪，首先要按照科学的理念搞好规划，既有总体规划，又有专项规划、分区规划，既有工作规划，又有场馆和设施建设规划，对时间和空间的把控、资源的配置、目标的分解等，都需要专业素养。他说：“树立科学和先进的规划理念，路就选对了，道路对了就不怕遥远。”他还强调，赛区建设一定要专业化，要体现中国元素、当地特色，要建成滑雪旅游胜地。

2017年2月23日、24日，习近平先后到五棵松体育中心、首都体育馆等地对北京市的冬奥筹办工作进行视察。他指出，冬奥场馆的规划、设计和施工，要注意借鉴国外先进经验，同时加强我们自身的技术积累和技术创新，一些场馆要做到反复利用、综合利用、持久利用。他说，中国冰雪运动总体上是“冰”强于“雪”，所以既要强项更强，更要抓紧补短板。在首都体育馆，习近平观看国家短道速滑队和花样滑冰队的训练。他同教练员和运动员进行交流，勉励大家刻苦训练，不断提高竞技水平。

Xi pointed out that the Olympic Games would certainly bolster the national spirit in addition to showing China's opening-up and peaceful development. He also said that great efforts should be made to promote innovations in institutions, management and policies. This in turn leads to developments in transportation, environment, industries and other fields to aid coordinated development of the Beijing-Tianjin-Hebei region.

On January 23, 2017, just three days after talking with Thomas Bach in Switzerland, Xi Jinping braved the severe cold to go to Chongli District in Zhangjiakou competition zone to inspect the Games preparations. He emphasised that because of the complexity of the preparatory work, good plans must first be made according to scientific concepts. This includes a general plan, special plans, zoning plans, work plans and plans for the construction of venues and facilities. Additionally, the management of time and space, allocation of resources, division of objectives and other aspects should be dealt with in a professional way. He said, "By following scientific and advanced planning concepts, the right way will be chosen. By doing what is right, we won't be afraid of the long distance." He also stressed that the competition zone must be built in a professional manner, embody Chinese elements and local characteristics, and become a ski and tourism resort after the Games end.

On February 23 and 24, 2017, Xi Jinping visited the Wukesong Sports Centre and Capital Indoor Stadium to inspect Beijing's preparations for the Olympic Winter Games. He pointed out that in the planning, design and construction of venues for the Olympic Winter Games, attention should be paid to using advanced foreign experience for reference while native Chinese technological research and innovation should also be strengthened. He restated that some venues should be used repeatedly, fully and sustainably. He said that China was stronger at ice sports than snow sports. And with this in mind, Chinese people should continue their strength in the former and improve on the latter. At the Capital Indoor Stadium, Xi Jinping watched training of the national short track speed skating and figure skating teams. He communicated with coaches and athletes, and encouraged them to train hard and continuously improve their competitive level.

鼓舞 运动员积极备战，激励三亿人走上冰雪

习近平是体育爱好者，对体育运动充满感情，对运动员一直非常关心。2014年2月7日，俄罗斯索契冬奥会开幕之前，习近平看望参加比赛的中国体育代表团，代表祖国人民慰问冬奥健儿。他与50多名中国选手和教练一一握手，与佟健、周洋、李妮娜、王冰玉及主教练李琰等亲切交谈，勉励他们顽强拼搏，不仅要赛出好成绩，更要体现奥林匹克精神。

习近平尤其重视少年儿童参与冬季运动。2017年2月24日，在五棵松体育中心，习近平在观摩了青少年冰球和花样滑冰训练后，向小队员们讲起自己年少时在什刹海滑冰的往事，对当时家里给买的冰鞋记忆犹新。他说，你们现在条件太好了，不仅有很好的学习环境，还有这么好的锻炼条件，既增强体质，也培养勇敢合作精神。希望你们珍惜机遇、继续努力。

让更多中国百姓参与冰雪运动也是习近平的拳拳之情。2015年1月14日，国际奥协主席、亚奥理事会主席艾哈迈德亲王访问中国。习近平对其表示，体育运动在中国是一项神圣的事业，北京举办冬奥会将带动中国3亿多人参与冰雪运动，这将对奥林匹克运动、对人类发展的巨大贡献。从此，“带动三亿人参与冰雪运动”的目标，写进了《“带动三亿人参与冰雪运动”实施纲要（2018—2022年）》，被作为一项国家政策来付诸实现。

ENCOURAGE athletes to prepare for competitions actively and 300 million people to participate in ice and snow sports

Xi Jinping is a sports enthusiast, full of love for sports and always concerned with athletes. On February 7, 2014, before the opening of the XXII Olympic Winter Games in Sochi, Russia, President Xi visited the Chinese sports delegation there and greeted Chinese athletes on behalf of the Chinese people. He shook hands with more than 50 Chinese athletes and coaches one by one, and had cordial conversations with athletes Tong Jian, Zhou Yang, Li Nina, Wang Bingyu and chief coach Li Yan. He encouraged them to compete tenaciously to achieve good results and promote the Olympic spirit.

After watching the training of a teenage ice hockey team and a figure skating event, Xi recalled to the young athletes his childhood skating on the lake at Shichahai. His memories of the pair of ice skates his parents bought him were still fresh in his mind. He also told the teenage players that they had a very good and thorough training environment for study and physical training. They could not only become stronger but also braver and more cooperative. They should cherish the valuable opportunities they have and continue to make effort.

One important goal of the Games is to make more Chinese take part in ice and snow sports. On January 14, 2015, Sheikh Ahmad Al-Fahad Al-Sabah, president of the Association of National Olympic Committees (ANOC) and the Olympic Council of Asia (OCA), visited China. Xi Jinping told him that with sports as a respected undertaking in China, Beijing's hosting of the Olympic Winter Games would encourage 300 million people to participate in winter sports, which would make great contributions to the Olympic Movement and human development. Since then, the goal of "300 million people on the ice and snow" has been included in the *Implementation Outline for Encouraging 300 Million People to Participate in Winter Sports (2018–22)*, which is already in effect as a national policy.



- ▲ 北京举办冬奥会将带动中国3亿多人参与冰雪运动
Beijing 2022 Winter Olympics to encourage 300 million Chinese to participate in winter sports

向世界发出相聚北京的邀约

INVITE people from throughout the world to gather in Beijing

习近平的冬奥情怀，体现了中国人民联系世界的热情。参与冰雪运动，不仅强身健体，也是一个沟通世界的途径。习近平一向重视体育运动的国际化发展，他多次与外国领导人一起走进赛场，与运动员交流互动，营造共同运动的氛围。

早在北京冬奥会申办期间，习近平就应

Chinese President Xi Jinping's thoughts on the Olympic Winter Games reflect Chinese people's will for communication with other nations. Partaking in winter sports is a way of communicating with the world. President Xi considers the international development of sports to be important. He has entered sports arenas with foreign leaders many times, exchanged views with athletes and assisted in fostering a favourable atmosphere for sports.

俄罗斯总统普京之邀，出席了2014年2月8日索契冬奥会的开幕式。习近平打破外交惯例，成为首位出席境外大型国际体育赛事开幕式的中国国家领导人。2018年6月8日晚，习近平和普京一同在天津体育馆为中俄青少年冰球友谊赛开球并观看比赛。

2016年3月，习近平在访问捷克期间，专门抽出时间与捷克总统泽曼一起看望中捷冰球、足球少年运动员。

2017年4月4日，习近平访问冬季运动发源地之一、冰雪强国芬兰，与芬兰总统尼尼斯托在开展两国冬季项目和冬季奥运会筹办方面达成合作意向，并确立2019年为“中芬冬季运动年”。2019年1月14日，尼尼斯托来到北京，与习近平共同出席“2019中芬冬季运动年”的启动仪式，正式开启两国的“冰雪之约”。

2018年2月25日，第23届冬季奥林匹克运动会在韩国平昌奥林匹克体育场闭幕。中国作为下届冬奥会的主办国，在闭幕式上奉献了《2022相约北京》文艺表演。当时，习近平的身影出现在屏幕画面上，他向全世界发出诚挚的邀请：“我和亿万中国人民，欢迎全世界的朋友，2022年相约北京！欢迎你们，欢迎朋友们！” ■

President Xi attended the opening ceremony of the Sochi Olympic Winter Games on February 8, 2014 at the invitation of President Vladimir Putin of Russia. Xi has become the first ever Chinese president to attend the opening ceremony of an international sports event abroad. On June 8, 2018, Xi and Vladimir Putin jointly kicked off and watched a friendly Sino-Russian youth ice hockey game at the Tianjin Indoor Stadium.

In March 2016, during his visit to the Czech Republic, President Xi devoted time to visiting young Sino-Czech ice hockey and football players with Czech president Milos Zeman.

On April 4, 2017, Xi Jinping visited Finland, a birthplace of winter sports, where he agreed cooperation with Finnish president Sauli Niinistö for the development of winter sports and the preparation of the Olympic Winter Games, and designated the year 2019 as the “China-Finland Year of Winter Sports.” On January 14, 2019, President Niinistö came to Beijing and jointly attended the launching ceremony of the “2019 China-Finland Year of Winter Sports” with Xi Jinping, officially commencing the “ice and snow rendezvous” between the two countries.

On February 25, 2018, the XXIII Olympic Winter Games closed at the PyeongChang Olympic Stadium in the Republic of Korea. As the host country of the next Olympic Winter Games, China gave the Beijing 2022 Winter Olympics presentation at the closing ceremony. At that time, Xi Jinping’s image appeared on the screen. He sent a sincere invitation to the whole world, in which he said: “Hundreds of millions of Chinese people and I welcome friends from all over the world to meet in Beijing in 2022! Welcome you! Welcome friends!” ■



蔡奇：如期把冬奥场馆和基础设施建成精品工程

CAI QI: BUILDING QUALITY WINTER OLYMPICS VENUES AND INFRASTRUCTURE AS SCHEDULED

2019年5月23日上午，北京市委书记、北京冬奥组委主席蔡奇来到延庆区调研北京冬奥会、冬残奥会筹办工作。他强调，要坚持“一刻也不能停、一步也不能错、一天也误不起”，严格落实“有序、如期、按时，保质保量完成任务”的要求，确保把各个场馆和基础设施建成精品工程，满足冬奥赛事要求。北京市委副书记、市长、北京冬奥组委执行主席陈吉宁一同调研。

地处小海陀山地区、最高海拔2199米的国家高山滑雪中心正加紧建设，明年2月即将举办测试赛。蔡奇来到施工现场，对照规划图详细察看雪道、索道、高山集散广场等建设进展，了解施工难点和交通保障等情况，要求倒排工期、加紧施工，确保工程质量和安全。国家雪车雪橇中心将在北京冬奥会、冬残奥会赛时承担雪车、钢架雪车、雪橇三个项目全部比赛内容。蔡奇走入在建赛道，详细了解施工工艺创新等情况，要求发扬工匠精神，打造世界一流冰雪运动设施。

On the morning of May 23, 2019, Cai Qi, secretary of the Beijing Municipal Committee of the Communist Party of China and president of the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, visited Yanqing District to inspect preparations for the 2022 Olympic and Paralympic Winter Games. Cai stressed that the Olympic venues and infrastructure should be constructed with high quality in an orderly way as scheduled to satisfy demands. Mayor of Beijing Chen Jining, executive president of the Beijing 2022 Organising Committee, also accompanied Cai during his inspection.

The National Alpine Ski Centre, located on Xiaohaituo Mountain with an elevation of 2,199 metres, is under construction at the time of writing and will host a test event in February 2020. Cai visited the centre's construction site. After he learned about construction progress, difficulties during construction and traffic support, Chen exhorted builders to make efforts to complete the construction as scheduled with quality and safety as top priorities. During the Beijing 2022 Olympic Games, the centre will host three disciplines: bobsleigh, skeleton and luge. When visiting the tracks under construction, Cai carefully listened to technicians' descriptions of technical construction innovations and encouraged builders to build world-class snow and ice sports facilities.

Subsequently, Cai presided over a meeting. There, he indicated that Yanqing District would host the FIS Alpine Ski World Cup in February 2020, which would be the first of a series of test events



▲ 国家高山滑雪中心效果图

Artist's rendition of the National Alpine Ski Centre

随后，蔡奇主持召开座谈会。他指出，延庆赛区明年2月就要举办高山滑雪世界杯，这是“相约北京”系列测试赛的头一炮，对冬奥筹办工作是一次重要检验。现在最基础、最紧要的任务还是场馆和基础设施建设。要保证工期，按照时间节点挂图作战、拔钉销账。克服汛期等因素影响，全力保证国家高山滑雪中心、雪车雪橇中心以及交通、水务、气象、综合管廊等配套基础设施按期交付使用。因地制宜抓好生态修复，抓紧推进生态

entitled “Gathering in Beijing,” in preparation for the Olympic Winter Games. Currently, priority is given to construction of venues and infrastructure. Necessary measures will be taken to guarantee the on-time completion and timely opening of the National Alpine Ski Centre, National Sliding Centre and supporting infrastructure including traffic, water, climate facilities and utility tunnels. Efforts will be made to restore the ecological environment, speed up construction of ecological corridors, renovation of waterways and bridges, and the upgrading of rural areas. Cai also asked responsible people to ensure the quality of raw materials, manage the construction process as per high standards, enhance on-site coordination and supervision, ensure quality examinations and

廊道建设和河道桥梁修建改造、村庄升级改造。要严管质量，加强原材料质量管控，高标准控制施工工艺，加强驻场协调督促，确保质量检查和监督到位，体现科技、智慧、绿色、节俭的要求。

蔡奇强调，要坚持安全第一，有效防范施工风险。做好业主和施工单位安全教育，针对山地施工风险特点完善安全防范措施，重点加强防火和防汛工作，制定好应急预案。严密做好赛区相关道路交通管控。要加强统筹协调和监督检查，压实责任。延庆区要落实属地责任，全力提高服务保障水平。全市各相关部门要密切协作，形成合力。延庆赛区要统筹做好高山滑雪世界杯的餐饮、交通、住宿、安保、医疗救援、志愿服务、宣传推广等各方面工作，为其他两个赛区作出示范。延庆区要抓住举办世园会、筹办冬奥会机遇，

supervision, and meet the high-tech, intelligent, environmentally friendly and economical construction requirements.

Cai also emphasised that priority should be given to safe construction to effectively prevent risks during the building period. It is necessary to carry out safety education for property owners and builders, improve safety and risk prevention measures based on characteristics of construction risks, focus on fire and flood prevention and make emergency plans. Additionally, relevant road traffic in the competition zone should be under proper management and control.

Related municipal departments like the Yanqing District government need to cooperate closely in preparation for the Olympic Winter Games. The Yanqing competition zone was asked to coordinate and organise services including catering, traffic, accommodation, security, medical assistance, volunteering and promotion during the upcoming Alpine Ski World Cup. The zone will be an example for Beijing and Zhangjiakou competition zones in hosting large international winter sports. Cai also encouraged the district to utilise the Beijing Expo 2019 and Beijing 2022 Olympic Winter Games to drive regional economic development based on its advantages in snow and ice sports as well as ecological environment.

Chen Jining approved of the progress of preparation for the



努力打造冰雪延庆、绿色延庆品牌，推动高质量发展。

陈吉宁肯定了前期筹办工作进展，指出，测试赛即将举办，时间紧、任务重，要确保场馆和基础设施建设高质量按时完成。要做好生态修复，各施工单位严格落实责任，加强场地及道路施工管理和清场工作。汛期即将来临，要针对地域特点，及早制定切实可行的应急预案，有效防范山洪和地质灾害，保证施工安全。要加强气象预测评估，专人负责、定期上报，提升气象监测预测的准确性，为工程建设及赛事举办提供可靠保障。市发改委、市重大办等相关单位不仅要倒排工期、抓紧推进，更要规范程序，完善管理体制，严格控制成本。要开展供应链安全性评估，前瞻性地做好统筹谋划，确保满足筹办需求。■

Olympic Winter Games at the meeting. He noted that there was only a short period left for preparation for the test event so builders should complete construction of high-quality venues and infrastructure in a timely way. He also reemphasised ecological restoration in addition to management and cleanup of venues and roads. As the flood season is approaching, Chen required the district to make emergency plans as early as possible to effectively prevent floods and geological disasters. He also stressed the accuracy of weather forecasts and suggested supporting construction of venues and delivery of games by improving weather monitoring and forecasts. Relevant municipal departments including the Beijing Municipal Commission of Development and Reform were required to make detailed construction schedules according to construction deadlines, regulate administrative procedures, improve their management system and strictly control costs. Other measures should be taken to appraise the security of supply chains and make proper preparations for the event. ■





北京 2022 年冬奥会倒计时 1000 天活动举行

CELEBRATION HELD MARKING THE 1,000-DAY COUNTDOWN TO BEIJING 2022



2019年5月10日晚，北京2022年冬奥会倒计时1000天活动在奥林匹克公园玲珑塔南侧广场举行。北京市委书记、北京冬奥组委主席蔡奇，国家体育总局局长、北京冬奥组委执行主席苟仲文，北京市市长、北京冬奥组委执行主席陈吉宁，河北省省长、北京冬奥组委执行主席许勤，中国残联主席、北京冬奥组委执行主席张海迪出席。

陈吉宁致辞表示，北京作为“双奥之城”，全面落实绿色、共享、开放、廉洁的办奥理念，高标准高质量开展各项筹办工作，取得了积极成果。场馆和基础设施

On the evening of May 10, 2019, a ceremony was held in Beijing's Olympic Park to celebrate the 1,000-day countdown to the opening of the 2022 Olympic Winter Games. The event was attended by Cai Qi, secretary of the Beijing Municipal Committee of the Communist Party of China (CPC) and president of the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games (Beijing 2022 Organising Committee); Gou Zhongwen, director of the General Administration of Sport of China and executive president of the Beijing 2022 Organising Committee; Chen Jining, mayor of Beijing and executive president of the

加快建设，赛事组织和赛会服务扎实推进，市场开发势头良好，宣传推广持续升温，冰雪运动加快普及，形成了广大群众积极参与冰雪运动、支持冬奥筹办的生动局面。北京冬奥会倒计时1000天的到来，标志着冬奥筹办工作迈入一个新阶段。我们将继续全面贯彻习近平总书记对冬奥筹办工作的重要指示精神，认真践行《奥林匹克2020议程》，与国际奥委会等方面密切合作，努力为世界奉献一届精彩、非凡、卓越的奥运盛会。

北京市副市长、北京冬奥组委执行副主席张建东发布了《北京2022年冬奥会和冬残奥会志愿服务行动计划》。面向北京2022年冬奥会和冬残奥会，北京冬奥会和冬残奥会共设立前期志愿者、测试赛志愿者、赛会志愿者、城市志愿者、志愿服务遗产转化等5个志愿服务项目。其中，赛会志愿者项目将于今年12月正式启动。为充分调动社会力量参与办奥，京冀两地共青团视频发

Beijing 2022 Organising Committee; Xu Qin, governor of Hebei Province and executive president of the Beijing 2022 Organising Committee; and Zhang Haidi, chairperson of the China Disabled Persons' Federation and executive president of the Beijing 2022 Organising Committee.

Mayor Chen Jining delivered a speech at the ceremony. He noted that Beijing, as a "Twice Olympic City," is fulfilling its mission to deliver a green, inclusive, open and clean Olympic Winter Games by fully preparing for Beijing 2022 Winter Olympics. Currently, the city is making progress in its construction of Winter Olympic venues and infrastructure, making preparations for the Olympic Games, launching marketing activities, publicising the Olympic Winter Games and promoting winter sports. As a result, people's enthusiasm about Beijing 2022 Winter Games has been inspired and they are actively contributing to preparations for the Games.

- ▼ 2019年5月11日，张家口市开启了北京2022年冬奥会倒计时1000天系列庆祝活动
The 1,000-day countdown celebration in Zhangjiakou, Hebei Province on May 11, 2019



布了京冀地区“迎冬奥”志愿服务十大示范项目，两地在5月11日组织了志愿服务示范项目统一行动。随后，运动员代表、文艺界代表与青年志愿者共同发出《奉献冬奥·圆梦未来》倡议，号召全球志愿者积极参与和投身北京冬奥志愿服务。

晚8时许，随着全场高喊5、4、3、2、1……蔡奇、苟仲文、陈吉宁、许勤、张海迪，国际奥委会第一副主席、北京2022年冬奥会协调委员会主席胡安·安·萨马拉奇，以及国际奥委会、文艺界、运动员、学生代表共11人一起推动手中拉杆，点亮了冬奥会倒计时装置，玲珑塔大屏幕上亮起1000天数字，现场一片欢腾。

北京市、河北省、北京冬奥组委领导崔述强、杨树安、徐建培、周长奎、韩子荣，北京市政府秘书长靳伟，河北省政府秘书长朱浩文以及国际奥委会、驻华使节、运动员代表等1500人参加了活动。■

▼ 5月10日晚，千余群众汇集奥林匹克公园，参加了倒计时活动

A gathering for the countdown celebration at the Olympic Park on the evening of May 10, 2019



The 1,000-day countdown signalled the start of a new phase of preparations for the Olympic Winter Games. The city will continue to implement Chinese President Xi Jinping's instructions on preparations and conscientiously carry out the *Olympic Agenda 2020*. Beijing will further cooperate with the International Olympic Committee (IOC) and make efforts to deliver a fantastic, extraordinary and excellent Olympic Winter Games.

At the ceremony, Zhang Jiandong, vice mayor of Beijing and executive vice president of the Beijing 2022 Organising Committee, issued the *Beijing 2022 Olympic and Paralympic Winter Games Volunteer Service Action Plan*. This plan proposes five groups of volunteers for: early preparations, test events, the Olympic Winter Games, urban services and Olympic legacy transformation. The volunteer group programme for the Olympic Winter Games will be launched in December 2019. To encourage more young people to get involved in the Olympic Winter Games, Beijing and Hebei Communist Youth Leagues have jointly launched 10 volunteer demonstration projects. Following on from that, representatives of athletes, artists and young volunteers jointly proposed an initiative called "Contributing to the Olympic Winter Games and Making Dreams Come True," calling on global volunteers to engage in volunteer services for Beijing 2022 Winter Olympics.

At around 8 p.m. on May 10, figures including Cai Qi, Gou Zhongwen and Juan Antonio Samaranch, first vice president of the IOC and chairman of the IOC Coordination Commission for the 2022 Olympic and Paralympic Winter Games gathered together. After the audience counted down the final seconds, the three officials pushed down a lever together which began the 1,000-day countdown until the Beijing 2022 Olympic Winter Games. This was followed by a thunderous ovation from those in attendance.

The ceremony attracted 1,500 participants from Beijing and Hebei, including leaders from Beijing and Hebei governments, the Beijing 2022 Organising Committee, delegates from the IOC, foreign embassy workers, athletes and volunteers. ■

共襄盛会

2020 年世界体育大会进入北京时间

PREPARATION FOR SPORTACCORD 2020 IN FULL SWING

2019 年 5 月 10 日，2019 年世界体育大会在澳大利亚昆士兰州黄金海岸落下帷幕，2020 年第 18 届世界体育大会进入北京时间。

世界体育大会是由世界体育联合会总会（GAISF）和夏季奥林匹克项目国际单项体育联合会总会（ASOIF）、冬季奥林匹克项目国际单项体育联合会总会（AIOWF）、国际奥委会承认的国际体育联合会协会（ARISF）、世界体育联合会总会独立会员联盟（AIMS）联合主办的国际体育界年度盛会。大会为期 6 天，主要包括重要国际体育组织各类会议、专题研讨会和为期 3 天的展会，汇聚来自 100 多个国际单项体育联合会和国际体育组织、100 多个城市及地区的近 2000 名代表，是世界公认的体育沟通与交流的重要平台。第 18 届世界体育大会将于 2020 年 4 月 19 日至 24 日在北京召开。

北京市副市长张建东出席了 2019 年世界体育大

On May 10, SportAccord 2019 concluded on the Gold Coast of Queensland, Australia. The 2020 SportAccord Convention will usher in the Beijing time.

