



# EUROPEAN OLYMPIC ACADEMIES

2<sup>ND</sup> ANNUAL CONFERENCE & GENERAL ASSEMBLY  
"SHAPING THE FUTURE OF OLYMPISM"

14-15 NOVEMBER 2019  
NICOSIA, CYPRUS

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# 2nd Annual Conference & General Assembly “Shaping the Future of Olympism”

## European Olympic Academies (EOA)

The Cyprus Olympic Committee and Cyprus National Olympic Academy hosted in November 2019 the 2nd annual Conference and General Assembly of the European Olympic Academies (EOA). Delegates from 21 countries attended the event at the Cyprus Olympic House. The European Olympic Academies (EOA) was established in 2018 with the purpose to bring together the Olympic Academies of the continent, to further develop cooperation amongst them and to help promote the Olympic Values in Europe.

## Publication: Cyprus Olympic Committee

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PHOTOS FROM THE SEMINAR









# THE CONFERENCE PROGRAM

## Wednesday, 13 November 2019

20.30 Welcome Cocktail at the Landmark Hotel

## Thursday, 14 November 2019

09.00 – 09.20 Opening Ceremony

### Welcome Speech:

– Dinos Michaelides, President of the Cyprus Olympic Committee

### Greetings:

- Dr. Manfred Laemmer, President of the European Olympic Academies
- Mr. Spyros Capralos, IOC Member, on behalf of the EOC president Mr. Janez Kocijancic
- Mr. Iakovos Filippousis, Secretary General of the International Committee of the Mediterranean Games
- Mr. Isidoros Kouvelos, President of the International Olympic Academy

09.20 – 09.30 Presentation of “Demetrios Vikelas Award” of the International Society of Olympic Historians (ISOH) by ISOH president Mr. David Wallechinsky and IOA Honorary Dean Mr. Costas Georgiades to historian Mr. Andreas Hadjivasilou

09.30 – 10.4 “Modern Media: Opportunities and Risks for the Olympic Movement”  
Dinos Finikarides, Journalist

10.45 – 11.00 National Olympic Academies Presentations

11.00 – 11.30 Coffee Break

11.30 – 12.45 “Olympism and the Olympic Education: History, Modernity, Future”  
Dr. Maria Bulatova, EOA Vice President

12.45 – 13.00 National Olympic Academies Presentations

13.10 – 14.00 Lunch at the Olympic House

14.00 – 15.15 “Encouraging and Empowering Olympic Studies”  
Dr. Maria Bogner, Head of the Olympic Studies Center

15.15 – 17.00 National Olympic Academies Presentations

20.00 Dinner by the Cyprus NOC at ESOBGA restaurant

## Friday, 15 November 2019

09.00 – 13.00 “2nd Annual General Assembly of the European Olympic Academies”

10.30 – 11.00 Coffee Break

13.00 – 14.00 Lunch at the Olympic House

20.00 Dinner by the Cyprus NOC at Evohia restaurant

# THE PARTICIPANTS

## EOA

Mr. Manfred Laemmer	EOA President
Mrs. Maria Bulatova	EOA Vice President
Mrs. Marion Guigon-Lacroix	EOA General Secretary
Mr. Ales Solar	EOA Treasurer
Mr. Ivans Klementjevs	EOA Board Member
Mr. Sasa Ceraj	EOA Board Member

## ICMG

Mr. Iakovos Filippousis	ICMG General Secretary
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## IOA

Mr. Isidoros Kouvelos	IOA President
Mr. Konstantinos Georgiadis	IOA Hon. Dean
Mr. Dionisios Gaggas	IOA
Mrs. Alexandra Karaiskou	IOA staff

## N.O.A.s

### ALBANIA

Mrs. Enkelejda Caushi	NOA Director
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### AZERBAIJAN

Mr. Aghajan Abiyev	NOC General Secretary and NOA Director
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### CROATIA

Mr. Sasa Ceraj	NOA
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### CZECH REPUBLIC

Mr. Alexandr Kliment	President
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### CYPRUS

Mr. Dinos Michaelides	NOC and NOA President
Mrs. Olga Piperidou	NOC General Director and NOA Dean
Mr. Georgios C. Korellis	NOC officer

## ESTONIA

Mr. Kalle Voolaid	General Secretary
Mrs. Reelee Remmelkoo	Director

## FRANCE

Mr. Arnaud Richard	President
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## GERMANY

Mr. Tobias Knoch	Director
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## GREECE

Mr. Giorgos Alikakos	NOA President
Mrs. Kyriaki Oudatzi	Olympic Museum Director
Mr. Ilias Dalainas	HOA Member
Mrs. Denis Panagopoulou	NOA staff

