



INTERNATIONAL OLYMPIC ACADEMY



Sport as a tool for sustainability and development

11th INTERNATIONAL SESSION
FOR EDUCATORS AND OFFICIALS
OF HIGHER INSTITUTES OF PHYSICAL EDUCATION



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10–17 JULY 2015

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Professor, University of Peloponnese
Honorary Dean of the IOA

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CONTENTS

Foreword

by the Honorary Dean of the International Olympic Academy

Prof. Konstantinos GEORGIADIS..... 15

OPENING CEREMONY

Ancient Olympia, 11th July 2015

Opening Address of the Session proceedings

by the President of the International Olympic Academy

Isidoros KOUVELOS 19

PROCEEDINGS

Lectures

Olympic Movement: Community dialogue and peace building

Prof. Andrea Kathryn TALENTINO (USA) 23

Olympic Movement: Symbols and symbolisms

Dr Vassiliki TZACHRISTA (GRE) 35

Olympic Pebble Painting: The paintings of the Stoa Poikile

Niki BAKOGIANNI (GRE) 45

Doping as a challenge for safeguarding the integrity of athletic excellence

Assoc. Prof. Ask Vest CHRISTIANSEN (DEN) 50

<i>Legacy, sustainability and social responsibility in the Olympic Games</i>	
Assoc. Prof. Dr Kyriaki KAPLANIDOU (GRE)	61
<i>The relation between urbanization and urban sport</i>	
Assoc. Prof. Dr Xue QIU (CHN)	66
 Short presentations by the participants	
<i>Sport as a tool for development and sustainability</i>	
Fernando MIQUINHO (ANG)	77
<i>The Student Olympics as a sustainable sport model</i>	
Maria Alice ZIMMERMANN (BRA)	79
<i>Project SCORE!: An online resource to promote positive youth development in sport</i>	
Leisha STRACHAN (CAN)	81
<i>Sport as a sustainability and development tool. The Colombian case: A country of unimaginable contrasts</i>	
CT. Santiago CORTÉS FERNANDEZ (COL)	86
<i>Sport as a tool for sustainability and development</i>	
Mairit PELLINEN (FIN)	89
<i>Community engagement in Qatar as a tool for sport participation and sustainability</i>	
Gerald FRITZ (GER)	93
<i>Sports as a tool for sustainability and development</i>	
Dr Anek GOEL (IND)	97
<i>Sports as a tool for sustainability and development</i>	
Dr Rakesh GUPTA (IND)	103
<i>The Stadium: Monument of the Olympic Games</i>	
Dr Minoru MATSUNAMI (JPN)	106
<i>From Ancient Olympism to Tokyo 2020 Olympic and Paralympic Games: The significance of the Tokyo 2020 partnership arrangement with universities</i>	
Dr Koichi WADA (JPN)	110
<i>Sport as a tool for sustainability and development</i>	
Carmen Alicia BEABRAUT (PUR)	113

<i>Olympic Movement: Sport as a means of development and sustainability</i> Cornel-Razvan MILAN (ROU)	115
<i>Step out for health</i> Dr Lenka TLUCAKOVA (SVK)	120
<i>Can the Olympic spirit be saved? And how? A philosophical reflection</i> Dr Leo HSU (TPE) and Geoffery Z. KOHE (NZL)	122
<i>Sustainability and sports development in Thailand</i> Dr Surasa KHONGPRASERT (THA)	123
Conclusions of the discussion groups	131

CLOSING CEREMONY
Ancient Olympia, 15th July 2015

<i>Closing Address on behalf of the participants of the Session</i> by Déborah SARFATI (FRA)	155
<i>Closing Address on behalf of the lecturers of the Session</i> by Prof. Andrea Kathryn TALENTINO (USA)	157
<i>Closing Address of the Session proceedings on behalf of the IOA President</i> by the IOA Honorary Dean, Prof. Konstantinos GEORGIADIS	159
List of participants	163

FOREWORD

The 11th International Session for Educators and Officials of Higher Institutes of Physical Education, which is organized every two years, was held in Ancient Olympia from 10 to 17 of July 2015, with the participation of 55 people from 33 countries. The participants of the Session were delegated by university institutions as well as from the National Olympic Academies or Committees.

The Session's main subject was "The Olympic Movement" and eight lecturers from five countries presented their papers, elaborating on the special subject of the Session: "Sport as an instrument for sustainability and development".

The participants contributed to the further development of the Session's main subject by posing interesting questions to the lecturers, who spoke more extensively on their views. Moreover, the lectures and the discussion that followed created the basis for further discussion among the participants in the afternoon discussion groups and helped everybody draw conclusions that were presented to the whole group during the closing ceremony and are included in the proceedings.

After the lectures, participants were offered the opportunity to practise sports in the Academy's facilities, and on some evenings movies about sport and Olympism were shown. Participants also visited the archaeological site and the museum of Ancient Olympia.

The International Session for Educators and Officials of Higher Institutes of Physical Education aims at training educators more extensively on issues related to Olympism and Olympic education. The International Olympic

Academy's objective is to propagate Olympism and establish it as a scientific, research and educational domain in Institutes of Higher Education.

Prof. Konstantinos GEORGIADIS
Dean, School of Human Movement and Quality of Life Sciences
University of Peloponnese
Honorary Dean of the IOA



Opening Ceremony

ANCIENT OLYMPIA, 11TH JULY 2015



Commemorative photo.

OPENING ADDRESS
of the Session proceedings
by the President of the International Olympic Academy
Isidoros KOUVELOU

For more than 20 years, the International Olympic Academy hosts the International Session for Educators and Officials of Higher Institutes of Physical Education, a session which has effectively contributed to the development of a common educational framework for approaching the Olympic values and conveying the ideas of Olympism to contemporary youth, in the best possible way.

Under the general title of “Olympic Movement”, the IOA decided to propose this year “Sport as a tool for sustainability and development” as the special subject of your proceedings. A subject that has become a research topic not only in the closed circle of the Olympic Movement, but also in university departments that deal with the effects of sports activities in contemporary society.

Dear Conveners, in ancient Greece, sport was one of the leading educational values. The competitive spirit and the sporting ideal acquired a prominent position in politics and social life, feeding intellectual culture with a view to creating a fulfilled personality in young people and citizens in general.

The purpose of exercise was to build “kalous kagathous” citizens and perfect men who would offer their services to the city that had given them prominence. This is the content of Olympism that remains the same from the times of the ancient Olympic Games to the modern Games.

Modern society changes and develops rapidly. This means that the Olympic Movement must be flexible and adapt to its requirements, whilst keeping and teaching, in the best possible way, the values that constitute its existence today just as many centuries ago.

At the same time, the demands of modern society become more and more imperative, since major sport events, with their massive participation and huge organization costs, are now used as a tool for creating a better urban environment.

The Olympic Movement nowadays requests, in every possible way, from the cities that organize Olympic Games to use this sports and cultural institution in a way that will leave behind an important legacy for the benefit of their future generations.

It is now fully acceptable that sport and the Olympic Games in particular, as well as other major sport events, act as a catalyst for creating a legacy that is totally connected to the improvement of citizens' daily life and the creation of an environment that can offer better development to society.

The International Olympic Academy, faithful to the objective it has established in recent years, which is the study and analysis of contemporary problems that preoccupy the Olympic Movement through its regular and extraordinary Sessions, considered the Session for Educators and Officials of Higher Institutes of Physical Education as the most appropriate for dealing with this important subject and we will listen with great interest to the results of your work.

The magic and historic place of Ancient Olympia will certainly inspire you in a positive way, guiding your thoughts in the direction of a proper analysis and validation of the content of the subject you were asked to deal with. I am convinced that the high level of your knowledge and skills will fully cover the topic of this discussion, with your conclusions being submitted to the International Olympic Committee for further evaluation.

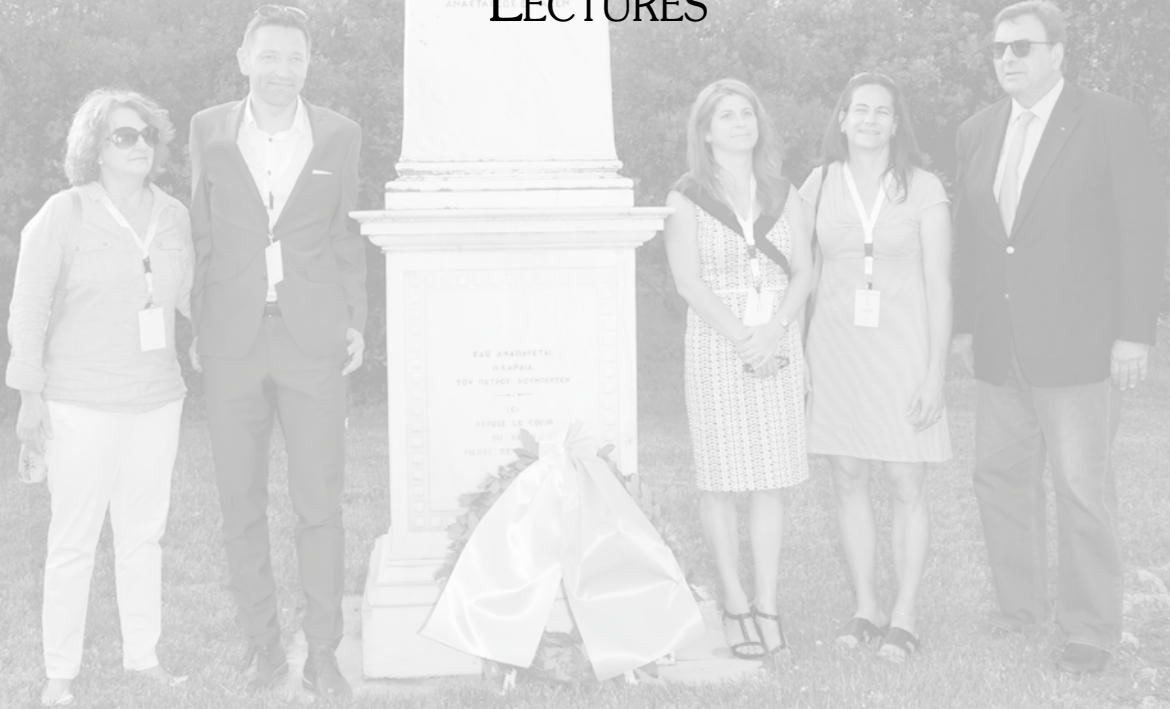
I wish you all constructive work and happy hours in the place that gave birth to the Olympic Games and Olympic Civilization.

Dear friends, allow me now to present to you a documentary video of the Academy, so that those of you who are here for the first time in our facilities can have fuller knowledge of the work and the scope of the International Olympic Academy's activities.

Proceedings

ΤΗ ΤΩ ΔΙΟΝΤΙΑ ΒΟΗ ΤΗ ΤΩ
ΩΝΟΜΕΝΗΣ ΑΝΑΚΛΗΤΕΩΣ
ΠΡΟΨΕΩΝ ΑΣΙΩΝ
ΤΩΝ ΕΤΕΡΩΝ ΤΡΩΩΣ
Η ΕΚΚΛΗΣΙΑ
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ΑΝΩΤΕΡΩΝ
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ΔΙΑΚΡΑΤΙΑΝ
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ΤΩΝ ΔΕ ΑΝΑΚΛΗΤΩΝ
ΠΕΤΡΩ ΚΩΝΣΤΑΝΤΙΝΩ
ΤΩΝ ΚΑΡΘΙΑΝ ΕΥΧΑΡΙΣΤΕΣ ΕΜΒΑΛΕ
ΑΠΕΒΗΚΩΝ
ΕΥΤΡΟΦΟΝ ΤΩΝ ΕΚΕΚΑ
ΤΩΝ ΑΝΩΤΕΡΩΝ
ΑΝΑΤΕΛΕΣ

LECTURES



OLYMPIC MOVEMENT: COMMUNITY DIALOGUE AND PEACE BUILDING

Prof. Andrea Kathryn TALENTINO (USA)
*Dean of the College of Liberal Arts and Professor of Political Science
at Norwich University*

There is some irony to my position as an expert on the topic of sport and peacebuilding – I grew up during the Cold War, and though I loved the Games for their athletic elements there is also no question that I understood them as a vehicle for expressing the US-Soviet conflict. It was second nature, it seemed, to root against the east bloc athletes and to view the Games as a direct referendum on US versus Soviet strength. The importance of the Games as a metaphor for state conflict seeped through every contest, and its absence in some way, and – quite honestly – made the Games seem less compelling.

The tensions of that era and their reflections in sport's grandest stage, the Olympic Games, led to the first formal attempt to marry Olympic values to the concept of conflict resolution, if not specifically peacebuilding. In December 1981 the International Olympic Committee (IOC) established the Commission for the Protection of the Olympic Games, with the goal of preparing a draft declaration to present to the United Nations (UN) General Assembly. The IOC was careful to specify, given the events of 1980, that it was not seeking an anti-boycott resolution from the UN but was working more generally to preserve future Games. The tense superpower relations of the time, the absence of 65 nations from the Moscow Games, and the IOC's then-precarious financial situation raised real fears for the future of the Olympic Movement. The declaration thus defined a broad objective of "protecting the celebration of the Olympic Games from the possible adverse consequence of international tension."

This goal had been defined by Richard Pound in a letter to Juan Antonio Samaranch in November 1981, explaining that the objectives of the Commission should be to prevent governments from interfering in the staging of the Games or the participation of athletes, limit the use of the Games for “overt expression of political objectives,” and recognize the right of participation for all.¹ Notably, the Commission discussed the possibility of applying for non-governmental organization (NGO) status at the UN at the same time, but rejected that consideration.

Canada was one of the few countries to strongly support the effort, but was concerned about putting it on the UN agenda without assurances of support. It did not want to be a sole sponsor and feared being blamed for hurting the Games if the debate got too heated, particularly on the topics of South Africa and Israel. The US and Common Market countries, with the notable exception of Greece, were opposed to the measure, and Canada soon began to get “cold feet.”² Hungary was willing to endorse the declaration, but Pound feared that a single eastern bloc sponsor would make it look like a Soviet initiative.

In spite of intense efforts to get the declaration on the agenda of the 37th General Assembly in the fall of 1982, ultimately the commission did not proceed because members of the commission felt going forward with anything less than total support would be harmful. By March 1983, Pound advocated suspending the effort given the low likelihood of success, and efforts to revive the issue in 1985 did not go far.³

This history gives us a marker by which to assess the increasing convergence in IOC and UN interests, and it is noteworthy. In 2001 the UN created an Office on Sport, Development and Peace (UNODSP), and in 2009 the IOC gained Observer Status at the UN. At the time of the initiative in the 1980s, the IOC and UN had seemingly little overlap in their areas of concern. The rhetoric of each had strong resonance in the other, but for both the actual areas of practice and focus were quite disparate. Changes within the international political system, notably the end of the Cold War and the increased focus on human security,

1. Letter from Richard Pound to Juan Antonio Samaranch, 2 September 1982.

2. Letter from Jan Staubo to Juan Antonio Samaranch, 27 September 1982.

3. *Report by the Ad-Hoc Committee for the Protection of the Olympic Games Regarding Status of Project and Recommendations*, Presented by the Chairman, Mr. Richard W. Pound, to the meeting of the IOC Executive Board in Los Angeles on 18, 19, and 21 January 1983.

and changes in the Olympic Movement, notably the IOC's focus on legacy, set in motion dynamics that brought the two organizations' actions more closely into alignment on certain issues and created the connections we see now, which were inconceivable in 1983.

To some this loose partnership may seem surprising. The UN has been a central actor in managing and maintaining international security, while the IOC has been a central actor in advancing and managing festivals of sport. The preamble to the UN Charter, however, echoes the central principles of Olympism as defined in the *Olympic Charter*. Although two parts of the preamble specifically focus on preventing war and ensuring respect for international treaties and law, the others speak to broader goals relating to the human condition and the world community. Those goals echo Baron de Coubertin's thoughts about human dignity, the value of tolerance and peace, pursuit of social progress, and attaining international harmony.

Indeed, peace education through sport was a central theme of Coubertin's work, as you well know. He believed that sport provided a "meeting place where prejudice and ignorance could be overcome," and a crucial point of contact across cultural divides.⁴ Olympism was, for him, a pedagogical force designed to catalyze individual and international development within a broad context of mutual understanding, human connection, and egalitarianism. The Olympic Games were thus a means to an end, not an end in themselves, as the value of the athletic contests lay in the connections and understandings they could promote, thereby building a foundation for international peace.

There are detractors, of course, who find the concept of the Games as a vehicle for peace farcical. Critic John Hoberman derides the Olympic Games as "show-business internationalism," and questions the value of the entire Olympic Movement as a force for peace.⁵ Hoberman focuses on the lack of accountability, the apparent absence of ethical standards, commercialization and a variety of other perceived ills to conclude that the Olympic Movement as currently existing can make no contribution to the wider goals envisioned by Coubertin.

4. Ramon Spaaij, "Olympic rings of peace? The Olympic movement, peacemaking, and intercultural understanding." *Sport in Society*, Vol. 15, no. 6, August 2012, p. 763.

5. John Hoberman, "The Myth of Sport as a Peace-Promoting Political Force," *SAIS Review*, Vol. XXXI, no. 1 (Winter-Spring 2011), p. 17.

Other scholars note more practically that the connection with the UN, among other things, promotes norm confusion within the Olympic Movement, as new pressures are introduced to advance certain principles that may not be within the original intent of the Movement and may at times allow for contradictory decisions.⁶

While it may be accurate to question whether the Olympic Movement can make peace, as Coubertin hoped, or keep it, as others suggest, it is reasonable to believe that sport can contribute to the conditions necessary for peace, thus serve as a building block to desired outcomes. In my business of studying civil conflict and its aftermath the constant mantra is hearts and minds. How do actors – international organizations, outside states, local leaders, non-governmental organizations – change mindsets from hatred to acceptance? Violence to reconciliation? Confrontation to cooperation?

Richard Giulianiotti argues that “The most systematic and important growth in sport’s social policy role has taken place at international [sic] level.”⁷ This growth is reflected in the emergence of the Sport for Development and Peace (SDP) sector, which took hold in the 1990s but has grown significantly over the last decade. SDP is both a practical approach to sport and a growing and interdisciplinary academic field. It “refers to the intentional use of sport, physical activity and play to attain specific development and peace objectives, including, most notably, the Millennium Development Goals (MDGs).”⁸ More specifically in the realm of peacebuilding, sport’s universal appeal, its ability to inspire, motivate, teach cooperation and communication, and build leadership capacity are all cited as critical reasons why sport can contribute to conflict resolution.⁹

6. Dan Bousfield and Jean Michel Montsion, “Transforming an international organization: norm confusion and the International Olympic Committee,” *Sport in Society*, Vol. 15, no. 6, August 2012.

7. Richard Giulianiotti, “The Sport, Development, and Peace Sector: A Model of Four Social Policy Domains,” *Journal of Social Policy*, Vol. 40, no. 4 (2011), 757.

8. (Right to Play, http://www.ineesite.org/uploads/files/resources/What_is_Sport_for_Development_and_Peace.pdf).

9. See Oliver Ramsbotham, Tom Woodhouse, and Hugh Miall, *Contemporary Conflict Resolution*, Third Edition (Malden, MA: Polity Press), 2011; Alexander Cardenas, “Peacebuilding Through Sport? An Introduction to Sport for Development and Peace,” *Journal of Conflictology*, May 2013; Claudia Stura and Linda M. Johnston, “The Role of Sports in Peacebuilding,” in Johnston ed., *Sports, Peacebuilding and Ethics* (New Brunswick, NJ: Transaction Publishers), 2014.

On the other hand, of course, as Giulianiotti and Armstrong note, “In general terms it has to be recognized that sport has stood in an ‘ambivalent’ relationship with war and peace,” as the example at the outset of this talk reflects (Giulianiotti and Armstrong, 2011: 380). The 1980 Miracle on Ice, what I still recognize as the greatest Olympic moment of my lifetime, was not just a hockey victory but, in the US, a transcendent assertion of national power vis a vis the Soviet Union and its allies.

Giulianiotti and Armstrong also point out that the intertwining of sport and politics opens the possibility that employing sport as a tool of conflict resolution could actually backfire and potentially extend rather than ameliorate conflicts. As one example, their case studies include Bosnia, where the membership of the most feared paramilitary of the war was drawn heavily from a single football fan club and where football matches with Serbia in particular remain heavily colored by violent nationalist chants and memories.¹⁰ Fletcher and Pierre also note that, “in their most basic form sports are little more than controlled conflict.”¹¹ At the same time, non-governmental organizations (NGOs) funded by FIFA and UEFA have also spearheaded efforts to bridge gaps between ethnic communities in Bosnia, and succeeded at the grassroots level.¹² This knife thus cuts both ways, and how it cuts determines whether it harms or helps social progress.

One of the most valuable contributions of sport is that it can provide a new community of reference for people, particularly children, in divided societies. The act of peacebuilding as currently practiced by international organizations such as the UN focuses on macro level change. It is a top-down approach informed by the international community’s commitment to “liberal” peacebuilding as a means of conflict resolution, meaning a focus on building democratic political structures and open, market-oriented economic structures. Very similar approaches are employed regardless of whether organizations or states are the primary actors.

The strategy has two key points. One, it demands creation of democratic structures designed to increase participation, transparency, and accountability in

10. Richard Giulianiotti and Gary Armstrong, “Sport, the Military, and Peacemaking: history and possibilities,” *Third World Quarterly*, Vol. 32, no. 3, 2011.

11. Kim Fletcher and Peter St. Pierre, “Sports in the Psychological and Social Demobilization of Child Soldiers,” in Johnston (ed.), *Sports, Peacebuilding, and Ethics*, p. 92.

12. Giulianiotti and Armstrong, “Sport, the Military, and Peacemaking.”

government. Two, it requires, to work effectively, capacity to influence elites and citizens alike toward supporting the new systems and minimizing identity divides, such as those based on ethnicity, religion, language, or tribe affiliation. Notably, however, the strategy does not include many planned avenues for accomplishing that second point, which means that the critical aspect of local investment and belief that is needed to make the new structures work is often lacking.

And this is precisely where sport and the Olympic Movement can make a difference. The World Bank has been allied with the broad liberal intervention effort for several decades, as a locus of programs designed to help build the mindsets needed to make new structures work. Byron Peacock describes the IOC as “a World Bank of sorts” for sport and development projects.¹³ The peacebuilding literature emphasizes the value of peacebuilding initiatives from below, the bottom up processes that are so needed but not specifically cultivated by international efforts. One reason they are not cultivated is because practical means of access are often lacking. International actors focus on state building initiatives and often neglect or unconsciously undermine the person-to-person threads that link the social tapestry. Sport provides an easy and common avenue for that access, though it is currently very underused, and provides a means for cultivating precisely the human relationships on which statebuilding, ultimately, depends.

As numerous scholars note, sport is transcultural and universal in appeal.¹⁴ It emphasizes critical life skills such as communication, inclusion and fair play, that are relevant in non-sport contexts and can create a social space for dialogue and interaction that might not otherwise exist in divided societies. The report of the Sport for Development and Peace International Working Group notes several specific ways in which sport can contribute to peacebuilding, including bridging social, economic, and cultural divides, helping build a sense of shared identity, and serving to re-humanize opposing groups.¹⁵

13. Byron Peacock, “‘A Secret Instinct of Social Preservation’: legitimacy and the dynamic (re) constitution of Olympic conceptions of the good,” *Third World Quarterly*, Vol. 32, no. 3, 2011.

14. Ramsbotham, Woodhouse, and Mlall, *Contemporary Conflict Resolution*, 2011; Simon Darnell, “Olympism in Action, Olympic hosting and the politics of ‘Sport for Development and Peace’: investigating the development discourses of Rio 2016,” *Sport in Society*, Vol. 15, no. 6, 2012; Jonathan Lea-Howarth, *Sport and Conflict: The Use of Football in Conflict Resolution*, University of Bradford CCR Working Paper, 2010.

