

INTERNATIONAL OLYMPIC ACADEMY

47th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS

19 JUNE – 3 JULY 2007

PROCEEDINGS



ANCIENT OLYMPIA



Commemorative seal of the Session.

Published by the International Olympic Academy
and the International Olympic Committee

2009

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Photographs

IOA Photographic Archive

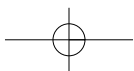
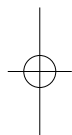
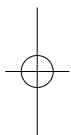
ISBN: 978-960-14-1982-4

INTERNATIONAL OLYMPIC ACADEMY

FORTY-SEVENTH INTERNATIONAL SESSION
FOR YOUNG PARTICIPANTS

SPECIAL SUBJECT:
FROM ATHENS TO BEIJING

ANCIENT OLYMPIA



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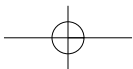
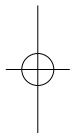
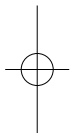
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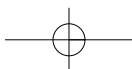
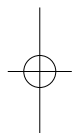
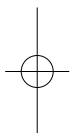


«From the first modern Games in Athens in 1896 to the forthcoming Games in Beijing in 2008, the Olympic Games always have been and still are more than just a sports event: they are a spirit for life».

«Bringing the Games to China means that potentially one-fifth of the world's population will be exposed to Olympic values, something that is a magnificent opportunity for the Olympic Movement».

Quotations from the message of the IOC Vice-President, Gunilla Lindberg,
on behalf of the IOC President, Dr Jacques Rogge,
at the Opening Ceremony of the 47th International Session for Young Participants
of the International Olympic Academy

Hill of the Pnyx, 20th June 2007



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FOREWORD

In 2007, the International Olympic Academy organized six international educational events of considerable interest, which covered a wide range of topics related to the Olympic Movement. All these events were highly successful. Their high scientific level and good organization were a few of the elements that contributed to their success and to the better promotion of the Olympic Movement.

The 47th International Session for Young Participants, the IOA's oldest Session and the one with the largest attendance was held, for the 47th consecutive year, in its facilities in Ancient Olympia from 19 June to 3 July 2007. In view of the forthcoming Beijing Olympic Games, the Session's special theme was: "From Athens to Beijing".

The Session was attended by 187 young people (85 women and 102 men), representing National Olympic Committees from 106 countries, 14 lecturers, 15 coordinators of the discussion groups, art events and sports activities and three representatives of the Organizing Committee of the Beijing Olympic Games.

The Session was officially opened on the Hill of the Pnyx, on 20 June, during a special ceremony, by the President of the Hellenic Olympic Committee and the International Olympic Academy Minos X. Kyriakou. During the ceremony, the IOA awarded honorary distinctions to the following personalities for their contribution to the Olympic Movement: the honorary distinction "Olympia" to the Vice-President of the IOC, Gunilla Lindberg (Sweden), the honorary distinction "Athina" to IOC member and President of the Association of National Olympic Committees Mario Vázquez Raña (Mexico), the honorary distinction "Delphi" to IOC member and President of the IOC's Commission for Culture and Olympic Education Zhenliang He (China).

The majority of the lecturers who were working for the Beijing Olympic Games had been top executives of the Athens Olympic Games.

Zhenliang He, IOC member and president of the IOC's Commission for Culture and Olympic Education, referred to the perception of Chinese civilization by the organizers of the Beijing games, while Professor Hai Ren, a researcher of the Olympic Movement, spoke of the political and social significance of the Olympic Games. From Greece, qualified executives of the organization of the Athens Olympic Games, like Professor Kostas Kartalis who underlined the importance of the Olympic Games for Greece, Marton Simitsek, who referred to the organization and management of the Olympic Games, Professor Christina Koulouri, Lecturer Eleanna Yalouri, the President of the Paralympic Games, Ioanna Karyofylli and General Georgios Plakas, highlighted various aspects of the Athens 2004 Games. In addition, John Siner from the International Olympic Committee spoke about the strategic planning of the Olympic Games.

Of the 216 people who attended the Session, 85,2% had completed university studies or held a post-graduate degree, 25,9% were students, 20,74% were professors and 22,22% were working in sports organizations.

Participants joined 9 English-speaking and 2 French-speaking discussion groups where they considered, among others, the following topics: the promotion of women's participation in high-rank administrative positions in sport, the objectives of the Olympic Movement, the IOC's stand with respect to human rights violations in countries hosting the Olympic Games, fair play today, the symbolisms of the opening ceremonies of the Olympic Games and their significance today, the relationship between sport and politics, the mass media's role within the Olympic Movement, the positive and negative effects of the organization of the Olympic Games for the host city, the importance of the Paralympic Games.

Participants also attended the poetry, dance and fine arts workshops; they presented cultural features of their country during the social evenings and took part in artistic activities under the guidance of their coordinators.

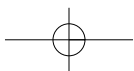
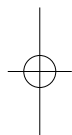
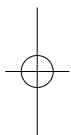
The organization was top level; there were no problems with accommodation arrangements, the documentation provided was complete and the IOA's staff was always eager to help. Participants expressed their satisfaction about the lectures'

FOREWORD

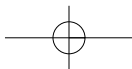
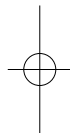
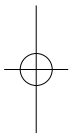
quality and content. The subjects were pertinent and topical, adequately covered, which allowed participants to follow them with interest and expand their knowledge. Participants were also fully satisfied with their participation in the discussion groups as the in-depth analysis of the subjects considered and the exchange of views influenced, in a positive way, their approach to Olympism and the Olympic Movement.

The Session for Young Participants, which the IOA has been holding for five decades now, remains a successful activity that provides effective training on issues related to Olympism and Olympic education to thousands of young people from all over the world. The International Olympic Academy, under the patronage of the IOC and with the support of the Hellenic Olympic Committee will not only continue but further expand its educational activities thus allowing a growing number of young individuals to experience Olympism in Olympia, the land that gave birth to it.

Assoc. Prof. Konstantinos GEORGIADIS
IOA Honorary Dean



**Opening Ceremony
of the 47th International Session
for Young Participants
HILL OF THE PNYX, 20 June 2007**



PRIZE AWARDING

by the International Olympic Academy

Prize «*ATHINA*» : Mario VAZQUEZ RANA (MEX)*

Prize «*DELPHI*» : Dr Zhenliang HE (CHN)

Prize «*OLYMPIA*» : Gunilla LINDBERG (SWE)

Mario VAZQUEZ RANA (MEX)

Mario Vazquez Rana has been an active and dynamic sports administrator for nearly 40 years at national, continental and international level.

He has studied business administration and was involved dynamically in the editorial Mexican industry.

During his sports carrier, he distinguished himself in several disciplines in the sport of shooting as a national champion and representing his country at international level as well. Through his love for the sport of shooting he founded the Mexican Shooting Federation of which he served as a President. Then, he became President of the American Shooting Confederation. After the successful organization of the VIIth Panamerican Games in Mexico City in 1975, since he was President of the Organising Committee, he undertook the presidency of the Panamerican Sports Organisation (PASO), a presidency that he holds till today.

He served as President of the Mexican Olympic Committee for nearly 30 years. In 1979 he was elected President of the National Olympic Committees

* Because of Mario Vazquez Rana's absence, the Ambassador of Mexico in Greece Alejandro Diaz received the prize on Mr Rana's behalf.



*On behalf of Mario Vazquez Rana, the Ambassador of Mexico in Greece
Alejandro Diaz received the IOA prize "ATHINA" by the IOA and HOC President,
Minos X. Kyriakou.*

(ACNO), a position that he holds till today. In 1991, he was elected a member of the International Olympic Committee and in 2000, he became a member of the IOC Executive Board as representative of the National Olympic Committees.

He was awarded with the IOC's highest honor, the Olympic Order in Gold in 1988.

Dr Zhenliang HE (CHN)

Dr Zhenliang He has studied electrical engineering and he is a Professor of Philology and International Affairs and a Doctor Honoris Causa. He has held high-ranking governmental positions in China, particularly in the field of Physical Education and Sport. Being an honorary President of the National Olympic Committee of China, he has also been a Vice-President of the Organising Committee for the Olympic Games in Beijing (BOCOG) since 2002, while in 2003 he became

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Dr Zhenliang He is receiving the IOA prize "DELPHI" by the IOA and HOC President, Minos X. Kyriakou.

Vice-President of the Olympic Council of Asia (OCA), a position he holds till today.

He was elected a member of the International Olympic Committee in 1981 and participated as a member in several IOC Commissions. He has been a member of the IOC Executive Commission for a number of years and from 1989 till 1993 he served as an IOC Vice-President.

He has been Chairman of the IOC Commission for Culture and Olympic Education for more than ten years.

Gunilla LINDBERG (SWE)

Gunilla Lindberg has started her sports administration carrier as a Director of the International division of the Swedish Olympic Committee, of which she gradually became Associate Secretary General and Secretary General, a position that she holds till today. She has served as *Chef de Mission* of the Swedish Olympic Team

in all Winter and Summer Games since 1972. In 1995 she was elected a Council member of the Association of National Olympic Committees (ANOC), an organization of which in 2004 she was elected Secretary General.

In 1996 she was elected a member of the International Olympic Committee. In 2000 she was elected an IOC Board Member and in 2004 IOC Vice-President, a position that she holds till today.

Mrs Lindberg has been particularly involved in the educational part of the Olympic Movement and Olympism and she has been a member of the board of the Swedish Olympic Academy since its creation. She has always believed in the important role of Olympic Education around the world, something that has supported as well through her presence in Olympia during the activities of the International Olympic Academy and the Sessions of the Swedish Olympic Committee.



Awarding of the IOA prize "OLYMPIA" to the Gunilla Lindberg by the IOA and HOC President, Minos X. Kyriakou.

ADDRESS

**by the IOC Vice-President Gunilla LINDBERG (SWE),
on behalf of the IOC President Dr Jacques ROGGE (BEL)**

Dear young participants,

Dear members of the International Olympic Academy.

Distinguished guests,

I should like, first of all, to convey the best wishes and greetings of the President of the International Olympic Committee, Dr Jacques Rogge, who was not able to join us.

I am very pleased to be among you tonight, on the Pnyx Hill, for the traditional opening ceremony of the International Olympic Academy Session for Young Participants, whom I welcome to Greece.

I would also like to thank the President of the IOA, Mr Minos Kyriakou, the members of the Ephoria of the Academy as well as all the teachers and lecturers for their commitment and active participation in the defence and promotion of the Olympic values year after year.

Dear young participants,

Over the next 10 days in Olympia, where the Olympic Games began, you are going to discuss a subject which is especially interesting and timely: "From Athens to Beijing".

From the first modern Games in Athens in 1896 to the forthcoming Games in Beijing in 2008, the Olympic Games have always been and still are more than just a sports event: they are a spirit for life.

They are the celebration of the values of Olympism and sporting ideals by the youth of the world regardless of their potential differences.

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On behalf of the International Olympic Committee, the IOC Vice-President Gunilla Lindberg is offering a commemorative present to the IOA and HOC President, Minos X. Kyriakou.

They are the celebration of humanity. They create hope for a more peaceful world through sport, and engender dreams and inspiration in the hearts of young people everywhere.

In a year from now, the Games in Beijing will mark a major milestone for the Olympic Movement.

Bringing the Games to China means that potentially one-fifth of the world's population will be exposed to Olympic values, something that is a magnificent opportunity for the Olympic Movement.

We are confident that the Games in Beijing will not only be highly successful but will also provide a stage where the people of China and the rest of the world will be enriched through cultural exchange and understanding, celebrating the strength and power of the Olympic values such as excellence, friendship and respect.

We are counting on you, who represent the future of sport and the Olympic Movement, to become messengers of the values of sport and to work toward

OPENING CEREMONY, HILL OF THE PNYX

their promotion with determination and perseverance when you return to your respective countries.

Before concluding, I would like to thank once more the International Olympic Academy and its members for the excellent educational work they are doing.

I wish you all fruitful debates and discussions, and a pleasant stay in Olympia.

ADDRESS*

**by the Deputy Minister of Culture with Responsibilities for Sport,
George ORFANOS**

Ladies and Gentlemen, Friends,
Greece, the cradle of world Civilisation, the birthplace of Olympism and the unalloyed values and the ideal of fair play is delighted to receive the young people participating in the 47th Conference of International Olympic Academy.

We welcome you to the city of Athens, which in 2004 held the best and safest Olympic and Paralympic Games, proclaiming to all humanity a message of peace, friendship, solidarity, noble competition and the ideal of the Olympic Truce.

We organised Games which were not held only on the playing fields. They did not involve only striving for the best and noble competition among athletes from all the four corners of the world. These Games were also a manifestation of our historical past, the rich Greek tradition, education, and mainly the Olympic spirit.

Three years later, we have realised that this difficult project was successful precisely because the Greek people embraced it unanimously, with great warmth, transforming it into an issue of great national importance that had to do with the present, but also the future of Greece, a land of culture, and of sport.

The Greek government, the Organising Committee of the 2004 Olympics, the local authorities and thousands of volunteers from the four corners of the earth united so as to rise to the demands of this great challenge.

* Because of George Orfanos' absence, Stavros Douvis, General Secretary for Sport addressed the audience on behalf of the Minister.

OPENING CEREMONY, HILL OF THE PNYX

Three years later, the numbers and data show that there has been an increase of employment in the sport sector by 40%; that Athens has become a contemporary and functional capital city, a lively city and a hub that is constantly developing both economically and culturally; that there has been a significant development in Greek tourism, with an increase of approximately 10% in arrivals, and in foreign exchange; that there has been a development in regions outside Athens and that the Olympic cities have new athletic infrastructures.

Beijing is following the example of Athens. It is the capital of a country with the largest population in the world, which in 2008 will, for the first time in its very long history, play host to the largest athletic event in the world, the Olympic Games, and will become a centre for education, culture and sport in the international sport environment.

Our countries might differ radically in terms of size and population, but both share the gigantic endeavour of organising the Olympic Games. An endeavour that to a large extent constitutes a fusion of many parameters that have to do both with infrastructures, as well as the greatest athletic event, an endeavour that gives the organisers a unique and unrepeatable Olympic experience in which the torch is passed on for the success of the next games. This is what Greece did, and it raised the standard.

With unity and cooperation Athens stands beside Beijing. With manpower, know-how and significant experience in organising the games, we are certain that the Beijing Olympic Games will be a success.

We are proud because the Olympic flame is going from the cradle of western civilisation to the capital of the greatest and oldest Asian civilisation. China is a country that is developing at a very fast pace. The two peoples have much in common, beginning from their great histories in civilisation and sport. They have made, and are still making, a decisive contribution to the arts, philosophy and science.

Only with cooperation and solidarity among the various nations can we function effectively and efficiently in the modern new global order.

Following the opening of diplomatic relations in 1972, the relations between the People's Republic of China and of Greece have developed constantly, reflecting the mutual feelings of friendship of the two peoples.

Both within the context of “Cultural Year of Greece in China” and the renewal of the Protocol of Sport Cooperation, Greece, an honoured country in 2008 in Beijing, is promoting cooperation, understanding and friendship among the athletes and peoples of the two countries.

Building on the heritage of the Games, the Ministry of Culture, in cooperation with Municipality of Athens, will have the honour of hosting “Sportaccord”, the annual meeting of the sport world, next year in Athens.

The Olympic Games of 2008 have provided a unique opportunity for China, a country in which one fifth of the population of the planet lives, to present to the international public its legendary civilisation and its history, combined with its contemporary achievements in many sectors. China has been given the opportunity to modernise its athletic infrastructures, to create modern, new and functional ones, just as Athens did and now constitutes a modern European metropolis of the 21st century.

Today, Beijing, a city of more than 14 million inhabitants, constitutes the political, economic, social and cultural centre of the People’s Republic of China, and a scientific and diplomatic centre of international significance. With the Olympic Games China is expected to promote its international positions in many sectors.

With the motto “A New Beijing, Majestic Olympic Games” Beijing is preparing to promote the country’s international character, linking history and tradition with the demands of modern Olympic Games.

I believe this year’s special subject at the conference, “From Athens to Beijing” is particularly successful, interesting and timely.

Beloved Friends,

You who take part in the IOA Conferences are called upon to trace the historical journeys of the two peoples and their long history in sport, to examine the present and the future of the two peoples, and to play a leading role, each one of you in their own manner and in their own home, in the dissemination of the values of Olympism, the Olympic Truce and noble competition.

I invite all of you, from here, the sacred hill of the Acropolis, to become trustees of this great tradition that through the centuries has taught ethics in sport,

OPENING CEREMONY, HILL OF THE PNYX

following rules, honest effort and fair play, far from substances that destroy the authenticity of sporting results, and to carry to your countries the knowledge and the experience that you will get, based on the noblest bequest we have received from the ancient world, the Olympic spirit and the institution of the Olympic Games that you can be certain, will fascinate people for centuries to come.

Thank you very much.

ADDRESS

by the Mayor of Athens,
Nikitas KAKLAMANIS

Ladies and Gentlemen,

It is a great honor for me as the Mayor of Athens to welcome you to the city of Athens, the eternal symbol of democracy and culture on such an important occasion in such an important place.

It is not easy to find another place like this in the whole world that has been fully identified with the ideals of freedom of expression aiming at democratic synthesis.

Both these ideas presuppose tolerance, equality and justice for all.

And it is surely on these principles that the ideals of fair play and Olympism were able to flourish.

Ladies and Gentlemen,

In about a year's time from today, all Greeks will be recalling vivid memories.

Memories of joy, pride and optimism.

And thus, the nostalgia of the historic moments that Athens and the whole country lived in 2004 blends, hauntingly, with the expectation of the next Olympic Games of 2008.

In 2004 we lived and shared our vision for Olympic Games on a "human scale", Olympic Games that were rebaptized in the Olympic ideals and inspired again by the values of peace, cooperation and civilization.

In 2008, together with the historic legacy and heavy responsibility for the successful organization of the Olympic Games, Beijing will be taking over the whole value system of the principles of Olympism and civilization.

OPENING CEREMONY, HILL OF THE PNYX

Beijing, with its century-old history as a cultural, scientific, diplomatic and political pillar of worldwide importance, a symbol of successful synthesis between traditional creation and the splendor of its modern achievements, will become the custodian and continuator of these principles.

In one year from now, Beijing will enhance its international character by linking its history and tradition with the demands of the modern Olympic Games.

Ladies and Gentlemen,

The relationship between Athens and Beijing promotes, in an exemplary way, the cooperation between two cities, cradles of civilization, two cities that live the dynamics of the present as they plan for the future, two beacon cities for East-West relations, two cities that are inspired by the ideals of Olympism and the power of their symbolism.

For the Olympic Idea erases any threat of a clash of civilizations and formulates its own convincing proposal for a synthesis of civilizations.

For we should not forget that the Olympic Games, considered both as an individual and a collective sport activity, is a major cultural phenomenon. And as a true sample of civilization it is above all an educational process.

Young people from all over the world will become acquainted with the philosophical and social foundation of the Olympic ideals through the eyes of other cultures, as well as their direct connection to current issues such as achieving mutual international understanding and developing ecological awareness.

Ladies and Gentlemen,

The symbolic Athens-Beijing bridge ideally underscores the principle of cultural equality.

And through this principle it promotes the indefinite diversity and profound unity of Olympism's universality and of human existence itself.

This is because the Olympic Spirit represents an immaterial ideal; it is an unwritten law. Being a spirit it cannot be codified, it is not destroyed by time, nor exhausted by practice. It is an experienced ideal.

The ideas that describe may have been born in this country, but they certain-

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ly are not a right that belongs only to the Greeks. They are a pool of values of which mankind as a whole is the beneficiary.

Ladies and Gentlemen,

Athens and Beijing become the links in the chain for the universal propagation of these principles and guarantee their timelessness.

And let us not forget that ensuring the timelessness of our ideas and common values will guarantee the perpetuation of the values as well as of our very existence.

Thank you very much.

PRIZE AWARDING
by the International Society of Olympic Historians (ISOH)

Prize «*ISOH 2007*»: Professor David YOUNG (USA)
and Professor John LUCAS (USA)

Professor David YOUNG (USA)

Professor of Classical Letters, specialized in the ancient Poet, Pindar. Through a series of excellent articles and his book “The struggle of the Revival” he has recently highlighted the contribution of the Greeks Evangelis Zappas and Dimitrios Vikelas to the Revival of the Modern Olympic Games, a contribution which was until then unknown to the wide audience.

Professor John LUCAS (USA)

Professor at the University of Pennsylvania, he was the first to do research on the writings and life of Baron Pierre de Coubertin and he presented his philosophical ideas concerning Olympism through his Phd thesis. ‘Future of the Olympic Games’ is the most known among his numerous writings.

Mr Lucas and Mr Young are both awarded by the International Society for Olympic Historians for their academic study concerning the pioneers of the Olympic Movement.

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Professors David Young (on the top) and John Lucas (at the bottom) are receiving the “ISOH 2007” Prize by the ISOH President, Dr Karl Lennartz in the presence of the IOA Ephoria Member and HOC Secretary General, Manolis Katsiadakis.

ADDRESS

on behalf of the Lecturers of the Session,
by Dr Zhenliang HE (CHN)

Mr Minos Kyriakou, President of the International Olympic Academy,
Dear Participants of the 47th IOA International Session,
Ladies and Gentlemen,

On behalf of the lecturers at this 47th IOA International Session for Young Participants, I would like to extend my heartfelt thanks for the hospitality of Greek people and my warm congratulations for the opening of the Session.

It is known to everybody that the Olympic Games originated in Ancient Greece. While we are grateful to Baron Pierre de Coubertin for his relentless efforts to restore the Olympic Games in modern era and to propagate the Olympic spirit and values throughout the world, we can never and shall never forget the great contribution of the Greek people to the creation of the Olympic Games in ancient times and to their support of the modern Olympic Movement to the benefit of world peace and people's friendship. The history-making Games of the 1st Olympiad in 1896 in Athens, the 'Home again' Games of the 28th Olympiad in 2004 in Athens as well as the creation of the International Olympic Academy are, among others, the embodiment of all these efforts. I would say without exaggeration that Olympism is another magnificent gift of Greek people to world civilization.

Three years ago, at the exciting closing ceremony of the Athens Olympic Games, the President of the International Olympic Committee, Dr Jacques Rogge, thanked the Greek people for organizing these dream-like Games and called upon the world youth to gather 4 years later in Beijing to celebrate the Games of the 29th Olympiad.

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View of the Session's Opening Ceremony on the hill of the Pnyx.



The Opening Ceremony of the Session on the Hill of the Pnyx.

From left to right: the IOA Ephoria Member and HOC Secretary General Manolis Katsiadakis, the Ambassador of Mexico in Greece Alejandro Diaz, the IOC Member and Chairman of the IOC Commission for Culture and Olympic Education Dr Zhenliang He, the IOC Vice-President Gunilla Lindberg, the IOA and HOC President, Minos X. Kyriakou and the Minister Fani Palli-Petralia as a representative of the Greek government.

OPENING CEREMONY, HILL OF THE PNYX

Next year, the Olympic Flame will be lit in Beijing, the capital of a country of several thousand years of civilization like Greece, a country of the biggest population in the world.

The International Olympic Academy has timely chosen 'From Athens to Beijing', as the theme for its 47th International Session for Young Participants. At the Session, all of us, lecturers and participants, we will make together a survey of what impact the Olympic Games will have on these two countries of great civilizations and on Olympic Movement in general.

I sincerely wish full success of the 47th International Session where conclusions will surely be beneficial to the entire Olympic Movement.

I also take this opportunity to thank the International Olympic Academy for awarding me the prestigious Delphi Award.

Thank you for your attention.



Participants of the Session posing with the Acropolis at the background.

ADDRESS AND OPENING
of the Works of the Session
by the President of the International Olympic Academy
and the Hellenic Olympic Committee,
Minos X. KYRIAKOU

Mr Minister,

Mr Mayor,

Mr Ambassador,

Distinguished Members of the International Olympic Committee,

Dear Members of the Hellenic Olympic Committee, Dear Participants of the 47th Session of the International Olympic Academy

The International Olympic Academy is holding, for the 47th time, its most important Session, the annual Session for Young Participants and on the occasion of this traditional opening ceremony of the Session I wish to welcome you to Athens, on the sacred Hill of the Pnyx, with feelings of deep emotion.

The presence at this opening ceremony of distinguished members of the Olympic Family, Ms. Gunilla Lindberg from Sweden and Dr. Zhenliang He from China, members of the International Olympic Committee, great friends of Greece and staunch supporters of the Academy's work, is a great pleasure for the Hellenic Olympic Committee and the International Olympic Academy.

Ladies and Gentlemen,

The modern Olympic Movement is now evolving into a new form of universal educational movement, unique and autonomous, whose activities are aimed at world youth.

Olympism represents the philosophy that enhances the predominant role of

OPENING CEREMONY, HILL OF THE PNYX

sport for international understanding and peaceful coexistence among people.

I therefore wish, first of all, to emphasize that safeguarding and promoting the sporting ideal, at the level of both sport and culture, is the task of all of us.

More than anything else, however, Olympism is a life experience. It is the feeling shared by the thousands of athletes and volunteers who participate in the Olympic Games every four years, but also by the participants in the International Olympic Academy's international sessions who are able, within a few days, to know and live common experiences in a place of great historic and humanist value like Ancient Olympia.

The work of the International Olympic Academy shows, in the most remarkable way, that people from different countries, identity and origin, with a different culture and different cultural models can live together in a spirit of cooperation, friendship and creativity.

The Olympic Movement represents, in a tangible way, Humanism itself in its purest form. It is a source of hope, but also a promise that the differences that separate us will never be greater than the Values and the Ideals that unite us.

I believe that from this perspective, the young men and women who are gathered here with us today will embrace the Olympic Spirit and become the future ambassadors of Olympism's Ideals.

Ladies and Gentlemen,

Following on what I have just said, the 47th Session of the International Olympic Academy is an excellent opportunity to honor in a befitting way the members of the Olympic Family who for years now have made Olympism their personal cause.

I refer to the Vice-President of the IOC Ms. Gunilla Lindberg, the President of the Association of National Olympic Committees and IOC Member Mr Mario Vazquez Raña and to the Chairman of the Commission for Culture and Education Mr Zhenliang He.

The International Olympic Academy has honored them today with the international "Athina", "Olympia" and "Delphi" prizes, which are awarded since a number of years to personalities for their involvement and outstanding contribu-

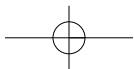
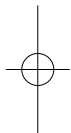
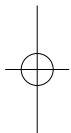
47th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS

tion to the Olympic Movement and I feel the need to thank them for their presence here today.

With my best wishes for a pleasant and fruitful stay in Ancient Olympia, I declare the opening of the 47th International Session of the International Olympic Academy.

**Opening Ceremony
of the 47th International Session
for Young Participants**

ANCIENT OLYMPIA, 22 June 2007



ADDRESS

**by the President of the International Olympic Academy
and the Hellenic Olympic Committee,
Minos X. KYRIAKOU**

Dear participants,

Olympia is a place on which the interest of the whole world is focused as it is the cradle of the timeless and universal values that make up the Olympic Ideal.

This historic and ideological dimension has its source in Greek antiquity and was taken up by world public opinion during the Olympic Games organized by Athens in 2004.

The added value of the Athens Games was essentially cultural and I have no doubt that it will be the same in China, a country with one of the most ancient civilizations in the world, which is also today a rising sports power.

The special theme of this Session is "From Athens to Beijing". Our objective during this Session is to exchange views on the ideological link between Greek and Chinese civilization through the organization of the greatest sports event on earth, the Olympic Games.

Greece has given back to the Games their humanitarian dimension by restoring their link to culture and the "legacy" Ancient Olympia's ideals and is now passing the baton to Beijing, the capital of a country with a centuries-old history and an unparalleled contribution to world civilization.

This is why great personalities of the Olympic Family and sports sciences are honoring this year's Session with their presence, as well as people who have contributed with their know-how to the outstanding organization of the Athens 2004 Olympic Games.

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Laying of wreath at the Pierre de Coubertin stele by the lecturer of the Session Professor John Lucas (on the left) and the ISOH Secretary General Anthony Bijkerk (on the right).

Dear friends,

The International Olympic Academy shares with you a common mission which is to protect the Olympic Ideal and give back to sport the meaning and significance it had for the reviver of the modern Olympic Games Pierre de Coubertin.

Our ambition is to encourage, through our action, a broader participation of young people in the Olympic Movement and the parallel development of the

OPENING CEREMONY – ANCIENT OLYMPIA



*Laying of wreath at the commemorative stele of Ioannis Ketseas and Carl Diem
by the coordinator Prof. Kostas Mountakis (on the left) and
the lecturer of the Session Prof. Hai Ren (on the right).*

mind and the body, of sport and culture, away from any commercialization and adulteration of the concept of fair play.

I wish you a pleasant stay and fruitful days of work at this Session.

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Commemorative photo at the main stairs.

ADDRESS

by the Prefect of Elis,
Haralambos KAFYRAS

Dear Mr Georgiadis,

Dear guests,

We are welcoming you today on the Olympic land of Eleia, fully aware that each International Session for Young Participants represents for each and every one of you an opportunity to live a unique experience in the very place that gave birth to the values and principles of Olympism.

Your stay here and your participation in the Session's proceedings will allow you to properly evaluate the need of safeguarding the values of the Olympic



*Honorary guests, lecturers and participants attending the reading
of Pierre de Coubertin's writings at the Coubertin grove.*

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Movement by every possible means and of protecting sport's role and character within the context of the timeless values of Olympism, which we have inherited from our ancestors.

I believe, moreover, that sport, despite excessive commercialization, beyond political systems or religious and other beliefs, brings individuals and peoples closer together. This is the important message that our land, our country is sending out to the whole universe and I believe that we have succeeded, to a large extent, in putting it into practice with the organization of the Athens 2004 Olympic Games.

With these few, simple thoughts, I wish to welcome you again and wish you great success at the 47th International Session for Young Participants.



*The Chairman of the IOC Commission for Culture and Olympic Education,
Dr Zhenliang He along with participants of the Session.*

ADDRESS

by the Mayor of Ancient Olympia,
Georgios AIDONIS

Ladies and Gentlemen,

Whenever the leadership of the Olympic Movement meets under the light of Olympia, sport and the value system associated with it gain new impetus.

This is due to the fact that in contrast to what happens in the other areas of human activity, a spirit of constant understanding prevails within the Olympic



Participants in front of the Parthenon in Acropolis.

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family. And I would dare to say that from here a message is sent out each time to the powerful and the weak of this world, which is that the Olympic Movement is a bridge that unites nations, conceptions, people around the world and that each citizen who respects the highest values of truce and fair play is a goodwill ambassador for bringing societies closer together and reduce differences.

Ladies and Gentlemen,

The sacred site of Olympia reproduces the example of the Olympic Family. The Games are celebrated each time in a different city, a different country. The super-power leaves its place to a small nation and then to an emerging country and so on.

During the lighting of the Flame, however, each organization of the Games is immersed in the great and vibrant values to which this land of Olympia gave birth thousands of years ago.

Wearing the mantle of values, each city wins international respect and becomes thus stronger and more capable of achieving miracles.

This time, Olympia has the extraordinary opportunity of linking two age-old civilizations, two cradles of humanity, Greece and China, Athens and Beijing.



Participants in front of the Panathinaikon Stadium.

OPENING CEREMONY – ANCIENT OLYMPIA

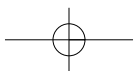
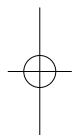
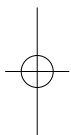
The Flame will carry with it on its journey the sacred message of a great civilization to a sister civilization.

Ladies and Gentlemen,

Olympia will once again become a bridge reaching out to unite the world. This is its destiny and the source of our great pride.

I wish the best of success in the work of this Session and to Beijing that will be welcoming the light of our values.

Thank you.



**Works
of the 47th International Session
for Young Participants**

ANCIENT OLYMPIA

Lectures

- The opinions of the lecturers do not necessarily reflect those of the International Olympic Academy.
- Out of respect for multiculturalism and diversity of scientific research, we do not intervene in every lecturer's personal way of presenting his/her bibliography and footnotes.

ZHENLIANG HE



From the works of the Session at the amphitheatre of the Conference Hall.



On the podium Prof. John Lucas during his lecture. Next to him Dr Karl Lennartz, Assoc. Prof. Konstantinos Georgiadis and Prof. David Young.

PERCEPTION OF THE CHINESE CULTURE THROUGH THE ORGANIZATION OF BEIJING OLYMPIC GAMES IN 2008



Dr Zhenliang HE (CHN)

IOC Member

*Chairman of the IOC Commission
for Culture and Olympic Education*

I. The Multiculturalism of the Olympic Movement

When restoring the modern Olympic Games, Baron Pierre de Coubertin insisted on the universality of the Movement. Limited by the economic and social conditions at the times, the International Olympic Committee bore inevitably all evident European cultural identity at its early stage. Despite this, the universality that Coubertin advocated meant not only the largest possible geographical participation of the world but also the tolerance and respect for different cultures even active assimilation of the cream of all cultures.

As early as in 1912, Pierre de Coubertin highly praised the cultural diversity of the Olympic Games: *"It would be a very great pity if this effort appeared to tend toward something homogenous and identical... But every danger of this sort has been avoided. The third Olympiad preserved a clearly American tone... and the fourth was as British as it could have been... Sweden gave itself over entirely to the (1912) celebration, just as Greece had in 1896. The result was a Vth Olympiad draped in the purest Scandinavianism. This is exactly what the founder of the Games wished for... You have to often transplant the tree if you wish to keep it youthful"*.

ZHENLIANG HE

At the Olympic Congress, the Centennial Congress in 1994, “*Olympic Movement and International Understanding*” was one of the topics. Discussions led to the conclusion that the world is diverse, it was precisely the cultural diversity that made the world vivid and colorful, and this diversity should be understood and respected. Hence the *right to difference* was stressed in the final document of the Congress. This idea was not followed by further discussion at that time, but was raised once again at the World Sport and Culture Forum convened by the Cultural Commission of the International Olympic Committee in 1997. The Forum expressed clearly their opposition against the predominance of a certain culture over the others. The final statement of the Forum emphasized on the necessity of tolerance toward and understanding between different cultures. Then the 2000 World Forum on Sport and Culture deepened this thinking in its unequivocal appeal to the IOC to avoid cultural homogenization. The IOC 2000 Commission created to study the IOC’s reform emphasized that “*In the Olympic Movement, valuing “universality “should never mean standardized modernization or cultural homogenization, much less Europeanization or Westernization. Olympic education should be more multicultural and inter-cultural.*”

Based on the above said, one can see that this understanding has been deepening gradually. Because of this understanding, people can get rid of nationalistic narrowness, have a world citizen’s broad mind, perceive and comprehend things beyond their respective national boundaries, appreciate and respect the imagination and creativity of other cultures. The deeper the understanding is on this point, the more the Olympic Movement can serve as a merging point for the world’s youth and a link for various cultures.

Looking retrospectively at the one hundred and plus years of its existence, one of the reasons for the success of the Olympic Movement is its compatibility with different cultures and its respect for all of them. This wise policy not only defined the multi-cultural nature of the Olympic Movement, but also made it more attractive and cohesive. It could be said without exaggeration that the multiculturalism is the wealth and the strength of the Olympic Movement.

II. Expression of the Chinese Culture in Beijing Olympic Games

Up till today, 25 editions of Olympic Games have taken place and they were mostly held in Europe and North America. These Olympic Games were held in countries that basically belong to the same type of culture, but still they were imbued with cultural characteristics of the respective host countries. Only two Olympic Games were organized in Asia; the first in 1964 in Tokyo, Japan and the second in 1988 in Seoul, Korea. Through these two Olympic Games held in Asia, oriental culture became known to the Olympic Movement.

In fact, the Olympic Games constitute a precious platform for all host countries to display their unique cultures. Through these platforms, cultures of different countries can be perceived directly, instead of only through lens which reflect the reality sometimes correctly, but sometimes in a distorted way.

Now we are looking forward to the celebrations of the XXIX Olympiad next year in Beijing. This will be the first time for the Olympic Games to come to this country of long history whose culture is most representative of the oriental cultures. This will no doubt exert a significant and far-reaching impact on the promotion of the cultural exchange and integration of the East into the West.

At the IOC 112 Session, in my speech for Beijing's bidding for the 2008 Olympic Games, I told my colleagues in the IOC that *"by voting for Beijing you will give to this billion people the opportunity to serve the Olympic Movement with creativity and devotion"*. Now let us have a look at what kind of creativity the Chinese people have shown till now in preparing and organizing the coming Olympic Games through the Organizing Committee of the Beijing Olympic Games.

1. Main Concept of the Games

"Green Olympics, Hi-tech Olympics and People's Olympics" are the main concepts of the Beijing 2008 Olympic Games. To my opinion, the concept "People's Olympics" might be the most distinctive one from the others, bearing the Chinese philosophy.

I would even say that this concept is the soul of the 2008 Beijing Olympic

ZHENLIANG HE

Games, the innermost core of the three concepts of the Beijing Games. To my understanding, the concept “People’s Olympics” comprises different layers of meaning. First of all, the Beijing Olympic Games, belonging to the peoples around the world in general and to the Chinese people in particular, should be prepared and organized with tile extensive participation of the people. Secondly, the Games are man-centered, that is to say, athletes, media people and visitors are the center of the organizers attention, and should be provided with the best services possible enabling them to display fully their talents and enjoy the festivities of the Games. Thirdly, from the cultural perspective, the 2008 Beijing Olympic Games should be as well a stage where the eastern and western cultures enhance each other’s beauty.

Speaking on the people’s participation, during the bidding process, especially after winning the right of hosting the Olympic Games, China has been carrying out a nationwide Olympic Education, the scale of which is unprecedented in the history of Olympic Movement. Around four hundred million of youth have received this education in school, directly or indirectly, not mentioning the involvement of the whole society of China in this Olympic passion.



On the panel the lecturers of the Session (from left to right): John Siner, Assoc. Prof. Konstantinos Georgiadis and lecturer Eleana Yalouri, are answering to the questions of the participants.

A series of vivid and multiform activities with Olympism as themes are organized all over China. Through exuberant media coverage, persistent and ever increasing Olympic enthusiasm has surged up over the soil of more than nine million square kilometers in China. About one hundred thousand volunteers are needed for the Beijing Olympic Games and Beijing Paralympic Games, but up to now the number of applicants has already reached to five hundred thousand. This figure shows well the fervid passion of the people for the Olympics. Thousands of amateurs and professionals have been taking part in the creation of the logo, the theme song, the slogan, etc. of the Beijing Olympic Games. All these symbols of the Beijing Olympic Games are the crystallizations of the people's creativity.

2. The Logo of Beijing 2008 Olympic Games

The logo of Beijing 2008 Olympic Games is a Chinese traditional jade seal, engraved of a Chinese character 'jing' from 'Beijing' in ancient style and the five Olympic rings. The character 'jing' is ingeniously written as a sporting figure running forward and celebrating his victory. You may also imagine that it represents a person opening warmly his arms to welcome friends all over the world.

The English word of 'Beijing' and '2008' were written with traditional Chinese brush in Chinese ink.

In Chinese culture, the seal is a symbol of loyalty and sincerity. The logo in the form of a seal, which is usually carved on a piece of medal or stone, embodies the respect and loyalty of the Chinese people towards the Olympics.

3. The Logo of Beijing 2008 Paralympic Games

The logo of Beijing Paralympic Games is a zigzag pattern in the form of a Chinese character 'zhi'. Its three strokes were in blue, green and red, which represent heaven, earth and human being. The calligraphy of this Chinese character 'zhi' is written in such a way that it looks like a gymnast jumping forward, or spinning on a pommel horse. The character 'zhi' means 'to reach', 'to succeed', and the zigzag figure symbolizes achieving success after overcoming difficulties.

4. Mascot

Fuwa are the five mascots of the 2008 XXIX Olympic Games. The color and inspiration of Fuwa comes from the live Olympic Rings as well as from the ancient Chinese cosmology according to which everything comes from and is composed of five elements, i.e. metal, wood, water, fire, earth. The image of 5 mascots are five mostly cherished animals in China, designed in traditional artistic expressions. Each of the five Mascots has its own names: Beibei, Jingjing, Huanhuan, Yingying and Nini. These five names linked together will sound “Bei Jing Huan Ying Ni” which means “Beijing welcomes you”.

5. Programs

The pictograms of different sports in Beijing 2008 Olympic Games are based on the ancient Chinese characters in “zhuan” style combined with the ideographic ideas of ancient Chinese inscriptions on bones and tortoise shell and on bronze wares. These pictograms of sports at the Beijing Olympic Games bear a strong flavor of Chinese culture.

6. Medals

The design of Beijing Olympic Games medals is another happy surprise for everyone. While the obverse side of the medals keeps the standard design prescribed by the International Olympic Committee the goddess of victory Nike and Panathinaikos Arena, the reverse side of the medals is inlaid with a disc of jade called “bi” engraved of the Beijing Olympic Games’ logo. “Bi” is a flat jade disc with a circular hole in the center, which is a symbol of nobleness and virtue in ancient China. The hook ornamentation of the medal is evolved from China’s dragon pattern. The design of medals, noble and elegant, is a harmonious combination of Olympism and the traditional Chinese culture. “The medal box and ribbon also carry aesthetic taste of traditional Chinese culture. The box is made of a wooden lacquer box. As you know, lacquer wares are Chinese traditional handicraft having several thousand years of history. The box is rectangular in shape, with four slightly curving sides for its lid and base, symbolizing heaven and earth. In ancient China, people believed that heaven was round and earth was square.

The ribbon is exquisitely designed with cloud pattern woven on the red strap, sending out joyful and festive atmosphere.

7. Torch

The design of the torch comes from the shape of the traditional Chinese paper scroll. Paper is one of the great inventions of ancient China, and was spread to the west through the Silk Road. The creation of paper accelerated greatly the diffusion of human being's civilization.

The motif on tile torch design derives from a typical Chinese cultural symbol the "Lucky Cloud". The pattern of "Lucky Cloud" can be found in ornamental designs of several thousand years ago. The red color paint, which originated from Han Dynasty (206 B.C. to 221 A.D.) differentiated the Beijing Games' torch from the past Olympic Games torch designs. The red and silver contrast in its color produces a sharp visual effect. The well proportioned shape, the dazzling red and silver color, the Lucky Cloud motif in solid bas-relief carving, bring out elegance and splendor of the torch.

8. Torch Relay

Setting its theme as the *"Journey of Harmony"* and the slogan *"Light the Passion, Share the Dream"*, the Beijing torch relay will travel 22 cities abroad in five continents before entering China, then cover all the 31 provinces, autonomous regions and centrally administered municipalities of the country and reach the highest peak in the world Mount Qomolangma (known in Western world as Mount Everest). The entire relay route will cover 137,000 kilometers and last 130 days. The Beijing Olympic torch Relay will traverse the longest distance, cover the greatest area and involve the largest number of people, composing a glorious chapter in the history of Olympic Games. The overseas relay route will follow two ancient Silk Roads both on land and on sea, passing by 11 ancient cities situated on the Silk Road. The Silk Road contributed greatly to the development of human civilization in ancient time. Through this "New Silk Road", Beijing Olympic Torch Relay will convey the Olympic spirit of "Peace, Friendship and Harmony" to the whole world.

ZHENLIANG HE

9. Opening and Closing Ceremony

The rituals together with the cultural and sport performances of the Opening and Closing Ceremonies always are the best opportunities for every Olympic host country to showcase its culture. We have seen the magnificent opening ceremony of 2004 Athens Olympic Games, which fully displayed the charms of Greek culture. People are looking forward to Beijing which has taken over the relay baton of the Olympic Games from Athens. What kind of opening and closing ceremonies will be presented in the Beijing Games? Will they be rich of oriental flavor and innovative in technology? The Organizing Committee of Beijing Olympic Games is passionately designing and meticulously preparing for it. I hope they will meet the expectations of the general public.

10. Olympic Cultural Festival

Beijing will organize the fifth Beijing Olympic cultural festival this year. The sixth Beijing Olympic cultural festival which will be staged before and during the Olympic Games will comprise both the Chinese-featured cultural programs and also artistic performances from other parts of the world.

As I quoted earlier Coubertin in saying “You have to often transplant the tree if you wish to keep it youthful”, the Beijing Olympic Games held in a country famous for its millennial civilization will surely contribute to the further development of the multi-cultural nature of our Movement.

III. “One World, One Dream”

The theme slogan of 2008 Beijing Olympic Games is “One World, One Dream”. It embodies the essence and universal values of Olympism -solidarity, friendship, progress, harmony, participation, excellence and dream. It expresses the common wish of human beings of the whole world in their pursuit of a brilliant future as inspired by Olympic ideals. People may be different in colors, languages and races, but their common dream is peace and happiness. ‘This slogan sets off the value of harmony connoted in Beijing Olympic Games’ “People’s Olympics”.