## HUNGARY

Mrs. Zsuzsanna Bukta	NOA Board Member
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## LATVIA

Mr. Ivans Klementjevs	President
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## LITHUANIA

Mrs. Asta Sarkauskiene	NOA official delegate to EOA
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## NETHERLANDS

Mrs. Leeuwen Van Fabienne	Director
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## POLAND

Mr. Michal Lenartowicz	NOA Member
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## PORTUGAL

Mr. Tiago Viegas	NOA President
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## ROMANIA

Mrs. Simona Tabara-Amanar	NOA President
Mrs. Anita Diana Sterea	NOA Executive Board Member

**RUSSIA**

Mr. Vitaly Melnikov NOA Vice President  
 Mrs. Ekaterina Samoilova NOA Executive Board Member  
 Mrs. Alexandra Nikiforova NOA Executive Manager  
 Mr. Kirill Epifanov NOA Manager

**SERBIA**

Mr. Milan Pavlovic NOA Secretary

**SLOVENIA**

Mr. Ales Solar NOA

**SPAIN**

Mr. Conrado Durantez NOA President  
 Mr. Galan Pablo NOA Member

**UKRAINE**

Mrs. Maria Bulatova NOA President  
 Mr. Volodymyr Platonov NOA Member and NOC Executive Board Member

**SPEAKERS**

Mrs. Maria Bogner IOC representative  
 Dr. Maria Bulatova EOA Vice President  
 Mr. Dinos Finikaridis Journalist

**OBSERVERS**

Mr. Georgios Chrysostomou	Vice President of the Cyprus NOC	Executive Board
Mr. Charalambos Lottas	General Secretary of the Cyprus NOC	Executive Board
Mr. Damianos Hadjidamianou	Treasurer of the Cyprus NOC	Executive Board
Mrs. Kalli Hadjosif	Member of the Cyprus NOC	Executive Board
Mr. Yiotis Ioannides	Member of the Cyprus NOC	Executive Board
Mr. Sotos Trikomitis	Member of the Cyprus NOC	Executive Board
Mr. Ioannis Fotiou	Member of the Cyprus NOC	Executive Board
Mr. Michalis Krashias	Member of the Cyprus NOC	Executive Board
Mr. Georgios Papageorgiou	Member of the Cyprus NOC	Executive Board
Mr. Sofoclis Charalambides	Member of the Cyprus NOC	Executive Board
Mr. Georgios Apostolou	Member of the Cyprus NOC	Executive Board
Mr. Apostolos Apostolidis	Member of the Cyprus NOA	Board
Mr. Panos Razis	Member of the Cyprus NOA	Board
Mrs. Litsa Iakovidou	Member of the Cyprus NOA	Board
Mr. Georgios Giallourides	Member of the Cyprus NOA	Board
Ms. Maria Papadopoulou	Member of the Cyprus NOA	Board
Ms. Marina Stergidou	Member of the Cyprus NOA	Board



**DINOS MICHAELIDES**  
 PRESIDENT  
 CYPRUS OLYMPIC COMMITTEE

**WELCOME  
 SPEECH**

It is with great joy and pleasure; I welcome you all to Cyprus and wish you a pleasant and useful stay.

It is an honor for us to organize here in Nicosia the 2nd Congress of the EOA and the 2nd General Assembly, since the presence of so many distinguished and important personalities creates the most appropriate conditions for an interesting debate on issues that concern the essence of the Olympic Movement, which are the Principles and Values.

It is yet another opportunity for the EOA Executive Board to listen to the views of all of us and to make the most appropriate decisions to secure the future of this Organization as a useful tool in the International Olympic Movement. It is also an opportunity to lay the groundwork to work in a team spirit, regardless of the different conditions and views from each country. In my opinion, it is absolutely essential that all National Olympic Academies have an active role, and saying in the decisions, because the composition of different opinions and suggestions is the quintessence of a democracy, which we, as members of the Olympic Movement, are obliged to accept and serve.

I am absolutely sure that in our Congress and in the General Assembly, useful conclusions will be drawn and the basis for a coordinated effort will be laid.

The current social conditions require us to agree and act. On the occasion of our meeting today, please allow me to refer to the goals and purpose of the creation of this Organization, that is the European Olympic Academies (EOA), at least as we see it and want it.

First and foremost, we should clarify that it is not intended to replace or relegate the International Olympic Academy (IOA).

The basic reason for the existence of the EOA is the strengthening of friendship, communication and relationship between the National Olympic Academies of Europe, by sharing experiences, knowledge and ideas, and also facing common struggles that arise from the dispute and violation of the ideology and philosophy of Olympism.