SportAccord is a grand annual event jointly hosted by the Global Association of International Sports Federations (GAISF), the Association of Summer Olympic International Federations (ASOIF), the Association of International Olympic Winter Sports Federations (AIOWF), the Association of IOC Recognised International Sports Federations (ARISF) and Alliance of Independent Recognised Members of Sports. Lasting six days, the convention includes various conferences, symposiums and three-day exhibitions held by major international sports organisations. Often bringing together nearly 2,000 representatives from more than 100 international federations and international sports organisations in over 100 cities and regions, SportAccord serves as an important platform for worldwide sports communica-



▲ 北京市副市长张建东在2019年世界体育大会开幕式上致辞。

Zhang Jiandong, vice mayor of Beijing, delivers a speech at the opening ceremony of the SportAccord 2019

会开幕式并致辞。他表示，世界体育大会自创办以来，为体育发展交流成功搭建了一个绝佳的平台，并成为国际体育界极具影响力的年度盛会。2007年北京首次成为世界体育大会的主办城市，大会的成功举办促进了北京2008年奥运会的成功筹办和中国体育的蓬勃发展。明年，北京将再次成为世界体育大会的主办城市。这彰显了中国与各国家和地区共同发展全球体育事业、创造美好生活的追求。这也将推动北京2022年冬奥会的筹办工作。

张建东表示，作为首个“双奥城市”，北京将与世界

tion and exchange. The 18th SportAccord will be held in Beijing from April 19 to 24, 2020.

Zhang Jiandong, vice mayor of Beijing, delivered a speech while attending the SportAccord 2019 opening ceremony. Since its inception, Zhang stated, SportAccord has built an excellent platform for sports development and exchange, becoming an influential annual event for the global sports community. In 2007, Beijing became a SportAccord host city for the first time. The success of the event promoted Beijing's preparations for the 2008 Olympic Games and the vigorous development of China's sports cause. Next year, Beijing will once again become the city

SPORT ACCORD

BEIJING | CHINA

19-24 APRIL 2020



▲ 图为2020年世界体育大会会徽
2020 SportAccord Convention Emblem

体育联合会总会（GAISF）各成员密切合作，举办一届成果丰硕的世界体育大会，为世界体育发展谱写新的篇章。

随着2019年世界体育大会的落幕，2020年世界体育大会正式进入北京时间。目前，大会各项准备工作已经在稳步进行中。

2020年世界体育大会组委会秘书长、北京奥运城市发展促进中心主任付晓辉表示，2020年北京举办世界体育大会，更能够引起人们对体育、健康的关注和重视。北京正在筹办2022年冬奥会和冬残奥会，北京将成为“双奥城市”，举办世界体育大会有利于冬奥会筹办，有助于推进“国际交往中心”建设。北京愿意通过举办世界体育大会，为促进世界体育的全面发展多尽一份力量。

在筹办2020年世界体育大会的过程中，北京将精心组织，为所有参会者提供优质的服务保障，确保大会成功举办。在这个基础上，北京将突出体育大会的功能，促进体育文化的交流与合作，在开闭幕式、体育节、展览展示等仪式、活动和展览中多维体现体育文化元素、世界体育发展成就、中国体育特色和北京体育风貌。组委会也将大力宣传，通过对仪式活动和峰会论坛等会议环节的有效传播，进一步扩大世界体育大会的影响力。

hosting SportAccord, highlighting China and other countries and regions' efforts to develop a global sports cause and create a beautiful life. The convention will also promote Beijing's preparations for the 2022 Winter Olympics.

Zhang stated that as the world's first city to ever host both Summer and Winter Olympics, Beijing will work closely with the members of the Global Association of International Sports Federations (GAISF) to hold a fruitful SportAccord and write a new chapter in world sports development.

Fu Xiaohui, secretary-general of the Organising Committee of SportAccord 2020 and director of the Beijing Olympic City Development Association (BODA), remarked that SportAccord 2020 will draw public attention to sports and health. As Beijing prepares for the 2022 Olympic and Paralympic Winter Games, hosting the SportAccord Convention will promote those preparations and help establish an international exchange centre. By holding SportAccord 2020, Beijing shows its willingness to contribute to the overall development of global sports.

Beijing will be carefully preparing and organising the SportAccord 2020 Convention to provide quality services for all participants and ensure the event's success. At the opening and closing ceremonies, sporting events and other related activities, the city plans to highlight the

4月19日，2020年世界体育大会倒计时一周年活动在北京奥运城市发展促进中心举办。组委会执行副主席、奥促会常务副会长刘敬民和组委会副主席、奥促会副会长蒋效愚，共同为倒计时一周年启动倒计时牌揭幕。

组委会秘书长、奥促中心主任付晓辉表示：“本次活动的目的是要确定目前我们所处的坐标和方位，进一步提高政治站位，增强责任感、紧迫感和使命感，全力以赴，做好2020年世界体育大会的各项筹备工作。”

北京2007年承办了第5届世界体育大会，时隔13年，北京将再次承办这一国际体育界年度盛会。北京将以充分的优势，良好的国际环境，为2020年世界体育大会的成功举办引航助力，同时也为做好北京2022年冬奥会和冬残奥会筹办工作添砖加瓦、增光添彩。■

functions of SportAccord, China's achievements in world sports, and Beijing's sports spirit. It will also promote cooperation and exchange in sports culture. The organising committee will also vigorously publicise and further expand SportAccord's influence through various activities and summit forums.

On April 19, the first anniversary of the countdown to SportAccord 2020 was held at BODA. Liu Jingmin, executive vice chairman of the organising committee and BODA, and Jiang Xiaoyu, vice chairman of the organising committee and BODA, jointly unveiled the countdown plaque for the anniversary. "The event aims to solidify where we are currently, further improve political standing and enhance our sense of responsibility, urgency and mission," Fu Xiaohui said, "We will spare no effort preparing for SportAccord 2020." ■

▼ 北京奥促会工作人员在2015年世界体育大会上与观众交流

Staff members from the Beijing Olympic City Development Association communicate with a visitor at SportAccord 2015



冰雪这边独好

——国际冬季运动(北京)博览会素描

WORLD WINTER SPORTS (BEIJING) EXPO: A FESTIVAL FOR WINTER SPORTS ENTHUSIASTS





在北京 2022 年冬奥会开幕之前，为体育、金融、冰雪等行业打造一个交流的平台，以专业化、国家级水准打造全球规模最大、最权威的冰雪运动大展，是为冬奥会热身的最好方式。早在申办冬奥会之初，北京市就向国际社会做出了要举办以“冰雪”为主题的大型展会——国际冬季运动（北京）博览会（以下简称冬博会）的承诺。北京冬奥会成功申办后不久，北京奥促会与国际数据集团即联合开始了筹办冬博会的工作。

“带动 3 亿人参与冰雪运动”，是习近平主席对开展群众性冰雪运动的谆谆嘱托，是中国冰雪运动发展的重要目标，也是冬博会的办会宗旨与奋斗目标。国际奥委会主席巴赫表示，冬博会自 2016 年举办以来，已经成为北京 2022 年冬奥会举办前一个最好的促进平台，是中国大力普及冰雪运动、实现“3 亿人参与冰雪运动”目标、促进冰雪产业快速发展的强有力推手。有着崇高的目标，有着冬奥会北京周期的天时地利，不难预测，冬博会一定在不远的将来，成为影响力覆盖亚洲、辐射全球的世界冰雪运动第一展。

“开启未来” ——2016 冬博会开阔民众视野

首届冬博会以“开启未来”为主题，以“带动 3 亿人参与冰雪运动”为目标，于 2016 年 10 月 19 日在北京国家会议中心拉开帷幕。为加深民众对冰雪运动的理解，展会 2 万多平方米的大规模展览区推出了各国主题馆、旅游目的地、运动装备、户外健身器材、奥运赛事、国际运动组织、知名品牌、体育人才、青少年冰雪体验等展区，从多角度全面展示世界冰雪产业的最新成果。

北京、张家口作为 2022 年冬奥会和冬残奥会的举办地，通过展会向公众展示了各大赛区和所有场馆的规划、外观与室内设计，介绍了所有的比赛项目及 7 大项目的图片。在展会现场，冬奥组委还为公众提供了零距

Before the 2022 Olympic Winter Games begins, the best way to make preparations for the grand event is to launch an exchange platform to support sports, the financing of the event and the ice and snow industries. In addition, preparations can also include a professional winter sports expo which conforms to national standards. As early as the beginning of the bidding for the 2022 Olympic Winter Games, Beijing made a commitment to the world to hold a large-scale exhibition centred on Olympic Winter Games—the World Winter Sports (Beijing) Expo (WWSE). Soon after Beijing won the bid, the Beijing Olympic City Development Association and the International Data Group began to prepare for the WWSE.

It is an objective of Chinese President Xi Jinping, China's ice and snow industry and the WWSE, to encourage 300 million people to participate in winter sports. Thomas Bach, president of the International Olympic Committee, said that the WWSE has become the best promotion platform for the 2022 Olympic Winter Games since its launch in 2016. The expo will encourage 300 million people to participate in winter sports, and promote the rapid development of the ice and snow industry. Backed by the lofty goals in addition to the favourable weather and geographical position of the 2022 Olympic Winter

▼ 2016 首届国际冬季运动（北京）博览会会场
A corner of the WWSE 2016 venue





▲ 2016首届国际冬季运动（北京）博览会开幕式
Opening ceremony of the WWSE 2016

离接触冬季运动的机会，让参观者搭乘热气球从空中鸟瞰各个赛区，亲身体验高台跳雪、雪车、雪橇及智能照相系统。

高新科技与互联网的结合是首届冬博会的亮点。展区特别开设“互联网+体育”专区，用最前沿的虚拟技术给观众带来沉浸式的滑雪体验，让人们“亲身”在雪场驰骋，享受速度与激情。展会现场还搭建了500平方米的真冰场，推出冰上表演秀，让青少年体验并学习滑冰技巧，感受冬季运动的快乐。

首届冬博会还开辟了“开启未来”主题论坛及装备与科技、雪场运营管理、冬季运动旅游、冬季运动人才培养、冰雪产业投融资等多个平行分论坛。来自中国政府部门、国际奥委会、国际冬季运动七大组织、世界著名企业的代表济济一堂，围绕冰雪运动现状、冰雪产业发展、中国冰雪体育事业创新等专题，进行了广泛交流。

Games, the WWSE will become the top global winter sports exhibition within Asia and the rest of the world in the near future.

WWSE 2016 Expanded the Public's Horizon

With the theme of “Opening to the Future” and the goal of encouraging 300 million people to participate in winter sports, the first WWSE kicked off at the China National Convention Centre on October 19, 2016. To deepen people’s understanding of winter sports, the expo opened a large-scale exhibition area of more than 20,000 square metres (sq.m) and arranged various exhibition areas, such as national themed pavilions, tourist destinations, sports equipment, outdoor fitness equipment, Olympic events, international sports organisations, well-known brands, sports talent, and experience



▲ 冬博会期间举办的各种展览展示和体验活动吸引了公众热情参与
A visitor experiencing a ski training device

“引领之路” ——2017 冬博会展现产业机遇

2017 年第二届冬博会以“引领之路”为主题，于 2017 年 9 月 7 日在北京国家会议中心开幕。本届冬博会邀请国内外冰雪运动行业的顶尖人士，通过主论坛和十多场平行论坛，一起畅谈对于 2022 年冬奥会的构想和中国冰雪产业的未来愿景。

2017 年冬博会首次引入了主宾国模式，冬季运动强国瑞士作为首个主宾国合作伙伴，通过展览、论坛和活动来分享冬季运动领域的成熟经验。时任瑞士

areas for youth, showcasing the latest achievements of global ice and snow industry from multiple perspectives. A 500-sq.m real ice rink was also built for ice activities for youths, allowing young visitors to learn skating skills and experience the joy of winter sports.

Beijing and Zhangjiakou, as the venues of the 2022 Olympic Winter Games and Paralympics, introduced competition events, displayed pictures of seven major projects and showcased the planning, appearance and interior design of the major competition venues at the expo. The Olympic Winter Games Organizing Committee provided the public with an opportunity to see various sporting arenas from a hot air balloon. Visitors



▲ 瑞士成为2017国际冬季运动（北京）博览会主宾国
A representative delivers a speech at the WWSE 2017

驻华大使戴尚贤在开幕式上对两国在旅游、冰雪运动方面的合作进行了阐述。

国际滑雪联合会秘书长萨拉·路易斯在论坛上表示，将支持中国冬博会的开展，通过增加赛事、建立滑雪学院、与中国滑雪联盟建立中国冰雪协会等方式进行合作，以培养更多的运动员和冬季运动爱好者。许多国家、城市和企业的代表纷纷通过论坛建言献策，从国内和国际角度分析了冰雪运动人才培养的“倒三角”现状以及人才断层的根本原因，并提出了建立良好教育机制、以市场行为促进冬季运动推广的建议。还有代表们提出，以激发兴趣的方式引导青少年参与冬季运动，比如举办青少年友谊赛、设立全民冰雪活动日、开展大学生冰雪运动会、开展冰雪文化旅游、吸引民间资本入场……众家所言为冬季运动的发展提供了智慧支持。

could also experience ski jumping, snowmobile and sled events as well as the smart camera systems.

The combination of high tech and the internet is the highlight of the expo. The expo specially created an “Internet plus Sports” zone, which adopted cutting-edge virtual technology to bring an immersive ski experience to visitors, allowing people to “experience” the speed and passion of winter sports.

The WWSE 2016 also offered an “Opening to the Future” themed forum and a number of sub-forums, involving subjects such as equipment and technology, rink operation management, winter sports tourism, winter sports talent training, and ice and snow industry investment and financing. The Chinese government, the International Olympic Committee, seven major international sports organisations and representatives from the world’s leading brands gathered at the expo to discuss the state of winter sports, the development of the ice and snow industry, and innovations in China’s winter sports cause.

WWSE 2017 Showcased the Industry Opportunities

The WWSE 2017 was held in the China National Convention Centre on September 7, 2017 with the theme of “Leading the Way.” The expo invited global experts from the ice and snow sports industry to talk about the vision of the WWSE 2022 and the future of China’s ice and snow industry through the event’s main forum and more than 10 sub-forums. That year’s WWSE introduced the Guest Honoured Country pattern for the first time and invited Switzerland, a competitive country in winter sports, as the first Guest Honoured Country to share its winter sports experience through exhibitions, forums and events. At the opening ceremony, Jean-Jacques de Dardel, Swiss ambassador to China, elaborated on the cooperation between the two countries in tourism and winter sports.

Sarah Lewis, secretary general of the International Ski Federation (FIS) supported the launch of China’s



▲ 2017国际冬季运动（北京）博览会开幕式
Opening ceremony of the WWSE 2017

“冰雪力量” ——2018 冬博会扩大参展规模

2018年9月19日，为期四天的第三届冬博会正式拉开帷幕。本届冬博会以“冰雪力量”为主题，展览总面积扩大到3万平方米，汇聚了来自全球20多个国家的530家知名冰雪运动品牌，超过24000名专业观众到场，观众访问量超过15万人次，汇集展览、论坛、专业推介、冰雪体验等精彩环节，在办会环节、展出规模和参与群众上都有了明显的增长。

本届冬博会以支持2022年北京冬奥会为核心，

winter sports expo, saying it would help to cultivate more athletes and winter sports fans by holding more competitions, establishing a ski academy and cooperating with the China Ski Association. Representatives from many countries, cities and enterprises collaborated at the forums to analyse the status quo of winter sports personnel training and the talent gap. They also proposed to establish good educational platforms and promoted winter sports taking a market approach. Some also proposed sparking the interest of young people in winter sports and guiding them to participate through holding youth-friendly matches, setting up a national winter sports day, launching winter sports



在扩大参与国家和地区、参展商涉及领域、运动品牌涵盖范围等多方面进行突破，在教育资源、旅游文化、智能体验等冬季运动产业链的多个环节发掘冰雪文化和冰雪产业中的发展机遇。在主论坛，国际数据集团发布的2017—2018年度《中国冰雪产业发展研究报告》指出，2017年至2018年雪季，中国滑雪人次达到了1930万，冰雪运动已明显呈现“南展西扩东进”的态势。

冬博会的展览一向“好看又好玩”，与前两届相比，本届冬博会出现了不少新鲜内容，如展区内大大小小的仿真冰场、VR(虚拟现实)太空体验机、造雪童话小屋、“蒙古包”雪屋、老北京特色冰蹴球、冰球冰壶、花样滑冰、

events among college students, conducting ice and snow culture tourism, and attracting private capital to invest in winter sports.

WWSE 2018 Expanded the Exhibition Scale

On September 19, 2018, the WWSE 2018 officially kicked off with the theme of “The Power of Ice and Snow.” The expo expanded its exhibition area to 30,000 sq.m, bringing together 530 well-known winter sports brands from more than 20 countries around the world. More than 24,000 visitors attended the event, with the total number of viewers exceeding 150,000. The expo involved exhibitions, forums, professional promotions and winter sports experiences, greatly expanding the expo scale and increasing the numbers of expo sessions and participants.

The WWSE 2018 focused on supporting the 2022 Olympic Winter Games; expanding the participation of different countries and regions, exhibitors and sports brands. It also explored the development opportunities of winter sports culture and industry, such as educational resources, tourism culture and intelligent experience. At the main forum, the International Data Group released the *Research Report on China's Winter Sports Industry Development* for 2017 and 2018, reporting that in these two years, the number of skiers in China reached 19.3 million, and that winter sports participation has shown expansion trends toward the south, west and east of the country.

Keeping to its goal of being both inviting and fun, the WWSE 2018 adopted new elements, such as simulated ice rinks of various sizes, virtual reality space experience machines, a snowy fairy-tale-style lodge, a yurt-style snow house, old Beijing-style *bingcu* ball games, ice hockey, curling, figure skating and acrobatics. As a platform for visitors to experience winter sports, various interactive and experiential events transformed the exhibition area into an ice and snow park integrating ornamental value, intellectual value and enjoyment. The Simulated Snow Park in the exhibition area attracted

杂技等，众多互动及体验项目让展区变身为一座集观赏性、知识性、趣味性于一体的“冰雪乐园”，为观众打造了一个亲身感受冰雪运动的平台。在展区内设置的“仿真雪乐园”，吸引了许多儿童的参与，乐园内温度为零下5摄氏度，飘着洁白的雪花，地上铺满了积雪，还堆起了小雪人。

2019年10月17日至20日，第四届冬博会将如期在北京举行。届时，大会将呈现最新行业趋势、新产品发布会、WS-TOP冰雪产业大奖、青少年冬奥知识竞赛、冰雪产业争霸赛、冰雪产业研究报告、公共舞台推介会、冬季装备 Fashion、青少年冰雪运动联赛等精彩内容。

many children. The temperature in the park was minus 5 degrees Celsius, making it possible to see a snowman and falling snow.

As the Guest Honoured Country at the WWSE 2018, Austria had the largest booth at the expo, with an exhibition area of 888 sq.m and nearly 30 exhibitors. The exhibits included cable cars, access control facilities, winter sports products, snowsuits, ski training and design companies. In addition, Austria also introduced the concept of the “tourism street,” which brought together seven Austrian tourist destinations at the expo. Martin Glatz, Austrian Commercial Counsellor for China, said that as a winter sports power-

- ▼ 中国奥委会展位亮相冬博会奥运主题展区
Beijing 2022 Organising Committee's booth at the WWSE 2018





▲ 2018国际冬季运动（北京）博览会现场
At the WWSE 2018

每年一届冬博会的举办，让北京2022年冬奥会得以向世界展示每个阶段的进展情况，三大赛区所有场馆的规划与建设、外观和室内设计、七大项目场景等，都可以通过冬博会展现在世人面前。从奥运场馆、雪场及旅游目的地，到冰雪运动装备、户外运动及健身器材、各种赛事和文化、国际著名品牌等，冬博会的各项活动反映着冬季运动的全貌，展现着世界冰雪产业的动态与趋向。

更为重要的是，冬博会让更多的中国民众加深了对冰雪运动的了解与喜爱，推动了更多的中国民众走上冰雪，在耀眼的阳光下，在劲吹的山风中，分享着冰雪运动带给自己的无限乐趣。■

house, Austria hoped to bring good experiences to China and strengthen the cooperation of companies from the two countries.

The Finnish Ambassador to China, Jarno Syrjälä, participated in the WWSE 2018 too. It was the second time for Finland to participate in the expo. Syrjälä spoke highly of the expo and hoped that the upcoming 2019 China-Finland Year of Winter Sports would allow more people to understand winter sports and experience their charm.

Gian-Franco Kasper, president of the International Ski Federation, said that the WWSE 2018 showed that China's winter sports are becoming more and more mature. He hoped to achieve long-term and sustainable cooperation with China in the ice and snow industry.

The WWSE 2019 will be held in Beijing from September 4 to 7, 2019. At that time, it will present the latest industry trends, new product launches, the WS-TOP Ice and Snow Industry Awards, the Youth Olympic Winter Games Knowledge Competition, Ice and Snow Industry Competition, Research Report on the Ice and Snow Industry, Public Stage Promotion Conference, Winter Equipment Fashion Show and Youth Winter Sports League.

The annual WWSE provides a platform to report on the progress of the 2022 Olympic Winter Games, such as on the planning, construction, appearance, interior design and seven major project scenarios of all venues in the three major competition areas. Various WWSE events demonstrated comprehensive picture of winter sports and the trend of the global ice and snow industry through Olympic venues, rinks, tourist destinations, snow sports equipment, outdoor sports and fitness equipment, events and internationally renowned brands. More importantly, the WWSE has enabled more Chinese people to deepen their understanding of and passion for winter sports, get involved in winter sports and share the joy of outdoor winter sports. ■

全面提高冰雪运动水平 努力实现冰雪运动跨越式发展

——解读《关于以 2022 年北京冬奥会为契机 大力发展冰雪运动的意见》

STRIVING FOR A LEAP FORWARD IN THE DEVELOPMENT OF WINTER SPORTS

EXPLANATION OF THE *GUIDANCE ON TAKING THE 2022 BEIJING WINTER OLYMPICS AS AN OPPORTUNITY TO DEVELOP WINTER SPORTS*

2019 年 3 月，中共中央办公厅、国务院办公厅印发《关于以 2022 年北京冬奥会为契机大力发展冰雪运动的意见》（以下简称《意见》）。《意见》的出台有何背景和重要意义？提出哪些具体目标及措施？如何抓好贯彻落实？国家体育总局政策法规司负责人进行了解读。

在谈到该《意见》发布背景时，该负责人说，2015 年 7 月 31 日，北京联合张家口获得 2022 年第 24 届冬奥会举办权，中国冰雪运动迎来了难得的发展机遇。在党中央、国务院的坚强领导下，各地掀起了发展冰雪运动的热潮，中国冰雪运动快速发展，呈现出良好的态势。但由于中国冰雪运动起步晚、基础差、底子薄，长期

In March 2019, the General Office of the CPC Central Committee and the General Office of the State Council of China jointly issued the *Guidance on Taking the 2022 Beijing Winter Olympics as an Opportunity to Develop Winter Sports* (hereinafter referred to as the *Guidance*). A head of the Policy and Law Division of the General Administration of Sport of China recently explained the *Guidance's* background, significance, goals, guides and implementation.

When mentioning the background to the issuance of the *Guidance*, the spokesperson explained that on July 31, 2015, Beijing and Zhangjiakou jointly won the bid to host the 2022 Olympic and Paralympic Winter Games, which offered China an unprecedented opportunity to develop winter sports. Under the leadership of the CPC Central Committee and the State Council, winter sports have gained nationwide popularity and are seeing rapid development. However, as China started to develop winter sports later than other developed countries that play them and is short of sound winter sporting facilities and infrastructure, it cannot easily narrow the gap with those countries in a short time.



落后、全面落后、整体功能性落后的局面并不是一朝一夕就能够改变的，与世界冰雪运动强国相比还有很大的差距。在群众性冰雪运动方面，中国现有雪场 700 多个，且主要集中在东北、华北、西北地区，规模普遍不大、功能不全、雪期不长，雪季时人潮涌动，供不应求，还不能满足人民群众参与冰雪运动的需求。群众性冰雪赛事活动还不够丰富，特别是群众身边便于参与的赛事活动还不多，宣传推广力度还有待加强，冰雪文化基础也比较薄弱。在冰雪竞技运动方面，从参赛成绩看，中国近年来参加冬奥会都在十几名徘徊；从参赛项目看，索契冬奥会中国只参加了 49 小项比赛（共 98 项，参赛率 50%），平昌冬奥会也只参加了 53 小项（共 102 项，参赛率 52%）；此外，中国的优势项目少，冰上雪上项目发展不平衡，对项目规律的认识和把握还有待加强，在训练理念、方法、

The country now has more than 700 ski resorts to serve amateur skiers, but a majority are located in Northeast, North and Northwest China. They are small in size, feature short snow seasons and only run for limited purposes. As a result, they are not able to meet people's demands for participation in snow sports. Moreover, there are not enough winter sporting events for mass participation. In particular, few winter sporting contests have been organised for local residents. In addition, more efforts need to be made to promote winter sports and enhance snow and ice culture in the country.