RECEPTION OF THE CHINESE CULTURE THROUGH THE ORGANIZATION OF BEIJING OLYMPIC GAMES IN 2008

The doctrines, such as “Harmony is Virtue”, “Unity of Heaven and Humanity” have been cherished by Chinese people ever since the ancient times and inspired them in the pursuit of harmonious relationship among humans, and between man and nature. This slogan of the Beijing Games constitutes under the present situation, a vibrant appeal for all peoples who love Olympism, to hold high the Olympic Flame, to convey a sincere message to the world that we have only one world, and we live in the same global village; we need no confrontation, no killing, but harmonious coexistence and taking good care of our globe. Our future is common. We should join our hands to move on. A common dream comes true. And that dream is: harmony between man and nature, amity among human beings and peace among nations.

EVANGELIS ZAPPAS AND THE ORIGIN OF THE MODERN OLYMPIC GAMES



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For almost a century we all believed that baron Pierre de Coubertin was the first to propose a modern revival of the ancient Olympics, and that he implemented his brilliant and original plan almost single-handedly. But within the last twenty years, it has become rather well known among scholars, if not generally, that the Olympics were not revived by one single man; and that Coubertin was not the first to propose the revival. At least five men bear credit for our modern revival, three of them contributing much even before the baron was born. These men are the poet Panagiotis Soutsos; the wealthy and mysterious philanthropist, Evangelis Zappas; the English medical doctor W.P. Brookes; Coubertin, and Demetrios Vikelas. Soutsos was the first to make the proposal.

In an 1833 poem by Soutsos, the ghost of Plato in the underworld compares the 1833, post-Ottoman Greece with the ancient land that he knew. Almost as if he doubts it is the same country, Plato's ghost asks the newly free but still recovering nation, "Where are all your great theaters and marble statues?" "Where are your splendid Olympic Games?" Two years later Soutsos forgot about ghosts, and submitted to the government a formal proposal that Greece reinstitute the ancient Olympic Games. For the young poet, the Olympics symbolized the best of the culture and institutions that had made ancient Greece great in the minds of

western man for centuries. The government did not enact his proposal. So in 1842 Soutsos put it in print and in public, pleading to the king, Otto I, "Let the ancient Olympic Games be revived in Athens." Soutsos' notion was not just an antiquarian idea, where modern Games would bear the ancient name. Soutsos wanted to *restore* the Games as a step in restoring *all* of ancient Greece. He wanted to resurrect a dead civilization; to revivify time. He would not give up. In 1845 he spoke to an Athens crowd of thousands, urging that the Olympics be revived. For twenty years Soutsos campaigned all by himself. No one else seemed to care. But at last someone else *did* care.

Finally in March 1856 Soutsos' appeal prompted Evangelis Zappas to write to Otto. Zappas' letter proposed a revival of the ancient Olympic Games, and said that he would himself pay for it all. Otto gave the letter to Alexandros Rangavis, his foreign minister, who believed athletic competition was primitive and out of date. He viewed the whole idea as crazy, and just forgot about it. But Zappas eventually persuaded Rangavis to accept the money when he agreed to pay also for some non-athletic "Olympic" events that Rangavis wanted, namely contests for industrial and agricultural products. Oddly, price was of no concern to Zappas. He was wealthy almost beyond belief, and many have wondered why – or rather how.

Zappas need no longer remain such an enigma. A Greek born in Labovo of North Epirus, he was a war veteran, once aide-de-camp of the renowned war hero, Markos Botsaris. At age 31, Zappas moved to Romania with a canny business sense. He soon turned some rented land into a kind of empire of productive plantations. He acquired an immense amount of tilled land north of Bucharest. He diversified, building a flour mill that employed hundreds. He bought stock in the Greek shipping industry. Another of his businesses has passed unknown to scholars outside of Romania. He became so wealthy partly because he ran the only large distillery of alcoholic beverages in the entire region.

Other details of Zappas' life have eluded us. Since he was wholly "without an education or any formal learning," many have suspected that Zappas was illiterate, as well. *Wrong*. He himself wrote a book on scientific methods of farming. More importantly, besides sponsoring an Olympic revival, he supported literary

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and scholarly achievements, with an equal zeal. There was no “Olympic education” yet, but Zappas promoted Olympics *and* education. Besides setting drachma prizes for the best Olympic wrestlers and runners, he offered money prizes for the best translations of the classical Greek and Latin authors, such as Plutarch and Livy. He was a truly major force in education and literature. This side of Zappas’ personality and activity has not been noticed. He set cash prizes for whatever scholar could compose the best Romanian dictionary, the best Romanian grammar. Zappas was a founder of the Romanian literary Society and its offspring, the Romanian Academy, which remains today the premier scientific and scholarly institution in Romania. But I return to 1859 in Athens or rather 1858 in Athens and England.

In late August 1858 the Greek government announced that the “first Olympiad of Zappas” would be held the next year, in 1859. Less than two months later, October 1858, in a moment truly crucial for modern Olympic history, Soutsos and Zappas gained a valuable but unlikely ally in rural England. W.P. Brookes, a doctor in the tiny Shropshire village of Wenlock, read a brief article about the coming Greek Olympiad in his local newspaper. He clipped it out, and pasted it in his scrapbook. It remains there to this day, just next to another clipping he pasted there 32 years later. The second article concerns Pierre de Coubertin’s visit to Wenlock in 1890. Because of the way Brookes placed items in his scrapbooks, it cannot be by mere chance that these two articles are juxtaposed.

Brookes became almost obsessed with the Zappas revival idea. He created his own “Wenlock Olympic Society.” The WOS held its first Olympics several months *before* the first Zappas Olympiad took place. Brookes began writing to Athens, and sent the organizing committee there ten pounds British sterling to be given as a prize to a winning Greek athlete. He asked the British ambassador in Athens to let him know in detail the results of the Zappas Olympiad. Brookes was joining Zappas to form a double “missing link” between Soutsos and Coubertin. Soutsos lit the Olympic torch and passed it to Zappas. By his profound influence on Brookes, Zappas passed the torch to the British doctor. Brookes, in turn, passed it on to Coubertin, as we shall soon see. No matter if some wish to deny it, there is

an uninterrupted chain of direct influence from Soutsos in 1833 to Coubertin's Paris congress of 1894 that founded the IOC. If the chain had been interrupted or broken at any point, had any of those men not done what he did, I do not think we would have Olympics today or even be *here* today. Zappas importance also lies in the way his games imparted to Greece a modern Olympic tradition that helped prepare them for the first IOC games in 1896. There was no IOC precedent for them to turn to.

I do not go through each of the several Zappas games themselves in detail. There are now several good accounts of all the Zappas Olympiads. I focus more on a few individuals and on some little known facts and photos. The 1859 Olympics were not much of a success. The misspelling of the word "ticket" on this ticket perhaps represents the whole. The poorly organized activities were held on the flat city square now called Koumoundourou. (PIC: Plan of Athens in 1850's, Koumoundourou in 1992; again in 2004) Only those who stood in the front row could view them. In the distance race the leading runner collapsed and died. Petros Velissariou of Smyrna passed him, and won the race along with Zappas' drachma prize and Brookes' British pounds. The ambassador then sent Brookes the results. Brookes immediately had them typeset and sent all around England. In 1860 Brookes' new "Wenlock Olympic Society" elected Velissariou as its very first Honorary Member.

Pierre de Coubertin was not yet born; but thirty years later he was himself elected as the very *last* Honorary Member. Velissariou thanked Brookes for both the 10 prize and his Wenlock Membership. Brookes also wrote the Greek Olympic Committee, whose President responded warmly to what he himself called the Greeks' "Sister Olympic Committee in England." Brookes later did form a British Olympic Association, which held superb British National Olympics in London 1866, the best of a series. Although Coubertin always knew of those London Olympics, and even referred to them in 1908, after 1908 the world virtually forgot all British Olympics. In 1881 Brookes became the first to propose International Olympic Games – even suggesting that the venue be Athens. And in 1890, when the young Coubertin came to Wenlock to consult him about physical education, Brookes focused instead on the history of modern Olympics in both

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Greece and England. And he told Coubertin of his own international Olympic revival movement. Soon the baron joined it, despite his denials.

Two years later Coubertin proposed an Olympic revival, claiming the idea was wholly novel and original with him. His own writing clearly disproves that claim. But so much had happened in that thirty year interval between the election of the first and last Honorary Members of the WOS that, before continuing from 1890, we must again return to the 1860's and Greece. In 1863, four years after the 1859 Athens games, in spite of Zappas' wishes and resources, there were no Olympics in Greece. Instead, there was political turmoil. The year before that, the Greeks drove the unpopular Otto out of their country. Their allies replaced him with another unemployed prince, a Danish teenager they called King George. The youngster had no time to think of Olympics; his government faced crisis after crisis while he was still learning Greek. Zappas died in 1865. His will left a fortune for future Olympiads, but also had some strange provisions. Zappas was to be buried at his estate in Romania. But after one Olympiad his body was to be exhumed, and the skull severed from the rest. The remains of his body were to be reburied in his native village in Albania; but the head was to be shipped to Athens and encased in the future building that Zappas called the "Olympic Building." He left a large sum of money for its construction. Two decades passed and the building was still not finished, and Zappas still remained buried in Romania.

In the meantime, two more Zappas Olympiads, 1870, and 1875, were held with the still abundant money. In 1888, the Olympic building, now called the Zappeion Megaron, was finally completed. The anti-athletic Olympic committee announced that its grand opening would include Zappas Olympiad IV. Yet it wholly omitted athletics, funding only the agro-industrial exhibits. At this time the philanthropist's skeleton was finally removed from its tomb in Romania. The bones below the neck were indeed reburied in the rugged mountains of Albania where they remain today. The head was duly shipped down to Athens for interment during the grand opening. The Zappeion building was the main media center for the 2004 Olympics. Hundreds of foreign reporters passed in and out daily, knowing nothing of the history of the building or its namesake, or of the Olympic

activities that took place nearby long before Coubertin's time. They surely did not notice this plaque in the central courtyard, which reads "Here lies the head of Evangelis Zappas." So it still does.

We may now resume the tale with Coubertin, 1890. Two years after Zappas' head was interred, when Coubertin visited Brookes to discuss physical education, he heard of Brookes' desire to revive the Olympics. At first he did not like the idea very much. Coubertin approved of Brookes' games as exercise, but still disdained the word "Olympics" as being pointless and out of date. Back in Paris, he wrote of Brookes' Olympics, "There was no need to invoke memories of Greece and to seek encouragement in the past." Yet two years later, 1892, he himself proposed the same revival, and claimed it was a brilliant and wholly novel idea, all his own invention. We have no explanation for this about-face.

The rest of the revival is so well known I retell it quickly with a few pictures. Coubertin and his 1894 Paris Congress rescued the moribund Olympic revival movement. By succeeding where they themselves had failed, the Frenchman saved the work of Soutsos, Zappas, and Brookes. But none of them saw his dream come true. Brookes died in 1895, just a few months before IOC Olympiad I began. (PIC: Brookes' tomb). At that 1894 Paris congress, Dimitrios Vikelas was chosen – mysteriously – as the first IOC President. Athens was chosen as host city for 1896. That choice is mysterious because while the majority of delegates wanted London, the Anglophile Coubertin insisted on Athens. (PIC: minutes of 1894 meeting) Despite a host of threatening disasters, the 1896 Games were an incredible success. The ancient stadium was rebuilt in magnificent style. (PIC: stadium) It was the first stadium in the modern world. The largest crowd, by far, ever to witness a sporting event watched in perfect decorum. Marathon victor Spyros Louis saved the day for Greece. Everyone except Coubertin wanted Greece to become the permanent site of the modern Olympics. And twelve years later, 1906, at the second official IOC Games in Athens, Greece lost the Marathon to Canada, but saved the Olympic movement for all of us. On that most scholars agree.

Greece's success as an Olympic country is truly unparalleled. 2004 mirrored its two earlier successful, but smaller Athens IOC Games. Many doubted that

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Greece could succeed in 2004. It did. In 2005, I was asked to rewrite the Olympics article for the *Encyclopedia Britannica*. (link below) This premier reference work now corrects some old errors and omissions. Soutsos, Zappas, and Brookes all get proper credit. The 1906 Games are restored as an official IOC Olympiad. And the editors let me state clearly that the world press officially apologized for mistakenly disparaging the 2004 Olympics even before they had taken place. It is rare that such media as *Sports Illustrated*, *The Times of London*, *The New York Times*, and *NBC Sports* will ever admit they were wrong. It was unprecedented for them so sheepishly and fully to apologize for being so very, very wrong in predicting disaster instead of the “unforgettable Dream Games” (IOC President Rogge) that they proved to be. These are some amazing apologies. My favorite is the one from the *Washington Post*. After a long apology, the editor concludes “Fools, fools, all who didn’t come to Athens”. You can bet that Soutsos, Zappas, Brookes, Coubertin and Vikelas all would have *loved* to have been there.

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PIERRE DE COUBERTIN: SPORTS AND HUMANISM



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So very much has been written about Baron Pierre de Coubertin (1863-1937), the remarkable founder of the international modern Olympic Games! My own first effort was in 1964 – a modest article titled “Coubertin’s philosophy of pedagogical sport.”¹ His splendid classical education at the Paris Sorbonne University in the early 1880’s acquainted Coubertin with the European Renaissance of the Fourteenth and Fifteenth Centuries, with its emphasis on ancient Greek and Roman learning. Humankind was given first priority, and, as historian Will Durant wrote: “The proper study” of the human race is “revealed in the literature and art of ancient Greece and Rome.”²

My approach is to reveal something of the baron’s humaneness, his sense of humanism, by sharing with you three Coubertin dialogues or intimate conversations on his character.

Dialogue Number One. The idea for an historical-philosophical and pragmatic Olympian academy occurred right here in the Greek Peloponnesus in

1. *Journal of Health and Physical Education*, 35 (September 1964), 26-27, 56. The paper was based on a Lucas doctoral dissertation (1962) at the University of Maryland: “Baron Pierre de Coubertin During the Formative Years of the Modern Olympic Movement 1883-1896” (222 pages).

2. See his *The Renaissance* (New York: Simon and Schuster, 1953), pages 77-78.

conversations with John Ketsas (1887-1965) of Greece, and with Germany's Carl Diem (1882-1962). Professor Doctor Norbert Muller's doctoral dissertation emphasizes Diem's persistence in the creation of this Academy, while Greek-American, Nina K. Pappas, Ph.D. felt that the genius of Ketsas was of especial importance in its creation.³ My own guess is that when these three giants of the Olympic Movement and in the creation of this important International Olympic Academy (IOA) spoke with one another during the 1920's and 1930's, it was in the French language...and they were in concert with one another.

Dialogue Number Two. The IOC's Third President was Coubertin's friend from Belgium, Count Henri De Baillet-Latour (1876-1942), and the Thirty-Seventh IOC member selected by Coubertin, serving from 1903 till his death in 1942. The Count traveled to the United States in 1936 and spoke with the *New York Times* Olympic Games correspondent, Arthur Daley. We must be ruled by ideology and not politics, he told Daley.⁴ President Baillet-Latour traveled to Tokyo, Japan, returned to America in May of that year and had an interesting dialogue with the President of the prestigious New York Athletic Club (NYAC) at a club dinner on May 5. He looked at William A. Dalton, underscoring the difficult attitude - that the IOC cannot afford to take on a political ideology, lest it risk its very existence. He was passionate as he spoke:

*The Olympic ideal inspires us...Individually, we may have sympathies. But the Olympic idea goes beyond that to greater things of permanent value [and our IOC embraces] an educational ideal advanced through athletics, the easiest and widest approach to the youth of the world.*⁵

3. Muller wrote his seminal paper in 1975 at the University of Graz, Austria, while Pappas followed closely in 1978 at the American University of Illinois.

4. See "Count Baillet-Latour...Here on Way to Inspect Proposed Site for 1940 Games," February 28, 1936, page 25.

5. See "Taking Count on Olympic Problems," *New York Times* (NYT), May 6, 1935, page 30.

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The abysmal horror of World War II began in 1939. President Latour and his IOC cancelled four Olympic Games in 1940 and 1944. Millions died in this universal holocaust, including the IOC president's son – a heroic fighter pilot in the Belgium Air Force. Another casualty was the Count himself, who left us shortly after his son's passing. Nearly beyond belief that in 1944, amidst the carnage of war, was a small group meeting in Lausanne, Switzerland, to remember the fiftieth anniversary of the IOC... "born" in 1894. Those gathered there also remembered September 2, 1937, in a small Geneva park, where Coubertin:

...seemingly in good health, sat down on a park bench and died. A good and noble figure left us...an incalculable loss for Olympism and for humanity.⁶

Lastly, *Dialogue Number Three*. Exactly forty-seven years ago, I traveled to Lausanne to gather primary documents on the life of Coubertin during his formative years in the 1880's. My host for more than a week was the delightful, intelligent, and strong-minded former secretary of Baron de Coubertin – Lydia Zanchi. I spent hours with her and read the library of Coubertin in the old house...Mon Repos...once used by Rousseau and occupied by Madame Coubertin and her husband since their arrival there in 1915. What shock, what delight when Mrs. Zanchi asked if I wished to drive to Geneva and talk with Marie Rothan, Madame Coubertin! I met the hundred year old great lady and she said lucidly and, of course, in perfect classical French:

May I tell you about my late husband's 'Double Dream'? He looked to the future and saw every nation on Earth sending athletes to the Olympic Games. Secondly, as the mingling intercourse of competitive athletes, officials and spectators from all five continents gathered, something good will

6. See *Jubile/ Olympique*, a 70 page booklet published in Lausanne by: Librairie De L'Universite', F. Rouge et Cie S.A., 1944, page 48.

*happen... greater tolerance, greater understanding, and a move in the direction of world peace.*⁷

An distinguished array of men and women have delivered major addresses here at the Academy in forty-seven years. Their names ring familiar... a Pantheon of intellectuals, specialist Olympic historians, IOC presidents, IOC members, leaders of national Olympic committees and international sport federations, Olympic gold medalists and, best of all, several thousand young people from all five corners of the globe. The greatest speech that I ever heard delivered at this International Olympic Academy, and I dare say, the greatest oral presentation anywhere, for me, was the late Nikos Nissiotis (1925-1986), President of the Academy. His topic was "Olympism and Religion." How well qualified he was...this Greek basketball player as a youth and now Professor of the Philosophy of Religion at the University of Athens Faculty of Theology. Not unimportantly, Dr. Nissiotis was a member of the IOC from 1978 until his tragic automobile death in 1986.

A shock of white hair on an unimposing but trim 5'7" frame, Dr. Nissiotis rose, spoke a soft, lilting English language, and shared with us his belief that the phrase "Olympic idea" is more illuminating, more useful, than the obscure Coubertinian word "Olympism." This "Olympic idea," or if you wish, this Olympism

*...needs continuous readjustment and self-purification through its spiritual values and principles which in their pursuit of the fraternity of people are based on a common element and source, the one God who is love.*⁸

He concluded that deep personal spirituality and honest sport can strengthen one another, that their different nature and role are [all] for the achievement of one goal: love and fraternity among the people and the promotion of world

7. I kept a careful diary during my month in Europe, avoiding, hopefully, any historical and or chronological error. I continued my 1960 journey from Lausanne to Rome and enjoyed my first games...of the Seventeenth Olympiad, which began on "steaming hot" August 12.

8. See *Proceedings of the IOA 1976*, page 69.

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peace.”⁹ It was an IOA “watershed.” Peace be unto you, Nikos! Finally, to another Greek...from yesteryear. Plato and his master teacher, Socrates, left us with “a mass of writings... letters... and authentic dialogues.” Both were preoccupied with three very great questions:

*First, where can man find anything which he can know is true? Second, what are the origin and constitution of the natural world in which man is set? Third, for what purpose was man created and what should he choose as his aim in life?*¹⁰

Socrates, Plato, Coubertin and Dr. Nissiotis, twenty-five centuries later, thought upon these questions. So should we, begin the life-long journey of thinking on these questions.

9. *ibid*, page 70.

10. Louise R. Loomis, in her “Introduction” in *Plato*, Translated by Benjamin Jowett (New York: Walter J. Black, Publisher for the Classics Club, 1942), pages 9-10.

HISTORIOGRAPHY AS MOTHER OF OLYMPIC EDUCATION



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Preliminary remark

Why did I choose this subject? Isn't it arrogant to top the history of sport with science - meaning the science of Olympic education? I do not think so! Every science has its own history and has developed through its own past. The human being in himself is a creature, who can only exist out of his own history. Olympic Education is a part of pedagogy. If you study pedagogy at the university first you have to deal with the history of the pedagogy to understand its system and philosophies. Since this is accomplished, you can approach the newest theories.

Regarding the problem of Olympic history

The history of the Olympic movement is a young science, which was considered as not important in the beginning. The sciences, including the science of history, did not take note of it. The history of the Olympic Games, for example, was evaluated by sporters, journalists and functionaries, who often described their subjective experiences. Every four years at the beginning of the games, when something about the Olympic past was supposed to be reflected, legends, which were

copied and adorned, came up. Therefore, two examples concerning the Olympic Games in 1900 in Paris, can be found in a lot of books: “The marathon was won by the French baker Théato, who used all [those] short cuts thanks to his daily bread rolls delivery.” We have known for two decades that the native from Luxembourg was a butcher and the distance around Paris - which is the highway ring today – included six control points. It should always be made clear, that nobody would be able to run 40 km by distributing bread rolls every day and that French in fact do not know bread rolls, but buy baguettes in the morning. The photo shows clearly that Théato was accompanied by cyclists. The only correct information is his name Théato. Nevertheless, this story gets printed time and again. We come to the second example, also from 1900: You often read. “The disks became entangled by the branches”. Sometimes this text is to be found in combination with a picture, where you can clearly see the opposite. The Olympic winner Rudolf Bauer threw 36,04 m. In the background, at around 50 m. away, there were the spectators and 20 m. behind them there were big trees. Those distances would never have been achieved by the discus-thrower at that time. Today, distances around 70 m. can be considered as a problem. But for the sake of the beauty of legends these stories are always retold. That’s why it is important that sources of Olympic history have to be carefully studied. And that way we approach the relationship between history and education. Both examples show that if we value those stories too highly, the danger for us is arrogance and complacency. At that time it should have been known that short cuts and trees, which stood in the way, had to be avoided.

Areas of the Olympic education

After we have introduced examples of the importance of an exact description, we will demonstrate the closer connection between Olympic history and Olympic education. Three areas will be analysed:

- a) Baron Pierre de Coubertin and his Vita,
- b) The Olympic Games and,

c) Coubertin's Olympic philosophy, also called Olympism.

a) Baron Pierre de Coubertin

First, unfortunately we have to ascertain that there is no extensive critical biography of Coubertin. The emphasis is on the "critical biography". In most discourses, he is praised in an exaggerated way and even considered as a saint. If somebody carefully studies his olympic autobiography, he will quickly understand that he was a considerable and innovative visionary. But you will also realize that he had his weaknesses and his faults. This does not play down his significance. He was the architect of the Olympic Games and based his devised Olympic philosophy on the idea of peace and the avoidance of discrimination of any kind (we will discuss this later). Those who praise him of being a big pedagogue should not forget that at that time he failed to reinforce the French youth with his ideas after their defeat of the German/French war. His ideas were not successful till the moment they were internationally expressed through the games of the world.

It is not to be forgotten that he had a cloudy relationship with Vikelas, who opposed to the idea of the games being carried out continuously in Athens and suggested the alternative of Athens being a world metropolis.

Also, he had a cloudy relationship with the Germans – probably due to the war in 1870-1871 when the Olympic Games were excluded from this country, therefore, he took care of excluding the IOC-members and the athletes from the central powers after the First World War.

Enough examples! It should have become clear that anyone who describes him as a leading example and pedagogue also has to indicate his weaknesses. This does not reduce his greatness. On the contrary! An accomplished biography has not existed yet, but there is a very good edition of Coubertin's scriptures in French and English edited by Norbert Müller. It would be necessary to publish a critical edition of his letters. Jean Durry's selection is a first attempt.

Anyone who understands Coubertin has to take into consideration the background of his time, his life and his scriptures.

b) The Olympic Games

The description of the story of the Olympic Games mostly refers to the sportive occurrences and, therefore, the pedagogical character of the Games is missing. The history of the Games does not include only happy successful moments but also excesses, scandals and problems. The person who only describes them as an ideal event cannot be considered credible. The website of the IOC, which only (just) demonstrates the positive side, is a bad example.

For Coubertin, and for a lot of people until today, the games are more than a collection of 30 World Championships. His statement “all games, all nations”, “religio athletae” and “to take part is more important than the victory” are commented or criticised time and again.

One example is the Olympic village! Since when has this establishment existed? You mostly read since Paris 1924. Then it would have been an idea of Coubertin. But also in Athens in 1906 the athletes lived together in the Zappeion. In reality the idea goes back to the antic training camp in Elis. The athletes lived together, trained together and lifelong friendships were made. What other event brings a new world record every four years of TV spectators? Not the 100 m final or another royal discipline but the opening celebration. In the first place the TV screens are not switched on because of the show elements rather than postulated rituals, which almost have a religious character. Anyone who wants to give an interpretation has to know its long history.

In 1896 it was a short one. Anyhow its pieces still exist until today. The anthem of the host country and the Olympic anthem – of which you should know its changeable history – were played. The OK-President (crown prince Konstantin) referred to the preparation and the head of the state (King George I) spoke the opening sentence, which has not been changed until this day, but which was ignored by a few. Coubertin did not want political speeches and wrote this sentence of the head of the state in 1921 in the first Charter. You read nearly everywhere that the parade of the nations took place for the first time in London in 1908. That's wrong! The Greeks came up with this idea in 1906. Today over 200 nations come – but do not march - into the stadium and point out their state's ex-

istence and the peaceful relationship with the others. In 1913 Coubertin created the Olympic rings. The attachment of the five rings (five continents) and all the different flag colours are also supposed to point out peaceful sportive competition. This logo belongs to the most famous ones and is considered as a positive sign. Time and again it gets caricaturised critically.

In 1920 Coubertin requested an oath - today it is a promise. Since 1972 the referees have also had to vow honesty. If an oath is necessary, it means that the rule must have been broken before. In 1920 we spoke about the abuse of the amateur rules, today we speak about doping offences. Both stories must be demonstrated.

In 1934 Carl Diem proposed a torch relay from Olympia to the venue of the Olympic Games. Since 1936 it has not always been a real successful story! The protests in 1936 in Czechoslovakia against the Nazi regime or the idea in 1984 to sell distance kilometres on which you could promote political ideas have to be mentioned.

Enough examples! Those who connect Olympic education with the Olympic Games should study the history of the Olympic movement.

“Nobody is allowed to be discriminated because of...”

Let's talk about one of the most important regulations of the Olympic Charter: “Nobody is allowed to be discriminated because of ...”.

The IOC existed for almost 30 years without a clear regulation. In 1894 a few rules were established at the Founding Congress: the 4-years rhythm, the place alternation, only amateurs, everybody can participate. That was enough for the time being. There were just a few offences. But soon, when the Games became a world event, politics butted in.

Austria did not want the Bohemians and Russia did not accept the Finns. Coubertin, who did not want the discrimination of any nation, countered with his “Olympic geography”. Nations, not only states are allowed to start at the Games. But he was voted down at the congress in 1914 and both NOC's could not partic-

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ipate in 1916. Because of the coming up of the first serious offences against the amateur ideas Coubertin formulated the first Olympic regulation in 1921 –which is called Charter today– which had to be extended and modified several times. Were there any further discriminations of states/nations/peoples, so as the athletes to be excluded from the Olympic event? Yes, and Coubertin took part in it once. In 1920 the central powers were not allowed to participate in the Games. In 1920 it was Germany and in 1948 Germany and Japan. The exclusion of South Africa followed in 1960s. Even today NOC are not accepted, as the examples of Yugoslavia (1992) and Afghanistan (2000) showed. But the athletes do not get punished. The Yugoslavian athletes could participate as “*Independent Olympic Participants*” (IOP) and respectively the athletes from Timor, who came into the stadium as an “international team”. Nobody is allowed to be discriminated because of their sex.” This regulation was not always fixed and it still causes problems up till today in the IOC. At the beginning of the Olympic movement several IOC-members were of the opinion that the participation of women should not definitely be allowed. They were influenced by other ideas concerning women’s rights and duties. Coubertin took an extreme position. Due to the fact that the IOC could not influence the early Games’ program, women participated in the Paris Games in 1900 at tennis and golf competitions, as well as sailing and ballooning. In 1906 in Athens they performed in gymnastics and since then have always taken part. Before the Games in Stockholm in 1912 Coubertin was voted down in the IOC and swimming for women was introduced. One of the reasons for his resignation was the approaching admission of women’s track and field events. When two Canadian women did not win the 800 m run in 1928, they were so upset that, they threw themselves onto the lawn beside the track. It was this incident that made Baillet-Latour decide that the IOC always has to vote for women’s participation. It was overlooked on purpose because one of those Canadian women assisted twice at the World record in the 4x100 m. relays in the two following days. She could not have been more exhausted! Baillet-Latour lost the vote with a narrow majority. In the following 50 years the admission of new women’s disciplines met a great deal of resistance.

The argument that a new event is too tiring for women always came up. Even

when the women's performance time and again proved the contrary. Sometimes violence was used to exclude women – at the Boston Marathon, for example. In consequence, people started to think that a participation should be based on an own decision. Shortly after, the women's Marathon in Los Angeles 1984 became an Olympic discipline.

The raising up of the international sport federations and the very liberal view of president Samaranch changed the IOC's women policy in the '80s and '90s. A lot of new competitions for women came into the program, and women were even admitted into the IOC.

In 1996 an organisation named "Atlanta" demanded the exclusion of the NOC states, where women categorically were not admitted to the teams. The argument was an offence against the Charter. These included 26, mostly Islamic, countries. The IOC did not follow the demand and acted diplomatically. In the meantime the number of the NOC has been reduced to fewer than 12.

Today there are 302 events, 165 for men, 127 for women, 10 mixed. In Athens 6,838 men (61,5%) and 4287 women (38,5%) started. In the meantime the amount of women participating in the bigger teams is sometimes larger due to the qualifications. A complete balance will be guaranteed in the future development.

"Nobody is allowed to be discriminated because of..."

Also, here, there were firstly a few negative examples. But let's start with two positive ones. In 1900 and 1904 the first two coloured medal winners were registered. Constantin Henriquez de Zubiera won in the French rugby team in 1900 and George Poage secured sprint medals in St. Louis in 1904.

Probably the first scandal arose when an American trainer locked the coloured athlete Drew inadvertently in the changing rooms, who was by the way the favourite sprinter. He was not supposed to win. The team had enough sprinters who could take this task on. Also, the belated disqualifying of the half Indian Jim Thorpe who was the superior winner in pentathlon- and decathlon probably had had a racist background. In this area Coubertin was very progressive. He expressed in his Olympic memoirs his indignation of the Anthropological Days in St. Louis 1904. This event pushed the "Wilds" to compete against each other.

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Based on their weaker performances, the superiority of the white race should be documented. In 1923 he spoke at the session in Rome about the “colonisation of sport” and proposed to carry out African Games.

He designed a medal on his own. The planned 1925 and 1929 Games failed because of the colonial power’s veto. Some of the regional Games, for example, the Far East Asian Games”, which were demanded by Coubertin took place. Coubertin, looked upon this as an “Olympic Kindergarten”. He wanted to extend the participation at the Olympic Games internationally and worldwide, which only included, until that moment, Europe and North America. Before the Games started in Berlin 1936 the national socialist movement demanded an exclusion from the Games of coloured people and Jews. The Games were almost boycotted by the USA, because of the German racist policy. One of the best high jumpers Gretel Bergman was not accepted by the German NOC, because she was said not to be up to form. The Nazis were forced to watch the victory of the coloured sprinter Jesse Owens and him becoming a darling of the public. He showed his superiority by winning four gold medals. After 1960 the IOC excluded the NOC of South Africa and in 1972 the NOC of Rhodesia, because of the racist separation. In 1968 American, Afro Americans, abused the presentation ceremony and the Olympic public to demonstrate their political ideas against the racism in the USA. They had to be excluded. Before the beginning of the Games in Barcelona in 1992 the IOC acted tolerantly and wisely and accepted a mixed team although the “new” South African had not finished its creation process. Mandela was sitting as a guest of honour on the tribune.

Résumé

I hope I have proven through several examples, that Olympic education, the principles of Olympism and the knowledge about the Olympic movement cannot be researched and taught without a very deep understanding.

THE SYMBOLISM OF OLYMPIA AND THE OLYMPIC GAMES OF ATHENS 1896 AND 2004



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Athens has organized the Olympic Games three times: a) in 1896, the first International Olympic Games of the modern era, b) in 1906, the intermediate Olympic Games in an attempt to establish a novel institution without success¹, and c) in 2004, the last celebration so far of the Olympic Games. At the same time, during different historic periods, Greece has asked to be entrusted with the mission of staging the Olympic Games on a permanent basis, invoking a historic right that was, however, backed by political arguments. In any event, since the 19th century, there has been a constant symbolic link between Greece and the Olympic Games that was renewed during the periodic celebration of the Games and was enhanced by international rituals and symbols, which recalled their “Greekness”, like the lighting of the olympic flame every four years in Olympia. This link also acquired the element of lasting topicality provided by the archaeo-

1. The Athens Olympic Games held in 1906 have been called by sports historians the “International Olympic Games”. Recently, the International Society of Olympic Historians (with Bill Mallon as president and Karl Lennartz as vice president) asked the IOC to include the *Second International Olympic Games 1906 in Athens* in the official list of Olympic Games. See *Journal of Olympic History* (The Official Publication of the International Society of Olympic Historians), March 2002: Special edition “The 2nd International Olympic Games in Athens 1906”.

logical site of Olympia. Olympism's modern ideology discovered there, in the valley of the Kladeos and the ruins of the ancient Stadium, its ancient roots and historic continuity. In this lecture, I will endeavor to shed light on the different dimensions of the symbolism, which modern Greece associated with Olympia and the Olympic Games during the historic periods when Athens hosted the olympic event, first at the end of the 19th century and the beginning of the 20th century and then, one century later, at the beginning of the 21st century.

Coubertin's olympism

To start with, when we speak about the time of the Olympic Games' revival, we have to distinguish between the Olympic Games and olympism. Although, today, these two elements appear to be closely linked to one another and the Olympic Games are now perceived as the practical application of Olympism, this was not the case in the 19th century. The various attempts to revive the Olympic Games that date back to the 17th, and mostly to the 19th century², shared similar ideological sources, but they did not propose a moral and educational system as Coubertin did. They were inspired by antiquity and wanted to revive an ancient institution in a modern context. In this sense they overlapped with Coubertin's revival project. The concept of olympism, however, which included the celebration of

2. In England there were the Olympic Games of Robert Dover (since 1612). Much Wenlock (since 1850), Shropshire (1860-62, 1864) Liverpool (1862-67), the Olympic Games of Morpeth, Northumberland, where professionals took part (1870-1958) and the "National Olympic Games" (1866-68, 1874, 1877, 1883) of the National Olympian Association. In Germany, near Dessau that was a center of gymnastic education, the Olympic Games of Drehberg were held (1776-99, 1840 – 42), while Olympic Games are also reported in France (at the catholic school of Rondeau, 1832-1954), in Sweden (Ramlösa, 1834, 1836), in Canada (Montreal, 1844), the USA (New York, 1853) and Hungary (Palic, 1880-1914). Cf. J.K. Rühl, «The Olympian Games at Athens in the year 1877», *Journal of Olympic History*, Fall 1997, p. 28-31 and «Olympische Spiele ausserhalb Griechenlands» in W. Decker, G. Dolianitis and K. Lennartz (ed.), *100 Jahre Olympische Spiele. Der Neugriechische Ursprung*, Würzburg, Ergon, 1996, pp. 60-79. For the Greek attempts to revive the Games see Christina Koulouri, "On the Path to Revival", in *Athens in the late Nineteenth Century. The First International Olympic Games*, Ministry of Culture, General Secretariat for the Olympic Games, Historic and Ethnological Society of Greece, 2004, pp. 13-42.

Olympic Games, was something completely different, because of its moral and educational dimension.

According to Coubertin, olympism³ refers to the “gentleman’s” system of values and the ethical attributes contained in the “religio athletae”, while at the same time taking the form of olympic education. During his trip to Olympia, in 1927, he addressed the “sporting youth of all nations” in the following terms:

“Olympism can become a school for moral nobility and purity as well as physical endurance and energy, but this can happen only if you continually raise your concept of athletic honor and impartiality to the level of your muscular ability.”⁴

Olympism, therefore, as conceived and described by the reviver of the Olympic Games, provides a medium for attaining universal values, and ideals through physical exercise and international Olympic Games.

Greece and olympism

The relationship between Greece and Olympism was close from the very beginning. Indeed, the role that Greece played within the olympic movement was that of custodian of the ethical values which underpinned olympism’s core ideology. It was a strategic choice in fact. Greece’s involvement in the olympic movement gave it international recognition, which could influence diplomatic handling of foreign policy issues. However, in order to take on this role Greece relied on arguments that were more symbolic than realistic: its status as modern heir to its ancient culture and also as “the heir to, and custodian of, the physical space in which ancient Greek civilization had achieved its great distinction.”⁵ Ancient Olympia represented one of the natural birthplaces of ancient Greek civilization. It was precisely this conception that was reflected in the words of the first Presi-

3. For the definition given by Coubertin in 1917, cf. Christina Koulouri (ed.), *Athens, Olympic City (1896 – 1906)*, Athens, International Olympic Academy, 2004, p. 30.

4. *Pierre de Coubertin 1863-1937 Olympism Selected Writings*, ed. N. Müller, Lausanne, IOC, 2000, p. 560.

5. Alexander Kitroeff, *Wrestling with the Ancients. Modern Greek Identity and the Olympics*, Greekworks.com, New York 2004, p. 3.

dent of the IOC Demetrios Vikelas at the Sorbonne Congress that decided the revival of the Olympic Games (1894)⁶:

"...there are no foreigners here, there are only grandchildren of ancient Hellenes, cousins gathered by the memory and in the name of common ascendancy".

For these reasons Greece, therefore, was one of the most fervent supporters of the Olympic Games, whilst ensuring for itself a privileged status compared to other nations at the olympic ceremonies (athletes' parade, torch relay). Moreover, it has always been in the forefront whenever the institution was in crisis. The first time was at the celebration of the 40th anniversary of the Games' revival (1934), when Greece organized international classical games wishing to reproduce athletic contests exactly as they were supposed to take place during antiquity. During these games, events like the *diaulos*, (double foot-race), the *stadion* (single foot-race), the pentathlon and the *hoplite* race (in armour) were held. This new "revival" was seen as a resistance to the moral "decadence" that characterized sport after the expansion of professionalism and continuous redefining of amateurism.⁷

The request for the permanent staging of the Games in Greece, formulated on a number of occasions by Greek political leaders, reveals the same determination to claim a pivotal role within the olympic movement. This request was presented officially and with clarity for the first time by King George at the end of the admittedly very successful Games of 1896. To quote King George, Greece as permanent host country of the modern Olympic Games would function "as the peaceful gathering place of nations". Greece's demand was, however, strongly opposed by Coubertin who felt that the Games' international character would be at stake. Kitroeff, however, affirms that "Greece was seeking to *internationalize itself* rather than *Hellenize* the Olympics"⁸. His main argument is that Greece was always in

6. Bulletin du Comité International des Jeux Olympiques 1 (July 1894), p. 1.

7. Cf. Y. Yiannitsiotis, "The Fortieth Anniversary in 1934 and the Classical Games", in Christina Koulouri (ed.), *Archives and History of the Hellenic Olympic Committee*, Athens, IOA, 2002, pp. 99-104.

8. Kitroeff, op.cit., 27.

favor of the international character of the Olympic Games, precisely because as a “small” nation that needed the support of “big” countries, it wanted to be an equal, recognized member of an international community.

The second time that Greece emerged as the trustee of olympic values was when Constantinos Caramanlis proposed in 1976 that Greece should be entrusted with the permanent staging of the Olympic Games. This proposal, which was part of Caramanlis’ broader European vision for Greece, was widely publicized abroad and reaction to it was positive, particularly after the boycotting of the Moscow Games in 1980. The Olympic Games had been clearly linked to politics in the troubled period of the 20th century; states like Germany had been excluded from participating in the Olympic Games for certain periods, whilst the Games had been used extensively in international politics.⁹ The Greek proposal seemed to provide a way out from Cold War confrontation, ensuring peaceful coexistence among all nations without exception, as promised by the olympic movement. The proposal was not accepted in the end leading to the unsuccessful bid of 1996 and the awarding of the Games of 2004.

Greece and its ancient ancestor

Greece’s link to the olympic movement is based on a much deeper relationship between modern Greece and ancient Greece, which constitutes one of the essential elements of Greek national identity. Both before and after the creation of the Greek state (1830), modern Greeks defined themselves and planned their future with ancient Greece as their reference. Admiration for ancient Greece and its magnificent example impregnated all the aspects of Greek cultural life in the 19th century. In a corresponding way, Western Europe was reflected in the mirror of ancient Greece and saw itself as the true descendant and heir of classical civiliza-

9. Cf. Arnd Krüger, “The unfinished symphony. A history of the Olympic Games from Coubertin to Samaranch”, in Arnd Krüger – James Riordan (eds.), *The International Politics of Sport in the Twentieth Century*, London and New York, E & FN Spon, 1999, pp. 3-27.

tion. Foreign travelers who realized their life's dream of visiting this classical land were looking for the remains of the ancient glory with Pausanias in hand. They compared the traits of modern Greeks to those depicted on ancient statues. At the same time, excavations revealed works of art that confirmed the glamour of classical Greece. From 1874 to 1881 excavations were also carried out in Olympia by the German Archaeological School.

In Greece, the homeland of the Olympic Games, imitating ancient ancestors was considered as an essential prerequisite for their modern Greek descendants' development. Imitation was not limited to art or cultural creation in general, but also included formalistic elements such as the language (imitation of ancient Greek through the written language), or the customs and morals of ancient Greeks.¹⁰ In this ideological climate, some scholars of the time suggested to imitate the ancient games – an integral part of classical civilization – an idea which, for similar reasons, had also been brought forward in Western Europe during that period.

At the same time, views about the body and its exercise were gradually changing in Greece, too. The reference to antiquity was yet another means of acknowledging the value of gymnastics and integrating it in the education system. The linking of sport with antiquity was achieved at two levels: on the one hand, through the revival of the ancient games and on the other, through the promotion of the ancient Greek educational ideal of “*kalos kagathos*”, i.e. the balanced development of the mind and the body by means of education. At both levels, but mainly at the first, symbols played an important role, starting with the words themselves and leading to the organization of ceremonies.¹¹

The Olympic Games of 1896 were, unquestionably, the culmination of this association between ancient and modern Greece. Similarity was sought everywhere: in the words, the images, the bodies and the beauty of athletes. The olympic anthem of poet Costis Palamas that asks the “immortal ancient spirit”

10. Christina Koulouri, “Athleticism and Antiquity: Symbols and Revivals in nineteenth-century Greece,” *The International Journal of the History of Sport* 15 / 3 (Dec. 1998), pp. 142-149.

11. These elements can be found in the organization of the Zappas Olympiads in Athens (1859 – 1889).

to come down to earth and shine over the modern Games succinctly describes this evident link. The Games were surrounded by torch races and ancient drama performances. The initials OG (Olympic Games) and the dates 776 BC and 1896 AD could be seen everywhere, reminding people of the connection between the ancient and modern games. The Acropolis, the most prominent symbol of classical Athens, was illuminated by torches. Athletes were rewarded with an olive tree branch from Olympia. The symbolism of the *kotinos* (branch of wild olive) reappeared during the Intermediate Games of 1906 that were also organized in Athens. Olive branches were cut in Olympia and brought to Athens as awards for the athletes while in the following year, in 1907, the decision was made to plant 50 trees from Olympia in the space above the Panathenaic Stadium.

The stadium itself symbolizes, more than anything else, continuity, the *topos* of the games that links classical past with Greece's modern present.¹² The gymnasia, founded by sports associations, where contemporary Athenians believed that modern Greek youth would grow into manhood, just like the young men of classical Athens, also symbolized continuity of the sporting tradition.