15. Sport for Development and Peace International Working Group, *Harnessing the Power of*

But doing so successfully depends on an organized, collaborative approach that, to date, the relevant actors have not frequently managed. As Fletcher and St. Pierre argue, sport can be very helpful in advancing dialogues as long as those using it have a careful understanding of the link between sports and psychological/social behaviors.¹⁶ Sport is not a panacea – it is a practical and cost-effective tool that may be useful in establishing the contexts in which peace and reconciliation become possible. *But*, it needs to be intentionally planned, appropriately developed, and integrated within the broad peacebuilding approach. And, as with all aspects of peacebuilding, it takes time. The impact may not be seen for a generation, particularly where sports efforts target children, but does have the potential to be quite powerful.

One of the best examples of sport as a means of peacebuilding, and more broadly, community development, is Right to Play, which was founded under the name Olympic Aid as a legacy of the 1994 Lillehammer Games. Right to Play now operates in nineteen countries or territories, with the fundamental mission of helping children “build life skills and better futures, while driving lasting social change.”¹⁷

Whether Right to Play will fundamentally alter the direction of social development in some of the places it operates, such as Rwanda, the Palestinian Territories, or Pakistan, is a question we cannot yet answer, as I will discuss in a moment. But its method is interesting, and shows how sport might become a tool for change. Right to Play advocates a process called Reflect-Connect-Apply. Just as Coubertin envisioned, though more consciously so, the game becomes a means of thinking about others, the world, and one’s place within it. Each game thus concludes with a discussion that leads the participants through the process of thinking about the sport activity, connecting it to an experience from their own lives, and then discussing how they could use what they learned in the game to address problems or challenges they or their families confront. The process is a textbook example of turning abstract concepts such as health or fairness into concrete causes and effects that children learn they can influence and control.

Sport for Development and Peace: recommendations to governments, 2008, p. 206.

16. Fletcher and St. Pierre, “Sport in the Psychological and Social Demobilization of Child Soldiers.”

17. Righttoplay.com

The promise of an initiative such as Right to Play is enormous. The program focuses on promoting health, community cohesion, inclusion, and conflict-resolution. If generations of children grow up learning the tools needed to work with others and reinforcing the application of those tools, then entrenched expectations of competition and conflict could indeed begin to shift. What we know now is that the program is reaching one million children. What we don't yet know, and what demands further research, is the impact of the program. As reported by Right to Play itself, 84% of participants in Liberia state that they learned how to resolve conflict peacefully as a result of participation. Similarly, 89% of coaches in Benin say the programs help their community's development.

But this is anecdotal evidence only, self-reported, and does not provide much information about the real impact. Far more rigorous research needs to be conducted to assess what children are learning and how they apply it. Ideally, researchers should survey participants, presenting scenarios that mimic conditions within the community and asking how the participants would respond and why. What would they do in a specific conflict situation? How would they respond to bullying or prejudice or work to find solutions? Similarly, in examining community development, rigorous examination of the cause and effect in an area is needed. What changes can be observed and how closely can we trace behaviors to Right to Play programs and outcomes?

If Right to Play represents an example of a carefully thought-out and integrated program, the examples of the Olympic Movement intersecting directly with international peacebuilding initiatives are, unfortunately, less well developed. In 2006, then-IOC president Jacques Rogge worked with the UN to identify three peacekeeping operations to serve as pilot locations for partnership with the UNODSP. The United States Mission in the Democratic Republic of the Congo (MONUC), the United Nations Mission in Liberia (UNMIL), and the United Nations Operation in Côte d'Ivoire (UNOCI), were chosen as the first peacekeeping missions to consciously build in sport activities as a means toward reconciliation.

The effort in Côte d'Ivoire has been the most sustained and successfully integrated with the peacekeeping operation itself, so I will focus there. UNOCI kicked off the campaign by organizing viewing sessions in 2006 for the World Cup, and has continued sponsoring or undertaking activities every year since, ranging from a bike race, a run, a journalist workshop, martial arts festivals, and

rehabilitation of football fields and stadiums. Perhaps the most interesting event was the “Tournai de football de la paix,” in which members of the opposing armed forces played on the same team and in the same uniform. But, here too we see limitations. The act of the play itself was heralded as a great step forward, and then few efforts were made to examine whether the experience made soldiers think differently about each other.

Most recently (2013), UNOCI took part in a sports and cultural event called Seweto Pantrokin, “incomparable,” to encourage people to work toward peace and advocate for sport as a unifying factor in society. UNOCI’s efforts, notably, have focused both on involving opposing groups in society and providing access to marginalized groups, such as women, who played on co-ed teams in a 2010 football tournament. The co-ed tournament coincided with elections and its aim “was not only to consolidate good neighbourliness and collaboration with the local population, but also to encourage youths to promote a peaceful electoral environment through the values of sport.”¹⁸

The problem of measuring impact remains. We do not yet know what value, if any, these initiatives have in the larger peacebuilding effort. Further, peacebuilding environments present additional challenges to the uses of sport because state capacity and effective authority are often limited. Evidence suggests that in such cases the ability to reframe and use sport for positive connections may be less powerful.¹⁹ The absence of focused assessment therefore makes it difficult to make many claims about the value of such programs. The real question, therefore, is how large a claim we can make for sport as a tool of peacebuilding, and the value it might bring to the IOC.

I do not mean value in a financial sense here, but in terms of satisfaction, pride, and evidence of good citizenship. Coubertin said, “Sport is part of every man and woman’s heritage and its absence can never be compensated for.”²⁰ Bringing that benefit to those who have not had access, for whatever reasons, is an effort to applaud, and the IOC’s partnership with the UN and the numerous

18. UNOCI 2010, <https://appablog.wordpress.com/2010/06/01/cote-d’ivoire-unoci-organises-final-of-peace-tournament-in-bondoukou/>

19. Sport for Development and Peace International Working Group, *Harnessing the Power of Sport for Development and Peace*.

20. www.brainyquote.com/quotes/quotes/p/pierredeco140505.html

organizations that have developed, from Right to Play, to International Inspiration (the legacy effort of London 2012), to the Jordanian Olympic Committee's Sport Through Peace Program, are all evidence of a positive movement to bring sport to individuals and communities who may not have that luxury. This is an area where the Olympic Movement can emerge as a real leader, with capacity to establish some building blocks for peace.

But the outcomes need to be carefully examined and we should be careful not to expect too much of sport. Coubertin had a grand vision about transforming humanity through play, and that is not likely to take place. As Giuliannotti cautions, "One problem is that some sports federations and intergovernmental organizations are apt to essentialise sport's inherent 'goodness' without fully understanding how the meanings and usages of sport must be located in historical, political, and policy terms."²¹ But, as described here, there are critical intersections through which sport in general and the Olympic Movement more specifically can serve to create space in which peace can be built. Critics who focus on the Olympic Games as a specific source of peacemaking or building miss the forest for the trees. While we may certainly hope that the biennial festival serves to widen observers' and participants' perceptions of different groups, the value of that pales in comparison to the potential value of linking sport to peacebuilding initiatives.

In 2004 I wrote an article arguing that top-down and bottom-up processes of peacebuilding must be paired to achieve peace.²² We have still not found effective ways of doing that, which means that international peacebuilding strategies rely for success on processes that they do not promote. Small wonder then, that the examples of success are rare, and generally very incomplete. But sport now offers a means of cracking open that door and finding ways to communicate with local actors, and for local actors to communicate with each other, in the nearest thing we have to a universal language. This emerging partnership is one of the most promising changes for conflict resolution in the last 25 years.

21. Giuliannotti, "The Sport, Development, and Peace Sector," p. 771.

22. Andrea Kathryn Talentino, "The Two Faces of Nation-Building: Developing Function and Identity," *Cambridge Review of International Affairs*, Vol. 17, no. 3, October 2004.

Mother Theresa said of peace, “Do not wait for leaders; do it alone, person to person.”²³ We have seen, in many peacebuilding cases, how the leaders have been some of the most difficult obstacles to moving forward. Sport provides the potential to reach a different audience and forces participants to work toward common goals. But it is not a magic elixir. We must treat sport as a tactic within a larger strategy, and one that is viewed as productive over time and sustenance, not a momentary focus. More importantly, we must evaluate and assess it carefully to determine the cause and effect between action and outcome.

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23. <http://www.goodreads.com/quotes/12081-do-not-wait-for-leaders-do-it-alone-person-to>

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OLYMPIC MOVEMENT: SYMBOLS AND SYMBOLISMS

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The language of the Olympic symbols has been a fundamental element of Olympic internationalism and has been used to communicate the values of Olympism. Olympic symbols are specific objects for communication purposes and constitute the language of a devised tradition which, through symbols and rituals, have given material substance to the abstract ideology of Olympism, using history as “cement for group cohesion”, a method which all invented traditions use, according to Hobsbawm.¹

In the *Olympic Charter* of the IOC there is no reference to the term “Olympic symbols”. The *Charter* does not define a set of Olympic symbols which form a specific category, but refers to each of them separately, with a clear definition and purpose. Only one of them is defined as an Olympic symbol. We are referring to the symbol of the five Olympic rings, the official symbol of the IOC and the Olympic Games. All the others, which public opinion considers as symbols because of their strong meaning and links with the Olympic Games, are autonomously defined by codified rules in the *Olympic Charter* as follows: Olympic Flag, Olympic Motto, Olympic Emblem, Olympic Hymn and Olympic Flame.² Public opinion also considers “Olympic symbols” the mascots, the post-

1. Hobsbawm, E., “Introduction: Inventing Traditions” in Hobsbawm E. – Ranger T., (eds.), *The Invention of Tradition*, Athanassiou Th. (trans.), Athens, Themelio Publishing, 2004, p. 22. See also, on the language of symbols and use of symbols in Olympic internationalism, Koulouri Chr., “Introduction – Rewriting the History of the Olympic Games” in Koulouri Chr. (ed.), *Athens, Olympic City, 1896-1906*, Athens, IOA, 2004, pp. 30–33.

2. The interpretative provision of articles 12 to 17 of the *Olympic Charter*, define the subjects

ers, the Olympic products of the organizing country, the Opening and Closing Ceremonies, different publications, commemorative pins, Olympic pictograms as well as the Olympic medals and diplomas, which are included in the *Olympic Charter*, but are not officially defined as symbols. The mascot is an exception. According to by-law 3 of Article 61, “any mascot created for the Olympic Games is considered as an Olympic emblem”. All the aforementioned symbols fall within the *Charter’s* rules: Article 61 on “propaganda and advertising” and Articles 69 and 70, which set out the protocol of the Opening and Closing Ceremonies and the awarding of medals. Regarding the medals and diplomas, their visual identity is clearly stated, as well as the categories of athletes and officials who will be honored by them.³

Another category of “Olympic symbols” are material objects that function as symbols. Such a group of natural symbols includes the olive tree, the kotinos and the dove, symbolizing the concept of peace, truce and humanity. The site and the landscape can also be considered as symbols of the Olympic Games, in particular when we are talking about a “birth place”, such as Olympia in Antiquity, but also the modern stadiums like the Panathenaic Stadium that was linked to the revival of the Olympic Games and the Olympic Stadium that was linked to the organizing of the first Olympic Games of the 21st century and the return of the Games “to their home”.

Personalities of the Olympic Movement operate as symbols in the public’s conscience with specific actions and public interventions in critical times, as well as leading athletes/Olympic medallists, either for their sporting or social activity. The figures of the Olympic Movement constitute another category of symbols and can rarely compete in importance, duration and awareness with the symbols/emblems which are the prevailing communication value among the members of society.

There are billions of people in the world today who are readers of the Olympic symbol, at a time when most of them do not know and do not recognize as an example the reviver of the Olympic Games and “inventor” of the Olym-

that deal with the use of the Olympic symbols and emblems, as well as with their legal protection by the IOC, against any attempt to use or exploit, IOC, *Olympic Charter*, Lausanne, IOC, 2000, pp. 17–23.

3. *Ibid.*, pp. 92–99.

pic symbol and the Olympic flag.⁴ We could not, of course, say the same for top athletes who achieved outstanding victories in the stadiums and then found themselves advertising sports products because they had become so popular. The Olympic medallists are often considered in the collective conscience as symbols of sport and Olympism; they are role models that contribute to the education of youth. Beyond the individuals, however, the Olympic symbols still remain the predominant value of the Olympic Games. Symbols of great ideological and economic value are protected, on the one hand, by the rules of international and national law, established by the *Olympic Charter* and, on the other, by the national legislation of countries bidding for the Games.

The Host City Agreement signed by OCOG with the IOC, with the contribution of the NOC and the city, Athens in this case, demands, *inter alia*, legal assurance for the protection of the Olympic symbols, through a legislative arrangement.⁵ The Agreement, as Skourtis and Trovas note, “is the decisive link that leads to the integration of the Olympic Games in the domain of positive law”. It is clear that the staging of the Games at legal and institutional level leads to changes in national legal order, since a number of special legal provisions complement the Host City Agreement, in accordance with the command of the *Olympic Charter*.⁶

4. The narration of Conrado Durantez, concerning the ignorance and misinformation that is predominant around Olympism, as he himself notes, in particular regarding Coubertin, whom he had described “as the most unrecognized personality in history” is quite interesting. The two stories he narrates concern, on the one hand, his visit to Virgo, Spain, in 2001 for promoting a campaign in schools on the subject of Coubertin, when a colleague of the Olympic Committee asked him amazed “who is this man [Coubertin]?” and, on the other, in Caracas, Venezuela, in 1991, during a lawyers congress on the subject of Coubertin’s humanism, where a journalist congratulated him because thanks to his speech he had learned many things from this unique personality which he did not know: Pierre Cardin. C. Durantez, “Educating and preparing physical educators and the leaders of the Olympic Movement for the teaching of Olympic values”, 9th International Session of the IOA for Directors of National Olympic Academies, 1–8/7/2007, IOA Archive.

5. Cf. The analysis of the general and special elements of the Agreement in the complete article, Koutroulis B., “The Host City Agreement or the Trojan Horse of the Olympic Games”, in *Public Law Applications – Special Volume*, Year 16, 2003, Athens – Komotini, Sakkoulas 2003, pp. 115–135. The Agreement was signed on 5 September 1997 in Lausanne. Article 39 stipulates the legal protection of the Olympic symbol, the Emblems and the Mascot Applications, Koutroulis B., (editing of translation), “Host City Agreement for the Games of the 28th Olympiad in year 2004, *ibid.* pp. 243–244.

6. Trova E., Skouris, P., *The First Olympic Games of Europe*, *op. cit.*, pp. 55–61. Regarding the linking of the rules of the Olympic Movement with the Host City and thereby with the national

The protection regime of the Olympic symbols and signs in Athens 2004 was strengthened by the Greek legislation through law 2598/98. Article 3 in particular, regulated the protection of the symbols, also taking into account the Nairobi Convention, ratified by law 1347/1983.⁷ According to paragraphs 1 and 2 of article 3 of the above law:

The Olympic Symbol, the terms Olympic, Olympiad, and Olympic maxim *Citius – Altius – Fortius*, both in Greek and in any foreign language, as well as the emblems and signs of paragraph 1 of the Olympic Games Committee are protected by the provisions of law 2239/1994. The Olympic symbols, the motto, the emblems and signs of paragraph 1 of this article have been registered in the relevant department of the Trade Ministry, without any previous control of the conditions of their registration.⁸

The same Article determines the protection of the emblem and the mascot of OCOG “Athens 2004” and also stipulates that “the emblems, the symbols and signs enjoy the protection of the categories of goods and products, as well as the categories of services. Finally, the protection of the emblems, mentioned in this Article is continuous”. Paragraph 7 is an additional element for the protection of the Organizing Committee of the Games. “This Article ensures the protection of the name and distinctive title of the Company that is established under Article 2 of this law, as well as the subsidiaries and, in particular, the terms Athens 2004, Olympic Games – Athens 2004, Olympic Games 2004, Olympic Games and any other relevant term in Greek or any other foreign language. The relevant interdiction extends to the use of these terms as names in the Internet”.⁹

and community legal order, see Giannakourou G., Trova E., *The Olympic Games and Law*, *op. cit.*, pp. 51–78 and 79–107. John Siner, Strategic Planning Director – IOC Olympic Games Directorate, notes that define the framework that includes the demands to which the organizers of the Games must respond, is the corner stone of any organization. Within this context, the Host City Agreement is a special agreement between the three parties, the IOC, the city and the HOC and is unique for each specific organization. As a commercial agreement, it contains all the legal, commercial and financial rights and obligations between the parties, Siner J., “The strategic planning of the Olympic Games”, in *Album of the 47th International Session for Young Participants 19.6-3.7.2007*, Athens, IOC-IOA, 2009, pp. 150–162.

7. Trova E., Skouris P., *op. cit.*, pp. 133–134.

8. “Law on the organization of the Olympic Games”, *Information Bulletin TCG*, 2001 issue, 4.5.1998.

9. *Ibid.*, paragraphs 3 to 7.

The strict international and national legislation that governs the use of the Olympic symbols is not always understood by the public nor readily accepted.¹⁰ Regarding the use of the Internet, the issue that was created with the 14th Secondary School of Peristeri, in 2001, when the emblem of the Games appeared on its web page, revealed that the terms and limits of the use of the symbols are dictated by the IOC and the Organizing Committee of the city and are non negotiable. The structure of the organization is so rigid that it does not allow any demands and interventions, even if they have the best intentions.¹¹

The reference to the symbol or symbols, whether they are objects or persons, is connected to the development of group identities and the operation of the symbols within and outside the group. The IOC is defined as a group, as well as the public that operates as the recipient of the Olympic symbols. According to the *Olympic Charter*, the IOC is the highest authority of the Olympic Movement. It is an international, non-governmental and non-for-profit organization in the form of an association with a status of a legal person recognized by the Swiss Federal Council. The IOC gathers under its jurisdiction the organizations, the athletes and other persons who accept to be guided by the *Olympic Charter*. Apart from the IOC, the Olympic Movement includes the International Federations, the National Olympic Committees, the Organizing Committees of the Olympic Games, the national associations, the clubs and the people who belong

10. Cf. *Kathimerini*, “‘The Pirate Chase’ in view of 2004. The products, signs and logos of the Organizing Committee”, 18.5.2003.

11. The answer to the letter that was sent by the OCOG “Athens 2004” on 20.8.2001 to the 14th Secondary School of Peristeri: “Dear Sirs, we have already removed your emblem from our site, as well as the relevant link to your site, in response to your wish. It is a pity, because we believed the the promotion of the Olympiad of 2004 should be the concern of all Greeks and not only of the organizing committee. We note, that our site is a teaching/school site that does not aim at any financial or other benefit. Because of its numerous rewards, in the last twelve months it had more than 30,000 visitors who were not, we believe, perturbed by the sight of your emblem; in fact, it promoted your site. We also note that in our school since last year we have initiated a process for the volunteers of the Olympiad among the pupils and the teachers, to whom it will be difficult to explain your thinking in order to continue the effort. Finally, we want you to inform us if we are allowed to have a poster with the emblem of (your) Olympiad in the class rooms and the common grounds of our school, as we did on the first day when your sign was presented. Yours truly, Stavros Kounadis, IT Professor PE19”. <http://www.asda.gr/g14per/2004.htm>, 23.8.2010.

to them and the athletes in particular. Its operation is expressly defined in the *Olympic Charter* under Articles 19 and 20.¹²

In 1981, J. A. Samaranch succeeded in reaching an agreement with the Swiss Federation for issuing to the IOC a “semi-diplomatic” regime that would give it particular advantages, mainly tax relief and the possibility of recruiting foreign staff without any restrictions, an essential element for an organization that is based on its international character, as he noted in his memoirs.¹³ The Olympic Movement shapes and supports a powerful group identity at international level. The IOC operates as the absolute authority and the existence of the “leadership idea”¹⁴ of Olympism is the common reference for the people who identify with this idea initially and then form among them the “Olympic family”, a term that is mentioned very frequently in rhetorical expressions, official speeches and anniversary references. Just like “any family needing a powerful Father to guide it”,¹⁵ the IOC operates as the ideological authority mechanism in the person of its President.

The leading role of the President of the IOC is decisive for its survival and for the survival of the dominant idea of Olympism and thereby of the group of people who identify with it. Acquiring the group identity of the members of the Olympic Movement through identification with the dominant idea of Olympism and the IOC’s mechanism is supported by the strong ties that develop among the members of the group.¹⁶ The way in which Denis Oswald, the President of the

12. *Olympic Charter*, *op. cit.*, pp. 8–9, 10, 24–28. Cf. also Trova E. – Skouris P., *op. cit.*, p. 53.

13. Samaranch, J. A., *21 Years at the Presidency of the International Olympic Committee*, (Pallantiou, L., translation – Mavromatis, M., editor), Athens, Kastaniotis, 2003, p. 79. Regarding the IOC’s regime, Skouris and Trova note that: “The IOC is just a sports association under Swiss Law, which enjoys special privileges given to it by Swiss law, without changing its legal nature. The IOC’s insistence for many years to refuse to accept legal personality and be subjected to legal rules is quite interesting. Just as interesting is the IOC’s concern to give legal personality to the OCOG of any host city, according to the provisions of the Olympic Charter”, *op. cit.*, p. 53.

14. Regarding the shaping of group identities, Nelly Psarou notes that the individuals who have a common point of reference acquire a shared/group identity through the existence of a leader or the leadership idea with which they identify initially and at secondary level between them, (Psarou N., *National Identity at the Time of Globalization*, Athens, Gutenberg, 2005, p. 66).

15. *Ibid.*, p. 66.

16. It is not by chance that in our common conscience the IOC is recorded as an elitist and closed club of members of the higher urban class. The Greek press often calls its members “immortal” and the IOC the “Lodge of the Immortals”. Cf. indicatively: The IOC is a closed club with a few permanent members, the “Immortals” who choose, indiscriminately, the other members for a period of

ASOIF and member of the IOC's Executive Commission, describes IOC President Juan Antonio Samaranch, who had the longest tenure after Coubertin, reveals the identification mechanisms with the leader and the dominant idea. Attributing archetype symbolisms to him, he calls him a "symbol of the Olympic Movement" who "in the likeness of Hercules" completed highly important Olympic projects during his Presidency. He describes him as a "Homo Olympicus", who carries with merit the five rings. Here, the Olympic symbol is identified with the leader, the five rings reflecting his personal features.¹⁷

N. Psarou refers to a typical element of the group, which becomes the symbol that "condenses elements and associations that define it" as an element of unity and self-definition. It is "an important element of unity and identity".¹⁸ The national flag is the symbol of nations and the Olympic flag the symbol of Olympism. The national flag is "a cherished symbol because it represents the 'Nation'",¹⁹ yet another respected and sentimentally pregnant symbol is the Olympic flag, as a supranational symbol within the framework of internationalism. As Ch. Koulouri

ten years, their only asset being the knowledge of English or French. [The IOC] has provided for everything in order to exercise absolute authority and [...] semantically. According to the protocol they have instituted, they even determine the places in the stands and the opening and closing speeches, in order to avoid giving first place to the national political leadership" (Romeos G., "The Lodge of the Immortals", *Vima*, 5.9.2004). The view that in the IOC a kind of Nepotism is prevailing became more acute when it was decided that Samaranch's son would be elected as a member of the IOC during his father's tenure. Samaranch himself, however, considered it as self-evident, since his son "because of his education and his relationship with sport, fully deserved it" and any way he did "what had been done in other cases and it was absolutely natural in our organization for a son to follow in his father's steps... I did what I had to do and I hope that the future behavior of my son Juan Antonio in the IOC will prove that I was right", Samaranch, *op. cit.*, p. 401.

17. Samaranch, *op. cit.*, pp. 23–28. The first cycle reveals the vision, the creativity, the second diplomacy and high sensory, the third efficiency and pragmatism, the fourth the reforms and the innovations and the fifth honesty and faith. In the interesting article of Panos Valavanis, "Hercules withstands the myth", (*Vima*, 1.2.2004), we note the "timeless character of the myth and the continuous use and consecutive adjustment of Hercules' emblematic personality to the needs and values of each time". Like Hercules who is identified with the major social changes and represents a universal hero, Oswald attributes to Samaranch the daring of a hero who triumphs through his daring choices, innovations and interventions in the Olympic Movement and world sport.