At the last several Olympic Winter Games, China usually ranked about tenth and only took part in around half of all events. For example, at the Sochi 2014 Games, Chinese athletes competed in just 49 events (50 percent of the total 98 events) and at the PyeongChang 2018 Games, they participated in competitions for 53 events (52 percent of the total 102 events). Additionally, China takes the lead in few winter sporting events and sees unbalanced development in snow and ice sports. Moreover, Chinese athletes lag behind their foreign counterparts in terms of training theories, methods and measures. China has only just begun manufacturing of snow



▲ 北京冬奥会的举办对于加快冰雪运动的普及和提高意义重大
Young skaters preparing for a race

手段上差距较大。在冰雪产业方面，装备制造制造业刚刚起步，竞赛表演业不够完善，市场规模不大。在青少年冰雪运动方面，冰雪运动进校园的力度还需要进一步加强，青少年冰雪赛事活动还不够丰富，普及程度与冰雪强国相比差距还很大。《意见》的出台，就是为了充分利用举办 2022 年北京冬奥会这一重大机遇，调动各方面大力发展冰雪运动的积极性，全面提高中国冰雪运动水平。

and ice sports-related devices and equipment, and Chinese-made products have won only a small market share. To promote winter sports among young people, more educational programmes and winter sports competitions designed for them need be launched. In such a context, the *Guidance* was issued with the aim of utilising the Beijing 2022 Winter Games to improve China's winter sports and to inspire people's enthusiasm for the development of winter sports.

The spokesperson further added that according to Chinese President Xi Jinping's remarks, Beijing 2022 Winter Games' goals include to expedite development of China's winter sports, promote national fitness and encourage more people to participate in winter sports.

该负责人说，习近平总书记强调，我们申办北京冬奥会，一个重要目的就是推动我国冰雪运动快速进步，推动全民健身广泛开展，努力带动更多人参与冰雪运动。加快冰雪运动的普及和提高，对于推动全民体育事业发展和体育强国建设，对于提升人民群众获得感和幸福感，对于举办一届精彩、非凡、卓越的冬奥会具有十分重要的意义。

《意见》明确提出，到2022年，中国冰雪运动总体发展更加均衡，普及程度明显提升，冰雪运动竞技水平明显提高，冰雪产业规模明显扩大，全面提高冰雪运动水平，努力实现冰雪运动跨越式发展。

该负责人表示，着眼于这一目标要求，《意见》就大力发展冰雪运动做出了以下部署。一是全力推进北京冬奥会、冬残奥会备战工作。《意见》立足于既用好竞技体育举国体制优势，又充分发挥市场机制和社会力量作用，按照“全项目参赛”的要求，全面深化备战体制改革，最大程度地调动各方参与备战、发展冰雪运动的积极性。突出备战保障工作，提高备战水平，健全激励机制，解决好运动员、教练员及相关人员的后顾之忧。密切国际交流合作，加强中外冰雪运动交流，展示中国良好形象。严格赛风赛纪要求，坚持对兴奋剂问题零容忍，让冬奥会像冰雪一样纯洁干净。二是大力普及群众性冰雪运动。《意见》对开展群众性冰雪运动进行了全面部署，提出了努力实现带动3亿人参与冰雪运动的目标。持续深入实施冰雪运动“南展西扩东进”战略，不断推动冰雪运动四季拓展，充分调动社会各方积极性，依靠群众、贴近群众、发动群众、服务群众，让更多群

For that reason, popularising and developing winter sports will play an important role in driving development of mass sports, raising people's level of happiness and life satisfaction, and successfully delivering a fantastic, extraordinary and excellent Olympic Winter Games.

The *Guidance* states that by 2022, China's snow and ice sports will see more balanced development, winter sports will gain more popularity in China, Chinese winter sporting athletes will win more competitions, China's winter sports-related industry will further expand, more Chinese will be involved in winter sports, and the winter sports will witness a leap forward in the country.

The spokesperson added that to achieve the goals, the *Guidance* gives instructions for developing winter sports. First, appropriate preparations need to be made for the delivery of the 2022 Olympic and Paralympic Winter Games. Based on the national coordination and planning for competitive sports, the *Guidance* suggests making full use of the market mechanism and nongovernmental organisations. It also suggests further carrying out the systemic reform of preparations based on the requirement to participate in all events of the Olympic Winter Games and to encourage all Chinese to contribute to the preparation and delivery of Beijing 2022 Winter Olympics. It emphasises the need for focusing on support for and improvement of preparation for the Games, as well as optimising incentive mechanisms for better serving, and better supporting athletes, coaches and related staff. Enhancing international exchanges and cooperation,

▼ 冬奥会花样滑冰冠军申雪、赵宏博

Olympic-champion figure-skating pair Shen Xue and Zhao Hongbo



众参与到冰雪运动中。健全群众冰雪组织，组织和引导群众广泛参与冰雪运动。建设群众冰雪设施，让更多群众有机会“上冰上雪”。丰富群众冰雪活动，发展形式多样、群众喜闻乐见的冰雪健身项目。加强冰雪运动宣传，传播冰雪运动正能量。三是广泛开展青少年冰雪运动。《意见》对青少年这个关键群体进行了专门部署，提出以青少年冰雪赛事和校园冰雪活动为重点发展青少年冰雪运动。举办青少年冰雪赛事，鼓励开展以冰雪运动为主题的冬令营活动，

displaying China's positive image in international winter sporting events, tightening discipline on Chinese athletes, adopting a zero tolerance policy for doping and ensuring the Olympic Winter Games are as pure as snow and ice are other requirements in the *Guidance*.

Second, efforts will be made to promote mass winter sports. The *Guidance* has made arrangements for encouraging more people to participate in winter sports. Plans on expanding them will be implemented to develop year-round access to and inspiring people's enthusiasm for winter sports. Various measures will be taken to help and encourage more people to take part in winter sports. For the purpose of engaging more people in these activities, it is necessary to establish and develop mass winter sporting organisations, organise more attractive winter sporting events, construct more snow and ice facilities,

- ▼ 2019年1月20日，北京市中小学生表演团队在颐和园昆明湖冰面进行冰上运动展示
Young ice hockey players from Beijing's primary and middle schools on the icy Kunming Lake in the Summer Palace



建立健全冰雪项目 U 系列赛事体系，组织全国青少年冰雪赛事。发展校园冰雪运动，推动全国中小学校将冰雪运动知识教育纳入学校体育课教学内容，制定并实施冰雪运动教学计划，构建“冰雪运动特色学校 + 冬季奥林匹克教育示范学校 + 高等学校高水平冰雪运动队 + 冰雪运动试点县(区)”协同推进的校园冰雪运动新格局。四是加快发展冰雪产业。《意见》提出推动冰雪产业发展。积极培育市场主体，推动冰雪产业集聚区、冰雪产业企业、复合型冰雪旅游基地和冰雪运动中心发展。优化冰雪产业结构，促进产业融合，增强创新能力，提供多样化产品和服务。拓展冰雪竞赛表演市场，有序申办和举办冰雪运动国际高水平专业赛事，支持社会力量打造精品赛事和活动。

就如何抓好《意见》的贯彻落实，该负责人表示，《意见》从加强组织领导、强化部门联动等方面，对各地区各部门大力发展冰雪运动提出了要求。根据《意见》的部署，各级党委和政府要高度重视北京冬奥会、冬残奥会备战工作，主动融入备战体系，形成工作合力。

各有关部门要加强统筹协调，及时沟通情况，密切协作配合。体育系统各有关方面要把冰雪运动发展、备战北京冬奥会作为本部门、本单位重点工作，在训练参赛、人才培养、场地设施建设、经费物资保障、科技助力等方面提供有力保障。国家体育总局将会同有关方面对落实《意见》的情况进行监督检查和跟踪分析，研究持续推动冰雪运动发展的政策措施，有关重大事项，将及时向党中央、国务院报告。■

develop more snow and ice events as well as fitness programmes for the general public and broadly spread positivity about winter sports.

Third, measures will be taken to promote winter sports among young people in particular. The *Guidance* makes special arrangements for young people and proposes developing youth snow and ice sports by organising sporting events especially for young people. A series of snow and ice events such as youth skiing and skating competitions, winter sports-themed camps and national youth winter sporting events will be launched and improved. More efforts will be made to promote winter sporting education at schools in a bid to establish a new winter sport development programme covering dedicated snow and ice sporting schools, Winter Olympic demonstration schools, high-level skiing teams in higher education institutions and pilot counties (districts) of winter sports.

Fourth, efforts will be made to speed up development of the winter sports-related industry. The *Guidance* details these plans. Measures will be taken to develop market players in the industry, snow and ice industrial parks, multi-purpose snow and ice tourist resorts and winter sporting centres. China will optimise the structure of this industry, boost industrial integration, improve innovation, and provide diverse products and services. China also has plans to expand the competitive winter sports market, bid for and host world-class winter sporting events as well as support nongovernmental organisations to launch signature snow and ice competitions and events.

The spokesperson also explained how to implement the specifications given in the *Guidance* about strengthening relevant authorities' leadership, improving collaboration among different groups and promoting winter sports in local areas and organisations. According to the *Guidance*, Party committees and local governments at all levels should attach great importance to preparations for the Beijing 2022 Winter Games, actively engage in these preparations and cooperate with each other. Related sporting organisations are required to focus on the development of winter sports and preparation for the Games and provide support in cultivating new talent, participation in competitions, construction of venues, funds and supplies as well as scientific and technological development. The General Administration of Sport of China will cooperate with related departments to supervise and review the implementation of the *Guidance*, and to continue to formulate policies and measures to develop winter sports. Additionally, the administration will report great events to the CPC Central Committee and the State Council in a timely way. ■



推广冰雪运动 助力冬奥筹办

——北京奥运城市发展促进中心主任付晓辉
就《北京奥促会冬奥会北京周期行动计划》答记者问

POPULARISING ICE AND SNOW SPORTS AND
PROMOTING THE BEIJING WINTER OLYMPICS

AN INTERVIEW WITH FU XIAOHUI, SECRETARY-GENERAL OF BODA



▲ 北京奥运城市发展促进会秘书长、北京奥运城市发展促进中心主任付晓辉接受记者专访
Fu Xiaohui, secretary-general of BODA, gives an interview with a reporter

进入 2019 年，浓厚的奥运气息扑面而来，冬奥会的轮廓也一天天清晰起来。为推动助力冬奥筹办工作的顺利开展，北京奥运城市发展促进中心（以下简称奥促中心）于 2018 年发布了《北京奥促会冬奥会北京周期行动计划》（以下简称《行动计划》）。《行动计划》的出台有何背景和意义？《行动计划》提出了哪些目标及措施？针对上述诸多问题，记者近日采访了北京奥运城市发展促进会（以下简称奥促会）秘书长、奥促中心主任付晓辉。

With the Beijing 2022 Olympic Winter Games drawing nearer, preparations are under way in an impressive Olympic atmosphere. To bolster that preparatory work, Beijing Olympic City Development Association (BODA) issued the *Action Plan of Beijing Olympic City Development Association for the Beijing Period of the Winter Olympics ("Action Plan")* in 2018. What's the background and significance concerning the release of the *Action Plan*? What are the goals and measures it puts forward? To get answers to these questions, a reporter recently interviewed Fu Xiaohui, secretary-general of BODA. The following is the interview.

记者：请您介绍一下，为什么要制定《行动计划》？

Reporter: Could you please explain why the *Action Plan* was formulated?

付晓辉：去年，冬奥会进入了“北京周期”。举办2022年冬奥会和冬残奥会，是我国重要历史时间节点上的重大标志性活动。筹办好北京冬奥会、冬残奥会，是写进党的十九大报告和2019年政府工作报告的国家战略，是落实《北京城市总体规划（2016年—2035年）》的重要抓手，对推动京津冀协同发展具有强有力的牵引作用。作为全世界首座“双奥”城市北京的奥运遗产机构，奥促会也是历史上首个“双奥”遗产机构。肩负着巨大的荣誉和责任，奥促会势必以促进奥林匹克运动发展、促进中国体育事业与城市可持续发展为己任，不忘初心，牢记使命，勇于担当，兢兢业业，全力做好助力北京冬奥会的筹办工作。基于这样的历史背景、思想认识与工作目标，我们制定了《行动计划》。

Fu: Last year, the Winter Olympics entered the “Beijing period.” Holding the Beijing 2022 Olympic and Paralympic Winter Games will be a landmark event in China’s history. Preparing for the Games is national strategy, written in the report of the 19th National Congress of the Communist Party of China (CPC) and the *2019 Government Work Report*, an important measure for implementing the *Beijing Urban Master Plan (2016–2035)* and an effective way to boost coordinated development within the Beijing-Tianjin-Hebei region. Beijing is set to become the world’s first city to ever host the Summer and Winter Olympics. With great honour and responsibility, BODA is bound to push the Olympic movement forward, along with the sustainable development of China’s cities and sports undertakings. It will stay true to its original aspirations, remember its mission, be brave and conscientious and do its utmost to promote Beijing Winter Olympics preparations. Based on an historic background, ideological understanding and work objectives, we formulated the *Action Plan*.





▲ 《行动计划》涵盖了全民健身体育文化工程等“五大工程”，助力北京2022年冬奥会
Young inline skaters outside the National Stadium

记者：请您简要介绍一下《行动计划》的基本内容。

Reporter: Please briefly introduce the basic content of the *Action Plan*.

付晓辉：着眼于助力2022年冬奥会、冬残奥会筹办和推动“双奥”遗产传承等目标，《行动计划》提出，至2022年，奥促会将不断推进全民健身体育文化工程、国际体育文化交流工程、青少年奥林匹克教育工程、体育文化产业发展工程与“双奥”遗产规划传承工程等“五大工程”、19项工作任务，以全面提升既有奥运遗产品牌，创新策划冬奥遗产项目，形成冬奥会“北京周期”奥运遗产传承工作新格局。

Fu: Focusing on preparations for the 2022 Olympic and Paralympic Winter Games and promoting the “twice Olympics” legacy, the *Action Plan* indicates that BODA should launch and advance five major projects by 2022—the national fitness and sports culture project, international sports culture exchange, youth Olympic education, sports culture industry development and the “twice Olympics” legacy planning and transmission projects—and fulfil 19 objectives to comprehensively enhance existing Olympic legacy. We’ll also innovate as we plan projects centred on Winter Olympics legacies, and form a new work pattern concerning passing on Olympic legacies during the Beijing Olympic Winter Games.

记者: 作为《行动计划》中的一项重点工程, 全民健身体育文化工程将怎样让百姓参与其中, 享受运动红利?

Reporter: As a major *Action Plan* project, how will the national fitness and sports culture project attract people to engage in and enjoy sports?

付晓辉: 为积极倡导健康生活, 推进健康关口前移, 激发群众参与体育活动的热情, 国务院于 2014 年 10 月 20 日发布的《关于加快发展体育产业促进体育消费的若干意见》将全民健身上升为国家战略。为满足广大人民群众日益增长的体育需求, 同时为纪念北京奥运会的成功举办, 国务院批准, 从 2009 年起, 把每年的 8 月 8 日定为“全民健身日”。如今, 全民健身活动倡导的“每天参加一次以上的体育健身活动, 学会两种以上健身方法, 每年进行一次体质测定”的体育生活, 已实实在在地成为了我国城乡居民的生活时尚。作为一名普通市民, 我在生活中也切实感受到大众体育健身需求的日益增长。因此, 《行动计划》将全民健身体育文化工程纳入

Fu: In an effort to advocate healthy lifestyles and stimulate public enthusiasm for sport, the State Council issued the *Several Opinions of the State Council on Accelerating the Development of the Sports Industry and Promoting Sports Consumption* on October 20, 2014. National fitness became national strategy. To meet the public's growing need for sports and commemorate the successful hosting of the Beijing 2008 Summer Olympic Games, the State Council approved in 2009 that August 8 be designated as "National Fitness Day." Nowadays, the sports lifestyle advocated by the national fitness campaign, to engage in physical fitness more than once a day, learn more than two methods of fitness, and take a fitness test once a year, has become a lifestyle for both urban and rural residents in China. As a regular resident I also feel there's a growing demand for mass sports and fitness. Therefore, the *Action Plan* has made the following arrangements to vigorously develop the project:

First, we will enrich the Beijing Olympic City Sports Culture Festival. In addition to spontaneous fitness activities, we will

▼ 北京奥运城市体育文化节开展丰富多彩的全民健身活动 Residents participate in various sports activities



到五大工程之中，并就大力发展全民健身体育文化工程做出了下面几点部署：

一是丰富北京奥运城市体育文化节。除了市民自发的健身活动外，我们依托北京奥运城市体育文化节，举办丰富多彩的“全民健身夏日广场”活动，充分融合冰雪运动和冰雪文化元素，推动冬季全民健身活动的广泛开展。

二是创新策划开展大众冰雪健身活动。推广全民健身“悦冬”项目。“悦冬”冰雪健身操系《行动计划》全民健身体育文化工程中的一项特色活动，将冬季运动知识普及、冰雪运动推广与全民健身运动相结合，将冰雪运动中的典型性动作与群众性日常体育锻炼相融合，适合不同年龄、不同群体的参与。

此外，推动奥运知识普及，传播冰雪文化也是全身体育文化工程的一部分。比如积极开展冬奥知识和冰雪运动进乡村、进社区、进学校、进机关军营的“四进”宣传活动。总之，《行动计划》通过宣传冬奥，展示冬奥，吸引大众参与冬奥，共享冬奥。



▲ 少年儿童感受运动的快乐
Young football players

hold colourful “summer square” national fitness activities and fully integrate winter sports with elements of winter culture while promoting extensive development of national fitness winter activities.

Second, we will innovate in the planning and development of mass ice and snow fitness activities. We’ll also promote the “happy winter” national fitness project, a remarkable activity combining winter sports knowledge popularisation and the promotion of ice and snow sports within the national fitness campaign. It integrates movements typical in winter sports with regular physical exercise, suitable for different groups and ages.

Boosting Olympic knowledge awareness and publicising ice and snow culture is also part of the national fitness and sports culture project. We’ve launched the “four entries” publicity activity in line with the project—we’ve entered villages, communities, schools, government agencies and military camps to promote knowledge about the Winter Olympics and its sports. In short, the *Action Plan* aims to draw in public enjoyment and participation in the Olympic Winter Games.



记者: 国内全民健身开展得如火如荼, 我们如何利用国际体育文化交流扩大中国体育的国际“朋友圈”?
Reporter: National fitness is in full swing in China. How can we expand the international “circle of friends” for Chinese sports through international sports culture exchange?

付晓辉: 国际体育文化交流是国际交流中很重要的一部分, 体育外交是中国外交史上多次发挥独特作用的经典案例。体育外交, 不光是运动员努力的结果, 相关的机构营造良好的国际环境也非常重要。

《行动计划》提出, 我们通过承担一些国际义务, 比如积极申请并承办 2020 年世界体育大会, 为北京“国际交往中心”建设贡献力量。其实, 2007 年北京曾主办过第 5 届世界体育大会。自那时起, 全球体育领域经历了翻天覆地的变化。技术和社交媒体已经帮助改变了体育业务, 并且在几秒钟内就能够让数十亿粉丝更容易接触; 消费者对中国的兴趣继续快速增长。毋庸置疑, 在北京举办世界体育大会不失为一个更好的时机, 也充分体现了国际体育组织对北京信任。

我们将充分发挥优势, 加强与世界体育联合会总会、国际单项体育联合会等方面的合作, 确保 2020 年世界体育大会取得丰硕成果。

这些年来, 我们一直致力于扩大国际体育文化交流。我们和不同的国际体育组织建立了密切的联系与合作。比如, 利用 2008 年北京奥运会成功举办 10 周年纪念和洛桑奥林匹克博物馆来京巡展的机会, 使巡展成为宣传冬奥会、宣传北京奥运遗产传承事业的重要载体和平台。同时, 邀请国际奥委会



▲ 2011年12月8日至11日, 国际残奥委会2011年全会在北京召开
2011 IPC General Assembly and Conference held in Beijing from December 8 to 11, 2011

Fu: The exchange of sports culture is an important part of international exchanges. Sports diplomacy is a classic example, performing a unique function many times in China's diplomatic history. What is crucial is not just the effort made by athletes, but also a good international environment supported by strong institutions.

Per the *Action Plan*, we should contribute to Beijing's development as China's international communication centre by assuming such international obligations as bidding and preparing for the 18th SportAccord (SportAccord 2020). Beijing hosted the fifth SportAccord in 2007. Since then, global sports have experienced tremendous change. Technologies and social networking have helped transform the sports business, providing easier access for billions of fans within seconds. Consumer interest in Chinese sports continues to grow rapidly. Without a doubt, Beijing will have better conditions for hosting SportAccord 2020. Staging the event in Beijing fully reflects the trust international sports organisations have in Beijing. We will fully utilize our advantages and strengthen cooperation with sports organizations like the Global Association of International Sports Federations to ensure a fruitful event.

官员参加巡展，强化与国际奥委会的紧密联系和沟通交流，拓展合作领域，建立长效合作机制。

此外，我们还加强与米兰国际体育电影电视节的互动交流，举办优秀体育影视作品展映活动；把握冬奥会“北京周期”的契机，努力将北京国际体育电影周打造为国际体育电影领域的知名品牌。北京国际体育电影周作为北京 2008 年奥运会文化遗产项目，已进入第 14 个年头。据我了解，十余年来，体育电影周共征集 700 多部作品，其中 123 部优秀作品代表电影周参加了国际体育电影大赛，一部分获得大奖。

体育是连接世界的纽带。为推进国际体育文化交流工程，《行动计划》致力于扩大城市间体育文化交流，与“一带一路”沿线国家城市、北京“友城”、“奥运城市”等开展体育文化交流，推进务实合作。我们通过加强与世界奥运城市联盟交流合作，积极参加联盟峰会，向世界分享奥运遗产传承和利用经验。同时，促进“一带一路”沿线国家和奥运城市之间青少年体育文化的交流。

Lately we've dedicated ourselves to expanding international sports culture exchanges and establishing close cooperative ties with international sports organisations. For example, the 10th anniversary of Beijing 2008 Olympics became an crucial factor in making the 2018 Lausanne Olympic Museum exhibition an important platform for publicising the Winter Olympics and promoting Beijing's Olympic legacy. By inviting International Olympic Committee (IOC) officials to attend the exhibition we also strengthened close contact and communication with the IOC, expanding areas of cooperation and establishing a means for long-term cooperative conduct.

We've also made strides in interaction with the "Sport Movies & TV - Milan International FICTS Fest," screening excellent sports movies and TV broadcasts. As the 2022 Winter Olympics is approaching, we've strived to make Beijing International Sports Film Week a recognised name among international sports films. The sports film week, a cultural project related to the Beijing 2008 Olympics, has been held 14 times. As far as I know, more than 700 works have been collected, of which 123 excellent representative works have participated in international sports film competitions and won awards.

Sports connect the world. To advance the exchange of international sports culture, the *Action Plan* is committed to boosting such exchanges between cities, enhancing connections with cities along the "Belt and Road," Beijing's "sister cities," "Olympic cities" and others while promoting practical cooperation. Participating in World Union of Olympic Cities summits we have strengthened exchanges and cooperation with the union and shared our experience about inheriting and utilising Olympic legacies with the world.