Most importantly, our core focus should be stimulating the spread of the values and principles of Olympism in society, which in today's society becomes extremely difficult due to the antisocial modern trends. Today's reality, unfortunately, challenges these values and principles. Commercialization has almost completely prevailed, which results in everything depending on money rather than on ideas.

Even the Olympic Program itself, which until now was the guardian of the Olympic tradition, of human excellence, of purity of sport and which recorded the human's physical, mental and intellectual capacity, has been adjusted in accordance with modern trends, which are dominated by technology, marketability, purchase value and television audience. We see sports such as Breakdancing, Climbing, BMX, replacing traditional sports. Even e-sports are in a process of being included in the future in the Olympic program. We have come to the point that we now hear that at the 2024 Olympic Games in Paris, anyone who wants to run the Marathon course will be able to do so, by just paying an entry cost. This is an abolition of Olympic ideology and philosophy. From ancient times until recently, we knew that the best of the best competes in the Olympics. Now, I am very afraid that the richest of the rich will compete. These are the critical issues that, in my view, should concern our Congress, and not just our various committees.

We should discuss and reach decisions if we agree to launch concrete joint actions to defend the tradition, the Olympic principles and human value. Which is, genuine sport. We must resist against all that opposes the ideologies, philosophies and principles that are proven to benefit first of all the human factor and the society. If we fail to convince, then the Olympic tradition will be at risk. And without tradition, the next step is the end of Olympism and the prevalence of other phenomena, which I am not sure if it will be for the benefit of humanity. Dear Olympic colleagues, I would like to again welcome you all to Cyprus and wish you all a pleasant stay on our island.

Thank you.



## GREETINGS BY THE GUESTS

The opening ceremony of the 2nd Annual Conference & General Assembly of the European Olympic Academies featured welcome greetings from four distinguished guests.

**Dr. Manfred Laemmer**, President of the European Olympic Academies welcomed all the delegates to Cyprus and wished for a fruitful conference and assembly. Following his greeting, he presented the Cyprus NOC president Mr. Dinos Michaelides a piece of the Berlin Wall, sending his wish that he hopes that the Cypriot divide will also become a fact of the past.

Hellenic Olympic Committee, IOC Member and EOC Executive Board member **Mr. Spyros Capralos** spoke on behalf of the EOC president Mr. Janez Kocijancic.

**Mr. Iakovos Filippousis**, Secretary General of the International Committee of the Mediterranean Games, sent his warmest wishes on behalf of the ICMG family.

**Mr. Isidoros Kouvelos**, President of the International Olympic Academy, noted the importance of the European Olympic Academies to organize and better promote Olympism in the continent.



## DEMETRIOS VIKELAS AWARD

During the opening ceremony of the 2nd Annual Conference & General Assembly of the European Olympic Academies, the prestigious “Demetrios Vikelas Award” of the International Society of Olympic Historians (ISOH) was presented to the Cypriot historian, author and former athlete Mr. Andreas Hadjivasiliou. The award presentation was made by ISOH president Mr. David Wallechinsky and IOA Honorary Dean Mr. Costas Georgiades.



# MODERN MEDIA: OPPORTUNITIES AND RISKS FOR THE OLYMPIC MOVEMENT



**Speaker:**  
Mr. Dinos Finikarides,  
Journalist of the  
Cyprus Broadcasting  
Corporation (CyBC)

First of all, I would like to thank the Olympic Committee and the Olympic Academy of Cyprus for giving me this unique opportunity to share my thoughts on the relationship between the Media and the Olympic Movement.

As you all know better than I, since you are the leaders of the Olympic Academies of Europe, the Media and particularly television, have been the most significant factor for the growth of the Olympic Games into the most popular and financially successful social phenomenon of modern times.

And vice-versa. Sports in general and the Olympic Games in particular, have helped the media to increase their readers and viewers, firstly at a domestic and national level and then with the improvement of technology, reach a global audience.

Let me continue on a more personal note. My first encounter with the Olympic Games was in 1976, at home watching Nadia Comaneci getting a perfect 10 in Gymnastics through a black and white television set. I was 8 years old and the experience was magical. And all this was made possible through television. Because of television the efforts of athletes are en-

joyed by millions and sometimes billions of people, in the comfort of their living rooms. With commentary explaining everything that goes on, with replays, slow motion and close ups of the athletes faces giving us the chance to understand and analyze their feelings, their state of mind during the whole event.

In 1980 in Moscow, again in black and white, it was the image of Misha the mascot, shedding a cardboard tear in the great mosaic during the closing ceremony that has made an impression still vivid in my mind.