18. Psarou N., *op. cit.*, p. 68.

19. Triantafyllou S., Ioakeimoglou H., *For the Flag and the Nation*, Athens, Melani, p. 39. For the symbolic character of national flags, cf. also Firth R., *Symbols, Public and Private*, New York Ithaca, Cornell University Press, 1973, pp. 329–367.

notes, however, one of the first consequences of internationalism is the creation of a link between sport and nationalism, where the Olympic Games become a “field of national confrontation, be it symbolic, where the victories of the athletes are ranked according to the countries (nations). In the field, ‘small’ countries can beat ‘big countries’ or a nation can humiliate its historic enemy”.²⁰ Despite the fact that the IOC expressly states in its *Charter* that the “Olympic Games are games between athletes and not between nations”,²¹ the Olympic medallists feel and are treated as national heroes.

B. Albanides argues that “flags and national hymns encourage rivalry and put on the athletes’ shoulders the heavy psychological and often unbearable charge of representing their country” and proposes a reduction of national symbols regarding their use or even their abolition.²² According to H. Ioakeimoglou, human activity can transform a piece of cloth into a mass flag symbol because men have given a role to the banner through a socialization process, by which it is publicly recognized through implicit collective significations.²³ According

20. Koulouri Ch., “The internationalization of the Olympic Games”, *Vima*, 30.9.2001.

21. *Olympic Charter*, *op. cit.*, Article 9.1, pp. 15–16. No athlete can take part in the Games as an individual. He must belong to a National Olympic Committee, which means that he belongs to a nation/state of this Committee.

22. Albanides B., «The democratization of the IOC”, in “Tribune of ideas”, *Vima*, 1.8.2008: “If we want to calm down nationalist feelings that develop in the world of sport and promote reconciliation and fraternity among athletes during the Olympic Games, we have to abandon or moderate the use of national symbols. We must make a change in the *Olympic Charter* and abandon the customs of national hymns and the rising of national flags and the awarding of medals. Maybe the time has come to partly denationalize the Olympic Games, establish the Olympic hymn as the only hymn that will be played and the Olympic flag as the only flag that will fly in the Olympic Stadium. This will ensure that the events program will not be interrupted by frequent award ceremonies and that the same national hymns of the super powers (US and Russia) will be played more than 100 times during the Olympic Games”. Kazuo Uchiyumi, Professor of Sociology at the University of Hitotsubashi in Japan, stresses, on the contrary, the “necessity of a mild nationalism” within the framework of the Games: “If we eliminate national hymns and national flags from the Olympics, the interest of many countries for the Games will be reduced and they will lose their charm and dignity and their influence will diminish. Moreover, the importance of the Games as a peaceful movement will be downgraded. A mild nationalism is essential and must not be completely eliminated. It could replace conflicts by reducing tensions, converting the Olympic Movement into a Peace Movement”. Uchiyumi, “Olympic Games, Human Rights and Democratization”, lecture at the 52nd International Session for Young Participants, IOA, 2012, IOA Archive.

23. Triantafyllou S., Ioakeimoglou H., *op. cit.*, pp. 36–37.

to Th. Lipovach, “within the framework of the mass, a sign/symbol that represents a feeling, generates in the person who perceives it, the same feeling, which becomes even stronger, as more people share it”.²⁴

Norbert Elias notes that one of the unique attributes of mankind is communication through symbols and that “what is deprived of symbolic representation in the language of a society remains unknown to its members”. According to him, what cannot be symbolically represented in the language of a community is not recognized by its members and they cannot communicate and exchange relevant information between them; the need for transmissible symbols is not limited to certain tangible goods, but it is extended to all the linguistic knowledge treasure of a community and of mankind, including, functions, procedures, situations and these same symbols”.²⁵

The symbols that are transmitted constitute identities and, in the case of the Olympic Games, they form their own identity, which is called in the language of the Games “Look at the Games”.²⁶ Communication through symbols with the power of image is communicated to billions of spectators all over the world, a fact that makes symbols recognizable. For Elias anything that is known is known by its name. It was this awareness that Samaranch wanted to achieve in 1984, during the Winter Games in Sarajevo, converting the language of the Olympic symbols into a worldwide communication medium: “from the first games of my presidency [...] I realized that we could build on these sites for spreading the logo of the Games, so that the five rings could decorate all the sports venues [...]. Moreover, as time went on, the presence of the logo ended in revealing the kind of games to anyone who was looking at a picture or a video”.²⁷ In particular, after the creation of the IOC’s international sponsoring program (The Olympic Program/The Olympic Partners) in order to secure funds for the Olympic

24. Lipovach Th., *The Politician’s Psychopathology*, Athens, Odysseas, 2003, p. 83.

25. Elias N., *op. cit.*, pp. 49–50.

26. Citation by Samaranch, who referred to the «Look of the Games», i.e. to the dominant image of the Games that is composed by the Olympic symbols (emblems and color), which become visible all over the world through the media. Samaranch, *op. cit.*, p. 175.

27. *Ibid.*, p. 103. He mentions that in the following games he fought and “quarreled with the Organizing Committees in order to make the presence of the Olympic symbols more intense”. He considered Sydney as a major event, that would enhance the identity of the Games and Salt Lake City for the Winter Games.

Movement, the five rings with the “small, almost inexistent presence or official management” until then were transformed into “28 carat rings” through the values and marketing ritual, according to Michael Payne.²⁸

All the Olympic symbols, such as the Olympic motto, the Olympic oath, the Olympic hymn, the Olympic flame, etc., are powerful visual and sound messages for international communication and promotion of the international values of Olympism. The globalization of the language of the Olympic symbols was significantly supported by the dramatic changes in technology and communication in later years, through the incredible and immediate power of the mass media. If we accept Elias' view that the space of symbols represents a fifth dimension in the life of the people, who cease to be defined only by the four dimensions of spacetime, we will realize their role as public and social constructs every time they are recalled in our memory, when conditions require it – and in the case of the Olympic Games, conditions require it every four years.²⁹

28. The excerpts belong to Michael Payne, *op. cit.*, pp. 102, 137–138. Cf. also for Olympic Marketing with references to the Games of Athens 2004, the article of Metaxas, Th., Avgerinou B., “Competitiveness and marketing in the city: the case of the Olympic Games as “mega” events, in http://www.prd.uth.gr/uploads/discussion_papers/2004/uth-prd-dp-2004-15_gr.pdf, 8.10.2010.

29. Elias N., *op. cit.*, p. 134.

OLYMPIC PEBBLE PAINTING: THE PAINTINGS OF THE STOA POIKILE

Niki BAKOGIANNI (GRE)

Olympic medallist

Come here to the *Gaion*, the sanctuary of the first mother goddess who has nurtured all of us. Join me so that we share the joy which, just like the woollen red sash of the Olympic victors, is wrapping me now.

You know... this sash was given by the *Hellanodikai* as a distinctive element of their victory and they wore it around the arm and the thigh or they tied it around the head, until they were crowned with the kotinos in the temple of Zeus. And this sash of joy makes the coloured circles, which represent the continents of the Olympic flag, so big that there is room for all of us, those who heard, who listen and will hear the lullaby of our broad-breasted earth regarding the ethical principles and values of the Olympic spirit.

I am Nike, the victory of the struggle of life, the dream, the soul, the body and the spirit. Originating from ancient Pythia, where the kingdom of the legendary Achilles was situated, I started on a journey in sport, many years ago.

I did not imagine at that time that my main destination would be Ancient Olympia. Before I came here, I found myself staying for a little while on Milos, an island of the Cyclades, on my return from the Olympic Games. I chose to go there in order to calm down, to rest under the light of the sun, in order to think about my mission, the traces... On Milos, I was initiated by a pebble collector whom I met on the seashore who said to me as we were getting acquainted: "Dear Nike, whenever you can, do the same... look for and recognize forms and subjects that are stamped on pebbles. It is certain that some of these creations will be grateful to you for having known the other person's world. They are

waiting to be met and recognized, to engage in dialogue with them; they speak and shine beyond time. The more we observe nature around us the more things we discover”, he told me.

I was captivated! Beginner’s luck made me find something amazing in my fingers. I discovered a pebble on the seashore, with a female form that resembles me. The forehead, the hair and the look were exactly the same as mine. I looked at them and could not believe what I was seeing. At this point in time, the image of my contest at the Olympic Games in Atlanta appeared in my brain, I had focused my eyes on the horizontal bar and I already knew before the jump that I had cleared it. I was thinking of only one thing: to stamp my foot heavily on the ground and fly in the air, in order to reach the sky...

Along with the pebble that had my image, I also found a pebble that had an apple on it. Here in Milos it is a symbol of Grace, which is more beautiful than beauty. I was thinking, what can be more beautiful than the figure of Stefka Konstadinova, who was applauding with grace my successful jump that gave me the silver medal. This will be a stone in a golden medallion, my gift to the person who showed us the beauty of her soul, “fair play”.

One day before I left, I found on a pebble the crown, the ultimate symbol of the Olympic victors. I was wearing a crown of olive leaves in the stadium of Atlanta at the end of the game. A Greek fan had given it to me – he had brought it from Greece. This pebble was very important to me, a gift of nature that never leaves me since then.

Looking at the pebbles I had found, I felt that they had a particular influence on me. There was a truth in their symbols and this truth is also present in me, a union between the outside world and my inner world.

The pebbles were talking to me and saying “I am in the light and there is life in me. I am not a lifeless creation. I was created with the passing of centuries by the four elements of nature, air, earth, fire, water, and heaven. I symbolize the endless movement of life in the universe”.

It was then that I discovered that the symbolic language of pebbles touches my soul. A road is opening, a road that takes me to Ancient Olympia, and I am sure that I will find more pebbles in its rivers. I continue my journey...

When I reached Olympia, the first thing I did was to visit the river Alpheios. On its banks, as I was searching and looking with interest at the pebbles down

below and from a distance of two metres, I saw a pebble with a figure that was looking at me. I took it in my hands and I saw that it reminded me of a woman that I had met here in Olympia years ago. It was an older figure, the figure of Polymnia, a famous archaeologist of the region. I put the pebble I had found with the others.

There, on the banks of the river, in the leafy landscape, listening to the birds singing and the sound of the running water, my eyes fell on some broken tree branches that were next to me; I moved them and underneath I saw in a basket different pebbles. I started looking at them with interest. I recognized on them figures of ancient gods, mythical people and animals; all the things I had found seemed incredible, I felt that I needed to do something the pebbles were talking to me. I thought that I should go and meet Polymnia, maybe she would know to tell me what to do.

When I reached her house, I saw her sitting in the garden. She was exactly the same as the figure on the pebble I had found. After we said hello, I showed her the figure on the pebble and all the others. Very excited she showed me an old notebook and talked about an Olympic tradition according to which the pebbles had been made by the goddess Earth and left to her daughter Daphne to be given to the painter of the Stoa Poikile, in order to paint the subjects on its walls. "Take the notebook and go to the archaeological site", she said, "you will see what will happen there. Go..."

Walking through the evergreen valley at the feet of the Cronion Hill, which took its name from Cronus, the lord of the gods, I reached the little grove of Olympia, the Altis, where all the sanctuaries are concentrated. The Greeks built temples here, inspired by philosophy, which means freedom of thought. Under their democratic system there was freedom for politics, worship, expression and arts. They acquired freedom because they always lived in nature, which they copied and tried to interpret and imitate. Their primary philosophy was to conceive the character of nature and explain its phenomena. In nature there was life and all things communicated with the spirit, since the gods were there.

They could move closer to the nature of the gods, conquer virtue, physical strength and cultivate beauty, perfection of body and soul. Men believed that human powers were renewed and revived like the creative powers of nature, which were renewed and reshaped during the Games. Through continuous exercise

and effort, they achieved the regeneration and perfection of their physical, intellectual and mental properties. Based on this feeling, the Greeks consolidated their faith in the absolute unity of the natural and spiritual world, the perceivable and conceivable, the temporal and eternal.

When I entered the archaeological site, I saw the crypt, the stoa. Only the athletes and the priests with the archons of the Games were allowed to use this entrance. To the north lies the Cronion Hill, in front of me the ancient stadium where the Games were held and to the east the Echo Stoa. The Echo Stoa or Stoa Poikile had been given that name because its wall was filled with coloured paintings. I sat down and laid the pebbles next to me. I opened the old notebook that Polymnia, the wise woman of Olympia, had given me and I read about the existing tradition and what exactly had been painted on the walls of the Stoa Poikile. I closed my eyes and let my imagination guide me. I thus experienced this mythical voyage and became the bridge between sky and earth, a voyage to the divine past, to the myths...

In the first section, the visitor admired this painting. The goddess Hestia goes to the Prytaneum. A fire comes down from the Cronion Hill to her altar. The high priestess protects the sacred flame with her body and then the goddess turns the tear on her smoked face into a diamond. They say that it lights the path of the athletes who will come here to compete.

Then we see the second subject of the mural. The sun is high up in a disc without rays. Above Elis, it admires and lights Diagoras of Rhodes in the stadium. Diagoras makes the round of triumph dead, carried on his children's shoulders. They are the Olympic victors Damagetos and Akousilaos. He wears Damagetos' crown. The spectators cannot keep their eyes away from the peaceful and happy face of Diagoras.

Then we have the painting with the women's footrace. Hercules crowns Hippodamia, the winner, the wife of Pelops, who instituted the Heraean Games. She competed with her hair loose, wearing a short tunic. In the background we see the stadium of the Games that was drawn by the divine hero and the olive tree that he brought and planted himself. Its branches became the winners' feats. You can see them hanging above the offerings of athletes and spectators.

As I left, I could not fail to look at the Stoa Poikile once again, fascinated by – what else – the unique eyes and wonderful smile of the bride. Tradition tells

us that the last painting was the marriage of the contest with the Olympic idea. Until now, no one has painted love, happiness, affection and care of a man towards a woman, such as the contest with the Olympic Idea. The groom looks at the bride and the bride looks at us, radiating her eternal idea and its deep meaning to all the corners of the Earth.

This is why I invite you to share my joy here today, as all of us are united by the red woollen sash of the Olympic victors which was knit by the Olympic tradition “The paintings of the Stoa Poikile”.

One may wonder what could be the reason for the search of pebbles. On the pebbles there are very important symbols, which express realities that are alive in man and in the universe. They allow us to communicate, in a different way, with our deeper self, our values, our virtues and our beliefs. I discovered that through the symbolic dimension of the pebbles I can touch the world’s soul and children in particular, so that they understand that these pebbles are models of intelligence, archetypes, energy forms that exist in the thoughts and feelings of many people, regardless of cultures and countries.

It is a journey through art, since one of the definitions of art is man’s energy to reveal beauty. And if someone wonders if this is art, I will tell him that art’s mission is to depict and express the artist’s internal world, giving birth to aesthetic emotion. Here we have nature, this is the artist that gave birth to and naturally magnified all these creations.

It is an alternative, original teaching method through which any one can mould his own legends. Essentially, it is a journey to the Olympic principles, the principles that the Greeks were the first ones to inspire and apply, a journey in which man needs the visible world in order to recognize the invisible, the conceivable.

Howard Thurman, a theologian, mystic and professor at Harvard, says that there are two questions that we have to put to ourselves. The first is “Where am I going?” And the second is “Who will come with me?” The knowledge of our mission is so important, both at personal and collective level. We must learn our mission and acquire a new consciousness, regarding our relationship with the universe and with creation, because life wants you to live your personal myth, since a certain truth is hidden in all myths.

DOPING AS A CHALLENGE FOR SAFEGUARDING THE INTEGRITY OF ATHLETIC EXCELLENCE

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When Finish sport sociologist Kalevi Heinilä in the 1970s developed his theory of the *Totalization Process of Sport*, he foresaw two of the major problems sport struggles with today. In his analysis, Heinilä shows a) how international elite sport develops out of necessity into an enterprise involving all-encompassing systems surrounding the athlete(s) and b) how athletes and elite sport systems eventually will be tempted to utilise “dubious means” to enhance athletic performance. Those tendencies were evolving fast in a time of Cold War sports politics, where Heinilä was writing, but have only grown more evident since. In this lecture, I will explore if and in what ways doping can be regarded as a challenge for safeguarding athletic excellence. I will start out by an examination of Heinilä’s more than 30 year-old analysis of the logic of elite sport, which shows how the “spiral of competition” leads to the use of dubious means. Then, I will discuss what makes a sporting competition valid, which leads to an analysis concerning doping and legitimate versus illegitimate ways of enhancing performance. In conclusion, I will show how the perception that doping is a threat to the integrity of athletic excellence may be founded in a misguided idea of what fascinates us with elite sport.

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A competition between systems

Kalevi Heinilä's idea, which he presents in a convincing, axiomatic form over 25 theses, is that sport out of logical necessity develops into an arms race between nations competing for sporting excellence (Heinilä, 1982). He argues that because a victory in sport is inconclusive in nature (today's winner will be challenged tomorrow), a "spiral of competition" is established. The logic is that: "If you train 12 hours a week, I'll train 14. If you do 14 hours, I'll do 16", and so forth. The spiral of competition means that the demands for success in international sport are constantly upgraded, leading to what Heinilä coined as the *Iron Law of Totalization*. With upgrading demands the athlete needs assistance regarding all issues affecting his or hers performance, i.e. training, diet, equipment, supplements, psychology, etc. As a consequence, a system of support is established around the athlete.

The result is that, other things being equal, in international sport better systems will outperform poorer systems: "As a consequence of continuous upgrading of demands in international sport, competition totalizes into a competition between 'Systems'" (Heinilä, 1982; thesis 8). Although it appears that athletes just compete against each other as individuals or teams, success in top-level sport is fundamentally dependent on the optimization of all background variables. The system of which the athlete or team is a representative must therefore – if it responds rationally and logically to the increasing international competition – optimize its performance capacity by adjusting all relevant parameters. For a system to be effective, it thus has to cover all kinds of relevant resources which affect the outcome of competition, or "the productive capacity of the System", as Heinilä argues. For the system, the rule applies that "the more total the utilization of relevant resources, the greater the probability of international success" (Heinilä, 1982; thesis 10). Thus, totalization in the form of the development of a system of support is not restricted to a few elements but tends to cover all resources that are deemed relevant in elite sport. This condition is now a matter of course in all nations with Olympic ambitions (even in the United States, although the State plays a limited role here). Unsurprisingly, with the imperative of performance adopted by the system, the pressure on individual athletes and teams to succeed increases. And as Heinilä points out: "The greater the pressure to succeed, the more likely the use of dubious means" (Heinilä, 1982; thesis 18).

As we have clearly witnessed over the last 30 years, doping is one of the “dubious means” that has often been applied by athletes and teams to succeed in sport. Also, with Henilä’s perspective it is not a surprise that doping is not restricted to individual athletes (such as the terms “doping sinner” or “rotten apple”, often used by journalists and officials, implicate) but instead it is something that is known, and often organised, by the athlete’s support system (Christiansen, 2005; Møller, 2010; Waddington and Smith, 2009). Yet, although doping thus seems to be an unintended consequence of the logic of elite sport, it has been banned and fought, because it is thought to spoil the integrity of athletic excellence. As many opponents of doping have argued, “if the performances spectators witness are more a product of medical capabilities than athletic skills, what meaning does sport then have?” This line of thinking is also a cornerstone for the World Anti-Doping Agency (WADA) whose ambition it is to “protect the *Athletes*’ fundamental right to participate in doping-free sport and thus promote health, fairness and equality for *Athletes* worldwide” (WADA, 2015; 11).

However, upon closer examination, it becomes clear that equality is not exactly a cornerstone in elite sport. The idea of establishing expensive support systems around athletes in the first place, is exactly to utilise all possible resources in order to secure optimum performance; that is, to secure that *our* athlete or *our* team have advantages that *your* athlete or *your* team does not have. Indeed, everything an athlete does is done with the purpose of increasing performance and thus secures *inequality* or an un-level playing field. Thus, there seems to be an inbuilt paradox in the relationship between elite sport and anti-doping. Whereas the aim of athletes and teams is to create *inequality*, the WADA’s *raison d’être* is to secure *equality*. This introduces a need for a distinction between legitimate and illegitimate inequality. And it raises the question of whether such distinction can be established in other than arbitrary ways.

The validity of a sporting performance

The deeper question here is the question of validity. It can be phrased like this: “What exactly is it that makes a sporting performance valid as a sporting performance?” What is, in other words, the validity test for a sporting performance?

The question of validity is crucial in science. It concerns the relationship between the research question(s) asked, the method(s) applied and the result(s) obtained. To ask questions of validity is thus to ask whether we actually measure what we intend to measure. And the answers we give to this question have consequences for the trustworthiness of the results we present. If transferred to sporting competitions, the question of validity can be formulated as:

What do we intend this competition to measure?

What does the competition actually measure?

So, if we (1) want to find out who can ride a bike the fastest, we (2) need to set up a competition that can measure this. But for (1) to be realised, we have to establish the relevant terms and conditions for that measurement, i.e. that competition, and then (2) find out whether the competition did in fact measure who was, e.g., the fastest to ride a bike under the established conditions. The usual approach is to say that competition needs to take place on equal conditions. In turn, competition as a test of sporting superiority is valid if – and only if – it takes place on equal conditions. It is invalid if it does not take place on equal conditions (Heinilä, 1982; thesis 20). This is where most people usually put a full stop and cease further speculations. As mentioned above, the challenge, however, is to establish what is to be understood by “equal conditions” in a sporting context. If it was only a question of running on the same surface or having goals the same size, things would be easy. But we are also interested in how athletes obtained their level of fitness and this is where things start to become messy. What, again, distinguishes legitimate from illegitimate inequality?

As we have seen, the athlete as an individual agent does not exist (anymore). Elite athletes today are surrounded by sophisticated, expensive systems of support that help them enhance their performances. In much the same right as with doping, one could therefore ask: “If the performances that the spectators witness are more a product of financial capabilities than athletic skills, what meaning does sport have then?” This is not just a rhetorical statement. Even though sport officials in after-dinner speeches like to emphasise how Olympic medals have to be won and cannot be bought, a study covering seven comparable nations on the effect of government funding of elite sport has shown otherwise: “In terms of input output analysis, the best predictor of output ap-

pears to be the absolute amount of funding allocated to elite sport [...] more money in equals more medals out” (Bosscher, 2008). Forty five years ago, when Avery Brundage was President of the IOC, such direct influence of money on sport (the professionalization of sport) was judged to be totally intolerable. Thus, from this, it seems that what constitutes legitimate inequality changes over time: Once it was prohibited to buy the help of a trainer or other experts if an athlete wanted to compete in the Olympics – today this is perfectly acceptable. Once there were no sanctions associated with using performance enhancing drugs – today this is banned and heavily sanctioned (Gleaves and Llewellyn, 2013). In short, whereas money was once thought to provide unequal conditions that would make the results of the sporting competition invalid, that is not the case today. The opposite is true for drugs (Christiansen, 2010).

To give an example that demonstrates the ambiguity of today’s perspective on legitimate sporting aids, let us take a brief look at an aid that gives the athlete all the following advantages:

- increases strength and power
- improves endurance
- increases muscle oxygenation
- accelerates recovery processes
- removes lactic acid faster
- increases venous return
- reduces exercise – induced muscle damage
- improves body temperature control

Would such an aid be banned from today’s competition? No! Why? Most likely because it is not a drug. It is a list of the advantages athletes are said to benefit from when they use clothing from the Australian company *Skins*² – a company known for its vocal anti-doping stance. If the claims made by *Skins* are correct, access to such clothing gives athletes a significant advantage and places them in an unequal position to their competitors. If we accept *Skins*’ claim that all these benefits are real, what then is it that makes an athletic performance

2. “SKINS Science – proofing instead of guessing”: <http://www.skins.net/eu/skins-science> Visited 21 April 2015.

accomplished with the help of *Skins* clothing more valid as an athletic performance than a performance done in old-fashioned cotton clothing, but by an athlete who used some banned doping drug, for instance EPO?

Immoral doping?