- ▼ 北京代表团参加2018年世界体育大会
Fu Xiaohui delivers a speech at SportAccord 2018



- ▼ 瑞士洛桑市市长一行参观北京奥林匹克塔
Mayor of Lausanne Gregoire Junod and his delegation atop the Beijing Olympic Tower



记者：教育乃兴邦立业之本。针对青少年奥林匹克教育，《行动计划》做了哪些规划？

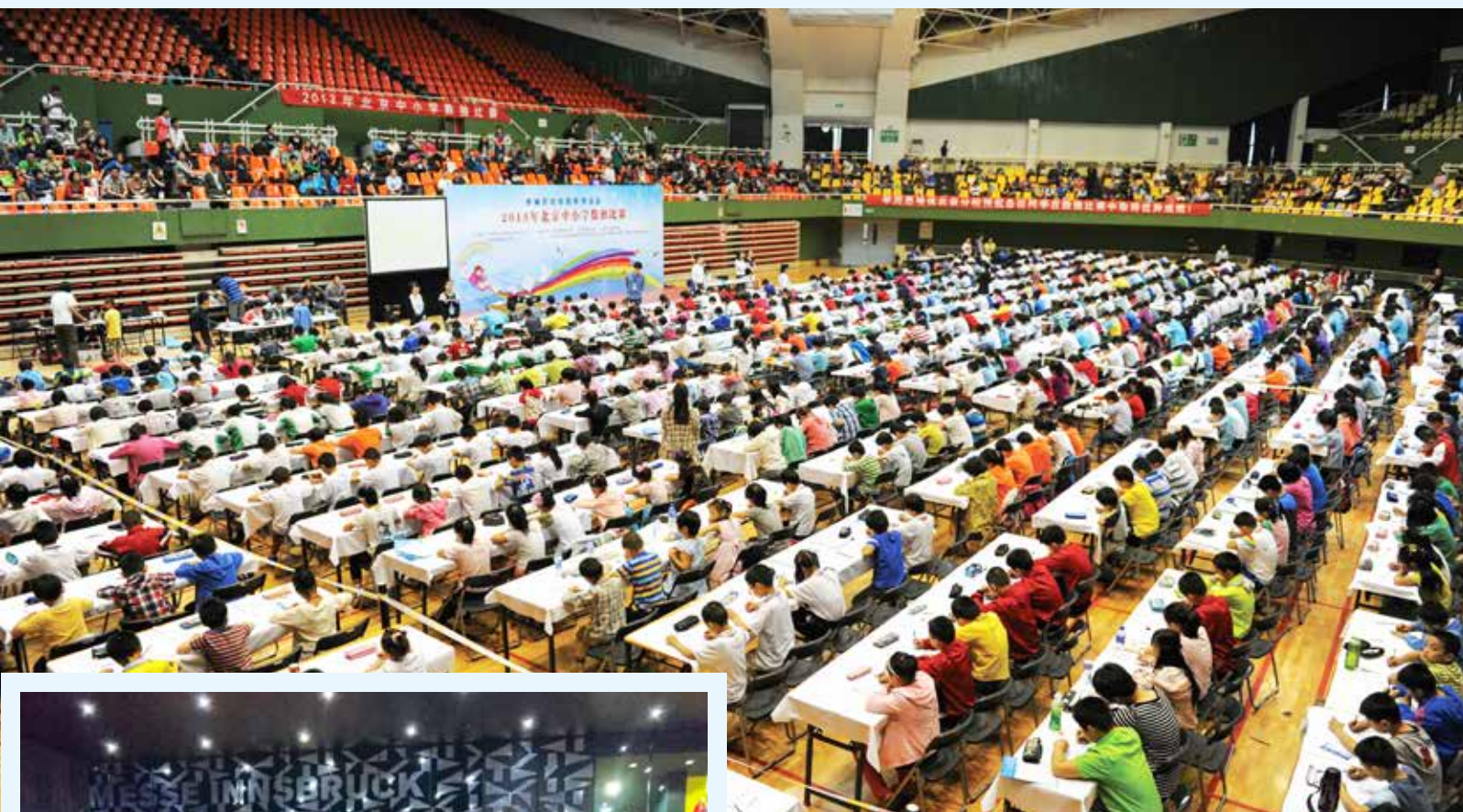
Reporter: Education is fundamental for national prosperity. What plans are in the *Action Plan* for youth Olympic education?

付晓辉：成功申办 2022 年冬奥会主办权之后，北京市的冰雪运动迎来了全新的发展契机。短短几年时间里，冰雪运动在北京的普及和发展呈现良好的态势，尤其是在青少年参与方面，更是跃居全国前列。为提升青少年运动水平，《行动计划》将青少年奥林匹克教育列入五大工程，并对青少年这个关键群体进行了专门部署，比如持续打造“奥城杯”冰球邀请赛品牌，面向青少年开展奥林匹克教育活动、打造青少年奥林匹克教育新品牌。另外，与高等院校等机构合作，开展青少年冬奥文化创意大赛等等。这些工作都在为奥林匹克教育赋能。



▲ 国际奥委会主席巴赫先生参观北京青少年奥运主题画展
IOC President Bach visits a youth Olympic painting exhibition in Beijing





◀ 奥促会主办的各类奥林匹克教育活动
Olympic education activities hosted by BODA

Fu: After Beijing won the bid for the 2022 Winter Olympics, a new development opportunities for ice and snow sports arose in the capital. There's been a favourable trend over the years in the popularisation and development of winter sports in Beijing. Youth participation in these sports has been particularly prominent. To improve youth sports, the *Action Plan* has made youth Olympic education one of its five major projects. Accordingly, we have continued developing the "Olympic City Cup" Beijing World Minor Hockey Invitational Tournament, organised Olympic education activities for young people and strived to establish a new brand of youth Olympic education. We've also cooperated with organisations like higher education institutions to hold the Youth Winter Olympics Cultural and Creative Competition to help foster youth Olympic education.



记者：2019“奥运城市杯”北京国际青少年冰球邀请赛开幕式由您主持，本届赛事依旧精彩。冰球赛作为奥促会组织的赛事已经举办了4年，您如何评价这项赛事呢？

Reporter: You chaired the opening ceremony of the 2019“Olympic City Cup” Beijing World Minor Hockey Invitational Tournament. It was another splendid tournament. As a BODA organised activity, it's the fourth tournament held so far. How do you evaluate this event?

付晓辉：冰球是北京市目前基础最扎实、发展势头最旺盛的冰雪项目，也是北京市青少年十分热爱的集体项目。“奥城杯”冰球邀请赛创办四年来，已成为青少年体育文化交流的重要载体。这项赛事是国内最具影响力的青少年冰球赛之一，是国内冰球赛事运行管理、竞赛组织、媒体宣传、志愿服务等方面专业人才的培养基地。我们看到，一批优秀青少年冰球运动员在邀请赛中经受锻炼、脱颖而出，朱启章、陈铠麟、竺筠菲

▼ 中外嘉宾为比赛开球
Chinese and overseas delegates start an ice hockey game





等从第一届参赛的队员，如今已经分别入选了国家男子 U18 队、国家女子 U18 队。通过举办邀请赛，极大地提升了北京市青少年冰球竞技水平。在赛事组织中，我们还结合青少年特点，聚焦冰雪特色，广泛开展青少年文化体验、特色旅游、团队建设等活动，增进中外青少年的相互了解和友谊。

Fu: Ice hockey has the most solid foundation among ice sports and currently the most vigorous development trends in Beijing. It's also a group event that Beijing's youngsters love. Since it was launched four years ago, the "Olympic City Cup" Invitational Tournament has become an important event for exchanges in youth sports culture. One of China's influential youth ice hockey competitions, the tournament serves as a training platform for professional personnel in the operation and management of ice hockey competitions, media publicity, volunteer services and so on. As we've seen, groups of outstanding young ice hockey players have been trained and become more distinguished through the tournament. Zhu Qizhang, Chen Kailin, Zhu Junfei and other competitors from the first tournament have been gone on to represent the national men's and women's under-18 ice hockey teams. By holding this tournament, Beijing's youth ice hockey has significantly improved. While organising the event, we have considered the characteristics of young people, emphasised winter sports, held culture experiences, hosted distinct tourism and team building activities for youth to enhance the understanding and friendship of young people at home and abroad.

▼ 小球员在冰场上奋力拼搏
Young players in the midst of a game



▼ 参赛的外国青少年运动员
Young overseas ice hockey players



记者：冰天雪地也是金山银山。《行动计划》如何联动“双奥”效应，推动体育文化产业发展迈入黄金期？
Reporter: Ice and snow are invaluable assets. How does the *Action Plan* utilise the “twice Olympics” effect while pushing the development of the sports culture industry into a golden age?

付晓辉：政府对冰雪产业鼎力支持，参与冰雪运动的人数逐年递增。同时，在全球滑雪市场遇到发展瓶颈的情况下，中国是唯一一个高速增长的市场。相关研究指出：预计到2025年，冰雪产业总规模将超过10000亿元。可以说，在中国冰雪产业步入快车道的当下，促进体育文化产业发展是《行动计划》中不可或缺的一部分。

我们将继续举办国际冬季运动（北京）博览会，为冰雪产业发展搭建平台。2016年，冬博会借助冬奥机遇应运而生，迈出了以冬博会助推冬季体育文化产业的的第一步。经过前两届的成功举办，2018年的冬博会以“冰雪力量”为主题，荟萃展览、论坛、专业推介、

Fu: The Beijing Winter Olympics provides a golden opportunity for the development of China’s ice and snow industry. With the government’s energetic support of the industry, the number of people participating in winter sports has increased year on year. China has been the only rapidly growing market—the global ski market has been hitting bottlenecks. Relevant research indicates that the total scale of China’s ice and snow industry is expected to exceed 1 trillion yuan by 2025. Given that China’s ice and snow industry has entered a stage of swift growth, promoting sports culture industry development is an indispensable part of the *Action Plan*.

We will continue to hold the World Winter Sports (Beijing) Expo to build a platform for developing the ice and snow industry. The expo was launched in 2016 to boost the development of the winter sports culture industry in China. The 2018 Expo, themed the “Power of Ice and Snow,” featured exhibitions, forums, presentations, and ice and snow experience activities. Five hundred thirty brands took part in exhibitions, more than 200 outstanding

▼ 国际冬季运动（北京）博览会已成为全球规模最大、最权威的冰雪产业盛会之一 The World Winter Sports (Beijing) Expo





▲ 2018国际冬季运动（北京）博览会开幕式暨主论坛会场 Opening ceremony of the World Winter Sports (Beijing) Expo 2018

冰雪体验等精彩环节，展览总面积达 3 万平方米，530 家企业参展，200 多位国内外业内精英参与论坛演讲，超过 24000 名专业观众到场，观众访问量总数约 153000 人次，已成为全球规模最大、最权威的冰雪产业盛会之一。举办冬博会，将成为中国冰雪运动黄金时代里产业创新与发展的重要助推器。

此外，为进一步发展体育文化产业，《行动计划》提出以特色品牌推动体育文化旅游产业融合。深度开发京津冀三地体育文化旅游资源，策划特色品牌，开展文化旅游“悦冬”项目，组织开展以“低碳冬奥”为主题的系列体育文化旅游活动。我们还将协同冬奥会举办地及周边地区，组织新能源车集结赛、定向骑行赛等主题赛事，开展冰雪旅游、冰雪摄影、采风创作等特色活动，推动冰雪元素与体育、文化、旅游等相关产业融合。

insiders both local and international gave speeches at forums, and we saw more than 24,000 professional visitors. In total, about 153,000 people visited the expo's official website (www.wwse2022.com). It's become one of the largest and most influential events in the world's ice and snow industry. Continuing to hold the expo will bring a golden age in industrial innovation and development in China's winter sports.

Also laid out in the *Action Plan* is furthering the integration of sports culture and tourism with distinctive characteristics. We will thoroughly develop sports culture and tourism resources in Beijing, Tianjin and Hebei, plan unique "trademark" activities and organise a series of sports culture and tourism activities under the "low-carbon Winter Olympics" theme. By cooperating with venues and areas surrounding the Beijing Winter Olympics, organising competitions for new-energy vehicles, bike orienteering competitions and other themed events and holding special activities centred on ice and snow like tourism and photography, we will promote the integration of winter elements with sports, culture, tourism and other related industries.



记者：多年筹办，荣耀更在长远。《行动计划》如何规划传承奥运遗产以重塑城市，创可持续发展之典范？
Reporter: Many years of preparation are expected to create long-lasting glory. How does the *Action Plan* intend to pass down Olympic legacy to reshape the city and set a model for sustainable development?

付晓辉：奥林匹克运动是规模最大的体育活动，也是世界优秀文化遗产和人类共同的财富，对世界体育的发展起着重要作用。《行动计划》提出推进“双奥”遗产规划传承工程，包括协调推进冬奥会和冬残奥会遗产战略计划，全面加强“双奥”遗产管理与传承，筹建“双奥”博物馆传承奥运遗产，深入开展“双奥”遗产与城市区域发展研究。

我们将推进“双奥”遗产规划传承，在赛事筹办期间不仅要体现科技亮点和中国元素，也要以遗产的先行研究引领工作。在赛事结束后，充分考虑赛后利用，让奥运遗产在城市未来发展中发挥持久的作用。



▲ 位于奥林匹克中心区的北京奥林匹克塔 The Beijing Olympic Tower at dusk

Fu: The Olympic Games, the world's largest sporting activity, a common treasure of humankind and excellent cultural heritage event, play an important role in the development of the world's sports. The *Action Plan* plots a course to advance "twice Olympics" legacy planning and the transmission project. For instance, we should promote the strategic plan for legacies of the 2022 Olympic and Paralympic Winter Games, comprehensively strengthen the management and passing down of "twice Olympics" legacy, prepare for the construction of a "twice Olympics" museum, and carry out in-depth research on the connection between these legacies and the development of city areas.

During the preparation for the Olympic and Paralympic Winter Games, we should take advantage of China's high-tech resources while using prior study on Olympic legacies to guide our work. After the Games conclude, we will fully consider the post-event utilisation of the Olympic legacy. They will play a lasting role in the future development of the city.

会、南京青奥会等大赛历练，一大批人才成为所在领域的专家。如今，在筹办北京冬奥会的过程中，有 1/3 的工作人员参与过北京奥运会。我相信这些人在“后奥运时代”继续推动中国冰雪运动和中国冰雪产业普及发展中也是非常出色的人才，能够发挥更大的作用。中国人的眼界和境界发生了变化。如今，我们能够在符合国际规则的情况下创新发展，为奥林匹克运动发展贡献北京和中国经验及智慧。■



▲ 国家游泳中心（水立方） National Aquatics Center (“Water Cube”)

Cube) will be converted into an “ice cube” for Winter Olympics curling events. The National Indoor Stadium and Wukesong Sports Centre will be transformed into venues for ice hockey events. After the Winter Olympics, these venues will be put into operation as twice Olympics’ legacies, becoming lasting sports facilities for public benefit.

As for the two newly-built venues in the Beijing competition zone, the Shougang Ski Jumping Platform can be used for international and domestic competitions and training for snowboarding and aerial freestyle skiing after the 2022 Winter Olympics. We’ve also taken into account the need for holding large-scale performances and other activities in the venue’s design plan. The over 10,000 square metres of ice in the National Speed Skating Oval will be opened to the public after the Winter Olympics, becoming the first ice venue in Beijing to provide uninterrupted services to the public throughout the year.

As we all know, ice and snow sports professionals are valuable. Prior to the first Beijing Olympics in 2008, none of us had experience, so we were eager to learn from the IOC and Olympic host cities. By virtue of the Beijing 2008 Summer Olympics, 2010 Asian Games in Guangzhou and Nanjing 2014 Youth Olympic Games, many talented members have become experts in the field. One third of the staff preparing for the Beijing 2022 Winter Olympics had worked for the 2008 Olympics. I believe that these people will also go on to play a greater role in promoting China’s winter sports and developing the industry in the post-Olympic era. China’s horizons have broadened. Today, we can bolster innovation and development in accordance with international rules and contribute to the development of the Olympic movement with experience and wisdom from Beijing, and the whole of China. ■

北京 2022 年冬奥会场馆建设 有序 如期

CONSTRUCTION GOES IN ORDER AND ON TIME FOR VENUES OF THE BEIJING 2022 OLYMPIC AND PARALYMPIC WINTER GAMES







▲ 北京2022年冬奥会和冬残奥会组织委员会办公区

Office campus of the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games headquarters

续写奥运情缘 首钢奏响“冰与火之歌”

2016年5月，北京冬奥组委入驻首钢园区，百年首钢迎来了新的转型发展机遇。当酷炫的冰雪运动遇见昔日的钢铁厂，冰雪项目与淬火炼钢在园区转型改造中交融，宛如一场现实版的“冰与火之歌”。

从炼铁原料区到冬奥大本营

在石景山下、永定河畔，矗立着一座钢铁之城，这就是承载了几代北京人记忆的首钢工业园区。随着北京冬奥组委的入驻，沉寂多年的园区悄然苏醒，以崭新的身份与面貌再次让世界瞩目！走入厂区，高耸的筒仓，炼钢的高炉，仿佛仍带着钢铁冶炼时的余温，让人不禁回想起那段“火红的年代”。

北京冬奥组委办公区坐落在首钢老厂区的西北角，这里原是存放铁矿石的筒仓、料仓、转运站等工业设施，

Shougang Park Serving Olympic Winter Games

In May 2016, the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games (Beijing 2022 Organising Committee) settled into its offices in Shougang Park. When the cool ice and snow events meet the previous fiery steel mills, a real version of the “Song of Fire and Ice” is born.

From a Storage Yard for Ironmaking Raw Materials to the Headquarters of the Olympic Winter Games

At the foot of Shijingshan Mountain and beside the Yongding River stands a town of steel. It is the Shougang Industrial Park that has carried the memories of several generations of Beijingers. The towering silos and blast furnaces remind people of the golden “fiery years” in which the factory produced steel. With the coming of

如今已实现“华丽转型”，成为现代创意办公、生活空间。筒仓内部灵活多用的圆形结构，打破了传统办公格局，原本上下贯通的空间被分割成一层层办公区，在楼内安装有透明可视的升降电梯；在筒仓外边，还有一条长长的皮带通廊连接在三高炉上，被首钢人亲切地称为“时光隧道”；筒仓顶部通廊打造为景观级观光餐厅和空中步行走廊，地下空间改造为创意休闲广场，为办公和商务洽谈提供良好环境。现代化的城市风格与“素颜”的工业之美相映生辉，宛如一件精心构思打造的艺术品。

作为北京冬奥大本营的所在地，首钢园区在对工业建筑的改造过程中，始终坚持节能、节水、节材、循环利用等概念。改造后的办公区运用光伏发电、太阳能光纤照明、无负压供水系统、雨水收集和利用系统等先进节能新技术；同时，景观道路铺装还使用了由园区拆除的建筑垃圾烧制而成的再生透水砖，起到减排效果。

▼ 北京冬奥组委办公区是工业遗存更新再利用的典范
An industrial monument-based office campus

Beijing 2022 Organising Committee, the park, having been quiet for many years, has awakened and will attract attention around the world because of the city's hosting of both summer and winter Games.

The offices of Beijing 2022 Organising Committee are located in the northwest corner of the old Shougang Park. The industrial relic, with its silos, storage bins, and transfer stations previously used to store iron ore, has become a modern and creative space for offices and living. The flexible and versatile circular structure inside the silos breaks the limits of traditional office layout. The silos are divided into several storeys and are equipped with panoramic lifts. Outside the silos, there is a long corridor connecting the silos with the third blast furnace, named the “time tunnel” by the Shougang people. The corridor on top of the silos has been transformed into a sightseeing restaurant and a skywalk corridor. The underground area has been transformed into a creative



目前，北京冬奥组委首钢办公园区已全面建成，配套服务保障体系基本完备，实现了从工业建筑到绿色公共建筑的转型。

从旧厂房到“四块冰”

走进首钢小西门，左边是北京冬奥组委办公地，再往里走便是新落成的国家冬季训练中心。利用原精煤车间和运煤车站调度室厂房改造而来的短道速滑、花样滑冰、冰壶、冰球四个冬季运动训练场馆，有一个共同的名字——“四块冰”。

夏日的北京天气燥热，但走进首钢冬训中心花样滑

leisure plaza for taking breaks and doing business negotiations. The blending of modern urban style with the authentic industrial relic makes the park a well-conceived artwork.

The headquarters of Beijing 2022 Organising Committee is not only making use of the transformation of industrial buildings, but also the concepts of energy saving, water conservation, material efficiency and recycling. Advanced energy-saving technologies are applied there, such as photovoltaic power generation, solar fibre optic lighting, non-negative pressure water supply systems, and rainwater collecting and utilisation systems. At the same time, to reduce emissions, the

▼ 新首钢高端综合产业服务区 An aerial view of Shougang Park



冰训练馆，立刻就能置身于一个清凉世界，场馆整洁明亮，冰面水平如镜，在灯光的照射下熠熠生辉。为了全力保障国家队队员在训练和参赛时真正感觉“无差异”，制冰工序及各方面设施均严格按照冬奥会标准，包括场馆灯光照度、空调温湿度、除尘等都有严格要求。

一街之隔的冰球馆是首钢四个冰场中唯一带有观众席的场馆，可容纳 2500-4500 名观众。冰球馆外立面玻璃幕墙中嵌入的“雪花”，从上到下由密到疏，像在空中自然飘落，给人一种走进冰雪天地中的感觉；进入馆内，观众席红色和灰色的座椅错落分布，无论坐在哪个位置都能清晰地俯瞰整个冰面。为保证场馆不结露，



landscape roads are paved with recycled permeable bricks made from construction waste coming from the dismantling of the original park.

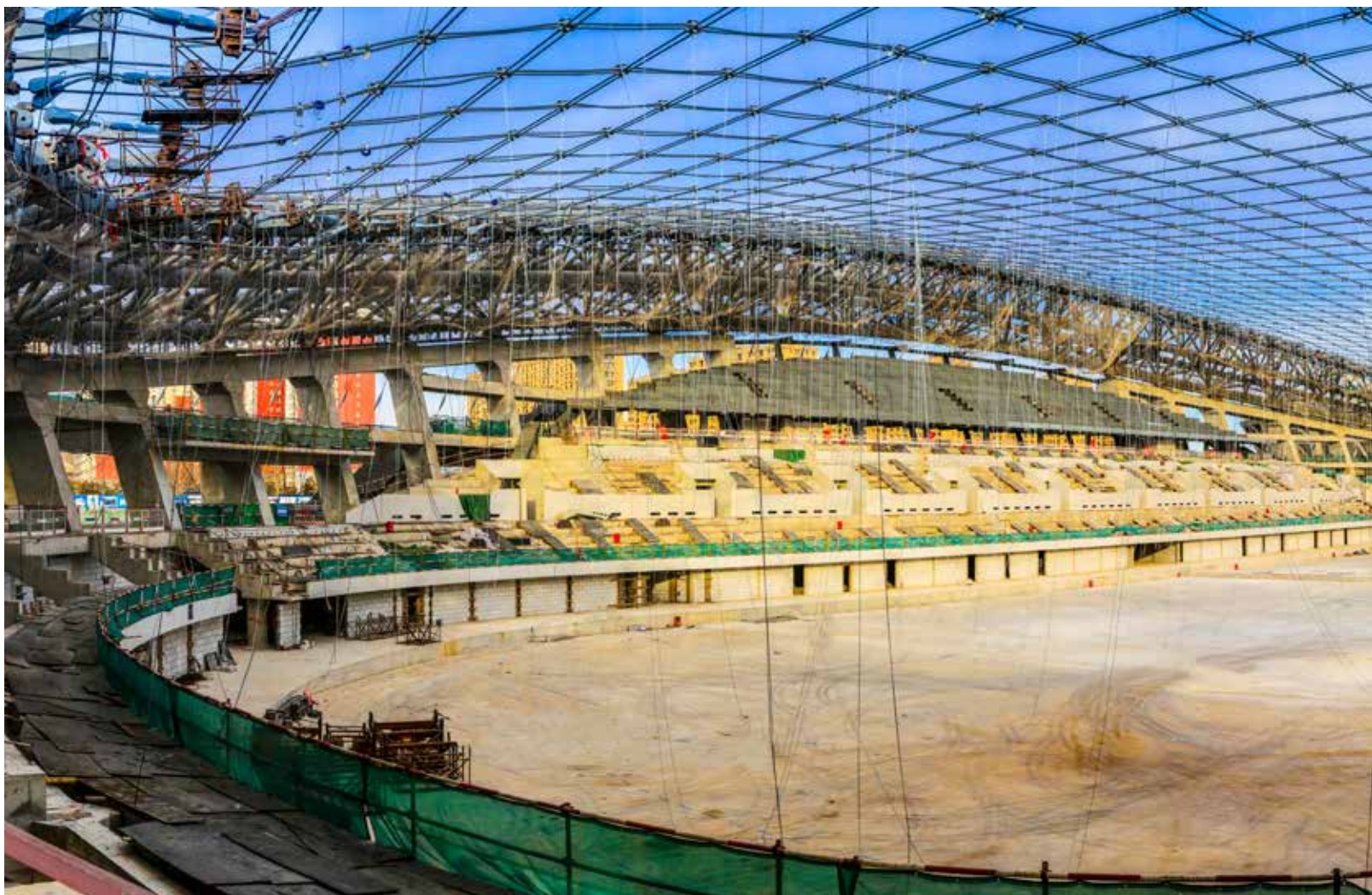
At present, the construction of the office area of Beijing 2022 Organising Committee in Shougang Park has been completed. Supporting service systems are almost completely in place. The industrial buildings have been transformed into green public buildings.