By 1984 color came in to our television sets in Cyprus and the four gold medals of Carl Lewis became more alive. Those first encounters with the Olympic Games at such a young age forged a dream for me. Become a Journalist and cover the Olympics on location.

The dream was realized in 2004. As a member of Cyprus's national broadcaster, CyBC I had the privilege of covering the Olympic games in Athens and then in Beijing 2008 and London 2012. That gave me the opportunity to have an inside look of the relationship between television and the Olympic Games. It is, someone could say, "a match made in heaven". But this was not always the case.

## The Early days

The first live Broadcasting of Sports on television is traced back in the 1930's when BBC started broadcasting Cricket. In 1937 they first broadcast Wimbledon and in 1939 the FA cup Final in football. By 1939 N.B.C was covering Baseball in the United States.

First Radio and then television brought sports to a wider audience. However sports authorities at the time imposed a geographical embargo in selling TV rights so that the turnout of people at the stadiums would not be affected. To allay such anxieties, a number of Sports sought to ensure that live television coverage would not take place in the geographical vicinity from which most of the paying spectators to an event were drawn.

But because television helped sports grow, then sports helped television grow. By 1940's, data in America has shown that televising sports was a key element in launching the television industry.

In Australia there was an increase in the selling of television sets during the 1956 Olympic Games in Melbourne. It is also reported that in Japan between 1953 and 1963 televised professional Wrestling played a significant role in the phenomenal growth of the television industry.

The first serious effort at covering the Olympics was in 1936 through the artistic view of director Leni Riefenstahl and her documentary "Olympia". Unfortunately, the documentary has also been a hymn to Nazi propaganda.

Everything began to change by the late 1950's and early 1960's. Firstly, television came to penetrate the overwhelming majority of homes, especially in the west-stern world. By now it was clearly a mass medium. Secondly, technology for sports broadcasting radically improved, with the advent of color television, videotape, with slow motion and replays and then the real revolution. Satellites, with the use of which, sports and consequently the Olympic Games would reach global audiences and become international spectacles.

Sport is an imitation of real life and in that sense, it

wbecame invaluable for television. Through a sporting event and the Olympic Games, the audience can experience drama with an unpredictable ending. That makes it precious for television. All it has to do is go there and show it at the time it happens. But also, reproduce it for generations to come. So, it is not an exaggeration to say that television has helped recreate the Myth of the Olympic Games.

Examples like Comaneci, or Misha, or Carl Lewis which I have already mentioned are only a fraction of the memories television has created over the years. Even the images of villains like Ben Jonson in 1988 had a contribution to the spectacle the Modern Olympic Games had become adding more drama on a global scale.

Personally I prefer the good moments. I prefer the memory of Gabriel Andersen Seis who entered the stadium in 1984 dehydrated but determined to finish the marathon. She finished 37th but her effort, broadcast live provided a global message for the values of Olympism.

There is also the example of UK athlete Derek Redmond who during the final stages of his event, was injured, limping and crying but with the help of his father, was also determined to finish in the semifinal of the 400 meters in Barcelona in 1992. Those are great examples of how television has created the myth of the Olympic Games.

Sporting events create great stories of effort, competition, justice and injustice, winning and losing, excitement and disappointment. At the Olympics everything is considered much more important because countries are represented. Opening ceremonies show the tradition and culture of the host nation, and medal ceremonies with the raising of national flags and the playing of national anthems give symbolic meaning to winning.

At the same time values such as tolerance, acceptance, multicultural coexistence and good sportsmanship are also strong global messages transmitted through the television signal, always in collaboration of the media with the Olympic movement.



## The ethical issues

So, is everything perfect? Or have the growing amounts of money paid by television created a number of ethical questions? Before we address those questions let me just go back again.

In 1948 BBC only paid a facility fee of 1,500 pounds for the London Games and the organizing committee seemed unsure whether they were entitled to a fee at all.

In Rome in 1960 the amount for acquiring the rights for the Olympic Games was 1 million dollars. But it was also the first extended live broadcasting of the Games via satellite. Reaching global audiences had a huge impact both on television and the Olympic Movement.

In 1968 the Mexican Olympic Committee sold the US television rights to ABC for 4 million dollars, with the IOC getting only 150,000 dollars. It was then that the IOC decided that the system should be formalized. The IOC felt that the organizing committees had too much freedom. They determined that fees should be shared.

From 1972 and the Munich Games one third would go to the IOC and this amount would then be shared by the IOC, the national Olympic committees and the international federations.

The amount of money kept rising. In 1976 ABC paid 25 million for the US rights and then 87 million for the Moscow Olympics. By 1984 the amount had reached 225 million dollars.