Doping cannot be immoral because doping is against the rules. As has been pointed out numerous times, the argument that doping is illegitimate because it is rule-breaking, misses the point, since a change in the rules would dissolve this illegitimacy. Furthermore, it cannot be because EPO is a performance enhancer and clothing is not. This is demonstrated by *Skins*' own research (cf. the list above). Also, the health argument against doping has been proven similarly unsound. Medically supervised doping simply does not seem to have health implications that come anywhere near the health risks athletes are exposed to by participating in sport (e.g. Houlihan, 2002; Møller, 2010). Hence, if we take our approach to answer such a question in WADA's two out of three criteria for considering something for the list of banned substances or methods, we can rule out no. 1 and 2 as single determinants. Under Section 4.3 of the World Anti-Doping Code, a substance or method is considered for inclusion on the prohibited list if WADA determines that the substance or method meets any two of the following three criteria: (1) that it has the potential to enhance or enhances sport performance; (2) that the use of the substance or method represents an actual or potential health risk to the athlete; and (3) WADA's determination that the use of the substance or method violates the spirit of sport (WADA, 2015). So, if no. 1 and 2 are ruled out, perhaps the answer lies in criterion no. 3: the spirit of sport. It is often argued that this is where the morality of anti-doping is embedded (McNamee, 2012).

Thus, our resistance to doping and our initial judgment in the case of *Skins* vs. doping could be founded in doping being against *the spirit of sport*, i.e. in that it is immoral. We have a gut feeling that there is something inherently wrong with this. And this is why we react stronger towards doping than to performance clothing or sophisticated support systems. If this was correct, we would also be able to say why the distinction between legitimate and illegitimate inequality is not simply arbitrary.

However, it has proven difficult to relate this gut feeling to a moral theory or one or more consistent moral arguments without having to sacrifice the enterprise of elite sport altogether (Christiansen and Møller, 2007; Møller, 2010). Despite these difficulties, one should not neglect the intuitive resistance many people have regarding doping. My hypothesis is that it is exactly this gut feeling, rather than solid arguments, that has been translated to the proposition “doping is wrong” or “doping is immoral”. Indeed, as argued by Belgian scholar Pieter Bonte, while it is hard to make a rational connection between anti-doping and moral theories, anti-doping makes fine sense in the light of evolutionary psychology. Bonte opens a commentary for the *International Network for Humanistic Doping Research* (INHDR) with this remark:

It makes deep evolutionary sense to be outraged by doping: nothing should impress a good beast more than signals of hereditary fitness – such as natural talent – and nothing is more infuriating (or at least off-putting) than being cuckolded into thinking that others are innately fit when actually they aren't. This may be why doping, like hair implants, meets with such ire and scorn. Doping is duping. Duping about innateness and heredity (Bonte, 2015).

According to this view, when we watch sport, we basically want to see who is the fittest, and doping may conceal such observation. This perspective is also in line with that of Olympic founder Pierre de Coubertin, who declared that the “characteristic of Modern Olympism is that it constitutes an aristocracy, an elite [...] determined purely by the physical superiority and muscular potentialities of the individual, enhanced to some degree by his will power and his training” (Coubertin 1935, quoted from Bonte, 2015). From an evolutionary psychological perspective, sport can thus be viewed as “culturally invented indicators of physical fitness”. And therefore, if they should be valid as such indicators, sport officials naturally have to “disallow manifest attempts to compensate for a lack of birth luck. This means that you ban doping” (Bonte, 2015).

With Bonte’s argument that our resistance to doping is founded on psychological traits inherited through human evolution, and a deeply rooted need to be able to distinguish genetically superior individuals from genetically inferior individuals, an important understanding has been reached. We can now establish that the distinction we make between legitimate inequalities (such as national

elite sport support systems and performance clothing) and illegitimate inequality (such as doping) is not (completely) arbitrary. However, whereas the distinction makes fine evolutionary sense, it makes little moral sense. Thus, whereas we can say that the fight against doping makes sense by protecting an element in sport that we find important, we cannot say that the fight is moral. It may, however, protect the spirit of sport, if sport is to be understood as a contest “determined purely by the physical superiority and muscular potentialities of the individual”. Where does this leave us regarding doping and our will to protect athletic excellence?

Safeguarding athletic excellence

First, with Heinilä we have to acknowledge that doping is inevitably associated with elite sport. That is, as long as we attach more meaning to winning than to losing, doping will be too big a temptation to be avoided by all athletes. Doping can only be eradicated from international elite sport if we either a) reduce the importance of victory to a point where taking part is more important than winning, which would make use of performance enhancing drugs futile. Or b) we submit all athletes to 24–7–365 surveillance, where every step they take is scrutinized, hence making concealed drug use impossible. Whereas the former idea would mean dissolving competition as the essence of sport and thus also making it largely uninteresting for (most) spectators, sponsors and possibly athletes, the latter involves a surveillance system that would make Orwell’s *1984* look like a humanitarian paradise. Hence, we have to settle with less than an ideal world. We have to acknowledge that doping will always play a role in elite sport.

How do we then give meaning to the athletic excellence we witness at, for instance, the FIFA World Cup, the Olympic Games or the Tour de France? What doping does is that it enhances pure physical abilities. For instance, EPO increases oxygen delivery to the muscles, whereby endurance is enhanced, and anabolic steroids promote muscle growth thereby increasing strength and power. This means, as pointed out by sports philosopher Sigmund Loland, that the sports that are most vulnerable to doping are sports where the result is measured in centimetres, grams and seconds – the so-called CGS sport (Loland,

2004). The example par excellence of such a sport is the 100-metre dash. In this sport, pure physical skills are more important than any other kind of talent. Our fascination with this sport is thus tightly connected to the evolutionary psychological desire to see events with clear “indicators of physical fitness”. However, despite this, very few of us are fascinated by sport because of its ability to present to us who can produce the absolute amount of power or who can consume most litres of oxygen in a minute. Those are nerdy background variables for the performance, not the performance itself.

What fascinates most of us with elite sport is the overall skills the athletes portray on their way to victory (or defeat) such as their creativity, strategy, tactics, wit, courage, game reading, innovation, playfulness, etc. (Christiansen, 2009; Tännjö, 2007). None of these can be effectively enhanced by doping. Football players like Lionel Messi and Cristiano Ronaldo spring to mind as examples of athletes having such characteristics. But even a disgraced figure, like the cyclist Lance Armstrong, displayed many of these traits in his career. Winning the Tour de France seven years in a row cannot be reduced to the fact that he also doped. His ability to read the race, place himself in the right positions, avoid crashes, think creatively, utilise the abilities of his team and play with tactics and controversies in other teams makes his performances fascinating, doping or not.

This point may be even clearer if we contrast it with something complete void of these traits. If, instead of a cycle race in the geography of a landscape, we placed riders in a lab and simply measured who could produce the most watts per kilogram bodyweight over a given span of time, we would have a CGS-discipline even more pure than the 100-metre dash. If athletes were given free access to doping, such measurement would be almost entirely dependent on the athletes’ inherited genetics and their ability to exploit the available drugs. But – this is my claim – it would not be very fascinating. Very few people would find it worth their while. In this way sports competitions, where the result is predominantly dependent on doping, where it is the pure physiological performance that is measured, are also the least interesting.

Sport is paradoxical. On the one hand, the spiral of competition, which is part of sport’s essence, is the precondition for doping playing a role that may appear so dangerous that it could mean the end of sport. On the other hand, the essence of sport also contains the key to sport’s own survival. Athletes’ will to

victory makes them go through displays of great drama that fascinates us much more than their underlying physiological capabilities.

If we acknowledge that our fascination with elite sport is thus much more a fascination with aesthetics (the drama, beauty, and narratives of the competitions) rather than truth or science (the precise measurement of physical abilities), we can rest assured that athletic excellence will be safeguarded. This is because the question of validity is not as crucial in sport as it is in science. What is crucial and constitutes the very nature of competitions, is the athletes' will to win and how this makes them go through various states of empathy, possession, sacrifice, obligation, victory and loss. This fascinates us. This makes us want to follow them. This is where athletic excellence is embedded. However, if we stick to the idea that only an ideal world eradicate of doping is good enough, then we will be left with a story of decay where we can only long back to an imaginary Golden Age before the "spiral of competition" made sport all too important.

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LEGACY, SUSTAINABILITY AND SOCIAL RESPONSIBILITY IN THE OLYMPIC GAMES

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Introduction

The Olympic Games have recently drawn wide attention among the sport industry and academics on the topic of their legacy for the hosting country (Kaplanidou, 2012; Kaplanidou et al., 2013; Prayag, Hosany, Nunkoo & Alders, 2013). In these discussions, legacy is the outcome of hosting the event and it is directly related to all the relevant event-planning initiatives that could or could not create long lasting “structures” (Preuss, 2007). The term legacy therefore implies the remaining structures after the event has concluded, that have tangible and intangible characteristics (Preuss, 2007). For example, legacies related to knowledge development and human capital improvement are considered intangible while infrastructure improvement is a tangible outcome. The question still remains, however, whether these tangible and intangible outcomes are in their majority positive or negative and what host cities can do to minimize negative outcomes and enhance positive (Kaplanidou, 2012).

Recently, the discussion about legacies and their management focuses on the ways it connects with the quality of life of the people in the host city (Kaplanidou et al., 2013). This connection allows the development of plans that focus on the needs of local people. Focusing on the needs of local people also allows the organizing committee and the IOC to create a more permanent connection with the direct constituents and receivers of the impacts and legacies of the

Games (Kaplanidou, 2012). This connection may contribute to higher identification and attachment with such initiatives, which may in turn increase social responsibility of the organizations involved and target social change, if that is a goal of the host city/country (Cope et al., 2015). Indeed, in the words of Pierre de Coubertin, “holding the Games means evoking history” (as quoted in Davis [2012, p. 5]); in that sense, creating social change can be part of history and form a goal for each country.

The connection of Olympic Games legacy with quality of life

Recently, Kaplanidou (2012) suggested that to garner support from local residents the organizers have to focus on important outcomes for the residents’ quality of life. Such outcomes related primarily to tangible changes in the host community, such as infrastructure improvements (e.g. roads, transportation) but also pride enhancements that can relate to the self-esteem of the local people being part of the event. Kaplanidou et al. (2013) found that in the case of the World Cup in South Africa, economic, political, social and psychological impacts from the event influenced the overall post event evaluation of South African host city residents’ quality of life. Other studies have examined the importance of certain Olympic Games impacts for the quality of life of the host and non-host city residents (Karadakis & Kaplanidou, 2012). The latter study found that economic outcomes were more relevant for residents of the host city, while they received lower importance evaluations for non-host city residents that were removed from the direct impacts of the Games. Indeed, the reception of the Olympic Games experience through media coverage allows for the formation of different impacts of Olympic Games on people in general compared to those who reside and experience the Games in the host city (Karadakis & Kaplanidou, 2012). The biggest challenge to this day remains to correctly identify the factors that are of great importance to the cities that bid for the Games and deliver on those promises. For example, as Mr Hirthier discussed on the recently reinstated Unites States Olympic Academy conference on 30 April 2015 (2015 USOA), bid committees should create a number of goals that tie in with a clear legacy plan that can strengthen each city bid profile and allow for more effective communication strategies.

Following the discussion above, one has to wonder about the critical role of the International Olympic Committee (IOC) in the design and sustainability of the legacies that are initiated by the host cities themselves. In many cases, the IOC can be perceived as a platform for the host city, organizing committees to capitalize and leverage the global profile of the Games through the collaboration with the top Olympic Sponsor programs. Within this mindset there is a lot of opportunity for corporate social responsibility (CSR) programs that incorporate the needs of local residents and are designed to generate large public-relations campaigns. Given that CSR is defined through the lenses of the shareholders approach, the stakeholders approach and the societal approach (Marrewijk, 2003), it is pertinent to discuss which approach is relevant for the Olympic Games and the notion of legacy. In other words, how does CSR integrate with the legacy planning?

The shareholder approach of CSR describes that the main purpose of a business is to increase the profits of the company (Friedman, 1962), while the stakeholder approach is to balance the interests of the stakeholders (Marrewijk, 2003). On the contrary, the societal approach refers to the notion that CSR efforts have to benefit society's overall well-being in a satisfactory manner (Marrewijk, 2003). Taken together, the definitions above suggest a need for integration among various entities and interests to achieve corporate sustainability where responsible company acts manifest through economic, environmental and social platforms (Marrewijk, 2003). In that sense, the connection with legacy planning is evident: create company initiatives that benefit the overall quality of life of local people and establish long-term corporate mechanisms to support those initiatives.

The Olympic Games allow for interventions and legacy planning that has the potential to incorporate all the aspects mentioned above to properly leverage the Games and achieve targeted sustainable outcomes. It has to be noted, however, that residents are also "tuning" in toward intangible impacts that can influence legacy planning (Ma & Rotherham, 2015) and can be critical of tangible outcomes as well (Kaplanidou, 2012). For example, and although not within the framework of the Olympic Games, Coca Cola has created programs for clean water in Africa (CSR News, 2012), which is a tangible initiative with wide implications for everyone. The literature also discusses how the success of the

mega-event can further enhance not only the legacies of each host city but also the legacy of the Olympic Movement (Kaplanidou, Karadakis & Pennington-Gray, 2015). In addition, achieving event success nurtures the common ground for both the event organizers and local residents that can define the contribution of a sport event to the community's quality of life (Kaplanidou, Karadakis & Kerwin, 2013).

In that sense, creating legacies for the Olympic Movement through successful Olympic Games allows for a more sustainable legacy profile for the IOC and for the host cities. For example, technological advances achieved in the 1996 Olympic Games in Atlanta through the use of fiber optic cables allowed for better management of the event and contributed to the image of the Olympic Movement. Medical advances initiated by each Olympic Games preparation in anti-doping control can spearhead legacies for the Olympic Movement by reinforcing the values and ideals of fair play globally. Such advances can have a lasting legacy for the Olympic Movement and the sport industry in host cities these stories have to be told overtime through the media to sustain the connection.

Conclusion

Taken together, all the above suggest the opportunity for extensive interplay among various entities to leverage and capitalize on the catalytic nature of the Olympic Games. Legacies can benefit the local society and also the image of the organization under whose auspices the event is taking place. But legacies require extensive and careful planning. At the same time, event success can moderate the perceived weight of legacy outcomes. Not all legacy outcomes hold the same weight for local residents in the host community. In-depth exploration of these perceptions is required to proceed with a proper planning for sustainable legacy outcomes in the future.

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THE RELATION BETWEEN URBANIZATION AND URBAN SPORT

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1. Why choose this topic?

Sport in modern society was one of the most popular forms of mass entertainment. People all around the world enjoyed playing and watching sport. Sport in particular was much more than a pastime or recreation; it was an integral part of an urban culture which gave a unique insight into the way of urban changes. Before urbanization, the sporting games of most people around the world in the 19th century were unorganized or informally arranged athletic contests. Rules were simple, unwritten, and based on local customs and traditions, competition was local.

The process of urbanization was both the crucial factor in shaping the rise of organized sport and a major influence in shaping the growth of recreational sport. With the adjustments of population, space and industry, sport became specialized, organized, commercialized and professionalized. As a driving force, urbanization played a very important role in the development of modern sport. Nearly all contemporary major sports evolved, or were invented in the urban environment.

2. What is urbanization?

Urbanization was not merely a modern phenomenon, but a rapid and historic transformation of rural culture into urban culture. The essence of urbanization

was not only a population shift from rural to urban areas, but the ways in which society adapted to urban change. In this way, urbanization was a sustainable force for urban development. According to the predication from the United Nations, by 2050, 64% of the developing world and 86% of the developed world will be urbanized.

3. The relation between the urbanization and sport

Urbanization can be quantified either in terms of the level of urban development relative to the overall population, or as the rate at which the urban proportion of the population increases. The latter means that if the rate of urbanization in a country findings reaches 50%, this country becomes an urbanized nation. According to my research, the rate of urbanization is in a direct relation with the development of sport; if the rate of urbanization reaches 50%, the sport of that nation will move into a completely transformational period.

In 1851, United Kingdom, the initial leader of the Industrial Revolution, became the first nation with half of its population living in cities. The rate of urbanization of UK in 1851 reached 54%. With the United Kingdom becoming the first urbanized nation, sports in UK went into a new stage. Sport was extensively watched and played by the mid-19th century as part of a vigorous popular culture. And the earlier manly games and healthful recreational activities gave way to modern sport. UK experienced a notable transformation in the scale and nature of its sporting culture, something that helped make it the birthplace of modern sport.

From the 1850s to the century's end there occurred what can be described as a great sports boom or even a sporting revolution. New sports such as association football, rugby, golf and tennis became widely popular; social classes were bound together through different sport clubs and organizations; sport became increasingly commercialized, and a sports industry emerged. It was a period of further sporting change with sport occupying much more of some people's emotional thought, effort and time than previously; an athletic fever had been created.

In this context of establishing modern sport in UK, by promoting outdoor recreation, Penny Brookes, like most young scholars of the time, studied the

Greek language and civilization and was aware of the Olympic Games of Greece and their traditions, which were imitated in the Wenlock Games (figure 1). Wenlock Games were held in the year when UK became an urbanized nation. The Games were based around the athletic events first promoted at the ancient Olympic Games, with traditional country sports such as quoits, football and cricket also included on the program. The Games embodied the high civilization of UK's urbanization, and were organized 50 years earlier than the first modern Olympic Games held in Athens in 1896.

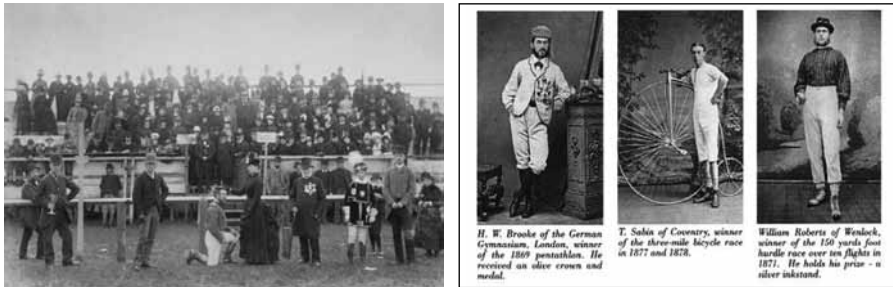


Figure 1: Wenlock Games

Another example from the United States, in mid-19th century, before the country became an industrial, urbanized nation; sport had not yet achieved a high level of prominence or widespread popularity. The relative increase in urban population in American history occurred in the mid-19th century. As a result, the proportion of the population that resided in cities changed from 15.4 percent in 1850 to 51.2 percent in 1920.

With the United States becoming an urbanized nation in the 1920s, sports in American life beginning into a Golden Age. With more leisure time and disposable income, people turned to sport for fun and excitement. By the 1920s the percentage of total newspaper space allocated to sports was more than double than what it had been three decades earlier. Baseball, in the 1920s became a national pastime and some players are still remembered even today; however, in the 1920s a law was passed to allow sport of prizefighting, which was illegal in the 1900s.

During this decade, the nation's attitude on class, race, women's rights, and dressing and even where people lived changed. At the same time, the variety

and number of sports rapidly increased, sporting institutions became modernized and participatory, and spectator sport became popular with men from all social classes. The era profoundly affected individual sports and established today's enormous sports entertainment industry. It was a cornerstone of modern American life.

The example from UK and US are the best models to show the relationship between urbanization and sport. However, the urbanization's role in the rise of sport was not merely providing potential players and spectators or directly influencing the sporting culture and athletic institutions. As a driving force, the factors of urbanization which included population, space and industry, strongly influenced the rise of sport. Meanwhile, if the rate of urbanization reached 50%, sport would change not only quantitatively, but also qualitatively.

3.1 Population

The twin processes of accelerated rates of urbanization and population growth created an environment that was likely to encourage the development of sport. For UK and the US, the Industrial Revolution and the Great Migration that took place in the history of these two nations respectively, resulted in urbanization. The urban population reached 50% of the total population. This meant that there was a compact population that welcomed sport and which provided a clear stage for the growth of sport. In UK, for example, half the population was under 20 in 1851, and only 25 percent over 45 years old. The 1920 census showed that two-thirds of US's population was younger than 35 years old in 1920. This, too, aided the potential demand for sport.

The urbanization and population growth clearly enlarged the market for sporting recreation. One of the clearest signs of this revolution in sporting practice was the dramatic increase in the range of sports available and in the numbers of people who played and watched sports. New sports like badminton, cycling, lawn tennis, table tennis were introduced. A large pool of potential athletes and spectators from different social backgrounds encouraged the formation of discrete sporting subcultures and the establishment of enclosed semipublic sports facilities to satisfy the demand of sports fans with disposable income to watch excellent sporting competitions.

3.2 Space

The urbanization that accompanied the changing space patterns had an enormous impact upon the development of sport. Urban use of land became highly specialized and traditional playing areas were lost to development, limiting space for outdoor or indoor sports in congested urban cores, especially in comparison to the more spacious periphery. Many old playing sites were lost forever to alternative land uses as the inner city became increasingly crowded, central business districts were developed, and cities grew centrifugally to encompass outlying territory beyond their original borders.

One response was the rise of a nation-wide municipal park movement, which promoted the construction of urban parks, which became important social and political landmarks in cities across the country. Another response was the establishment of private sites for athletics. The elite voluntary sports organizations built facilities in downtown sections and lavish country clubs in the suburbs. Following New York's example, urban areas began taking an active role in the recreation of their residents by establishing local clubs and organizations.

3.3 Industry

Urbanization changed sport from rural entertainment into an urban organized activity. First, the growing populations provided a greater pool of potential spectators and athletes, who encouraged profit-minded entrepreneurs to establish sports businesses. Second, the development of public and private spaces for athletics gave rise to a boom in sport facilities, where the general public was welcome, usually for a fee. Third, with the rate of urbanization reaching 50%, service industry would become the leading industry sector for urban development, which provided the platform for sport to enlarge. Under such social circumstances, sport became noticeably more commercial and professional. Sport became a new industry section.

Between 1851 and 1911, the number of gamekeepers in UK rose from 9,000 to 23,000. By the early 1890s as many as 10,000 people depended on horseracing for a living. Someone contemporary suggested that in 1895 expenditures on sport of UK were already the equivalent of 3% of the total gross national product. Sport obviously became a major industry during the Victorian and Edwardian periods. Meanwhile, as late as World War I, sport in

the US was an infant industry. Baseball offered the only nationwide leagues, and athletes generally played for themselves and not for the spectators. The coming of the Golden Age gave rise to professional sports, like baseball, basketball, ice hockey, which then became a profit industry.

4. The case of China

Urbanization in the People's Republic of China increased in speed following the initiation of the Reform and Opening Policy. In 1949, the rate of urbanization of China was only just 10.6%. By the end of 2013, 53.7% of the total population lived in urban areas. The urbanization rate according to official forecasts will reach 70% by 2030.

The impact of urbanization on sport can be traced as far back as the People's Republic of China was founded. At that time, the driving force for sport was entirely coming from the government. The "dan wei" (work unit) was the only organized unit for the development of sport.

Since the Reform and the Opening Policy, urbanization became a crucial force in the evolution of Chinese sport. In 2011, the rate of urbanization of China reached 51.27%. According to my research, if the rate of urbanization of a nation reached 50%, the sport of that nation would enter into a new stage.

Urbanization in China means transformation from rural to urban. With cities becoming the final destination, the demand for mass sport by urban citizens has become a big issue. With the increase in nationwide fitness activities, people's outlook on life also changed. In many large and medium-sized cities, spending money in the pursuit of good health has become trendy. New types of sport, including rock climbing, horsemanship, bungee jumping, bowling, skateboarding, women's boxing, shuffleboard, taekwondo and golf are particularly popular among young people.

The process of urbanization brought with it professionalization and commercialization. Sport associations became profit-making entities and a club system came into being; professional leagues formed and commercial management systems took shape. The professionalization of sports has encouraged the emergence of a sports management market and business-structured systems.

Sport in China has become a new industry.

At the same time, the changing space patterns that accompanied urbanization had an enormous impact upon social development. Some of these patterns developed without scientific regulation, and this has caused “over-urbanized” or “incomplete-urbanized” issues. According to the nearest national mass sports status investigation, “jogging” has got the first place for participation choice, partly because this sport requires little of land and space. So, the main task for the Chinese government was how to use urbanization as a scientific way or a sustainable force for the development of sport in China.

5. Conclusions

Urbanization has been a sustainable force for urban development in China. As a driving force, urbanization has played a very important role in the development of modern sport. With urbanization, sport became specialized, organized, commercialized and professionalized. The rate of urbanization has direct relation with the development of sport; if the rate of urbanization in a nation reached 50%, the sport of that nation would move into a period of complete transformation.