The revival of the Olympic Games, however, did not only refer to Greek antiquity, but they had a double symbolic significance for Greece through the choice of the Games' opening date (25 March according to the Julian calendar in force at that time in Greece). The fact that Easter coincided with the day of the Greek national holiday¹³ gave an even more festive character to the event, while linking Christian with ancient Greek tradition. Easter itself reflects the concept of Resurrection and hence of the revival. Finally, the national holiday of 25 March also celebrates the nation's "resurrection" after centuries of "slavery", thus completing the triptych of symbolisms. Orthodox Easter, the Greek Revolution of

12. The ancient Stadium had been excavated by Ziller in August 1869 – February 1870 and had hosted the Zappas Olympic Games of 1870 and 1875. For the Olympic Games of 1896 it was renovated by means of a donation by G. Averoff under the supervision of architect A. Metaxas.

13. The Greek national holiday commemorated the declaration of the Greek War of Independence in 1821. It was celebrated on 25 March to coincide with the religious feast of the Annunciation and was established in 1838.

1821 and the revival of an ancient Greek institution were all blended into the single amalgam of Greek national identity in 1896.

In this context we can understand the huge enthusiasm for the marathon winner Spyros Louis and for the event itself that was not really an exciting spectacle and was literally invented for the first Olympic Games.

Greek and world values in 2004

The city that hosted the Olympic Games bore little relation to the city that had welcomed their revival. It had, of course, the same name, the same myths and the Parthenon continued to cast its shadow over its legacy. However, at the end of the 19th century Athens had a population of only 123,000 and was the capital of a state with limited territory, about half the size of today's Greece¹⁴. At the same time, the small Greek kingdom had to face the dangerous nationalist aspirations of its neighbours and the Great Powers' plans regarding the Eastern Question¹⁵. It was just in 1893 that Prime Minister Charilaos Tricoupis had declared the state's bankruptcy and Greek economy was going through a serious crisis. On the contrary, in 2004, Greece was a full member of the EU and had joined the Eurozone in 2000. Athens was a big European metropolis, with a population of approximately 5 million (about half the country's total population), which also attracted foreign immigrants in large numbers.

The Olympic Games themselves had also changed significantly after 108 years. The first change was obviously a quantitative change as in 1896, 245 athletes from 13 countries participated in the Games, while in 2004, there were approximately 10,500 athletes from 202 countries. An event which at the end of the 19th century concerned only the European continent and the USA, at the begin-

14. Cf. Christos Loukos, « The Greek capital 1890 – 1912 » in Christina Koulouri (ed.), *Athens, Olympic City*, op.cit., pp. 55-98.

15. Christina Koulouri, « L'enjeu national et international des Jeux d'Athènes pour la Grèce de 1896 », in P. Milza - Fr. Jequier - Ph. Tétart (éd.), *Le pouvoir des anneaux. Les jeux olympiques à la lumière de la politique 1896-2004*, Paris, Vuibert, 2004, p. 61-82.

ning of the 21st century reaches the smallest and most remote states in all five continents. Today, there are many more olympic events in which approximately the same number of men and women compete. There are also a lot of qualitative changes in the Games, which go hand in hand with the major political, economic, cultural and technological changes of the 20th century. These changes have been extensively analyzed in many relevant studies. I will just mention the communication impact of the Olympic Games “mega event” today, its commercialization through advertising, the professionalism of athletes and doping. There is no comparison between the Marathon winner in 1896. Spyros Louis, who was a simple water-carrier from a part of Attica dressed in traditional costume and the star super-athletes of today’s media who appear half-nude on advertisements for various products.

Therefore, it is in this historic context that we should approach the way in which 21st century Athens managed olympic symbols, the image it chose to promote and the way the city defined itself with the opportunity of the Olympic Games. For example, the decision to hold the flame lighting ceremony on the 25th of March, the day of the opening of the 1896 Olympic Games, alludes to the symbolic link to the revival of the Games and to the fact that Athens had been the modern world’s first olympic host city. The olympic Athens of 2004 had to be connected with an ancient and a modern past (that of 1896) and convey the significance of the old olympic symbols by means of modern terms.

The language of symbols was, indeed, a component of olympism since its birth. Coubertin believed in the importance of celebrations as “a mirror of true ideas”.¹⁶ And the ritual of the Olympic Games should precisely reflect the values of olympism. The symbols and rituals do, indeed, give material substance to the abstract content of olympism’s ideology, making it accessible to those who participate only as spectators in the olympic event¹⁷.

16. N. Müller, “From Athens (1896) to Amsterdam. Definition of Ceremonies Protocol in Accordance with Pierre de Coubertin’s Ideal” in Miquel de Moragas, John MacAloon, Monserrat Llinés (ed.), *Olympic Ceremonies. Historical Continuity and Cultural Exchange*, IOC, Lausanne 1996, p. 96.

17. Cf. John MacAloon, “Olympic Ceremonies as a Setting for Intercultural Exchange” in Miquel de Moragas, John MacAloon, Monserrat Llinés (ed.), *Olympic Ceremonies...*, op.cit., p. 32.

“The Olympic Ceremonies intellectually challenging, emotionally moving and politically mobilizing linkages of bodily practice and social identity, human feeling and technological power, civil society and state authority, cultural history and commercial struggle, popular interest and world system structure into a single performative composition have contributed to making the Olympic Ceremony – from the standpoint of raw attention, and for better or worse – into the closest approximation to a truly global ritual of humanity that our species has yet managed to devise”¹⁸.

The symbols used by olympism are the olympic rings and the olympic flag, the olympic anthem and the olympic oath, with a corresponding role for rituals such as the torch relay, the Games’ opening and closing ceremonies and the participants parade that is part of them.

Since the Berlin Games in 1936, the olympic show has been minutely prepared, all the elements of the olympic ritual have been established with the introduction of the torch relay, while the olympic event has been used – although not necessarily for propaganda purposes – to convey ideological and political messages. Since then the impressive spectacle of the Olympic Games has become more sophisticated and refined, constituting, according to an anthropological analysis, one of the newest secular rituals that replace, to a certain degree, the religious rituals of traditional society¹⁹. The ritual, the contest, the festival and the show are the modern Olympic Games’ components. The show of the Olympic Games has included in addition to competitions all the events that surrounded them since the first Olympiad of 1896. In the post-war period, the reproduction and broadcasting of the olympic show on television would gain in importance. The Olympic Games are reproduced as a television show before a world audience.

The Olympic Games’ function as a show creates conditions that enable the

18. *ibid*, p. 34.

19. Cf. J.J. MacAloon (ed.), *Rite, Drama, Festival, Spectacle: Rehearsals Toward a Theory of Cultural Performance*, Philadelphia: Institute for the Study of Human Issues, 1984. Cf. also John MacAloon, “Anthropology at the Olympic Games: An Overview”, in Arne Martin Klausen (ed.), *Olympic Games as Performance and Public Event. The Case of the XVII Winter Olympic Games in Norway*, Berghahn, New York-Oxford 1999, pp. 9-26.

host country to put its own “national” stamp on the event, especially during the opening and closing ceremonies. The host city (and country) can thus promote its very own identity among a world audience. It is, of course, debatable to what extent the elements that are chosen for a country’s self-promotion are widely accepted by society, how the message of the ceremonies is passed on by the media (in particular, after TV broadcasting was introduced) and finally, how these messages are perceived by people belonging to completely different cultures all over the world.²⁰

“Even though the organizers of the event may have explicit communicative intentions and provide a clear exegesis and guidance, the results are dependent upon the media personnel who communicate and interpret them for the millions of individual spectators”²¹.

In 2004, Greece as the host country chose to project a special image to the world by defining and presenting itself by means of a synthesis that combined a (selected) past and a (selected) present. Unfortunately, there are very few studies by historians, sociologists and anthropologists on the Games of 2004 and the relevant literature is quite limited²². The remarks I will now be presenting briefly rely, to a large extent, on personal, non systematic observation and a few relevant articles.

The most important symbolisms can be sought in the logo, the emblems (mascots) and, above all, in the Games’ opening and closing ceremonies, designed by the well-known Greek choreographer Dimitris Papaioannou. The Olympic Games of 2004 were, with respect to their symbolism, Man-centered, their frame of reference being Athens, Greece and Mankind. A conjugation between Greekness and universality was attempted through the language of art, in conformity with the spirit of Olympism.

20. Roel Puijk, “Producing Norwegian Culture for Domestic and Foreign Gazes: The Lillehammer Olympic Opening Ceremony” in Arne Martin Klausen (ed.), *Olympic Games as Performance and Public Event*, op.cit. pp. 99-100.

21. *ibid*, pp. 99.

22. Cf. Christina Koulouri, «Athleticism, Society and Identity: A Survey of Scholarly Debate», in *Imeros* 5.1, 2005, p. 333-343 and idem, “The Inside View of an Outsider: Greek Scholarship on the History of the Olympic Games”, *Journal of Sport History* vol.32, number 2 (summer 2005), pp. 217-228.

More specifically, the mascots of the Games and the olive tree were linked with Athens, while the opening ceremony and the two anthropomorphous mascots were certainly linked with Man and his historicity. Indeed, although until then (ever since 1968 when the mascots were first introduced) animals were almost always chosen as the mascots of the Olympic Games, in 2004 they were two children–dolls, Athena (who clearly alludes to the patron of ancient Athens, the goddess Athena) and Phoebus, the god of light, music and beauty. Their figures were inspired by the ancient Greek bell-shaped “daedalos”, an example of which can be seen at the National Archaeological Museum of Athens.

It is interesting to recall the official presentation of the two mascots’ identity: “In Phoebus and Athena we have found our ideal ambassador to the world; they symbolize Greece and the Olympic values of cooperation, fair play and equality. At the same time, they also represent the four basic values of ATHENS 2004: legacy, participation, celebration and human scale”²³. The two mascots, therefore, highlight, inter alia, the link with the ancient Olympic heritage but also with Man, beyond national identities.

The olive tree was also a core symbol of the Athens Games. The Games’ logo was a crown of olive branches, the famous “*kotinos*”, the prize given to olympic victors in antiquity. In the olympic stadium itself, at the opening ceremony, there was an olive tree at the center of the stage, reminding people that the olive tree was the tree of Athens, which, according to mythology, grew on the sacred rock of the Acropolis, struck by the goddess Athena. The olive tree is also the symbol of peace, the fundamental, universal message of the Olympic Games. Thus, the olive tree with its triple symbolism (Contest – Athens – Peace) was the main point of reference in 2004.

Both the olive tree and the emblems of the Games allude to a Hellenic and at the same time Human past, just as, for that matter, the values that were promoted through the rhetoric of symbolic speech were both Hellenic and human. It was

23. Charis Svalingou, “The mythology of Athena and Phoebus. Semantic analysis of the emblem of the Athens 2004 Olympic Games”, in Tessa Doulkeri, *Sports, society and the mass media: The case of Olympic Games, Athens 2004*, vol. I, Athens, Papazisis, 2007, p. 128.

not by chance that the opening ceremony began with the image of the drummer from the stadium in Ancient Olympia, followed by the drummer in the olympic stadium of modern Athens. And of course the ceremony ends with the lighting of the olympic flame which also began its course in Ancient Olympia, symbolically uniting the present with the past and Greece with the world.

The opening and closing ceremonies should be perceived above all as art works and, despite the symbolisms that may be discovered in them, their purpose was to offer the enjoyment that a big popular festival like the Olympic Games provides. This dimension was clearly visible at the closing ceremony; the opening ceremony, on the other hand was more an essay on art, whose central theme remains through time the enigma of life and which is created as an erotic process²⁴.

If we want to compare the use of olympic symbols in 1896 and 2004 respectively, the differences are obvious. In the first case, dependence on antiquity in order to give meaning to the Games is more than evident. The small country of Greece at the end of the 19th century needed the legitimization that its glorious ancestor provided. The same applied, however, to the revived Olympic Games: they also needed the same legitimization. Hundred and eight years later, this legitimization was no longer necessary. Both the Olympic Games and Greece had gained in strength and self-confidence. As a result, the use of symbols – that have also become established as an olympic “idiom” recognized worldwide – acquires other dimensions extending beyond the narrow link between the ancient and the modern Olympic Games. It is true that in 2004 Athens, the stronger symbolisms came from antiquity. Moreover, outside observers’ perception of the Athens of the Olympic Games of 2004 was, to a large extent, sustained by classical Western culture. In short, the link between ancient and modern Greece, through the Olympic Games, is evident even though it is an imagined construction. In fact, many of the symbolisms of modern olympism find their inspiration in antiquity, the most typical example being the lighting of the flame in ancient Olympia every four years. At the same time, the modern olympic idea continues to search for its moral legitimization in antiquity, rhetorically at least.

24. Cf. interview of D. Papaioannou: www.10percent.gr (2004).

THE IMPORTANCE OF THE ATHENS 2004 OLYMPIC GAMES FOR GREECE AND THE OLYMPIC MOVEMENT*



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I would like to present an assessment of the impact of the Olympic Games of 2004 both on the host city, the city of Athens, as well as on the Olympic Movement. Therefore, I will refer to a number of examples which reflect different categories of the organisation of the Games themselves.

The host city, Athens

One has to really understand how the Games are prepared in order to assess the impact of the Games on the host city. The first very important issue is that the Games need 7 years to be prepared and this is a quite long period to ignore the needs of the country or the city which organize the Games. The second one is that the Games are too big to be ignored by regular city planning or by the country development plans. The third point is that the Games do carry momentum for development or for modifying practices which used to be the status quo in different ar-

* The text of Assoc. Prof. Konstantinos Kartalis' lecture is the transcription of his Power Point presentation, revised by himself.

areas or which used to be not beneficial for the progress of a specific sector of the local economy. The last point, which is the most important one taken and defines the legacy of the Games to the city itself, is that the Games last more than 16 days.

We had a number of objectives for the Olympic Games of 2004. The first was to operationally and aesthetically upgrade the city of Athens. The second one was to promote the image of the country abroad. This was a very important issue since it is a competitive international market and you need to promote the image of your country abroad. The third one was to support the economic development of the country and of the city of Athens, the capital. The fourth one was to turn Athens to an international business centre.

Very early in preparations, even earlier during the bid process, you need to take an important decision on a critical dilemma: whether you will adjust the needs of the city to the needs of the Games or whether you will use the Games to support the city, in other words whether you integrate the Games into the needs of the city. This simple question is practically all the substance whether you will have a day after for the city which organises the event, whether there will be legacies for the city or for the country, or whether you will just exhaust your efforts at the end of the 16 or 17 days and then it's business as usual. I think that in Athens –and I will try to convince you of this– we approached the case with the second objective, that is to integrate the Games into the needs of the city, practically to use the momentum of the Games so as to ameliorate or to modify a number of patterns which existed in the city before the Games and we thought at that time that they were not supportive for the city itself and for the quality of life of the citizens.

Eight years ago, we made an assessment of the areas which do have an environmental pressure or an urban pressure and at that time we decided to disperse the Olympic sporting venues in different parts of the city and not to approach the siting of the venues as Sidney did (where the majority were located in the same area). Sporting venues were dispersed in different parts of the urban agglomeration of Athens, in an obvious effort to integrate them into the local neighbourhoods. The same approach was followed in terms of the non sporting Olympic venues.

If you have such an approach, you try to improve the overall condition of the

city in the course of the years which follow by practically renovating or upgrading the social and the cultural or the economic life of the city by hosting a major sporting Olympic venue. This is the positive aspect. The troubling aspect is that you have to accommodate the need that all these venues have to effectively and efficiently communicate with each other, which means that you need to have a very good transportation network which as a matter of fact is one of the major requirements by the IOC, so as the athletes, the Olympic family and the spectators can move from one place to another without obstacles.

At that time, we started having the new airport of Athens and we also had a major line of metro coming from the northern to the southern part of the city, and a number of roads supporting the city. Obviously, this was not a proper network for organizing and supporting the Games according to the needs of the city –to start with-, according to our desire to do something better for the city for the years to come and according, of course, to the needs of the IOC and the requirements of the bid file. So, we did a number of new constructions in the city or we upgraded a number of existing highways. One of the new constructions was the Olympic ring, which links different parts of the city and different Olympic venues. Then, we had to improve the secondary network of roads like the road which links the southern part of the city with the Olympic equestrian centre and the airport or the Marathon road, which was used for the event of the Marathon, but it is an important road, because it links the central part of the city with the eastern expansion of the city.

Then, we added new transportation modes, like the suburban rail, the tramway, the extension of the metro and a number of urban regeneration projects, which were mostly promoted in the central part of the city and along the coastal zone.

I will try to give you some examples, because it's important to see how different elements like the environment, the social life, the quality of life, the urban regeneration, the cultural issues, all link together once you try to integrate them into the Olympic Games' preparations. We tried to regain a number of "lost" places in Athens, like the coastal zone, which was an area in a sense deserted, despite the fact that it is a critical asset of the city. In 2000, we decided that we had

to modify all the coastal zone in Phaliron, to remove the race horse track from this place in the middle of the city and to develop a coastal park, by taking advantage of the siting – in this area – of two Olympic sporting venues. To this end we completed a number of studies regarding land use and land cover, usual things that an urban planner has to do. For example, the area which used to be the race horse track has been emptied and the race horse track has been removed close to the new airport of Athens, so a very important space was redeveloped for the city of Athens.

Another example is the old airport of Athens. In 2000, when the new airport started to operate, there was a big dispute whether this should close down for ever or whether it should be used for commercial airlines or for VIP jets etc. At that time, the dispute became a political issue, and we decided to locate in this specific area a number of sporting venues for the Games, in an obvious effort to close down for ever the airport and eventually to modify it after the Games into a metropolitan park. So, we placed at the northern part of the airport a number of sporting venues, like baseball, softball, hockey, and we modified the hangers of the Olympic Airways, where the airplanes used to be maintained, as closed venues for fencing, basketball and handball. So, a new place for the Olympic Games was developed and that was beneficial for the Games and this eventually will become a metropolitan park. It hasn't yet started to be developing, but that's a different story. Usually after the Games, a lot of things go slower, because the momentum expires and things are getting back to business.

I will try to present now a number of data about the coastal zone, that I presented few days ago in Marseille where there was an international conference together with people from the Organising Committees for the Games of Beijing in 2008 and London in 2012. We tried to assess what the Games do to the cities. We tried to use satellite images to assess the modifications along the coastal zone and it was clearly shown that a considerable number of free areas have been gained and this is because the momentum of the Games was used in the right direction. Going through the years, new open spaces are being developed in Athens and this is again because of the Games and of the capacity of the Games to open up areas which used to be excluded from the public.

Environmental protection

We tried to integrate the environment into the development policies, not always with success -I have to be honest with you. We promoted very strict European Union and National environmental legislations and exhaustive environmental impact assessments. We excluded the use of such sporting venues as casinos, hotels, offices and private houses, because we thought at that time that this should not be the case. However, the next government had a different opinion on the subject, it changed the legislation and now some of the venues are being converted to commercial centres and to shopping malls.

Between 2003 and 2005, as it can be shown in the satellite images, the green areas have been increased. Again along the coastal zone, all the municipalities have gained better numbers with respect to green areas.

- *The Marathon area*

The Marathon area used to be one of the major political disputes during the course of the preparation of the Games of Athens, because it is a very important historic area. Back in the 5th century B.C. supposedly it hosted a battle between the Greeks and the Persians. And I say supposedly, not because the battle may have never taken place. The battle took place, but the question was whether it was this place or somewhere else in the vicinity. When we started saying that we had to develop a project like the Olympic rowing centre in Marathon, we had a lot of disputes from the public, from some University professors, from non-governmental organisations, in the sense that we were practically imposing something very strange on the local area. The plan was to revive the wetland, which had been degraded, to demolish the airport at the edge of the wetland –operating since 1975– and construct at the same exactly site an artificial canal, a water lake which would be the Olympic rowing facility, and use the waters from the lake to support the wetland which was next door, so that to revive the wetland itself. Both the United Nations Environment Programme and the European Communities “Natura 2000” Project, which is the important wetland sites in Europe, have reported this example as a very good example of the link between sport and the environment.

But there was still the question whether the artificial lake should have taken place in that field or not. We had to answer to this. So, at that time, we asked two universities in the country to do a number of radar surveys of the underground, so as to show whether the area was geologically wise at least supportive of the battle itself. According to the study made, the area back at that time was a lagoon. According to the same study the battle area was 5 kilometres to the west. So, we started constructing the venue with the presence of archaeologists every single day and there was nothing found with respect to the construction, other than a very small house at the edge of the construction canal. We stopped the construction, the archaeologists evaluated the house and they found out that it was a trivial house of that time of a poor Athenian, so poor as to live very close to a lagoon, together with the mosquitoes. The house was removed, so as to be saved, and we continued with the construction. During the whole course of the construction, many sea shells were found in the area verifying the theory that this was a lagoon in the past.

- *Quality of life in Athens*

In order to define changes in the quality of life, we divided the Athens area and compared vegetation between 2003 and 2005. We also depicted the open spaces and evaluated from satellite images the surface temperature, which is very important, because it is an element of what it is being called “the urban heat island”, that is how a city operates, whether it is very warm, whether it can cool down. It’s a new problem of the cities around the world. And we have seen the differences. At the coastal zone, the temperature dropped and this is because more open spaces have been developed, less congestion has been observed and better transportation modes have been found. But, other parts of the city are problematic, which means the city could not gain benefits in all of its extent because of the Games, but there were really some parts of the city that did gain some significant benefits.

According to a new approach in the environmental studies, in the urban studies, an overall quality of life indicator is being developed, which practically reflects the overall condition of the city. It includes environmental data, social data

like the unemployment rate, and economic data. We tried to assess what was the impact of the Games on the city of Athens and we have seen that in some parts of the city, especially in the central part of the city and in the coastal zone, the impact was positive and this was mostly because of the projects that were followed for the Games.

- *How you imagine your city in the future*

Back in the year 2000-2001, we decided to ask a very famous Spanish architect, Santiago Calatrava, to support us, so as to aesthetically improve the Olympic Complex at Maroussi, including the Olympic Stadium. He came with a very promising and ambitious plan, on the new Olympic Stadium, the Velodrome, the Avenue of Arches, the Water area, the open spaces, etc. When you plan for the Olympic Games, you need to have always in mind that time is never enough. You never have the chance to extend the deadlines. The deadline is always the Opening Ceremony. We were very thrilled with the project, but at the same time very much concerned if we would have time to do it. We took the decision to go on. It was a very difficult decision and I can tell you from my personal experience that I have lost many hours of my night sleep because of the anxiety if it would be completed on time. It was completed on time.

Another example which shows how difficult is to put things together during the Olympic preparations and how careful you should be in order to respect the local communities, is the following. The Olympic venue at Galatsi was used for the Games for gymnastics and table-tennis. It was a new construction, but when we started the constructions, back in the year 2000, a group of citizens, something like 23 citizens, if I remember correctly, submitted an appeal to the Council of State against the construction of the venue, because at that time they supported the view that the volume of the venue would be imposed on a small nearby byzantine church of the 15th century A.D. We defended the case at the level of the Council of State and supported our views, so as to continue the construction, because we thought that the distance from the church was such that there was no problem with the church itself. We won the case with one vote. It was 13 votes in favour of the construction and 12 votes against the construction. So, we contin-

ued, but we asked the architect to modify the plans. The roof of the building was tilted in such a way that when you get closer to the church the roof of the building seems to be more distant to the church. It was an architectural modification of the initial study, so that to ameliorate to an extent the complaints and the concerns of the people of the area, and the council itself.

- *Tourism*

We constructed new venues which were to be used for the city after the Games for the tourism, like the Olympic Sailing Centre, which is close to the old airport and will become a touristic marina, or like the Olympic Taekwondo Centre which was along the coastal zone and will become a convention centre. Also, the Esplanade bridge is a bridge that we constructed to link the coastal zone with a new open space. According to the plans of the new government, this area will host a new library donated by a major Foundation. The Slalom Centre in the area of the old airport of Athens has been given to the business sector to become a water park. The port of Piraeus has gained 11 more berthing places in this area. We constructed this area so as to have space to host the cruise boats which was used for the accommodation of the Olympic family.

- *Culture*

We had a motto that promoted the Games, which reflects the authenticity of places, of ideas and ideals and we tried to demonstrate this in practical terms. The Panathinaikon Stadium was built the 4th century B.C., it was used for sporting events throughout the centuries, it was demolished in the Turkish occupation, it was renovated to host the Games in 1896 and it was used again for the Olympic sport of archery in 2004.

A very important area around Acropolis, which used to be very busy because of the cars, became a pedestrian's way, an open archaeological promenade around the Acropolis. We used this specific part to host the Olympic cycling event. The image with the cyclists next to the Acropolis was the strongest image shown abroad during the broadcasting of the Games, according to the President of the International Broadcasting Centre, who did the production of the image. It

was the most important image sent by Greece abroad, even more important than the Opening Ceremony, because you had the opportunity to blend history with sports and this was very beneficial both for the country and the Games themselves.

We found a lot of archaeological findings as we were constructing the Olympic venues, especially when we were improving the road network in the city of Athens and we had to speed up with time and at the same time preserve the heritage of the country.

We tried to give a very important international dimension with the torch relay which was the most extended one applied in Olympic Games so far and I think that Beijing will follow the same approach, because the IOC also realised that it is very important to develop 3 or 4 months before the Games a momentum in all the countries by passing by the torch in different cities.

- *Transport*

We delivered many things for the Games and for the city, new buses, more fleets of buses and trolleys, more kilometres of highways, dedicated bus lanes, etc. The new network is certainly not enough for a city like Athens, but still it is much better than it used to be. It develops momentum economic, social, urban dimension in the city.

- *The social dimension*

A lot of venues were given to other uses after the Games, like the Olympic Village to the Members of the Labour Union, the Media Village in Maroussi became the new Headquarters of the Ministry of Education, other Media Villages were given to the Police Academy, the third one to the Universities themselves to become Campuses for students.

We promoted new guidelines for all the venues to become accessible to people with disabilities. This was a very important social legacy for the city and a very important issue with respect to equity for citizens and visitors. I remember a very difficult meeting we had with the hoteliers back in 2000, when we realised that the number of rooms in Athens which could support visitors with wheelchairs

were all together 13. Obviously, this was a shame for the city and a lack of the capacity to comply with the requirements of the IOC. So, we gave incentives to the hoteliers and now we have a group of around 350 rooms for people on wheel-chairs, which is the most difficult category to be supported in a hotel.

Regarding the employment positions developed for the Olympic Games, we believe that one out of three employment positions will be sustained after the Games.

- *Objectives of the Olympic Games*

I think that we met the objective to upgrade aesthetically and operationally the city of Athens. I also think that we promoted the image of the country abroad in a good manner, because the Games were successful. If they were not successful, the image would be very negative. We did support the city and the country with respect to touristic development. There has been an increase of tourism by 10% every year since the Games, and especially in Athens by 15 to 17%. With respect to Athens, I don't think that we have managed to become an international business centre, yet.

The Olympic Movement

The IOC was happy that a small country, like Greece, was able to organize the Games. I think that this is very important for the IOC. In addition, the authenticity of the Olympic Games was re-enhanced. I remember the discussions with the IOC Members who were very concerned to show that the Games are not only the agglomeration of business activities and sponsors, but much more than that. It's also history, tradition, culture. And they were very eager to see whether Greece will manage to re-introduce these elements to the Games. I think that some Olympic ideals were rediscovered. In addition, we promised that the Games would be "at the human scale".

I also believe that we were successful in linking sport with history and culture, I think that it was very successful both with respect to the Opening Ceremony –

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because the Opening Ceremony was an example, a view of the history of the country along the centuries –linked to an good extent– with the Games themselves- and all the other examples by hosting the Games in different historic parts of the city.

OG 2004 were a legacy to the city of Athens and I can tell you that the IOC asks every city that submits a bid file to have a specific chapter on the legacy of the city because of the Games. They want to demonstrate that there is the day after, because of the accusations that the Games are very expensive. Once you spend a Euro or a dollar or whatever else, you can multiply the expense or absorb the investment by legacies in the city.

The fight against doping was successful, despite the fact that there was a very dramatic development for a couple of athletes in my country.

Finally, the Games were organized in a very strict legislative environment. Greece was the first country to organize the Games with the legislation of the European Union. In 1992, Spain, which was the previous country, was a member of the European Union, but they had some exemptions. We had to apply a lot of legislations, which were very strict. At the same time, we managed to deliver the Games according to the timetables.

To conclude, I am still asked by people whether it was worth it. It was worth it! Absolutely.

THE IMPORTANCE OF SECURITY AT THE OLYMPIC GAMES: ITS EFFECTS ON ATHENS 2004 AND BEIJING 2008



George PLAKAS (GRE)

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Olympic Games Security General Manager ATHENS 2004

In August 2004, at the opening ceremony of the 28th Olympic Games, seventy two thousand people in the Olympic Stadium in Athens and four billion around the world watched the greatest sports festival of mankind. A festival that stood out both for its organization and spectacular result, enhancing with exceptional splendor and harmony the idea of Ancient Olympism linked with the magnificent sports competition of the 21st century.

The Olympic Games, an international cultural event today created by Olympism, bring together athletes from the whole world and encourage them to unite under the same roof and teach us, as they compete, the most peaceful battle for peace. Their vision is to revive and honor the ancient Greek Priestess that crowns with light and the emblems of history the fair contest of the mind and the body!

Behind the splendor of the Games, however, a silent actor is watching. An anonymous athlete who is not looking for rewards and is not crowned with laurels. Anxious and always on the move, his duty is to safeguard the historic origins and the survival of the Olympic Movement from the clash of the two great different periods.

It is Olympic Security! A factor of outmost importance, a complex undertaking, a TOP priority for every Organizing Committee and host government.

GEORGE PLAKAS

Its mission is to avert any unidentified risk. A team that works with method, according to visible planning and invisible intervention, in order to respond to the major challenge of maintaining order among the public and ensuring the safe staging of the Olympic festival.

In such a festive, frenzied atmosphere, filled with cries of victory and glory, that remain engraved for centuries now on peoples' minds, no shadows are allowed!

No one wishes to recall pictures of sadness that blacken the pages of the greatest sports and cultural event, the noble contest of the Olympic Games haunting us as a "nightmare"!

I remember with sadness, the milestone instants that changed the Games' carefree progress and at the same time overturned security arrangements at world level.

Munich 1972. The terrorist attack by a group of Palestinians causes the death of 12 members of the Israeli Olympic delegation.

Manhattan, 11 September 2001. The horrifying terrorist attack that shocked mankind, making thousands of innocent victims who paid a blood tribute to asymmetrical social intransigence.

Customs and values changed. They were threatened by unspeakable acts and people were seized by fear and anger! Security issues became the spearhead, the challenge, the "great bet" for host cities all over the world.

It is no accident that after September 11, 2001, the safe staging of the Games represents for the International Olympic Committee and every host country, a "cornerstone" on which the whole edifice of Olympic preparations rests.

Worthy of those times' past when people had the power to put aside quarrels and battles and rule by knowledge. They had the power to overcome differences and thus purified to bow before the laurel and the olive branch that crowns human achievement.

At the dawn of the 3rd millennium, the scrolls of the Olympic Idea remain well

protected by the moral rectitude and the spirit of those people who look at History with awe and dignity!

Today, the purpose for maintaining this course through time is to safeguard the Games from the unlawful attack of anonymous persons who do not want to recognize the “cultural” origins of peoples.

We could say that as they face two different remote eras - Ancient Olympia and the member states of Olympism in the 21st century - the intentions of both organizers and athletes are inspired by the same Olympic ideal.

However, realistic assessment of facts arising from cultural evolution, but mostly from social redistribution of generations, compels us today to guard the “Olympic flame” from the asymmetrical threats of moral perversion.

Olympic Games on a human scale

It is true that Olympic Security is considered to be a complex undertaking whose purpose is, on the one hand, to readjust its planning in accordance with up-to-date protection and action standards and, on the other, to respect the human factor, by facilitating the daily activity of citizens, sports officials, as well as the anonymous crowd, without altering the Games’ festive character.

In any event, the objective must be to achieve proper balance between security measures and citizens’ socioeconomic activities, so that they all feel secure without having the impression of living the sports event in a fortress, under massive police control.

In 2004 Athens, the organizers were able with respect to integrate two different words, converting the modern era landscape into the vision of an ancient Greek muse.

At the same time, the state of the art technological equipment provided the necessary support to both the infrastructure projects of the Games and security measures offering capabilities that replaced, to a large extent, human resources and allowed the Games’ show and arrangements for their protection to be determined with accuracy and effectiveness.

GEORGE PLAKAS

It is worth noting that the International Olympic Committee, International Federations, the Mass Media, as well as public opinion could “build” the Olympic Games of 2004 in Athens with the full support and determination of the Greek people as a whole.

Closing Ceremony – The culmination!

Cries of victory! Athletes, large crowds, dancing and music make up the Closing Ceremony of the Games in Athens Olympic Stadium. Everybody, who contributed to this major sports undertaking, is now reaping the laurels of victory. In a friendly, peaceful and spectacular way, the XXVIIIth Olympic Games are recorded on the world page of Culture and teach the knowledge of absolute success.

...But the Games go on! The Olympic Flame is handed over from people to people for its big journey in History!

Beijing is waiting in faraway China. Olympic medallists hand over the baton with the command that the noble contest, worthy of the ancient Greek Ideal, must continue. China’s deep popular philosophy bows with veneration before Olympism’s idol.

Security embraces the new philosophy of the 21st century

The progress of preparations for the Games in 2004 Athens, from the date of their awarding until their final staging meant a new order of things for Greece.

The fact that criteria for awarding the Games to our country were strongly supported by its historic legacy meant a “double commitment” towards both the institution of the Olympic Games and History. Moreover, the same criteria apply, as an imperative need, to each host country.

At a pace unknown to Greece until then, the government and the Organizing Committee ATHENS 2004 took over the responsibility of organizing the Games

with determination and reliability, which are indeed typical of the Greek people.

Athens and the Olympic cities turned into a huge building site that daily created a new environment.

State of the art facilities were designed for the Olympic sports events and cozy accommodation of citizens and visitors.

Keeping the time schedules of the gigantic planning process, preparations for the big event continued and the projects' sequence amazed world public opinion confirming the exceptional outcome. Greece was being reborn!

Ensuring the peaceful and safe celebration of the Olympic Games was the Greek government's and the ATHENS 2004 Organizing Committee's TOP PRIORITY!

Every cooperation opportunity at international level was assessed and taken into consideration, in order to draw upon Olympic Experience and provide the most up-to-date methods for security arrangements.

Memoranda of Understanding were signed with state police authorities, sports and cultural associations, as well as many other countries that could offer their expertise in combating terrorism.

A cooperation of special interest and significance was achieved at international level with the Olympic Advisory Group (OAG) that was established for the first time to support the Athens 2004 Games. It was composed of seven countries with special know-how of security issues, the USA, Great Britain, Australia, Germany, France, Spain and Israel and included on its agenda knowledge from the organization of major sports events and, in particular, knowledge derived from extensive involvement in antiterrorist activities.

The object of this multilateral cooperation was not simply information gathering, but also the exchange of views and experience.

The threat and fighting against it in such a sports event means using double standards.

On the one hand, security measures had to be enforced, through operational planning and, on the other, a strategy of people-centered measures had to be developed.

Despite the fact that Olympic Security is considered as an autonomous pro-

gram, we should point out that it was an integral part of our National Security because it was based on flexible strategies that could be practicably adapted to those already applied by Greek authorities.

It is, however, absolutely clear that the whole security and infrastructure program of the Olympic Games, following international terrorist attacks, had to be revised and its arrangements and methods readjusted.

As a result, without departing from time schedules in any way, security planning went through various stages, starting with the drawing up of a Strategic Plan that was then followed by the Master and Tactical Plan, while Operational Planning represented the crowning point of the final presentation and implementation of the Olympic Security Measures.

Olympic Security, starting in 2000, set out for Greece a dynamic, constantly evolving process. It was based on the identification, in-depth analysis and assessment of potential threats, thus contributing to the adoption of preventing and deterrent measures for controlling these threats, both during the Games and the post Olympic period.

The state and the organizers of the Games, relying on the general assumption that in security matters there is no room for compromise, rebates or delays, analyzed all parameters through operational planning, taking seriously into consideration the developments, which were shaping the security environment one way or the other. What they did, in particular, was to plan for alternative ways of managing risks and threats, which emerged as a result of a “new era of terrorism”.

The worldwide convocation of peoples and governments, beyond any oppositions and rivalries, operated as a powerful defense shield, in response to the need for concerted action against international terrorism.

Moreover, cooperation with the international intelligence environment guided all the aspects of Olympic preparations and was considered as a valuable “fore-runner” of its planning process.

It is worth noting that intelligence is a *valuable and critical* aspect for security.

This is because any source of information *becomes part of an operational plan only after careful evaluation and in depth analysis.*

On the contrary, failure to evaluate or negligence in handling any kind of information, whatever the level of its source, could turn into a *trap aimed at defeating the planning process*.

According to this theory, a *sophisticated reaction mechanism* was put in place to support the management of critical situations. Based on rational planning, it eliminated, through its implementation, obsolete procedures that still persist in public administration and prevent, as a result of the slowness of bureaucracy and hierarchy levels an immediate operational response to potential threats.

Moreover, this mechanism, in the post-Olympic period, was one of the most positive effects for Athens and Greece more generally.

It was considered as an issue which, born of necessity, gave Athens the opportunity to revise methods and change established administrative practices which, because of their anachronistic pace, did not allow efficient service and facilitation to be provided to citizens.

To achieve the required level of Olympic security training, real exercises were carried out as well as exercises on paper, which allowed security forces to cooperate in effects management, by applying realistic scenarios in a simulation environment.

The object of Olympic exercises was to contribute to the thorough understanding of the planning program and improve the empirical knowledge of security forces for responding to a real event, which hopefully would never happen.

International cooperation, special training for the organization of the Olympic Undertaking and, in the end, the impeccable celebration of the Games, vindicated and enhanced the government's and the Greek Police's role in preventing and combating any modern form of crime.

As time schedules were observed, it was possible to make gradual adjustments and changes in posts and issues that came up. Knowledge and experience taught people the method of collective cooperation, confirming the popular saying: "strength through unity".

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The Greek government and Athens 2004 guaranteed unique Games on a human scale

Greece, a small country, with the city of Athens in the lead was able to prove that the Olympic Games are not a matter of quantitative elements, but a matter of quality standards, values, historic facts and strategy. These elements worked together in a harmonious system of guarantees and demands, in response to the call of the world's countries, which came together to celebrate Olympic Games on a "human scale".

Greece mobilized its people, strengthened the spirit of collective endeavor and revived the idea of volunteering. It converted the whole preparation process into a pre-Olympic festival for the crowds and reconciled the idea with reality.

It proved that security measures, despite the fact that they were present in every corner of the Olympic City, could have a positive impact on the Games' spirit and feeling, because they also promoted the "human scale".

Visitors, athletes and international personalities in this country, as well as TV viewers all over the world witnessed the image of a modern Greece that proved, based on results, that it had "broken the record" of international organization and celebration standards with the 2004 Olympic Games.

Such a great sports event, that supersedes all others, demands radical changes even in local, popular traditions that could, possibly, interfere with the needs and requirements of the organization.

We firmly believe that the people of Beijing, with their century-old civilization and deep respect for history, have all guarantees for responding with responsibility and discipline to the major challenge of the 2008 Olympic Games as they follow, with all the sacrifices this implies, the road to success!

Olympic Athens in 2004, proved a worthy descendant of the immortal ancient Greek spirit. It honored with modesty and cultural competency the history of Olympism.

In conclusion, I would like to recall that, in our conscience, the idea of the Olympic Games was born in order to serve man, morally and culturally.

It was born in order to teach fair play that begins as a fascinating game, while

THE IMPORTANCE OF SECURITY AT THE OLYMPIC GAMES: ITS EFFECTS ON ATHENS 2004 AND BEIJING 2008

acknowledging effort, ability, mental and physical strength, properties that remain hidden in man's soul, demanding recognition and appreciation.

It is this logic of Olympism that Nikos Kazantzakis tried to describe in his unique poetic style, by saying:

"When life manages, through its daily struggle, to defeat its enemies, natural forces and wild beasts, hunger, thirst, and sickness, it may be that some times it still has some strength left it wishes to spend by playing. Civilization begins from the moment that "the game, the Contest!" begins...!"

THE POLITICAL AND SOCIAL IMPACT OF THE OLYMPIC GAMES OF BEIJING 2008 FOR MODERN CHINA



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Introduction

The Games of 29th Olympiad have drawn worldwide attention since July 13th 2001 when Beijing was granted with the right to host the Olympics. The main reason is that the Games will be staged in a country with quite different social background in comparison to their previous hosts. What impacts will possibly the Games generate on this most populous country in the world in its social and political fields? It is a fascinating question provoked a lot of interesting debates which often ended up with diversified even contradictory conclusions.

Being the largest developing country with the unique cultural heritage, China currently is in a sweeping social change, shifting from the traditional to the modern, from the pre-industrial to the industrial even the post industrial, from the rural to the urban, from the planning economy to the market orientation. Change, transition, shift are the words used most frequently to describe what is happening in China. At this particular historical moment the 2008 Olympic Games could play some roles that were hardly noticed or insignificant to the social process of the previous host countries.

To observe the political and social impacts that the events may generate in China, a theoretical framework is needed, as the figure 1 shows. My analysis will start from focusing on the current situation of China, identifying its main social demands, then I will look at the roles of the Olympics that may play or be expected to play to meet these social demands.

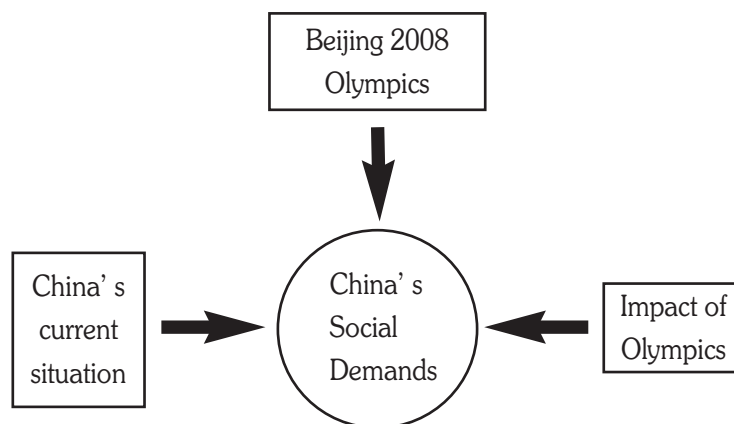


Figure 1. Framework for analysis

I. The current social conditions in China

1. Economy reform playing the leading role in social change.

China initiated its reform in the economic field which was different from the former Soviet Union and Eastern European Countries. During its opening and reforming period for the last nearly 30 years, especially since 1992 when the goal of Chinese economy was officially set on installing market economy, the economic forces have gradually replaced the political ones and become the main promoter of the social development.

The rapid growth of market economy has caused the following results:

a. Social reform has become an irreversible process

Chinese GDP per capita had increased from 250 US dollars in 1980 to 1,700 US dollars in 2005, indicating that the lasting problem of food and clothing was solved and the nation entered to a comparatively well-off stage. Though there are still 70 million people struggling in poverty, the majority of citizens has benefited from the reform. The annual GDP growth in the past 28 years is 9.6%, total GDP increased from USD 147.3 billion in 1978 to USD 2225.7 billion in 2005, as the figure 2 shows. The social reform is already an irreversible trend in China.