From an Old Factory to the “Four Ice Rinks”

Entering the west gate, visitors will find the offices of Beijing 2022 Organising Committee on their left. Walking further, they will find the newly established national training centre for winter sports. The clean coal workshop and coal-transfer station dispatching room have been transformed into four training venues for short-track speed skating, figure skating, curling and ice hockey, and are referred to as the “four ice rinks.”

In the broiling summer of Beijing, entering the figure skating training venue in Shougang Park will provide cool relief for guests. The venue is clean and bright. The ice rink is like a mirror, shining under the light. The ice making process and all other facilities are strictly in accordance with the standards of the Olympic Winter Games, including the brightness of the lights, dust removal, and temperature and humidity of the air conditioning to ensure that there is no difference between the experience of training and that of competition for the national team members.

The ice hockey venue across the street is the only one among the “four ice rinks” with an auditorium, capable of accommodating 2,500 to 4,500 audience members. The glass curtain wall of the ice hockey venue is embedded with “snowflakes,” which become more and more sparse from the top to the bottom just like real falling snowflakes. In the venue, the seats are red or grey. No matter where the audience members are seated, they can all have a clear view of the rink. To ensure no dew condensation in the venue and meet the strict requirements for temperature and humidity of the ice rink, advanced facilities have been adopted for temperature and humidity control, dehumidification and air conditioning.



▲ 建设中的国家速滑馆
The National Speed Skating Oval under construction

冰球馆还配备有先进的温湿控制、除湿和空调设施，可满足冰面对温湿度的严格要求。

书写冬奥华章 三大赛区交出完美“期中答卷”

进入冬奥会“北京周期”后，冰雪的故事从北京、延庆、张家口三大赛区加速铺陈。“我们非常确信工程将按时完工以及北京2022年冬奥会将取得成功。”国际奥委会主席巴赫点赞的“中国效率”背后，正是北京冬奥会场馆建设工作交出的一份出色“期中答卷”。

梦幻“冰丝带”

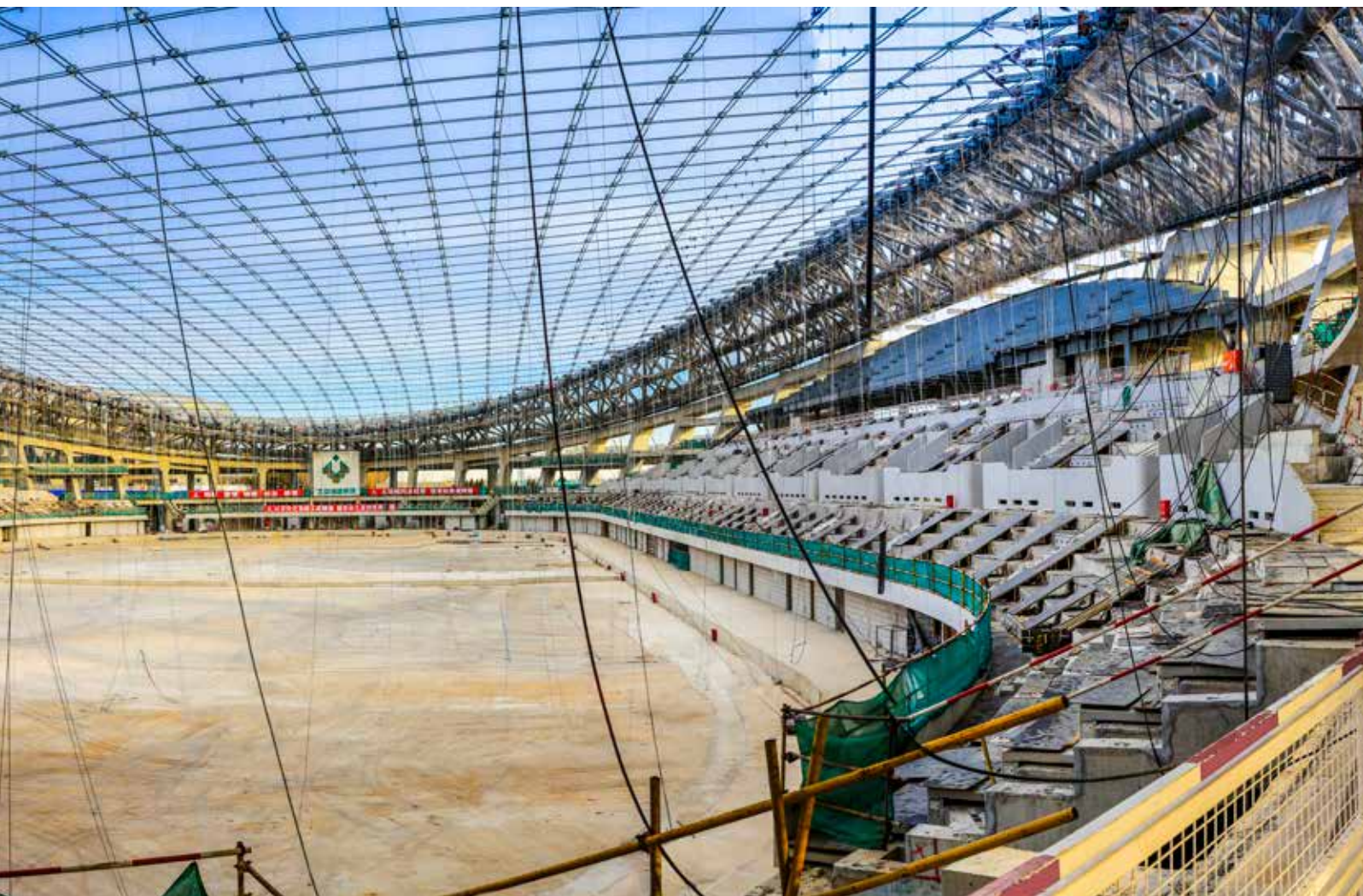
2019年春，国家速滑馆已拔地而起，进入冲刺施工阶段。今年年底，国家速滑馆将实现封顶封围，22条飘

Construction of Three Competition Zones Proceeding as Scheduled

The construction of the three competition zones during the “Beijing Period” of the Olympic Winter Games is speeding up. “We are absolutely confident that the projects will be completed on time and Beijing 2022 Olympic and Paralympic Winter Games will be a great success,” said Thomas Bach, president of the International Olympic Committee. He highly praised the “China Efficiency.”

Ice Ribbon

In the spring of 2019, the National Speed Skating Oval entered its final construction stage. By the end of this year, the venue will be capped and peripheral construction will be completed. Then, a total of 22 elegant “ice ribbons” swirling around the outside of the building will be present in the Olympic Park. The three stadiums—



逸流畅的“冰丝带”将在奥林匹克公园飞舞，将与“鸟巢”和“水立方”共同组成北京这座“双奥之城”的标志性建筑群。

从国家速滑馆开建的第一天起，日夜坚守的建设者们见证了“冰丝带”日新月异的变化。如今，“冰丝带”已完成“天幕”的“编织”，双曲马鞍形的屋面已经完全呈现出来。屋面长跨约 200 米、短跨约 130 米，是目前世界上体育场馆中规模最大的单层双向正交马鞍形索网屋面。国家速滑馆所采用的索全部为国产高矾密闭索，49 对承重索和 30 对稳定索纵横交错，固定在国家速滑馆钢结构环桁架上，通过“机器人”控制完成张拉。

如果说建索网屋面让建筑有了“骨架”，那么安装玻璃幕墙就是给建筑物“穿衣服”。22 条依附在天坛形曲面幕墙上的夹胶彩釉弯弧玻璃沿着外墙曲面由低到高盘旋，就像速度滑冰运动员留下的一圈圈风驰电掣的轨

the Ice Ribbon, Bird's Nest and Water Cube—will jointly form the iconic architectural complex of Beijing as a “Twice Olympic City.”

From the first day of the construction, workers have witnessed rapid changes in the “Ice Ribbon.” Now the ceiling has been completed and the saddle-shaped roof is present. With a length of 200 metres and a span of 130 metres, the roof is the largest single-layer bidirectional saddle-shaped roof in the world. The cables that criss-cross on the top of the stadium are controlled by robots.

If the cabled roof provides the skeleton of the stadium, the glass curtain wall is like the dress of the structure. A total of 22 pieces of glazed curved glass are like the marks that speed skaters leave on the tracks, creating a ribbon effect. The steel structure of the glass curtain is mainly composed of S-shaped steel keel, curved connecting beams, ribbon supporting rods and steel tubes. “The S-shaped steel keel is made of four steel

迹，营造出轻盈飘逸的丝带效果，“冰丝带”也由此得名。国家速滑馆幕墙钢结构主要由曲面幕墙 S 形钢龙骨、弧形连接梁、丝带支撑杆和丝带圆钢管构成。“S 形钢龙骨由 4 块钢板拼焊而成，与一般平面幕墙相比，结构形式非常复杂。”施工方技术人员介绍幕墙拉索与龙骨连接时说，“为了打造出完美的造型，一毫米也不能差，必须严丝合缝。”

决胜小海陀

热风从海拔 2198 米的山顶呼啸而过，吹得人睁不开眼；落差 900 多米、长 3000 米的高山滑雪中心雪道

plates welded together. Compared with the ordinary type of curtain wall, the structure is very complicated,” one technician said. “In order to create a perfect shape, it must be welded tightly together.”

Xiaohaituo Mountain

Hot wind whizzes over the top of the 2,198-metre-high mountain, making people there unable to open their eyes. The skiing venue, with a length of 3,000 metres and a vertical fall of more than 900 metres, has taken shape. The snowmobile and sled centre track is like a dragon on top of the mountain ridge. On the Xiaohaituo Mountain in Yanqing, Beijing, construction

延庆小海坨山

The snow-capped Xiaohaituo Mountain



现出了大致的轮廓，雪车雪橇中心赛道宛如一条游龙飞腾于山脊之上，若隐若现……在北京延庆小海陀山上，北京冬奥会国家高山滑雪中心和国家雪车雪橇中心正在如火如荼地建设之中。

雪车雪橇是冬奥会中速度最快的比赛项目，被称为“雪上F1”。通常情况下，雪车雪橇赛道都位于阳光较少的北坡，但由于地形限制，延庆赛区最终将雪车雪橇中心设在了南坡。为此，国家雪车雪橇中心增加了一个赛道遮阳屋顶，屋顶随近2000米的赛道蜿蜒而建，它可以保护赛道冰面免受各种气候因素影响，避免阳光影响运动员的视线，同时还能大大降低能源消耗，实现“南坡变北坡”。整条赛道垂直落差121米，长度1975米，最高设计时速134.4公里，设置16个弯道，其中包含一个令人惊叹的360度回旋弯道。

高山滑雪项目被称为“冬奥会皇冠上的明珠”。国家高山滑雪中心依托天然山形规划建设，雪道全长21公里，落差900米，建成后将是国内最高等级的高山滑雪赛道。各功能区分布在山谷中，不仅可减少了对自然山体的改造，而且通过预制装配式构件，必要时可以分解移除，恢复地形原貌。位于山顶的出发平台，其造型犹如一只凌空欲飞的风筝，将成为北京海拔最高的建筑，赛后将作为游客观景平台，可一览燕山壮美。

玲珑“雪如意”

位于张家口崇礼古杨树场馆群的国家跳台滑雪中心建设工地上，到处是一片热火朝天的景象。“自2018年5月1日开工以来，我们集中力量，加紧施工，连春节期间也未完全停止，努力争取主体尽早完工，为设施安装留出更多时间。”施工单位负责人说。国家跳台滑雪中心是北京冬奥会张家口赛区工程量最大、技术难度最高的竞赛场馆，因其外形酷似如意，所以又被称作“雪如意”。整个工程处于山谷之间，作业面极其狭小，对建设施工提出了很高的要求。施工单位加强技术攻关，连续攻克了施工作业面小、对山体支撑固定要求高



of the National Alpine Ski Centre and Bobsleigh and Luge Track are in full swing.

Known as “Formula One on snow,” bobsleigh and luge are the fastest races in the Olympic Winter Games. Usually, bobsleigh and luge tracks are located on the northern slope where there is less sunlight, but due to terrain restrictions, the Yanqing complex set the tracks on the southern slope. A roof is being added to the centre to create shade, built along the 2,000-metre track. It will protect the ice surface of the track from various climatic factors and prevents sunlight from affecting the athletes’ sight. At the same time, it can greatly reduce energy consumption and create the same effect as competing on a northern slope. The entire track has a vertical drop of 121 metres, a length of 1,975 metres, a maximum design speed of 134.4 kilometres, 16 curves and an amazing 360-degree roundabout.

The alpine skiing project is known as the jewel in the crown of the Olympic Winter Games. The National Alpine Ski Centre is being built on a natural mountain-



▲ 张家口崇礼的冰雪资源得天独厚
Snow-covered mountains in Chongli, Zhangjiakou, Hebei Province

等多个技术难题。目前，“雪如意”顶部出发区已完成主体结构桩基础和预应力抗拔锚杆施工，滑道区已完成部分桩基成孔验收，底部看台区正在进行山体护坡施工。按计划，国家跳台滑雪中心将在今年8月底完成主体结构施工，10月底完成外围装饰钢骨架和大部分装饰面板安装。

此外，越野滑雪中心已完成9.7公里赛道基层修

ous slope with a total length of 21 kilometres and a drop of 900 metres. It will be the highest-level alpine ski track in China after completion. Its functional areas are distributed throughout the valley to reduce the amount of changes to the natural mountain and to more easily restore the landscape when the prefabricated components are dismantled. The starting platform on the top of the mountain will be shaped like a kite ready to fly. It will



筑和赛道出发区土方开挖，场馆技术楼完成混凝土桩施工；冬季两项中心完成了 8.7 公里赛道和靶场的基层修筑和土方开挖，技术楼主体已施工至三层；云顶滑雪公园 U 型槽、坡面障碍技巧、平行大回转 3 条赛道已完工，并承办了 2018-2019 国际雪联自由式滑雪及单板滑雪世界杯比赛；障碍追逐、空中技巧、雪上技巧赛道已开工建设。■

have the highest altitude of any building in Beijing. After the Games, it will serve as a viewing platform for tourists and offer a spectacular view of the Yan-shan Mountains.

Ingenious *Ruyi* Sceptre

The Nordic Centre Ski Jumping Venue, located in the Guyangshu venue complex in Chongli of Zhangjiakou, is a busy construction scene. "Since the start of construction on May 1, 2018, we have concentrated our efforts and stepped up construction. We continued construction during the Spring Festival break and strived to get the main body completed as soon as possible so that we could leave enough time for the installation of the facilities," the construction leader said. This is the largest and most technically challenging competition venue in the Zhangjiakou zone. It is also known as "Snow *Ruyi*" because it has the same shape as a *ruyi*, a curved sceptre signifying good fortune. The whole project is located in the valley area, so the room for construction is extremely limited, which puts constraints on construction. The construction unit strengthened technical research and successfully solved many problems posed by this. At present, the departure area has been partially completed. According to plan, the main structure of the venue is to be completed by the end of August this year, and the outer decorative steel skeleton and other decorative parts to be completed by the end of October.

At the cross-country ski centre, the base infrastructure for the 9.7-km track and the earthwork excavation in the departure area has been completed. Technical buildings for the venue are also under construction. At the biathlon centre, work on the base structure for the 8.7-km track and shooting range is underway. Three floors of the technical building have been finished. At the Genting Snow Park, U-shaped trough, slope barriers, and three tracks have been completed. It is the venue for the 2018-2019 FIS freestyle skiing and snowboarding World Cup. Tracks for cross, aerial skills, and snow moguls are also under construction. ■



两大盛事催生 延庆新生态

TWO EVENTS TO PROMOTE ENVIRONMENTAL IMPROVEMENT IN YANQING



延庆区素有北京夏都之美誉，属于首都北京的生态涵养发展区，气候冬冷夏凉，又是草原文化、农耕文化、长城文化的汇集之地。

延庆区创建了世界地质公园，举办过世界汽车房车露营大会、世界葡萄大会和世界马铃薯大会。优越的雪地条件、良好的人文环境、现代化的冰雪旅游产业和成熟的大型集会举办经验，使延庆区成为 2022 年北京冬奥会三大赛区之一和 2019 年中国北京世界园艺博览会的举办地。

营造生态冬奥

按照北京 2022 年冬奥会的赛事部署，延庆区将进行 3 个大项（高山滑雪、雪车、雪橇）、4 个分项（高

Yanqing District is known as the “summer capital of Beijing” due to its relatively lower temperatures. It is also an environmental conservation area and development zone of the city. The district features a combination of grassland, agriculture and Great Wall culture.

The district is home to the Yanqing UNESCO Global Geopark and has hosted world-class gatherings, including the 80th International F.I.C.C. Rally, the Yanqing International Grape Conference and the World Potato Congress. Yanqing has been designated as the host of the International Horticultural Exhibition 2019, Beijing, China (Beijing Expo 2019) and as one of the three competition zones for the 2022 Olympic and Paralympic Winter Games as a result of its environment and experience organising major events.

- ▼ 2018年2月27日，各界群众汇聚在延庆八达岭长城脚下，迎接奥林匹克会旗
People greet the Olympic flag at the foot of the Great Wall in Yanqing





▲ 国家高山滑雪中心效果图

Artist's impression of the National Alpine Skiing Centre

山滑雪、雪车、钢架雪车、雪橇）、20 个小项的比赛。延庆赛区的功能定位是建成国际一流的高山滑雪中心和雪车雪橇中心、国家级雪上训练基地、区域性山地冰雪运动主题公园。对标国际上曾经举办过冬奥会的其他城市，这里将形成山林掩映的场馆群、山水特色的文化园、国际一流的冬奥冰雪小镇，从而构成奥运城市新地标，成为京津冀旅游名胜之地。

延庆将以赛地、场馆营造一个大型的冬奥主题园区，这将是一系列绿色生态可持续发展的典范工程。尤其是高山滑雪赛场，被称为“冬奥会皇冠上的明珠”，7 条雪道依托小海坨山天然山形，全长 21 公里，形成约 900 米的落差，建成后将是中国最高等级的高山滑雪赛道。这些特色赛场承载着中国人民对国际奥林匹克精神的追求，对赛后推动中国大众冰雪运动、实现“三亿人参与冰雪运动”计划有重要意义。

各大赛场的建设重在遵循绿色环保的概念。高山滑雪场馆地形陡峭，人、车、物流的运行需要构筑很多平

Delivering Environmentally-friendly Olympic Winter Games

Yanqing will host 20 of the competition events during the Beijing 2022 Winter Olympic and Paralympic Games in four disciplines (alpine skiing, bobsleigh, skeleton and luge) involving three sports (alpine skiing, bobsleigh/skeleton and luge). The Yanqing competition zone will create a world-class alpine skiing centre, a world-class sledding centre, a national-level snow sports training base, and a regional mountain snow and ice sports park. The district will establish mountain venues, a cultural park with special scenery and a world-class Winter Olympic town. These structures will become new Beijing landmarks. An Olympic city and a tourist resort will take shape in the Beijing-Tianjin-Hebei region.

Yanqing's Winter Olympic venues and competition sites will form a large Winter Olympic-themed park in

台。为避免损害环境，建设单位顺着山势布局平台，且在施工过程中尽量采用可拆卸的预制装备，从而大大减少了土方开挖量。道路的铺建也是尽量减少建桥砍山，平衡土方填挖，减少渣土外运。

有别于以往的公寓式高楼，延庆冬奥村将按照中国传统山村模式建设成为一座“冬奥山村”。建成后的冬奥村，村庄将和山地因势结合，一个个半开放式的院落

the future and exemplify sustainable, environmentally-friendly development. The National Alpine Skiing Centre in the district will feature seven pistes with a total length of 21 kilometres and a drop height of 900 metres after its construction is completed. It will become China's highest-level alpine skiing venue. Yanqing's Beijing 2022 Winter Olympics competition venues will play an important role in promoting winter sports in China and help give people an opportunity to participate in them.

▼ 国家雪车雪橇中心效果图 Artist's impression of the National Sliding Centre



有机错落，从而把对山地环境的改变减至最小。

雪车雪橇中心的主体是一条混凝土结构的覆冰赛道，因为选址在山体南坡，所以配置了遮阳系统和人工地形，使赛道实现“自遮挡”，避免了阳光直射赛道，降低了能耗。赛道的遮阳屋顶形成了山中“游廊”，也与环境充分融合。延庆赛区造雪融化的雪水，经过净化处理后，可回流到输水管网，实现中水再利用。每个场



Yanqing's Winter Olympic venues are designed to be environmentally-friendly. The steep mountains form the alpine ski venues, upon which terraces need to be constructed. These will act as supporting facilities for participants and spectators. Removable, pre-fabricated structures are being used as much as possible to reduce earthwork, erosion, road construction, tree felling and transportation of waste. The environment is being preserved.

Yanqing's Olympic Village will resemble a traditional Chinese mountain village. It will be in harmony with its environment and feature numerous semi-open courtyards. Efforts have been made to minimise the village's impact on the surrounding landscape.

The National Sliding Centre will feature iced concrete tracks on the southern slope of a mountain. Their placement avoids direct exposure to the sun. This helps reduce energy consumption. The tracks harmoniously integrate with their surroundings. Melted snow in the area will be collected, purified and fed into water pipelines. Each venue will feature waste water treatment equipment that can collect and treat rainwater, sewage and waste water. Treated water will be used to irrigate vegetation and for toilet water. Surplus recycled water will feed into urban recycled water pipelines. Waste will be collected and treated before it is transported out of the competition zone as well. No debris will enter the environment.

Local flora and fauna are considered as part of every project related to Beijing 2022 Winter Games. Efforts are made to accommodate those that are sensitive to environmental changes. For example, tunnels are being dug under roads to allow wild animals to continue on their way unimpeded. Roads and structures are designed and arranged in a way that preserves the environment.

The Beijing 2022 Winter Olympics competition sites and venues will fall into six groups after the conclusion of the Games: a mountain sports and exploration area in the north, a sledding-based area in the

馆都有一套污水处理系统，雨水、污水、废水经过处理，均可用于赛区的绿化浇灌、冲厕等，剩余中水再进入城市中水管网系统。生活垃圾也在收集处理后运出赛区，做到“向自然界零排放”。

各项目在建设之前，还要对生态敏感的动物、植物进行调查，设置避让动物的通道，让野生动物可以通过隧道穿越道路。道路和建筑物的布局也充分考虑了对水土环境的保持，每一段落都进行了专业的环保设计。

冬奥赛事结束后，这些赛地、场馆将形成6大组团：北区高山运动探险组团、南区雪车雪橇中心组团、奥运村组团、综合服务组团、营地拓展组团、西大庄科村及大众雪场组团。丰富的冬奥遗产与市政设施一年四季都可以运营，将成为实实在在的惠民项目。

催生绿色延庆

延庆区依据自然地理特点、生态环境和独特的文化背景，结合现代城市“低碳、和谐”的发展趋势，提出了理想的城市规划愿景——“京畿夏都宜居地，长城脚下森林城”。

如今，2019年中国北京世界园艺博览会已隆重登场。世园会注重提升城乡绿化质量及园林景观品质，实现“让园艺融入自然，让自然感动心灵”的愿景。延庆区加快城东公园、冬奥世园主题特色街区和精品公园的建设，对园区赛区周边区域及重点交通干道进行生态改造，分别创建花园式单位、花园式社区、首都绿色村庄等，推动绿景向美景转变。

延庆区还统筹山水林田湖草系统治理，实施2.8万亩的新一轮百万亩造林绿化工程，围绕林地、河湖建设健康步道、骑行步道，布置绿色开放休憩空间。绿色空间的形成，为发展全域旅游创造了先机，八达岭长城景区、最美旅游公路、创意民宿、生态农业、休闲旅游、冰雪节、园艺……一系列点线面结合的旅游品牌将应运而生，吸引游客进入延庆腹地。

south, the Olympic Village area, the comprehensive service area, a camping and outdoor activity area, and the Xidazhuangke Village and mass ski resort area. Olympic legacy venues and urban facilities will be able to be utilised on a year-round basis, benefiting local residents.