For the Olympic Games in Barcelona television stations globally paid 633 million dollars. 416 million of that amount was paid by NBC for the US. By then several major companies would pay millions of dollars to become sponsors. And by then the professionals of

Basketball in the N.B.A's stars had given to the world another spectacle worth selling. The Dream Team.

By 1984 we see a huge rise in the amounts of money and by 1992 we see the abolishment of amateurism. The only sport that we don't have the big stars in the Olympics nowadays is Football. That is because FIFA wants to protect its own goose that lays the golden eggs. The World Cup.

For the London Games EBU paid almost 757 million dollars, representing 51 countries in Europe. N.B.C paid 2.2 Billion dollars for London 2012.

So, television pays a lot of money, with Networks from the US sharing a much more expensive load. But even TV partners from small countries pay their share. Let's take Cyprus as an example.

CYBC as a member of EBU had the rights for many years. But since 2016 EBU lost the rights and CYBC has to negotiate every four years with the holders who are currently, Euro sport Discovery. Their initial demands for Rio 2016 were 850,000 Euros, an amount which CYBC can never pay and have a profit. So the agreement was made at a much lesser fee.

The time difference is a critical issue. In 2016 CyBC's broadcast from Rio began at 4.00 am! You can understand that it is not easy to find viewers at this time, therefore you cannot find sponsors to cover the cost.

For Tokyo 2020 transmission will be starting at 4.00 in the afternoon in Cyprus, CYBC still negotiating to Broadcast 220 hours with the main focus on Cypriot athletes and Sports such as Athletics, Swimming, Gymnastics, Shooting, and team sports like Basketball and Volleyball. Sports popular in Cyprus. A lot of sports are covered also with the special summary programs every day, and with special reports on our news and sports programs.

The time difference and the cost for acquiring the

rights for the Olympic Games are not excuses for CyBC for not showing the Games. Being the National broadcaster it is considered by the public an obligation for CyBC to cover the Olympics. And it is an obligation, no matter the cost or the working hours needed.

So we have reached the point where television pays a lot of money and brings worldwide audience. This audience brings the interest of sponsors who see their sales increase because of the prestige they get from being Olympic partners. People get to watch the Olympics not only at home, but in the palm of their hands, through their telephone or tablet devices with crystal clear high definition technology. A win – win situation?

Not that simple. How do we distribute and use all that money? How do huge television networks not only intervene but dictate which sport gets on the Olympic Program and decide on the Olympic calendar and the time that events are held?

Several people argue that the television industry clearly holds the upper hand in relationships with professional sport because television revenues have had major implications for its structure and development.

Television and sport need to cooperate. Thus we now have the adaptation of national and international sporting calendars to fit in with the demands of the television calendar. Also the adaptation of sports time tables, to television's priorities especially prime time.

In 2006 I had the privilege to interview former president of IOC Zac Roque at CyBC here in Cyprus. I asked Mr. Roque whether television networks decide which sports will be on the Olympic program according to whether or not a sport is popular at the country hosting the Olympic Games. As I remember the question was about Baseball going in and coming out of the Olympic program. Mr. Roque said and I quote:

'Television is important because television gives an au-

dience. During the two weeks of the Games we may have the selling of six to seven million tickets at the games. But that is nothing compared to the 30 billion of people who watch the games on television. So a sport to be popular has to earn the attention of television. A sport that is not on television is a sport that people don't know.'

So sports need to be attractive for television. Certain Sports went ahead and implemented changes in order to increase action and scoring to get television's attention. Basketball introduced the three point shot and the 24 seconds rule, instead of the 30 seconds needed to complete an attacking move.

Volleyball has abolished the rally point system, increased the scoring for each set to 25 points, to make the length of the game more predictable, make scoring quicker and the game more television friendly. There are also other sports that have benefited from television.

Diving, Rhythmic gymnastics and synchronized- artistic swimming are examples of sports which enjoyed enormous expansion because of the improved technology of underwater cameras, artistic shots from cranes and slow motion replays.

The prime time is also an important issue for television. It is the time when the viewership is at its peak thus the sponsors will pay the most money to advertise.

In 1984 the Los Angeles Organizing Olympic Committee had scheduled the marathon to begin as close to prime television time as possible. At 5.30 Pm. This is when heat builds up and usually envelops Los Angeles. To make matters worse marathoners had to run the last 45 minutes in the Centre of the City where the heat was even worse because ABC wanted them to finish at the L.A. Coliseum, site of the 1932 games.

At the Seoul Games in 1988 the Athletics finals were

held in the morning so that they could be shown at prime time in the United States. The same happened with the swimming finals at the Beijing games in 2008. The finals were held in the morning so that Americans would watch Michael Phelps win 8 gold medals at prime time.