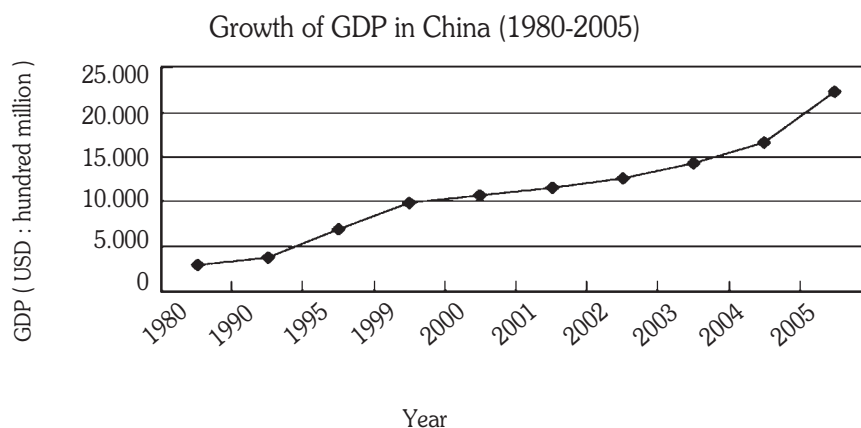


Figure 2. Annual GDP growth of China 1978-2005

(Source: Lu Youngxiang, prospect of China's future development, 2006)

b. China has been integrated into the world economic system

November 11, 2001 was a milestone in Chinese history since China joined the WTO (World Trade Organization) on that day, which indicated that China's economy was officially integrated into the world economic system. In 2004 China exported more than Japan, becoming the world's third largest exporter behind the US and Germany. Its share in the World GDP rose from 2.8% in 1978 to 5% in 2005¹. Through the WTO a solid linkage has been established between China and the world. Since entering WTO in 2001 China has attracted over USD 220

1. Lu Youngxiang, prospect of China's future development, 2006.

billion foreign investments, only second to the United States². China's development has heavily depended on the external environment.

c. Reforms initiated in other social sectors

The social reforms initiated from economic areas have now been spread over other fields such as ideology, politics, legal affairs, administration, culture and arts, etc. Some reforms have even gone far and beyond many people's anticipation. For instance, owners of private enterprises have been allowed to join the Communist Party since 2001, which was unthinkable before that time. The dynamic social changes made the leaders of the nation become aware of that "Independent thinking of the general public, their newly-developed penchant for independent choices and, thus, the widening gap of ideas among different social strata will pose further challenges to China's policy makers".³

2. Newly emerged social contradictions

Rapid social changes have also resulted in quite a number of conflicts even contradictions in some social spheres.

a. Conflicts among social groups

The income gaps have been widened dramatically in China alongside the double-digit economic expansion since 1978, particularly between the prosperous industrializing coastal areas and the impoverished western region. China used to be poor but homogenous, but now a polarizing trend suddenly appeared. Some have succeeded in the social and economic transition into prosperity, but others have suffered from stagnation and social turbulence. The Gini's coefficient jumped from 0.28 in 1980s up to 0.447 in 2004, indicating that the income inequality reached an alert degree.

2. Lu Youngxiang, prospect of China's future development, 2006

3. Hu Jintao, Building harmonious society crucial for China's progress, Xinhua, June 27, 2005.

HAI REN

Hungary	0,244
Denmark	0,247
Japan	0,249
Sweden	0,250
Germany	0,283
India	0,325
France	0,327
Canada	0,331
Australia	0,352
UK	0,360
Italy	0,360
USA	0,408
China	0,447
Russia	0,456
Guatemala	0,483
Hong Kong	0,500
Mexico	0,546
Chile	0,571
Namibia	0,707

(Sources: The United Nations Human Development Report 2004)

b. Conflicts between market economy and social environment

A planned economy had been carried out in China for a long time before the opening-up and reform and, based on it, the entire social structure was set up, from government organizations, administrative patterns, legal settings to social ideology, all connected to this old economic pattern. Such a social context is contradictory with market economy in essence. As China's economy is turning from

a planned economy to a market one, the social structure and ideological setup is also in major shake-up.

c. Conflicts between the economic development and the natural environment

The population in China has reached 1.3 billion, about 22% of the world population, while the country's resources are quite limited considering its huge population: the land resource per capita of China is less than 40% of the world average. Water resource is 1/4 of the world average and the forest store is only 1/6 of the world average.

Population growth and economic development have been combined to increase demand for many basic resources, and have led to the contradiction between the development and the environment.

3. Harmonious society: The chief goal for China to strive for

All the above-mentioned factors suggest that China has entered a critical stage with opportunities as well as formidable challenges. The most difficult one is to keep the reform going on and at the same time maintaining the social stability. So construction of a Harmonious Society has been proposed as the next goal for the nation. And "A harmonious society" is interpreted as "democracy, the rule of law, equity, justice, sincerity, amity and vitality". Social harmony always requires to take care of human values, so it is worth to notice that the country's chief leader was called to "set all-round human development as its target in economic and social development, and to strive to safeguard the economic, political and cultural rights and interests of the general public to make sure the economic and social progress bring benefit to all of its people⁴".

II. The roles of 2008 Olympic Games

It is obvious that the ultimate goal for China to reach this particular transitional period is to build up a harmonious society internally and a peaceful environment externally. This social need is consistent with the goal of the Olympic Movement

since what the Olympic Movement is trying is to promote three basic harmonious statuses which are vital to mankind:

- harmonious development of individuals' body and soul;
- harmonious interaction between individuals and society;
- harmonious relationship between human being and natural environment.

1. To disseminate Olympic values

Olympic Movement is, on its core, a social movement trying to spread fundamental social values such as fair play, excellence, friendship, solidarity, human dignity, peace. All these values are important to any society, especially to China in its transitional period. The majority of the Chinese considered the Olympic Games as no more than a big sport event that had no much difference in comparison with world cups, championships and tournaments. But this was the case before Beijing's bid for the Games. Their attitude has been changed since Beijing started preparing the 2008 Olympics. The concept of "People's Olympics" proposed by the BOCOG, claimed:

"The Beijing Olympic Games will be an occasion to spread modern Olympic ideas, while displaying splendid Chinese culture, Beijing's historical and cultural heritage, and its residents' positive attitudes. It will also be an opportunity to advance cultural exchanges, to deepen understanding and friendship between the peoples of the world, and to promote harmonious development between humankind and nature. It will be a time to promote healthy interaction between individuals and society and to foster mental and physical health. In line with the "people-oriented" and "athletes-centered" ideas, Beijing will spare no efforts to provide quality services and to build a natural and social environment that will satisfy all the Games' participants".

To disseminate the ideas, a nation-wide Olympic educational program has been launched in an unprecedented scale and has involved people from all walks of life, something which has led the Olympics being perceived first time in a new

way as a carrier of social and cultural values. This change has a profound meaning to China since no fundamental social change would be carried out without deep changes in its social value system. Now people talk more about the Olympic values and the environmental protection, besides the spectacular infrastructures such as new sport facilities and highways, enlarged and renovated airports. The Olympic values have already had some impacts on reshaping the social value system in China.

In addition, a big challenge faced by China today is to adapt its traditional values to the modern times. The Olympics are a typical phenomenon to integrate the tradition with the modern by keeping the historical heritage traced back to ancient Greece in an entirely new social context. The Games may inspire some new ideas to China in this aspect.

2. To integrate China more closely to the world

The Olympic Games are a product of international cooperation, having more than 200 NOCs participate around the world, technologically supported by 28 international sports federations, broadcasted by international TV companies, profiled by world media, watched by billions of audience in five continents, sponsored by multinational enterprises. Staging the Olympics requires a large-scale cooperation of various international organizations, utilizing global resources and serving for global audiences. So, China has to work with various global and regional communities in an extensive range of areas like sports, economy, media, governmental and nongovernmental organizations, which would put China in extensive global webs to communicate and cooperate with outside world in dealing with all issues related to the Olympic Games. The frequent interactions between China and the world would turn China to be an integrative part of it.

In addition, the Olympics would demand the host country to follow some strict rules and norms accepted worldwide, for instance, the intellectual property rights protection, media coverage, obedience to law, etc. which would certainly promote China to be geared to international standards.

3. Facilitating social cooperation mechanism

Chinese had a long history of feudal society, which consisted of a huge number of small farmers in self-sufficient patterns and reluctant to cooperate with each other. During the period of planning economy from the middle of 20th century to 1978, the social cooperation was still problematic since the personal and state trade operated separately. So, cooperating with each other based on a legal system with mutual benefits is still an important lesson for many Chinese to learn.

Staging the Olympic Games would demand comprehensive cooperation among different social sectors and extensive various social interactions would occur between the governmental and non-governmental, the internal and external, the individuals and groups as well as the mankind and nature. In these diversified social intercourses everyone would recognize the values of others, appreciate the roles played by the others and, therefore, improve their collaboration with the others.

4. Opportunity for re-shaping China's image

In the era of global village it has become increasingly important how a nation is perceived internally and externally. A good national image not only provides the citizens with the cultural identity and national pride but it is also apt to obtain friendly feelings and positive attitudes from the rest of the world. The image of a country is no longer something abstract and concerned merely with a country's face, but a real power for its survival and development.

Internally, the Olympic Games will give Chinese the opportunity to perceive themselves from a global perspective. When China becomes the world focus due to the Games and, consequently, draws great attention from various international communities, regardless of their attitudes towards China, their views would provide a good reference for China to reflect itself in a deep and comprehensive way.

Externally, the Olympics would provide outsiders, especially the ordinary people with a new channel and window to look at China, thereby, facilitating a cross cultural communication. It is always difficult for ordinary peoples in different cultural settings to know each other, especially when their cultural back-

grounds are largely different. So, it is important to know each other directly. The Olympics provide such an opportunity since they are the largest international gathering for athletes, referees, journalists, spectators, and the Beijing Olympics will be a good chance for them to know one another face to face.

5. Improving social behaviors

Market economy has installed great vigour to the social development in China and made the country prosperous, but at the same time it has caused various social problems as well. One problem concerned all members of society is the decline of the social moral, which has already jeopardized the social credit system.

The Beijing Olympics may provide a chance to change the situation mainly through Olympic volunteer campaign. A Gallup poll of 1,626 Beijing residents in November, 2000, showed that 94.9 percent of the Beijing residents, including suburb farmers or urban dwellers, threw their weight behind the Chinese capital's bid and 94 percent are ready to serve as Olympic volunteers. The 2008 Olympics are expected to improve the social behaviors by the volunteers' endeavors.

III. Challenges faced by the Olympics in promoting the social change

Although the organizers of the Beijing Olympics reasonably set up proper goals for the Games, it does not mean they can reach these goals without any challenge.

1. The short term goal and long term goal

The political and social impacts generated by Beijing 2008 Olympics would be evident in the long run since it is not easy for people to change their values, concepts, attitude and behaviors in a short time. However, the Games are approaching so quickly that having the Games successfully be hosted is a more urgent task, therefore, the organizers are easily occupied with more urgent tasks like marketing, sport events management, ceremonies arrangement, and so on than thinking the long term effects of the Olympics.

2. The tangible tasks and intangible tasks

The great demands of the Olympic Games and the numerous working items related have put a great pressure to organizers and made them focus on more tangible works like venues construction, computer systems, Olympic villages. These projects are more visible than the social impacts of the Olympics, so everybody would see the possible trivial errors in constructions and marketing, but overlook the social dimension of the Olympic.

Final remarks

If we want to analyse the influence of the 2008 Olympics on China, we need to put the event into practice in the social context of China and look at the interactions between them. It is apparent that the preparation and staging of the 2008 Olympic Games is overlapped with China's social reform in a particular spatial-temporal setting, which makes the mega event unique and would generate certain extraordinary impacts on China's modernization in several important areas including the political and social fields. Since the goal of the Olympic Movement is consistent with the China's social need to build up the social harmony internally and a peaceful environment externally, it is more likely that the 2008 Olympics will act as a catalyst to promote the country's development in this direction by disseminating Olympic values, facilitating social cooperation, reshaping national image, improving social morals and further integrating the most populous nation into the world. However, to what extent the Olympics will influence China's social process still depends on many internal and external variables.

**PLANNING AND IMPLEMENTATION OF OLYMPIC EDUCATION
PROGRAMMES IN CHINA
THE CAPITAL INSTITUTE OF PHYSICAL EDUCATION**



Assoc. Prof. Dongguang PEI (CHN)

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Genesis of School Olympic Education Practice in China

Since 2001, particularly with the Beijing successful bidding of the 2008 Olympic Games, Yang Fang Dian Primary School has initiated, under the guidance of Olympic expert Pei Dongguang, Olympic education practice on the campus. At first, the school imitated the “Ancient Olympic Games Pentathlon” and the “Olympic Games Opening Ceremony”. The students representing different countries, wearing their traditional uniform, speaking their language, and performing their traditional dance marched into the stadium. An Olympic angel holding the Olympic torch lighted the Olympic flame while the Olympic song was being heard. During the event, the people were moved as they were experiencing the Olympic holiness, beauty, dignity and romance. The school also organized an Olympic angel chorus, an Olympic garden, an Olympic knowledge corridor, a mini school of United Nations etc. The school’s Olympic education activities attracted foreign and domestic media attention and has become famous worldwide since their successful Olympic education practice. In 2005, Yang Fang Dian Primary School was honored because of being the pioneer of Olympic education practice in China by the BOCOG and the Chinese Ministry of Education.

Preface

The International Olympic Committee (IOC) requests that the Olympic host city and the host country should spread Olympic knowledge and carry forward the Olympic spirit. This provides a good opportunity to foster Chinese youngsters with all these qualities.

Therefore, BOCOG and the Ministry of Education worked out the Beijing 2008 Elementary and Secondary School Olympic Education Programme and launched the Olympic education among 400 million youths and teenagers in China.

The major objectives of the programme include the following four aspects:

Objectives

- a) To spread the Olympic knowledge and promote the Olympic Spirit.
- b) To encourage students to widen up international vision through Olympic international exchanges.
- c) To promote competition events and increase audiences for the Beijing Olympics and Paralympics by bringing Olympic sports knowledge into the physical education curriculum and enhancing the development of sports activities at schools.
- d) To leave a lasting education legacy of Beijing Olympics through staging colorful Olympic theme education activities among the students.

Legacy

- 1) To foster Olympic understanding and international vision among students who observe a code ethics.
- 2) A number of Olympic education model schools
- 3) An educational mechanism to carry forward Olympic spirit.
- 4) An Olympic education research institution.
- 5) A number of excellent works by students on the Beijing Olympics

Task and Measures

1. Integrating Olympic education into regular school curricula. That is to bring Olympic education into moral construction, curricular system and physical education.
2. Developing Olympic theme educational activities such as contests for photographs, drawings, poems, calligraphy, seal cutting, writing, English speeches, and Olympic summer camps.
3. Setting up Beijing 2008 Olympic Education Model Schools to promote Olympic education at primary and secondary schools.
4. Exploring and developing curriculum resources.
5. Enhancing Olympic education research and training of teaching staff.

Organizational Structure

BOCOG – Ministry of Education

Related Department & Sponsors – Expert Support Teams

Provincial Education Departments

Local Education Authorities

Schools

Close relationship between BOCOG and education authorities is a precondition of the implementation of the Olympic education. At present, BOCOG has set up an overall Olympic education network that covers the whole education system of China. BOCOG and the Ministry of Education have jointly worked out an Olympic education plan to promote Olympic education among primary and secondary schools. The plan was issued to education administration at all levels around the country in December 2005.

The Olympic Education Model Schools

BOCOG and the Chinese Ministry of Education have designated 500 Olympic education model schools nationwide, 200 of them in Beijing, aiming at pushing forward Olympic education in a more efficient way. The model school programme is expected to promote good examples of schools; to push forward

the implementation of Olympic education all across the country; to train school students who will attend Beijing 2008 Olympic Games; and to leave a legacy of Olympic education.

A total of 200 schools in Beijing will be appraised by June 2. These schools include not only ordinary primary and secondary schools, but also vocational schools, special education schools, ethnic schools, sports schools, international schools, private schools and schools for children of migrant workers. These schools fully reflect the Olympic idea of peace and equality.

The Olympic education model schools have accumulated valuable experiences that worth spreading to the rest of nation. The model schools are leading the way in developing Olympic education courses, building Olympic campus culture and promoting international exchanges. They have also developed their features in combining Olympic education with PE courses, activities courses and academic courses. These model schools set good examples for the rest of the schools around China to follow and promote Olympic education.

The Heart to Heart Partnership Programme

The Heart to Heart partnership programme is aimed at encouraging Chinese students to carry out more international exchanges with their foreign counterparts. The launching of programme is based on the experiences of the previous Olympic host cities and the suggestion of International Olympic Committee. The programme can let more Chinese youth to experience Olympic spirit, enhance International exchanges, widen up their international vision, and foster their love for peace, friendship and equality.

The programme is jointly designed by BOCOG and the Beijing Municipal Commission of Education. The commission will be in charge of the implementation of the programme. Students from about 200 primary and secondary schools in Beijing will partner with national Olympic Committees (NOCs) of around 200 countries and regions worldwide. Before the Games Beijing students will contact national teams of foreign countries participating in Beijing Olympics and Paralympics, and will learn their languages, cultures,

history, geography, art, sport, and their country's Olympic history. During the Games the students will participate in various activities of their partner NOC teams such as joining the flag-raising ceremony at the Olympic village and watching their matches.

The Olympic Education Research and the Training Programme for Teachers

Olympic education for teachers is an important part of the Olympic education programme and also a key part of the overall Olympic training of BOCOG and the Ministry of Education. The training project, scheduled to be finished by the end of 2007, aims at fostering first-class Olympic education talents and pushing forward Olympic education activities. The Capital Institute of Physical Education is responsible for arranging the training course and the institute will invite Olympic education experts and teachers, who have rich experience in Olympic education, to give lectures to the trainees. At the same time 12 training programmes, each lasting 3 days, will be held before the end of 2007. It is estimated that every university, college, secondary and primary school in Beijing will have at least one experienced Olympic education teacher before the Games and the local education authorities in other provinces and municipalities will also have training programmes for teachers.

The training project will leave a valuable legacy of human resources in Olympic Education teachers through the training project and carry on Olympic Education in a sustainable way.

Olympic education enters classroom

1. Combining Olympic education with thematic activities (picture)
2. Combining Olympic education with PE courses (picture)
3. Integrating Olympic education into academic subjects (picture)

Curricula Resources

1. Olympic Reader for Primary School Students
2. Olympic Reader for Secondary School Students
3. Olympic Handbook for Teachers

Media Curricula Resources

1. Beijing daily
2. The First
3. Secondary School Time
4. China Daily
5. Beijing People Broadcasting Station
6. Beijing Television
7. Olympic education webside channels

BOCOG published two Olympic education books in 2003, namely the Primary School Olympic Reader and the Secondary School Olympic Reader. Altogether 800,000 copies of these books have been handed out to students for free. BOCOG made revisions to the two books in 2006 in accordance with the new development of the Beijing Olympic preparations. BOCOG has also compiled the Olympic Reader for University Students. BOCOG has worked out a set of Olympic Knowledge Wall Charts and plans to send them to 500,000 primary and secondary schools around China with the support of Beijing 2008 Partners. BOCIG launched the Olympic Education Channel at its official website www.beijing2008.com. The channel can exhibit the achievements of Olympic education. It has become a platform that connects BOCOG and the Ministry of Education with all the primary schools and secondary schools around China. Beijing municipal-level media launched special Olympic coverage on the 900-day countdown to the 2008 Olympic Games. BOCOG and the Beijing Ministry of Education have teamed up with Beijing Daily, Secondary School Times and several other newspapers to open up nearly 10 Olympic education columns. Beijing Television Station has launched varied daily and weekly programmes to promote Olympic knowledge to their audience.

The School Olympic Education Activities

Theme 1: One Class One Country

Huo Jia Di Primary School is an Olympic Education Model School; this school combines Olympic education with its own characteristics, initiated one class one country program. The school has worked out a three year Olympic education plan, aiming at cultivating “Healthy and International Vision” students. The students organized a “Mini Organizing Committee of Olympic Games” on their own. The mini OCOG was responsible for organizing relevant school Olympic activities. The students’ creation of mini OCOG attracted Beijing Mayor’s attention and the Mayor wrote them a letter to encourage their enthusiasm and active participation in the Olympic activities. (picture)

Theme 2: Beijing 2008 Olympics Mascots Tour China

Playing cards with Olympic knowledge were designed, entitled “Beijing Olympic Mascots tour in China” by the students and teachers of Hu Jia Lou Primary School. The work has been approved by the Chinese National Patent Bureau.

The Olympic playing cards design is based on two ideas: the Olympic knowledge and the Chinese culture. It aims at spreading Olympic knowledge and spirit to the students.

Theme 3: Combining the Multi Culture with Showing Activities

Bai Jia Zhuang Primary School is also an Olympic education model school. The multi culture Olympic education activities are the speciality of the school. They edited their own textbook on the title of multi-culture and designed the “Beijing Cultural Exhibition”. The students by themselves organized activities and delivered lectures on the themes. The school also infused Olympic education into their daily courses with the Olympic themes of “Singing Olympic”, “Experience Olympic” and “Creative Olympic”.

Theme 4: Olympic Volunteers–Developing Multilingual Interpreter

Fang Cao Di Primary School is an international school and an Olympic education

model school. Based on ideas of international understanding, the school developed the international understanding education programme. They initiated “Olympic Volunteer Activities” and tried to cultivate multilingual interpreters such as learning Spanish, Korean, Japanese, French, and Indian languages, etc, and meanwhile learn and understand other nations cultural traditions and customs, religions, and so on.

Theme 5: Improving Myself through Learning the Olympic Spirits

Jin Song Primary School carried out a series of Olympic Activities with the idea of “Improving Myself through Learning the Olympic Spirit”. Their core ideas for the Olympic activities are “The Olympic Spirit Makes Me Healthy” “The Olympic Spirit Makes Me Confident” “The Olympic Spirit Makes Me Active” The Olympic Spirit Makes Me Happy”. Through Olympic education activities, the school is trying to make the students develop all the above qualities.

Theme 6: Hand in Hand with Communities, Doing Something for the Beijing Olympic Games

Dong Fang Di Cai Primary School implemented the courteous watching of the games courses in their curriculum, including “How to Enjoy Sports Competition” “Writing Essay on the Topic of Sports”, “Olympic English”, “Singing the Olympic Song”, “Study on the connotation of the Olympic Flame and the Torch Relay”. Together with the communities, they held the exhibition of their works of art, sang the Olympic song and organised, sports and culture gala, as well. To develop the students’ comprehensive capability, the school inspires students to act as “Olympic expert” and to spread the Olympic knowledge and spirits to the communities.

Theme 7: Finding Out the Olympic Beauty

The school inspires the students to edit their own Olympic journal, build Olympic arts corridor, write Olympic stories. They hosted the theme activities named “Olympic Beauty”, giving students the chance to experience the Olympic beauty.

Theme 8: Harmonious Development of the Students

Shida Middle School encourages their students to take part in all kinds of sports activities, enjoy sports, and improve their ideas of value of sports, value of body, value of health in order to set up the ideas of “Healthy Spirit in Healthy Body”. In recent years, their school’s teams achieved greatly in sports competitions. They won the Champions many times at all kinds of school level contests. The school rugby team ever represented the Chinese youth team to compete at the international contest. The school shares the Olympic spirits of “Faster, Higher, Stronger” as their school motto.

OLYMPIC GAMES STRATEGIC PLANNING



John Siner (IOC)
Manager, Strategic Planning,
IOC Olympic Games Department

1. Introduction

The Olympic Games continue to grow and remain a flagship property within today's sports event market. Although the Olympics currently have a strong brand recognition and perceived value within the marketplace, the International Olympic Committee (IOC) must evolve and adapt to keep the long-term viability of the Games. As the focus for the Olympics centre is primarily around the field of play and the various host cities, most of the people do not realise that the IOC takes a forward-thinking philosophy which stretches 10+ years into the future, in order to continually analyse the state of sport and the positioning of the Olympics.

The current context of the Olympic Games

It was not all that long ago that many considered the Olympic Games in crisis. As the Olympics, and sport in general, have become more commercialised, more professional and more important on the world stage, so have the risks grown higher. There is a stronger presence of the media, large investments by marketing partners and broadcasters, and important political agendas now associated with

the Games. Within this context, the IOC has gone through a significant evolution in the past decade to adapt to this changing environment in order to keep pace with the higher stakes and public interest of the changing sporting world.

Large reforms and modifications have been undertaken by the IOC following the experience of the Atlanta 1996 Games and the “scandal” linked with the preparations of Salt Lake Games – culminating in the IOC 2000 Reforms. The goals of these reforms were to:

- guarantee a higher level of quality in all the services provided to the different partners and stakeholders
- increase the professionalism of the IOC and its approach to managing the Games
- keep pace with the development of the Olympic Games

Apart from these reforms, several principle changes were enacted including:

- formalisation and structure of the IOC membership
- evolution to the bidding process for the Games
- restructuring of the IOC Administration

2. Olympic Games Management

What is Strategic Planning?

The IOC administration leads the day-to-day activities of the Olympic Movement, including the overall “oversight” management of each edition of the Olympic Games. As a result of the reform process and restructuring of the administration, the IOC created an internal department whose goal was to focus on the Olympic Games product itself, and work directly with the organisers in each city to ensure the best possible event. This structure allowed for all matters relating directly to the management of Games to be centralised internally, and established the IOC as a true partner alongside the local organising committees for each city.

JOHN SINER

The mission of the newly created Olympic Games Department:

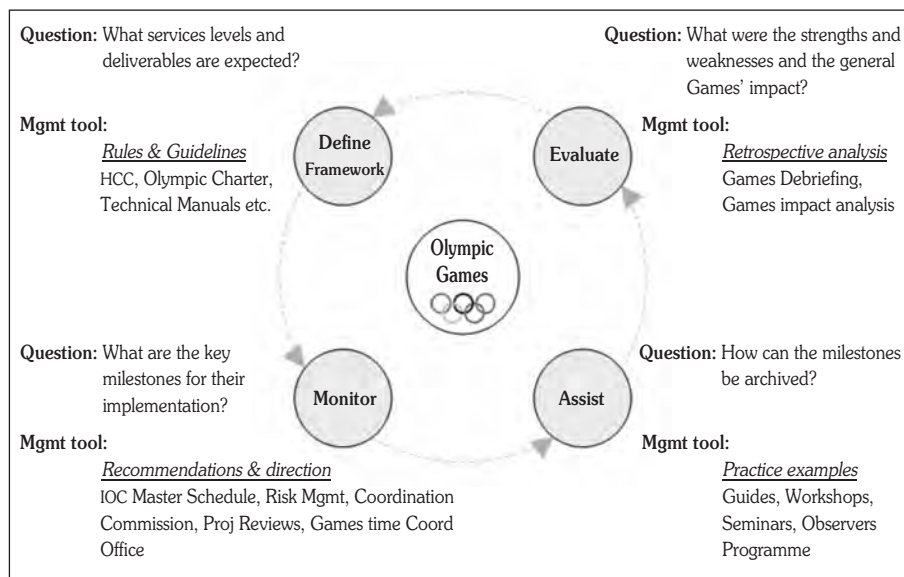
- establish the technical brief such that each city has clear guidelines and directions in order to understand the task of organising the Games
- evaluate the capacity of the Candidate Cities to meet the IOC requirements
- provide organising partners with the appropriate and necessary knowledge, assistance and expertise
- ensure the preparation of the Olympic Games runs smoothly, and be ready to intervene, if necessary
- ensure an efficient collaboration between all the parties involved in the Games preparation
- serve as the contact point for any issue for the organisers and partners
- provide various mechanism and tools for an effective and fruitful collaboration in a spirit of partnership

This new structure allows the IOC to be deeply involved with the entire process related to the Games, from the initial call to bidders, through the evaluation and dissolution of each Games edition. It is in this context that the IOC continues to strategically plan for and evolve the Games.

Four cornerstones of Olympic Games Management

The philosophy of Games management as organised by the Olympic Games Department is a process that is linked to the life cycle of each Games edition, flowing in a continuous cycle and from Games to Games. The four major “cornerstones” of this philosophy are outlined in the following figure:

OLYMPIC GAMES STRATEGIC PLANNING



A. Define Framework

The first cornerstone is to define the framework, which is composed of the various requirements expected from the host city organisers of an Olympic Games edition. It primarily includes the following elements:

- *Olympic Charter*

Similar to the constitution for a country, the Olympic Charter is the fundamental reference document for all parties of the Olympic Movement, and stipulates the conditions for the celebration of the Olympic Games.

- *Host city contract*

Just like a commercial contract, the HCC contains all the legal, commercial and financial rights and obligations and is a specific agreement between the IOC, the Host City and the host NOC (unique contract for each specific Games edition)

- *IOC Technical manuals*

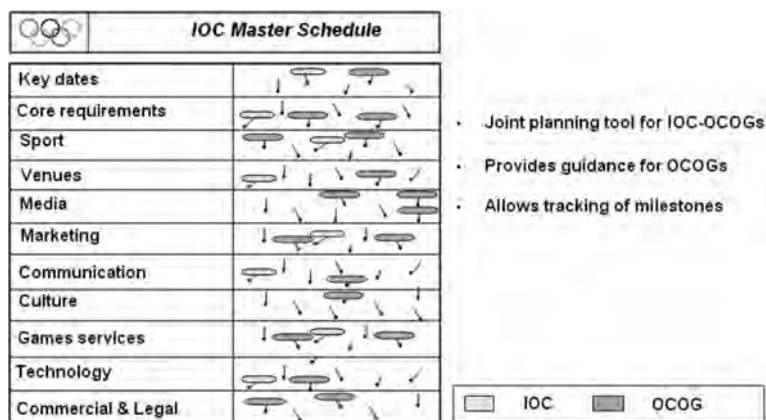
Although considered as appendices to HCC, the IOC Technical Manuals are

documents on specific games-related topics that contain detailed technical requirements as well as key educational information, important planning guidelines, and examples of proven practices.

B. Monitor

During the 7-year cycle of the pre-Games phase, the IOC monitors the development of the Olympic project to ensure an appropriate progress of the Games preparation. In order to do this, several management structures and tools are implemented, including:

- Creation of an IOC Coordination Commission to serve as the official monitoring body for each Games
- Preparation of a Master Schedule to track the specific elements associated with the project
- Proposition of a detailed planning process which adapts to the changing nature of the growth
- Execution of regular reviews on a technical level to constantly identify and address issues and potential risk areas
- Implementation of its own Games-time Games Coordination office



C. Assist

In a further move to ensure the success of future Games, the IOC realised the importance of capitalising on the experience and lessons learnt from previous Games and applying to future Games editions. As a result, the IOC now provides active assistance during the Games preparation to the organising committees, the Host City and the other stakeholders. With the principle objectives to avoid that each new organising city reinvents the wheel in its preparations, the other goals are to capitalise the knowledge within the IOC and Olympic movement, reduce the costs and the complexity of the Games organisation, all with the global goal to ensure the success of the Games.

Olympic Games knowledge management

The IOC programme of assisting the Games organisers has evolved into the Olympic Games Knowledge Management programme (OGKM), which integrates various elements to serve as a coordinated approach to pass knowledge and provide learning environments for the organising partners. The programme consists of 3 broad elements:

- Services – Workshops and seminars, Advisor consultation, web-based Extranet and database to access all information, Research services
- Experience – Games-time observation, secondment opportunities, official debriefing following each Games
- Information – Knowledge reports written by operational managers, the Official Report, software solutions and applications, scope and scale statistical information, technical manuals

OGKM focuses on the capture of knowledge from the various Games editions and the subsequent management of this knowledge. This knowledge can come in the form of written reports which highlight key data and strategic analysis, as well as in human form where advisors form a network of knowledge to pass on to future counterparts. Knowledge can also be passed on during certain activities such as targeted workshops and seminars, as well as direct experience opportunities



like a Games-time observation programme. Visual information sits alongside written data which serves as a window to see the Games environment without having to experience in person.

The OGKM Extranet mentioned above serves as the official platform to display and make available knowledge and materials from each edition of the Olympic Games to future Games organisers. The content of the Extranet includes information beginning with the Sydney 2000 Games, and is updated on an ongoing basis as the various organisers pass through their life cycle. The Extranet is the principal repository for accessing information and material from previous Games, as well as all information related to each element of the OGKM Programme.

Olympic Games knowledge management life cycle

The OGKM Programme is implemented according to the relative life cycle for each Games, representing a continuous improvement strategy from one Games edition to the next. The graph on the previous page illustrates the roadmap of how all elements of the programme occur over time:

D. Evaluation

The final step and last cornerstone of the wheel is the evaluation, which analyses the successes and challenges of each Games in order to apply the lessons learnt for the improvement of future Games. The evaluation process consists of two elements:

1. Learning
2. Evaluating

This process allows for future Games organisers to learn directly from their predecessors and understand the key challenges and recommendations which can be applied to their own context. At the same time, the process allows for each client related to the Games (NOCs, International Federations, Marketing Partners, etc.) to evaluate the format and conditions of the Games themselves. Taken all together, the IOC can then update the framework for future Games editions – allowing a continuous improvement and evolution into the future.

The tools related to this evaluation phase are the following:

- *Official Debriefing*

Shortly after the conclusion of each Games, the Organising Committee is required to give an official 'presentation' detailing their experience of the Games. Forming an integral part of the wider post-Games analysis and information collection of the Games, the event acts as a forum to exchange experience and discuss major conclusions with future Games organisers.

- *Official Report*

The Official Report of the Games is produced by the Organising Committee following each Games edition, and represents a key legacy piece of the Olympic Games Experience. The Report consists of several volumes, serving both as a colourful commemorative book of the Celebration of the Games, as well as documented record of the preparation, operations and impact.

- *Olympic Games Impact (OGI) study*

The purpose of the study is to provide a quantitative and qualitative measure of the changes and long-term impact upon a host city as a result of hosting the Games.

- *Global Evaluation – Final Coordination Commission Report*

The Coordination Commission concludes the evaluation phase by consolidating the analysis relating to the organisation of the Games and delivers its report to the IOC Session. This report of the Coordination Commission serves as the final piece of Games management for a specific Games edition and approves the changes and evolution for the Games.

3. Next Steps

Recent Trends and Issues

Developments in Games management have been impacted as well by other recent trends and issues. Solutions to some areas of Games organisation/operations are being taken over directly by the IOC and/or external partners. Separate

studies are being conducted to analyse the current status of the Olympic Games within various environments – such that the IOC now has deeper involvement and stake within its responsibilities as both an operational partner for the Games, as well as a pioneer in its role as leader of the Olympic Movement.

Turnkey Business Solutions

As some games planning and operational elements are standard across all Games and/or too burdensome for host cities to take on, certain operations for the Olympics are the responsibility of various other stakeholders. Some key examples are:

- *Host Broadcasting* - The OBO - OBS (Olympic Broadcasting Organisation/Service) is a sub-organisation of the IOC that takes care of all the broadcasting and creates the signal for all rights-holders.
- *Technology* – Marketing Partners provide an essential element to the organisation of the Games, creating the technological backbone to support the Games and the scoring/information services (ORIS - Olympic Results and Information Service)
- Marketing partners business solutions and VIK (business solutions provided by the Top Olympic Partners and sponsors), examples include:
 - KODAK Image Processing Centre
 - GE – Power and Infrastructure
- Other IOC contributions
 - Games codes and terminology
 - Set of accounts etc.

Olympic Games Study

The Olympic Games Study Commission was created in 2001 with the mandate to perform a global study on the Games and to propose recommendations for the management of the Games for the future. The philosophy was to have a perspective coming from the very roots of the Olympic Movement, with the mission to:

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“Suggest practical ways to reduce the size, cost and complexity of the Olympic Games while maintaining its position as number one sporting event in the world without compromising the conditions which allow the athletes to achieve their best sporting performances”.

The recommendations submitted through the commissions report concerned all aspects of the Games, with general conclusions centred on:

- Bigger does not necessarily mean better
- Host Cities and Residents are left with the best possible legacy

The detailed recommendations and philosophy were subsequently integrated into the development of Games management process, and specifically adopted throughout the key IOC documents in relation to the Games. The points are systematically analysed for each Games edition to ensure the philosophy is incorporated with the partners and host cities. Although the commission finished its mandate through the submission of their report, the spirit and the philosophy of Games Study continues on as the basic principles are integrated with Games management, and an ongoing analysis is done to keep analysing the key conditions for the Games into the future.

Key Areas of Focus

Throughout this ongoing evaluation of each Games edition as well as the wider Olympic perspective, several key themes have been raised where efforts are being focused, including:

- The Olympic Product (Vision, Values) – awareness that the Olympic Games represent more than just a sport event, and each Games should have a clear vision and represent the values of the Olympics while concentrating on the key assets related to the Games (Sport, Ceremonies, Culture, City Activities).
- Client Perspective – understanding the needs of each client group is crucial

to the successful operations of the Games. The organisers are hosting several client groups which all come together at Games-time to perform their responsibilities (athletes, sport federations, broadcasters, press, sponsors, etc.)

- Strategic Integration – getting away from the traditional model based on a “functional” approach, it is also important to realise the cross-functionality and themes which are relevant to Games organisation.
- Operational Readiness – as part of the Games preparations, it is important for each organiser to understand the operational expectations and properly prepare. A system of “test events” and operational exercises have been developed.
- Attention to Youth – realising that in order for the long-term relevance for the Games, the Olympic Movement must understand the youth market and the consumption habits of future consumers.
- Sustainability – in the end, the Olympics must have a positive impact and leave a legacy for each host city.

Global Summary

Maintain the long-term viability of the Games!

NATIONAL EXPERIENCES OF INTERNATIONAL SPORTS: THE SUMMER OF 2004 IN ATHENS



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Over the last few decades there has been a growing interest among social anthropologists in the study of sports. Far from being merely play or diversion, sports are now seen as an important activity within societies, embodying social and cultural values, and a significant means for understanding the processes involved in the construction of individual, group and national identities (see Cronin and Mayall 1998; MacClancey 1996).

International sports, in particular, have been seen as providing a forum where nations compete for international status, rank themselves and 'others' and demarcate their symbolic space on a national and international level (Hobsbawm 1983; cf Yalouri 2004). In that respect, international sport events may use an international language and have a globally translatable currency (e.g. anthems, flags, images and rhetoric). At the same time, however, they are experienced on a local level and they are used to project local versions of national identity (Malkki 1994: 61-62; Gupta 1992: 73-74). As several scholars have noted, internationalism does not necessarily contradict or subvert nationalism; on the contrary, it often reinforces, legitimizes, and naturalizes it (ibid) (Malkki 1994).

Today, I will attempt a reading of what I observed in late June and early July

of the summer of 2004, when the Greek national soccer team won the UEFA Euro 2004 championship, while Athens was in the midst of the preparations for the 2004 Olympics. By discussing the Greek responses to these two international sport events I hope to show some of the ways in which Greek national identity and rhetoric develop as part of international processes that involve changing historical and social conditions and as a product of the constant dialogue between 'the local' and 'the global', the national and the international. This paper is part of an ongoing research and is based on what I experienced in Athens that summer by watching TV, reading newspapers and observing first-hand the public exuberance generated by the Greek victory.

I arrived in Greece in late June 2004, two and a half months before the Olympic Games were due to begin. I took a taxi from the airport. The driver gave me interrogating looks through his mirror and, as I looked busy observing the changes in the Athenian landscape, he decided to open the conversation. I subsequently told him that I hadn't been in Athens for several months. He, therefore, volunteered his commentary on all the Olympic construction sites we were driving past. 'We will organise the best Olympics ever', he stated. 'But will the works be ready?', I asked. 'Of course we will be ready – do not listen to all those cynics'. 'Everyone likes Greece. We have the most beautiful country in the world'. He went on praising Greece and the new constructions, roads and means of transport until we reached the first point of congestion outside the city. At that point another driver tried to overtake him in an unorthodox fashion. The taxi driver really lost it and after giving the other one a good telling off, he turned to me: 'This country is damned' (*καταραμένη*), he exclaimed – 'we will never become civilized' (*δεν θα γίνουμε εμείς άνθρωποι*).

This incident may remind some of Michael Herzfeld's notion of 'cultural intimacy' (Herzfeld 1997), a paradox that exists when some citizens reject state-sanctioned cultural and legal norms, yet in times of crisis they become the most loyal of citizens. Honor and shame, (*φιλότιμο και ντροπή*), or the more general concepts of display and concealment are, Herzfeld argues, a 'key to the front and back door of Greek culture' (Herzfeld 1991:40; cf Herzfeld 1997). All the taxi driver knew was that I was coming from London and although I was Greek I

might have been indoctrinated by the 'foreign propaganda' questioning the ability of Greeks to be ready on time for the Olympics.

Athens' Olympic preparations had been jokingly billed as 'the modern Greek ruins' –quoting from *The Independent* – (Guy Alexander, *The Independent* 7/8/04). Security in Athens had been coined 'Greek Mythology' – in the *LA Times* (*LA Times* 6/2/01). Athens had also been described as 'a dump', its transport system as 'on a par with provincial cities of Algeria', and its democracy as 'bogus' – all quotes from the *New York Times* (*The Times* 28/5/04 quoting *The New York Times*). That was the *Newsweek* front page, four months before the Olympics, referring to the problematic condition of Greece in the face of the huge enterprise of organizing the Games. On various occasions such comments and incidents were interpreted in Greece as ill-intentioned attempts to mis-represent Greece, alluding to Orientalist models of the inept, inefficient Mediterranean.

This does not mean that local doubts about the success of the Olympics were not also looming large. Local representations of the self are created in dialogue with their global counterparts. I remember seeing the following graffiti on the wall of a public building in Athens saying: 'The OG are returning to their homeland to die'. That was possibly conceived as a reaction to the official Greek rhetoric that 'the OG are finally returning to their birthplace', and that 'Greece will stage the most authentic Olympics ever'.

Past rejections of Greek attempts to host the Olympic Games were perceived in Greece as an international humiliation and loss of control over Greece's legitimate heritage. They also led to strong accusations against the large and powerful countries, or to extended outbursts of self-criticism. Over the years, asking for the hosting of the Olympic Games became part of other Greek struggles for the restitution of Greece's classical heritage: The International Olympic Committee's decision to grant Greece the right to host the 2004 Olympics also strengthened efforts to have the New Acropolis museum ready to accommodate the 'expatriated' Parthenon marbles by the year 2004. The idea was that the classical Greek heritage would, thus, be celebrated in its complete restitution. However, the prospect of Greece hosting the Olympics also raised the moral dilemma of whether Greece wrongly accepted on its soil the commodified modern Games

as the legitimate successor of the ancient Olympic Games. Moreover, it triggered concerns that the Games may aggravate the existing architectural congestion and environmental pollution of a city unready to afford such an enterprise technologically and financially.

Apart from those who looked forward to the ambitious enterprise of bringing the Olympics 'back home' there were many of those who condemned it as a bogus nationalist enterprise from which very few would profit.

Despite earlier doubts, criticisms and moral dilemmas, the preparation for the Games in Greece went ahead¹. Athens 2004 had to face quite a different reality than that of other countries which had staged the Olympics before. The terrorist attacks of September 11 and the subsequent attack of March 11 in Madrid had created an unprecedented need of security measures.

All the Greeks were told by the authorities was that the Olympic Games are a celebration of happiness and fraternization. The campaign to promote the Olympic Games had promised that these Games would be 'Our Games', 'the Games of the Greeks', the Olympics which would 'return to a human scale'. On the contrary, what the Athenians were experiencing now was the presence of American security forces related to the CIA and FBI, as well as the establishment of security cameras and a blimp (ζέπελιν) repeatedly referred to by the locals as 'Big Brother', constantly surveying and recording the whereabouts of people in Athens.

This intrusion in people's lives coupled with the hardships of living in a city under construction with drivers being lost in the ever-changing diversions, had caused indignation and frustration. Athens had come into the spotlight, but not in the way the organizers had promised. Instead, it had become the target of international surveillance and criticism. The Olympic Games, the Greek cultural heritage, which was coming back home, was coming back with a cost.

It was amidst those events that Euro 2004 began. The Greek football team entered the competition as an underdog with betting-odds of winning offered at

1. For detailed accounts on the history of the modern Olympic movement in Greece, see for example Kitroeff 2004 and Llewellyn Smith 2004.

100 to 1. But after the Greek team's victory against Portugal, right at the opening match of the competition, excitement started to build up. Greek football fans began to move en masse to Portugal where the Euro championship took place. After the first victory of the Greek team (12/6/04), 'watching the match' became the occasion for partying, for getting together in friends' or relatives' homes, in coffee houses or in bars where the owners had installed outdoor TV screens to attract more customers.

For 24 days (June 12th – July 4th) football appeared everywhere in everyday life. The evening of the final victory the celebrating crowds were such that several people in their 70s or 80s said that they felt they were re-living the day of the National Liberation.

The participation of the public in the welcoming home of the victorious team in Athens was massive, and the emotion this event provoked was stunning. All TV channels had live transmissions of the arrival of the plane, the team's boarding on the bus and its approx 3 hours drive to the Kallimarmaro stadium, the place where a welcoming ceremony had been organized by the government. The entire political leadership was there, apart from the Communist Party which had declared its detest for any 'mass-manipulating feasts'.

That officious celebration was heavily criticized both in public and private discussions and it was generally described as an anti-climax to the spontaneous celebration that had preceded it.

During the welcoming ceremony at the stadium, people kept calling upon the members of the team to speak and booed the politicians. Indignation was expressed against 'the government which, as some said, had tried to ride on the wave of euphoria created by the victory of the Greek football team'. As a person who was present at the party said, he felt that the authorities had tried 'to steal' the moment of happiness from those who really deserved it, i.e. the team and the fans.

To understand the criticism against the officialdom better, I should note that there is a long history of patron-client relationships (πελατειακές σχέσεις) in Greece which can be traced well before the establishment of the Greek state. These patron-client relationships in combination with the corruption revealed in

past political scandals and the lack of a strong welfare system feed the ongoing distrust between citizens and government².