Developing an Environmentally-Friendly Yanqing

Yanqing has proposed “A Liveable Summer Capital in Beijing and a Forest City at the Foot of the Great Wall” as its development vision. The concept is based on its geographical characteristics, natural environment and cultural features. It focuses on modern, low-carbon, harmonious development.

The Beijing Expo 2019 is currently taking place in Yanqing. It aims to promote the improvement of urban and rural landscaping and achieve a vision of “integrating horticulture into people’s lives and touching people’s hearts with nature.” Yanqing is improving the environment around important venues and road routes. In doing so, it is expediting the development of Chengdong Park, the Winter Olympic and World Horticultural-themed blocks and many boutique gardens. It is upgrading local landscapes by creating organisations, communities and villages with good natural environments.

Yanqing is managing its mountains, rivers, forests, lakes, farmland and grassland in a coordinated manner and implementing another afforestation project. Various trails for walking and biking have been created in forest, river and lake areas to create more green leisure space for residents. Green space is important for tourism in the district as well. A series of tourist attractions, such as the Badaling Great Wall Scenic Resort, beautiful tourist roads, creative guesthouses, ecological activity farms, leisure resorts, snow and ice festivals, and horticultural gardens, have been developed in Yanqing.

Innovative technologies have been applied to the



▲ 延庆百里山水画廊
Baili Landscape Gallery in Yanqing

世园会上，大量创新科技的应用，勾勒出一张北京创新产业的靓丽版图。世园会以5G为“神经”，以大数据与人工智能为“大脑”，将传统的园林艺术演化为人与科技、自然与文化有机结合的新形态。世园会让北京特别是延庆成为“黑科技”先行先试的首选之地，为高精尖科技发展提供了实用平台。

……

近年来，延庆区加快了与世界接轨的步伐，2013年成功创建世界地质公园，2014年成功举办世界房车露营大会和世界葡萄大会，2015年成功举办世界马铃薯大会。而今，正在举行的2019年北京世园会和筹备中的2022年冬奥会，更让延庆逐步变身为生态城区，一个绿色的延庆正在向我们快步走来。■

Beijing Expo 2019. They demonstrate the development of Beijing's high-tech and creative industry. The "nervous system" of the expo is formed by 5G technology, and big data and artificial intelligence are its "brain." Advanced technologies are being used to draw attention to profound traditional gardening culture. The exhibition is also an experimental base for cutting-edge technologies in Beijing.

Yanqing has improved communication with the rest of the world in recent years and has hosted various international events to attract visitors from abroad. It is currently hosting the Beijing Expo 2019 and making preparations for the 2022 Olympic and Paralympic Winter Games. A green and international Yanqing is taking shape. ■

张家口 塑身冰雪英姿

ZHANGJIAKOU
BUILDING A SNOW AND ICE CITY







张家口，北京冬奥会的重要赛区之一，正在马不停蹄地打造“北方冰城”。这里拥有优越的山坡和雪期条件，将承办北京2022年冬奥会除雪车、雪橇大项和高山滑雪以外的所有雪上比赛；相应地，这里将建成赛场、媒体中心、奥运村等冬奥场馆群。“国际视野、世界一流、中华文化、生态文明”，在这一理念的支配下，所有的筹办工作都契合了集约节约、环保节能、智能技术的高要求。这座塞北之城正在一步步变身为奥运之城。

崇礼——竞赛场地新样板

崇礼区成规模的滑雪运动最早起步于1996年，经过多年的演进，形成了现在的万龙、云顶、多乐美地、长城岭等多处有名的雪场。预计到2020年，崇礼区雪道会有200多条，近500公里。

2022年冬奥会张家口赛区设8个场馆，包括5个竞赛场馆（新建冬季两项中心、北欧中心跳台滑雪场、北欧中心越野滑雪场、改建云顶滑雪公园场地A和场地B）和3个非竞赛场馆（新建张家口奥运村，山地媒体中心和颁奖广场为临建）。

As a competition zone for the 2022 Olympic and Paralympic Winter Games, Zhangjiakou is busy building an ice city in northern China. With its mountain slopes and long snow season, the city will host all the snow-based competitions for Beijing 2022 Winter Games except for the bobsleigh/skeleton, luge and alpine skiing. As such, a large venue, media centre and Olympic village complex are being constructed here. Using the principle of “building a world-class Olympic city based on the combination of Chinese culture and ecological progress from an international perspective,” Zhangjiakou is making preparations for the Beijing 2022 Winter Olympics with cutting-edge, intelligent technologies in an energy-efficient and environmentally friendly way. As a result, it is gradually developing as an Olympic city.

Chongli—New Model for Competition Venues

Chongli District began developing winter sports in 1996. Over the past two decades, the district has established several well-known ski resorts including Wanlong, Genting, Dolomiti and Changchengling. It is estimated that Chongli will have over

截至目前，规划中的 76 个冬奥建筑项目已开工 65 个，其中 2 个已完工；8 个场馆项目已开工 6 个。与比赛场馆建设相配套的赛区绿化、河道整治、配水管网、供热管网、天然气工程、交通枢纽、安保指挥中心、医疗急救站、住宿、餐饮、垃圾收集等建设项目也在紧锣密鼓地进行，总体进度超过了预期。

高铁——城际交通新体验

张家口日趋完善的高速公路、铁路、航空网络将为冬奥会提供可靠的交通运输保障。张家口军民合用的

200 ski slopes, covering a total length of nearly 500 kilometres by 2020.

The Zhangjiakou competition zone will consist of eight venues, composed of five competition venues (the Biathlon Centre, Nordic Centre Ski Jumping Venue, Nordic Centre Cross Country Skiing Venue, Genting Snow Parks A and B) and three non-competition venues (the Zhangjiakou Olympic Village, Mountain Media Centre and Medals Plaza).

At present, of the total 76 Winter Olympic construction projects, 63 are under construction and two have been completed. In addition, six of the eight venue construction projects are currently underway. Other supporting projects, including those related to affor-

- ▼ 建设中的冬奥会配套工程崇礼冰雪小镇
Supporting building complex under construction in Chongli





▲ 建设中的京张高铁官厅水库特大桥

The Guanting Reservoir Bridge of the Beijing–Zhangjiakou Railway under construction

机场现已通航，北京市马甸桥至崇礼县全程直达高速已经开通，220 公里的路程便捷而顺畅。

建设中的京张高铁是中国高铁网的重要组成部分，也是 2022 年北京冬奥会重要的交通保障。这条高铁全长 174 公里，始发站是北京北站，终点站是张家口站，预计在 2019 年底可实现通车，最快时速可达 350 公里。到时候，从北京出发不到 20 分钟即可抵达长城，50 分钟即可抵达张家口市。

作为“复兴号”的智能型升级版，京张高铁智能动车组首次采用了中国自主研发的北斗卫星导航系统，

▼ 京张高铁智能动车组“瑞雪迎春”复兴号列车

An intelligent multiple unit train of the Beijing–Zhangjiakou Railway



estation, waterway maintenance, water supply pipeline networks, heating pipeline networks, natural gas supply systems, transport hubs, the security command centre, first aid and emergency centres, accommodation, dining and waste collection, are also under construction. All the projects are progressing at a faster rate than expected.

High-Speed Railway—New Intercity Transport Option

Zhangjiakou’s increasingly efficient expressway, railway and air transport networks will help provide reliable transport services during Beijing 2022 Winter Games. An airport for both military and civilian purposes is now in operation and the 220-km expressway stretching from Madian Bridge in Beijing to Chongli in Zhangjiakou is also open for use.

The Beijing–Zhangjiakou High-speed Railway, which is currently under construction, is an important part of China’s high-speed railway network and will play an important role in supporting transport services for Beijing 2022 Winter Olympics. This 174-km-long railway extends from Beijing North Railway Station to Zhangjiakou Railway Station. It is expected to enter ser-

也是世界上首次全线采用智能技术的高铁。打开铁路智慧行APP, 买票、选座、订酒店、买特产、订奥运票……都能实现, 并且一证通行、刷脸进站。站内将设置导航标识和智能机器人, 服务十分高效。

延崇高速作为京津冀交通一体化的重要通道之一, 将服务于2022年北京冬奥会。2018年12月2日, 延崇高速北京段的控制性节点工程——跨京新高速转体桥顺利完成转体对接。该线平原段已实现全线贯通, 山区段也接近尾声, 预计2019年底可实现通车。

城市——绿色奥运新地标

崇礼区曾举办过多种雪上活动。自2005年起, 崇礼区承办国际雪联高山滑雪积分赛、国际远东杯滑雪赛

vice at the end of 2019 with a maximum speed of 350 km/h. It will enable passengers to travel from Central Beijing to the Great Wall in less than 20 minutes and to Zhangjiakou in just 50 minutes.

As an updated, intelligent version of the Fuxing bullet train, the intelligent multiple-unit trains running on the high-speed railway will utilise China's independently-developed Beidou Satellite Navigation System. Moreover, the railway will be the first in the world to adopt intelligent technology across its full range. The "Tielu Zhihuixing" smartphone app will allow people to purchase tickets, select seats, book hotel rooms, buy speciality products and order Olympic Winter Games tickets. In addition, passengers will be able to enter railway stations using the facial recognition system along with their ID card. Navigation devices and intelligent robots will be installed in stations for the convenience of travellers.

As an important component in the coordinated

▼ 市民在中国国家博物馆参观冬奥场馆“冰坛”模型

A diorama of a Winter Olympic venue on display in the National Museum of China



等十余次国际滑雪赛事，积累了丰富的国际赛事举办经验。著名的“中国·崇礼国际滑雪节”从2001年至今已经成功举办了18届。2019年3月9日，历时101天的第18届国际滑雪节在崇礼富龙滑雪场闭幕，期间共接待滑雪游客92万余人次，全区共接待游客近252万人次。这项活动已形成了强大的影响力，为国内外冰雪爱好者所熟悉。

冰雪产业也叫作“零度以下经济”。张家口正在高新区、宣化区建设2个冰雪产业园，用来引进冰雪装备制造企业。预计到2025年，就可以建成大型综合滑雪

- ▼ 2019年新春，张家口市民广场竖起了冬奥主题花灯
Olympic themed decorative lights in Zhangjiakou



development of the Beijing-Tianjin-Hebei region, the Yanqing-Chongli Expressway will serve Beijing 2022 Winter Games. On December 2, 2018, parts of the new high-speed swivel bridge, a significant joining point in the Beijing section of the expressway, were successfully connected. As a result, construction of the expressway's plains section was completed. Construction of sections in mountainous areas is drawing to a close and the expressway is expected to open for service in late 2019.

City—New Landmark for Green Olympic Games

Chongli District has hosted a diverse range of snow events. Since 2005, the district has held over 10 international ski competitions including the FIS Alpine Ski World Cup and FIS Far East Cup. The famous China Chongli International Ski Festival has been held 18 times in the district since 2001. On March 9, 2019, the 18th International Ski Festival came to an end at Fulong Ski Resort, having run for 101 days. During the festival, the district received a total of 2.52 million tourists, including 920,000 skiers. As a result, the event has gained popularity among Chinese and overseas skiing enthusiasts alike.

The winter sports industry is also known as the “sub-zero economy.” Zhangjiakou is building two winter sport equipment industrial parks and the High-tech Industrial Zone to attract more snow and ice equipment manufacturers. It is estimated that the city will establish 13 large comprehensive ski resorts, 600 ski runs, three indoor ice rinks and 20 snow and ice-themed towns by 2025, capable of receiving 20 million visitors annually. The winter sports industry will usher in a golden period for the district.

To ensure the successful delivery of the Olympic Winter Games and coordinate regional development, Zhangjiakou has created a planning system for its competition zone. The planning system contains 17 parts, including 10 plans covering supporting areas such as transport, water, power, natural gas, telecommunications and security; additional seven plans are for specific areas such as Win-



▲ 张家口崇礼是中国著名的滑雪胜地 Skiers at a skiing resort in Chongli, Zhangjiakou

场13个、雪道600条、滑冰馆3个、冰雪特色小镇20个，预计全年接待能力将达到2000万人次，冰雪产业将迎来黄金期。

为办好赛事、统筹区域发展，张家口市编制了张家口赛区规划体系。规划体系共计17大项，包括赛区综合交通、水电气信、奥运安保等10个专项规划，冬奥会场馆规划、太子城冬奥核心区及冰雪小镇控制性详细规划等7个分区规划。为推动经济社会绿色可持续发展，张家口市加快了淘汰钢铁、煤炭、矿山等传统产业落后产能的步伐。预计到2020年，张家口全市可基本实现“无钢市”“无矿市”的目标；到2022年冬奥会之前，空气质量将进一步提升，达到世界卫生组织第二阶段标准。

2022年冬奥会为张家口带来了历史性发展机遇。它催生了新建、改扩建冬奥会场馆的需求，也带来了新区建设、旧城改造、基础设施建设、旅游配套设施等机遇。张家口市正在借筹备冬奥会的东风，在京津冀协同发展的“鸿篇巨著”中，书写自己绚丽多彩的篇章。■

ter Olympic venues, Taizicheng Winter Olympic Common Domain, and snow and ice towns.

To promote sustainable development of the eco-friendly economy, the city is phasing out outdated traditional industries including steel, iron, coal and ore mining-related industries. It is expected that by 2020, Zhangjiakou will have closed down all of its steel manufacturers and ore mines. Before Beijing 2022 Winter Games, the city's air quality will be significantly improved and reach level 2 air quality standards proposed by the World Health Organisation.

The Olympic Winter Games will provide Zhangjiakou with an unprecedented development opportunity. The event urges the city to build new venues, expand existing winter sporting venues and also drive the renovation of new areas and old towns. Improvement of infrastructure and construction of supporting tourism facilities is also a priority. The city is taking this opportunity to expedite its development and enhance its role in the coordinated development of the Beijing-Tianjin-Hebei region. ■



校园劲吹冬奥风

——北京市着力发展中小学冰雪运动

BEIJING FOCUSES ON DEVELOPMENT OF WINTER SPORTS IN PRIMARY AND SECONDARY SCHOOLS



2019年1月24日，北京奥运城市发展基金会向北京市延庆区沈家营中心小学捐赠30万元，用于学校开展校园冰雪运动。作为延庆区冰雪运动特色学校，沈家营中心小学已有300多名学生掌握基本滑冰技能，占该校总人数60%以上。北京奥运城市发展基金会的捐赠，在助力沈家营中心小学开展冰雪运动的同时，也在社会机构服务保障冬奥会、支持赛区校园冰雪运动方面起到了示范带动作用。

On January 24, 2019, Beijing Olympic City Development Foundation (BOCDF) donated 300,000 yuan to Shenjiaying Central Primary School in Yanqing District, Beijing for the development of winter sports. This is a winter sports-oriented school, with more than 60 percent of the 300 students being skilled at skating. The donation gave a leg-up to the school's winter sports development while encouraging more social service agencies to support campus winter sports for the preparation of the 2022 Olympic Winter Games.

BOCDF's donation is just a microcosm of Beijing's efforts to develop the winter sports in primary and secondary schools. With the 2022 Olympic Winter Games approaching, Beijing has been intensifying the popularisation of winter sports at school campuses while coordinating relevant high-quality resources. A number of schools have currently launched winter sports under the financial support of governments and social institutions.

Taking Winter Sports as Part of PE Courses

Groups of children skating with graceful movements and excellent skills can often be seen in the local ski resorts. And they are no less proficient than the adults. It should be mostly attributed to the professional teaching they received in their schools' snow and ice classes and clubs.

Beijing has recommended and encouraged local districts to launch winter sports for the youth based on their resources and make them part of schools' PE courses, in a bid to popularise winter sports among schools through a classroom teaching model. Instructors in most of schools currently impart Olympic Winter Games knowledge to students and offer them opportunities to experience winter sports in PE classes.

Given that Haidian District formulated *Opinions on the Implementation of Winter Sports in Primary and Secondary Schools in Haidian District*, in which winter sports became part of the local schools' PE courses, the local schools have launched not only some Olympic Winter Games events such as skiing, ice hockey and curling,



▲ 北京市将冰雪运动纳入中小学体育课，让学生有机会亲身体验冰雪运动 Two girls practising curling

北京奥运城市发展基金会的捐赠活动只是北京市着力发展中小学冰雪运动的一个缩影。随着北京 2022 年冬奥会的临近，北京市加大了推动冰雪运动进校园的力度，积极协调冰雪运动的优质资源，从课程、文化、师资建设等方面因地制宜推进冰雪运动进校园。一批学校在政府和社会机构的资金支持下，通过购买服务、自建冰场等方式开展本校的冰雪项目，使得越来越多的学校实现了冰雪项目落地，不断推进冰雪进校园的进程。

发挥课堂作用

如今在北京很多滑雪场都能看到这样的景象：一群群滑雪小将在雪场上转弯、旋转、跳跃，动作流畅，技术娴熟，完全不输大人。得益于“冰雪进课堂”活动，

but also various entertaining events such as snowfield football and ice bowling, arousing students' enthusiasm for winter sports. Mentougou District issued *Plans on the Implementation of Winter Sports in Primary and Secondary Schools in Mentougou District*, and pointed out that they would develop winter sports in four aspects; these included enhancing students' knowledge, motivating their interest, launching featured events, and cultivating talented students. The district's schools have built artificial snow and ice fields as well as launched floor hockey, floor cross-country skiing and floor curling events, laying a solid winter sports foundation for students.

Popularising Snow and Ice Culture

Beijing has been focused on the promotion of snow and ice culture in primary and secondary schools

很多学生通过参加校本课程、体验课程，以及学校冰雪社团等方式，体会到了逐雪嬉冰之乐。

北京市立足发挥课堂作用，引导和鼓励各区根据自身特色、发挥各区资源优势，开发适合青少年的冰雪课程，把冰雪运动的普及推广列入学校体育教学的内容，融入育人的课程体系中。如今，不少学校已经将冰雪运动纳入体育课，向更多中小學生普及冬奥知识，让学生有机会亲身体验冰雪运动。

海淀区制定了《海淀区中小学开展冰雪运动实施意见》，把冰雪项目纳入体育课，开展了滑雪、滑冰、冰球、冰壶等冬奥会项目，并根据学生成长特点，开展雪地足球赛、雪地踢毽子、冰上保龄球等丰富多彩的娱乐性和趣味性强的活动，调动学生参与冰雪运动的积极性。门头沟区制定了《门头沟区中小学开展冰雪运动实施方案》，从“文化普及增进了解、全员体验培养兴趣、特色项目打造品牌，特长学生高端培养”四个层次推进校园冰雪运动的开展。该区利用仿真冰、仿真雪，以及开展旱地冰球、旱地越野滑雪、旱地冰壶等陆地项目，为学生上真冰、真雪打下了基础。

引领冰雪文化

冰雪进校园，文化引领、打造冰雪运动氛围首当其冲。北京市向中小學生发放了冬季奥林匹克运动和冰雪运动知识读本，把冰雪运动基本知识的普及推广列入学校体育教学的内容，通过各种形式让学生了解基本常识，掌握基本规则，感受冰雪运动的魅力。为了弘扬冰雪文化，北京市还聘请了速滑世界冠军、索契冬奥会旗手刘秋宏，花样滑冰世界冠军陈露到校园中，和师生分享自己的“冠军之路”，普及冬季运动项目、观赛礼仪，以及如何欣赏冰雪比赛等知识。

如今，在很多中小学校教学楼的走廊中，可以看到以冬季奥林匹克为主题的摄影、绘画、征文等学生作品。学生们把对冬奥会的期待与憧憬，注入进了一幅幅

in numerous ways. Textbooks on Olympic Winter Games and winter sports have been handed out to students for the purpose of helping them have a better understanding of the basic knowledge and rules of these events, and to experience their charm. In addition, some Olympic Games champions such as short track speed skater Liu Qihong and figure skater Chen Lu were invited to share their stories with students and explained to them competition rules and watching etiquette of related events.

Nowadays, many calligraphy works, paintings and essays on the theme of Olympic Winter Games are displayed on the corridors of teaching buildings in the schools, showcasing students' anticipation for the upcoming Olympic Winter Games. With the establishment of websites on winter sports, some students serve as reporters to cover winter sports as well as publicise Olympic spirits from the unique perspective of youth. It is popular for students to express their opinions on winter sports through various forums.

The efforts for popularisation of snow and ice events on campus are aimed to draw students' attention to the Olympic Winter Games, and more importantly, drive their parents to participate in snow and ice events together with them. Therefore, Beijing Municipal Education Commission often organises some parent-child events of similar kinds on weekends and holidays. The atmosphere in which society, school and family participate together in winter sports has been formed.

Developing Signature Snow and Ice Events

On December 15, 2018, the Third Beijing Winter Sports Meet for Primary and Secondary School Students, was held in Beijing Jundushan Ski Field. The competition amongst the contestants was fierce.

Jointly sponsored by the Beijing Municipal Education Commission, Winter Sport Management Centre of the General Administration of Sport of China, Beijing Municipal Bureau of Sports, Information and Publicity Department of Beijing Organising Committee for the

书画中，抒发在了字里行间。随着冰雪运动网站的建立，一批批冰雪运动小记者被培育出来。他们以青少年的独特视角观察冰雪运动，宣传冬奥精神，在论坛上分享参与冰雪运动的收获。

冰雪进校园，不仅要让冬奥之风吹进青少年的心田，更要让青少年起到纽带作用，联动家庭。北京市教委利用寒暑假及双休日，开展学生自由组合，家长同时参与的亲子趣味冰雪活动，形成了社会、学校、家庭共同参与的冰雪运动环境。

打造特色品牌

白雪皑皑的雪道上，一个个矫健的身影风驰电掣般掠过，脚下的雪板发出“唰唰”之声。2018年12月15日，在北京军都山滑雪场，北京市第三届中小学生冬季运动会雪上项目比赛正在紧张进行。选手们左右盘旋，你争我夺，在赛道上展开激烈角逐。

本届比赛由北京市教育委员会、国家体育总局冬季运动管理中心、北京市体育局、北京冬奥组委新闻宣传部、北京奥运城市发展促进中心联合主办，近1400名来自全市16个区及燕山地区的中小学生在为期11天的比赛中，进行了冰上、雪上2个大项13个小项的角逐，其中包括冰上传球射门赛、冰上运球滑行接力赛、冰壶投壶、短道速滑、花样滑冰单人滑、冰球赛等项目。小选手们通过参与、竞技，享受到冰雪运动带来的快乐与激情。

北京市中小学生冬季运动会是北京市中小学生中参赛规模最大、项目设置最多、赛期安排最长、场地分布最广的一项市级冬季运动综合性赛事，至今已成功举办三届。运动会既是对近年来北京各区、各学校冰雪运动教学成果的集中展示，也是北京市爱好冰雪运动的青少年放飞梦想，展示自我的舞台。

除了开展全市中小学生冬季运动会，2016年至今，北京市每年还组织以“冰雪进校园”为主题的中小学



▲ 图为北京的一所小学内，学生们正在进行旱地冰球训练
Primary school students playing floor hockey

2022 Olympic and Paralympic Winter Games, and Beijing Olympic City Development Association, the 11-day competition consisted of winter sports with 13 events including curling, short track speed skating, figure skating and ice hockey events. Nearly 1,400 students from Beijing's 16 districts and the Yanshan area participated.

This was the biggest municipal-level comprehensive winter meeting for primary and secondary school students in scale, event setting, time and field across the city. It served as a platform both for the local schools to demonstrate their latest teaching achievements in winter sports and for students to showcase their snow and ice skills.

Apart from winter meetings, since 2016, Beijing has



生冰雪运动推广普及系列活动，引领带动各区、各学校积极开展冰雪运动。推广活动既有面向全体中小学生的基础性活动，也有面向有冰雪基础学生的特色活动，内容包括奥运知识展、冠军宣讲团、公益课、队列滑、旱地冰球、冰壶、轮滑转速度滑冰等特色冰雪项目推广以及冰上剧创编等。

截至目前，北京市校园冰雪运动推广普及活动及各项冰雪体验课走进了16个区的近百所学校，覆盖了10余万名学生。同时还举办了校际冰球联赛、滑雪比赛、花样滑冰比赛等学生赛事，逐渐形成了品牌，为北京市校园冰雪运动注入了新活力。■

launched a series of activities to impart the knowledge on winter sports to local primary and secondary school students through exhibitions, lectures, free public classes and ice performances. It has also held some floor hockey, ice hockey and speed skating events for students who are skilled at these activities.