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SHORT PRESENTATIONS
BY THE PARTICIPANTS

SPORT AS A TOOL FOR DEVELOPMENT AND SUSTAINABILITY

Fernando MIQUINHO (ANG)

Sport is a very important tool for the development of any country in the world today. It creates healthier people avoiding disease and contributing to the development of any country. In today's world, sport is a way of being and living; in other words, the sport offers more than providing a healthy life; it is also a profession that provides the income and many personal and national joys. Sport plays a big role in promoting social integration and economic development in all corners of the world. Sport is also a means of bringing and promoting:

- Personal development
- Health
- Gender equality
- Peace and prevention of conflicts
- Joy

Sport is a great source of personal and collective wealth and promotes economic development in any country. Adidas, Puma and Nike, just to name the most famous sports brands, are great companies that generate large sums of money and jobs worldwide.

Sport is a huge attraction and mobilizes people everywhere. It unites the citizens of any country, it promotes human values and, respect for the opponent. The Olympic Movement contributes to the peaceful coexistence of the human race by promoting sporting values. Through the Olympic Games, sport brings together athletes from all corners of the Globe with the aim of instilling in them positive values. It is the means through which people have signed and personally practise and form functional structured social groups towards mutual

understanding, in the framework of a vision shared with the United Nations. As evidence of this great collaboration between the International Olympic Committee and the United Nations, the International Olympic Committee decided to run up the United Nations flag in all its competitions. And, in turn, the United Nations is to form partnerships with the Olympic family.

Sport is also used as a means of helping the poor, refugees, children, victims of natural disasters, the disabled and people living with infections. But sport does not solve all problems of society; it also has its negative aspects, such as violence, corruption, discrimination, nationalism, doping and fraud. All forms of physical activity contribute to good physical and mental health, well-being and social interaction, such as play, recreation, organization or competitions, and games. The peace programs and sport for development combine play with other non-sport activities to achieve greater sustainability. These programs as well as initiatives on the development of peace are implemented at the local, regional and national level. The program aims to empower local citizens, both in the planning phase and the implementation of these activities, adhering to the principle of transparency and through collaboration creating sustainability.

School sports programs motivate children to join and improve their grades. Sports programs provide an educational alternative for children who cannot enter the school system. Sport increases our self-esteem, self confidence, social skills and the possibility of a job.

We can live off sport for years even when we stop practising it.

THE STUDENT OLYMPICS AS A SUSTAINABLE SPORT MODEL

Maria Alice ZIMMERMANN (BRA)

São Paulo is one of the ten most populated capital cities in the world, with a population of 11,253,503 inhabitants. The municipal schools which belong to São Paulo city form the biggest educational system of the country, with almost one million pupils, which equates to 8.2% of the 11.3 million inhabitants of the city.

The municipal system has 1,459 schools spread all over the city, which are managed directly by the Department of Education/São Paulo City Hall, and includes 936,432 pupils, 546 fundamental teaching schools (schools for pupils from 6 to 14 years old), 45 CEUS (Unified Educational Centers), and approximately 2,300 Physical Education teachers.

In 2007 we started a project that encouraged sports activities in schools through the Pupil Olympics Competition. We started with games and competitions and the first phase attracted 29,000 athletes.

Currently the project has fourteen different types of sports (six collective, seven individual, and the Paralympics with athletics, sitting volleyball and table tennis – for pupils with disabilities). In 2013 we had 103,000 athletes.

The project is not only aimed at organizing games and championships. One of the main goals is to democratize access, where the less talented technically can also try different sports. This principle will lead to motivation in disseminating all modalities, thus stimulating sports in schools throughout the year.

The fact that pupils play representing their school and – in later stages of the competition – their region and possibly their city, increasingly stimulates their inclusion in the group.

We conclude that schools can stimulate the practice of sports, but it is necessary to create the proper conditions for sport development for sustained suc-

cess. At school, we encourage sport experiences and motivate the formation of teams for dispute resolution.

More than simply discovering talent, we have the task of educating citizens, so access is democratized, providing positive childhood and adolescence experiences.

Olympic values can play a positive role in this mission by promoting self-confidence, self-esteem, winning, losing, overcoming, equality, mutual respect and fair play. In this way, the project increasingly encourages the development of sustainable Sport initiatives at school and establishes a meaningful bridge between sport and education. It collaborates in order to reduce the distance of exclusion either for gender or for social, economical reasons.

PROJECT SCORE!: AN ONLINE RESOURCE TO PROMOTE POSITIVE YOUTH DEVELOPMENT IN SPORT

Leisha STRACHAN (CAN)

Participation in organized sport is the most popular extra-curricular youth activity in Canada (Guèvremont, Findlay, & Kohen, 2008). By taking part in physical activity and sport programs, children and youth have the opportunity to fulfill three main objectives: 1) to improve overall physical development, 2) to develop motor skills, and 3) to encourage psychosocial growth (Côté & Fraser-Thomas, 2011). It has been recently suggested that 92% of Canadians believe that sport has the potential to be a positive avenue of growth and development for children and youth (Mulholland, 2008). Therefore, along with the physical and motor skill development that is inherent in being active, participation in sport or physical activity can be valued as a crucial context for personal development.

Positive youth development (PYD) literature has advanced the idea that youth are resources to be cultivated; the development of young people involves fostering positive outcomes rather than simply reducing problem behaviors (Benson, Scales, Hamilton, & Sesma, Jr., 2006). Further, the core constructs of positive youth development have an ecological element focusing on contexts involving the youth, personal characteristics possessed by the individual, and developmental outcomes (Lerner, 2003). Over the past number of years, research in the area of positive youth development has highlighted the importance of youth participation in structured activities (Eccles & Barber, 1999; Hansen, Larson, & Dworkin, 2003; Larson & Verma, 1999). The involvement of youth in structured activities (i.e., sport, music, drama, service activities) has been found to lead to the development of positive growth indicators including identity formation, increased social capital, and greater emotional regulation (Hansen et

al., 2003). Organized activities have also been found to prepare youth for a smoother and healthier transition into adulthood by helping to increase educational achievement, lower rates of delinquency, lessen antisocial behaviors, and lower incidences of substance abuse (Mahoney, Larson, Eccles, & Lord, 2005). Specifically, participation in sport has been linked to higher rates of initiative, teamwork, and emotional regulation when compared to other structured activities such as music, art, and service interests (Larson, Hansen, & Moneta, 2006). However, in this same study involving 2,280 participants, youth involved in sport also reported lower rates of identity work, positive relationships, and adult network experiences (Larson et al., 2006). Current research linking positive outcomes and participation suggests that three particular qualities (i.e., positive identity, empowerment, and support) should be highlighted in youth sport programs to decrease burnout symptoms and enhance enjoyment (Strachan, Côté, & Deakin, 2009). These results and other research in the field bring to light the importance of having properly structured programs for children and youth in order to develop positive developmental outcomes (Petitpas, Cornelius, Van Raalte, & Jones, 2005).

Several programs have been developed to enable the delivery of PYD programming for youth. Early work by Hellison (1978) has led to the establishment of a framework highlighting youth development. Teaching Personal and Social Responsibility (TPSR; Hellison, 2003) is a program engaging youth in physical activity and relational work experiences. The TPSR concept emphasizes strong instructor-participant relationships, personal empowerment, and self-reflection as a means to encourage responsibility, positive motivation, and respect for others (Hellison, Martinek, & Walsh, 2007). Research work (Martinek, Schilling, & Johnson, 2001) has found support for the delivery of this program as a way to develop personal skills in young people through a sport lens. Another initiative is the Sports United to Promote Education and Recreation (SUPER) program (Danish, 2002). This series of eighteen modules are taught like sports clinics and focus on developing sport skills and life skills (i.e. goal setting, managing emotions, using positive self-talk, keeping a healthy lifestyle). The SUPER program model has been offered in conjunction with several sports (i.e. basketball, golf) but has also been implemented in junior high and high schools in the United States. The model also encourages the development of peer mentors.

One drawback of this program is that formal evaluative techniques have not assessed the impact of the program, even though it has been, anecdotally, praised by participants and parents alike. While these programs focus on participant outcomes, programs centered in sport need to also consider coach training. Research highlights the key contributions of coaches in the lives of young athletes (Strachan, Côté, & Deakin, 2011) and it is important to teach coaches how to deliver positive sport programs. However, there is a gap in the literature in the development of resources for coaches (Camiré, Trudel, & Forneris, 2014). Further, Vella, Oades, and Crowe (2011) state that “(Y)outh sport coaches need to be educated about the important responsibility of positive youth development, and need training in how to facilitate such outcomes” (p. 45). Project SCORE! (www.projectscore.ca) was created to fill this gap.

Project SCORE! is an evidence-based online resource that was created for coaches. The program outlines ten lessons that coaches can use to supplement their respective sport programs. The lessons were developed using Lerner’s (2003) five C’s of positive development – confidence, competence, connection, character, and caring. Lessons include “Goal Setting”, “Team Connection”, “Building Character – Respect”, “Building Character – Fair Play”, “Increasing Confidence – Your Turn”, “Increasing Confidence – Recognize!”, “Building Competence – Training the Mind”, “Building Competence – Let’s Train!”, “Building Competence – Sport for Life”, and “Parent Connection”. Each lesson follows a similar format including an explanation of the theme for the lesson, recommended “SCORE plays” (i.e. strategies for implementation), and additional resources pertaining to the topic. Research with Project SCORE! has found that it is a valuable resource for both youth sport participants and coaches (Strachan, MacDonald, & Côté, in press). Preliminary data examining youth experiences before and after administering the program is still on-going and will be presented. Exit interviews with coaches are also being conducted to gain more insight about their thoughts using Project SCORE! Further, a think-aloud evaluation of the site has also been conducted and results are imminent.

With continued development of this resource, coaches will have an opportunity to easily integrate the components of a positive youth sport experience into their respective programs. Project SCORE! has been developed to increase sustainability in sport for youth and assist with development. This deliberate ap-

proach is sorely needed in youth sport to help guide youth and coaches and help to enable positive experiences for all involved in youth sport.

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SPORT AS A SUSTAINABILITY AND DEVELOPMENT TOOL. THE COLOMBIAN CASE: A COUNTRY OF UNIMAGINABLE CONTRASTS

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My country, Colombia, has sustained various internal conflicts during the past 67 years, since the historic event known as “the Bogotazo” in 1948. Conflicts became partisan violence, which in turn was transformed into caste violence, peasant uprising, socialist guerrillas, drug trafficking, drug-related terrorism, narco-terrorism linked to the guerrillas, paramilitary groups, demobilized relapse into violence and common criminality. There seem to be plenty of obstacles so that our nation remains in the deepest disappointment with life. Therefore, sports activity was not a priority.

Colombia is a Latin American country, located in the tropics, where everything is set for an easy and quiet life as depicted on travel agencies’ brochures, a paradise; it is a country where you throw a seed and more plants grow than the ones expected or a person’s lunch multiplies magically – as in the books written by our only Nobel Prize in Literature winner, Gabriel García Márquez – and it is enough for three, four or more guests. In my country sustainability is a concept of genetics. It seems that survival is assured by birth alone.

These ideas concentrated in the preceding paragraphs seem to be stories of two different places away from each other, dissimilar and impossible. Sadly in my country, like in no other, all good and bad coincides, the possible and the impossible. In some sense, it is a country where Olympic champions should arise, necessarily.

Colombia has a tradition linked to the Olympic Games dating back to Los Angeles in 1932. The ships then took four months to sail the Atlantic from

Europe and that was added to the ideological and administrative procedures the promoters of our Colombian Olympic Committee had to overcome. That resulted in forty years of delay in the national sports development.

Again, this fact made Colombian participation more difficult since in the country there were no tracks, arenas, pools, coaches, or anything related to sports. As a consequence, a humble runner who participated in that first occasion rightly so could not have the best results, but like any pioneer, he achieved the objective not so planned and by his arrival back a new life project for the country was introduced.

The parallel between national development and sports development is very evident in areas such as universities, industries and labor union movements. Along with them, competitive teams, especially soccer, and in mid-twentieth century, social clubs that promote disciplines with a special elitist context, for example, swimming and tennis.

After the creation of the Colombian Institute of Sport COLDEPORTES in 1968 and forty years after the first Olympic Games participation, the largest investment in sports infrastructure was implemented due to regional political commitments and it was used for the Panamerican Games in Cali in 1971.

The call for mandatory social equity resulted in initiatives by local businessmen and industrialists established in the 1960s. These went mainly to health, and were diversified for sport in the 1970s and 1980s with the creation of massive sports complexes in the cities with the highest population density. Again, in the middle of opposites that characterize our nation, in this case poverty and wealth, the first Olympic medalists in boxing and Olympic Shooting (Munich 1972) came to the fore.

In the 1980s national and departmental authorities in sport become organized and only since 1988 we witness quadrennial regularly implementation of some National Sport Games, for the first time in history, after some wrong planning in the year 2015, prior to participating in the Olympic Games of Rio. In competitive sports, scores concentrate on "beetles", titans of cycling that managed to conquer the Tour of Spain and were included in the Tour of France with a sponsorship provided by our famous coffee industry.

In the mid-1990s a first General Sports Law was formulated. Based on it, the participation levels are given, as well as the organizational structure and

distribution of resources, as in a twist of fate and once again promoted under another typical national contrast coming from the consumption of tobacco and alcohol. It is argued that the sports development model should be copied from the best of the era and the region at large. Thus, the Cuban sport advisors and national coaches should be linked, along with training and national experiences, leading to a unique struggle of egos, thus yielding the results that the Colombian sports enjoys today.

Over the last fifteen years Colombia has flourished in science linked to sport through approximately 35 universities offering curricula of undergraduate and graduate programs related to Physical Education and Sport. A decade ago, sport became a public social expenditure and has successfully entered all kinds of modality, with world and Olympic champions as diverse as motor racing, weights, squash and chess. In the 2012 London Olympic Games the first barrier was broken of 100 Colombian athletes competing (104) and eight medals won in Judo, Wrestling, Track Cycling Road and BMX.

The Colombian athletes have demonstrated to their society and the world that sustainability is justified by the high achievements, which are few in the midst of such difficulties outlined; also, that we are on the right path and that joy will accompany us from the Olympic sports culture amongst Colombians.

The Colombian sports development year after year has become such an alternative in this personal and national purpose that allows Colombians to reflect on the skills we have, but also on a new attitude towards difficulties, with the understanding that only when we face vital challenges, as complex as the Olympic ones, can we then achieve triumphs that will contribute to building a new country free of violence, with the desire for peace prevailing.

SPORT AS A TOOL FOR SUSTAINABILITY AND DEVELOPMENT

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Sport as a tool for sustainability and development

How to simultaneously manage the sustainable development of an area that is at the same time working as a Sport's Campus, an Olympic Training Center and a hotel resort for 2,000 active guests? This question is relevant for the Vierumäki Campus, located in Finland 150 km north of Helsinki. The Sport Institute of Finland was founded in 1927, and during its existence the original Sport Institute has developed and grown massively. Now, with more than 500 students and customers daily, the Campus provides its occupants with the gathered knowledge of 200 professionals in various different occupations – e.g. teachers and researchers, administrators, maintenance and sport facility workers, restaurant and hotel staff, plus services and sales personnel.

Education as a tool for development

The Sport Institute of Finland was originally a training center for professional athletes, coaches and sport managers. Ninety years later it is the biggest Sport Campus in Finland offering high level educational services together with an outstanding range of sports and activities. The facilities cover: three golf-courses, outdoor activity facilities, 25 tennis courts, two multi-use sport's arenas and two ice-rinks. All this surrounded with an abundance of peaceful and beautiful nature.

Haaga-Helia University of Applied Sciences organizes study programs at Vierumäki Campus for more than 400 students, most from Finland but also exchange students and degree students from abroad. The Sport Institute of Finland, the vocational training provider, has 350 students of different age groups studying by using the multiform methods drawn from real-life projects. Furthermore, the campus is open for national and international customers – students, top athletes, school children, business people and tourists.

Even with all the amount of amenities and facilities, the surrounding natural environment continues to be the heart and a leading value for this business. However, nature also poses a crucial challenge – how to run all these facilities sustainably so that the unique surroundings don't get harmed? These questions started to be put and answered as early as 1998. Thanks to the cooperation with the Finnish Olympic Committee, the campus received the ISO 14001 environmental standard in the year 2001. This program means that in practice all our students and customers learn about environmental issues specific to this area. They are also actively encouraged to be involved with the development of these practices.

From theory to practice

The main questions concerning sustainability are for example how to organize the heating system, water use on the ground water preservation, maintenance and recycling – and how to do these properly and effectively. Currently the amount of waste produced by the campus area is more than 400,000 kg in the year, meaning 54 “elephants” going to the local recycling center and landfill. Luckily in the local Päijät-Häme region, just 10% of waste goes to the landfill – when the average amount in Europe is 50%. The remaining 90% of waste is recycled, reused and repurposed, e.g. for heating and using the biowaste for soil (T. Tukiainen, Sport Institute of Finland, 2015).

The aim at the Vierumäki campus is that every sport event and seminar has its own environmental plan and its particular code of conduct. Also the ISO 14001 process has a regular annual audit and development process. In 2007, the Vierumäki Country Club received another significant label: “The Swan”; the

Nordic Ecolabel as the second restaurant in Finland. The Swan logo demonstrates that a product is an environmentally responsible choice.

Thanks to these labels, the sustainable issues reach thousands of young future sports professionals every year. The positive example can encourage them to be more mindful about their surroundings, and pass the knowledge they have about sustainability – to sport clubs, sport federations, schools etc.

However, knowledge about sustainability doesn't just pass one way. The sport campus is constantly learning from its customers and partnering organizations. For example, one of these organizations, "The Finnish Sport Federation (SLU)", started working towards sustainable development 15 years ago by publishing a standard-giving handbook for sport clubs and federations. The new Sport Federation VALO follows this tradition and, together with the Ministry of Education and Sport, has ongoing research projects in cooperation with the University of Jyväskylä, "Research for Finland – 2050, How to manage environmental, ecological and sustainable development".

Cooperation with the Finnish Olympic Academy

The work done by the Finnish Olympic Academy has encouraged schools and educators to be more active with the values of Olympism in Finland. The national Olympic Academy was founded in 1987, its main mission being promoting the values of Olympism and its main focus the welfare of children. For example, the campaign "Ski to Sochi 2014" that reached 300 schools and day care centers, had one of the events organized at the Vierumäki Campus by the students of the Sport Institute.

One of the main activities organised by the Finnish Olympic Academy in Finland is the Muuvit project, which takes the school classes on virtual voyages through a combination of learning and physical exercise. The next school program, "Fairly to Rio 2016" is starting this autumn and it is aiming to reach 200,000 children. The highlight of 2015 was the Olympic Educational Seminar in Olympia, Greece in June for 45 Finnish educators.

The cooperation between Vierumäki Campus and the Finnish Olympic Academy consists of the Olympic Activity Afternoon, which has been organized bi-annually, since the year 1998. These events have reached more than

1,000 international P.E. teachers participating in "the International Seminar for Physical Education Teachers" (www.peseminar.org). Furthermore, the Annual International Week for Students and Staff Members once a year, during February, includes the theme of the Olympism.

Think globally, act locally

Haaga-Helia University has been part of the European 13 PE Network for 15 years and the annual highlight event has been the ERASMUS Intensive Course. The last three 10-day student seminars have been organized around the topic "Physical Education and a Sustainable Society". The coordinator has been Malmö University from Sweden and the seminars have taken place in Sweden and two times in Romania.

The Haaga-Helia University of Applied Sciences and the Sport Institute of Finland are open for future cooperation. Our main interests are Olympism Studies and projects together with sustainable development on the grass root level at the schools and local sport clubs. Thanks to the past Olympic Academies' meetings in Olympia and the relationships built here by the colleagues, we have active international cooperation with many Higher Education institutes. Sport is an excellent tool – a common ground for cooperation and global understanding.

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COMMUNITY ENGAGEMENT IN QATAR AS A TOOL FOR SPORT PARTICIPATION AND SUSTAINABILITY

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Advisor: Prof. Dr Holger Preuss

1. Community engagement in Qatar

The purpose of this presentation is to point out the importance of the Olympic Movement and its values to develop sustainable:

- Interest & participation in sports at the grassroots level
 - For all population groups
- Healthy living & well-being
 - Qatari adolescents (14–20 years): 60% obese & 57% overweight (Non-Qataris: 40% & 43%)
- Education of “tomorrow’s generation”
 - 55% of population is 25 years and younger
- Social & cultural exchange
 - More than 80% of Qatari population are expats

...by making use of diverse community engagement programs.

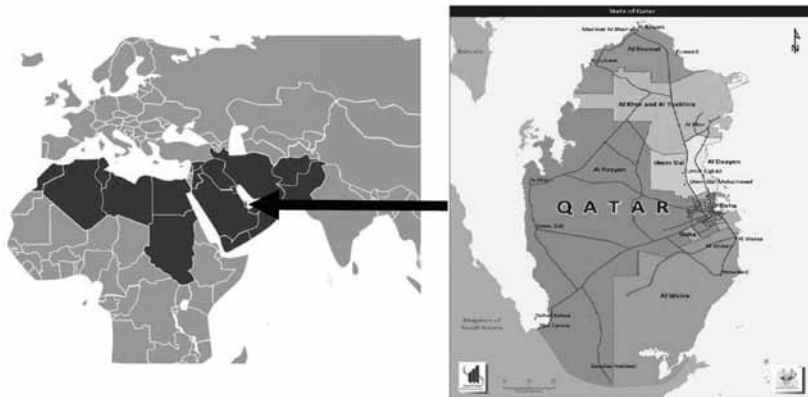
Key facts about Qatar

- Small Arabic country in western Asia surrounded by Persian Gulf and bordering with Saudi Arabia in the South
- Absolute monarchy – Emir rules as the Head of State
- Most Qataris are Sunni Muslims (80%)
- 3rd largest natural gas reserves worldwide

- GDP per capita: USD 102.7k (highest in the world)
- Vision 2030 aims to make Qatar independent from oil/gas industry in the long-term
- Sport functions as a key pillar to promote & develop the country & active living & healthy life-style
- National Sports Day held every year in February
- Successful event organization, e.g. 2006 Asian Games (Summer Olympics of Asia), 2011 AFC Asian Cup, 2014 IHF Handball WC, etc.
- Host of the 2022 FIFA WC
- Prospect host of the Olympic Games

2. Map of MENA region & Qatar

- MENA region (Population: 361m, 6% of world population)



3. Qatar's Demographics

- 522k (in 1997) to 2.17m (in 2014)
- Gender ratio: $\frac{3}{4}$ males (76%) & $\frac{1}{4}$ females (24%)
- Median age of total population: 31 years
- Key age groups: 5–19 years (12%) & 20–44 years (68%)
- Ethnic groups:

- Qatari: 15% (approx. 250k)
- Others 85% (Arabs 13%, Indian 24%, Nepalese 16%, Filipinos 11%, Sri Lankese 5%, Bangladeshis 5%, Pakistanis 4%, Other 7%)

Qatar's population is multicultural & steadily growing.

4. Group Exercise

Photo elicitation interview (*only assumed & idea presented*)

Intro:

- I am a representative from the Community Engagement Department of the Qatar Olympic Committee – QOC
- The QOC wants to bring the Olympic Games to Qatar
- Recently, we conducted a photo contest among residents (both Qataris & Expats) asking them to photo documenting: “Population groups which are highly meaningful to the Olympic Movement in terms of sports development & sports participation, leaving sustainable impact for the whole society in Qatar.”
- I would like to show you some photos of three different population groups
- Please get together in groups
- You will be provided with a task description & photos
- You have 10 minutes to work together & exchange ideas
- In the end, you will present your thoughts & ideas on the importance of engaging with these particular populations groups

5. Discussion Group 1

“Integration of blue collar workers through sports participation”

- Picture of blue collar workers cheering on their Indian national team during a friendly game in Qatar
- Pictures of workers holding their corporate sports day at one of the local sports facilities
- Picture of workers cup, taken in a stadium right after a regular pro-match

6. Discussion Group 2

“Sports participation for girls & women”

- Picture of young girls doing football drills
- Picture of girls getting medals from the national coach of the Qatari women team
- Picture of covered women provided face painting to young football fans before a pro-match
- Picture of a pro-football player visiting a school for girls
- Picture of girls playing futsal table during a sports day at a compound

7. Discussion Group 3

“Sports participation & education of the youngsters”

- Pictures of pro-players, doing football tricks and giving autographs at school (*Qatari and international*)
- Picture of visually impaired students touching a football trophy during their sports day
- Picture of young students participating in a football tournament as part of the QOC Olympic sports day
- Picture of lined-up youth teams receiving their certificates of honor during a sports tournament

8. Conclusion

Integration (social & cultural exchange), education & sport participation functions as the Catalyst for sports development & sustainability towards a better future and – maybe one day – for the 1st Olympic Games in the Middle East!