The condition of football in Greece is often seen as representing this situation. As professionalism appeared in Greek football sometime around the late 50s, the traditional relationship between players and fans, based on shared everyday practices and experiences within a neighborhood, was changing. In the 1960s the players became public faces attracting the interest of the mass media and became part of a spectacle industry. These changes were solidified towards the end of the 70s when football clubs became incorporated (Papageorgiou 1998: 38-40). In the 1980s 'tycoons and politicians became involved with football teams' ownership and management' (Gougoulis 2004: 97-98; Panourgia 1995: 50-51). At around the same time, hooliganism appeared in the Greek stadiums. The managers of the soccer teams and football associations showed a great deal of tolerance, if not encouragement of these phenomena and did not take any action (Vasilis Konstantinou, former player of Panathinaikos, *Eleftherotypia* 16/7/05). Neither did successive governments, which were scared of organized reactions and their political cost.

Older football fans are nostalgic about the times before professionalism had turned Greek amateur teams into commercial enterprises. Players were then playing just 'for the sake of the jersey' (για την φανέλα). As former football players and football fans, now in their fifties, recall: 'When the football fell into the hands of professional teams [...] the seats in the stadiums became full of green, red, yellow and black armies of fans and the battles between them threatened even peoples' lives. [...] (Giorgos Lianis, politician (deputy minister of Sports), sports journalist and footballer *Eleftherotypia* 16/7/05).

To go back to the victory of the National team, the stir it caused was to a large extent due to the fact that it took place *despite* the corrupt state of soccer in Greece. It achieved, as many said, a *transcendence* of the wretchedness (*μυζέρια*) of Greek football. A composer lyric writer and football fan wrote a few days after the victory (Papadopoulos, *Ta Nea* 03/07/04?):

2. Patronage is a much discussed aspect of the Greek bureaucratic state and Greek politics (Cambell 1964; Παπαταξιάρχης 1990; Κομνηνού 1990; Herzfeld 1992; see Gilmore 1982 for a comparative approach).

“This national team which has driven us crazy has nothing to do with the Greek football that stinks, from the rotten managers, rotten referees and rotten sports fans who have driven away the people from the stadiums”.

The victory of the national team made football fans feel that it had managed to unite the armies of the green, red, and yellow football fans, even if only temporarily, and made those who loved the good old Greek football believe in it again. It is not a coincidence that journalists, sports commentators and football fans repeatedly mentioned that the members of the Greek national team were not simply linked professionally but also by friendship – “we are all like one family” – the players said in interviews projecting the ‘innocent’ team spirit, as if unaffected by professionalism (cf Yannakopoulos 2005: 9).

One cannot attribute the unprecedented enthusiasm simply to the moral victory over the wretchedness of the Greek football. After all, the enthusiasm spread well beyond the soccer fans and included people who had never shown interest in football before. The achievement of the Greek Soccer team, was also seen as a metaphor for a more general, long-desired transcendence the Greek state was expected to achieve in order to gain both self-esteem as well as the esteem of ‘the world’. That was even more timely at a time when, because of the delays of the Olympic Games’ preparations, stereotypes such as that of the lazy Greek who sits around and drinks ouzo instead of working, loomed large in the foreign press. For example, Jacques Rogge’s comment that the delays in the constructions in Athens reminded him of the music in *Zorba the Greek*, which began slowly, but picked up speed as it went along (14/01/03) was also interpreted by some as an indication that Greece dances to the beat of a different drum; that it speaks to a different modernity, one that does not necessarily conform to the ideas of Western European efficiency and predictability, (but one that will nonetheless make things work out in the end).

It is worth noting that the Greek victory was followed by discussions within various political parties, considering some of the soccer players as members for their parliamentary elections’ lists³. At the same time, on the occasion of the Euro

3. At the same time, on the occasion of the Euro victory a former vice president of the Parliament (Manolis

victory a former vice president of the Parliament (Manolis Drettakis) argued for the advantages of including in the Parliament Greeks who have distinguished themselves abroad (*Kathimerini* 25/7/04). 'As we are lacking charismatic politicians', the argument went, 'we take recourse to charismatic footballers' (Kakouriotis, *Eleftherotypia* 3/7/04) who are able to bring about national solidarity (ibid) and to achieve a national transcendence (Iordanides, *Kathimerini* nd).

As it has been noted, nationality is a relational term; it is constituted through notions of 'otherness', through relationships of difference and juxtaposition between the self and the other. Likewise, in football the feeling of collective and more specifically of the national belonging is constituted through the juxtaposition to 'the opponent' (cf Yannakopoulos Γιαννακόπουλος 2005: 1-2). For example, on the night of the victory of the Greek team against the French a sports newspaper (*To Fws* 26/6/2004) announced that "the brave young men (λεβέντες) of the Greek National Team had 'demolished' the Eiffel Tower and had humiliated France".

Despite the sometimes confrontational or even belligerent expressions against opponents, the main symbolic opponent of Greece in the context of the Euro 2004 championship seemed not to be a specific country, but 'Europe' as a whole (Yannakopoulos 2005): The banners of football fans' such as 'Europe kneeled', and catch phrases in the media such as 'Europe bows [before Greece]' were revealing (Yannakopoulos 2005: 11). The victory of the Greek team was seen as a political and cultural 'revenge' of the Greeks whose standing in Europe' had been questioned. The victories of the national team became Greek football's answer to European provocations in fields outside football (ibid). Football became a site of negotiation of power and a site for engaging in more general national politics. As the Greek Prime minister had jested to his Portuguese opposite number in Lisbon "you've got the presidency of the European Union, now let us get the European Cup" (ibid).

On different occasions the players themselves stated that "from now on they

Drettakis) argued for the advantages of including in the Parliament Greeks who have distinguished themselves abroad (*Kathimerini* 25/7/04).

will look at us in a different way in Europe” (Karagounis, 18/7/04), Fyssas, *Kathimerini*, 3/7/04). In fact, information about the enthusiastic foreign reactions was studiously and proudly reproduced in the Greek press. A newsagent (περιπτερός) brandishing a Greek newspaper showing this front page of Daily Mail exclaimed to a customer: ‘Did you see this? Maybe they get it now in Europe’ (meaning they may now realize Greece’s worth in Europe).

The fact that most of the players of the football team were employed by other, in most cases, well-known, European soccer teams such as Bolton (Gianakopoulos), Inter (Karagounis), Roma (Dellas), and Werder Bremen (Haristead) was underlined positively on every occasion by the media, while the contribution of Rehagel, the German coach of the team, representing ‘German discipline’ became something of a cliché. As a journalist wrote, the Greek victory was the outcome of ‘the happy wedding of the Mediterranean temperament with the rationality and programming of northern European cultures’ (Skoundis, *To Vima* 20/6/04).

It is interesting that while the Greek players’ Europeanness was repeatedly projected as a reason for their confident, disciplined and well-organized performance, at the same time the effort to prove Rehagel’s ‘Greekness’ also took place, maybe in an effort to appropriate his positive, purportedly, ‘German’ traits. For example, while I was watching one of the matches with some friends, one of them was constantly making remarks about how Rehagel’s movements and expressions reminded him of a Greek, while articles dedicated to Rehagel and to interviews with him described him as the 13th god of Greece, or ‘as a Greek with a German passport’. Rehagel appears singing the national anthem without making any mistake and enjoying his coffee with a view to the Acropolis. I must note here that German newspapers were also feeding on such stereotypes at that time by paraphrasing Rehagel’s name into Rehakles (Boukalas, *Kathimerini*, 27/6/04) or presenting him as a Caryatid, Zorbas, Zeus, Colossus of Rhodes, Hercules or, amusingly, gladiator (Skoundis, *To Vima*, 20/6/04).

After 24 days of celebration there was a gap felt in the everyday life of the Athenians, a gap that one of the participants to the celebrations described, very successfully I think, as a ‘national hangover’. The Euro 2004 championship and the Greek

victory had brought a spirit of enthusiasm and expectation that the prospect of the Olympics had not managed to bring, at least until that point. Despite the big banners having been hoisted all over Athens stating 'we will all be here' (*Tha eimaste oloi edw*), the atmosphere in Athens until then had been far from festive and many Athenians had already made plans to leave the city for the time of the Olympics. The Athens 2004 Olympics tended to become identified with a profit-making party of the elite and had not managed, until that moment, to acquire the appeal of a popular celebration like Euro 2004.

As I mentioned earlier, Greece entered the Euro 2004 tournament as an outsider not having displayed any exceptional performance in football in the past. In contrast, Greece undertook the hosting of the Olympic Games as 'the rightful heir' of the ancient Games and in the spirit that 'the Games are returning home'. The relationship of the Greeks with these two international sport events was reversed on the way: while the Greek control over the 'Greek legitimate heritage', the Olympic Games, was felt to be somewhat lost in the process, Greece earned the title of the king of European football. What Herzfeld describes as 'dirty laundry' in the book I mentioned earlier became a source of national pride and helped the staging of the Greek Olympics to gain popularity again.

In fact the victory at Euro 2004 took place while the Olympic torch relay was in progress and gave a boost to its popularity. Those Greeks accompanying the Olympic flame around the world reported with enthusiasm on the crowds that greeted cordially the Greeks after the national team's victory. The night of the final victory, Karagounis [a mid-fielder in the Greek national team], with the Euro Cup in his hands, which was passed from hand to hand, from footballers to fans, drew the comparison between the Euro Cup and the Olympic flame which was passed from hand to hand, from footballers to fans. "This Cup has become another flame" he stated. It was felt that the Greek Euro victory that took place in the national present rather than in the national past was put into international circulation along with the ancient Greek heritage as represented by the flame linking past and present glories and reminding the world that – to quote a journalist covering the relay – "Greece can still achieve wonders".

Although I have to stop now, the story of the summer of 2004 does not end

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here. The doping scandal that broke out the evening before the Olympics opening ceremony and the downfall of two national heroes of Greek athleticism, the transformation of the Athenian landscape during the staging of the Olympics and the surprise that followed the knowledge that life in Athens *can* be better, the praising of the opening and closing ceremonies in the foreign press as well as the concluding praise of Jacques Rogge, are all part of a story that can tell a lot about the significance of sport in the cultural construction of a society, of the globalization of culture as well as of the local resistances to it.

International sports provide a means and practices through which nations can be imagined as part of an 'international community', a 'family of nations' (see Anderson 1991, cf Malkki 1994: 41). But as Malkki argues (1994: 51), although such 'forms of idealized, ritualized internationalism celebrate an egalitarian brotherhood or sisterhood of nations' (Malkki 1994: 51), one can hardly miss the fact that international sports' official rhetoric of harmonious egalitarianism often, and very quickly, turns into a rhetoric of hierarchical power games (cf Malkki: *ibid*; Gupta 1992: 71). Sports and sporting events cannot be comprehended without reference to relations of power which are intimately linked with their representation and interpretation, both open to negotiation and contest. Thus, international sports may not be the means to overcome differences and tensions between nations, but what they do is provide structurally similar (international) practices and narratives (see Silberman 1995: 257) for nations to 'communicate their differences to each other in ways that are more widely intelligible' (Wilk 1995: 124; for a similar argument, see Yalouri 2001).

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GENERAL OVERVIEW OF OLYMPIC GAMES AND LEGACIES*

Spyros CLADAS (GRE)

General Secretary for the Olympic Utilization

The Olympic Games that were successfully held in Athens in summer of 2004 made known worldwide the ability of the Greeks to achieve important tasks. Greece, being one of the smallest countries that had ever undertaken the responsibility to organize the Olympic Games, had been called to meet a great challenge that acquired national proportions. The enterprise of organizing the Olympic games was immense and its successful outcome demanded the joint function and involvement of the entirety of the country's potential.

The Organization of the Athens Olympic Games was a challenge for Greece in various fields. Since it was the first country to undertake such a task after the September 11th, bearing in mind what this means in terms of general planning overview, it had to support much stronger coordinating procedures both on the internal and on the foreign agenda. According to international comments, the Games came up to all expectations, if not exceeded them. Not only did the Games succeed but also the country was given a boost, by receiving global accreditation.

Greece, as a member of the European Union, was the first to implement specific EC Directives in relation to National Legislation.

All major Ministries were involved in the organization of the Games and, thus, a formation had to be prepared for the speedy and effective treatment of many

* The lecture of Spyros Cladas was distributed to the participants, since he could not be present at the Session.

different matters. The Interministerial Committee for the Coordination of the Olympic Preparation had the main role on a central level, regarding the coordination and the monitoring of works, actions and activities. The Prime Minister presided over this Committee, which was the supreme corps for Administating and Monitoring the total project. The Committee had the responsibility for the decision-making of all crucial strategic and political matters and the resolution of problems that correlated to the Olympic Preparation and could not be confronted at a lower administrative level.

The systematic way of the Organizing Authorities of the Greek Government gave special Greek color to an important athletic event, which was transformed into a cradle of civilization, voluntarism and strengthening of the Olympic Ideals. The commercial and the athletic part of the Games were nicely connected with the elements of the cultural heritage of the country that gave birth to this institution. The Greeks are very proud that they had the chance to host and organize the Olympic games.

Consequently, more elements have been added to the Greek identity such as the sense of success, the upgrade of the quality of their lives and also a feeling of ample satisfaction, due to the fact that such a small country managed to achieve wonders. The venues that hosted the Olympic Games may have mounted the initial budget; nevertheless, they created the obligation to utilize all that wealth for the benefit of the Greek Public Sector and the Greek citizen. According to the plan of the Greek government, the Olympic venues will operate, from now on, on a spectrum of mixed uses such as athletic, cultural and commercial ones.

This way, part of the cost will be shifted to the private sector and the remaining will be reduced due to the retributive benefits that will result from this kind of utilization.

The Greek Government has chosen to preserve a service where the know-how was concentrated and which has been assigned with the regulatory issues. Giving special emphasis on the licensing of various uses and their subsequent uses, in order to minimize the legal and real risks as far as the functioning of the venues is concerned, the General Secretariat of the Olympic Utilization imple-

ments a post-Olympic usage plan based on an entrepreneurial plan of mixed schemes that eliminates the above-mentioned risks.

Concerning the utilization of the Olympic venues, the Greek State founded in 2002 a sole shareholder company of the public sector, named “Hellenic Olympic Properties SA” to which all the assets were transferred and whose prime task was the sustainable commercial development of the Olympic venues through attracting international and domestic large-scale investments, the strengthening of the Private and Public Partnerships, the promotion of progressive projects through procurements and the synapse of long term contracts.

The “Hellenic Olympic Properties SA” is currently functioning under the supervision of The Ministry of Economy and Finance, as well as the Ministry of Culture. The Ministry of Culture was assigned, by a Decision of the Prime Minister, as the coordinating Ministry, in relation to the matters involving the public administration. Towards this end, the General Secretariat of the Olympic Games 2004 was established and later on was succeeded by the General Secretariat for the Olympic Utilization.

The Law 3342/2005 consolidated the whole project. It refers to a total of commercial and athletic uses, which will be parallel and interlinked for all the venues. The position and the type of each Olympic venue were carefully examined, in order to select uses that are fully compatible with the urban network and to strengthen the economic development without depriving of public goods and services.

The whole project stands in the phase of completion. At the moment, three of the Olympic venues contracts have been signed, following international procurements with a total contractual amount of 530 million euros. At the same time, another four procurements are under way, out of which there is an estimate for a multiple contractual financial object for the state.

Out of the four stadiums built for the Games outside Athens, where the Olympic Football Tournament was held, two of them were granted to the local administrative authorities that will proceed to their commercial utilization in cooperation with “Hellenic Olympic Properties S.A.” The remaining two stadiums function exclusively as football fields.

Five of the venues were granted for the installation of large public organizations (ministries, educational and cultural institutions).

Finally, for three of the venues the definite decisions will be taken in combination with the completion of the comprehensive planning of their wider area.

It should be stressed that in the period between the definite completions of the project, the venues were given occasionally for a plethora of cultural and commercial events.

At the same time, we initiated the distribution of the mobile equipment in all kinds of public entities (state welfare, education, ministries, etc). The distribution of the mobile equipment was implemented on a basis of criteria such as the social benefit, the regional support, the hospital needs service, institutions of welfare, universities, etc. Particular interest was shown to the persons with special needs.

Additionally to post-Olympic planning, part of the non-tangible legacy constitutes the establishment of the Olympic Foundation and the Museum Projects.

The Ministry of Culture has undertaken the responsibility to organize the Olympic Foundation and the relevant Museum. This is an initiative that aims at the preservation of the Olympic Vision and the elevation of the Olympic Legacy. Steps have been taken towards this procedure, which is progressing according to schedule and will soon be completed, giving the country an even more attractive and modern Olympic parameter. Both the Foundation and the Museum have as their primary target to utilize the heritage, create a new Olympic environment and spread the Olympic data. The Olympic Museum will be fully digitalized and interactive, thus making it entertaining and interesting to visit physically or via the Internet.

Foundation of Museums at the IBC site

The obligatory international agreements were signed with the International Olympic Committee (IOC) and the International Association of Athletics Federations (IAAF) for the foundation and operation of the Olympic Games Museum of Greece and the International Athletics Museum at the former International

Broadcasting Centre (IBC). The Museums shall face onto the surrounding area of the Olympic Athletic Centre of Athens (OAKA), so as to form an integral part of the Olympic Walk.

The IBC conversion project is co-funded with a budget of € 40 million.

The Museums will offer a broad range of services to their visitors. In addition to the exclusive exhibition area, where thematic units shall be presented with the use of interactive technology, the museums will have a library, auditorium, workshops, shops, a restaurant, VIP room, and photographic and publishing services.

They will also contain all the auxiliary areas that are essential for the excellent running of a modern museum (administration, storage areas, technology control centre, etc.).

A draft law for the foundation of the two museums will soon be presented and voted upon in Parliament.

Olympic Games Museum of Greece

The contract for the creation of the Olympic Games Museum of Greece was signed at Lausanne on 6 November 2006 by the International Olympic Committee, the General Secretariat for the Olympic Utilization of the Ministry of Culture, which is the body implementing the project, and the Hellenic Olympic Committee.

As outlined in the contract, the International Olympic Committee will fund the digitization of the 2004 Olympic Games archive to the figure of 5 million dollars.

International Athletics Museum

Greece has secured the exclusive right to establish the International Athletics Museum, with the signing of a cooperation agreement by the Hellenic Ministry of Culture and the International Association of Athletics Federations, on 18 June 2005 in Florence. At the present phase, negotiations with the IAAF regarding the legal status of the Museum Foundation are nearing completion.

Finally, I would like to refer to several post Games activities that have been organized by now.

GENERAL OVERVIEW OF OLYMPIC GAMES AND LEGACIES

The Athens 2004 Organizing Committee finished its very valuable participation when Games were officially over, in October 2004. Onwards, the Ministry of Culture/General Secretariat for the Olympic Games (already General Secretariat for the Olympic Utilization) has taken over the post games activities and events. It is essential to preserve continuity and that is why a number of athletic or cultural actions have been executed or are now in progress.

Our service has inaugurated in summer of 2005, a special educative program called “Open Stadiums”. “Open Stadiums” is an ambitious program that keeps the venues alive, by scheduling and organizing visits of schools from all over Greece and making olympic sports widely known. Professional trainers, athletes and administrative staff give the young visitors the motivation to become future Olympic athletes.

The 2008 Olympic Games in Beijing provide another field for post Games activities. Recently, a MoU has been signed between the two countries, Greece and China, in order to exchange the know-how and reinforce the two host cities’ relations. The Chinese government officially dedicates to Greece the year from September 2007 until September 2008. The MoU signed in April names this year “Cultural year of Greece in China”. Many cultural events and festivities will take place in Beijing and Shanghai. Beijing will also host the “Greek House”, an establishment that will help towards cultural interactions during the 2008 Cultural Year of Greece in China. The HOC will be accommodated in the “Greek House” during the 2008 Olympic Games.

There is also continuity in the volunteers’ presence after the Athens Games, since the voluntary movement is encouraged to stay alive and vigorous. Volunteers are now fully organized and operative as a movement, and they take part in both athletic and cultural events. This results in the preservation and the expansion of the Olympic spirit among the Greek citizens that were not actually involved in the Games.

FROM ATHENS TO BEIJING: ORGANISATION AND MANAGEMENT OF THE OLYMPIC GAMES



Marton O. SIMITSEK (GRE)

*Executive Director and Chief Operating Officer
of the Organising Committee for the Olympic Games
ATHENS 2004
Member of the IOC Coordination Commission BEIJING 2008*

It is with great delight that I join today the young participants of the 47th International Session of the Olympic Academy. My bonds with the Academy are very special, and it is for this reason that I have accepted the invitation to be present here today, aspiring to contribute modestly to your Olympic education.

I wholeheartedly wish you to be able to use this knowledge at some point in your lives and, ideally, to seek your participation in the organisation of the Olympic Games. Believe me, it will be an experience to remember.

The organisation of the modern Olympic Games has developed into an immense-scale venture, the operational complexity of which comprises a challenge for every host city – and its country – as regards the extent of the preparation activities, the complexity of planning, and the required precision in execution.

However, the success of the Games does not relate only to the technical and economic aspects of their preparation and staging. The success of the Games further depends on the degree and the manner in which each organiser ensures, through the management of the Games, the continuation of the Olympic Movement to the benefit of the future generations.

For the city of Athens in 2004, the challenge was twofold. On the one hand,

there was the necessity for a technically thorough organisation and staging of the Games by a small country which had to prove (and did prove) that it had the required modern means, infrastructure, know-how and competence. On the other hand, there was the sense of responsibility towards the Olympic Movement, stemming from the fact that Greece is the physical and spiritual birthplace of the Olympic Games. This unique position and responsibility of Athens (of Greece) granted it also the unique possibility to envisage the ideological revitalization of the Games as an institution – and to further assume this vision as its obligation towards the Olympic Movement, in view of inspiring the Olympic ideals to the world community and to the young of the world.

It was with this vision that Athens claimed, assumed, organised and staged the ‘unforgettable, dream Games’ (as President Rogge put it) of 2004, and upgraded the institution with respect to its image, its organisation and its principles, leaving this as a legacy for the Olympic Movement and for the future organisers of the Games.

Athens’s vision for the ideological revitalization of the Games was not merely theoretical. It translated into a series of fundamental and concrete principles, which defined at a practical level the organisational and managerial parameters of the Games of 2004.

The first fundamental principle and core philosophy of the Athens 2004 Olympic Games was the Human Scale. The idea that the human being is the measure of all things in life is the defining value of the Greek classic civilisation’s contribution to humanity. This value finds its expression both in the spirit of the Games of antiquity as well as in the spirit of their modern revival. Accordingly, Athens:

- planned the operations of the Games with an absolute focus on the Athlete,
- constructed state-of-the-art venues that were sized so that the Spectators feel that they are part of the Games, and
- provided total security in a way that did not diminish but, in fact, enhanced the feeling of celebration of sport, enabling the participation of Spectators and Citizens inside and outside the competition venues.

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This anthropocentric approach – the application of the human scale in the organisation of all the operations and services of the Games – avoided the extravaganza of big events and pointed to the fundamental values in which the Olympic Games and the broader Olympic Movement are rooted.

The second key principle applied was the control of the commercial aspect of the Games. Athens succeeded in limiting over-commercialisation through an explicit target for a restricted number of Sponsors, as well as through a strictly defined strategy that focused on quality rather than quantity, on the close collaboration with the Sponsors, and on the provision of excellent support services to them.

Less than 40 Sponsors were associated with the Olympic Games in 2004 for the first time, 50% fewer than in the previous Games. It is impressive that this reduction in the number of Sponsors was achieved concurrently with a new record in sponsoring revenue as a result of the specific strategy. In addition to the fact that the initial total revenue target was attained already three years prior to the Games, the revenue from the national sponsorships, in particular, and from the torch relay programme (totalling 396,598 million US dollars) exceeded by 50% the initial forecast – and this was achieved in a relatively limited market such as Greece. Furthermore, very sophisticated, dynamic and effective programmes for clean venues and for ambush marketing were planned and implemented. An indication of the degree of effectiveness of these programmes is the fact that there was no recourse to legal action by any ATHENS 2004 Sponsor for ambush marketing or any other issue.

It was, thus, proven that a programme based on quality that is particularly successful from a revenue point of view, as well as very effective with respect to the recognisability and visibility of Sponsors (and of Olympic symbols), may be implemented concurrently with the limitation in practice of the uncontrolled commercialisation of the Games. As a result, the financial independence of the Olympic Movement – the development of the Olympic sports – is secured, without its commercial aspect countering the fact that the Olympic Games are the only sport event where advertising is prohibited in the competition and training facilities.

As regards the “Clean Games” dimension, Athens emphasised the specialised

organisation, increased capacity and proper equipping of the doping control services. The specific services were administratively established as a distinct department of the Organising Committee, independent from the medical or other Games services. This was the result of acknowledging the particular scientific nature of this function and the need to enable it to evolve and be organised fully based on its own particular needs. Also, of strategic importance was the decision to place this function directly under the command of the Chief Operating Officer of the Games, as a result of the high operational importance attributed to the doping control, to the management of highly classified confidential information, and to the close collaboration with the International Olympic Committee.

The doping control services of the 2004 Games implemented the most intensive and effective doping control programme that had ever taken place in Olympic Games. They realised 25% more controls than in previous Games, introduced new analysis techniques, and promoted further research in this area with the written consent of athletes.

Athens's vision of upgrading the institution of the Games was from the onset strongly connected with the principle of recognisability of the Olympic Symbols (anthem, emblem, flame) and their acceptance by the wider public across the world. This acceptance found plausibly its most significant expression and confirmation in the realisation of the first truly global Torch Relay – a Greek idea that was put forward and was enthusiastically accepted already during the presentation of the Athens bid file.

For the first time in the history of the Olympic Games, the flame travelled through all five continents that are symbolised by the Olympic rings. The aim was to unite the Olympic Family across the globe, with the flame visiting all the cities that had hosted Summer Olympics in the past, up to the next host city of the 2008 Games, Beijing, as well as all the short-listed candidate cities for the 2012 Olympic Games. The universal message that was transferred across the globe, to each person in each part of the world, was “our Flame unites the world”.

The entirely successful organisation and operational implementation of this complex project regarding the international Torch Relay demonstrated and confirmed the world acceptance of Olympism as an institution. The enthusiastic wel-

come of the flame by the local communities during its 78-day long route from hand to hand of 12,102 torchbearers in 27 cities in all five continents, and the message of unity of people and nations around the symbols and values of Olympism, further demonstrated the Olympic values of friendship, brotherhood, peace and equality.

Participation was another basic principle of Athens's vision for the Olympic Games. It was accomplished as a result of very specific targets that were set, as well as because of specific strategic, organisational and operational choices that were made:

- The participation of the local communities across the five continents in a global celebration, through the successful implementation of the international torch relay that was mentioned above.
- The participation through a record number of 3.9 billion television spectators in 220 countries, as a result of the state-of-the-art and most comprehensive to date Olympic Games broadcasting – 35,000 hours coverage, increased by 27% in comparison to the previous Games.
- The active participation of the citizens of Athens and of the other Olympic cities in city operations, including: the total respect of traffic regulations, in particular as regards the 160 kilometres of Olympic lanes; the citizens' active collaboration in the operational management of the areas surrounding the Olympic venues; the consensus and active participation of the social partners in the planning and management of the operation of the city in favour of Olympic operations. The citizens' participation and consensus was set as a primary organisational objective, and it was achieved through an extensive and comprehensive information, communication and multi-lateral cooperation programme that was undertaken by special services of the Organising Committee.
- Finally, the participation through the volunteer programme, which required special handling and emphasis due to the different tradition of volunteerism in Greece in comparison to other countries. For the first time in Olympic Games the volunteer programme was fully differentiated from that

of the rest of the human resources (that is, of the paid staff). Through this innovative organisational and managerial approach of the Organising Committee, the number of volunteer applications exceeded 165,000. This number exceeded four times over the operational needs of the Olympic Games and comprised the largest to date response of volunteers in the history of the Olympic Games. The participation of volunteers acted as a catalyst for increased awareness as regards the institution of volunteerism in Greece. Since then, volunteers have been successfully involved in large sport and other events that were subsequently organised.

Each host city and country gives its own cultural tint and character to the Olympic Games. Greece, as the birthplace of the Olympic Games of antiquity, and Athens, as the place of their revival in the first modern Games of 1896, have the unique opportunity in the world (as President Samaranch pointed out) to connect the modern Games with their ancient history – thus, exposing in collective memory the universality of the Olympic values and their symbols. For the Olympic Games of 2004, a series of organisational parameters were planned and implemented in view of this objective. Accordingly:

- The Marathon race was run along the ancient course of 490 BC.
- The Panathinaiko Stadium, where the first Olympic Games of the modern era were staged in 1896, was the end of the course for the Marathon runners and the venue that hosted the Archery competition.
- The Cycling Road event took place in the centre of Athens, on a course along antiquities that are listed amongst the greatest monuments of the world cultural heritage.
- The Football tournament was organised in four sea-side cities (Thessaloniki, Volos, Patra, and Herakleio in Crete), revealing the Mediterranean Sea as one dimension of the history of the Olympic Games.
- Shot-put was staged in the Stadium of Ancient Olympia, where women competed for the first time in history, and where official Games were staged for the first time since antiquity.

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- The Olympic medallists were crowned with the wreath, the only prize for the winners of the ancient Games. The wreath was made from olive branches that were collected from the Olympic Family Olive Grove, from olive trees that originated in Ancient Olympia.

By exhibiting this heritage, Athens bridged the Games of antiquity with the modern era, and reconnected the future of the Games with the fundamental values that created them and revived them.

The organisational principles of the Athens Games that I presented above were complemented by a fully transparent and coherent financial management system of the Organising Committee's revenues and expenses. This was observed as an indispensable requirement for implementing these principles and for realising the Games' vision. In particular, with respect to revenues, the programmes of sponsorship, licensing and ticketing were outstandingly successful and surpassed the initial targets.

Achieving a balanced budget was from the onset a key objective of the Organising Committee. The central management of the budget meant that decision making on function-specific issues was taking place at central level. That is, it was taking place on the basis of the main service-level policies that had been formulated in line with the contractual obligations and with Athens's vision, as well as on the basis of specific and well-substantiated operational needs. The result was not merely a balanced budget of the Organising Committee, but a surplus of 130.6 million Euros. The completion of all financial transactions and the public financial report of the Organising Committee were definitively concluded in record time, just eight months after the end of the Games.

Finally, the organisation of the Games was based on a management structure that applied discipline, consistency and professionalism, precise programming and strict compliance to the operational planning schedule, while it further supported the initiative and the creativity of the human resources. The result was to train and render to the Greek society a workforce of nine thousand professionals with upgraded competences, skills and specialisations.

Athens fulfilled its vision and its obligation towards the global Olympic Move-

ment. It did so by proving that the absolute organisational success of the Olympic Games is possible (even by a small country) in spite of the ever-increasing operational complexity of this venture in the modern era. It also proved that it is possible to the extent that the organisational principles of the Games stem from and further promote the fundamental values of Olympism, as well as to the extent that the people participate and believe in these universal values.

After this contribution, Athens “relayed the baton” to Beijing, having renewed, as in duty bound, the dynamics of the Olympic Movement ideologically and institutionally – and at the same time having “raised the bar” both for the IOC and for the next organiser. This relay is accompanied, in line with standard practice, by the systematic transfer to Beijing of the know-how and the experience that Athens gained from hosting the Games.

The transfer of knowledge and experience takes into consideration – as it should in each case with every new host city – the cultural, institutional or organisational specificities of the particular city, as well as its own vision as to its contribution to the Games. The Olympic Games belong to Humanity and the universal dimension of the Olympic Movement consists precisely of the dynamics and of the particular tone contributed by each new host city and, by extension, country.

The differentiation of Beijing and of China, in comparison to Athens and Greece, is multifaceted and poses different organisational and managerial challenges. This diversity is the critical factor that offers each time considerable experience to the benefit of each country hosting the event, as well as to the benefit of all those responsible who are involved in the global Olympic Movement, whether athletes, stakeholders, media or spectators.

Athens “passed on the baton” while it sought to do all that was possible to offer its compact experience from the organisation of the 2004 Games. I do not believe that there ever can be a case where one city could copy the organisational planning of the previous host city. The mentality, the involvement of the state, the structure of governance, the citizens’ participation, the legislation, the capability to adapt to the required changes – are only a few of the many parameters that will be tried, but that will also be of determinant importance as regards the success of the event.

MARTON O. SIMITSEK

We wholeheartedly wish to Beijing to overcome the difficulties presented by this immense and intricate venture, and to offer to the world amazing Games. The Olympic Movement deserves this, as it deserves the support of all of us, so that it may continue its presence in the future offering HOPE and GOALS to the Young of the whole world.

ATHENS 2004 XII PARALYMPIC GAMES



Ioanna KARYOFYLLI (GRE)

*Director General of the ATHENS 2004
Paralympic Games*

On the 5th April 2001, ATHENS 2004 Organising Committee signed the Host City contract with the International Paralympic Committee, *being the first Organising Committee that organized Olympic and Paralympic Games under unified management.*

Officially, ATHENS 2004 was responsible for organizing the Athens Games and meeting all contractual obligations towards the IOC, IPC & the Greek Government provided with all the necessary guarantees.

The magnitude of the Olympic project is immense, particularly if you consider that Greece with a population of approximately 11 million people was the smallest country ever to host the Summer Olympic and Paralympic Games.

The most challenging aspects of our Olympic project were:

- The Olympic operations.
- Construction of the necessary infrastructure, and
- Security

As it often happens in most Olympiads, the Government undertook all construction projects, as well as the security of the Games.

ATHENS 2004 concentrated on all operational issues but also had the responsibility to ensure that both construction and security met the contractual Olympic standards.

Mission Statement & Vision

From the very beginning the Organising Committee wanted the athletes to be the center of the Paralympic Games, and not their disability.

That was also the message of our communicational campaign: Great Athletes, Great Performances.

Indeed, sports in the Paralympic Games level achieved the promotion of the positive dimension and capabilities of the athletes with disabilities, as it is the case with the Olympic Games athletes.

Our vision was to present an excellent competition that would combine the unique Hellenic Historical cultural and the natural environment.

Organising Committee for the Olympic Games “Athens 2004” Paralympic Games Division

The Paralympic Games Division’s main role was to coordinate and act as a consultant to all ATHOC Divisions and Departments related with the Paralympic Games and provide solutions for Paralympic Games’ related issues. At the same time, another role was to develop communication specific projects in order to raise awareness for the Games and involve as many target groups as possible.

The Paralympic Games Division had also external interactions with the following Ministries and Authorities:

- Ministry of Education.
- Ministry of Transport.
- Ministry of Culture – General Secretariat of Sports & General Secretariat of Olympic Games.

- ETHEL – Urban Busses Authority.
- ERT – National Broadcasting Organisation.
- Commercial Chambers of Athens, Thessaloniki, Patra, Herakleion, Volos.
- Municipalities in Attica & Surrounding Prefectures.
- Prefectures of Greece.
- Foreign Embassies in Greece.
- Scouts of Greece and other Voluntary Organisations.
- Games Sponsors.

Since the signing of the Host City Contract with the IPC, Paralympic Games Division had the exclusive direct communication with the IPC for all Organisation matters, coordinating Liaison Committees, preparing progress reports, etc.

Major Milestones

- The presentation of the Paralympic Emblem.
- The Paralympic Mascot presentation.
- The launch of the 'Adopt A Sport' programme, and the ERMIS accessible choice programme.
- The advertising and Promotional Campaign presentation.
- The IPC Relations and Protocol projects implementation.
- And the Torch lighting and Torch Relay project planning.

Focusing on the Athlete and not on disability, *the Paralympic Emblem was the face of an athlete.*

It was the first accessible Emblem for the people with visual problems.

The ATHENS 2004 Paralympic Games Values

The ATHENS 2004 Paralympic Games' Values were **Pursuit, Strength, Inspiration, Celebration.**

The mascot for the 2004 Paralympic Games was a sea-horse (hippocampus) named Proteas, from a divinity of the Greek mythology. The name embraces the notion of excellence that is a core notion of the Paralympic Games, as the athletes seek to overcome themselves in achieving even higher competition performances. The Greek word ‘protos’ means first in rank, excellent.

Proteas was an ideal ambassador of the Athens Paralympic Games around the world and inspired everyone to take part in this elite sport event, hosted for the very first time in Athens in September 2004.

Our Proteas was a unique athlete and he was very good in all Paralympic sports.

Programs

Adopt a Sport

In the context of the overall communicational and promotional Paralympic Games strategy, great emphasis had been given to the field of education. The educational programme titled “Adopt a Sport” was planned by the Paralympic Division of the Athens 2004 Organising Committee in cooperation with the Ministry of National Education and Religious Affairs. It was addressed to schoolboys and girls aged 10 to 15 throughout Greece, who wished to get to know from close range the second most important sporting institution in the world –the Paralympic Games. It was also a way for young students, their teachers and parents to meet the Greek athletes.

The programme included presentations in private and public schools on the Paralympic Sports to be “Adopted” and planning & coordination of School Visits during the Games. It had been a particularly successful programme since more than 300.000 school students attended the XII Paralympic Games.

The Hellenic Paralympic Committee is still using this programme to promote the Paralympic Movement in Greece.

For the promotion of this programme we had created an exceptional Paralympic kit.

Ermis accessible business

The project “ERMIS Accessible Choice” mainly promoted the idea of businesses creating accessible infrastructure for all, something that would obviously widen the customer groups for businessmen and would, at the same time, allow additional market choices for the consumers.

The scope of the programme included Athens and the other four Olympic cities.

Many businesses were finally included in the ERMIS Accessible Guide, which was published in 150.000 copies and was distributed to the visitors of the Games and the citizens of Athens.

The programme was sponsored by VISA International, International Sponsor of the Olympic and Paralympic Games.

The two programmes, “Adopt a Sport” and “ERMIS Accessible Guide” have proven to be a valuable legacy for the people of Greece and the Paralympic Movement and that other host cities will only benefit if they consider using similar programmes.

**Communication & Awareness Programmes Scope
Communication Activities**

The general Communication and Awareness programme targeted a series of groups that were informed and invited to participate to the Paralympic Games through:

- 8 TV Sports.
- 410 Presentations.
- 11 Major Promotional Events.
- 23 Informative Kiosks in Major Exhibitions & Fairs.
- “Adopt a Sport” programme.
- ERMIS Accessible Guide in 150.000 copies.
- “Torch Relay” TV campaign.
- Publication of six Biannual Progress Reports.

For the Paralympic Games, 10.000 Commemorative Medals and Diplomas and 300 Gifts were distributed to Greek and International VIPs and IPC and NPC Officials.

Paralympic Sports & Venues

- Helliniko Olympic Complex (Wheelchair Fencing, Sitting Volleyball, Wheelchair Rugby, Archery, Football 5-a-side, Football 7-a-side)
- Vouliagmeni Olympic Centre (Road Cycling)
- Faliro Olympic Complex (Goalball)
- Nikaia Olympic Weightlifting Hall (Powerlifting)
- Markopoulo Olympic Shooting Centre (Shooting)
- Markopoulo Olympic Equestrian Centre (Equestrian)

Paralympic Sports & Venues

- Marathon Start (Marathon)
- Panathinaikon Stadium “Kallimarmaro” (Marathon Finish)
- Galatsi Olympic Complex (Table Tennis)
- Athens Olympic Sports Complex (OAKA)
- Paralympic Opening and Closing Ceremonies, Athletics, Wheelchair Basketball, Swimming, Wheelchair Tennis, Track Cycling)
- Ano Liossia Olympic Hall (Judo, Boccia)

IPC Relations & Protocol

Throughout these years of preparation the International Paralympic Committee was at our side advising us and ensuring that we were making good use of the Paralympic brand name. Very often, the IPC liaison Committee visited Greece to monitor the overall progress of preparations.

We have organised 8 IPC liaison Committee sessions and an IPC General Assembly in 2001.

The Paralympic Family Hotels were the Athenaeum Intercontinental and the Ledra Marriott.

The IPC Relations & Protocol section operated two sub-programmes at the Paralympic Family Hotels:

- IPC Relations which was managed and run by the Secretariat.
- Protocol which was managed and run by the Protocol Coordination Centre ensuring that Protocol was followed when providing services to the members of the IPC, VIPs, Heads of State, Heads of Government, etc.

Facts & Figures

- The total number of tickets sold was almost 850.000.
- More than 3.200 Media representatives were accredited.
- Almost 50 Broadcasters were in Athens (new record).
- A record of 136 nations (new record, breaking Sydney's 123) participated in Athens Games.
- A record number of athletes of 3.969 (2.763 men and 1.206 women) compared to the 3.843 in Sydney.
- China won 141 medals (63 gold, 46 silver, 32 bronze) topping the final medal standings, which features a total of 75 nations.
- Greece won 20 medals (3 gold, 13 silver, 4 bronze), 9 more than the Sydney Paralympic Games.
- The top multi medallist in the Athens Paralympic Games was the swimmer Mayumi Narita (Japan), with 7 gold and one bronze medals.
- 304 World Records and 448 Paralympic Records were broken in Athens.
- More than 600 doping tests have been conducted in the Athens Paralympic Games – seven of them were positive.

- 19 Paralympic sports were held in the Athens Paralympic Games at 20 Paralympic Venues.

All the athletes and the technical staff were hosted at the Paralympic Village. Seventy per cent (70%) of the Village housing units were accessible by wheelchair users. At the public buildings, various state organisations will be housed such as schools, the Ministry of Labour and our state-of-the art Polyclinic.

More importantly, from its commencement, it was constructed in such a way as to provide housing for 2.500 low-income families after the Games.

International Broadcasting Center IBC Production Plan overview

IBC provided live coverage from outside broadcasts of the following events:

- Opening and closing ceremonies.
- Athletics (track and field).
- Swimming.
- Wheelchair Basketball (Olympic Indoor Hall).
- Wheelchair Tennis (Main Court).
- Cycling – track.
- Powerlifting (men) or Football (5a-side/7a-side) or Wheelchair Rugby.

In addition, the final sessions of the following sports were covered using multiple ENG cameras:

- Archery
- Cycling – road
- Equestrian
- Wheelchair Fencing
- 7a-side Football

- 5a-side Football
- Judo
- Goalball
- Powerlifting
- Wheelchair Rugby
- Sailing
- Wheelchair Tennis (other courts)
- Marathon
- Shooting
- Table Tennis
- Volleyball – sitting

Both ISB and the Rightsholding Broadcasters operated from the International Broadcasting Centre (IBC).

Security

Security was always a priority for all host cities after the Munich Olympics, but because of September 11th, it became the outmost priority. Athens was the first city to host the summer Paralympics after September 11th and our security preparations were massive.

The Greek Government, the Greek Police and the other security forces did everything in their power to organise successfully, safe and secure Olympics and Paralympic Games.

Although 70,000 security personnel were mobilised, security measures were non-intrusive and in effect did not interfere with the celebration and the smooth operation of the Paralympic Games.

Transportation

For the Paralympic Games athletes transportation, we used 300 accessible busses

IOANNA KARYOFYLLI

from Urban Busses Authority (ETHEL). This is also a part of legacy of the Paralympic Games for the city of Athens.

For the spectators transportation, our new Metro –which opened in 2000 and has the ability to carry 400,000 passengers– was very well organised to transport efficiently and effectively wheelchair users.

The bus network system had planned the overall network system to link all Paralympic Venues with the centre of Athens and all suburbs.

Ticketing

We sold more than 850.000 tickets. We had ticketing advertising campaign on TV and also a special promotion programme for schools.

Day Passes valid for multiple sports within one day led people to visit mainly the two major sport complexes, leaving individual venues with fewer spectators.

Our Strong Public Transport network for the two main complexes encouraged a number of schools to visit the individual venues near their areas.

Sponsoring

We targeted a number of a few sponsoring categories as opposed to a bigger number that Sydney was using. We believed that a smaller number of sponsors would lead to less clutter and greater visibility for the Olympic and Paralympic Values, as well as for the sponsors themselves. Our strategy paid off.

Torch Relay

The Paralympic Games Torch Relay run for 9 days in Attica, enhancing the excitement and expectations of the public for the Games that were to come.

The Torch Relay passed through 54 municipalities in 10 days, while the Paralympic Games flame was carried by 705 torchbearers: athletes and officials from Greece and abroad, Greek nationals and personalities from the sports and culture fields.

Flame Lighting Ceremony

The lighting of the flame has been a representative sample of the Athens 2004 Organising Committee showcase of Hellenic culture and tradition, connected with the modern organisation of the Paralympic Games.