What about Tokyo? From a little research in the internet I came up with the following report: 'According to the Organizing Committee for some sports, the starting time of finals was fixed at mid-morning local Tokyo time. This has been criticized as putting U.S. TV stations' interests ahead of local attendees and athletes.

Those sports included swimming events, nine events in track-and-field athletics such as men's and women's long jump and 400m hurdles, women's football, and basketball for both women and men. In football tournaments for both genders, while all matches will start in the evenings, only the women's gold medal match will begin at 11 a.m. on August 6. During summer in Japan, normally the temperature begins climbing early in the morning.

The above-mentioned sports are highly popular in the United States and the U.S. is expected to win many gold medals. According to the announced 2020 Games schedule, gold medal competitions in these sports will be broadcast live on U.S. TV networks during prime time.

The Tokyo 2020 organizing committee claimed the schedule was arranged from the viewpoint of filling seats in all Olympic venues even in the morning. However, there is growing criticism that this decision actually appears to reflect the International Olympic Committee's consideration for the demands of U.S. TV companies, which pay a huge amount of money for broadcasting rights fees. Furthermore, there is widespread concern among sports organizations that morning finals may affect athletes' physical condition.

It is also added that the 2020 Games will take place during the peak of summer in accordance with major U.S. broadcasters' demands, as autumn is the season for American football.' And the report concludes: 'The Olympic Charter stipulates that the IOC's role is to "oppose any political or commercial abuse of sport and athletes."

## Conclusion

So where should we draw the line? Broadcasters will say that television pays most of the money, it is the number one factor for the survival and the success of the Olympic Games. Definitely television's opinion should be heard. But if you ask my opinion, as an individual who loves the Olympics and shares an idealism of what the Olympic movement should be I say that the athlete's wellbeing should matter the most.

Tradition should always be in mind. Sports that have been on the Olympic program for more than 100 years should not be abolished. I was very sad to hear that the skeet event of Shooting is out of the program of the 2022 Commonwealth Games in Birmingham because TV never bought it. Imagine the disappointment of thousands of athletes.

I also know that Climbing, Skateboarding and Surfing will be Olympic Sports in Tokyo, that in Paris in 2024 the marathon will be an open event for all citizens and that E – Sports are being looked into for a position on the Olympic Program.

I understand the need to capture the spirit of the new era and the new interests of young people around the world. I also realize the need for the expansion to new markets for television and sponsors.

But I strongly believe that the Olympic Movement has an obligation to preserve the tradition and character of the Games. It is a movement which was created thousands of years ago, a movement we have been wise enough to revive in modern times, a movement which has enriched our lives, creates role models and shares the noblest values for the youth of the world.

It is up to you, the leaders and thinkers of the Olympic movement to find the balance between preserving the traditional character of the Olympic Games whilst maintaining the success and popularity of the Games working with the media and the sponsors. As the ancient Greeks used to say, «Παν μέτρον Ἀριστον», 'All in good Measure'. That is the challenge we all have to face.

Thank you very much for your attention.



# OLYMPISM AND THE OLYMPIC EDUCATION: HISTORY, MODERNITY, FUTURE



**Speaker:** Dr. Maria Bulatova, European Olympic Academies Vice President, President Olympic Academy of Ukraine, member of IOC Commission on Culture and Olympic Heritage

## The fundamental values of Olympism:

Pierre de Coubertin translated his views on sports and the Olympic Games as a means of achieving pedagogical goals into an original concept based on several principles:

The first principle was associated with an educational role for the athlete's personality representing the unity of the body, will, and mind, the religious spirit of sports as a method of shaping moral and life principles of the members of the "new human society"

The second principle defined the equality of all people in their pursuit of permanent physical, cultural, intellectual perfection, harmonious development, and universality.

The third principle was based on the idea of a "fair play", intense competition but in the spirit of good fellowship and the code of honour inherent to chivalry

The fourth principle was a borrowed practice of the Olympic Games in Ancient Greece and was presented in the form of an armistice, cessation of military operations and conflicts during the Olympic Games as a manifestation of peaceful cooperation

The fifth principle predetermined the unity of competitive sports with history, literature, music, and visual arts, which was to be put into practice through the celebration of the Olympic Games, promoting aesthetic and humanistic education, and harmonious development of people

According to the Olympic charter, «Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles. The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity».

As the then President of the United States Olympic Committee Kenneth Wilson said in 1948, «Analyzing our activities, I come to the conclusion that the lack of the Olympic education for the youth of America is a terrible failure... It is essen-

tial to develop cooperation in the field of the Olympic education and with the help of the Executive Director to distribute educational Olympic materials and information, which should become a national interest for all».