SPORTS AS A TOOL FOR SUSTAINABILITY AND DEVELOPMENT

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1. Introduction

Historically, human species mainly carries on two processes: one is the conversion of small units to bigger units, i.e. clan to national and international entities, and the other is by decentralizing the decision making process to common people for better management of natural and human resources. The degradation of natural and biological resources reached its zenith in the 21st century and with this realization, it is important to implement a holistic process of development and incorporate sustainable aspects into it. This paper tries to analyze this process in the context of sports and physical activity.

The paper proceeds as follows: I define the concept of development as a process in section 2; in section 3, I analyze the importance of sustainability in development and the characteristics of the development process; in section 4, I discuss the role of sports and proceed towards building a theory of sports and various aspects of development in tandem. The last section concludes.

2. Development as a process

Nature – denoting the entire reality consisting of diverse processes, including that of man – is characterized by three basic features: existence, movement and change. This change and development is regularized by the given form of passing

from one state to another. That is the continuous, partial alteration in the quantity and quality of a process and, at a critical point, the final transformation of that process into another. All natural processes, from a quark to a galaxy, are marked by the said features. Apart from these basic features, man does not possess any additional distinction. In the universe, only on earth's environment life exists (i.e. plants, animals, birds, human beings) and functions. The components of earth's environment are air, water, land, forests, biodiversity, climate, mines, minerals etc. These components are interconnected, interrelated and interdependent. Human social living is dependent on earth's environment and it also has the same basic features of interdependence and interactions (i.e. action and reactions or response) as present in nature. Therefore, the development process of human society has two basic aspects; one is natural resources and the other is human resources ([3] & [4]). Thus, sustainability applies to both of these resources.

3. Sustainable development

According to UN appointed 1986–88 Brundtland Commission, sustainable development is a development model that meets the needs of the present and ensures those of the future. The UN organized the 1992 World Summit on Environment and Development in Rio de Janeiro and Brazil adopted sustainable development as a social model for development.

Sustainable development spills into the four main domains – politics, economics, ecology and culture. When one looks at the entire development process in detail, the following characteristics prevail ([3] & [4]):

a) Firstly, the present development process is characterized by an unprecedented multi-dimensional environmental crisis (as pointed out in the 1992- Rio Summit) which, if not rectified, in time, can wipe off the entire biological life from the face of our earth.

b) Secondly, the present development process is marked by overburdened military budgets. The huge sum (i.e. \$ 1,000,000,000,000) squandered on national military budgets is definitely more than the funds needed to find solutions to world's most acute threats, like environmental degradation, poverty, inequality, unemployment etc.

c) Thirdly, the present development process is distinguished by an over-population crisis which is posing a very serious challenge to mankind.

d) Fourth, the present development process has been leading to an ever-increasing economic gap between the developed and the developing countries and between the rich and the poor in all countries.

e) Fifth, the present development process has been resulting in the perpetuation of abject poverty in the world, particularly in the developing countries, thus nurturing environmental degradation, on the one hand, and human resources wastage on the other.

f) Sixth, the present development process has given rise to an ethnic crisis in the world. Hardly any country, particularly in the developing world, is free from the ethnic problem, major or minor. This is because no ethnic majority in the era of nationalism had given equal share in power and development to its ethnic minorities. Rather, it had often tried to discriminate against them.

These characteristics lead one to ponder over the aspects of development, peace and sustainability.

In this context, I discuss the definition and role of sports and analyze its applicability in the promotion of sustainable development.

4. Sports and its role

In 2003, the UN Inter-Agency Task Force on Sport for Development and Peace defined sport, for the purposes of development, as “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games.” By this very definition, sports, has the potential to act in various dimensions towards building peace, development and harmony.

4.1 Sport is a bio-social activity

Sports resembles man’s character. It is a bio-social activity; Sports, that is, has two features: one is bio, i.e. physical and individual, and the second is social, i.e. collective and team work. Sports, in its individual structure, helps an individual gain health, agility and relieve mental stress. Sport is essential for individuals

to maintain physical and psychological well-being. Sport promotes holistic development and also reduces the scope of harmful actions and substances, such as drugs and crime. It also reduces the incidence of depression and increases concentration.

In its social aspect, sport promotes cooperation and increases social interaction. It increases participation and acceptance. In a lot of ways, sport can help overcome problems like caste based and racial discrimination by promoting harmony and increase awareness about social issues. The focus on sports also helps promote the feeling of working in a team and extend help when required.

4.2 Tools of sports

Sport has three main components: first, theory – principles, laws, rules of physiology, psychology, cultural aspects etc. Second, practice, i.e. development of skills and values by playing games, indigenous sports etc. And third, organizational aspects including NFs, IFs, NOAs, NGOs, corporates and governments, which are important for trust building, capacity generation and compliance with rules, laws and regulations ([1]&[2]).

4.3 Scope of sports

Sport in a broad sense includes play, recreation, fun, organized casual and competitive sport and indigenous sport and games in which all forms of physical activity are imbibed. The aim of sport is not the creation of new sporting champions nor the development of sport, but rather the use of sport in broader development and peace building activities. While in some occasions such activities may lead to the development of sport, the primary desired outcome is to contribute to overall development, via sport-related projects or activities.

4.4 Sport, sustainability and development

Sustainability and development is a process of enriching people's choices and increasing the opportunities available to all members of society which are based on the principles of inclusion, equity and sustainability, emphasizing the importance of increasing opportunities for the current generations as well as generations to come. The basic human capability that is necessary to lead long and healthy, happy and prosperous lives, to be knowledgeable, to have

access to the resources needed for a decent standard of living and to be able to participate with a proper sustainable balance between natural resources and human resources in the life of the community.

Sport can directly help build these capabilities. Sport further builds and improves human capabilities such as increasing knowledge and contributing to education, incorporating physical education into the school curriculum, providing opportunities to recreation, improve a child's ability to learn, increases attendance and overall achievements, educate people about the body, raising awareness and respect for their bodies and those of others, raising awareness about natural resources and their non-wasteful uses for fulfilling needs of human community, excluding greed.

4.5 Sport and sustainable development of the environment

Participation in sports raises awareness and respect for the environment. Sports activities can be placed in the context of environmental development, sports can be used as a platform to spread awareness about the environmental issues. Sports as a means to generate harmony and avoid conflicts can also streamline the agenda towards larger objectives of development and conservation all through the world, rather than focusing on narrower perspectives from a regional or national point of view.

4.6 Sport and health capital

As mentioned previously, the role of sport in encouraging health habits has been underlined by many studies. Sport promotes physical activity, it is helpful in reducing the use of habit forming substances, incidences of depression and it leads to the positive channelization of energy.

4.7 Sport and economic development

In the context of the above discussions, one can think of sports as an active agent of economic development. Sport promotes health and human capital, builds up social networks, leads to peaceful and harmonious relations between individuals and nations, helps to eliminate racial, caste and religious discriminations and stimulates the economy via employment generation. Thus, sport can help with economic development in a number of ways ([2], [3] & [6]).

5. Conclusion

Sport acts as a promotion for social and economic development and can act as a platform for sustainable development. The essence of sports and the basic characteristics of this field can be helpful in generating peace, harmony and add to the objective of maintaining a better life for future generations.

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SPORTS AS A TOOL FOR SUSTAINABILITY AND DEVELOPMENT

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People recognize the world of sports for the overall development and upgrading of daily life. The habit of practising sport supports an active lifestyle, wellness and sustainability for systematic development. Sport does not only reflect competitiveness but also includes the concept “sports for all” which may be used in order to associate the various social groups in different communities and parts of the world.

Pierre de Coubertin believed that sport contributed to the harmonious and well-balanced development of body, personality and mind. As such, interaction between sport, education and culture is encouraged by the Commission for Culture and Olympic Education. Its aims are to promote Olympism and Olympic ideals throughout the world and reinforce cooperation with educational institutions. The International Olympic Committee (IOC) is the supreme authority of the Olympic Movement.

“Excellence”, as an Olympic ideal, refers to giving one’s best on the field of play or in life, without measuring oneself against others, but above all aiming at reaching one’s personal objectives with determination in the effort. It is not only about winning, but mainly about participating, making progress against personal goals, striving to be and to do our best in our daily lives and benefiting from the combination of a strong body, will and mind. Friendship between men and women is at the center of the Olympic Movement’s focus encouraging the links and mutual understanding amongst people. This value broadly refers

to building a peaceful and better world through solidarity, team spirit, joy and optimism in sport.

The Olympic Games inspire humanity to overcome political, economic, gender, racial or religious differences and to forge friendships in spite of those differences. Athletes express this value by forming life-long bonds with their team-mates, as well as their opponents. The value of “respect”, as an Olympic ideal, represents the ethical principle that should inspire all who participate in the Olympic programs. It includes respect for oneself and one’s body, respect for one another, for rules and for the environment. It thus refers to the notion of fair play, that each athlete has to display in sport, as well as to avoiding doping.

The mission of the IOC is not only to ensure the celebration of the Olympic Games, but also to promote Olympism around the world, promote sport in society as well as support sports organizations. To achieve these objectives, a number of programs are put into place, covering the protection of athletes’ health, equality between men and women, ensuring that athletes from all over the world can train in good conditions and participate in the Games, promoting peace, education and culture, etc.

The Sport for All movement seeks to encourage the regular practice of sport by all people in society, regardless of sex, age, social background or economic status. The IOC’s Sport for All Commission was created in 1983. Its mission is to support initiatives and projects around the world. Each year, it offers financial and moral support to sport for all events organized by the NOCs on the five continents. These events cover a wide range of activities, and the main selection criterion is that they are open to everyone.

Aiming at development through sport and building a better world through sport, the IOC devises programs which offer concrete answers to social inequalities and poverty. The International Relations Commission supports numerous projects in cooperation with organizations specializing in humanitarian aid and development, as well as the NOCs.

The Olympic Solidarity Commission and the Women and Sport Commission both work towards achieving greater equality in the world of sport. Olympic Solidarity makes sure that all athletes have equal opportunities to participate in the Games. It gives scholarships to athletes so that they can access high-level sports facilities, benefit from a specialized coach or receive the appropri-

ate medical back-up. The Commission also gives money to improve the sports infrastructure in various countries and to train sports leaders and coaches. The Women and Sport Commission, which works for gender equality, was created in 1995 and became fully engaged in 2004.

Since the early 1990s, the IOC has been working to protect the environment and promote sustainable development. The main role of the IOC Sport and Environment Commission, created in 1995, is to advise the Olympic Movement on policy in the areas of environmental protection and sustainable development. It also ensures “The Olympic Truce”. The tradition of the Olympic Truce was established in ancient Greece in the 9th century BC by three kings, who signed a peace treaty for the duration of the ancient Olympic Games, to guarantee safe travel and peaceful games for the athletes and the spectators. Nowadays, the Olympic Truce is symbolized by the dove of peace and the traditional Olympic flame. The Olympic Movement Activities outside the Games are held in conditions which respect the environment. The aim is to reduce or even eliminate environmental risks, in order to leave a positive Games’ legacy for the host city, region and country.

The Olympic Movement also takes its responsibility to protect the rights, health and well-being of athletes very seriously. The Medical and Scientific Commission was originally created to deal mainly with the fight against doping; but this today is taken care of by the World Anti-Doping Agency (WADA). The IOC’s educational mission moreover includes preventive efforts to inform both elite and amateur athletes of the disastrous health consequences of doping. The Commission’s other main goal is to support sports medicine, biomechanics, sporting physiology and nutrition research designed to protect the health of the athlete.

As a matter of fact, on the basis of the above explanations, it may be said that sports may be an important tool for sustainability and development. The aim of the *Olympic Charter’s* policies, programs and structure is to maintain sports as a part of daily life globally.

THE STADIUM: MONUMENT OF THE OLYMPIC GAMES

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Introduction

Japan's New National Stadium is going to be constructed for the Tokyo Olympic Games in 2020. The oldest National Stadium in Japan was the Meiji Jingu Gaien Athletic Field, which was built in 1924. It was rearranged and reconstructed as the National Stadium in 1958 for the 3rd Asian Games. The National Stadium was the main stadium of the Tokyo Olympic Games in 1964 and was well-known as one of the biggest and most popular stadiums in Japan for 56 years. Demolition work has now started on site for the new stadium's construction.

In this short paper, we focus on Olympic stadiums and consider paths to the sustainable development of sports from the point of stadiums as the symbol of Olympism.

Modern Olympic Stadiums – A description

Atlanta 1996

The Centennial Olympic Stadium had 85,000 seats and was the main stadium of the 1996 Summer Olympic Games in Atlanta. The construction cost was USD \$207 million. After the Olympics and Paralympics, it was reconstructed into a baseball field, the Turner Field (49,586 seats), since there was no use for a permanent 85,000 seat track and field stadium in downtown Atlanta.

Sydney 2000

Stadium Australia is a multi-purpose stadium which was constructed at a cost of AUD \$690 million to host the 2000 Summer Olympics. After the Olympic Games, major reconfiguration work on the stadium was commenced for sports that are being played at the oval field, such as cricket and Australian football. The two-wing stands and the athletics track were removed. The movable seats were set in its place. The capacity of the stadium was reduced to 84,000 for the rectangular field and 82,500 for the oval field.

Athens 2004

The Olympic Stadium of Athens "Spiros Louis" is part of the Athens Olympic Sports Complex. It is named after the first modern Olympic marathon race winner in 1896. The stadium was extensively renovated to host the 2004 Summer Olympics. Its attendance was reduced to 71,030 for the Olympics.

The Panathenaic Stadium is a multi-purpose venue, used for several events and athletics in Athens. The Panathenaic Stadium hosted the first modern Olympic Games in 1896. It was reconstructed from the ruins of an ancient Greek stadium. The Panathenaic is the only stadium in the world built of marble and is one of the oldest in the world. In the 2004 Olympic Games, the Panathenaic Stadium hosted the archery competition and the finish of the Marathon.

In addition, the shot put event was held at the site of the Ancient Olympic Stadium in Ancient Olympia, a tradition dating back at least 2000 years.

Beijing 2008

Beijing National Stadium, also known as the "Bird's Nest", was designed for use throughout the 2008 Summer Olympics and Paralympics. The construction cost was USD \$423 million. Its capacity was 91,000 (2008 Olympics), and after the Olympic Games the stadium was rearranged to a decreased capacity of 80,000.

London 2012

The Stadium at Queen Elizabeth Olympic Park is commonly known as the Olympic Stadium. It was constructed to host the 2012 Summer Olympics and Paralympics. It cost £486 million to build and its capacity was 80,000. The

stadium has been reconstructed. This year (2016), it is being re-opened, having 54,000 seats and will be home stadium of West Ham United Football Club. In 2015 it hosted the Rugby World Cup.

New National Stadium in Japan

The above five Olympic stadiums were designed for post-Olympic Games use. The stadiums' functions are to continue the Olympic legacy. However, it is hard to say that all stadiums succeed in this post-Games use.

The New National Stadium in Japan is going to be constructed to host the 2019 Rugby World Cup and 2020 Tokyo Olympic Games. The stadium, designed by Zaha Hadid, will have 80,000 seats. However, it was revealed that the construction cost, which was planned at 130 billion yen initially, went up to more than 300 billion yen because of this particular design. The construction cost compared to those of previous Olympic Stadiums, is quite high. Thus, the design was corrected in order to reduce building expenses, but there is no plan to reduce the seats or stands for now. Events that could mobilize 80,000 people are not common in Japan, so it is necessary to discuss how to use this stadium post-Olympics in order to continue the Olympic legacy.

Conclusion

The main stadiums of the Olympics are symbols of the Olympic Games and monuments of Olympism. For example, the Panathenaic Stadium in Athens is open to citizens and tourists since it is a stadium that connects the ancient and modern Games. It has a high historical value.

On the other hand, post-Olympics use of a stadium is very important. For sustainable sport, rather than building a huge stadium only for Olympic Games, the stadium must become the epicenter of sports culture and Olympism after the Games. This sustainability is a key to the future success of the Olympic Games.

Currently, holding the Olympics is beyond the economic means of one city. While the economic effect of the Olympic Games is tremendous, it is necessary to let the effect last as long as possible in order to maintain the Olympic legacy.

The Olympic Games is a huge spectacle and media event. This is the reason that big stadiums are necessary. Big spectacles and media events can create big markets not only for the host city, but also for the host country, the sponsors, the global enterprises, and so on. However, big media events may become the target of terrorism, because many people participate and many more pay attention to them. So, it is important to hold the Olympic Games safely. Military forces are mobilized for safe Olympics. Under control by military power, the Games will hold safely but there will be no peace. Military power makes no peace.

Finally, although the Olympic Games are an opportunity for nations to achieve global prestige and fame, they are sometimes used to express destructive forms of nationalism. The Games suffer from the contradiction that their goal is to promote world peace but are sometimes used to promote nationalistic fervor. To address this issue, we need to reconsider nationalism in relation to the Olympics. Freedom from national borders is essential for the future Olympics. No nationalism, no militarism.

We should look back to the words of Coubertin, "Olympism is not a system, it is a state of mind. It can permeate a wide variety of modes of expression and no single race or era can claim to have the monopoly of it".

The Olympic Games are for all, regardless of ethnicity and nationality.

**FROM ANCIENT OLYMPISM TO TOKYO 2020 OLYMPIC
AND PARALYMPIC GAMES: THE SIGNIFICANCE OF THE TOKYO
2020 PARTNERSHIP ARRANGEMENT WITH UNIVERSITIES**

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My research focuses on the Olympism of Pierre de Coubertin, and I am specifically interested in how Olympism came to be accepted in Japan when the country had no knowledge of the Olympics. I investigated this question by comparing Olympism to the pedagogical ideas of Jigoro Kano, the founder of Judo.

Most of my students in the Faculty of Global and Inter-cultural Studies are not interested in sport or the Olympics. However, students who attended my course entitled “Sport and International Society” understood immediately that the Olympics is a topic that is closely related to the faculty. Learning that the number of the participating nations of the Olympic Games is more than that of the United Nations, that a wide variety of races and peoples with different cultures interact through the Olympics, and that there are international conflicts and problems resulting from political and economic issues related to the Olympics, students realize that the Olympics serve as a tool, whether good or bad, that connects people around the world.

The next topic I would like to introduce is the Partnership Arrangement concluded on 23 June 2014 between the Tokyo 2020 Olympic Organising Committee and 552 universities from all over Japan. Currently, 773 universities, which account for over 60 percent of all Japanese universities, have signed this arrangement.

This Partnership has three principal purposes: promotion of Olympic education; development of global human resources; and promotion of understanding

about the Paralympics. We have so far organised seven regional forums and collected ideas and opinions concerning the 2020 Games from students all over Japan. In 1964, when the Tokyo Games were held, the college-going rate was 23 percent. The figure doubled after 50 years to reach 48 percent in 2014. Therefore, we can expect that initiatives to be taken by the students who are aware of the significance of the Olympics and Paralympics will certainly affect not only people in Japan but also throughout the world in a very positive way as part of the 2020 Games' Legacy.

Now I will explain how ancient Olympism is connected with my studies and lectures, and also with the Tokyo 2020 Partnership Arrangement with universities.

Coubertin created Olympism, a unique modern pedagogical concept, by making use of the mythical power of the ancient Games held here in Olympia. We will look at the three ancient Greek ideas that had a significant influence on Coubertin.

The first is *Kalokagathia*, the idea that the realisation of virtue and beauty by harmonious development of mind and body lead to the ideal accomplishment of human beings. Coubertin linked this idea to the athleticism of modern sports. When we prepare for the Tokyo 2020 Games, we must connect this *Kalokagathia* to the Paralympics. In fact, the first sport festival for the disabled known as the "Paralympic Games" at that time was held immediately after the Tokyo 1964 Games. In spite of this fact, there has been insufficient understanding of the Paralympics in Japan. I must admit that I myself was not keenly interested in the Paralympics until I met with some paralympians last November. I am now making lecture plans that review the human mind and body from the Paralympic point of view. If we can use lectures as an educational model for the 2020 Partnership with universities, Asia of the 21st century will be linked to *Kalokagathia*.

The second is *Ekecheiria*, the spirit of truce during the Olympic Games. We understand that the modern Olympics is a celebration of peace which we inherit from *Ekecheiria*. We must reinterpret this idea by focusing on a certain characteristic of modern sport, especially because of the fact that conflicts break out and disputes arise incessantly among nations and peoples in this century. The characteristic I refer to is that "there is only one winner and the rest are all losers". Enormous numbers of losers are created in the long process of generating winners in the Olympic Games. How many losers are created in national

qualifying rounds and in regional eliminations? I believe that losers have a very important role to play in modern societies for those who experience losers' feelings. Of course, they may have aggressive feelings and naturally want to beat their opponents. We know that all losers suffer from a sense of defeat. People who experience this sense will be sensitive enough to understand the pain of others. I am sure that if sportspersons who know the sense of defeat make an appeal against war, global peace will be achieved by the loser's logic, not by the conventional approach of winners. The loser's logic will give new meaning to existing health-oriented physical education at universities in terms of building peace through sports.

The last idea is the fusion of "physical power" with "artistry and intellectuality". This idea can be found in cultural programs during the Games today. I think that we have to interpret this idea as a methodology to gain a deep understanding of the perspective of the world, "an intellectual aviation", as named by Coubertin. Coubertin presented this pedagogical methodology in 1925, immediately after he resigned from the office of IOC President. He thought that mutual incomprehension, indifference, misunderstanding, and prejudice as a result of "ignorance" would trigger wars. "Ignorance" is not just lack of knowledge; it also means the mental state that does not accept other worlds existing outside of one's own framework. Coubertin insisted that in order to get over "ignorance, which may lead to wars, one should get on a plane and look down to see how and in what context you and others live in this complicated world". A new liberal arts education with an outlook on the full picture of body and intellect must strike the alarm about today's university education, which has become overspecialised.

This is the theoretical framework of how ancient Olympism is connected to the Tokyo 2020 Games. This framework has an important meaning concerning how we, educators of higher institutes of PE from all over the world, can engage in interaction, here in Olympia.

SPORT AS A TOOL FOR SUSTAINABILITY AND DEVELOPMENT

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In Puerto Rico, like everywhere else, we cannot talk about the Olympic Movement without talking about sport. And for us, it is a matter of great admiration: for some, it is like a religion; even though a person does not understand the rules of the game, still loves the game and shares his opinion. An Olympic athlete never waits in line at the bank or at the post office like a common mortal. Everybody wants to have a picture taken with him or her. It is quite an event when a local team reaches an international feat. The whole neighborhood joins to watch the deed in the park. It can also turn the entire city into national mourning when one of our boxers loses the championship belt. At very young ages, sports are a tool for developing motor skills, or in other cases, just for belonging to a team. In most communities, no matter what social level, there is sport for everyone. Since 1948, Puerto Rico has been represented by our delegations at the Olympic Games. All athletes have won the admiration of our people.

In my hometown, Salinas, we have the Olympic Training Center “Germán Rieckehoff Sampayo”. Don Germán (1915–1997) was a visionary man, a lawyer, president of the Puerto Rico Olympic Committee (1977–1990), member of the IOC, and the most influential person in the history of the Olympic Movement in Puerto Rico. This is a place where international athletes train. We also have a school for young student athletes (12 to 18 years old) where they study, train and live. This is a center that takes care of the integral health of athletes belonging to our national delegations as well as amateur athletes that practise sports and exercise. At the Center for Sports Health and Exercise Sciences, medical services include sports medicine specialists like: orthopedists, physi-

cians, physical therapists, dentists, psychologists, nutritionists, exercise physiologists, an Environ Watch Unit and Info Systems. We also take samples for anti-doping control tests. In a collaborative agreement with the Puerto Rico Olympic Committee, the University of Puerto Rico, School of Medicine and the Albergue Olímpico, this project was developed and inaugurated in 1987. The facilities of the School, the Center for Sport Health, the Albergue Olímpico could not have been possible without the government public funding, and private company cooperation and contributions.

