

Lausanne, July the 6th 2021

Skateboarding and Rule 50

Rule 50 of the Olympic Charter provides a framework to protect the neutrality of sport and the Olympic Games. Rule 50 prohibits any advertising and publicity in and around Olympic sites and it's one of the aspects that differentiate the Olympic Games from other international events.

There are two key elements to Rule 50:

- Authorised identifications
- Demonstrations or political, religious or racial propaganda

Authorised identifications

As per the Skateboarding sport specific [Rule 50 Guidelines](#) the following items are considered technical equipment for Skateboarding:

- Skateboard
- Helmet
- Elbow pads
- Knee pads
- Wrist Guard

As by the rule Athletes are welcome to use whatever product they deem fit and is allowed by their NOC, subject to a series of conditions as outlined in the above-mentioned guidelines. Please note the following key points:

- Products may carry the Identification of the Manufacturer as generally used on products sold through the retail trade anytime in the 6 months leading up to the start of the Games. No stickers bearing additional manufacturers identification, are allowed on the technical equipment
- In addition to technical sports equipment, clothing and accessories must also comply with Rule 50 which stipulate the type of branding allowed, the position and size of this. Certain items must also remain unbranded, such as headphones, water bottles and towels.

Demonstrations or political, religious or racial propaganda

Rule 50.2 of the Olympic Charter provides for the protection of the neutrality of sport at the Olympic Games and the neutrality of the Games themselves. It states the following:

“No kind of demonstration or political, religious or racial propaganda is permitted in any Olympic sites, venues or other areas.”

This includes the graphics the manufacturer applies to the product, and any other sticker or hand drawn graphics/writing applied by the athletes.



When it comes to expressing their views during the Olympic Games, as per the latest information shared by the IOC [here](#), athletes have various other opportunities such as:

- In the mixed zones, including when speaking to the media
- In the International Broadcasting Centre (IBC) or the Main Media Centre (MMC), including when speaking to the media
- During press conferences in the venue or in the MMC
- During interviews
- At team meetings
- In traditional media or digital media
- Through social media channels

On the field of play prior to the start of the competition, or during the introduction of the individual athlete, personal expression is allowed if it is:

- consistent with the Fundamental Principles of Olympism
- not targeted, directly or indirectly, against people, countries, organisations and/or their dignity
- not disruptive (such as: expressions during another athlete's or team's national anthem and/or introduction, as this may interfere with such other athlete's or team's concentration on and/or preparation for the competition; physical interference with the introduction of another athlete or team or the protocol itself; causing (or assuming the risk of causing) physical harm to persons or property, etc.)
- not prohibited or otherwise limited by the rules of the relevant National Olympic Committee (NOC) and/or the competition regulations of the relevant International Federation (IF)

Moreover, the latest IOC guidelines state that:

“When expressing their views, athletes are expected to respect the applicable laws, the Olympic values and their fellow athletes. It should be recognised that any behaviour and/or expression that constitutes or signals discrimination, hatred, hostility or the potential for violence on any basis whatsoever is contrary to the Fundamental Principles of Olympism.”

In order to avoid any sort of inconvenience, wherever you feel not sure about the eligibility of your technical equipment based on the Rule 50, we strongly invite you to contact us at sportsdepartment@worldskate.org providing pictures of the item and (where applicable) a proof of its presence in the retail market aligned with the rules listed above.

Once in Tokyo, World Skate will conduct Athlete's check-in before each Practice Session in order to verify, among others, that technical equipment is compliant with Rule 50. Any item suspected to be in breach of Rule 50, whose status can't be cleared by the owner, will be banned from use in the Olympic Venue.

Please be aware that, if an athlete or participant is in breach of Rule 50 and the Olympic Charter, each incident will be evaluated by their respective National Olympic Committee, International Federation and the IOC, and disciplinary action will be taken on a case-by-case basis as necessary.

For further details about Rule 50 and its broader application you can consult with your National Olympic Committee.