## The International Olympic Academies



Since 1960s of the XX century, many countries began to establish national structures dealing with Olympic education. However, a real progress had occurred only in late 1960s—70s when the Olympic Studies Centres appeared in Spain (1968) and the USA (1974) which later following the International

Olympic Academy model were converted into National Olympic Academies. In 1977 there was founded the NOA of Chinese Taipei and the Republic of Korea, in 1978 — Egypt and Japan, in 1981 — Chile and Ecuador. The founding of the EOC followed in the 1960s.

The Association of European Olympic Academies (EOA) was founded just in 2018, during the 1st Assembly in Ljubljana, Slovenia. Now the European Olympic Academies feature 43 countries, with another seven not having an NOA. They are Liechtenstein, Luxembourg, Kosovo, San Marino, Montenegro, Monaco and Ireland.

The appropriate IOC commissions are the Olympic Education Commission and the Culture and Olympic Heritage Commission. Another important part of Olympic Education is the magnificent Olympic Museum in Lausanne. Also, the Olympic Studies Centre is in existence, with a total of 40 centres existing all over the world.



## Olympic education in primary schools

The Olympic education of elementary and secondary school children is focused on:



- increasing interest to the Olympic movement and the Olympic Games;
- increase of activity in participation at the Olympic contests based on the principles of fair play and noble behavior;
- forming interest to the image model of the Olympic athlete as an ideal to follow; the striving to be involved in the Olympic movement, to promote its development;
- a sense of personal responsibility for the purity of sports, intolerance to inhumane manifestations;
- awareness of the need for fair competition in sports, following the principles of morality and ethics;
- a conscious desire for the harmonious development of personality in the spirit of the unity of the body, mind and will;
- aspiration to see, feel and promote the aesthetic values of sports;
- availability of communication skills with athletes, coaches, referees, journalists, spectators;
- the ability to promote sport and the Olympic movement, the ideals and values of Olympism;
- awareness of the need for respect for nature, preservation of the environment

## Olympic education in high schools

With age, the attitude towards the Olympic Games and their heroes becomes more complex and controversial. The interest of both sports enthusiasts and the general public of the world, especially young people, causes many problems in Olympic sports that require critical analysis, the search of their reasons and solutions:



- politicization and commercialization of Olympic sports and the Olympic Games;
- various forms of violation of “fair play” principle;
- corruption manifestations;
- political manipulation;
- gender issues;
- trend towards gigantomania during the Olympic Games;
- environmental protection;
- health of athletes, their rights and life prospects;
- media activities;
- despotism of coaches and officials;
- the problem of doping and the WADA activities;
- interrelations of organizations within the world Olympic system, etc.

## Olympic sport, art and culture

The use of art, depicting sport, has been a steady from the ancient times. From the ancient Greek depictions of heroes, to Olympic art competitions during the early modern Games, the art exhibitions and festivals of 1952 to 1996.



An important aspect of the Games is Multiculturalism. The celebration of togetherness of people from various backgrounds.



# ENCOURAGING AND EMPOWERING OLYMPIC STUDIES



**Speaker:** Maria Bogner, Head of The Olympic Studies Centre

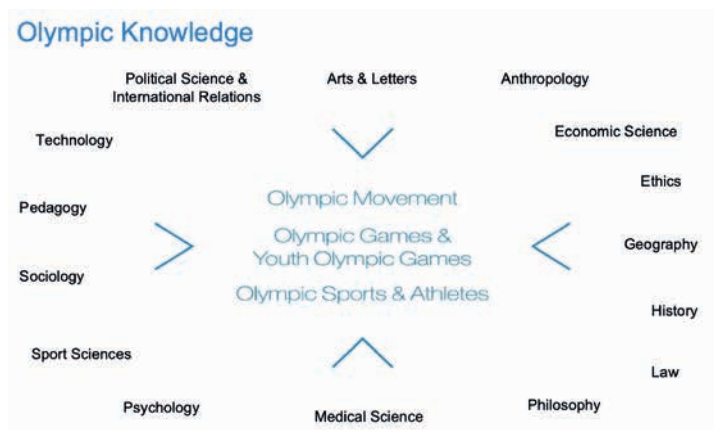
The Olympic Studies Centres were already a vision of Pierre de Coubertin! “I believe that a centre of Olympic studies would aid the preservation and progress of my work more than anything else”.

Olympic Studies: Sharing the past, to enrich the future!

### Who we are and what we do:

The Olympic Studies Centre Team is responsible for infotheque / Library, Research and Reference Service and External Relations and Academic Programmes.