Understanding sports as a tool for sustainability and development, we can say that we all live for and from sports. We have 107 employees at the Albergue Olímpico, 22 at the Center for Sports Health and 72 at the Sports School (plus 292 students). The Albergue Olímpico every year receives around 150,000 visitors to its facilities.

Education is a tool that we use in our work. It has a practical effect in our main goal: the young athletes. With the Olympic Academy we have implemented one of our projects: celebrating Fair Play Day, the Olympic Values, and “Say ‘no’ to doping”. We are focused on creating meaningful awareness of the need to encourage youngsters to have an environmentally responsible conduct, so they can take their place in society responsibly, understanding that all we do affects the others and that Olympic athletes should be an excellent example for our community.

OLYMPIC MOVEMENT: SPORT AS A MEANS OF DEVELOPMENT AND SUSTAINABILITY

Cornel-Razvan MILAN (ROU)

Sports, an asset to all people

Physical education and sport are sustained by people, and for people in certain social and material conditions; this makes these two types of motor activity, educational-formative elements of great value.

Physical education and sport both contribute to the transformational process of becoming an adult and his or her integration in society. Because of the fact that the two activities empower not only motor skills but also biological, functional, physical and moral ones, they have become indispensable for the harmonious development of human personality.

Sports culture, a means for the development of the individual

Sports is a world of forms and movements that, in addition to searching for a performing result, it can be an object of aesthetic consciousness: for instance, a tennis player constantly feels the precision of the strike; skiers experience the alternating rhythmic feeling of movements and complete freedom; the balance gymnast feels the expressive balance of attitudes and the inner harmony of gestures. To the beauty “lived”, kinesthetic, ethnic, tactical and the plastic beauty of the human body are added. Supporting this point of view, Coubertin argued: “Sport produces beauty because it engages the subject, that is a living sculpture”, with rules, perfect forms and proportions and with a superior

ability to adapt. The athlete does not want to look beautiful, perfect; even the actions he or she performs create aesthetic, emotional satisfaction through the involved tension, struggle, conflict. The dynamic of the subject with shades of acceleration and relaxation, excitement and calm, is creating a unique aesthetic dimension.

Cultural function is also expressed through the sublime moments revealed at major sports events, for example the Opening and Closing festivities of the Olympic Games, expressing an emotional intensity that is hard to match. Also, the sublime appears as an attribute of the nature that “hosts” the athletic performance (e.g., the spectacular feeling of the soaring Himalayas, hang gliding, etc.). Aesthetic values of nature are solidary with sports action and are expressed through it (M. Bouët, 1968).

Physical education and sports represent a source of inspiration for the creators of plastic arts, literature, cinema, music. Let us recall the ancient sculptures, classical texts rich in sport themes such as those by Homer and Pindar, the Olympic Hymn by Richard Strauss, or numerous sports-themed movies.

Therefore, we can argue that the development of universal culture was achieved, amongst others, by enriching physical culture (specifically physical education and sports activities), based on a set of ideas, beliefs, customs, institutions, scientific disciplines, technologies, art work, etc. All this has produced an intrinsic link between sports and culture, creating a common language that unites the different geographical, social, religious and other areas.

The economic function of physical education and sports activities

In any social activity, including physical education and sport, the problem of efficiency in a specific context comes forth. We can appreciate efficiency through the effects that these activities have on the biological and the cultural plan, as well as on the relation between the investment made and the obtained effect.

The educational activities and the spending they involve justify the application of the major principles of economic rationality. The question of avoiding the waste of time, money and skills is discussed by specialists in the field. Of

course, the two activities, physical education and sports, will have, from a financial point of view, a joint impact on society along with many specific benefits. Practising physical exercises helps to maintain and to strengthen health. This is reflected favorably in economic terms, in the budget of each family and society in general.

Physical education, through its specific objectives, helps to improve performance at work, at school and through its specific activities sustain professional integration.

Sport, especially performance and high-performance, is an important area of investment and therefore the heads of most economists, managers, financial-accounting professionals in tourism and trade are looking into this direction. Sport has become an important economic enterprise that, if properly managed, can be a great benefit at the microeconomic (club, city, region) and macroeconomic (entire economy of a country) level.

By the fact that large-scale events are organized periodically, sports infrastructures are created (for example, for the Barcelona Olympics, an airport and a railway station were built); domestic and international tourism is stimulated; significant financial resources are circulated from television rights, sponsorships, entrance fees, licenses (advertising) comprising stamps, coins, etc. At the same time, important resources are mobilized in the media, guards, security etc.

The economic effects of sport are estimated to be immediate (like those mentioned above) and future-oriented (sporting facilities, accommodation, press centers set up on different occasions that can be further exploited).

Sport is an extremely attractive field for applied sciences. It can provide new jobs, since it is an area where competence and creativity can lead to good results. Even sports performance is the consequence of an individual effort (athletes) assisted by an interdisciplinary team.

Not only services are characteristic of sports but also of a particular type of production of material assets. Sports industry is supported by and at the same time stimulates the production of sports equipment, relevant materials as well as electronic equipment for measuring and recording, healthcare among other.

In conclusion, we can say that sport is both a consumer and producer of assets and services.

The role of social sustainability in the spheres of health, social communication and social integration

Health is considered to be a physically, socially and psychologically measured human condition, each dimension being characterized by a positive and a negative pole. It is believed that health, joy of life, ability to handle queries, not merely the absence of disease, and in contrast, health is associated with morbidity and premature mortality, ultimately.

Your physical condition is one of the components that characterize your level of health, being influenced favorably by motor activities. It is characterized by: the ability to perform daily activities with vigor, low probability of occurrence of diseases and premature complications typically due to the lack of motor activity. Physical education and sport result in a substantial contribution to the development and maintenance of the functional capacity of an individual, keeping body structures and limiting their deterioration due to age and lack of stimulation.

The physical condition of an individual achieved by systematic practice of physical exercise is translated into increased performance, self-confidence, physical and psychological independence, contributing to a higher quality of life.

The foregoing is considered as an additional argument that highlights the fact that systematic motor activity influences the entire human body, including the mind and “soul”.

Communication is a notification, news, relation, relationship, connection. Although it seems simple, the meaning of communication is more complex and full of implicit significations. Communication has a lot of meanings, a lot of goals and there are as many ways of expression and manifestation. There is no concrete definition of communication, but at least it can be said that communication means intentional transmission of data, of information.

Communication in the domain of sports highlighted the importance of managing methods of information dissemination, group cohesion, reinforcing the principles and techniques of conflict resolution. Being sensitive and responsive to individual differences as well as creating a positive interpersonal climate proved to be critical to effective communication in sporting environments.

Socialization is the fundamental social process by which any society projects, reproduces and performs its values and customs, through the appropriate con-

duct of its members. In this process the individual assimilates skills, attitudes, and behaviors that favor the integration in the society in which he lives. Learning the roles and statuses ensures participation in the functioning of society.

Also, in this context, the socializing effects of practising physical exercises on certain population groups (e.g., people with special needs) can be addressed.

Socializing the potential of physical education and sport is represented by the conditions and the learning situations organized in this respect. Appropriate social behaviors are learned in an educational, consciously and scientifically controlled process. This step is mandatory for the age of growth, the one of human development, because it puts the foundation for the social moral awareness that will help the individual to integrate into society.

STEP OUT FOR HEALTH

Dr Lenka TLUCAKOVA (SVK)

NOC of Slovakia

All over the world, including Slovakia, the population curve is significantly changing and people tend to achieve higher average age; as a result, the number of senior citizens is rising. The attempt of health organizations world-wide is not only to prolong life but also to enable people to be independent and self-sufficient as long as possible. One of the means to achieve this aim is to create preventive exercise programs to avoid chronic diseases, functional disorders of the musculoskeletal system, and to reduce disability.

The effect of phylogenetic development is stronger in both extreme age groups – in growing and development on the one hand and involution in older age group on the other. Seniors have not been systematically prepared for the period of older age and upon retiring they often become physically inactive, forget social life and cannot properly use their free-time; suddenly, there is too much of this.

Although the senior generation approaches physical activities wisely with a clear aim to keep health or even enhance it, many times, the offer of physical activities does not count with this generation. One of the reasons of this unpleasant situation is the fact that preparing exercise programs for seniors is a very difficult task when taking into account their health state, health problems and eventual counter-indications.

The myth that old age is a disease characterised by the slowing down of movement and thinking is already obsolete. Besides, in older age, it is possible to train the body and mind so that they would work better and in a healthier way. If they are not trained, they stagnate and atrophy occurs. The body and mind can reactivate their abilities.

For a long time, an unsolved question was how we can influence the course of aging; in this context, we may mention the so-called “from discomfort to comfort” principle. This means that long-term exposure to comfort, i.e. activities that are perceived as pleasant (smoking, alcohol, drugs, a large amount of tasty food, hypokinesia) inevitably leads to discomfort, i.e. weakness, dependence diseases and lower physical fitness. On the contrary, long-term exposure to discomfort (activities, moderate diet and work) leads to comfort, i.e. a state which, from a long-term perspective, is beneficial and improves health and functional abilities of seniors.

This concept is undoubtedly related to the so-called *successful aging*, which means keeping a high quality of life and balance between absence of diseases and disabilities caused by diseases, high functional capacity and life activity. Practically, it includes sustaining independence, a high level of which enables seniors to take care of themselves, their households, to keep in touch with close ones and to delay isolation. The loss of self-sufficiency leads to necessary help and support by other people or to institutional care. A physically active life-style is a crucial factor of successful aging.

Regular exercising keeps the body fit, maintains muscle tone and a range of movement in joints. Physical activity can positively influence thought processes and inner feelings. Movement also reduces pain in the musculoskeletal system and contributes to well-being.

Naturally, aging does continue in seniors who perform physical activities and whose fitness level is higher than that of inactive seniors. In fact, an active person is, in terms of physical fitness, on a similar level to that of a person preferring a sedentary way of life but 10 to 20 years younger. This shift in biological clock is very important for individual happiness and economic prosperity of older population.

The positive effect of physical activity on the elderly population has been already presented in many publications in this country and abroad. Based on these findings, the Slovak Olympic Committee prepared a successful project “Step out for health”, which is implemented in many Olympic clubs in Slovakia. It also is supported by the Slovak Union of Pensioners which signed an agreement in cooperation with the Slovak Olympic Committee. Using such projects along with the practical implementation of exercises, it is possible to achieve good results in the physical and mental aspects and to spread the idea of healthy aging.

CAN THE OLYMPIC SPIRIT BE SAVED? AND HOW? A PHILOSOPHICAL REFLECTION

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Abstract

Hans Lenk is the first modern philosopher who was an Olympic champion (1960). He is also Honorary President of the World Academy of Philosophers. The purpose of this paper is to review his recent selected writings *S.O.S. Save the Olympic Spirit: Toward a Social Philosophy of the Olympics* with a reflection on current issues in the modern Olympic Movement. The first task of this paper is to reflect on the meaning of sporting life. The second task is to address Lenk's concern about the dangers of the Games in our victory-obsessed society as well as the exaggerated "telecracy", related to the media bias that might affect the integrity of sport. The final task of this paper is to advocate Olympic education with a critical reflection approach. By examining Hans Lenk's ethical insights regarding top-level and Olympic sport, the authors will illuminate some of the issues that all Olympic stakeholders should face and still need to readress within their local context. As a result, we contend that stakeholders in the future of the Olympic Movement should not just focus on mega-event management, but rather, should do better at making more considerate investments in the Movement's educative and philosophical potential.

1. The presentation was made by Dr Leo Hsu.

SUSTAINABILITY AND SPORTS DEVELOPMENT IN THAILAND

Dr Surasa KHONGPRASERT (THA)

Sustainability is a concept that has become prevalent in sports development policy and practice. As a result, sustainability is a key issue these two areas in Thailand. Policies related to sports development are characterized by the diverse meanings ascribed to the term “sustainability”. According to Sarriot et al (1) and Swerissen and Crisp (2), sustainability can be synthesized by four different forms: individual, community, organizational and institutional.

The framework in this article is therefore based on the perspectives that relate to sustainability in sports development including individual sustainability, community sustainability, organizational sustainability, and institutional sustainability. These four categories are applied in the Thailand Sport Development Plan 2012–2016 (2) and Thailand Sport Act 2015 (3).

Individual sustainability

Individual sustainability is included in the Thailand Sport Development Plan 2012–2016 which aims to provide a variety of outcomes for individual beneficiaries. Sustain involvement of people in sports and also levels of individual performance in sport are emphasized in the Plan. The National Department of Physical Education has been appointed responsible for promoting Sports for All; this is relevant to Olympism stating that:

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and educa-

tion, Olympism seeks to create a way of life based on the joy of effort, the educational value of good examples and respect for universal fundamental ethical principles (3).

Consequently, there is a focus on promoting different groups of Thai people to participate in sports and exercise, aiming to promote good health, physical fitness and the sporting spirit. The purposes are to encourage at least 80% of children and youth inside and outside of school (ages between 3 and 18 years old) to be able to have skills in basic movement and to exercise as well as to acquire basic skills participating in at least one sport. In addition, it is expected that at least 60% of the whole population will exercise and participate in sport regularly at least three days a week in 30 minute sessions.

The Sports Authority of Thailand has been appointed to be the major organization responsible for promoting Sports for Excellence and Sports for Profession. According to the plan, athletes at all levels must be promoted, supported and developed to participate at the national and international level. Sports personnel as well as sports venues and facilities must be developed to accommodate training and competition at all levels. A system must be developed to create the network of sports organization in the country by effective administration. Competition management must be developed to the international standard. Rules and regulations of Sports for Profession must be updated to protect the right and the benefits of professional athletes. Sports science and sports technology must be focused, in terms of researches, to develop the potential of the athletes for the sustainability of either amateur or professional sports. Therefore, it is desirable not only to sustain the involvement of individuals at various levels of sport amateurism but also sport professionalism. It is fortunate enough that the present Thailand Sports Act 2015 stipulates that the companies that deal with alcohol and tobacco in the country must subsidize 2% of taxes; this is estimated to be approximately 60 million US dollars or more to the Sports Development fund in order to support the focus of the plan. It is expected that the outcomes of the plan are to change individual attitudes and behavior through involvement with the variety of sport development programs.

Community sustainability

Shediac-Rizkallah and Bone (6) identify that the perspective on sustainability relates to the community capacity, which could include access to knowledge, skills and resources. Coalter (7) suggests that social inclusion can be addressed by sports development programs which seek long-term changes in community ownership and awareness. According to the strategies in the National Plan, people in all villages, districts, and provinces should be promoted to exercise and to participate in recreational activities and sports. In order to do that, all concerned sport organizations must have a policy, operational plans and the practice to achieve the long-term outcomes. Local administration offices should provide sufficient playgrounds with sports facilities, sports equipment and sports personnel not only provided to healthy people but also to handicapped people and the elderly. Sports science and exercise science knowledge must be updated and implemented in the community. Sports competition between villages, districts and provinces must be promoted to strengthen the community capacity for sports. A sports development plan must therefore seek community awareness in order to develop the long-term health of the community, relating sustainability to the longevity of the people in the community.

Organizational sustainability

Sarriot et al. (1) provide the greatest degree of clarity in identifying capacity and viability as two separate, yet overlapping, components of organizational sustainability. In this distinction, capacity relates to the ability of the organization to maintain service delivery, while viability pertains to the financial and other forms of support required to do so. Goals of developing sports into sustainability are demonstrated respectively in the statements that identify the development plan in the National Plan and Sports Act, as mentioned earlier. In order to increase the efficiency in organizational administration to deliver the service, the management system, sports personnel as well as the sports facilities must be well developed. Sports information must be connected by technology through all units regarding sports and exercise in the country. Law, rules and regulations

must be improved to be the instrument in managing the sports organization. A sports commission should be set up in all villages and provinces throughout the country. The annual operational plan as well as the indicators of the plan must be thoroughly evaluated to measure the success of sports organization. Sports and exercise participation must be continuously assessed throughout the year. More importantly, the financial support is one of the key factors in developing sports; therefore, the sports development and welfare of the athletes fund is necessary and must be fully supported by the government. Investment in sports must also be promoted to increase the added value of the economy. In summary, to maintain the organizational sustainability is to maintain or expand the sports development programs by encompassing both organizational viability and capacity components.

Institutional sustainability

Swerissen and Crisp (2) state that institutional change relates to achieving major policy change, redistribution of resources, and the establishment or reform of legislation or regulation. In Thailand, on 17 October 1985, the Royal Thai government and the House of Parliament passed the Thailand Sports Act 1985 with the establishment of the Sports Authority of Thailand (SAT) and gave the authority to SAT to be responsible for all sport organizations for highest effective quality in order to promote the sports all over the country and act as the coordinating center for sports concentrating in enhancing Sports for Excellence and Sports for Profession while the Department of Physical Education was authorized to be responsible for Sports for all. To update with the current situation, the new Thailand Sports Act has been improved and promulgated in 2015 so as to promote and develop the sports organizations at all levels as well as to provide for the welfare of the athletes. Rules and regulations for the Sports Associations and Sports Commission at all level have been improved. One of the great advantages in this Act is to enforce the subsidy from taxes of the alcohol and tobacco companies in the country to the Sports Development fund. It is believed that the Act 2015 will support sports towards a better development.

In conclusion, with regard to the concepts of sustainability indicated in the Thailand Sport Development Plan 2012–2016 and Thailand Sports Act 2015, sports and physical activity opportunities in Thailand should become more sustainable with the integration of various processes to overcome barriers and weaknesses. However, analytical studies must be carried out to further evaluate sports development in Thailand.

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CONCLUSIONS



DISCUSSION GROUP 1

Question 1: What type of measurement do we have for sustainability in all parts of the world in sport?

- a) Multi-step process
 - Create specialist group
 - Sustainability chart, e.g. flow chart containing components of sustainability
 - Key performance indicators – quantitative/qualitative analysis plan including tools and a level that a country should achieve based on GDP
- b) Recognition that some aspects of sustainability are easy to measure and that others are more difficult and require creativity. We need to think about what we analyse and how
 - What are we measuring? Principles, behaviours, morals/ethics. Physical environment, education and family (generational transfer of knowledge – maybe this should be the focus?), involvement in sport
 - E.g. water, gas consumption, e.g. interviews questionnaires. Local sustainability, e.g. construction of sustainable facilities
- c) In order to measure in a sustainable way, we need to think and act local to global
 - There should be standardisation
 - Importation of resources – globalisation problem
 - When we import, we may lose cultural values and opportunities
- d) We also need to know who will do and finance the work
 - Perhaps the UN in cooperation with states for delivery and financing
 - Work could also be done locally and analysed centrally (UN or IOC), so it is standardized within a specific time frame and maybe even around a theme. Feedback should then be directed back to a local context/level

- Training could be done to empower local people
- Financing can be done through industries or through specific taxation measures (i.e., junk food tax similar to the environment tax when purchasing plastic bottles)
- We need to think in a multidisciplinary way (i.e., work with the environment, health, etc.)

Question 2: What can we do to ensure sustainable access to technology in sport and development of sport technology for all people?

Technology: sport equipment and facilities, and information technology

- a) Create programs focused on schools (all levels from pre-school to university)
 - To create programs using technologies focused on schools and families with famous sports personalities, exercise with children to increase their connection to the movements
- b) Pooling of resources
 - Network between countries, maintain culture of local regions but at the same time trial resources from more developed countries. Knowledge sharing
- c) Creation of newness in the Olympic Movement
 - Time for the Olympic Movement to create new symbols, something that can be seen in all countries, it should be accessible to all people. The needs of the new generation should be considered. Sustainable use of technology among all people, accessible to everyone. We need to remember that technology is a changing dynamic but we also need to change with it.

Question 3: How can we improve/increase quality of life and physical literacy through programs for children in sports/physical activity?

- a) Need to do more
 - Same lessons and plans for PL minimizes opportunities for youth and children

- Cost for producing champions is not in line with grassroots development
- b) Sustainable healthy habits as a lifestyle
 - Learning tools for developing healthy habits
 - Need to demonstrate through positive role models including PE teachers
 - The Olympic Movements needs to be a leader in this area; not McDonalds or Coca-Cola
 - Educated parents and families
 - Use of technology as reminders/facilitators to developing healthy habits
- c) Need to establish us (especially PE educators) as experts
 - Need to show that we use science (kinesiologists as experts)
 - Need to see PE educators and PE experts
 - Important to recognise the influence of parents
- d) Are we sending the right message?
 - Need to create sport participants and not sport viewers (understanding that we need both sides, viewing sport is an exciting and educational part of sport, but providing creative incentives for participation is most important)
 - Need to change methods, protocols, and habits, the competition system, e.g. you don't sit children on the side-line.

Summary

All questions are inter-related and dependent on one another. The main components are creativity, thinking outside the box and a consolidated effort from a local to a global level, rather than the top-down approach that we often see in sports policy.

“Not children for sport but sport for children” – this should be the mind-set with which we think about sustainability and development in sport. – Albert Einstein.

DISCUSSION GROUP 2

Preamble

What is sustainable development?

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

It contains within it two key concepts: a) the needs of the poor to which overriding priority should be given, b) the limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs (Brundtland Report, 1987).

There has been progress made in certain areas and a large number of ideas and policy recommendations have been produced.

In 1999, the Olympic Movement adopted Agenda 21 for the sports community, highlighting special issues and challenges that the Olympic family can address to ensure the sustainable development of sport.

However, the journey towards sustainable development has not been straightforward and it is far from being fully achieved.

There is growing evidence that points to the continuous deterioration of the global environment: thus, we need more actions from the Olympic Movement.

Question 1: What is the role of Olympic sport in the sustainable development of sports in general?

Olympic sport is a multidimensional contributor for the clean future of the sport, because the philosophy of Olympic sport is to take part and work together

through fair play, no doping, and clean youth that leads to healthy people, healthy countries, healthy world.

Olympic sport is devoted to high performance activities and has a role in the development of rules and regulations.

Today, it has become a global product, but it is still disputable if it covers all cultural particularities and differences.

Olympic sport has an inspirational role to general sport because it “moves the world forward”, as the IOC vision suggests. More specifically, everyone and especially children know that the OGs are happening and this inspires them as they see athletes as “super heroes” to be followed and in their thoughts they create a new model and target, to be achieved.

Olympic sport is a catalyst that encourages general sport in such a way that it promotes healthy lifestyles for social welfare. In the long term, it will result in a better quality of life overall.

Question 2: The IOC’s Agenda 2020 on Sustainability & Development: a reflection

The Agenda should be more clear and transparent in this time of crisis and recession, because in these conditions people are thinking about the costs and not about the benefits of Olympic sport and Games.

Planning of Olympic Games is a main topic of the IOC Agenda 2020. Although cities still compete hard to host the Olympics, the local people involved are not always in favor of becoming Olympic hosts. They appreciate the OGs, but they do not necessarily want to have them in their “backyards”.

The Agenda 2020 is a strategic document that is well articulated but we are unsure about its ability to implement change. We hope that the *Charter*, the regulations and the legal contracts between stakeholders will be amended in line with it, to achieve sustainability via the OGs, and that there will be local management support.

The Agenda does not address the fact that OGs are now hosted in the rich countries of Europe, America, Asia and unfortunately not in less privileged nations. But if this happened, it would strengthen sustainable development and the philosophy of Olympism all over the world.

Question 3: Do world leading bodies, sustainability and development plans affect sport? The UN example

The environment is not only a political, technological, religious and spiritual issue, but also a sporting one. Thus, today, many leading bodies (i.e. IOC, IPC, UNESCO, religious institutions etc.) take actions and adapt policies in order to alleviate environmental problems.