Currently, winter sports have been brought to nearly 100 schools in 16 districts of the city, benefiting more than 100,000 students. High-level inter-school hockey leagues, skating games and figure skating competitions have been held in Beijing during these years, developing into featured events in Beijing. These events inject new vitality to the development of winter sports on campus. ■

“奥城杯”纪事

STORIES OF THE 'OLYMPIC CITY CUP' TOURNAMENT



2019年4月28日至5月3日，由北京奥运城市发展促进会和北京市冰球运动协会共同主办的2019“奥运城市杯”北京国际青少年冰球邀请赛（以下简称“奥城杯”）在北京奥众冰上运动中心举行。一年一度的“奥城杯”如约而至，迎来了其第四届赛事。来自8个国家的知名冰球俱乐部青少年球队及东道主北京队同场竞技，为晚春的北京献上了一场赏心悦目的冰雪盛宴。

经过6天共44场的激烈较量，拉脱维亚里加队斩获U12组桂冠，U15组冠军则归属首次参赛的俄罗斯新西伯利亚队。

Co-sponsored by the Beijing Olympic City Development Association (BODA) and the Beijing Ice Hockey Association (BHA), the 2019 “Olympic City Cup” Beijing World Minor Hockey Invitational Tournament (OCC Tournament) was held at the Beijing Aozhong Ice Sports Centre from April 28 to May 3, marking the OCC Tournament’s fourth year. Well-known youth ice hockey teams from eight countries and the host Beijing team competed together, presenting a pleasing ice and snow feast for Beijingers in the late spring.

After a total of 44 games in six days, the Riga team from Latvia won the U12 (Under 12) championship, and the Novosibirsk team from Russia, which made its debut at the tournament, won the U15 (Under 15) championship.

A City’s Calling Card

The 2019 OCC Tournament attracted not only the traditional “Big Six” hockey-playing nations, namely Canada, the United States, Sweden, Finland, the Czech Republic and Russia, but also other countries with a growing hockey scene, such as Germany and Latvia. The Minsk youth team, the most excellent hockey team of Belarus, joined the contest this year as well. The participation of these teams provided Beijing’s hockey youth with a valuable opportunity to exchange their ideas, hone their skills and broaden their horizons together with their global peers at the highest level of hockey.

At the 1st OCC Tournament, the Beijing team was unable to gain a victory against any of its opponents. In the next two tournaments, it performed better and better. Last year, the Beijing team was the runner-up in the U12 group, astonishing all the competitors. Liu Yuxiao, a member of the Beijing team who has participated in the OCC Tournament for three years, said, “Three years of competition enables my teammates and me to pay more attention to teamwork. Also, we constantly enhance our skills and abilities. This year, the performance of our team has improved a lot, making it a delight to play the game with satisfactory supporting work. I believe that Beijing will hold a wonderful Winter Olympics in 2022.”



打造城市名片 争做亚洲最强

本届比赛，不仅吸引了传统冰球强国“Big Six”中美国、瑞典、芬兰、捷克与俄罗斯的参与，也吸引了代表着冰球强国新生力量的德国、拉托维亚的加持，还有代表着白俄罗斯最高冰球水准的明斯克青少年队的加盟。这些强队的加盟，为北京冰球少年提供了在“家门口”与世界最高水平同龄人切磋交流、磨练技艺、开阔眼界的宝贵机会。

“奥城杯”赛事初创时，北京队可谓“见谁输谁”；此后两届，队伍的成绩一年比一年好。去年，北京队取得了U12组亚军，令人刮目相看。已经三次参加奥城杯的北京队小将刘钰潇说：“通过三年的比赛，我和队友们更加注重团队合作，在技术上不断完善，能力也逐

Over the past few years, many excellent young hockey players have shown their talent after extensive training and many competitions. Zhu Qizhang, Chen Kailin and Zhu Junfei, who took part in the OCC Tournament every year since its first session, have now been selected for the national men's U18 (Under 18) team and the national women's U18 team.

Xing He, executive deputy secretary-general of the BHA, explained that the number of young athletes registered at the BHA has exceeded 4,000. He said, "Before the First OCC Tournament, many foreign teams did not know that there are children in Beijing playing ice hockey. Most of the teams took a wait-and-see attitude and did not send their elite players to Beijing. After four tournaments, Beijing is known to more people as a city of hockey. In the meantime, the OCC Tournament has been recognised by the international ice hockey community, becoming

- ▼ “奥城杯”为世界高水平青少年冰球队提供了切磋交流的机会
Young ice hockey players competing





▲ 2019“奥城杯”开幕式现场
Opening ceremony of the 2019“Olympic City Cup”

渐增强。今年不仅球队水平高，整个赛程打得非常过瘾，各个环节的保障也不错。相信到2022年，咱们北京作为冬奥会举办城市一定会做得非常棒！”

几年来，一批优秀青少年冰球运动员在邀请赛中经受锻炼、脱颖而出。朱启章、陈铠麟、竺澹霏等从第一届就坚持参赛的队员，如今已经分别入选了国家男子U18队和国家女子U18队。

据北京市冰球协会常务副秘书长邢霍介绍，目前北京市冰球协会的注册小运动员数量已超4000人，“第一届奥城杯时，很多外国队伍根本不知道北京还有孩子打冰球。国外俱乐部多数持观望态度，没有派出最强阵容来京参赛。历经四届的奥城杯随着北京冰球城市名片的打造而变得规模越来越大，并得到了国际冰球界的广

the highest-level international youth ice hockey tournament in China and across Asia. International ice hockey teams pay increasing attention to the event, enhancing the intensity of the competition.”

Multiple Cultural Activities

To further make the ice hockey a “calling card” of Beijing, the organisers held a variety of “International Ice Hockey Ambassador” themed activities. On April 30, an ice hockey team from Stockholm came to the Beijing No. 20 High School for hockey skills exchange activities. The young Swedish players were also invited to the art classroom to learn Chinese calligraphy and Chinese painting. Excited about such experience, a Swedish player said, “This is so interesting! I hope to experience it again next year.”

泛认可，成为国内乃至全亚洲竞技水平最高的国际青少年冰球邀请赛。

多元化主题活动 做文化传播使者

为进一步将冰球打造成为北京的“城市名片”，主办方继续举办了形式多样的“国际冰球小使者”主题活动。4月30日，来自瑞典斯德哥尔摩的球队来到位于海淀区的第二十中学进行冰球交流，瑞典小球员还应邀来到美术教室，学习毛笔字、画国画。这样的经历让这些金发碧眼的瑞典学生很兴奋。他们表示“这太有趣了！明年还想来继续体验”。

此外，主办方还组织各国青少年爬长城、看熊猫、画脸谱、剪纸、穿汉服、赏古乐、习六礼、学功夫，全

- ▼ 比赛之余，小运动员还能体验到丰富多彩的中华传统文化
A young overseas player shows her Chinese paper-cutting skills



The organisers of the 2019 OCC Tournament planned activities for the young players from all over the world to visit the Great Wall, see pandas, try Peking opera facial makeup, cut paper, wear Han Chinese clothing, enjoy ancient music and learn kung fu. Such experience has sparked a keen interest in profound Chinese history and culture amongst the participants. Gao Yunchao, deputy director of the BODA, believes that the competition attracts young people from other countries to Beijing, increasing the intensity of the matches themselves and offering a good opportunity for foreign players to learn about China and Beijing. Ice hockey works as a belt that connects different countries. The exchange events allow these young players to experience the traditional culture of China and to see the new look of the ancient capital and the charm of Beijing as a cultural centre, turning them into the witnesses and communicators of Beijing's preparations for the Winter Olympics.

Parent Salon for Hockey

The OCC Tournament not only brings teenagers to the winter sports but also enables them to serve as a bridge connecting their families and hockey. It provides an opportunity for exchanges and learning for the parents of the teenagers via the Parent Salon.

At the Parent Salon, Chinese and foreign parents as well as professional coaches share valuable experience related to youth ice hockey training. Chinese parents have learned about many topics, such as youth ice hockey atmosphere, team spirit, children's encouragement and education, good communication with coaches, and healthy diets for children.

As a parent of a young ice hockey player and senior Chinese consultant, Zhang Shouting said that children can cultivate their self-discipline by practicing ice hockey, and develop better living habits and time management skills. The enrichment of ice hockey training indeed reduces children's idle time and rebellion. Learning ice hockey also helps children develop a healthy attitude towards life, learn teamwork and respect others. "Ice

面体验中华传统文化。奥促中心副主任高云超认为，比赛之所以会吸引很多不同国家的青年来到北京，除了赛事本身的激烈程度逐年提升之外，能获得了解中国和北京的绝佳机会也是重要原因。把冰球作为纽带，连接起不同国家。通过交流，这些青少年球员不仅能接触中国的传统文化，感受这座古都的崭新风貌，体会北京作为“文化中心”的多彩魅力，也将成为北京筹办冬奥会的见证者、传播者和践行者。

冰球联动大家庭 家长沙龙“干货”多

“奥城杯”的举办，不仅让冰雪运动之风吹进青少年的心田，更能起到纽带作用，联动他们的家庭。奥城杯通过家长沙龙为“冰爸冰妈”们提供了一次交流和学习的机会。

家长沙龙座谈会上，中外家长及国外高水平球队教练分享了青少年冰球培养和训练的宝贵经验。中国的家长们从欧美国家青少年冰球氛围、更衣室文化、如何鼓励和教育孩子、如何与教练保持良好的沟通、如何科学控制孩子的饮食等诸多话题中受益匪浅。

作为一名冰球家长，张寿廷认为，孩子在坚持练习冰球后自我管理能力更强，也培养出了更良好的生活习惯和时间管理能力，充实的冰球训练还减少了孩子的调皮与叛逆。学习冰球有助于孩子养成面对事物的正确态度，学会团队合作和尊重他人。“练习冰球并不会成为学习的阻碍，而是帮助孩子成长进步的助推器。”张寿廷说。

14岁的北京小将宇骞表示，作为冰球运动员，受伤在所难免，“有次比赛我摔昏在赛场上，回家后委屈地哭了，跟我妈说我不想练了，但妈妈安慰我不要放弃，跟我说忍一忍，一咬牙就过去了。随着自己技术的提高、跟队友的配合熟练后，才算真正爱上了冰球，一打就是8年。我觉得当时选这个运动真是没错儿。”宇骞笑着说。■



▲ 2018“奥城杯”家长沙龙
The Parent Salon during the“Olympic City Cup”

hockey isn't a hindrance to learning, but a booster to help children grow," Zhang added.

The 14-year-old Yu Qian from the Beijing team said that injuries are inevitable for an ice hockey player. He elaborated with a smile, "I once was knocked unconscious during a game. After going home, I cried and told my mother that I didn't want to play ice hockey anymore. However, my mother comforted me and encouraged me not to give up. With the improvement of my skills and cooperation with my teammates, I fell in love with ice hockey and have played it for eight years. Now I think it's such a wise choice to play ice hockey." ■

▼ “奥城杯”每年都会吸引众多观众到场观战
Audience at the 2019“Olympic City Cup”Tourment



弘扬奥运精神 传播奥运文化

——首届北京市中小学生冬奥知识竞赛成功举办

CARRYING ON THE OLYMPIC SPIRIT AND PROMOTING OLYMPIC CULTURE



奥林匹克的格言是什么？冬奥会圣火采集活动是从哪一年冬奥会开始的？第二十届都灵冬奥会的口号是什么？金属滑雪板第一次出现在冬奥会赛场上是哪一年？北京 2022 年冬奥会冬季项目中赛道路线长、线路复杂，属于典型的耐力比赛项目是什么？2019 年 2 月 6 日至 11 日（正月初二至初七），北京电视台体育频道每天 19 点 35 分播出的北京市中小学生冬奥知



What is the Olympic motto? When was the flame first lit at an Olympic Winter Games? What was the slogan of the XX Olympic Winter Games in Turin, Italy? When did metal skis first appear at the Olympic Winter Games? What is the name of the Olympic and Paralympic Winter Games event that features a long course, complicated route and is typical of an endurance race?

At 7:35 p.m. each night from February 6–11, 2019, the Sport channel of Beijing TV aired the finals of the First Winter Olympic Knowledge Quiz for Students from Primary and High Schools in Beijing. Viewers were impressed by young competitors' profound Olympic knowledge, teamwork, composure and wisdom. The programme also allowed the audience to learn more about the Olympic Winter Games.

After fierce competition, delegations from Haidian, Xicheng and Shijingshan districts won championships in the primary, junior high and senior high school groups. All participating students were happy and excited about their experiences at the event.

Nine Plans to Build Up an Olympic Education System

Winning the bid for hosting the 2022 Olympic and Paralympic Winter Games offered an opportunity to further promote Olympic education. Over recent years, Beijing has properly coordinated high-quality winter sport educational resources to promote the Olympic Winter Games at schools by launching courses and events, fostering culture and enhancing faculties. Olympic education focuses on popularising Olympic knowledge and training up talents in Olympic knowledge in the forms of teach-ins and quizzes.

In early 2018, the Ministry of Education, General Administration of Sport, and Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games jointly issued the *Olympic Education Programmes for Students of Beijing's Primary and High Schools for the 2022 Olympic and Paralympic Winter Games*. Olympic education is an important part of

识竞赛市级总决赛吸引了众多关注。在小选手们丰富全面的冬奥知识、团结紧密的合作、冷静机智的表现令台下和电视机前的观众感到惊喜的同时，总决赛也让人们对很多鲜为人知的冬奥知识有了更深入的了解。

经过数日激烈的角逐，海淀区、西城区和石景山区代表队分获北京市中小学生冬奥知识竞赛市级总决赛小学、初中和高中组冠军。孩子们满怀兴奋与光荣之情，度过了一个难忘的春节假期。

九大计划 打造奥林匹克教育体系

冬奥会的成功申办，再次为奥林匹克教育的深入推广提供了契机。近年来，北京市统筹协调冰雪运动的优质资源，从课程、活动、文化、师资建设等方面多措并举，重普及、重育人，通过奥运知识宣讲、主题实践活动、知识竞赛、旱地化项目推广等多种方式，因地制宜推进冰雪运动进校园，广泛开展奥林匹克教育，促进学生身心全面发展。

2018年初，中华人民共和国教育部、国家体育总局会同北京2022年冬奥会和冬残奥会组织委员会共同制订并发布的《北京2022年冬奥会和冬残奥会中小学生奥林匹克教育计划》，明确全国中小学要将奥林匹克教育纳入学校教育教学内容，通过综合实践活动课程、体育课程、德育活动等方式，开展奥林匹克主题教育。随后，北京市也发布了《关于实施北京2022年冬奥会和冬残奥会北京市中小学生奥林匹克教育计划的意见》和《北京市支持校园冰雪运动发展项目管理办法（试行）》，对全市开展冰雪运动普及工作给予政策支持。

根据《意见》，2022年冬奥会和冬残奥会北京中小学生奥林匹克教育计划包括“九大计划”：冬季奥林匹克教育普及计划、冬季奥林匹克教育文化计划、冬季奥林匹克教育赛事活动计划、冬季奥林匹克教育特色学校建设计划、冬季奥林匹克教育国内外交流计划、冬季奥林匹克教育教师提升计划、冬季奥林匹克教育志愿服

past Olympic Games. To fulfil its commitment of engaging more people in winter sports, China needs to encourage more young people from primary and high schools to participate in Olympic education. Therefore, it is an important step to implement Olympic education programmes in Beijing.

Subsequently, Beijing issued its plan for implementation of the education programmes. The plan was designed to advocate Olympic spirit, promote Olympic culture, popularise Winter Olympic knowledge and inspire students' enthusiasm for the Olympic Games by launching various events. Moreover, it will also help arouse young people's interest in sports and guide them to develop healthy living habits.

Concentrating on Involvement to Carry on the Olympic Spirit

Based on Olympic education programmes, the Beijing Municipal Education Commission joined hands with the Beijing Municipal Bureau of Sports, the Media and Communications Department of the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, and the Beijing Olympic City Development Association to launch the Olympic knowledge quiz for students from primary and high schools. A total of 51 delegations from 16 districts and the Yanshan area in Beijing went to the 600-square-metre studio of the Beijing TV station to compete. Questions mentioned in the first paragraph of this article are from the quiz. Many young contestants could answer them easily.

All 255 young contestants were excited by their experiences. A majority of them were on television for the first time so they felt a bit nervous but happy. They had the chance to talk face-to-face with the presenters they had seen on the TV before, which was an amazing experience for them. Many of them have not had opportunities to participate in winter sports but would like to carry on the Olympic spirit by learning Winter Olympic knowledge and taking the quiz.



▲ 北京市中小学生冰雪运动普及与推广活动在北京育才学校正式启动
Opening ceremony of a winter sports promotion event amidst primary and middle schools in Beijing

务计划、冬季奥林匹克教育课程研发计划、冬季奥林匹克教育传承计划。它们涉及奥林匹克教育的方方面面，就开展奥林匹克教育工作指明了具体路径。

据介绍，《2022年冬奥会和冬残奥会北京中小学生奥林匹克教育计划》，以弘扬奥运精神为主题，以传播奥运文化为内容，以学习冬奥知识为重点，以体育活动、文化交流为载体，开展形式多样、生动活泼的奥林匹克教育，带动广大学生热爱奥运、参与奥运、支持奥运，激发他们的体育运动兴趣，引导他们养成健康生活习惯，助力全面健康成长。

重在参与 弘扬奥林匹克精神

根据《北京2022年冬奥会和冬残奥会中小学生奥林匹克教育计划》的有关要求，北京市教育委员会联合北京市体育局、北京2022年冬奥会和冬残奥会组织委员会新闻宣传部和北京奥运城市发展促进中心共同主办的北京市中小学生冬奥知识竞赛应运而生。在此次竞赛中，全市16个区及燕山地区的小学组、初中组 and 高中组共计51支代表队进行了为期三天的激烈争夺。

A Wonderful Quiz to Popularise Olympic Knowledge

The skilfully-planned competition charmed its audience. It adopted a fierce and exciting method of competition to highlight the moments of contestants answering questions. A new unit for teamwork demonstration was also added to the semi-final. It only lasted 90 seconds but its wonderful speeches and skits impressed both the judge panel and viewers. Many unforgettable moments occurred during the quiz. For instance, a 10-year-old contestant regretfully lost to four rivals and looked chagrined and frustrated, making the audience feel sorry for him. The scene of contestants from Xicheng and Haidian delegations entering the studio hand in hand also impressed the audience.

While Olympic education does not focus only on popularisation of Winter Olympic knowledge, the Winter Olympic knowledge quiz is an effective measure to promote winter sports at schools. The quiz was aimed to popularise events and disciplines of the Olympic Winter Games among students and encourage more young people to participate in winter sports. The young contestants were encouraged to publicise the

文章开头所列出的有关冬奥会的问题便是此次中小学生学习冬奥知识竞赛题库的一小部分。也许很多人对这些问题并不熟悉，但很多竞赛小选手却能对答如流。

对于参加本次比赛的所有小选手而言，期末考试后的这几天是紧张并快乐的。专业的场地、以前只在电视上见到的主持人、专家的讲评、隆重的颁奖仪式都让他们觉得新鲜有趣。更重要的是，他们享受到了比赛的庄重感和仪式感。虽然参赛的很多小选手对于冰雪运动还未曾有机会亲身体验，但对他们而言，学习了解冬奥知识，积极参与冬奥知识竞赛，也是弘扬奥林匹克精神、表达对北京 2022 年冬奥会期盼之情的一种美好方式。

精彩对决 普及奥林匹克知识

本次比赛紧张刺激，个人单挑结合团队对决，从半决赛开始又增添了团队协作环节。尽管只有短短的 90 秒时间，但精彩的演讲、迷你小品让人惊喜不断，也让评委难判高下。比赛中出现了太多比精彩对决更难忘的瞬间：一名不到 10 岁的小选手以一敌四、最终惜败后的委屈不甘令人动容；而初中组西城和海淀两支代表队微笑着携手走进赛场的情景更让人津津乐道。

尽管开展奥林匹克教育远远不止普及冬奥知识这么简单，但冬奥知识竞赛确实是推动校园冰雪运动普及发展和奥林匹克教育的有效手段和重要方式。举办本次冬奥知识竞赛旨在在全市中小学生范围内推广冬季运动项目，普及奥林匹克知识，传播奥林匹克文化和理念，吸引和鼓励更多的青少年积极参与冬季体育运动，树立北京 2022 年冬奥会和冬残奥会小主人翁意识，让他们担负起宣传冬奥、弘扬奥林匹克精神的重任；同时，本次竞赛首度与电视媒体合作，通过电视竞赛的形式开展奥林匹克教育也是一次有益的尝试。今后，北京市教委每年都将举办全市范围内的中小学生冬奥知识竞赛活动，以此来推动北京市校园冰雪运动的发展。

Olympic Winter Games and carry on the Olympic spirit. Additionally, this was the first time to cooperate with a TV station to stage a Winter Olympic knowledge quiz for students across the city. In the future, the Beijing Municipal Education Commission will organise more quizzes of this kind in the city to promote the development of winter sports at schools.

Wang Dingdong, counsellor of the Beijing Municipality

▼ 图为2018年北京科技周期间，学生们参观国家速滑馆模型
A diorama of the National Speed Skating Oval shown during the Beijing Science and Technology Week



北京市教育委员会巡视员王定东、北京冬奥组委新闻宣传部副部长徐济成、北京奥运城市发展促进中心副主任高云超等共同来到现场为小选手们颁奖。值得一提的是，本次竞赛于2019年春节期间的播出，正值2022年北京冬奥会、冬残奥会倒计时三周年之际。这使本次竞赛成为北京市广大中小学生迎接冬奥会、致敬奥林匹克精神的独特方式。■

pal Education Commission; Xu Jicheng, deputy director of the Media and Communications Department of the Beijing 2022 Organising Committee; and Gao Yunchao, deputy director of the Beijing Olympic City Development Association; presented awards to young winners. The scheduling of the quiz was designed to mark the beginning of the three-year countdown to the 2022 Olympic and Paralympic Winter Games. ■





从北京城区出发，往西北方向行驶约一百公里，就可以到达北京第二高峰小海坨山。2022年，这里将举办北京冬奥会高山滑雪、雪车和雪橇三个比赛项目。“奥运小镇”张山营镇便坐落在小海坨山旁。

申冬奥成功点亮了坐落在大山下的村庄，也点燃了村民们的激情，让他们有了共同的期待和梦想。

小镇诞生草根滑雪队

张山营镇田宋营村原本是张山营镇境内的一个普通村庄，因为冬奥会，这个小小的村庄也开始沸腾起来。

今年30岁的郎恩鸽就出生在这里。他曾经是一个以养羊为营生的“羊倌”。随着冬奥会的成功申办，区域内环境的整体要求提高，“羊倌”家的300只羊成了“污染源”，影响区域环境。

Xiaohaituo Mountain is located in Yanqing District nearly 100 kilometres (km) northwest of Central Beijing. The Beijing 2022 Olympic Winter Games luge, bobsleigh and alpine skiing events will be held there. Zhangshanying Town is located near the mountain. The acceptance of Beijing's bid to host the 2022 Winter Olympics has ignited the passion of villagers who live at the foot of the mountain. The local government is developing Zhangshanying Town into an "Olympic Town."

Promoting Winter Sports

Zhangshanying Town's Tiansonying is an ordinary village. It has seen an increase in the popularity of winter sports as a result of the preparation of Beijing 2022 Winter Games.

Thirty-year-old resident Lang Enge was formerly a shepherd. The local environment needed to be

虽然“羊信”很舍不得，但大势所趋，他最终咬咬牙，在申冬奥成功后没多久就将羊分批卖掉了。没了“营生”后“羊信”该怎么办？“羊信”自己心里也没底。后来有一次，他去家附近的滑雪场滑雪时突发奇想，寻思着能否借冬奥会东风，让滑雪从个人爱好变为自己新的“营生”。抱着试试看的态度，“羊信”小心翼翼地迈出了第一步。

他先取得了镇里的支持，又联系了身边一众爱好滑雪的好友，2017年7月11日，北京市乃至全国第一支由村民组成的海坨滑雪队正式成立。这支滑雪队的18名青年全部来自张山营镇，平均年龄不到30岁，平均雪龄都在10年左右，郎恩鸽则变身为滑雪队队长。

滑雪队虽然组织起来了，但滑雪队的小镇青年们却很少有人受过正规培训。为解决这个问题，郎恩鸽费了不少功夫。他与队员们先是自我提高，譬如队员李伟曾是雪场“小白”，加入滑雪队后，他利用每天中午的休息时间在雪场训练半个小时。依靠每天雷打不动的练习，最终通过了北京市大众滑雪锻炼等级标准测试，拿到了相当于中级水平的双板滑雪5级证书。

向冰雪方向转移就业

像李伟一样的队员在滑雪队并非个例，队员们对滑雪的喜爱促使郎恩鸽积极奔走，为大伙儿争取更专业滑雪培训的机会。2017年底，在延庆区体育局的支持下，滑雪队得以参加为期10天的瑞士滑雪联盟教练培训，11名队员悉心投入，最终全部取得专业滑雪教学指导证书。要知道，瑞士滑雪联盟在全球认可度非常高，其颁发的滑雪教练指导员一级教学证书在全球39个国家被互相认可——有了这个证书，相当于拥有在39个国家从事滑雪教练的资质。

此后，滑雪队又趁热打铁，开启非雪季训练：每周定期开展一到两次模拟滑雪机训练，进一步规范滑雪动作细节，巩固滑雪技能水平。在2017年雪季与





2017年成立的张山营镇海坨滑雪队是北京市首支由村民组成的滑雪队
The first ski team of villagers in Zhangshanying Town

improved for the Olympics. Raising sheep is a source of pollution, so it had to cease in the area.