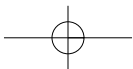
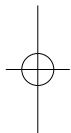
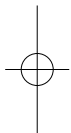
The lighting of the flame in the temple of Hephaistus, in Ancient Agora, linked the myth of the ancient god of fire and the crafts with the Paralympic Games flame.

The temple of Thission, one of the best preserved temples of antiquity, was the ideal spot for the lighting, and left everyone attending it with the best of the impressions.

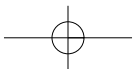
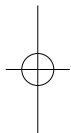
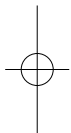
The lighting was covered live by ERT – the Hellenic Public Television network.

The Athens Torch relay now belongs to the past, but the flame is still alive, circulating by word of mouth.

We send the flame from Athens with our Best Wishes to Torino, Beijing, Vancouver and London.



Olympic Experiences



Sarah NORIEGA (USA)

Background

I am Sarah Noriega from Ulysses, Kansas. Ulysses is a very small town located in southwestern Kansas and is primarily an agricultural community with a population of 6,000 people. I have been an Olympian since the 2000 Olympic Games hosted by Sydney, Australia, and I have been training with the U.S. National Team for 6 years in Colorado Springs, Colorado.

Inspiration

At the impressionable age of 13, I was first introduced to the idea of being an Olympian after watching volleyball on television. I joined the Junior High volleyball team and was not exactly of Olympic standard with my skill level and understanding of the game. In fact, I was placed on the lowest level team. Yet, despite my placement on that team, I discovered the extreme desire of excellence and was determined to move up and play on the best team. At the age of 13, I was already taller than all the kids in my class, even the boys, which I'm sure you're not surprised to hear. In the sport of volleyball, height is a great advantage in the game in addition to being left handed.

My passion for the sport of volleyball had been ignited. I continued to play throughout high school and on into University and as I neared the end of my studies my dream and desire to play in the Olympic Games someday resurfaced. I contacted the head coach of the U.S. volleyball team and came for a try out. I was selected to play in the 1997 Summer World University Games hosted by

Catania, Sicily. This was my first exposure to the International playing field and it only increased my desire to play in the Olympics.

National team experience

Upon completion of my studies at university and graduation, I moved to Colorado Springs, Colorado to begin training full time with the U.S. national volleyball team. In the United States we have three Olympic Training Centers which provide athletes with facilities to eat, train, and sleep.

1. Colorado Springs, Colorado the headquarters of the USOC and headquarters of numerous NGBs.
2. Chula Vista, California.
3. Lake Placid, New York.

Being a member of the USA volleyball team was a learning experience. Not only did I learn about myself as a person and athlete, but I also had the privilege to play with and against some of the finest volleyball players in the world. The most important to me, though, was the opportunity to meet people from around the world and to travel to places I had only dreamed of.

Making the Olympic team

As one might imagine, making the Olympic team is extremely difficult. It requires intense training, concentration, commitment, and incredible desire. In the sport of volleyball, 12 players are selected but there are typically 16-20 women who are competing for a spot on the Olympic team.

Personal Olympic experience

When I was informed that I had made the 2000 Olympic Games team I was over-

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joyed. All the years of commitment had finally paid off. My parents began to make preparations to attend the Games in support. As you will probably find from other Olympians, it is extremely difficult to describe the feeling of being an athlete at the Olympics, the greatest sporting event of the world. The excitement and the nervousness of the competition is awe-inspiring. However, the Opening Ceremony is a moment that I will never forget. Walking into the Olympic Stadium with my friends and fellow USA teammates is a feeling that is extremely difficult to describe. The immense national and personal pride I felt and the overwhelming Olympic spirit made the Games extremely memorable for me.

Secondary and tertiary Olympic experience

My Olympic experience was not limited to my own personal experience. I was able to share the Olympic spirit with many others around me. My parents traveled to Sydney to watch the Games and to support me and the team. My parents were able to share the Olympic spirit with so many others because the family of the Olympians is allowed to stay with host families of the community. This is what the Olympic movement and the Olympic spirit is about, the coming together of peoples to celebrate the Olympic Games.

My hometown in Kansas was also able to share the Olympic experience with me and everyone told me stories about how they stayed up late at night to watch our matches on television.

Desire to participate in other Olympic Games

Once someone participates in an extremely high level event, it is certain that he/she would like to feel the desire, the experiences and the marvel of the competition in the Olympics again. I rejoined the team to train for the 2004 Olympic Games hosted by Athens, Greece. Unfortunately, due to injury, I was not able to attend the Games.

After the completion of the 2004 Olympic Games I decided to take a break from my sport. I returned to Kansas where I recovered from the many years playing volleyball and spent time with my family after being apart from them for so many years. I coached volleyball at the high school I attended for two years which gave me a whole new perspective on the sport.

USOC Management Development Trainee opportunity

In the fall of 2006 I interviewed for an internship with the USOC for a position at the Colorado Springs Olympic Training Center. The Management Development Trainee position serves as an opportunity for retired Olympians to contribute to the Olympic Movement. The program is designed to allow the participant to rotate between different departments of the Olympic Committee. I now have the chance to improve the services that are provided to the US athletes and I am often asked to serve as a bridge or liaison between the athletes and the administration.

It was very difficult for me at first to work at the facilities that I had spent 6 years at training. Seeing the volleyball team everyday re-inspired my desire to play in the Olympic Games again. Finally, in May 2007 I decided to start training again in the hope of making the 2008 Olympic Games hosted by Beijing, China. This will not be an easy task to accomplish because I know that I am not a young player anymore and that I have to be very careful with my body when I start training. However, I hope that when I meet you again, I will be able to share with you my 2008 Olympic Games experience.

Deborah LOVELY (AUS)

Nihau,
Bonjour,
Goode Morgan,
Ohayo-gazamus,
Hola,
G'Day.

My experience of the Olympics does not just begin with my competition in Athens but it also encompasses the lead up and the preparation for the 2004 Olympics.

I am the middle of five (5) children and live in the city of Ipswich, Queensland, Australia. I study full time BA Law/Arts in Criminology and Criminal Justice at Griffith University.

My sporting career began at Goodna Little Athletics Club where I competed in shot-put, discus and hammer throw. I began training at thirteen (13) and loved the sport. I will never forget a respected coach telling me one day that I would never be any good at discus because I was too short. Within one year I was chosen to represent Australia at the Inaugural World Youth Championships in Poland 1999. I was placed 3rd in the world and was chosen to carry the Australian flag in the closing ceremony. I think I did well because my father told me not to come home if I didn't get a medal. He was joking, but it worked. After returning home my coach suggested I begin weights training to get stronger for throwing. When the coach looked at me in the gym, he said I could be okay but never really good because ideally I was too tall and my arms were too long to ever be great. Within one year I was selected in the Australian senior team for International competition and was the youngest ever elite female weightlifter in my country.

I was never a child who sat around dreaming of going to the Olympics or wished to be a famous sports person. I honestly just played sport because I loved the feeling of doing my best. I had two (2) older brothers so I became very competitive and soon they stopped playing with me because I would beat them. I didn't really watch sport on television but I vividly remember watching weightlifting for the first time at the 1998 Commonwealth Games. I watched the super heavy-weight men's category (105+kg). They strained every muscle, their faces went red, veins popped out, and they looked like they were going to die. All I can remember thinking was, 'you would have to be stupid to do that sport, why would you do that to yourself?' And here I am doing the sport.

In the lead up to Athens I was training ten (10) times per week, about thirty-five (35) hours in the gym, lifting between ten (10) to fifteen (15) tones per day. I also had some injuries to deal with. In 2001 I had a ruptured disc in my back and the doctor advised me not to lift anymore. In 2003 I had hip surgery and again the doctor told me I would never lift again. A few months before Athens I had two hundred (200) injections in each of my knees for the pain but I kept training. At the selection trials for Athens I narrowly came 2nd and was picked as the reserve. I was devastated that I was not in the team. I couldn't speak for hours. One week later I had a phone call to say that the number one picked lifter was taken out of the team for not complying with a drug tester's request. I was put in the team for Athens. I called my father and he cried with joy and said thanks to God.

I was only put in the team two weeks before leaving for Athens. In the Australian team there was only me and one male lifter. In the lead up to Athens I was drug tested about nine (9) times in two (2) weeks. It took forty hours to get to Athens and I got very sick for the first week in the village. It was so hot, around forty (40) to forty-eight (48) degrees Celsius. I also had about six (6) kilograms to make the weigh-in. The first shock I had was arriving to the village in the bus and seeing huge mirrors being rolled underneath the bus. I asked an athlete what that was for and he said that they checked for bombs. I nearly fainted. This wasn't something I was used to in Australia. All the guards had machine guns and this was also a new experience for me. The next day we went to collect our team uniforms. We received two hundred and ten (210) articles of clothing. It was just like

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Christmas. I really enjoyed sitting in the food hall, not because I could eat anything, but because I really liked looking at all the different athletes. I would try to guess what sports they did.

I did participate in the Opening Ceremony which was an amazing experience, but I never saw any of the artistic displays because the athletes just waited outside until we were called to come into the stadium. We waited underneath and the crowd was so loud that the stadium was almost moving. The announcer calls out "Welcome Australia" and the crowd repeats it so loud that it was deafening. The noise of thousands of people yelling and cheering for you and your country is breathtaking. I had goose bumps.

The competition day finally came and I was really glad because I was very hungry. I had my weigh-in and then there were two (2) hours left till the competition. I warmed up and then I heard my name being called for my first attempt in snatch. When they call your name, your last name comes first and then your country. I heard "Lovely Australia." When I walked onto the stage to lift for my first time at the Olympics, everyone was laughing at the announcer's saying "Lovely Australia." Overall, I came 13th with 92.5kg, 115kg and a 207.5kg total. Not my best, but considering everything, I was happy. The gold medalist was banned for drugs so I ended up 12th. I was waiting to keep moving up and hopefully get the gold medal but that didn't happen. Unfortunately my parents couldn't come but they were very proud of me doing my best. A very nice coach from Porto Rico got me a flag from the gym in Athens.

One of my memorable moments was when I got to meet Pyros Dymas, a very famous weightlifter from Greece. He had been an Olympic Champion twice and was hoping to win again. I also really loved the friendships that I formed with many of the Olympic athletes from many countries and many different sports. My fondest memory is taking the Olympic Oath. It was an amazing moment to take the oath of fair play and think that so many other athletes for hundreds of years have said those same words.

To remember the Olympics my father paid for me to have an Olympic ring made of gold. It is made of the five (5) rings in gold. He paid for this because he didn't want me to get a tattoo.

Now I am training to be in Beijing for the 2008 Olympics. Last year I did think, just for a second, that maybe I was too old to compete again as I just turned twenty-four (24), but I am going to give a try to be the only female weightlifter to be selected for Australia again.

I do many school visits around my country to tell the kids about the benefits of participating in sport. I encourage them to have a go, “carpe diem”, seize the day, make the best of every opportunity but most importantly NEVER let anyone tell you that you will never be good at something.

Abel CHIMUKOKO (ZIM)

Good morning

Kalimera

Buenos días

Bonjour

It is my honour and privilege to be accorded this opportunity to share with you my experience as an Olympian.

I come from Zimbabwe and am representing the Zimbabwe Olympic Committee. I am an elite marathon runner and being here at the Olympic Academy Centre will develop me into a very good and intelligent marathon runner.

In brief, I started my career as an athlete as early as in 1994 when I was at High School in Zimbabwe. I used to participate in every sporting discipline which became available to me during that time. I mostly played rugby during that period when a former University of Zimbabwe Sports Director, Mr. Robert Mutsauki, now the Chief Executive Officer of the Zimbabwe Olympic Committee, advised me to concentrate more on athletics alone as I had the potential to do well.

He guided and trained me very well. Since I was still at High School, it was so difficult for me to train with the more experienced senior athletes. I improved at a fast pace and before I completed High School I could manage to beat some of the top runners and I won a place in the national team.

I won so many prizes at High School that my athletics career started. I gave up all the other sporting events and concentrated more on athletics specializing in 800m and 1500m events.

Although I was still a junior athlete, I became the best in these events and became the national champion. I did not compete in the junior category at all like other athletes but skipped into the senior category. Most coaches, sports organiz-

ers and some members of the public gave me all the support I needed and I did not prove them wrong.

I won numerous medals and awards in the 1500m at national and regional championships.

In 1995 I was selected to represent Zimbabwe at the Fred Hollows Road Relay race in Australia. Despite being the youngest of all the athletes from different countries, I was voted the most outstanding athlete and Zimbabwe won the Gold medal. My ambition at that time was not to win, but to travel around the world.

After Australia, I represented Zimbabwe at the world half marathon in France and participated in the All Africa Games, which were held in Zimbabwe. That became the stepping stone in my athletics career.

I won the Africa Southern Region Cross country Championships in 1997 and went on to run in the world cross country championships in Italy where I finished 36th overall in the 12km race. To me, I just wanted to be in Italy as part of my ambitions of touring the world, but I was surprised to see a lot of athletics managers approaching me so that I could work with them and train with them. Managers from Spain, Italy, Germany, France, Belgium, Portugal, Great Britain and many others were interested in me and as a result I chose Spain to be my base even though I did not know a single Spanish word. Dear friends, I achieved all the other records and won many awards while in Spain. Special thanks go to my Manager Julia Garcia, my coach Jerenimo Bravo and my friends for working tirelessly towards my successes. I am still training in Spain till now.

While in Spain I specialized in the cross countries and 21km. I came second in the Chiba IAAF cross country championships in Japan, second in the IAAF Amorebieta cross country championship, fourth in the Cinque Mulini IAAF cross country championships in Italy and 9th in the Seville IAAF Cross country championship in Spain. I was ranked 4th best cross country runner in the world. I ran other world cross countries championships in Belgium, Belfast and Morocco.

I had a car accident sometime in 2001 which almost made my career to end but I did not give up training. This time I moved to marathon distances. I was scared to run 42km, but with the encouragement from my friends and coach I de-

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cided to pace one of the best Spanish marathon runners Julio Rey at the Hamburg Marathon in Germany. I ran up to 30km and my friend went on to win and break the record with over 2 minutes. I again paced him the following year in 2003 and he again broke his own record over the same course and he became the European record holder in marathon. I again ran up to 32km and stopped for 3 to 4 minutes and decided to finish the race and I managed to finish 12th and eventually qualified for the All Africa Games which took place in Abuja in Nigeria at the same year and of course the 2004 ATHENS OLYMPIC GAMES. That is the place where everything started from.

I ran the 2004 Athens Olympic Games marathon and finished 46th overall. The extreme heat destroyed me completely, but I forced myself to finish the race. What is important at the Olympics is participation.

We also interacted with other athletes from different parts of the world and exchanged ideas, made friends which is very important at the games. As you are all aware, the Olympic Games unite people of different cultural, religious and political background with the theme "UNITY THROUGH SPORT".

At the 2004 Athens Olympic Games, I also learnt that all athletes have equal opportunities irrespective of gender, religion or political affiliation and athletes are encouraged not to use unfair advantages over others.

Olympics encourage human rights as each individual has the right to practice sport without any form of discrimination.

Now that we are here at the Olympic Academy, I would suggest that in order to quickly spread or market Olympism the IOC need to construct one centre in every continent for the first stage of studying about Olympism. This will benefit quite a large number of athletes especially from underprivileged countries. It is costly to travel to Greece for this course and I propose that Greece be used as the centre for higher learning only.

Sports medicine education should also be included in the lectures as most athletes are caught unaware because of ignorance. This will encourage fair play as it is one of the major core areas of the Olympics.

Lastly, I would like to thank the IOA for offering this course to us. What I have learnt here will not benefit me alone but Zimbabwe as a country as I will share

47th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS

the ideas with my fellow sportspersons. As you are aware that I am still an elite athlete, I will put what I learnt into practice and help spread the spirit of Olympism wherever I will go.

Sas Efharisto, Thank you!!!!!!!

Tuula PUPUTTI (FIN)

I'm Tuula Puputti, 29 years old former ice hockey goal keeper from Finland. I had been playing for 10 years in the Finnish women's national team and during those years I had the chance to compete in the Winter Olympic Games twice.

My first Games were the Winter Games held in Nagano, Japan in 1998 where we finished third and our team got a bronze medal. My second time was in the Olympic Games four years later, but it was not very successful. We were beaten by Sweden in Salt Lake City, USA in 2002, so we lost the bronze medal.

About Women's hockey

Women's hockey is a winter sport, so it is played on ice. It is a fast and exciting game! The game for women is the same as it is for men except no body checking is allowed. Women's hockey is a fairly young member in the Olympic family. It was only in 1998 when it became part of the official Winter Olympic Games' program. I was lucky to have a chance to compete in my sport the very first time it appeared in the Olympic arenas.

Comparing the IOA Youth Participants Session and Olympic Experience

When thinking about the experiences I've had in the IOA Youth Participants Session and in the Olympic Games many similarities can be found in terms of recognizing the Olympic values, learning and educating about new cultures and on peaceful living among the different countries.

In the Olympic Games all the participants can really feel and experience the spirit of the Games. Being part of the traditions like taking the oath and lighting the fire during the opening ceremony are moments full of positive feelings that are hard to put in words. I feel that most of that spirit and those feelings truly come from the unique setting where the Olympic Games take place and what the Olympic values and Olympism represent. Now having had the chance to participate in the IOA Youth Participants Session here in Olympia, Greece, I recognize many of the same feelings here as well. Here, we are not only enjoying the spirit and using it to build our performance, but we are truly experiencing the values - making the spirit.

Here in Olympia, Olympism surrounds and unites us. It gives us a once in a life time possibility to make contact, talk with and learn from our fellow participants from so many different countries and different cultures all over the world. We have the chance to learn and discuss about the values and habits of our cultures and the Olympic movement more actively and more naturally than we would do in the Games' setting.

In Olympic Games you live and compete side by side with athletes from other countries, but there is really no chance to have a deeper discussion or learning experience other than in the sport and competition setting. That is not necessarily a bad thing. The value of the Olympic gold medal and excelling in the games is high and the athletes should be given the chance to focus on their performance and on themselves during the Games. Winning and excelling, giving birth to new heroes and stories of victories are an important part of the magic of the Games.

During the IOA Youth Participants Session I've come to see that the spirit and educational side of the Olympism can be combined with the competition (just for fun!) when the passion for the sports leads the participants to think of a greater benefit. The experience I had as an athlete in the Olympic Games was great but being part of this Youth Participant session is a close match. Being here has convinced me that through Olympic values you can make a difference in the world. Olympic Games and Olympism belongs to everyone – it is a matter of finding Your way to participate. Keep up your spirits!

Sylvain PAILLETTE (FRA)

I wish to thank Dean Kostas Georgiadis for this opportunity to talk to you about my Paralympic experience. I had the honor of representing France in swimming during the Sydney 2000 Paralympic Games. This was the only international competition where I did not win any medals, but this unique experience will be forever engraved on my mind and represent the culmination of my sports career. It symbolizes for me, in a single space and time, all the values of sport, Olympism and Paralympism. I am not going to talk about my story, but rather speak about the Games and the spirit that guides me.

The Paralympic Games are the counterpart of the Olympic Games for disabled athletes. They are held 15 days after the closing of the Olympic Games. Even though the symbols are different, the spirit of the competition is the same, the challenges are just as important and fraternity is the same. The Sydney Paralympic Games had an enormous success with stadiums filled with spectators in the morning competitions and especially in the finals. The enthusiasm of spectators was such that their numbers equaled those of the Olympic Games, thus showing the importance and acceptance of sport for the disabled. It was truly impressive. During these Games, the quality of the Australians' welcome showed me that the Paralympic Games were on the way to recognition. After that, the Athens Games were also a great success. I am sure that the Beijing Games will also be a great festival of sport for disabled persons.

I stopped training in 2002, after my second World Championships in order to go on with my medical studies, become a doctor and help my club by becoming its Secretary General and defend the values of Sport and Olympism as we have more than 11,000 members and more than 40 sports... this is a lot!

Enough with words; I would like to show you now a short film on the French

47th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS

Federation of Sport for the Disabled, which perfectly reflects my mindset as a Paralympian. Finally, I hope that when you return to your countries, after our work here, you will become the ambassadors of Olympism but also of Paralympism.

Script

Morning sports news with Swedish Olympic athletes invited: Malin ANDERSSON & Erik JOHANSSON (SWE)

Ulrika Öberg (presenter)= U

Malin Andersson, (Soccer player) = M

Erik Johansson, (Modern Pentathlete)= E

U Hi! Good morning and welcome in the morning sports news for today!
Today we are going to talk about the Olympic Games and maybe we also
get a chance to really know what is going on behind the curtains in the
Olympic village.
So what could be better than having two athletes from Sweden?
The first one is the soccer player MALIN ANDERSSON. Welcome Malin!

M Thank you!

U The first question is:
How many Olympic Games have you taken part in?

M I have been to three Olympic Games; my first one was in Atlanta, 1996.
Those were the first Olympic Games for women's soccer.
After that it was Sydney and my last one was here in Greece.

U WOW! That wasn't bad!
Beside Malin we have the Modern Pentathlete ERIK JOHANSSON, Welcome!

E Thank you!

U Erik, what are your Olympic experiences?

E My first time was in Sydney Olympics where I was reserve in the competition. I didn't get the chance to compete but it was anyhow a great experience!

With a little bit more experience and training I succeeded in qualifying four years later, so then I got the chance to compete in Athens.

U OK,

I think we start from the beginning.

Malin, what is the feeling when marching into the opening ceremony?

M I must say that it was very, very powerful!

First, as we were entering the arena, there was a lot of noise and we could see thousands of flashes going off.

At the next moment everything was silent and the president, Mr Rogge, was telling the oath.

It was still silent when a single man came in running with the Olympic flame. The noise became louder and louder and when he lit the fire, the whole stadium

EXPLODED AGAIN!!

The feeling is hard to describe. I could just say it was ENORMOUS!!

U And Erik, what was your feeling by the ceremony?

E Yeah, the feeling was really great – sitting in the sofa at home, watching the ceremony hundreds of kilometres away. Actually, I think I will never, as an athlete, get the chance to attend this ceremony.

Either it is too close to the competition day, so then you have to be somewhere else preparing, or it could also be, as it was for me in Athens, so late

OLYMPIC EXPERIENCES

in the Olympics that you are not even in the village or the Olympic city at all, in fact you are at home in Sweden. So I probably have, more or less, the same experience as most of all other people –in front of the TV at home.

U So Erik, then you maybe can tell us something about the Olympic village?

E Yes, the village is nice and it is a special place. You have a bit the same feeling as here in Olympia. Here all athletes and coaches, and some other people are gathered from all parts of the world. And on the picture behind you you can see the Swedish camp, where all the athletes stayed together. Besides athletes, some other people also get the chance to experience the village – on this picture you can see the Swedish King and Queen that visited the Swedish camp one morning.

It is very nice to see all the people from all the other nations, even if I must say that you get closer to people here at the IOA, in Olympia. But of course, I've heard that there was also socialisation in the Olympic village.... But there is a say – “what is going on in the village, stays in the village”. So I can't tell you everything.

U And what about the food? I've been to a place called Olympia where they have great food. Isn't it about the same in the Olympic village?

M Maybe, not really the same

First of all, the dining hall is real huge!

And since we have all kinds of athletes, we also have all kinds of food, for example, pasta for the Italian, sushi for the Japanese, and meatballs for the Swedish.

And on the top of all that good food we also had a 24-hour open McDonald's.

What is fun about the dining hall is that all participants gather here.

So, sometimes you just sit next to the athletes that you normally see on TV.

U OK, but let us get to the competitions, are the Olympics different in any way from the other competitions? And, by the way, what was your result there Erik?

E As you can see on the picture I look very happy – this is somewhere at the end of the fencing event and I have probably realised that this is not going to be my day! Anyhow – I will look back upon it as something really nice even if the results were not the best. The important thing is – as you all know – to take part and have fun!!

U Yes, I can see that you are not so happy on the picture, so I wonder was it worth it?

E Yes, I must say it was definitely worth it. The years before the Olympics were definitely a good time in my life. The focus was set and the motivation was so strong.
And around me I had people that supported me 100% in what I was doing – coaches and friends in the sport that backed you up and made even the toughest training sessions easy.

U So, will you go for the Olympic Games in Beijing?

E There are mornings that I wake up and do not want to go to work, so I try to convince myself that I'm still training for the big competitions.
No, I don't think there will be any Beijing for me as a competitor – but we are planning to go there to see some of my friends that will be competing there.

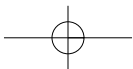
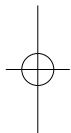
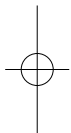
U And what about you Malin – will we see you in Beijing?

M I played my last game in 2005 and now I am an assistant coach for the national soccer team for women up to the age of 23.

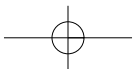
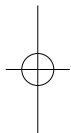
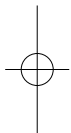
OLYMPIC EXPERIENCES

I do my best to help my players to be as good as possible. And I must say that I am satisfied if one of them will take part in future Olympic Games.

U OK, thanks for coming here and good luck in the future!!



Coordinators' Reports



REPORT
on Sports Competitions
by Laurel BRASSEY-IVERSEN (USA)

Sport Results

TABLE TENNIS (Singles)

Elena Pocecco	Austria
Barry Scollo	Great Britain

TENNIS (Singles)

Mariana Quintanilla	Peru
Eric Johansson	Sweden

BASKETBALL

Black Team

Cynthia Teo	Singapore
Angelo Altieri	Italy
Eric Johansson	Sweden
Mara Smolen	Poland
Nikoletta Onyestyak	Hungary
Jash Jhong	Chinese Taipei
Margaret Baroussalian	Syria
Dario Skergo	Croatia

47th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS

FOOTBALL

Tim Mitchell	Australia
Juan de Dios	Spain
Diego José	Paraguay
Haris Georgiadis	Greece
Deborah Lovely	Australia
Andrew Grant	South Africa
Kazuya Naruse	Japan
Julie De Ruyver	Belgium
Hyun-jae Rhee	South Korea

VOLLEYBALL*Team A*

Bobbi Ullman	USA
Manese Bannis	Dominica
Evangelos Sidiropoulos	Greece
Shirley Arnephy	Seychelles
Marta Smolen	Poland
Gonzalo de la Puente	Peru
Marios Tsiknakos	Greece
Yvonne Betancourt	Guatemala

SWIMMING*Freestyle:*

Men:	Kristjan Jaats	Estonia
Women:	Stephanie Hoek	New Zealand
	Deborah Lovely (Tie)	Australia

COORDINATORS' REPORTS

<i>Backstroke</i>		
Men:	Kristjan Jaats	Estonia
Women:	Stephanie Hoek	Australia
<i>Breastroke</i>		
Men:	Alexander Franks	New Zealand
Women:	Stephanie Hoek	Australia
<i>Butterfly</i>		
Men:	Kristjan Jaats	Estonia
Women:	Stephanie Hoek	Australia
<i>Diving</i>		
	Erin Munns	Great Britain

TRACK AND FIELD

<i>100 Meters</i>		
Men:	Diego Jose Vuyk Espinola	Paraguay
Women:	Angie Mangion	Malta
<i>Arm Wrestling</i>		
Men:	Mamadou Mariko	Mali
Women:	Deborah Lovely	Australia
<i>Long Jump</i>		
Men:	Nabi Wallace	Dominica
Women:	Olga Ozola	Latvia
<i>Relay</i>		
	Diana Engetschwiler	Switzerland
	Esmart Hara	Zambia
	Tanin Booyalongkorn	Thailand
	Tim Mitchell	Australia

47th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS

Blind Relay: Group 1

Ulf Sieberg	Germany
Matolo Kennedy	Kenya
Medina Cakirouglu	Turkey
Amina Habdi	Kenya



COORDINATORS' REPORTS



Sports activities.

47th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS



From the excursion to Zacharo beach.

REPORT
on the Poetry and Literature Workshop
Andri IAKOVIDOU (CYP) and Maha ZAOUI (TUN)

This year we were assigned to organize and supervise the poetry and literature workshop. It was the fourth and second year in a row for Ms. Iakovidou and Ms Zaoui respectively that they had this responsibility. The two meetings of the workshop were scheduled for the evenings of June the 25th and the 28th and had 14 and 10 participants respectively. Participants and discussion group coordinators contributed to the workshop. The meetings were held in the hut by the swimming pool.

The meetings were organized around two topics: “love” and “night, moon and sea”. We approached “love” by listening to popular love songs (i.e. “Will You Love Me Tomorrow” by G. Goffin and C. King and “Slave to Love” by B. Ferry), reading their lyrics and reflecting on the issues underlying them. After this, we exchanged ideas about these issues and read poems written by famous poets about the experience of love. One of the poems was read in Chinese, as the special subject of the session was “From Athens to Beijing”. Then, we suggested participants to write their own poems. The evening finished with participants sharing their writing and with the whole group enjoying another round of popular love songs.

Talking about the full moon and the beautiful night we had, we opened the second meeting. From there we talked about the impact of moon on our life, our feelings, as well as the combination of love, sea, moon and night. We then shared with the participants a number of short stories focusing on night and love and, finally, we invited them to describe their own experiences and feelings on the topic.

In both workshops, participants were invited to share short poems and stories in their native language and then explain the meaning in English or French. It was great to listen to people expressing themselves in their own languages. They all liked the idea and we shared poems in different languages (Chinese, Greek, Russian, French, Hungarian, Singaporean ...). This year, as the year before, we tried to attract both English and French speaking participants. Everything said in the exchange of ideas was translated.

We believe that the workshop was productive and successful; it is another area in which the IOA proves to be an institution with a holistic approach to education. At the Arts Happening Jambrich Miklos (HUN), a participant in the workshop read a poem he had written during the first meeting of the poetry workshop.

To conclude, we want to express our gratitude for having had another chance to organize the workshop. We took great pleasure in doing it. Finally, we must thank the participants in the workshop for their enthusiasm and inspiration.

What have you done?
Jambrich Miklos HUN

*What have you done?
Are you happy with them?
Please, sit down and think about it...
You're wasting your time or living your life?
You have to know... What have you done
I chose a road, it is difficult to go on it
but I see the door and really want to enter it.
Every night when you go to bed
you have to feel, you are the BEST.
You are the best, because you asked yourself!
And the answer is: Today I did all of my best!
So the Question is: What have you done?*

COORDINATORS' REPORTS

Qué has hecho? in Spain? Qué has hecho?

Qu'est que tu as fais? in France Qu'est que tu as fais?

Ti kaneis? in Greece Ti kaneis?

What have you done? What have you done?



Traditional dances from the participants.

REPORT
on the Fine Arts Workshop and the Arts Happening
Myrsini VARDOPOULOU (GRE)

Experiences of last year's Fine Arts Workshop during the 46th Session for Young Participants helped me to better plan and organize the program we would be following at the 47th Session on the theme "From Athens to Beijing".

When trying to visualize the Olympic Games that have not yet been staged from an artistic viewpoint one is faced with the question "what could inspire really good Olympic Games?" The answer may well be the culture, which they themselves generate; a multifaceted culture arising from the largest possible participation of the world's peoples from different cultural backgrounds, capable of bringing joy and satisfaction from participation alone.

The miniature version of the planet that lives every year in Olympia, during the big Session, provides an excellent opportunity for participation; joy and satisfaction should, therefore, come from the production of a work in which everybody could participate. It is true that the Academy's setting is such that you are filled with nostalgia when you leave. Many times I had the impression that nothing that happened during the Session could possibly generate stronger emotions than those created by the setting itself. My idea should, therefore, be one that would touch and motivate the largest number of participants and make them focus their attention on what I would propose them. Furthermore, the "work" should be the outcome of relatively short procedures, understandable and accessible to participants, which they could repeat without me being present.

Making a mask is something that requires technical skills but not virtuosity

COORDINATORS' REPORTS

and, more important, it does not need a very long production time, which would have been impossible anyway because of the limited duration of our stay at the Academy and, in particular, because of the limited time, which participants had. The casts we had obtained were the raw material on which all the people who came to the workshop on the first day of its opening could start painting. There were more than 25 of my young students on that first day and after I showed them a few basic things about how to work on a mask, they started on the “job” – somewhat hesitantly at first. It did not take long, however, before the whole room turned into a production factory, with colors, different materials, paper, glue, sprays. The silence of confusion when confronted with something new, which was the case for most students, was soon followed by the sound of comments, laughter, questions about how their work looked, flashes from photo cameras and dialogue resulting from their working together. Very quickly, they moved beyond the basic instructions and thought of doing things with more imagination. The result was more impressive than expected, but most important was the fact that many things had come out of cooperation aiming at the same objective. One could easily understand that there was no question of one person standing out or being accepted by the others, but only the satisfaction derived from the activity itself in which they all participated.

The idea of the mask was so successful that some of the participants decided to try out a second project. The “language barrier” had not simply been overcome through painting but had led to a new code of communication among people of different nationality. It is truly difficult for me to say which of the young people’s works was the best and anyway it did not really matter; what was important was that people who until the previous day had been strangers were now able to cooperate in the most harmonious way.

From this first group of young people I remember the contribution of Ourdia Lounis from Algeria, Tuula Puputti from Finland, Kathleen Hosie from the Virgin Islands and Otgonjargal from Mongolia and their artistic concerns, similar to those that have led many people to make the arts a real part of their life.

From the following day and until the end of the Session we were joined by one of the coordinators, Mr Xue Qiu.

Alongside our painting activities at the workshop we were preparing all the things we needed for our final presentation at the Arts Happening. Xue, with his artistic skills, helped us a lot and contributed significantly to the staging of the event with his ideas. A video film would be the scenery, briefly unfurling the cultural history of Greece from the ancient Olympic Games until the days of “Athens 2004” and ending, finally, with pictures of China that will be hosting the next Olympic Games, highlighted by the motto of these Games, “One world, one dream”.

The first part of the presentation included the idea of the Athlete and Sun-god Apollo, a model that is still a source of inspiration even today.

Seven persons played this role by performing exercises of classical athletics, to emphasize the reference to the ancient ideal. Marios Tsiknakos, Vangelis Sidiropoulos and Haris Georgiadis from Greece, Gonzalo de la Puente from Peru and Karel Pavek from the Czech Republic, together with two coordinators, Nikos Houtas and Nikos Roukas who undertook to show the exercises that would be performed in a suggestive way, the idea being to produce a theatrical effect rather than a sports demonstration. It would be an omission on my part not to mention that the inspired slow motion of the 1st part was Nikos Houtas’s idea; with his Mediterranean temperament, his warm-hearted nature and his outstanding perceptive ability he was able to bond this first group together and help them understand the style of their role. Their entrance on the stage, wearing golden masks with rays, was impressive; they performed the exercises and departed slowly when the video that accompanied them reached the end of the first part with the days of “Athens 2004”, slowly making way for the colors and music of China.

Three girls introduced the second part dancing with ribbons the way Ms Nitsa Bournelli in charge of the dance workshop had taught them. The girls, wearing Chinese costumes, in 2-3 minutes gave the signal with their ribbons to a “Dragon” of 20 people to appear on the stage and close the performance in the euphoric mood of traditional Chinese dance. The Dragon’s costume had been designed by the students of the painting workshop who had built its giant mask, its paper hands and its long body covered by a red piece of cloth 30 m. long. The

COORDINATORS' REPORTS

Dragon leader was Xue Qiu who had taught them the movements. When the dance was over, participants removed the long red cloth, which covered them, bowed to the audience and turning their back to it they all had the same face: a Chinese mask that they wore on the back of their head. They had all become one, as the video's last scene showed the motto of the Beijing Games "One world, one dream".

Participants in the second part of the show included Kathleen Hosie, Popi Kafetzi, Elena Pocecco, Ourdia Lounis and Tuula Puputti. The last two showed their works, which they had created with enthusiasm during the Session, at the workshop's painting exhibition. These were four 2.50 x 1.00 m. paintings on the dialogue between the Greek and Chinese civilizations, using as their source of inspiration themes from Greek and Chinese ceramics and Greek and Chinese costumes. They worked with remarkable discipline and consistency, following some basic instructions but were very soon able to achieve artistic freedom, overcoming the stress of simulation and produce an outstanding result. The masks that had been created in the workshop during the Session were hung on the trees in the open space where participants usually gathered at the end of the day's proceedings.

The wonderful feeling of meeting and communicating with new people, making new friends and participating in a common activity that has a special interest for everyone, is the most valuable gift of the Sessions for Young Participants, something I had the opportunity to experience for the second time.

For all this, I wish to warmly thank the President of the IOA, Mr M. Kyriakou and the Dean of the Academy, Mr K. Georgiadis, who again gave me the opportunity to run the Fine Arts Workshop. I also wish to thank very much Youla Pipili who because of her long experience proved to be a valuable adviser in answering the problems related to the staging of the Arts Happening, as well as the Academy's staff for their support and patience with us and all their help in implementing everything we had planned.

After the summer fires, which traumatized our life and feelings, the need to support the Academy's space and operation becomes more imperative. Deeply convinced that through cooperation and joint effort everything is possible, the

very ideas that the Academy inspires and propagates, the only thing I can do is to offer all the means at my disposal to give back its original form to this site that nurtures our civilization.



Traditional dances from the participants.

REPORT
on the Internet live transmission of the Session
Hector ARGÜELLES (ESP)

As it has been the case since the 40th Session in 2000, all the lectures of the 47th International Session for Young Participants of the International Olympic Academy were broadcasted live over the Internet. In addition to the 14 lectures of the Session, the opening and closing ceremonies, the laying of wreaths at the Pierre de Coubertin Stele, the short presentations by Olympic participants, the arts happening and the swimming gala were also retransmitted. The corresponding video archives were then placed for public access at www.ioa-sessions.org constituting a valuable and permanent source of information and reference of the works of the Session.

Using the opportunity given by the live transmission, an online discussion group was held over the Internet. The students taking part in the online discussion group had the chance to follow the lectures live, to comment and to discuss on a chat room simultaneously to the presentations. Moreover, they could actually pass questions to the lecturer in Olympia and see that questions being answered immediately from their home or work office.

The online discussion group has been organized continuously since 2001 and allows people that cannot attend in person the Sessions in Olympia to actively participate and contribute to the works of the Session. Invitations to participate in the online discussion group are sent out previously to the session. Meanwhile, everybody can follow the live transmission of the Session over the Internet, the online discussion group is limited to the first fifteen people that show an interest in participating as online students. This year students from Bulgaria, Ghana,

Nigeria, Mexico, Slovakia, Thailand, USA and Uzbekistan took part in the online group. In some cases, the time difference made it difficult, however, the interest was very high and they stayed awake very late at night or wake up very early in the morning to follow the transmissions.

Participation and legacy: two aspects at the core of the Olympics promoted by this project. The live transmission and the online discussion group give the chance to all those that cannot be present in Olympia to participate in the IOA Sessions and at the same time leave a rich legacy, in the form of digital archives, for the reference of anyone interested in the proceedings of the International Olympic Academy.



Traditional dances from the participants.

**THE SOCIAL EVENINGS:
Sharing Culture and Emotions
Thomas JUNOD (SUI)**

Dances, poems, songs, sports performances, quizzes... the creativity of the participants to present their countries and traditions during the three social evenings of the 2007 IOA Youth Session seemed to have no limits. The varied and dense programs of these evenings offered to the audience the possibility to travel around the world simply in staying in the park of the International Olympic Academy. When you attend a social evening at the IOA, you discover traditional dances and costumes and learn popular songs from the different parts of the world. The social evenings are also a unique occasion to reveal the hidden talents of the IOA participants. Tough guys playing guitars and singing romantic songs, thin and calm women showing amazing energy in martial arts performances, these are a few examples among the crazy things you can experience in attending such evenings.

Social evenings are not competitions in which each country should compete to present the best performance. On the contrary, sharing cultures, passions and traditions is the core principle of these evenings. This year, many performances were presented by participants representing different nationalities. Judo competitors from the five continents did an entertaining demonstration of their sport. Austria and Argentina cooperated to present a great performance of Tango. Israel and Malta joined their talents to present a couple of thrilling songs. Switzerland also asked some “cows” coming from the USA and New Zealand to take part in a “traditional” cow fighting competition, while Germany invited football lovers from all over the world to play the best moments of the FIFA World Cup

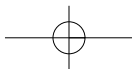
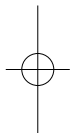
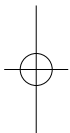
2006 again. The host country's representatives also amazed the audience with varied Greek traditional dances. Everybody could finally join them for dancing on the music that Vassiliki Tzachrista – the IOA Champion of the bouzouki – played on live!

Remarkable guests attended the third social evening. A team of Belgian cyclists, who had left Brussels three weeks before, reached Olympia on the 1st of July 2007. These champions visited ten European countries by bicycle and Olympia was the final point of their trip after having covered a distance of 3000 km. The purpose of their challenge was to raise funds for three organisations for handicaps in Belgium. These athletes were first welcomed in Olympia by the local authorities and they were then invited to attend the last IOA social evening. As television journalists were covering the final stage of the cyclists, the last social evening looked like a TV show! To wind up the evening, the coordinators of the Session sang the famous song of Céline Dion "Let's Talk About Love". This was a way to thank all the participants for the wonderful week we all had spent together.

Sport, culture, education; the main elements of the Olympic spirit were gathered in these three wonderful social evenings. If you think you can just become a better person in understanding the traditions of other people, in learning their dances and in sharing your own culture, you should definitely go to Olympia. There you will see how people from different cultures, with different traditions and speaking different languages are close to one another when they share a common passion and celebrate humanity.

Conclusions of the Discussion Groups

This year the discussion groups were asked to select the subjects and questions to discuss on during the works of the session.



CYCLE A'

French-speaking Discussion Group 1

What is Olympism?

Olympism is a way of life that can be achieved through sport and its educational dimension, underpinned by values like respecting common concepts, mobilizing citizens and enhancing the mixing of cultures in order to move towards a perfect world.

1. How can the Olympic Movement further women's access to positions of responsibility and leadership in the world?

Around the world, the need to promote women to decision-making positions within NOCs is now recognized. However, the implementation of measures that would facilitate such integration seems to come up against resistance because of the system that is still man-dominated and women's representation within society.

Areas to be considered:

- organization of publicity actions,
- awarding of prizes,
- positive discrimination should not be encouraged,
- establishment of a minimum quota for women in leadership positions,
- development of a professional integration system that meets women's skills and requirements,

- encourage the creation of a joint “Women and Sport” commission with the view to resolving specific issues,
- the IOC should require NOCs to carry out audits in order to define a medium and long-term strategy for strengthening women’s participation in leadership positions within their own NOCs.

2. Is doping a problem specific to sport or is it rather linked to the growing pressure and expectations within our societies?

Today’s socioeconomic system, the media and the public are pushing individuals and athletes in particular to excel and reach ever higher performances.

Areas to be considered:

- raise the awareness of the athlete’s coaches and close circle,
- raise the athletes’ awareness to the risks of doping,
- raise the awareness and teach young people about the principles of doping control,
- athletes that resort to doping are always well ahead of doping control systems, it is, therefore, necessary to allocate more funds to such actions,
- promote international coordination between the criminal and the sports system.

3. How to apply the values of Olympism in the field of educational sport in schools and among young people?

Beyond the program put together by the OCOGs for the propagation of the values of Olympism, the different actors of the educational and sports system need to be mobilized.

Areas to be considered:

CONCLUSIONS OF THE DISCUSSION GROUPS, CYCLE A'

- develop and implement permanent Olympic education programs within the national education curricula and the educational programs of federations,
- provide free access to vehicles and tools to promote the values of Olympism,
- encourage the actors of educational and sports systems to be part of all events related to Olympism,
- recall one value of Olympism at the beginning of each training session,
- develop a label for the promotion of Olympic values.

French-speaking Discussion Group 2

1. What is the difference between the Olympic Movement and Olympism? In the present context, does the sporting spirit remain prevalent or is it superseded by performance?

Olympism is a state of mind, a life philosophy, a system of values that define a sporting spirit. The Olympic Movement, for its part, is based on a system made up of committees, federations, clubs and those who accept to be guided by the Olympic Charter. This is the organization of sport both at national and international level.

At the time of the ancient games, the sporting spirit was, more or less, the same as today. Even though at those times the games had a sacred religious and idealistic character, athletes had one ultimate goal: to win and be welcomed by their city as sports heroes and not as war heroes. The games were a means of confrontation through sport rather than through weapons.

The important thing is not to win but to take part, said Pierre de Coubertin. Sport involves acquiring a culture that is both sporting and intellectual and not a question of performance. The values of Olympism that seem to be hidden today by various considerations (political, social, financial) may be linked to performance. This is why inviting top athletes who are role models for young people dur-

ing sports or other events could raise the latter's awareness. Creating a system enabling these idols to become ambassadors at the end of their sports career could contribute to the propagation of Olympism and its values.