The UN is one of the leading governing bodies that has a long-term strategy for sport and the environment (UNEP) which is known as the “MICHEZO program”, aiming at integrating environmental ethics and values for all levels of sport. The UNEP provides useful information on how sport affects and is affected by virtually all aspects of the environment.

Thus, it would be very useful if the IOC or the sporting community do not reinvent the wheel but adapt the examples of leading governing bodies like the UN.

The UN’s actions within the MICHEZO program are such an example (more information at http://www.unep.org/spanish/Sport_env/Documents/Mich-ezo_strategy.pdf).

The UNEP MICHEZO program should inspire the IOC in order to integrate environmental ethics and values at all levels of sports. Above all, it should extend the cooperation between the International Olympic Committee and OCOGs, NOCs, sport federations and associations affiliated with the Olympic Movement.

DISCUSSION GROUP 3

1. Introduction

People are recognizing the contribution of the world of sports for the overall development and up-gradation of daily life. It has been observed that sports may also be used for improving the standards and quality of daily life and lifestyle too. The habit of practising sport determines the active lifestyle and wellness among society. The habit ensures the sustainability in life for systematic development. Sports do not reflect only competition but also includes the concept “sports for all”, which may be used for sustainability to associate the various groups of society in different communities and parts of the world.

Pierre de Coubertin believed that sport contributed to the harmonious and well-balanced development of body, character and mind. As such, interaction between sport, education and culture is encouraged by the former IOC Commission for Culture and Olympic Education – now split into the Olympic Education Commission and the Culture and Olympic Heritage Commission.

“Excellence” in the Olympic ideal refers to giving one’s best, on the field of play or in life, without measuring oneself with others, but above all aiming at reaching one’s personal objectives with determination in the effort. It is not only about winning, but mainly about participating, making progress against personal goals, striving to be and to do our best in our daily lives and benefiting from the combination of a strong body, will and mind. Friendship is at the centre of the Olympic Movement’s focus encouraging the links and mutual understanding between people. This value broadly refers to building a peaceful and better world through solidarity, team spirit, joy and optimism in and through sports.

2. Terms

In our first meeting, we discussed the definition of the fundamental terms “sport”, “development” and “sustainability”. We decided to follow Dr Ask Christiansen and to differentiate between elite sport (especially “media sport”) and sport for all. We focussed on sport for all, understanding it as a health-enhancing physical activity. However, both levels of sports are combined, that is, if there is better and more sport for all, there will be more athletes in high competitive sport and vice versa: more athletes as role models, e.g., Olympic sport will lead to more people being interested in practising their sports activities.

The sport for all movement seeks to encourage the regular practice by all people in society, regardless of sex, age, social background or economic status. The IOC’s “Sport for All Commission” was created in 1983. Its mission is to support initiatives and projects around the world. Each year, it offers financial and moral support to sport for all events organized by the NOCs in the five continents. These events cover a wide range of activities, and the main selection criterion is that they are open to everyone.

By taking advantage of the IOC framework, it is suggested to inculcate the projects and programs reflecting sport for all mission in various countries differently, so that the achievable targets of the commission may be achieved within a reasonable time limit. This may also be one of the initiatives of the Olympic Movement too.

Secondly, we talked about development in terms of creating or beginning something. Normally, for sport activities, initiatives start with development. The second step is to sustain it. But, in special situations, like conflicts, it may be the other way round – the first step you have to take is to control the situation for sustainability and thereafter to start the developmental activities.

Thirdly, we define sustainability as to continue or to maintain something.

However, development and sustainability are interrelated.

3. Questions

How can sports as a tool be realized?

What has to be developed and what does sustainability mean, concerning sports for all?

How can sports facilities for communities be built so that everybody is able to do sport in order to reach and to maintain health in all its dimensions: physical, psychological, social, environmental?

Concerning environmental sustainability: How can it be ensured that the environment is better protected?

What can be done to decrease the rate of drop-outs in sports?

How can we create an environment of active volunteerism to strengthen the Olympic Movement and sport for all?

Finally: Can we propose some ideas for a minimum standard of programs concerning sport for all?

4. Results

- Important documents do exist, e.g., UNESCO 1978 *International Charter on Physical Education and Sport*: “Sport is a birth right of every citizen”. Physical education in schools is grounded in laws in all our discussion-group-nations. But often there is a lack in realization (in highly developed nations as well as in developing ones).
- There aren't any worldwide solutions. Nations, continents are too different.
 - So, as M. Gandhi said: “Think globally, act locally” (Mr Schmitt; Agenda 2020).
- Development and sustainability always depend on the situation and the resources of each nation and the means for sports facilities and programs.
- Better use of existing sports facilities.
- Initiate partnership between IOC, professionals, government and NOCs.
- Cost sharing among different stakeholders (success is everyone's responsibility!).
- Cooperation between IOC, NOCs and governments to improve implementation of developmental programs of Physical Education and sport for all in respective countries.
- In general: There is a lot of support by IOC nowadays. But wouldn't it be better to have more transparency and evidence concerning financial and personal support given by the IOC?

- Developing and sustaining projects with the target to realize sports for all: concerning sports facilities and agreements of minimum standards in structural affairs, e.g., still better and more exact planning, step by step; green projects, whenever possible; gremials (IOC, professionals, NOC's) are necessary to coordinate and control.
- Find volunteers to teach people sports activities and to build a “social network”.
- Spreading programs for Olympic Education all over the world – e.g., “4Cs” (confidence, competence, character, connection).
- Protect the environment through the means of “3Rs” (Schmitt): reduce, recycle, reuse.

DISCUSSION GROUP 4

1.1

How can the Olympic family, as it should, adopt more sustainable practices for a legacy, while contributing to the achievement of a greener future for coming generations?

- The organizing committee of a major game should have a commission to be in charge and certify that every building and infrastructure has a 100% green plan. To minimize to 0% the Games' footprints on the environment
- Developing infrastructures so that all needs for people with disabilities are taken care of
- For decision making, it is necessary to include people from the communities so that planning and implementation is relevant to the people and improves their lives
- Stakeholders and community engagement
- Use the Games like a catalyst for positive change and innovation applying renewable energy forms such as water, wind, sun

1.2

How can the Olympic family, as it should, adopt more sustainable practices for a legacy, while contributing to the achievement of a greener future for coming generations?

- Demonstrate the ability to build carbon-friendly Olympic Games but without nuclear energy
- Insisting on sustainable buildings and/or temporary buildings where most of the material used could be recycled
- Encourage sports federations to develop technical frameworks that

balance their sports requirements with environmental considerations in the local community

- Promoting eco-thinking to all athletes as ambassadors while being role models
- Toolkits should be created by NOCs in developing countries to promote sustainable development
- The green policies and tools must be disseminated to all public authorities and other partners such as municipalities, NGOs etc.
- Promoting community programs for the management of waste

2.1

There are three dimensions of sustainability (economical, environmental and social). Is the “social” dimension still comprehensive enough in today’s world or does it have to be diversified?

- Cultural
 - The Olympic Village as a CENTER
 - All athletes should experience it
 - Transferring knowledge “learning from each other”
 - Respecting diversity
 - Religion, culture, customs, race, gender etc.
- Health
 - Creating sport centers to promote healthy lifestyle
 - Increasing safety conditions for sports facilities
 - Making the environment healthier by, for example, minimizing pollution

2.2

- Inclusion
 - Create sport activities that accommodate people with special needs
 - The “right” to do sport for all
- Gender Equality
 - Equal opportunity for women and men to participate in sports
 - No discrimination for sex preferences

- Education
 - Raising awareness and responsibility on environmental issues
 - Building up knowledge, skills & values for life-long learning for a safe environment

3.

How can Olympic Education contribute to sustainable development?

- Sustainable development and closeness to nature
- Olympic educational values
 1. Respect for others = Take care of nature because nature takes care of you
 2. Fair play = You can't cheat nature, you're cheating yourself
 3. Pursuit of excellence = Be your best version as a partner of the environment
 4. Balance between body, will and mind = Balance of nature
 5. Joy of effort →



*The Sixth Value
Environmental Protection*

DISCUSSION GROUP 5

Sustainability and legacy: Some cues

1. How can we save the environment while sport events are being organized?

Organising a sports event is team work. Sports events vary in size, impact and purpose. From local sports events to mega events such as the Olympics, sport has the power to bring people together for a common aim or purpose.

- Manufacturing of sustainable sports' equipment and facilities
- Sustainable venue design
- Partnerships between organisers and both local and national authorities, and civil society
- Educational programs about Olympic values and the environment at different levels such as primary, secondary, higher education and in the community
- NGO's local bodies to organise sports events for all
- Developing volunteer groups especially youth from schools, universities & associations to continuously send green messages & create green events
- Reduce, reuse, and recycle sports equipment
- Focussed approach towards sustainability, environmental protection and development

2. What are the practical strategies to be put into practice in order to deal with the issues of the environment through sports?

International level:

- Global efforts to meet the requirement of environmental protection
- Resolving international conflict through talks rather than by military interventions

- Establishing international network for research, teaching etc.
- Involving different bodies such as UN, IOC, IFs, NFs, to use sport events for environmental awareness and conscience of public
- Adopting a nature- and human-centric approach towards making policies for sustainability and development

National level

“Environmental protection as a civic duty”, with principles of correction and viability, oriented towards regulatory obligation; “system or state orientation”

- Laws, rules and regulations for strict adherence to environmental laws
- Financial support to the organizations
- Use of media to educate, influence, and improve the message of environment and the Olympic spirit
- To measure the impact of the Games through various perspectives, such as financial, architectural, social, political
- The education system should be emphasising not only formal education (e.g. school, college, university system) but non-formal education (sports and cultural activities and experiences of different peer groups, family members, people from different nations, experts etc.) should also be promoted
- From the glitziest athletic spectacles, played out on the world stage, to the everyday games played by billions of ordinary people
- Preventing and controlling the illness and developing and increasing awareness about healthy lifestyle by sports activity rather than by spending money on medicines

State or city level

Encourage local sport events and increase the level of awareness through education about cleanliness, in order to make change in behavioural patterns keeping in view the Olympic values

- Green Hall of Fame
- Green medals for volunteers
- Developing green merchandize by corporates, designers
- Organising green events during sport events

- Increasing the rate of sustainability in the city
- Facilities improvement for leisure and recreation using natural resources which are environmentally friendly
- A primary objective of this is to favour: continuity in the practice of sport, personal development with reference to sport, and the consolidation of active and healthy lifestyles
- A new pedagogical vision of the environmental question must also be offered, a shift from educating by means of the surroundings to educating for the surroundings

3. How to measure the outcome of strategies?

- Planning (Sport educational program) – action research – improvising – implementation of program – evaluation and review – suggestion to improve
- Research lines resulting in an improved manual
- Deliver a validated tool to measure the impact of sport events on the public and their effects on the environment
- Nature conservation and continuous environmental assessment
- Scientific approach
- Consciousness raising
- Focussed approach
- Opinion of athletes, coaches, spectators and other agencies to be taken into account about the conduct of the event and the improvisation needed.
- Affordable sports

Heart is man's ability to express beauty!

DISCUSSION GROUP 6

Olympic sustainable sustainability

Introduction

In our discussion group our aim was to consider the notions of sustainability in relation to the Olympic Games; however, we decided that the concept also had a close association with the Olympic legacy. Therefore, we decided to analyse three questions:

- 1) What is sustainability?
- 2) Why do we need sustainability?
- 3) How do we achieve sustainability?

1. What is sustainability?

Initially we felt that legacy = sustainability. However, after reflection we realised that the two are inextricably linked but that they do have differences.

Legacy is what remains after the Games:

- Multi-dimensional, tangible and intangible, and depending on the situation, it can be positive and/or negative.
- Planned legacy is always positive, but after the Games legacy can be both positive and negative (intentionally or not).

For example:

- *Positive impacts*: Improved facilities and infrastructure, transport and communication, employment, tourism, a sense of pride for the nation, unit-

ing the nation, sports initiatives, increased participation and fitness which reduces the burden on the health service, engagement of volunteers etc.

- *Negative impacts*: Underused infrastructures and sports facilities, increased participation in the short term which then declines, programs have a short lifespan, the legacy becomes a political tool, the nation forgets what and why, failure to engage with all the population etc.
- *Sustainability* is the positive long-lasting effects of the Olympic Games. Part of the stakeholders' responsibility is a commitment to the community, allowing them to access the facilities and initiatives. This requires resourcing in a variety of areas: human, financial, planning for target groups.

2. Why do we need sustainability?

- Primarily it is important because it has the potential to transform lives and give us a better awareness of our responsibility to humanity and the environment.
- If the Olympics have true sustainability, the next generation of the nation should be healthier.
- Definition of health (ref. World Health Organization): "a complete state of physical, mental and social health, not merely the absence of disease".
- It can give us a better awareness and tolerance of the diversities of other cultures.
- To preserve the planet's resources for future generations.
- To use sport as a tool to develop the Olympic values of: respect, tolerance, friendship, determination, excellence, creativity etc.

3. How can we achieve sustainability?

- Learn from previous Games what was successful, what failed and why. The next Games do not need to be better, it is not a competitive process. The next Games should be different, with the best from the past, but combined with the national identity of the host nation. The bid must reflect the aspirations of the population, so that they feel a sense of belonging.

- To have a clear network of stakeholders, their responsibilities and an awareness that this may change at different times (before, during and after).
- Should be fundamental to the bid, for it to be sustainable requires long-term planning. It won't happen by accident.
- Engage with the local population (host city and host nation). Many elements of it will be personal (linked to a given context), otherwise it risks failing.
- For a truly sustainable impact, we need a shared vision between all the stakeholders (athletes, politicians, local government, sports governing bodies and the population) and for the appropriate resources to be in place.
- It has to be real for all the members of the community (children, old people, disabled, men, women, etc.), otherwise there is no incentive for them to make sustainability work. Without their engagement we do not have sustainability – the population needs to own the legacy for it to be sustainable.
- Constant review with realistic targets and goals.

Suggestions

- Annual re-celebration of the Games in the host country – re-invite volunteers, athletes, spectators and officials to remind them of how they felt during the Games. Part of the agreement with the media and sponsors is that they commit themselves to support these events.

Politicians

- To initiate programs that are accessible for people to take part in sports activities or relevant schemes that must be available before, during and after the Olympic Games.
- To support athletes so that they receive sufficient resources in order to be role models and help deliver the legacy as part of their commitment.
- To ensure sports infrastructures and venues are more environmentally friendly.
- To ensure that the Olympic Movement is promoted according to public interest, rather than politicians' self-interests.

Coaches, athletes, volunteers, officials

- Should act morally because they are role models for youngsters and an inspiration to the future generation.

- Use them as a resource after the Games to continue to deliver the legacy. The host nation must keep them involved as they are great ambassadors for the Olympic Games.
- Promote a healthy lifestyle with an appreciation of exercise and how it contributes to this.

Media and sponsors

- The agreement between the IOC, media and the sponsors should have the athletes' best interests at heart; for example, the timing of events for TV/ advertising breaks, etc.
- A peaceful message should be conveyed which is the fundamental mission of organizing the Olympic Games. It serves the indirect mission of getting the people to understand and respect each other in a benevolent way, using the Olympics as a symbol of a peaceful and better world, uniting mankind. It should reflect the beauty of sport and participation, not just winning.
- The Olympic Movement should be perceived as fulfilling an important symbolic role and function, uniting mankind.

Conclusion

In conclusion, we believe that sustainability is the endurance of systems and processes. The organising principle for sustainability is sustainable development, which includes the four interconnected domains: ecological, economical, political and cultural. We would like to propose that sustainability for the Olympic Movement must involve all the stakeholders, but that the politicians have the ultimate commitment for its realisation.

In order to reach this goal, Coubertin's vision that the Olympic Games should offer the youth of all nations a regularly scheduled opportunity to meet and learn to respect each other's similarities and differences.

We believe that all Olympic stakeholders have a responsibility to consider these questions within their local context: *Think globally, act locally!*

Reflections

Although we found the process difficult, the journey was more important than the end result. We learned from each other, shared experiences and cultures and most importantly, we had fun. In this, we actually reflect the real intangibles of the Olympic Movement – the human side which cannot always be measured, but was de Coubertin's vision.

Some aspects of the modern Games sit as uncomfortable partners (sponsors/ media) but they are necessary. Yet, we always return to the human aspects that the Olympics deliver.

An aerial photograph of a large resort complex. The image shows several large, interconnected buildings with light-colored walls and dark, gabled roofs. The buildings are surrounded by numerous palm trees and other lush vegetation. In the background, there is a large swimming pool or lagoon area. The overall scene is a well-maintained and scenic resort property.

Closing Ceremony

ANCIENT OLYMPIA, 15th JULY 2015

CLOSING ADDRESS
on behalf of the participants of the Session
by Déborah SARFATI (FRA)

I have the honor of closing the 11th International Session for Higher Physical Education Institutions in French, Coubertin's mother tongue.¹

First of all, I want to thank on behalf of the participants:

- the Academy for its welcome and organizing of this week
- the lecturers
- as well as all the members of the Academy's staff
 - the secretariat and administrative staff
 - the interpreters
 - the medical staff
 - the restaurant's team
 - the team that takes care of this magnificent facility

We were lucky during this whole week to have high level lecturers who dealt with very different themes such as the link between:

- sport and doping
- sport and urbanization
- sport as tool for promoting peace
- sport, art and history
- sport and the environment

These presentations allowed us to improve our knowledge and open our minds to other cultures.

1. The address was delivered in the French language and was translated into English after the end of the Session.

The wealth of the exchanges with the lecturers and between participants allowed each of us to leave Olympia with new ideas, new thoughts and another look at the different cultures represented here. The spirit of Olympia takes its full meaning here: excellence, sharing, friendship, respect.

The Session's subject was "Sport as a tool of sustainability and development"; the discussions and conclusions of the various groups, rich in proposals and thoughts, will allow us, we hope, to bring new ideas to the international Olympic Movement, in order to tackle a new era for the Olympic Games, based on Agenda 2020.

The sustainability and legacy of the Olympic Games and major events must be a priority for the organizing countries and the Olympic Movement as a whole, in order to preserve the good health of:

- populations
- the local and global economy and
- the environment

In conclusion, I should say, on behalf of all the participants, that we have lived here a magical, unique experience. The discussion groups offered us unbelievable moments: the involvement of each of us, the debates... and, above all, the joy of being together, having fun and laughing.

Now, we will all go back to our countries and share this amazing trip with our families, our friends, the world of sport and Olympism. We shall never forget this experience; it will always be part of our life. The Olympic spirit is more than sport; it is a way of life and a treasure.

CLOSING ADDRESS
on behalf of the lecturers of the Session
by Prof. Andrea Kathryn TALENTINO (USA)

On behalf of all the lecturers, I would like to say thank you to the President, Director, and Dean of the International Olympic Academy for inviting us here and conceiving this event. I would also like to give many thanks to the staff for assisting us, making us comfortable, and doing all the things behind the scenes to make this event such a success, and the Red Cross staff for guarding our health. And of course, thank you to the participants for bringing your wisdom and perspectives and experiences to create such a rich and energizing program for all.

We wanted to offer some words of substance to tie together and conclude the week, and so we talked briefly together to identify what we thought was important or noteworthy about the discussions we have had. The presentations from both the lecturers and the participants covered many different subjects, but also came together under several different and related themes. We heard about legacy in a variety of ways, both for Athens and more generally, sport and the environment, both natural and cultural, sport and the creation of myth and narrative through art, symbols, perception, and even doping, and sport and development across a variety of contexts, from urbanization to conflict resolution to sport itself. What really stood out to us though, across all these issues, was a single theme: the importance of understanding and clarifying the meaning and understanding of the concepts at the heart of the discussion. What was revealed here, really, was the number of different perspectives that can adhere to a single issue.

All the concepts we focused on during this week – legacy, development, urbanization, sustainability, even the meaning of sport itself – tie into the broader concept of Olympic values. And what we saw here is that there are more ques-

tions than answers. What are Olympic values and how do we promote them? Even the concept of doping, which is usually taken as a simple, face-value right or wrong, was introduced here in a new philosophical light that forces us to question our understanding of sport itself, and the meaning we attach to it.

But it is fitting that we should conclude in this way, with our minds full of new ideas and thoughts to pursue. What better setting could there be to engage the eternal questions of sport and its meanings with competitors and observers and teachers and fans and individuals of all types? Ancient Olympia bears timeless testimony to the value of sport in its many forms, as well as to the complicated social, cultural, political, and economic aspects that give it life and fascination. So, we thank you once again for the privilege of engaging with these issues, here, in this place, and wish the best to all of you as you continue to advance the values of sport and Olympism.

CLOSING ADDRESS
of the Session proceedings
on behalf of the IOA President
by the IOA Honorary Dean,
Prof. Konstantinos GEORGIADIS

Dear colleagues, the Session of the Higher Physical Education Institutes is one of the oldest sessions of the IOA. Its object is to encourage a dialogue between the higher institutions of Physical Education on the topical issues of the Olympic Movement.

The concerns, the contestations, the questions, the answers and your conclusions constitute a theoretical scientific base for a new dialogue which we hope you will establish on your return to your countries and your activities.

The Olympic Movement is a social, educational peace movement. It does not intend to replace other institutional bodies but supports their efforts when their objective is humanitarian.

Dear colleagues, true knowledge, as a life value, is expressed through the cultivation of virtues. Promoting the virtues of justice, courage and wisdom guides man to become useful to society and reject any form of self importance or denigration. Excellence therefore is not a virtue but the level of development of virtues. Excellence is not an action, a record, but an act that is repeated focusing on fairness.

The fundamental thinking of the Olympic institution, according to Pierre de Coubertin, derived from education. Sport for Coubertin was not simply a physical exercise. It was the conciliation of “spiritual” and “muscular” powers, the “symphony orchestra” that expresses the harmony of virtues with a view to conquering physical wellbeing, mental harmony and spiritual lifting.

This is precisely the objective that your presence at the Session serves. Over and above your occupation with this specialized subject, our coexistence for each of us, our debates and our life experiences at the Session are a small step forward for each of us.

Dear friends and participants, at the end of this Session, I want to thank all of you for your creative involvement in the work of the International Olympic Academy. Through the proceedings of this Session the educational role of each of us is enhanced. Many questions were raised that will make us all think about the evolution of sport, the Olympic Games and the social and educational connotations that develop at international level.

For this reason I want to personally thank the lecturers from this rostrum for their essential contribution through their well documented presentations. IOC member Pal Schmitt, the Professor and Dean Andrea Kathryn Talentino, Assoc. Professor Ask Vest Christiansen, Assoc. Professor Kyriaki Kaplanidou, Assoc. Professor Xue Qiu, Doctor Vasiliki Tzachrista and Olympic medalist Niki Bakogianni. The Session's lecturers, through their academic and research work, enhanced the individual aspects of the special subject, the Olympic Movement and sport, as a means for sustainability and development. I also want to warmly thank the coordinators and the secretaries of the discussion groups.

Dear participants and lecturers, we all understand how important it is for the Academy to cooperate closely with Higher Physical Education Institutes in order to develop and promote physical education and enhance its educational value in schools and society, as well as the teaching of Olympic education and the humanitarian values of Olympism.

If the humanitarian values of the Olympic Movement are those that define its cohesion and future progress, then the international scientific and educational network of the International Olympic Academy, of which you are also a part being present here today, is extremely important for the dissemination of the ideas at global level. The Academy and the Higher Physical Education Institutes must jointly promote and support the educational values of the Olympic Movement and continue their scientific research that keeps alive the ideas and science that we serve.

In conclusion, I want to thank the IOC, the HOC, IOA President Isidoros Kouvelos, and the outstanding staff of the IOA for their services during this Session. Also, Vangelis, the head of the facilities and the Academy's staff for the maintenance of the facilities, the students of the University of Peloponnese, who have helped during their training the Session's work, the Hellenic Red Cross who always offer their medical services free of charge and, finally, the dear ladies of the IOA's interpretation department who are entrusted with this difficult task.

Dear friends, I wish you a good journey and a safe return to your countries and may we all meet again in the future.

A long, straight row of flags on poles stretches across a grassy area, likely a park or memorial. The flags are of various colors and designs, and they are all flying. The poles are tall and thin, and they are arranged in a neat line. In the background, there are many trees and a hillside covered in vegetation. The overall scene is peaceful and well-maintained.

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