Lang was reluctant to discontinue his work. However, since it was part of a general trend of improving the environment for the Games, he realised that he should cooperate. Before long, he sold his sheep. He had to think about his future and what he would do next. Lang felt a little nervous. He has spent time skiing at a local resort and is a top amateur skier. He was inspired by a slogan that was used in the bid process for the 2022 Winter Olympics—“Encouraging 300 million people to participate in winter sports.” Lang thought this might be a good time to turn his hobby into a career.

Lang was encouraged to establish a ski team by the Zhangshanying Town government. They provided support for this endeavour. He invited some friends to join, and he became the captain. It was ready on July 11, 2017. This was China’s first ski team composed of rural residents. More than 10 of the initial members were all from Zhangshanying Town. Their average age is less than 30 years old and they all started skiing about 10 years ago.

Few of the members of the team had received professional training. They began to spend more time improving by studying by themselves. Team member Li Wei spent his lunch break training for 30 minutes every day. He later passed a city examination for amateur skiers and was considered an intermediate skier.

Pivoting to the Winter Sports Industry

Li was not an exception. Everyone began to find time to practice and improve. The team members’ love of skiing encouraged Lang to look for professional training for everyone. At the end of 2017, Lang’s team was able to participate in a 10-day training programme with the support of the Yanqing District Bureau of Sports. Professional coaches from a Swiss skiing organisation came to Beijing to teach them. The 11 members in Lang’s team were able to earn special coaching cer-

2018年雪季，他们又向专家教练及瑞士来的滑雪高手等各种专业人士学习请教，驻扎雪场，苦练本领。

在提高自身滑雪水平的同时，滑雪队又以公益形式回报社会。他们为延庆区蓝天救援队、青年志愿者、社区志愿者、张山营镇青少年和村民进行了多场滑雪培训，累计培训人数多达5000余人次。同时，为了帮助队员提高滑雪技能，向冰雪产业转移就业，2018年3月，在延庆区和吉林省吉林市的协调下，滑雪队集体前往吉林市参加培训，积极学习专业滑雪场的各个技术工种，参加延庆区“服务冬奥世园，促进绿色发展”大培训活动，就雪板维修和保养专业技术进行培训，掌握雪场服务管理技能，向冰雪运动方向转移就业。

如今，滑雪队的名声越来越响亮了，队伍也不断壮大，已由原来的11名队员增加到30多人。蓝天阳光下，洁白雪道上，他们时而弯腰加速，时而左右侧倾，时而闪穿旗门，尽情享受滑雪运动的快乐。

民宿变身连锁品牌

围墙斑驳，堆叠的瓦片如鱼鳞般整齐地排列在院子周围。四合院的一边，透过玻璃可以清楚地看到其中的榻榻米和床铺。这是30岁的张山营镇村民张海超开设的冬奥小镇民宿中的一景。这样的民宿，在他创办的“大隐于世”高端民宿连锁品牌中备受好评。

曾经的张海超，做过房地产，搞过代购，干过婚礼策划，日子说不上顺风顺水，倒也吃喝不愁。2015年7月31日，当北京携手张家口获得2022年第24届冬奥会举办权的消息传来，在外工作的张海超备受鼓舞。张山营镇抓住机遇打造“冬奥小镇”的目标，更是让很多土生土长的小镇青年看到了发展机遇。两年间，村里许多走出去的年轻人陆续回到村里，开始在家门口创业。张海超也顺应潮流，决定返乡创业。他随后相中自家一处背靠龙庆峡景区的闲置房屋。就这样，一处闲置小院被他改造成了可以同时容纳十多个朋友聚会的“伊甸园”。之后，张海超出

tificates from the organisation that are recognised in 39 countries around the world.

After that, Lang's team began off-season training. They would engage in one or two simulated skiing lessons every week to continue improving their skills. They worked with a variety of professionals when the winter 2017–2018 season came, including some of the best Swiss skiers.

Lang's team began volunteering and providing non-profit services as well. They conducted ski training for Blue Sky Rescue in Yanqing District and worked with volunteers, teenagers and farmers in Zhangshanying Town. To date, the group has trained more than 5,000 people. In March 2018, Lang's team went to Jilin Province to participate in a special training course for professions at ski resorts. The group also attended a major event in Yanqing District that provides training related to gaining employment in the winter sports industry as part of the run up to Beijing 2022 Winter Games. Ski and snowboard repair and maintenance, ski resort management and other areas were covered.

People began to be interested in Lang's team as it became more well-known. More people joined, and it increased to 30 members. They have become professional skiing instructors and can demonstrate a variety of skills and techniques, such as accelerating, turning and slalom. The team members are popular winter sports ambassadors in Yanqing District.

Developing Local Tourism

Thirty-year-old Zhang Haichao is another native of Zhangshanying Town. He runs Dayinyushi, which is a chain of popular inns in the town's villages. One of his elegant courtyard locations features tatami mats and comfortable beds. All of them are all well-designed.

Zhang had worked in the real estate industry, acted as a purchasing agent and served as a wedding planner. He was not a wealthy person, but his life was comfortable at that time. When Beijing won



任总经理的“大隐于世”高端民宿连锁品牌扬帆起航。

随着冬奥会筹备工作的推进，延庆区政府大力扶持旅游业，给当地的创业者带来了政策、资金等方面的红利。张海超又借助政策的“东风”，承包下后黑龙庙村的10个院子，致力于打造一个集餐饮住宿、休闲娱乐、农场体验于一体的多元化冬奥小镇。后黑龙庙村也属于张山营镇，距离冬奥会赛场直径5公里左右。承包下这些院子后，张海超专门聘请了国内外的知名设计师们来打造同一建筑集群内的不同院落，为的就是“因地制宜”，让有不同喜好的客人都能在这里找到自己喜欢的民宿风格。受惠于延庆旅游业发展的红利，张海超的十几个朋友都回到延庆创业，加入了当地餐饮、民宿、零售业等行业。后黑龙庙村村民张晓燕把自家闲置民宅进行了设计改造，交给张海超统一运营管理，年分红达十多万元。张晓燕很是满意眼下的生活状态，高兴地说“咱是借了冬奥会的光，生活才发生这么大的变化。”仅仅两年时间，张海超的“大隐于世”高端民宿连锁品牌已经成为村里的金字招牌，旗下运营的5家民宿、17个院落已成为延庆区目前挂牌的124户“世园人家”中的重要品牌。■

the bid to host the 2022 Winter Olympics on July 31, 2015, Zhang was encouraged by the great news.

Zhangshanying Town began transforming into an “Olympic Town.” This provided opportunities for local young people. Many who worked outside of town began to return to start businesses. Zhang was one of them. He started with his own unoccupied house near the Longqingxia Scenic Area. He thought the environment in the area was pleasant. It was far from the hustle and bustle of Central Beijing and could be a popular destination for urban residents. His house was renovated into a village inn.

Yanqing has greatly developed its tourism industry as part of preparations for Beijing 2022 Winter Olympics. Favourable investment policies have been created. Zhangshanying Town’s Houheilongmiao Village is about five km from the Beijing 2022 Winter Olympics venues in the area. Zhang rented 10 courtyards in this village with the help of the government’s policies. He invited designers from China and other countries to renovate the courtyards and incorporate various styles to welcome a range of visitors.

Zhang’s inns became some of the highlights of the area in less than two years. He currently operates five family inns and 17 courtyards. The International Horticultural Exhibition (Beijing Expo 2019) is being held in Yanqing from April to October. Yanqing named 124 families as the operators of “family inns for the Beijing Expo 2019” as part of the preparation work for the event. Zhang’s family was one of them.

More than 10 of his friends returned to Yanqing to start restaurants and retail businesses as a result of Zhang Haichao’s influence. Zhang Xiaoyan is one example. She is a farmer from Houheilongmiao Village who also had a house that was not being used. She renovated it and authorised Zhang Haichao to operate and manage it as an inn. Zhang Xiaoyan is very satisfied with these developments and makes more than 100,000 yuan a year from this revenue stream. She stated, “My life has changed a lot when preparing for Beijing 2022 Winter Games.” ■

奥运城市风采(一)

SCENERY OF SOME HOST CITIES OF OLYMPIC WINTER GAMES

冬季奥林匹克运动会是由国际奥林匹克委员会主办的、世界上规模最大的冬季综合性运动会。1924年，法国夏蒙尼举办了当时被称为“冬季运动周”的运动会。这项活动结束后两年后，国际奥委会正式确认，该次赛事就是第1届正式的冬季奥运会。

1986年，国际奥委会全会决定将冬季奥运会和夏季奥运会从1994年起分开，每两年间隔举行。自1924年第1届开始，冬奥会截至2018年共举办了23届。

2022年第24届冬奥会将在中国的北京市和河北省张家口市举办。

The Olympic Winter Games is the world's largest multi-sport winter event sponsored by the International Olympic Committee (IOC). The first Olympic Winter Games was held in Chamonix, France in 1924. The Winter Games were originally known as the "Winter Sports Week." In 1926, during the 25th Session of the International Olympic Committee in Lisbon, the Chamonix Games were recognised as the first Olympic Winter Games.

The IOC decided in 1986 to stage Winter Games and Summer Games alternately every other year after the 1994 Albertville Olympic Games. As a result, the Albertville Olympic Games were the last Winter Games to be staged in the same year as the Summer Games. The 24th Olympic Winter Games will be jointly hosted by Beijing and Zhangjiakou city, Hebei Province in China in 2022.



1924年第1届冬季奥林匹克运动会举办城市夏蒙尼
Chamonix, the host city of the First Olympic Winter Games in 1924



1952年，第六届冬季奥运会来到了现代滑雪诞生地挪威首都奥斯陆。这也是冬季奥运会第一次由大城市承办。

本届首次在主会场点燃了奥林匹克圣火火炬。此次点燃火炬的火种不是来自奥林匹亚，而是取自挪威冰雪运动奠基人松德雷·诺德海姆生前居住过的莫尔盖达尔村的一所石房中。

此外，挪威的速度滑冰运动员安德森成为了首位在一届冬季奥运会中夺得3枚金牌的运动员。

For the first time, the 1952 Winter Games were held in a city located on the sea, Oslo. A symbolic flame was lit in the hearth of the Morgedal House in Norway, birthplace of Sondre Norheim, the great pioneer of modern skiing. The flame was then relayed to Oslo solely by skiers. It was at this Games that Hjalmar Andersen (1923–2013), a speed skater from Norway, became the world's first-ever Winter Olympics triple gold medallist.



1-2. 1952年第6届冬季奥林匹克运动会举办城市奥斯陆
Oslo, the host city of the 1952 Olympic Winter Games

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1972 年在日本札幌举办的第 11 届冬奥会是该项赛事首次在亚洲国家举办。

本届冬奥会进行了声势浩大的火炬接力，圣火火炬从奥林匹亚传到日本本土后，东道主组织了 1.5 万名年龄在 11 到 20 岁之间的青少年进行了火炬接力跑。

在这届冬奥会上，荷兰运动员阿德申克在速度滑冰项目上获 3 枚金牌，成为荷兰的英雄，荷兰甚至以他的名字命名了一种花。之前从未在冬奥会中夺得过金牌的日本运动员，在本届冬奥会中包揽了跳台滑雪项目的前三名。

The Sapporo 1972 Winter Olympics was the first Olympic Winter Games organised in Asia, featuring a large torch relay in Japan with 15,000 youngsters aged from 11 to 20 participating. Ard Schenk of the Netherlands won three speed skating golds in convincing fashion. Such was his popularity in the Netherlands that a flower was named in his honour: *Crocus chrysanthus Ard Schenk*. Before the Sapporo Games, Japan had never won a gold medal in the Olympic Winter Games. But in the normal hill ski-jumping event, three Japanese athletes reaped medals.

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1-2. 1972年第11届冬季奥林匹克运动会举办城市札幌

Sapporo, the host city of the 1972 Olympic Winter Games





1-2. 2006年第20届冬季奥林匹克运动会举办城市都灵
Turin, the host city of the 2006 Olympic Winter Games

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2006年，意大利都灵主办了第20届冬奥会。在本届冬奥会中国代表团中，雪上项目参赛人数首次超过了冰上项目。花样滑冰世界冠军陈露、中国首枚冬奥会奖牌获得者短道速滑名将叶乔波等代表中国区火炬手赴意大利参加了火炬传递。

本届冬奥会上，中国及亚洲国家崛起势头明显：自由式滑雪男子空中技巧决赛中，中国选手韩晓鹏夺金，这是中国选手在冬奥会历史上获得的第一枚雪上项目金牌。此外，日本选手荒川静香获得花样滑冰女子单人滑冠军。韩晓鹏和荒川静香打破了西方人在这两个项目上的垄断。

At the Turin 2006 Winter Olympics, athletes of snow sports outnumbered those of ice sports in the Chinese delegation for the first time. World champion figure skater Chen Lu and China's first Olympic-medallist short track speed skater Ye Qiaobo went to Italy to participate in the torch relay on the nation's behalf. At the Winter Games, China and other Asian countries gained successes. Chinese freestyle skier Han Xiaopeng won gold in the men's aerial event, becoming China's first Olympic gold medallist in snow sports. Japanese figure skater Shizuka Arakawa won the gold medal in the women's figure skating. Both Han and Arakawa made breakthroughs for Asian athletes to grab gold medals in the events which previously were dominated by western athletes.







1-3. 2014年第22届冬季奥林匹克运动会举办城市索契
Sochi, the host city of the 2014 Olympic Winter Games

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第22届冬奥会于2014年在俄罗斯索契举办。本届冬奥会意外地遇上了索契的“暖冬”，市区的平均气温将近17摄氏度。好在环绕索契的高加索山上仍是白雪皑皑，没有融化。

索契冬奥会堪称“冰火两重天”。有趣的是，索契冬奥会的口号是“HOT COOL YOURS（激情冰火属于你）”。

2014年俄罗斯索契冬奥会上，张虹获得速度滑冰女子1000米冠军，实现了中国速度滑冰项目在冬奥会上金牌零的突破。

The Sochi 2014 Winter Olympics took place at an average temperature of 17 degrees Celsius in the urban area, making it a warm Winter Games. Fortunately, the Caucasus Mountains surrounding Sochi were still covered by snow. Some blamed the unusual climate on the Winter Games' slogan "Hot. Cool. Yours."

Chinese athlete Zhang Hong won gold in the women's 1,000 metres speed skating at the games and became China's first Olympic gold medallist in speed skating.



国际冬季运动博览会 10 月举办 World Winter Sports (Beijing) Expo 2019 to Be Held in October



2019年6月12日，2019国际冬季运动博览会主办方召开发布会表示，2019国际冬季运动博览会将于10月17日至20日在北京举办。本届冬博会延续“冰雪力量”的主题，将通过展览展示、主题论坛、产业交流、配套活动4个板块全面涵盖冰雪产业链，预计将有600余个国内外品牌参展。

举办国际冬季运动（北京）博览会是北京在申办2022年冬奥会时对国际社会做出的庄严承诺。自2016年开始，该博览会每年在北京举办。

On June 12, the organiser of the World Winter Sports (Beijing) Expo 2019 (WWSE 2019) held a press conference announcing that the WWSE 2019 will be held in Beijing from October 17 to 20. Continuing the theme of “The Power of Ice and Snow,” the WWSE 2019 will include the complete ice and snow industry chain covering four sectors—exhibitions, theme forums, industry exchanges and supporting activities. It is expected that over 600 domestic and foreign brands will participate in the expo.

As a commitment made by Beijing to the international community during its bidding for the 2022 Winter Olympics, the WWSE has been taking place in the city annually since 2016.

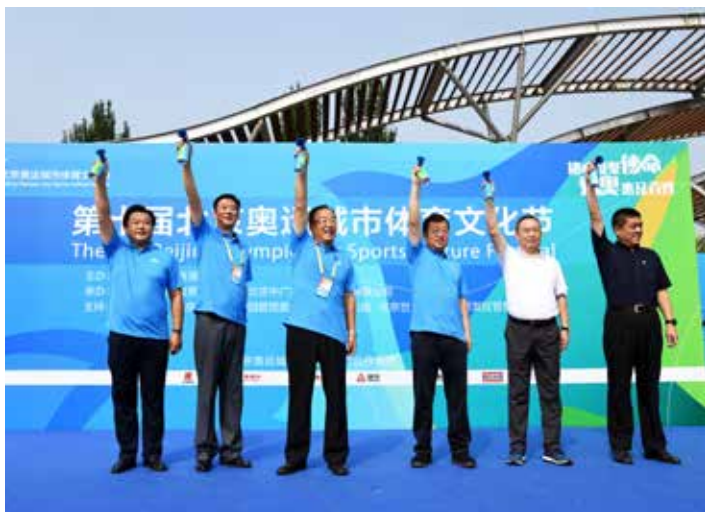
第十届奥运城市体育文化节落幕 The 10th Beijing Olympic City Sports Culture Festival Held

2019年8月8日至18日，第十届北京奥运城市体育文化节在京举行。本届体育文化节“模式创新，特色运营”，推出奥运文化巡展概念，为今后奥运文化“大篷车”巡游活动提供经验。与中国联通乒乓球挑战赛北京赛区总决赛、庞清佟健公益课奥促会专场、青少年水上三项赛等活动进行联合。此外，还举行奥运文化巡展走进顺义奥林匹克水上公园、走进冰场及体育收藏展等活动。本届体育文化节活动形式多样，包括主题展览、互动体验等，全程免费向市民群众开放，实现真正意义上的全民参与。

The 10th Beijing Olympic City Sports Culture Festival was held from August 8 to 18, 2019. Featuring “pattern innovation and distinctive operation,” this year’s Sports Culture Festival put forward the Olympic culture roadshow concept, providing useful experience for the future Olympic culture “caravan” parade. The event also joined with the China Unicom Table Tennis Challenge

2019国际奥林匹克教育论坛闭幕 China International Forum for Olympic Education 2019 Held in Beijing

2019年5月5日，由国际奥林匹克学院、北京冬奥组委新闻宣传部、萨马兰奇体育发展基金会联合主办的2019国际奥林匹克教育论坛，在北京冬奥组委举行。专家学者围绕“奥林匹克价值观与中国青少年教育发展”的主题，就实现奥林匹克价值观教育、探索和发展具有中国特色的奥林匹克教育新方法和新思维、奥林匹克教育多元化等议题展开了讨论。



Beijing Finals, the Pang Qing, Tong Jian Public Winter Sports Experience Class—Beijing Olympic City Development Association (BODA) Session and the Youth Triple Aquatic Games. Moreover, it organised the Olympic Cultural Roadshow at the Olympic Aquatic Park in Shunyi District, the Getting on to the Ice Rink Activity and the Sports Collection Exhibition. Diverse activities were organised during the Sports Culture Festival, including themed exhibitions and interactive experience activities. Free access to the event indeed promoted participation by all people.

On May 5, the China International Forum for Olympic Education 2019 was held at the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games in Beijing Shougang Park. The forum was co-sponsored by the International Olympic Academy, the Department of Media and Communications of Beijing 2022 Winter Games and the Samaranch Foundation. Focusing on the theme of “Olympic Values and Chinese Youth Education Development,” experts and scholars discussed how to realise Olympic values, the diversity of Olympic education, and how to explore and develop new Olympic education methods and thinking with Chinese characteristics.

第 15 届北京国际体育电影周开幕 The 15th Beijing International Sports Film Week Concluded

8月8日晚，由北京冬奥组委、中国奥委会和北京奥运城市发展促进会主办的第15届北京国际体育电影周，在北京天幕新彩云影城隆重开幕。本届电影周以“冬奥梦·体育情——喜迎祖国70华诞”为主题，继续秉承“传承奥运，促进发展”的宗旨，邀请奥运人再相聚，通过开展一系列影片展映、分享会等主题活动，让更多的人感受到体育电影的魅力，传递健康向上、坚持拼搏的体育精神，为即将到来的2020东京奥运会和2022年北京冬奥会助力。

On the evening of August 8, 2019, the 15th Beijing International Sports Film Week was held at the Beijing T-Movie New Colourful Clouds Cinema by the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, the Chinese Olympic Committee and BODA. Themed with “Dream of Winter Olympics • Passion of Sports—Celebrating the 70th Anniversary of the Founding of the People’s Republic of China,” this year’s film week continued to adhere to the principle of “Carry on Olympic Spirit, Build a Better City.” The event also contained a series of activities different from previous film screening and sharing. The activities allowed attendees to feel the charm of sports films, paving a path for the upcoming Tokyo 2020 (Summer Olympics) and Beijing 2022 (Winter Olympics).



冰上公益体验课花式开课聚焦冰雪运动 Public Winter Sports Experience Class Kicked off

2019年第十届北京奥运城市体育文化节系列活动——冰上公益体验课于8月10日、8月11日，在庞清佟健冰上艺术中心举行。开课仪式上，花样滑冰世界冠军、翼翔冰雪创始人佟健表示，北京一进入冬奥周期，奥促会就出台了《北京奥促会冬奥会北京周期行动计划》，主要是聚焦冰雪运动，助力冬奥会。这次推出冰上公益体验课，主要想通过这种方式，让更多的人尤其是青少年群体能够参与到冰上运动中来。

The 10th Beijing Olympic City Sports Culture Festival—Public Winter Sports Experience Class kicked off at the Pang Qing, Tong Jian Skating & Art Centre on August 10 and 11, 2019. Tong Jian, world champion of figure skating and founder of Jixiang Ice and Snow, said at the opening ceremony that Beijing has entered the Winter Olympics period. The *Action Plan of Beijing Olympic City Development Association for the Beijing Period of*



the Winter Olympics issued last year focused on winter sports and aimed to promote the 2022 Winter Olympics. This year, the Public Winter Sports Experience Class was designed to motivate more people, especially the youth, to participate in winter sports.

北京广播电视台冬奥纪实频道上星播出 BTV Winter Olympics Documentary Channel Broadcast

为了更好地加强冬奥宣传、充分展示和服务北京“冬奥之城”建设，北京广播电视台全新体育卫视——冬奥纪实频道5月10日零时起上星播出。作为北京冬奥组委官方发布平台，冬奥纪实频道策划了日播冬奥新闻节目《2022》、高端人物访谈节目《我与奥运》、评论节目《冬奥大家谈》、系列纪录片《双奥之城》、科普服务节目《冰雪微课堂》等精彩内容，讲述奥运故事，传授冬奥知识和运动技能。冬奥纪实频道还将充分展现全民健身运动在中国的蓬勃发展状况，多方面呈现百姓喜闻乐见的精彩体育比赛。目前，该频道在中国26个省市区落地，有近3亿观众。

To better publicise the Winter Olympics and to fully display Beijing as a “Twice Olympic City,” Beijing Television (BTV) has created a new sports satellite channel—the Winter Olympics Documentary Channel, which has been broadcasting since May 10, 2019. As an official release platform of the Beijing 2022 Organising Committee, the documentary channel has well planned many programmes, including the series documentary “Twice Olympic City” and the popular science programme “Micro Classroom of Ice and Snow.” The channel will also fully demonstrate the vigorous development of the nationwide fitness in China. The channel is available in 26 provinces, municipalities and autonomous regions, with nearly 300 million viewers.



传承奥运

Carry on Olympic Spirit
Build A Better City

促进发展



北京奥运城市发展促进会

BEIJING OLYMPIC CITY DEVELOPMENT ASSOCIATION