2. In what sense will the Beijing Games be the "People's Games"?

We all know that the average salary of the Chinese people cannot be compared to the average salary in industrialized countries. We can, therefore, wonder whether the Chinese people will be able to attend sports events or whether these will be restricted to the wealthy and powerful social elite.

There is no doubt that the Chinese people will benefit from major economic advantages and an education that will open up the Western world to them. They will be the real actors of the Games as the vast majority of volunteers will be Chinese.

If we rely on the experience of the Seoul Games, however, reality may well be totally different. It is true that at the end of the Games the impact was positive; 15 years later, however, a major problem came to light: thousands of dwellings were destroyed to allow the construction of the different sports venues, leaving poor people homeless. Is such action compatible with the Olympic values?

The Chinese government must do everything possible to avoid a repetition of history. We are entitled to wonder whether the Games will increase the gap that exists between the rich and the poor, or reduce it.

3. What should be the relation today between Olympic and physical education?

Physical education could be used to teach the values of Olympism. Physical education at school, however, is a course that is gradually disappearing from the curriculum. The Olympic Movement could give it a new impetus and in so doing disseminate Olympic values by including an education on Olympism that

CONCLUSIONS OF THE DISCUSSION GROUPS, CYCLE A'

would be both theoretical and practical in the educational system of countries.

The IOC could “impose” on each NOC the implementation of a policy for the propagation of Olympism.

4. Why has the African continent never organized the Games? Is it because of lack of will or resources, or is it a political problem?

It is important to remember that the rings of the Olympic flag represent the five continents. Four of them have already hosted Olympic Games. The question of the African continent's representativity at world level could, therefore, be debated. Only one country on the African continent until now has submitted its candidature to become the host city of the Olympic Games. The African people certainly want to organize the games, but social and economic conditions in the country do not help its bid against more industrialized countries.

In the absence of adequate resources, should the IOC adjust to the city's capabilities or should the city adjust to the IOC's requirements? The proposal is to look for alternative solutions. The Games could be organized by two cities instead of one (following the example of the 2002 World Cup) or an Olympic Solidarity program could contribute to the host country's development.

English-speaking Discussion Group 1

1. What are the purposes of the Olympic Movement?

- Solidarity
- Participation
- Fair play
- Respect
- Tolerance
- Transparency

- Health
- Keeping peace

The Olympic Movement must use SPORT as a method to communicate “foreign” values; to support the exchange between all races (especially from different cultures, political systems and life experiences), to avoid discrimination, to promote healthy competition and to protect the environment for sustainable development in a peaceful, free world.

2. What methods could be developed to fulfil the aim of the Olympic Movement?

- Education
- Multi-level governance process
- Media-systems
- Bottom-up implementation

The key method to fulfil such an aim, in our opinion, is education. Education must play the main role to spread the values at schools, universities and at local sport level in each country so they are widespread worldwide. There is also a priority to educate NOC and NF officials as they are the first who should have a respect for and understanding of the values.

It is important to build networks using all possible systems of communication, including all kinds of partnerships (public, private, NGOs) and centres of exchange on each continent to connect the Olympic ideals with social, cultural, economical and ecological aspects of society.

Concrete projects to spread the Olympic ideals between the Olympic Games could be:

- Olympic chat room, TV and other media for discussions and education
- Promotion of Sport for All - grass root level sport

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- More promotion of less popular sports
- Organization of regional youth camps
- Further development of projects on doping and against discrimination.

3. What could be the benefits of cooperation between the IOC and the academic world (universities, Olympic Studies Centers etc.)?

A benefit could be participation and/or exchange of knowledge with each other in sport and across all its related areas e.g. social, cultural, economic and ecological.

The academic world could:

- Provide an objective critical appraisal of the IOC's actions.
- Be an auditor to ensure that the IOC is subject to external "checks and balances".
- Implement Olympic Education at national level and develop programs, especially for teachers.
- Create a forum for discussion outside the sport and political systems.
- Provide information and research in the fight against doping.
- Be a pool of material, facilities and human resources for the IOC.

The IOC could:

- Offer financial help to improve scientific equipment.
- Organize camps / seminars / competitions abroad for universities.
- Improve research facilities in universities.
- Further develop programs for student-athletes.
- Make literature and materials available.

English-speaking Discussion Group 2

What does Olympism mean to us?

We felt that Olympism can be a philosophy or even a way of life for many people. Not all countries/places have the opportunity and solidarity to create this philosophy. In addition, countries that do have the opportunity to spread the word of Olympism must appreciate what they have.

Through our actions and activities we can influence factors outside of the sporting arena such as environmental and sociological issues. Furthermore, Olympism for us meant multiculturalism. We gain knowledge of values, morals, peace, solidarity, and religion. Our lives are enhanced through greater awareness of sociological standing.

Finally, we concurred that everyone is entitled to their own experiences and points of view. For example, Olympism can mean great sporting and competitive tradition but, on the other hand, it can also mean personal development and personal challenges – JOY IN EFFORT!

1. How does the participation of professionals in the Olympic Games affect the values of Olympism?

First, we had to define “Professional”. We have two definitions.

1. Someone who makes a living from sport by getting paid to play.
 2. Someone who devotes their life to a specific sport in a very high standard.
- The Games need the best athletes to participate in order to raise the standards and profiles of certain sports, although the rules which govern the sport are the responsibility of the International Federations.
 - Spectators want to see the best athletes compete against each other. The media greatly influence the television audience and often choose to show the famous athletes who in many cases do not exemplify the Olympic ideals.

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- Some superstar athletes reduce the value of Olympism particularly in team sports when they do not enter into the spirit of teamwork and respect for the opponents. e.g. the Dream Team. These professionals often do not exemplify the values of Olympism such as fair play, respect and tolerance and are not good role models for the Olympic Movement.
- However there are many athletes who devote their lives to achieving greatness in their sport and who conduct themselves in the highest standard. More media attention should be given to those athletes.

2. Does Fair Play still exist in the Olympic Games today?

We understand Fair Play to mean playing with sportsmanship and within the rules of the game. Fair Play means not cheating by using bribery or performance enhancing drugs. Some in the group felt that Fair Play still exists in the Games. Many athletes arrive at the Games believing in the idea, but quickly learn that other athletes, coaches, and doctors want to gain every advantage. Due to the pressure of competition and winning at all costs, some athletes turn to drug taking and other forms of cheating. The cheaters always stay one step ahead of the drug testers e.g. advances in masking agents, etc.

Others in the group felt that Fair Play cannot really exist because developing countries do not have the resources in terms of facilities and finances to be able to compete with the developed nations. Greater numbers of professional athletes exist in developed countries due to the numerous sponsorships and professional club teams and leagues. In ancient times athletes would all prepare together for one month prior to the Games, eating, sleeping and training in exactly the same conditions. Possibly this was the only time there was really Fair Play.

The following questions were asked: Should drugs be allowed in the Games? Should there be separate Drug-Free Games and Games for those using performance enhancers? Should we simply continue the fight and try to protect the Olympic value of Fair Play?

3. What are the possibilities of spreading Olympic Education to impoverished countries?

As a group we recognised the great work of Olympic Solidarity and asked the question what else can be done? We believe that Olympic Solidarity could hold seminars/sessions in these countries or even create an NOA in that country. Further, we agreed that the IOC should provide a standardised curriculum, teacher training, finances and even schools to give the children of that country a small experience of Olympic Education.

Also, as a group we understood that countries experiencing war, famine, and disease may not be interested in Olympism and to survive day-to-day life is more than enough. Therefore, if education is given, then Olympic Education should be offered to the very youngest generation. Then, hopefully a new generation can pass on its knowledge and one day that country could have an Olympian.

Additionally, the IOC and possible sponsors could offer support of any kind. Furthermore, we considered participants taking projects back to their continents with them and then reporting on the progress of that educational opportunity. One person can make a huge difference – THE POWER OF ONE!

English-speaking Discussion Group 3

Olympism can be a form of inspiration, from athletes to coaches, volunteers and friends. It should represent peace, the very best in human nature and human spirit and strive to protect ethics around the world. Olympism represents friendship, both individually and between countries and it is an understanding and exchange of international cultures and experiences. As a concept, it should teach integrity and respect for yourself and others. The values of Olympism include fair play and personal excellence. These can both be demonstrated in a huge variety of ways including drug free sport, hard work and determination. Together these different understandings of Olympism make the Olympic Games and the Olympic Movement magical.

1. How can we make the Olympic values achievable by educating, not just athletes, but the whole world in order to build human spirit and overcome injustice, inequalities and discrimination?

- Sport needs to raise its profile and rise up the government agenda. It should be an indicator of development and governments must recognise that sport can be used to help solve other problems and that every citizen has a right to take part in sport. However, sport shouldn't be tangled in politics – “sporticise” the politics and don't politicise sport.
- There should be a standardised but adaptable and interactive Olympic Education program with strong links to information technology. Education surrounding the Olympic values should be based on global guidelines but focused on young people and reach the entire nation, giving them the chance to interpret the values based on their experience and opinions.
- National Olympic Education programs, policies and values should be developed in line with different cultures and together with the spirit of Olympism. We shouldn't try to impose but instead add value to the existing society.
- The Olympic Movement should be promoted as a whole. We must focus on spreading the message of fair play, equality, understanding and solidarity instead of focusing just on the Olympic Games and medal tables. It may be necessary to revive the Olympic Truce in order to better achieve international understanding.
- Success and a consistent message could be achieved through re-defining the Olympic symbols. For example, each one of the Olympic rings could represent a different value of Olympism.
- We must recognise the importance of the private sector. Appropriate private sector involvement can provide a long term, sustainable resource in both sport and Olympic Education. However, we must ensure that private companies promote sport for its own value and not just for publicity and money.

2. How can we build an appropriate security program at the Olympic Games, keeping in mind different cultural perceptions?

- It is important to recognise that security risks are wider than just terrorism. During the Olympic Games people will also feel at risk from smaller crimes such as theft, and these incidents should be treated with appropriate seriousness. A security programme should be entirely free from discrimination and political views and should learn from the previous host cities' experiences (especially Athens, as the first city to host the Games post September 11).
- An appropriate security programme requires standardised education:
 - Education of the Host City regarding different cultural perceptions of risk. This may be achieved through ongoing consultation.
 - Education and co-operation of the armed forces involved, explaining the importance of the Olympic values and the need to respect them whilst maintaining the highest level of security.
 - Visiting nations, including delegations, spectators, volunteers and the general public should be educated in what security measures will be in place, the reasons for them and what to do in the event of an incident. These procedures must then remain consistent throughout the Games time.
- A security programme should include a crisis management plan which considers the widest effects of a security breach and offers a suitable response whilst keeping the Olympic spirit alive.
- A security programme should be adaptable and allow for international support from other, experienced countries and where possible from worldwide organisations such as the UN who may be able to share appropriate knowledge and experience.
- Security staff could wear a non-threatening uniform which is unique to all Olympic Games, creating a new symbol representing protection and safety.

3. How can Organising Committees ensure a sustainable legacy for the Games?

- We must accept the importance of money to an Organising Committee and a Host City. With such large amounts of money at stake there is an opportunity for a Host City to use the Games as generating a positive, long term change within the city. However, the Organising Committee's obligations include more than just the hosting of the Olympic Games and in order to achieve a sustainable legacy they must consult with the local communities right from the start of the planning phase. This ongoing consultation gives the local communities a feeling of ownership of the Games.
- It is vital that we fully understand the meaning of legacy. Olympic legacy should be about more than just stadiums and infrastructure, it should also include human legacy. For example, ensuring volunteers gain valuable experience during the Olympic Games will provide them with increased skills and experience which they might use in a number of different ways including other sporting events within their community, to gain employment or to contribute to the Olympic Movement
- A shift in government administration might pose a risk to an Olympic Games legacy and it is, therefore, important to ensure a cross-party political commitment, perhaps in the form of legislation which protects the Olympic Games legacy.

English-speaking Discussion Group 4

Olympism:

A way of life through the practice of sport that promotes morality, ethics, joy of effort, and general interest in one another and each other's culture.

1. Are the existing Olympic Education programs successful?

It is necessary to define a successful program in order to answer this question. Four qualities that indicate a successful program include: it should invoke a change in lifestyle (for example: participants exhibit an improved and healthier diet, they participate in exercise programs, and they would be drug free), participants should show an improved understanding of national culture and of the cultures of the world, exhibit an increase of awareness in the Olympic Movement and finally and most importantly, a successful Olympic Education program would show long term lasting benefits (for example: participants would continue to educate those around them about Olympism and the Olympic Movement).

Due to the amount of time needed to research this issue, we chose to explore only the Olympic Education programs of the members of our discussion group. It was discovered that only six countries out of 17 have Olympic Education programs (based on the knowledge of the individuals in our discussion group). After examining the six countries, we determined that although there appears to be short term benefits of Olympic Education programs, there is inconclusive evidence to support the long term benefits of Olympic Education. Although we applaud the effort of the programs, we feel that there is always room for improvement. For countries that have an established Olympic Education program there needs to be a way to measure or track the program. It is also widely felt that the greatest stewards of the Olympic Movement are the Olympians. In the majority of countries, Olympians and athletes are viewed as role models and mentors. It is extremely important to educate the athletes about Olympism, the Olympic Movement, and the history of the Games, to serve as educators for the general public and to inspire others to learn more about the Movement.

2. Are the symbols of the Opening Ceremony as important today as they were in the past?

We identified the symbols of the Opening Ceremony as: the cultural show, pa-

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rade of nations, raising of the Olympic flag, oath of athletes and judges, and the lighting of the Olympic flame.

We discussed the significance of each of these symbols both from a spectator's point of view and from an athlete's point of view. The cultural display is seen as an opportunity for the host country to demonstrate their interpretation of the Games and also serves to educate the world about their particular culture. In addition, the culture show is a chance for the organizing committee to display their organizing skills.

The parade of nations is viewed with great respect, excitement, and pride both by the athletes participating in the parade and by the citizens of the country they represent. The raising of the Olympic flag and the oath of the athletes and judges are both a tradition that is readily accepted, but it does not share the same value and excitement as the culture show, parade of nations, and lighting of the Olympic flame. The Olympic flame is seen as the culmination of the Opening Ceremony festivities which generates enormous feelings of excitement and respect shared by spectators and athletes.

These symbols are seen as necessary and vital to the Opening Ceremony because they are deeply rooted in that very thing, tradition, and they share a deep connection to the history of the Olympic Games some of them dating back to ancient times. The symbols of the Opening Ceremony are an integral part that helps define the Games as the "Olympic Games" without which could simply be referred to as "World Championships."

The Opening Ceremony is also a perfect time to integrate an Olympic Education program into the ceremonies. This provides an opportunity to educate the general public about the history of the Games, Olympism, and the Olympic Movement. The Olympic symbols also serve the purpose of strengthening the brand for the IOC. As these symbols are consistent and easily identifiable (namely the rings), they can continue to generate revenue. In conclusion, the traditions and symbols of the Opening Ceremony continue to be relevant to the identity of the Olympic Games and serve as a fundamental part of the Games.

3. In the event of a terrorist attack should the Olympic Games continue?

This question caused a lot of discussion as it cannot be answered by a simple yes or no. Of course, in our world today security is extremely important and while high security cannot be 100% preventative it is still necessary. Continuation of the particular Olympic Games is dependant upon several different factors. Some of these factors could be where the attack occurs, the number of casualties, and the future safety of the participants and spectators.

The place an attack occurs could highly influence the continuation of the Games. For example, if a major terrorist attack occurred in the Host City the resources allocated to the Games may be needed to help the citizens of the city and the Games could be cancelled. If the attack occurred in a venue then the number of casualties, extent of damage, etc. would be taken into consideration. The continuation of the Olympic Games would also depend on the number of casualties. A large number of casualties would certainly influence the decision as to whether or not to cancel the Games.

Of course, the continuation of the Olympic Games would ultimately be the decision of the organizing committee and the IOC. Whether the Games continue or not, there will be obvious repercussions from a terrorist attack. The Games will have a stigma if continued along with possible decrease in athlete performance and attendance. It was expressed by the group that the termination of that particular Olympic Games in the event of a terrorist attack would allow the terrorists to “win.”

English-speaking Discussion Group 5

Olympism:

We feel that the term Olympism refers to a way of life, combining the philosophy of fair play and unity. The Olympic motto of “Citius, Altius, Fortius”, meaning

faster, higher, stronger, is implemented in the perception of life. Olympism can improve life through participation, leading to a healthy body and mind. Olympism is also a multi-cultural experience, including music and the arts.

1. How can universal Olympic Education be improved?

Olympic Education is best defined as learning about the Olympic Movement, practicing sport and the arts so as to have a positive influence on life. Olympic Education is different in every country and sometimes within each country. We feel that Olympic Education and participation in sport are similar and that one affects the other. Currently, there is a lack of knowledge about participation in sport. Some outcomes of this decline in sport participation include obesity and a general lack of enthusiasm for sport.

We feel that Olympic Education provides an excellent opportunity for the world's youth to be exposed to the Olympic ideals of friendship, equal participation, fair play, striving for excellence, peace and co-existence of all peoples. This is best achieved by schools, governments and parents.

- Including Olympic Education in the curriculum leads to an improvement in the physical and social aspects of the students' lives. Olympic Education can be achieved either through students participating in "out of classroom" activities during school hours or else being exposed to Olympic Education through the traditional subjects studied in the classroom. It is of vital importance that the teachers or coaches who are spreading the Olympic ideals must be well-informed. Therefore, "Train the Trainer" programs can be introduced which would be tailor-made to the needs of the specific country, while maintaining the Olympic ideals.

Government and the National Olympic Academies can also have an impact on the improvement of universal Olympic Education:

- Supporting youth Olympic schools could help advance the Olympic Movement in each country as well as promote good fitness and health for all citizens.
- Promotion of Olympic Education can help encourage citizens to volunteer at youth sporting camps and clubs.
- Creating Olympic Education museums or centers can promote Olympic Education to all citizens.

Finally, Olympic Education can also be done in the home:

- Parents can encourage their children to participate in sport. Parents can lead by example and show that sport is a way of life.
- Athletic virtues are not just for athletes, and learning to always try for the best will help young children to have rewarding futures.

2. How does Olympic Games security affect the Olympic ideals?

The Olympic ideals include the aspects of peace, cooperation, love, solidarity, respect, healthy competition, trust and fair play. Today, security at the Olympic Games has become very expensive.

We feel that sometimes the increase in security at the Olympic Games can affect the Olympic experience and also the Olympic ideals:

- Sometimes increased Olympic security can make spectators and athletes feel threatened and uneasy.
- Other times, increased security is necessary to protect the athletes and teams.
- It would be easier if all people would embrace the spirit of Olympism during the Olympic Games. However, not all people live by the Olympic ideals.
- Extra security is necessary for such a high risk environment.
- However, new procedures can be taken to minimize the negative impacts

of these measures. This can be achieved by making security cameras less visible and police presence among visitors can be reduced by security officers using plain clothes.

3. Should the Olympic Games be held in Greece every Olympiad?

Making the country of Greece the permanent host nation for the Olympic Games raises several issues:

- Today it is very expensive to host the Olympic Games. Increased security requires additional funding. Many host cities feel the need to build new sports facilities; many of which are not used for sporting events after the Olympic Games are over. One argument is that to decrease the expense of hosting the Olympic Games, Greece should be the permanent host nation. This would allow the organizers to use the facilities multiple times. Because the organization including security, transportation and accommodations has been done already, there would not be the additional cost of preparing each Olympic Games from the beginning.
- The Greek people also have a rich Olympic history and as a permanent host nation they would ensure that the Olympic history and ideals would be included in each Olympic Games.

However:

- Another argument is that widespread hosting of the Olympic Games is part of the principles of the Olympic Movement, making the Olympic Games truly world-wide.
- Hosting the Olympic Games provides the opportunity to show each country's culture to the world, as well as benefiting from the increased tourism and revenue.
- The changes that are involved with hosting the Olympic Games, including

building new hospitals, airports and having an increased security network would be beneficial to all countries.

- In addition, the sport participation in the host nation typically increases after the Olympic Games and having many different countries host the Olympic Games would, therefore, increase sports participation in more countries.

Finally, there is a concern that based upon the current system; smaller countries will not be able to host the Olympic Games. Due to the large financial obligation to bid and, then, host the Olympic Games, many smaller countries do not have the opportunity to invite the world to their country. This leads to discrimination which is against the Olympic ideals and principles. Thus, one idea is to have smaller countries work together to jointly host the Olympic Games. For example, Korea and Japan hosted the FIFA World Cup together in 2002.

This is a subject that can be debated for years. We feel it is important to continue the discussions so that hopefully one day a solution can be found to meet the Olympic ideals and include all countries in the host process.

English-speaking Discussion Group 6

1. Can we separate sport from politics?

We defined politics as a system of power that allows one structure to control the decision making process of a society. Sport was defined as an organized physical activity.

The IOC should encourage governments to use funds appropriately to promote sport with the ultimate goal to promote physical and mental well being of the people and not only focus on top level athletes.

2. How can the IOC use the Olympic Games to promote “Sport for All”?

Media

The IOC should use the different promotional means available in connection with the Games to promote Olympism and its ideals. This opportunity should also be used to promote to the public the importance of physical activity in daily life and lifelong participation in sport.

Athletes

Athletes should be encouraged by both the IOC and their NOCs to promote Sport for All at schools. Both elite and national level athletes should be encouraged to do this as they can relate to the children in different ways as a role model and friend. Participating athletes should be willing to take on this role.

Schools

The IOC should play an integral role in encouraging sport as an important and essential part of the school curriculum.

International Cooperation and Partnership

The IOC should put emphasis on a close cooperation with partners who share the same ideals, goals and ambitions in relation to the health and well being of the public, e.g. the World Health Organization (WHO) and similar international bodies.

Youth Participation

Rather than the IOC guessing what the best approach to youth participation is, communication should be established with young people to discuss what would motivate them to be involved in sport, what would encourage them, what the reasons are they do not participate now and these responses which come directly from the youth should be submitted to the IOC.

Teachers' Participation

Continue teachers' learning and participation in seminars such as the International Olympic Academy Sessions at the IOC. Encourage the importance of 'Teach the Teacher.'

Potential Problems

Parents often do not encourage their children to participate in sport for various reasons including; potential injury, taking away study time, their own lack of experience in sport, lack of understanding of the benefits of sport, belief that it is not possible to make a living from sport, and the cost of participating.

The IOC is usually focused on elite sport and could also be looking at encouraging worldwide participation for Sport for All.

3. How can the media be motivated to present athletes as social role models?

Different types of media should be used as tools to access the public, e.g. a TV cartoon program for children.

Other various methods could be to:

- Treat the media with respect and ensure they are catered for major competitions.
- Call press conferences for the media to inform them rather than let them find out themselves.
- Encourage building positive personal relationships with athletes, coaches, other stakeholders and the media.
- Encourage responsible journalism by giving guidelines or request how the sports should be covered.
- Control the TV coverage of the Games through guidelines provided by the IOC so as to encourage and ensure positive coverage. Penalties should be

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given if the guidelines are not followed, e.g. a network that negatively portrayed the Games would not get the rights again or would have to pay more.

- Encourage athletes to be used in promotions for youth events and charities, thus enhancing the positive link between athletes, the media and Olympic ideals.
- Educate athletes (and coaches) to communicate effectively with the media so as to ensure positive coverage.

The IOC must implement a “Sports for All” action plan including objectives and measures in achieving worldwide participation in sport.

English-speaking Discussion Group 7

1. Are the original educational values of Olympism, as created by de Coubertin and others, still relevant in our society today?

Olympism is a philosophy based on a balanced body, spirit and mind; it was intended to be and still can be a continuous educational process. The values of Olympism such as fair play, personal excellence and cultural understanding, are aligned to those of humanism.

These values must not change, however, their interpretation and realization in the countries must respect the national culture and individual identities. In many cultures there is a lack of understanding and knowledge of what Olympism is. Although an NOC exists in the country, people are not aware of Olympism or its original values. It is important that young people, specifically, have the opportunity to learn about and understand the values in order for them to grow and develop and encourage others to do the same whereby positively affecting the development of their own society.

Taking all these into consideration, we feel that the original values are still relevant in modern society; however, they are neither widely known/ practiced nor

understood. It is important that this imbalance is corrected to enable the Olympic Movement to achieve its aim of encouraging individuals to strive to be better and to create a more equal and peaceful world.

2. Should the Olympic Games leave a legacy?

It is vital that the Games leave a legacy. It is a social responsibility. Firstly, to the public who have paid for the Games and they must see the value of where their funds have gone. Secondly, across all three pillars of the Olympic Movement; sport, culture and education; this could include supplementary and ongoing education programs to ensure that the spirit is kept alive and the networks which have been created among individuals and organizations remain.

The responsibility for legacy lies across many sectors: individuals (athletes/volunteers), media, delivery agents of the Games' programs, government, the NOC and the Organizing Committee itself. The government's task is to build the infrastructures and ensure the ongoing use of the facilities after the Games. The other organizations must ensure a positive long lasting human legacy in partnership with government.

Finally, respecting the fact that one of the values of the Olympic Movement is cultural understanding and a desire to bring the world closer together, the legacy should be for everyone in the Olympic Family, not solely for the host city or nation. There should be a worldwide impact after the Games to ensure continuous development of the Olympic Movement in each of the Olympic countries and regions.

3. Can Olympic Education have an impact outside a formal education system?

Yes, Olympic Education can have an impact outside a formal education structure. Everyone has the right to be able to achieve their desired goals through self-

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empowerment. Everyone deserves an opportunity to be educated. Unfortunately, there are people in the world who do not have access to formal education; however, this should not restrict their opportunities to reach their full potential. It is vital that the basic needs of shelter, food and health care be met first or partnered with other programs such as those of Olympic Education.

Olympic Education can have both positive and negative impacts outside a formal education system.

The positive impacts, if linked to other basic needs programs, could include: increased access to shelter, food, physical/cultural activity, the opportunity to perceive themselves from a global perspective and the opportunity to develop themselves and create a better way of life.

The negative impacts are varied. These could include:

- Conflicting goal setting or fund allocation of those that sponsor any Olympic Education program outside the formal structure. Therefore, the Olympic Family must remain in control of the aims and content of the programs and where and how the funds are allocated.
- Lack of respect for individuals personal situations, challenges and issues, e.g. if a young person is living on the street and starving, the first priority is to feed, cloth and house them, then they would be more receptive to an Olympic Education program which could build their confidence, inspire them to set new goals for themselves and strive for a better life. Those delivering these Olympic Education programs must be realistic when setting the goals of the program, take all these issues into account and ensure that basic human rights are met first.

We felt that of those not involved in formal education the most important ones were the youth. In creating any Olympic Education program these young people must be involved from the first step in the strategic planning and implementation of these programs. This would give them self-confidence, a feeling of belonging to something and an ownership of and belief in their own destiny. The programs would need to be tailored to their needs and be made interesting

for them to see the possibility for change and respect the importance of education.

Every human being has the right to question themselves as to how they can attain their goals and then they must be given the opportunity and belief to do so. Therefore, we do believe that Olympic Education could have a vital role to play out of formal education structures.

English-speaking Discussion Group 8

Fundamental Principles of Olympism

- The development of a sound mind, body and soul.
- Character building through moral and ethical values.
- The unity of people and cultures, without discrimination, to celebrate peaceful participation and competition on a fair playing field.
- The ability to go beyond expectations in achieving extraordinary results – whilst respecting the ideals of the Olympic Movement.

1. In situations of potential violation of human rights in host countries, should the International Olympic Committee (IOC) get involved, and if so, how?

Yes, the group believed that the IOC should get involved within the scope of its capacity.

- With its recognized presence and strength from over two-hundred nations worldwide, the IOC cannot afford to ignore the problems and issues of the world. Accordingly, the Olympic Movement may best serve as a “window” to expose the most serious concerns of the host country as well as the participating nations.
- Keeping in mind that cultural differences play a role in what is “right” and

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what isn't, there are certain ethical and moral values that should be established and protected, regardless of cultural variation.

- A culture in existence for several generations cannot be transformed in months or even years. Therefore, the IOC must take into account that significant change takes significant time.

With respect to the noted items above, the IOC could get involved through:

- Setting guidelines, standards, and restrictions in the bidding process to eliminate potential host nations who do not uphold the identified ethical and moral values.
- Utilizing the expertise of independent organizations such as Greenpeace or The International Labour Association (ILA), as supervisory bodies of human rights within bidding nations – prior to awarding the bid, throughout the Games preparation, and during the competitions.
- Providing progress reports leading up to the Games, and if necessary, action plans outlining ways to improve conditions and practices.
- Issuing warnings and sanctions when progress doesn't meet pre-defined criteria and deadlines.

2. Are the messages conveyed by the symbols of the Olympic Games jeopardized by the commercialization of the Games?

Yes, the symbols of the Games are becoming a marketing tool/trademark rather than remaining as “true” symbols representative of the aim of the Games. The symbols should be used to convey the message and values as defined by Olympism, rather than merely as a means to financial success. Although we cannot stop the continuous commercialization of the Games, we can develop educational and marketing programs to teach the world about the meaning and importance of the values of the Movement.

3. What steps can be taken to measure and improve the quality of life in the host nation after the Olympic Games have concluded?

- Steps to measure quality of life:
 - Qualitative and quantitative analysis should be used when possible to assess quality of life.
 - The IOC should support and solicit universities and independent entities for assistance in research.
 - The IOC should implement surveys across all people, without bias, to assess the impact of the Games on all people – regardless of socio-economic status.
 - Quality of life should be measured, with respect given to cultural differences, while supporting universally accepted standards of living as defined by independent international organizations.
- Steps to improve quality of life after the Games have included:
 - Prearranged and structured plans for the use of Games' facilities and infrastructure.
 - Continued education of Olympic values.
 - Social and economic sustainability.

English-speaking Discussion Group 9

What is Olympism?

Olympism is the application of universal “ethics” (diversity, unity, fair play, human rights) and using sport as the vehicle / catalyst to celebrate these harmonious developments of man.

1. Winning At All Costs

We believe this concept detracts from the ideals of Olympism. The pressure of society is forcing athletes to pursue excellence only in the name of victory. As a result, athletes are feeling significant pressures to pursue extreme means of attaining victory such as drugs, methods of cheating, and subsequently, a divergence in the pursuit of the true Olympic message.

Athletes understand the hard work involved in pursuing sporting excellence, but it is often not appreciated by society unless victory occurs. Society tends to offer resources for training only to the victors. The lack of adequate support for other athletes in this realm may augment the temptation to compete only to win.

Perhaps there needs to be some form of recognition, but it should not emphasize significant financial gains in the form of lucrative contracts or sponsorships that control the athletes' lifestyles.

At the same time we acknowledge that these external pressures come from outside the Olympic organizations themselves (i.e. private sponsorship deals, media and celebratory status, etc.), and there may be legal problems with regards to trying to regulate this. However, we do believe that this is a problem that needs to be addressed.

Many of these pressures that cause the tendency to win at all costs appear to derive from the media and its tendency to focus on the winners. This brings us to our second point, regarding the role of the media in the Olympic movement.

2. The role of media in the Olympic Movement.

The media has the ability to interpret the messages that are conveyed about the Olympic Movement. The original mandate of reporting is to provide balanced, neutral coverage on an issue or event. However, given the pressure of ratings and profit-driven enterprises in today's society, the media tends to sensationalize issues in order to attract audiences.

With regards to sport and the Olympics, the tendency is for the media to focus solely on results and victors, and the negative aspects of competition. This is not to suggest that the media should question problems within the Olympic Movement itself, but it should attempt to achieve a harmonious balance between controversy and the positive messages of Olympism.

The media is clearly an important partner in the dissemination of the Olympic values. However, a balance needs to be struck between the priorities of the media and the priorities of the Olympic Movement.

There is no solution to this problem. Some ideas could include assisting broadcasters in integrating the Olympic ideals into their programming, or using the media to educate the public year-round on the Olympic Movement. Whether it is television, newspapers or the Internet, the goal should be to deliver the opportunity to pursue and understand all aspects of sport and Olympism messages.

3. The role of Olympic Education in developing or improving the Olympic Movement

The role of education is diverse and complex. As such, there is a significant challenge in the delivery of Olympic philosophies to the common people, and does require a re-evaluation of Olympic Education programs.

At the forefront of this idea, we have acknowledged that “education” does not have to come exclusively from traditional formal school systems. Alternate systems of delivery may include youth camps or curriculum modules for clubs, organizations, and other interested individuals.

To achieve this, it may require groups of countries cooperating to develop networks that can establish support for those who need assistance.

Such activities may require additional financial support. Potentially this could come from corporate sponsorship or endorsements that promote these educational systems.

Additional support could be solicited from non-profit organizations that

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may have the resources available to assist in the implementation of the programs.

The catalyst for the success must ultimately come from you as the individual. The individual's passion and belief in values of Olympism is one of the most important foundations in the process of educating others and spreading the message to the wider community.

CYCLE B'

French-speaking Discussion Group 1

1. What type of governance should apply for relations between the media and the IOC at the Olympic Games?

Market economy has imposed itself to the detriment of athletes and the values of Olympism on the relations between the IOC and the media where 3 types of governance are predominant, depending on the situations:

- pressure by the media lobby,
- pressure by the organizers,
- mutual agreement between the media and the IOC.

Aspects to be considered:

- establish a media charter for the coverage of the Olympic Games that will guarantee the spirit and values of Olympism;
- avoid the transmutation of Olympic sport, which the media and the IOC could impose;
- impose on broadcasters to broadcast all events without any untimely cuts;
- organize the scheduling of events in a way that would be more compatible with the multidisciplinary character of sports at the Games.

2. How can the Olympic Games avoid falling into economic perversion?

At present, the organization of the Games is open only to richer countries because of the high costs involved. This is not compatible with the Olympic Ideal since the Games have been organized until now only in Europe, Asia, Oceania and North America and not yet in Africa and Latin America.

Aspects to be considered:

- Create a development fund in order to help candidate cities in countries that have not yet organized the Games.
- Reduce economic criteria for the awarding of the Games.
- Encourage candidate cities to organize multidisciplinary events of an international scale in order to spread over time the cost of facilities and train their administrators.
- Set up a commission between OCOGs and candidate cities to transfer knowledge and experience.
- Make it possible for several cities from the same geographical region to bid for the Games.

The IOC generates a vast amount of revenues during the Olympic Games that lead to economic perversion by raising the price of derivative products, in particular. A few solutions:

- Increase the transparency of marketing product profits
- Reduce sale costs of derivative products
- Make it possible to broadcast the events of the Olympic Games at a lower cost, for developing countries in particular.

3. What is at stake for a sport to be recognized or not as an Olympic sport?

The IOC alone has the authority to include a sport in the Olympic programme,

provided it complies with specific criteria (cf. Rule 47 of the Olympic Charter). But what about all those sports that do not have this privilege?

- They are not adequately recognized by NOCs and public authorities (ministries, councils and other entities), so they considerably increase their marginalization.
- Their credibility with the media is very limited and as a result they are little known and, therefore, rejected by the public at large.
- They face financial and economic problems because their financial partners may withdraw and this will threaten their national and, thereby, their international development.
- Their athletes really feel frustrated because they are only recognized by their sport and their country, but not by the IOC.

Aspects to be considered:

- Increase the number of sports on the Olympic programme.
- Review the representativity and universality criteria defined and imposed by the IOC.
- Establish a system of grants and financial aids by the IOC for the development of non-Olympic sports.
- Propagate the values of Olympism in non-Olympic federations in order to raise their awareness.
- Re-introduce demonstration sports and other exhibitions (of national sports in particular) in the Games programme.
- Encourage media coverage of World Games through the IOC's media network.
- Integrate indoor summer sports, which are not present Olympic Sports, in the programme of the Winter Olympics.
- Envisage a rotation system for sports represented in the Games.

French-speaking Discussion Group 2

1. Isn't there a risk that excessive commercialization might lead to the disappearance of the Olympic Games in the long run?

The Olympic Games, which promote Olympism and Olympic values, represent today the most broadcasted sports event in the world.

This media coverage attracts people to sport, makes them wish to practise various sports disciplines, either as leisure-time activity (Sport for All) or in competitions.

The values of Olympism, the athletes, the different ceremonies and the Games themselves contribute to the dissemination of human values like solidarity, respect, fair play...etc.

The Games represent a sporting ideal for the whole world, bringing together different cultures in the Olympic Village or elsewhere. Moreover, they further the dissemination of a sport culture and Olympic education (the Youth Camps that bring together young people from all over the world during the Games).

At the economic level, the host city of the Games and often the whole country experience impressive development: the city's infrastructures expand and the standard of living rises.

The Games also contribute as a result of media coverage to the emergence of new traditional sports disciplines, specific to the host-city or disciplines that were little known until then.

However, the sports organization must in certain cases adjust to the requirements of the media whose power is steadily growing. The popularity of certain sports is in a way related to this exaggerated media coverage that leads to more and more excessive commercialization (broadcast control, pressure on athletes, broadcasting times, opening ceremonies very much like an American show) and the same applies to sponsors despite the IOC's regulations.

This influence leads to excessive commercialization of the Games and to the popularity of certain sports over others. The Olympic Games generate more and more money and media coverage facilitates this process.

The Olympic Games are becoming a product with a growing attractiveness for countries as far as investments go and gradually turning into a consumer product that promotes the image of the athlete with no consideration for his integrity.

2. If one day human performance reaches its limits, should we resort to doping to exceed this limit and keep up the performance race?

Doping is the use of performance-enhancing illegal substances. It is an ethical, health and fairness issue.

Why do athletes resort to doping? What would be the future of sport if doping was allowed for the purpose of enhancing performance?

The athlete lives under the constant psychological pressure of his close circle (parents, coach, friends) and others (sponsors, federation...etc.) that may push him to use doping substances in order to exceed his limits and meet the demands of people around him and of the performance itself.

A way to combat this process might be to develop a doping product that is not harmful, in order to protect the athlete's integrity. However, the availability of such a product, in a controlled or uncontrolled way, might create an even larger gap between athletes who can obtain these "miracle products" and the athletes who are only driven by their will to win. Doped athletes will fly over the Games like superheroes with supernatural powers. Could we then still speak simply of sports performance and sport?

3. Why do the Paralympic Games not enjoy the same fame as the Olympic Games?

The Paralympic Games are held right after the Olympic Games, but they are still little known. The Olympic Games are broadcast practically around the clock, whilst the Paralympic Games have very limited coverage. This absence of pro-

CONCLUSIONS OF THE DISCUSSION GROUPS, CYCLE B'

motion could perhaps be explained by a lack of interest on the part of the population, who consider Olympic records more attractive than those achieved at the Paralympic Games. This could be attributed to the different attitude of spectators towards the athletes and the Games. People's outlook changes: first, it is pity, then, admiration and then, it may be replaced by a vision of sport itself. In addition to that, persons with different abilities represent a minority, there are fewer sponsors compared to the Olympic Games, medal-winning athletes do not enjoy the international recognition they deserve to have and this accentuates the absence of recognition.

To help the Paralympic Games come out of the shadow and develop in order to reach the same level as the Olympic Games, a system of subscriptions or tickets that would facilitate access to the Games could be envisaged that would make the Games more popular. Such a system will need to be studied carefully and be limited in time so that it does not have the opposite effect.

The staging of the Olympic and Paralympic Games in the same period could also be considered in order to reduce this difference in recognition.

English-speaking Discussion Group 1***1. For a Host City, what are the positive and negative aspects of organizing the Olympic Games?***

Positives:

- New infrastructures and stadiums that become facilities for youth, sports-people and business.
- Improvement of the city's environment including new green spaces.
- Increasing future tourism and development to aid an economic boom (particularly China at the moment).
- Improved social facilities that allow the country to move forward to a new stage of development.

- Improved management structures of bodies involved in organizing the Games.
- Job creation.
- Increased international profile of the city.
- Demonstration of the country's language and culture to the world.
- Enriching the citizens' experiences through intercultural communication.
- Gathering citizens together with a common goal.
- Pride, prestige and entertainment for the citizens.
- Hometown advantage for athletes.

A minority of the group felt that several perceived benefits, particularly the infrastructure and venue development, the ongoing use, and the environmental impact have not been positive for the Host Cities in the past. The majority disagreed, but concluded that many of the listed positive aspects were only potentially beneficial, and if development occurs in the wrong way it could be harmful for the city.

Negatives:

- Substantial financial risk for both the private and public sectors.
- Diversion of funds away from other areas such as the arts.
- The threat of terrorism and restrictive security measures.
- Potential division of the country, with the majority of development occurring in only one city.
- Environmental concerns.
- Inconvenience for citizens while constructing venues, increased traffic and invasion of privacy during the Games.
- No use of facilities after the Games, resulting in a continued drain on taxpayers.

2. Discuss the Olympic Education programmes in your country and how these experiences may be communicated to other countries.

The group outlined programmes in their countries. The levels of education varied, with some countries having almost no programmes (to the best of participant's knowledge), while in other countries the NOCs worked closely with Education Ministries. The majority of countries had Olympic Academies and the Olympic Day Run took place in each country.

Some particular programmes were:

- Regular national Youth Olympic Games.
- Olympic athletes sharing experiences.
- "10 Olympic Stars" – a TV programme showing Olympic values to students.
- National Olympic museums.
- Literature, art, essay and mural competitions.
- City social days, with fun sport competitions and barbeques, sponsored by municipality councils.
- Half-day school visits, including the NOC's mascot and fun games.

The majority thought Olympism should be directly incorporated into the school curriculum, while a minority thought it should simply be made available to teachers and schools and the choice of involvement would be left to them. We suggest NOCs should directly approach governments. Alternative education focusing on national sport federations may be required if there is resistance.

The best way to communicate experiences is in person. The sessions of the IOA, the Olympic Games and other conferences offer opportunities to share experience and ideas. Secondary modes of communication can involve material produced by Olympic studies centres, and Internet email, forums and discussion groups.

3. What is your opinion on the organization of a Youth Olympic Games and the advantages and disadvantages?

Advantages:

- Could promote the Olympic values in a more relaxed environment without the pressure “to win” at the Olympic Games.
- The involvement of the IOC could provide good structure, experience and management.
- For a number of different sports exposure to young people which may not happen otherwise.
- Combines existing youth world championships in one place.
- Promotion of healthy lifestyles and goal setting for youth.
- Gives young athletes international exposure and possible sponsorship, an advantage especially for athletes from developing countries.

Disadvantages:

- Professionalisation of children.
- Exposure to commercialization, pressure and drugs and the risk of over-training at a young age.
- A potential sacrifice of education for sport.

Whether this event is a good idea will depend upon how it is implemented. Generally, the problems identified stem from the commercial pressure that may result from calling such an event “Olympic Games”. In order to avoid this it was thought the focus should not just be on sport. Performances, exhibits, lectures and workshops could be incorporated into the event, with prizes for cultural presentations. National teams may not necessarily be comprised of the absolute best athletes of that age, but there could be a more general all-round criteria for being a member of the team, including cultural and artistic proficiencies. The Games could be held in the Olympic Host City several months before, as a warm-up, or

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a period after to re-use venues. Alternately, it could be held on a rotation basis around the world, rather than a bidding system, to increase the international exposure.

English-speaking Discussion Group 2

1. Should there be Youth Olympic Games? Consider the positive and negative aspects of the Olympic Games and discuss them in relationship to Youth Olympic Games.

The Youth Olympic Games could seek to address the current negative issues associated with the Olympic Games. Olympic Education would have an opportunity to promote the correct values to the younger generation and counteract thoughts of previous occasions of cheating or doping.

The value of multiculturalism could be introduced at a young age raising the awareness of children around the world to other nationalities. The Youth Olympic Games could also give a smaller city the chance of hosting an Olympic experience.

A negative issue arising through SPORT and, secondly, through the Olympic Games might be the creation of false dreams of success to many children around the world. They may only be driven by extrinsic rewards, which could create an insecure sporting identity.

Currently, there are many forms of Games that happen around the world, e.g. Good Will Games, World University Games, European and Pan American Games, etc.. There are also youth championships in many sports. Do we need other Games?

2. Nationalism versus Internationalism: Should Nationalism be eliminated from the Olympic Games? Why, or why not? Consider the concept of “One World, One Dream”.

Nationalism should always be a part of the Olympic Games:

- It is important to represent one's own country, so as to feel the importance of the way of life in one's country. Athletes are proud to wear the uniform of their country with their national colors and flag.
- The cultural diversity makes the Games interesting.
- The participants are part of the Olympic Family. It does not matter if they compete against each other. They come as friends to the Games, compete to win and be the best, yet afterwards they are still friends.
- Ultimately, at the end of the day there is always a winner regardless of Nationalism or Internationalism.
- Countries need to identify with their sporting traditions to maintain the interest of spectators and competition as an integral part of sport.
- The Olympic Charter states that no direct association should be made with specific nations. However, the IOC posts medal tables on its website.

3. How will the Olympic Games change China? What are your expectations? Will China change the Olympic Games?

The 2008 Olympic Games in China will be a great event. China will emerge as one of the strongest sporting nations next to Russia, USA, Germany, etc. They have the potential to deliver both quality and quantity.

As a group we felt that China will not dramatically change the current Olympic model. However, there is a strong chance they will break records, e.g. television audiences, ticket sales, and number of athletes.

We also believe that China will open its doors to new cultures and embrace the experience of multiculturalism. At the same time, the Olympic Games gives China

an opportunity to reintroduce their culture and diversity to the world. Therefore, in Beijing and China we will see great fusion between cultures and sport. This land will be illuminated by the media, and become more transparent to the other countries. The people of China will cooperate at the highest level to deliver successful Games.

They will efficiently complete all sporting venues on time. China will also integrate new technology, for example, advanced video analysis and further progression in the fight against doping.

4. Does fair play exist in the Paralympic Games?

First, we have to say that it is very difficult to discuss this kind of topic because of the fact we do not have a disability. So, we don't know what athletes can really achieve.

There are a lot of differences among athletes concerning their disability. Officially, the International Paralympic Committee define 10 levels of disability. So, there could be a lot of possibilities for cheating in the Paralympic Games. The IPC or the NPCs should more clearly define the rules and criteria for competition. As additional work on Paralympic Education should be introduced to the countries and the media could enhance their work in this field.

Technology also plays an important role in the Paralympic Games. They have to have standardized equipment, so they can ensure equal opportunities for athletes with a disability of all nations.

Some people think that there is more Fair Play in the Paralympic Games than in the Olympic Games. We should focus on the athletes' ability instead of their disability. So, it is not important to focus on doping. We were not able to gather accurate information to answer this question but we think that some athletes with a disability must take medications for their various physical conditions. We think there is a fine line between medication and doping.

Also, some people felt that the Paralympic Games are not as competitive as the Olympic Games. They argued that other values exist in these Games such as the athletes fighting their own personal battles to overcome their disabilities. Oth-

ers see no possibility for Fair Play in the Paralympic Games because of the vast differences in levels of disability.

English-speaking Discussion Group 3

1. How can we ensure that the continuous development of the Olympic Games actually supports the needs of the host nation whilst upholding the Olympic values?

In order to ensure the continuous development of the Olympic Games whilst cherishing the Olympic values we must consider the following issues:

Education:

- Developing common Olympic Education values and programs and teaching and encouraging athletes to promote them to the general public in a natural and efficient way.
- Raising awareness of Olympic values and suggesting ways to put them into practise.
- Support Youth Olympic Games to give athletes experience at a major competition, cultivate cultural understanding and educate role models for the future.
- Continuing and improving the fight against doping.

Recognise the importance and experience of previous Host Cities and all stakeholders and learn from them by:

- Using the Olympic Games Knowledge Management System and other documentation.
- Raise Organising Committee and IOC awareness of the positive and negative experiences of Host Cities OVER TIME.
- Use IOC revenues from previous Games to help establish Host Cities on all continents.

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- Ongoing consultation with all partners.
- Using media as a forum to showcase cultural differences.

Recognise and accept the cultural differences and maximise their benefits by:

- Finding a way to incorporate the Olympic values within the existing social values of the Host Nation (social development is a requirement for a Host Nation).
- Improving the integration of the Paralympic Movement within the Olympic Movement in order to promote inclusion and sport for all.
- Addressing discrimination in Olympic sport.

2. By hosting the Olympic Games and Paralympic Games separately, do we go against the principles of the Olympic Movement?

There were mixed feelings within the group regarding the best methods for integrating the Olympic Games and Paralympic Games.

Conceptual considerations include:

- Able bodied and disabled athletes compete in different events and have different needs and, therefore, it is necessary to host them separately. Do we show more respect for Paralympians by having their own event?
- Hosting the Olympic Games and Paralympic Games at the same time, even in different venues, may result in increased comparison between able bodied athletes and disabled athletes.
- By hosting the Games at the same time you might actually lose some Paralympic spectators.
- By creating a different competition atmosphere for Paralympic sport and Olympic sport we are discriminating against athletes with a disability – giving them a lower status, less dignity, etc...

Practical considerations include:

- Adding reference to the Paralympic Games within the Olympic Charter to raise the profile.
- Using the experience and maturity of the Olympic Movement to support the growth and development of the Paralympic Movement.
- Increasing media coverage of the Paralympic Games through education of journalists, e.g. specific training courses, minimum Paralympic broadcast programming, etc.
- Implementing a common marketing and sponsorship programme across both Games.
- Showcasing Paralympic sport by holding exhibition events in which able bodied athletes compete against Paralympic athletes in Paralympic sports.
- Having just one organising committee for both Games.
- Encouraging IOC and IPC support for International Federations who fully or partially integrate able bodied and disabled competition (e.g. Fencing World Championships where disabled and able bodied finals were held together).
- Removing or shortening the break between Games to continue momentum and keep interest up.

We agreed that hosting the Games separately does go against some of the Fundamental Principles in the Olympic Charter (particularly non-discrimination and sport for all). However, we must consider the effects of combining the two Games. It seems likely that hosting one joint Games would also go against these Fundamental Principles by creating an event which is so large it becomes impossible to find a range of cities spread around the world, which have the capacity to organize such a large event. Therefore, we would support the promotion of the Paralympic Games, allowing disabled athletes to showcase their skills and encourage the Olympic and Paralympic Movements to keep the spirit alive.

3. Will Beijing 2008 affect global cultural understanding?

The world's perception of China and the Chinese perception of the rest of the world comes through cultural understanding, tolerance and respect for other people's cultures. The Games are a great opportunity for China to exhibit their culture to the world. The 2008 Games will affect global cultural understanding of China. However, the Olympic Charter outlines a number of Fundamental Principles which China, as a Host Nation, accepted and is now expected to strictly adhere to. These include, for example, promotion of a peaceful society and preservation of human dignity. Following these values may, in fact, pose a challenge to China.

English-speaking Discussion Group 4

1. What are the benefits of hosting the Olympic Games?

Hosting the Olympic Games represents a great challenge to the Host City and Nation but, at the same time, it can result in providing great opportunities and benefits. These benefits can be used as a marketing tool for the Olympic Games by both the IOC and the Host City.

Economic benefits:

- Increased tourism.
- Increased employment opportunities.
- Increased cash flow.
- Increased interest from foreign investors.

Implementation of city development plans:

- The Olympic Games provide an opportunity for the Host City to implement urban development plans decades ahead of schedule. After completion of the Games, cities are left with modern infrastructures, transportation systems, and technical know-how.

Sport and education:

- A chance for the country to increase the number of people practising sport through awareness of the Olympic values, resulting in better health of the nation.
- The opportunity to implement Olympic Education programs that will keep children interested in sport and away from crime and drugs.

Facilities:

- After the Games are over the facilities are used for sport and cultural purposes which enables the city to host future events.

Solidarity:

- Hosting the Olympic Games creates pride and a sense of achievement that will accompany the city and the country for many years.

*Discussion Group.*

2. What products should not be associated with the Olympic Games?

During the Olympic Games many products are advertised. Since they are linked to the Games there is a concern that they might reflect poorly on the Olympic Movement and the Games. The protection of the Olympic brand is of utmost importance.

The image of the company should not contradict the values of sport or a healthy lifestyle. For example, tobacco and alcohol companies should not be allowed to sponsor the Olympic Games. Some marginal products should be reconsidered as sponsors for the Olympic Games. For example, soft drinks are not recommended for consumption by athletes due to their high sugar content and caffeine which take away from an athlete's performance and recovery.

In addition, the IOC and the Olympic Games Organizing Committees should take the following into consideration: the environmental aspects (for example, are the products recyclable?), the manufacturing process of the product (by paying special attention to child labor, salaries of workers and working conditions), and the quality of the product. In conclusion, we suggest giving priority to those companies and products that promote and encourage a healthy lifestyle, do not contradict the Olympic values, and that contribute to society in other ways such as through humanitarian efforts.

3. How can the profile of the Paralympic Games be raised?

In order to increase awareness of the Paralympic Games we felt there are four main areas to focus on. Our strategies are devised to optimize the exposure of both the Paralympic Games and the Olympic Games.

Media:

- Selling the broadcasting rights of both Games as a package.
- Featuring Paralympic athlete stories (e.g. the personal story of different Paralympians broadcasted throughout the Paralympic Games and Olympic Games).

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- Broadcasting highlights of the Paralympic Games during the Olympic Games.

Timing of the Games:

- Paralympic Games should be moved prior to the Olympic Games to attract more media attention.
- Combined ceremonies.
 - The Paralympic Closing Ceremony could be staged with the Opening Ceremony of the Olympic Games and the torch could be passed from the first Games to the next.

Advertising/Marketing:

- Increase spectator numbers by introducing special ticketing packages.
 - Connecting Paralympic and Olympic events by providing discount packages for those visiting the Paralympic Games and Olympic Games.
- Present a Paralympic Games and Olympic Games sponsor package in which both Games are sponsored by the company equally.

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- Suggest the production of a Hollywood movie which tells the inspiring story of a Paralympic athlete's life.
- Suggest the design of video games featuring Paralympic sports.

Education:

- NOCs should implement Paralympic Education programs through their Olympic Academy.
- IOC and IPC created education programs should be made available to universities, hospitals, psychologists and teachers.
- Parks in which people can experience the life of a disabled person could be created and connected with the Paralympic Games.
 - For example: wheelchair basketball parks.

English-speaking Discussion Group 5***1. What are the positive and negative aspects of the Youth Olympic Games?***

The purpose of our discussion is that we believe it's the IOC's intention to increase the number of young people involved in sport and this may be realised through the Youth Olympic Games. In various countries there is an extreme lack of interest in youth sport. This may have contributed to the IOC's thinking that this lack of interest may hinder the future of the Olympic Games since there will be fewer participants, thereby devaluing the Olympic Brand.

Positive and negative effects:

- It will open up opportunities for youth as they will be exposed to different cultures and may also increase their enthusiasm for sport and understanding of the benefits of a healthy body.
- To expose youth so early to such a highly competitive environment could put too much pressure on them in that they may feel obligated to do the best for their country. This could harm their development not only as ath-

letes but as young people. It can lead to poor academic performance as they focus on their sport instead of their education. Also their social life could be limited due to their training requirements. Intensive competition and training for the Games could cause injuries.

Recommendations:

- 1) Currently, in Europe, there is a sport event for young athletes, the Youth Olympic Festival. We propose that this model be used in organizing the Youth Olympic Games, or further develop that event into an international event.
- 2) The age limit should not only be for athletes, but also for coaches, volunteers and media personnel which could possibly prepare them for future Olympic Games.
- 3) Since small countries have financial difficulties in sending athletes to international events, Olympic Solidarity could introduce a programme that would provide funds to assist in sending these athletes to the event. Also, it is our hope that the promotion of the Games will encourage companies worldwide to sponsor young athletes from poorer nations to participate in the Games.

In our opinion, the Youth Olympic Games could be positive for the Olympic Movement and Olympism by spreading the Olympic ideals and encourage participation in sport. However, steps must be taken to ensure it does not harm the young people or the sport.

2. What should the goals of the 2008 Beijing Games be?

a) Games free from doping

Some athletes sacrifice their reputation, morals, and career because of doping. In order to preserve and enhance the Olympic values in Beijing we propose:

- in addition to the athletes, coaches should take an oath to forbid the use of forbidden substances,

CONCLUSIONS OF THE DISCUSSION GROUPS, CYCLE B'

- a multi-national group should be created to assist in the promotion of the anti-doping campaign and investment in this area must grow to facilitate increased testing during the Olympic Games.
- WADA should increase their use of propaganda to prevent doping and punishment for a failed test must be wise and more extreme.

b) Environment

Use environmentally friendly transportation and recycling systems.

c) Infrastructures and Programs

China hopes to gain much from hosting the Games including widespread Olympic Education throughout their school system and to the general public, international profile, cultural exchanges and a legacy of Olympism – “LEARN TO ANYONE, ANYTHING AND EVERY THING” – (Chinese proverb).

China could offer well-organised Games and an exceptional cultural program.



3. What could be done to increase interest in the 2008 Paralympic Games?

There seems to be a discrepancy in the level of promotion between the Olympic Games and Paralympic Games. This could be solved by:

- Placing equal emphasis on the slogan “ONE WORLD, ONE DREAM” for the Paralympic Games and the principles on which it was founded.
- Ensure Paralympic athletes are given the respect and recognition they deserve.
- Increase the promotion of the Paralympic Games to strengthen public awareness.
- Ensure Paralympic sport is added to the physical education curriculum.
- One organizing committee should be responsible for both the Paralympic Games and Olympic Games.
- To build excitement for the Paralympic Games, they could be held before the Olympic Games instead of afterwards.
- Education through the media is essential with a view to increased broadcasting hours and programmes on the Paralympic Games.
- The torch relay of the Paralympic Games should be organized on a world-wide scale.
- The rules of the Paralympic sport must be explained to the public in order for them to appreciate the Games.
- New programs should be created to encourage sport participation for children with a disability.
- The Opening Ceremony dress rehearsal should be open to the public.

English-speaking Discussion Group 6

1. What unexpected disasters could occur in the Host City which could threaten the Games and what measures could be taken to prevent them?

Numerous disasters could occur locally or globally before, during or after the Olympic Games that could jeopardize their execution:

- Organizers not ready on time
- An economic crash
- Epidemic diseases (Avian flu)
- War
- Terrorist acts
- Nature disasters (hurricanes, floods, etc.)
- Political changes

The Host City contract is signed between the Host City and the IOC to ensure the Games are delivered on schedule. An extensive risk assessment is carried out as part of the planning, problems are addressed and action plans set. An ongoing monitoring is carried out to ensure all relevant measures are taken when needed. Experience from previous Games are extremely valuable in this process while new threats are anticipated.

What could be arranged if unforeseen circumstances threaten the delivery of the Games? Since previous Host Cities' infrastructures still exist, the most realistic option would be to relocate the Games to one of those cities.

2. What measures has the IOC taken to ensure long term benefits for the Host City of Olympic Games?

The IOC and Host City work together for seven years to deliver the Games, sharing the common goal of holding successful Games.

The following actions undertaken by the IOC ensure long term benefits for the Host City:

- A small team of people who work with the Host City to ensure there is a transfer of knowledge and experience from previous Games.
- The IOC's marketing partners offer financial assistance. (We also discussed ethics and sponsorship and asked the question, "Is it ethical for the IOC to accept sponsors such as McDonalds and Coca Cola and increase their profile and consumption of their products?" The group didn't reach consensus on this matter.)
- Increased social capital, that is to say that the Games can connect people in the Host Nation giving local people opportunities to acquire new knowledge and experiences. This could increase the overall efficiency of the national workforce. Emphasis on Olympic Education, in particular targeted at the youth of the Host Nation, should strengthen desirable values, attitudes and behaviors. This could lead to an improved quality of life. In order for that to happen the education must be integrated into the school system, not only before the Games but also after.

3. Based on the information about the IOA available to the participants, how successful has it been and how can it be improved?

The idea for the IOA stemmed from Pierre de Coubertin himself, i.e. to connect the world through Olympic Education hoping to propagate Olympic values and principles. He felt the Olympic Movement had grown at a phenomenal pace and was almost exclusively focused on the physical competition, overshadowing Olympic Education. In 1927, Pierre de Coubertin first contacted Carl Diem about the creation of a cultural Olympic centre. He wrote:

"I have not been able to finish what I wanted to complete. What would be extremely valuable to me would be for Germans to accept, in memory of

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the 21st Olympiad, to create a very small institute where I could keep my papers, documents and unfinished plans as regards to the revival of Olympism. I believe that a centre of Olympism would contribute significantly to the preservation of this movement, protecting it from deviations”.

In March 1938 two men were responsible for developing and nurturing Coubertin's idea further: *Jean Ketseas and Carl Diem*. They decided that Ancient Olympia would be the birthplace of the International Olympic Academy. They wanted to create an international cultural centre to preserve and disseminate the Olympic spirit. In the Report of the 1st IOA Session 1961, Carl Diem spoke about the meaning and purpose of the Academy: “...continuation of the Ancient Academy – an Elis of today – and the realization of de Coubertin's plans to lay a scholastic foundation for the Olympic idea.” (Diem: 1973). The IOA was created as an educational institution responsible for training young people to become proponents of these principles and ideas in their countries. De Coubertin's idea would live on through annual meetings of young students from all over the world. The inauguration of the IOA was arranged in 1961 in the holy forest of Altis, An-



cient Olympia. At the first session, thirty students represented twenty-four countries. From 1961 to 1969, activities of the IOA were limited to an annual session. By the 1970 s the need for refined Olympic Education programmes was discussed. Today sessions for undergraduate students, postgraduate students, sports journalists and other groups are in place. International Olympic Academy Reports have been published since 1961.

The participants are responsible for spreading the information in their countries. A “contract” should be signed to commitment to volunteer to teach in various capacities. In spite of the IOA’s effort to bring participants here, more things need to be done to promote itself and Olympism. The NOAs must be integral partners in this effort.

We discussed that lecturers must stay for an extended period to allow informal conversation especially the senior lecturers. Topics for discussion groups should be given to participants in advance with the option of adding new topics. The lectures should be available for reading prior to arrival in Olympia.

Education cannot be measured in terms of numbers of people or their success as denoted by status and money. Education can only be experienced through ideas which have become reality and which have influenced thinking. To measure ideas translated into action is impossible.

English-speaking Discussion Group 7

1. Is a Youth Olympic Games a positive development made by the IOC?

We agreed that the overall principle of a Youth Olympic Games is a very positive proposal made by the IOC. It is very beneficial to introduce children and young people, at an early age, to the Olympic Movement and, more importantly, to the Olympic values.

Young people will be able to experience the atmosphere of the Olympic Games and, thus, benefit from the exposure of taking part in a multicultural event. Bringing the youth of the world together is the main priority. Exposure to a

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Youth Olympic Games could potentially act as a catalyst to inspire them to aim higher in their life.

We feel that these Games could provide opportunities for young people not only as athletes but also in the areas of media, administration, promotion, journalism and voluntarism.

However, there are also risks which include:

- The pressure to “win at all costs” which may cause young people to fall into bad habits such as the use of performance enhancing drugs, overtraining or harming their growing bodies in the process.
- They may also “burn out”, both mentally and physically.
- By spreading the Olympic Games to a wider audience there is also a risk of the devaluing the Olympic Games’ brand by decreasing its exclusivity.

We are convinced that this could be a great opportunity to reconnect the youth of the world with the Olympic Movement. It is our hope that the IOC will echo our suggestions mentioned above and take a positive decision in Guatemala next week.

2. What could the International Paralympic Committee do to improve the awareness, understanding and promotion of the Paralympic Games and sport for the disabled?

We believe that everyone should be given the opportunity to play sport and live life having a feeling of fullness. Everyone deserves an equal chance!

We felt that the IPC could be the catalyst to improve the understanding and respect for sport for disabled through three methods: education, access and support. By this we mean:

Education

Education is the key in promoting awareness, and programmes could be created

and targeted at the media, schools, local community groups, sporting structures and government bodies. Sporting events for the able-bodied and disabled-bodied should be showcased equally. In addition to this, it was suggested that TV channels could be dedicated solely to sport for the disabled to increase the knowledge and understanding of the rules and principles behind this sport.

Furthermore, media workshops should be made available for sports journalists who cover the Paralympic Games and sport for the disabled.

Access & Support

It is necessary in many countries to increase access for participation for those with a disability. This increase must be supported by a proper infrastructure and the IPC could work with NPCs to ensure that this is established.

Finally, it would be of great benefit for the IPC and IOC to work together and encourage national partnerships between NPCs and NOCs, encouraging joint programmes, events, etc. to reinforce the message that the Paralympic Games are on an equal footing with the Olympic Games.



3. Could national identity be harmful to the Olympic Games and the Olympic Movement?

For the purpose of this question, national identity is defined as the uniqueness one possesses through the influence of cultural and social factors within the roots of a society.

We felt there were two perspectives to this question.

Firstly, yes national identity can be harmful through extremist (fanatical) beliefs. A homogeneous national identity can potentially create a less flexible society and a level of intolerance towards one another and other cultures. This “tunnel vision” approach could have a negative impact on the Games as the notion of multi-culturalism, as one of the fundamental values of Olympism, cannot be promoted freely.

In addition to this, displays of extreme nationalism can place immense pressure on athletes to “win at all costs” in order to boost their country’s international profile. This is harmful to both the Olympic Games and the athletes themselves.

Political agendas can also harm the Olympic Movement if their goals undermine the fundamental values of the Games. Those in power may wish to manipulate the country’s national identity for their own means at the expense of the Olympic values. Clearly, this should be discouraged.

On the other hand, creating a strong national identity will provide a good opportunity for a community to amalgamate and reinforce unity between one another. Through the fusion of “East meets West”, the Olympic Games and the Olympic Movement can promote cultural exchange which allows for national identity to be displayed. In turn, this will act as a catalyst to create cultural awareness, respect and understanding of one another’s cultures.

A strong national identity is imperative to emphasise the existence of diversity and the uniqueness of a nation. However, it is equally important to understand, accept and appreciate that an extreme and manipulative approach to national identity could divert the focus from the values and, therefore, be detrimental to the Olympic Movement and the Games.

English-speaking Discussion Group 8

1. What are the benefits and drawbacks of holding the Youth Olympic Games?

➤ *Benefits*

- Identification of goals and success at an early age can lead to increased motivation – “Success breeds success.”
- Participants will have the opportunity to compete in diverse conditions, teaching them valuable lessons of dealing with adversity, adapting to unfamiliar circumstances, coping with success and disappointment – “Grace in victory and defeat.”
- Participants will have the opportunity to travel around the world, meet new people, encounter new experiences, and learn about and appreciate other cultures.
- Participants will be educated about the values of Olympism in a real-life setting at an important stage of learning and development.
- The Youth Olympic Games could provide an opportunity for the IOC, NOCs, and the Sports Federations to educate participants on subjects of doping, environmental and ecological care, media relations, fair play, respect, etc.

➤ *Drawbacks*

- Participants may be too young to fully grasp and appreciate the values of Olympism.
- At an even younger age, participants may lose sight of the importance of participation versus “winning.”
- More athletes will be encouraged to focus on one sport rather than multiple sports.
- Participants may face excessive mental and physical pressure at a very young age.

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- They may be too young to deal with the publicity related to competing on an international stage
- A negative experience at a young age may discourage young athletes from continuing to participate in sport.
- Intense training and competition at a young age may be counterproductive to physical development (i.e. excessive weight loss and physical pressure in sports such as wrestling, boxing, marathon, and weightlifting, etc.).
- As the participants are too young to make their own decisions, they may be exploited by parents, coaches, etc.

➤ *Finally, the group recommended the establishment of an Olympic Youth Education Camp instead of the Youth Olympic Games.*

2. What are the main reasons for the lack of interest of the international audience/spectators and mass media in the Paralympic Games in contrast to the Olympic Games? How can this interest increase in the future?

- *The Group identified the following reasons for the lack of interest:*
- People may be more interested in the athletes of the Olympic Games versus the athletes of the Paralympic Games.
 - The Paralympic Games take place after the Olympic Games have concluded, when people's level of interest in the Games has started to diminish.
 - The group identified the correlation between people's unawareness and the unawareness of the media.
 - The mass media is afraid of taking a risk in publicizing the Paralympic Games because it is an unknown and unconsumed commodity.
 - There are no education programs for the Paralympic Games.
- *How can the interest and visibility be increased?*
- The mass media has to become more involved in the publicity, promotion,

and explanation of the Paralympic Games prior to the competition and particularly during the Olympic Games while billions of people are watching from all parts of the world.

- The idea of human achievement – “an athlete is an athlete, regardless of physical attributes.
- NOCs have to support Paralympic programs by initializing programs aimed at developing the Paralympic athlete.
- Paralympic Education programs have to be developed (i.e. explanation of the rules of the sports, and the disability coding system) to coincide with Olympic Games education programs.
- The mass media have to promote the human side of the athletes, by recognizing the hardships and training of the elite athletes and by telling their “stories”.
- Specific programs have to be developed to raise the interest, profile, and attendance at the Paralympic Games – such as “Adopt a Sport” and “Ermis Accessible Business” (Athens 2004).
- Additional research on the effects of rescheduling the Paralympic Games has to be done (i.e. holding the Paralympic Games before or during the Olympic Games).

3. What are the concerns associated with the exponential financial growth of the Olympic Games?

- Total financial expenditure of the Olympic Games explodes in an exponential way (Athens: \$5 billion - Beijing \$40 billion), so that only large, wealthy countries have the possibility to host the Olympic Games. This exponential increase of the financial costs sets a new standard every four years, so that the bidding process gets more and more similar to a public auction between the different countries. Accordingly, there is the potential that one day the Games will be so expensive that it will no longer be attractive to potential bidders.
- The measure of total financial costs for the Olympic Games is difficult. The

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group addressed the question: what costs are particularly associated with the Olympic Games and what are the necessary investments for the country?

- The financial implication of the Olympic Games depends upon the viability of each Host Nation. Nevertheless, there should be a limit in the total expenditure allowed for hosting the Olympic Games (i.e. infrastructure, facilities, etc.).
- Different criteria should be set and the overall bid budget should be more transparent.

English-speaking Discussion Group 9***1. What is the role of the IOC in the organization of the Olympic Games and how can this involvement strengthen Olympic values?***

The IOC is the overall guardian of the Olympic Movement and has the responsi-



bility to protect the values listed in the Olympic Charter. It is important to communicate these values through the NOCs and the Olympic Games itself.

During the Olympiad, the IOC must assist the NOCs and the NOAs to promote the values of the Olympic Movement, both through educational and financial assistance. Using the ideas generated from the IOA and other experts, a basic framework for the promotion of the Olympics can be developed. These ideas should be specific enough to sufficiently communicate the important aspects of Olympism, while at the same time general enough that individual countries can adapt the message to their own culture.

During the process of a city's preparation for the Olympic Games itself, the message of Olympism must continually be communicated to the people of the Host City. The frustration that may be experienced by residents during the construction phase of the Games may discourage and distract the population from understanding the *true message* of the Olympic Games. The Olympic Movement is not just about hosting an event. It is a philosophy of life which has to improve the relationship between peoples and make everybody feel the desire to be a better person each day. As such, the IOC and the local organizing committee must aggressively and continually communicate these values to the population. One vehicle to ensure the continuity of this message is to create an IOC Commission dedicated to ensuring that the Olympic values are communicated at all times during the Olympic cycle.

During the Olympic Games, the Host City may become distracted by the huge logistical task of such an enormous event. It is important, therefore, to advise the organizing committee on how to effectively communicate the Olympic brand and its values throughout the period of the Games. Fierce protection of the Olympic symbols is an important aspect in this process. The use of the Olympic rings, for example, should only be awarded to sponsors whose corporate philosophy also embodies the values articulated in Olympism.

After the Games pass in a Host City, it is important that the facilities that were built for the event continue to be used. By encouraging the population to use the facilities, citizens can continue to experience the goals of Olympism through sport. Sport camps for children, organized programs for residents and sport

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events that use the facilities can serve to remind people of the magic of the Olympic Games, and the ongoing benefits of sport in people's lives.

2. The process from Athens to Beijing – What lessons can be taken from both cities in hosting the Olympic Games?

There are many differences between Athens and Beijing with respect to the organizational structure of both host cities. These differences include:

- financial guarantees from local and national governments,
- culture – western versus eastern values and practices,
- political, organizational and economic / labour factors that affect construction deadlines of venues,
- differences in population that have an impact on traffic, spectators' attendance, the potential size of market for sponsor advertising,



- language barriers – how each city must deal with the challenges of providing services for foreign officials, athletes and spectators,
- security – degree to which each city can rely on its own domestic forces to provide security for the Games, and to what degree international assistance is required to complete this task.

Olympic Education programs: Athens created programs at schools and Beijing is building on this model, making it more sophisticated and further demonstrating how important these programs are to the Olympic Movement.

The Olympic Games in Beijing will be held in an environment with a unique culture and way of thinking, a distinct way of doing business, and a completely different political structure. One of the core Olympic principles is tolerance and respect for other cultures. In that spirit, we must respect the environment in which China operates. Therefore, we must not spend the years leading up to the Games imposing a formulaic method for organizing the Games, but rather work with Beijing in taking the best practices from Athens and adapting them to the Chinese culture.

3. How can we promote and raise the profile of the Paralympics Games?

Paralympic athletes are not recognized by society at an equal level as their Olympic counterparts. This manifests itself in two forms: lack of sufficient resources to practice their sport, and lack of recognition. As equality itself is one of the core Olympic values, we need to raise the profile of Paralympic sport in order to be truly inclusive of all those who believe in Olympism.

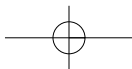
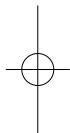
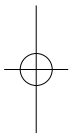
To increase the profile of Paralympic sports, we should strive to increase participation levels. One avenue may be through the development of Paralympic Youth Camps that can give young athletes the inspiration to play more sports. Past Paralympians should be actively involved in these camps as role models, to further motivate new generations and demonstrate that there are many great things that can be achieved in life through sport.

Schools and universities are also important places where the profile of Para-

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lympic sports can be developed and raised. Providing organised intramural-style leagues or clubs at school is an important part of introducing these sports to the next generation of athletes. These programs, therefore, provide the impetus for ensuring sport infrastructure is made accessible for everybody. In addition, school curriculums should be developed to reflect issues faced by the disabled and encourage the interaction between people with and without a disability. De Coubertin said that change cannot occur without education reform.

Paralympians and Olympians share the same core values as demonstrated through sport. Rather than focus on the differences of the Olympic and Paralympic Games, we should strive to emphasize the shared objectives of Olympism that both have. In this way, we demonstrate to society how equally amazing Paralympians are, and how they can inspire the rest of us to make the world a better place.



**Closing Ceremony
of the 47th International Session
for Young Participants**

ANCIENT OLYMPIA, 1 July 2007



The IOA Honorary Dean Konstantinos Georgiadis together with the delegates of the Sri Lanka Olympic Committee at the Closing Ceremony of the Session.

ADDRESS

on behalf of the Participants of the Session,
by **Silvie BERGANT (AUT)**

Dear Friends,

Mr President,

Dean,

Coordinators,

Lecturers,

Honourable Guests,

When I was told that I was chosen to speak on behalf of all these brilliant participants, the following thoughts came to my mind:

First, this is a great honour for me, which I appreciate a lot, to present the closing message on behalf of all friends, brothers and sisters in this year's session.

My second thought was: how am I able to summarize our unique experiences we have had during the last two weeks in about five minutes? How can I put all the emotions into words?

We have spent two incredible weeks together, talking to each other, playing different sports and games, discussing a lot, dancing, singing and laughing – I think I can say that we became close friends.

The International Olympic Academy here in Olympia is not a place like any other in the world – it is surrounded by the Olympic Spirit and the academy is the most significant symbol of Olympism. Various cultures, languages and religions meet each other sharing one big passion: sport. Sport connects people.

Let's have a short flashback: we listened to qualitative lectures, we had the possibility to express ourselves and share our ideas in the discussion groups and

find out hidden talents in the various workshops such as dancing, art or poetry. We have visited places where “it” all started in ancient times, we competed and we had fun in all the different sport tournaments as well as in the morning exercises (more or less) and last, but not least, we have had some wonderful and unforgettable evenings. Dear friends, bring home the fruits of all this.

I would like to acknowledge some important people here at the Olympic Academy:

I would like to express my deepest gratitude to the President of the IOA who made the past two weeks possible for all of us.

I would like to thank the Dean Mr. Kostas Georgiades who embodies the ancient Olympic Ideal of combining your mind and body.

Thanks further to the International Olympic Committee for their support and to the International Olympic Academy for maintaining and keeping alive the Olympic Movement.

We all owe the coordinators a lot of gratitude for their excellent work, for their motivation and inspiration and for giving us so much fun – this comes from my heart.

Finally, thanks to all the staff, the secretariat, the librarian, the interpreters and the restaurant staff with a special thanks to the kids. I am overwhelmed how diligent you are, do not change the way you are.

Now it's time to say Good-Bye. I'm convinced that the Olympic Spirit found its space in our hearts and probably some of us, dear friends, changed a bit for the better. Think about your own values and you will probably realise that this session has changed your attitude towards life. It definitely changed mine for the better.

Nevertheless, the journey to Olympia and the Philosophy of Olympism is not over yet, it has actually just started. Olympism is a way of life, take this as a message back home to your respective countries and promote the ideals, talk about your emotions.

Although we are spread all over the world, I know that all of us, dear friends, sisters and brothers, will be connected via our hearts when the Opening Ceremony in Beijing 2008 begins. I'm with you and I wish all the best to the athletes

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amongst us that represent not only their physical strength but also the spirit and the values of Olympism.

I'd like to thank every one of you for being the way you are, you inspire me!
Thank you for your friendship!

ADDRESS

**on behalf of the Participants of the Session,
by Khemaj NAIKO (MRI)**

It is a great honor and privilege for me to take the floor before you on behalf of my fellow participants. In the name of all of you, I wish to extend my warmest thanks to the International Olympic Academy, the Hellenic Olympic Committee, the lecturers, the coordinators and all the members of the Academy's staff.

During the days spent in Olympia we were able to immerse ourselves in the original values of Olympism in this historic place. All the speakers of this 47th International Session for Young Participants have conveyed to us the knowledge and culture of the Olympic Movement.

Moreover, during the presentations we had the opportunity of appreciating the culture of the host country and the mobilization and passion of all Greeks for the 2004 Olympics. Above all, we were able to discover the culture of the country that will be staging the next Olympic Summer Games in Beijing, in 2008, as well as the educational resources that have been developed to allow young people in this great country to learn about the values of Olympism.

We were also able to share the culture of the Olympic Movement in our discussion groups, as well as the individual cultures of all participants, thus building new friendships. These rich and constructive exchanges must continue through our contacts and should be promoted at all levels as a result of the change in our lifestyle, which our experience of this place, filled with history, will lead to.

During my stay, I have become another Olympian. Indeed, after participating twice in the Olympic Games, dominated by the cult of performance and results, I

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am now inspired by the culture of Olympism and its universal values, which are greater than those I had known before.

The closing of this Session fills us with a wonderful hope, as we are now the heirs and ambassadors of Olympism's values entrusted with the task of disseminating its philosophy in our respective countries.

In conclusion, I express the wish that we may meet again in order to continue this exchange, driven by the same spirit.

ADDRESS
on behalf of the Coordinators of the Session,
by Nikos CHOUTAS (GRE)

It is a great honour for me to have been selected by my colleagues to address you on behalf of the coordinators.

I first met almost all of them during this Session and from the very beginning they placed their trust in me and helped me to fulfill my obligations.

On behalf of all the coordinators, I would like to thank the Ephoria of the International Olympic Academy, the President and the Dean of the IOA, Dr Georgiadis for their complete support for the successful outcome of the 47th Session. I would also like to thank the staff for their courtesy and willingness to help whenever their assistance was required.

For almost half a century, the IOA has acted as a steady educational pillar for the Olympic Movement, safeguarding the integrity of the Olympic values, here, in the birthplace of the Olympic Games, in these impressive surroundings, living up to the expectations of its founders.

As coordinators of this Session, we felt obliged to bring to light the talents of each participant, to achieve harmony and cooperation as much in the group discussions as in the other activities. The participants treated the subjects of Olympism and the Olympic Games during the lectures as well as during the group discussions. They expressed their concerns, they made important suggestions and recommendations, they raised objections.

We were also invited to coordinate various sport and artistic activities which had their own educational value, since they allowed us to get to know different cultures, customs and artistic expressions, always in a team spirit. Following all

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these activities, we are now confident that it was your continuous participation, your positive attitude, your respect for the others and your open mind that contributed to the successful outcome of the 47th IOA's Session.

In this Session, we met happy, smiley faces. We felt that the multicultural surrounding you lived in during these days overwhelmed you with satisfaction. It has been quite an experience for all of us. We all had a lot to learn. Education is, after all, a continuous, multifarious process which the element of the unexpected makes it a magical one.

Dear friends,

We live in an era which is still in the process of being determined, in an era when people, nations and cultural groups search for their identity under new conditions. In an era when culture is both a point of convergence and conflict, the return to the classical humanistic values is a challenge. It is those values that people resort to, in every difficult period of the human history, as they are source of valuable knowledge.

An integral part of those values is Olympism, teaching us to understand and accept what is different from us, teaching us the dialogue. Its educational role has become a necessity.

Let me quote our ancient writer's Thucydides words, from his work Epitafios: "We make decisions ourselves. And we consider that the reason is not detrimental to actions. In contrast, we believe that making decisions without knowledge is harmful".

Here, in Ancient Olympia, you had the chance to learn about Olympic philosophy at a theoretical and practical level.

You have gained the Olympian light and it is up to you to pass it on to the world as a precious universal heritage.

ADDRESS
on behalf of the Lecturers of the Session,
by Prof. Hai REN (CHN)

Mr Minos Kyriakou, the IOA President,
Prof. Kostas Georgiadis, the Honorary Dean of the IOA,
Dear friends of the 47th International Session for Young Participants,
On behalf of the Lecturers I would like to express my warm congratulations on the achievement made by this successful Session.

This Session is unique because it is focused on Olympism through a cross-cultural perspective. The speciality designed subtheme “From Athens to Beijing” sent a clear message to the world, that of the importance of inter-cultural communication and understanding through the Olympic Movement.

During the last two weeks, we learnt, shared fruitful discussions and became good friends. In the era of global village, we need more than ever to keep the Olympic values because these values are the fundamental principles of human beings.

Please, keep the Olympic spirit with you no matter what you do and where you live.

I would like to thank the International Olympic Academy not only because it brought us to Olympia, the ideal place for Olympic study, but also for our best thoughtful arrangements and hospitality. Thank you!

Dear participants,

Next Olympic Games will be hosted in Beijing 2008. This major event has already had great impacts on the most populous country. China is in a sweeping

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change and the Olympic Games have catalyzed its change process. It is interesting to see how the Olympic flame cradled right here in the brilliant Greek civilization will be handed over to a country with a great eastern cultural heritage.

Welcome to Beijing. Thank you!

ADDRESS AND CLOSING
of the Works of the Session,
by the Honorary Dean of the International Olympic Academy,
Assoc. Prof. Konstantinos GEORGIADIS

Dear participants of the 47th International Session of the International Olympic Academy,

Our journey together started about ten days ago in Athens and will end here in Ancient Olympia, the cradle of the Olympic Games. We opened the Session's proceedings on the hill of the Pnyx under the Acropolis, where the concept of democracy was born and matured, close to the theatres of Herodotus and Dionysos, where the ancient tragedies and comedies were first performed, near the ancient Lyceum of Aristotle and Plato's Academy, places filled with concepts such as education, civilization and sport that have remained in history and are accompanying us to this day. And these concepts were also accompanying you throughout the Session.

Your stay at the International Olympic Academy in Ancient Olympia was a pleasant respite in your life, which gave you the opportunity to immerse yourselves once again in the principles and values of Olympism and humanism. You had time to discuss, to exchange views, to listen to the opinions and proposals of lecturers and formulate your own ideas. Dialogue and respect for the others were the elements that conveyed and connected the ideas that were expressed and analyzed in this hall and in the working groups. Furthermore, through social activities, sports events and recreation you were able to experience the true meaning of Olympism. Olympism is not the theory of practice as many believe. On the contrary, it is the practice of theory. You have confirmed this by living together in

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the beautiful surroundings of Olympia, without any segregation, without any rejection, without any racial or social discrimination, without any religious or political tension. Two hundred and six people from one hundred countries, one hundred sixty-seven of whom were the young participants of the Session and fourteen the coordinators, lived peacefully together, building friendships that will pave the way for a better future for mankind. Olympism is all the things you experienced here.

Your discussions and the conclusions you presented reveal a critical approach, an in-depth analysis and your concerns about the Olympic Games and the Olympic Movement. You talked about Olympism, Olympic education, the positive and negative aspects of the organization of the Olympic Games, the Youth Olympic Games, nationalism and internationalism, the Beijing Games and their impact, the Paralympic Games, the financial aspects of the Olympic Games, doping at the Olympic Games, the benefits of the Olympic Games and about the work and goals of the International Olympic Academy, a very broad range of subjects. To the questions, which had been chosen for the first time by you, you replied with clarity, without avoiding ideological considerations and differences in approach resulting from your cultural background. Let us not forget that we are here because we are different and difference is what unites us. If we were all the same, we wouldn't need to come to Olympia. And, as one of the discussion groups rightly pointed out, homogeneity of national identity could lead to a less flexible society and we all know that this has been confirmed by historic events.

Certainly, our guest lecturers have contributed through their excellent presentations to the Session's success. Our friends from China, Zhenliang He, a remarkable person, an honor to his country and to mankind, an IOC member and the President of the IOC's Commission for Culture and Olympic Education who spoke to us on the promotion of China's civilization by the organizers of the Beijing Olympic Games; Professor Hai Ren, an outstanding professor and researcher of the Olympic Movement for many years, who spoke to us on the political and social significance of the Beijing Games. I was very pleased to see Dongguang Pei, who started as a participant of the International Olympic Academy, among

our lecturers. From Greece we were joined by very competent executives from the organization of the Olympic Games of Athens like Professor Costas Cartalis, who spoke on the significance of the Olympic Games for Greece and Mr. Marton Szymiczek, who presented the organization and management of the Olympic Games, Professor Christina Koulouri, Professor Eleana Yalouri, Ms. Karyofylli who talked about the Paralympic Games and General Plakas; these lecturers presented to us the different facets of the Olympic Games. Moreover, we were honored with the presence of Mr. Sines from the International Olympic Committee, who spoke on the strategic planning of the Olympic Games. I have left for the end, in order to give it greater emphasis, the presence on the IOA's podium of the professors who were recognized this year by the International Olympic Academy and the International Union of Olympic Games Historians, Professors John Lucas and David Young, real legends of the history of Olympism and sport who together with Professor Karl Lennartz presented to us, concisely but effectively, a large part of the Olympic Movement.

As you know better than me, we owe a lot to the Coordinators who, from the first day of your arrival here, are the valuable collaborators of the International Olympic Academy. I do not wish to pick out anyone. I thank them all on behalf of the Ephoria of the International Olympic Academy.

Behind the scene, however, there is another large team that prepares and organizes the Session. They are the staff of the International Olympic Academy and the Hellenic Olympic Committee assigned to the Secretariat and the Technical Departments and who, from October of the previous year until the time when the last participant leaves our country, are working for the success of the Session. I thank all of them warmly on behalf of the Ephoria and the President of the IOA.

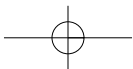
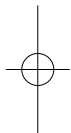
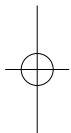
I would also like to thank the Head of the International Olympic Academy's facilities who together with the staff helped maintain these facilities in excellent condition. I also want to thank our librarian and the library staff, as well as the people responsible for the Session's Internet broadcast who have all been contributing to the Academy's work for several years.

Finally, I wish to extend special thanks to our interpreters with whom I have been working harmoniously for the last twenty years.

CLOSING CEREMONY

I would like to close quoting a phrase by Homer, which I like very much: “The future’s beginning lies in the past”.

I wish that your stay here in Olympia may be a new stage in your life and your future progress. I wish you all a pleasant journey and safe return to your countries.



**ACTIVITIES
OF THE INTERNATIONAL OLYMPIC ACADEMY - 2007**

Participants

MAY

7-12/5

*11th INTERNATIONAL SEMINAR
FOR SPORTS JOURNALISTS*

48 participants

JUNE

1-8/6

*9th INTERNATIONAL SESSION
FOR DIRECTORS
OF NATIONAL OLYMPIC ACADEMIES*

121 participants

19/6-3/7

*47th INTERNATIONAL SESSION
FOR YOUNG PARTICIPANTS*

210 participants

JYLY

5/7-8/8

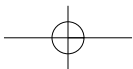
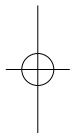
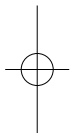
*15th INTERNATIONAL SEMINAR
ON OLYMPIC STUDIES
FOR POSTGRADUATE STUDENTS*

56 participants

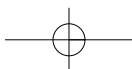
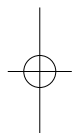
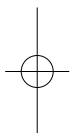
25-30/7

*1st INTERNATIONAL SESSION
FOR OLYMPIC MEDALLISTS*

38 participants



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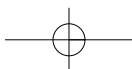
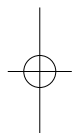
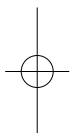
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