As the official source of reference for Olympic knowledge, our mission is to share Olympic knowledge by providing information, giving access to our unique collections, enabling research and stimulating the intellectual exchange.



PRESENTATION

### Enabling Olympic Studies:

- Historical and up-to-date information
- Personalized research guidance
- Access to IOC historical archives and library
- National / international loan
- Research funds (PhD and Early Career Researchers, Advanced Research Grant Programmes)
- Access to IOC or academic experts

Our services and platforms are focused on curating, preserving and sharing Olympic knowledge.

The Olympic World Library can be found online on the IOC website and contains library catalogue, search engine and information portal, 35.000 titles of which 9.000 in digital format, 420 Journals, Key Collections, ZOOM IN pages to facilitate research on key topics and alerts.

### Our stats since launching in October 2016:

- 135.000 visitors from 220 countries
- 1.4 million pages viewed



The OWL Network Project aims to increase the global reach and relevance of the Olympic World Library (OWL)

- by offering selected reference libraries and institutions the possibility to leverage and contribute to the OWL
- making it a truly multilingual digital meta-catalogue for Olympic literature

## Olympic Studies around the world

An academic network of over 40 Olympic Studies Centres and over 650 researchers.

**A academic network of over 40 Olympic Studies Centres and over 650 researchers**



### -Our definition of an Olympic Studies Centre:

- University based - academic
- Offering / addressing Olympic related content
- Regular and ongoing offering academic activities (education, research, publication)
- "Acknowledgement" by the NOC

### Underlying rule:

Respect of academic independence!

No "official" relationship or recognition by the IOC – no financial support / no use of Olympic symbols

The interest by universities to create Olympic Studies Centres in last years has grown rapidly in last 20 years.

## How to strengthen and engage with the academic community

### Academics are opinion leaders:

- As authors of books and articles they disseminate deep analysis on the key aspects of the IOC and the OM.
- As lecturers and educators, they are influencers of students and the next generation of researchers
- As subject matter experts, they are often interviewed by the media and contribute towards forming the public opinion about the IOC, the Games and the Olympic Movement

We aim to foster and engage in constructive dialogue. By enabling research and offering platforms for dialogue between the academic community and the Olympic Movement.

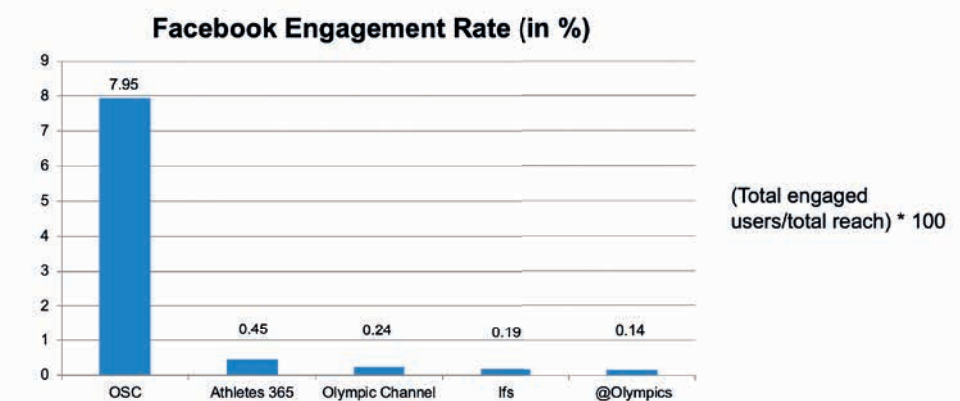
An important part of this is the regular up-to-date information via newsletter and mailings and of course social media and mainly Facebook.

### By giving research grants to enhance the pool of Olympic knowledge.

- Advanced Research Grant Programme
- PhD Students & Early Career Academics Research Grant Programme

## > Facebook Engagement rate

OSC numbers calculated on the last 6 months



With exclusive briefings, communications and services to enable informed research, publication and debate. And by hosting regular smaller events for direct exchange and debate on important topics.



## Closing

“The objective of the International Olympic Academy is to promote the Olympic spirit in our world today. It acts in many ways as the academic pillar of the Olympic Movement, implementing the educational and social principles of Olympism. In this way, the International Olympic Academy helps and supports the IOC to better pursue our overarching mission to put sport at the service of humanity.

(...) The IOA is laying the intellectual foundation for the Olympic spirit to grow strong. (...) In our fragile world today, we need this Olympic spirit more than ever before.”

IOC President, Thomas Bach at the Opening Ceremony of the 59th International Session for Young Participants, International Olympic Academy, Athens, 2 June 2019.

“The Executive Board has approved a comprehensive renovation project for the IOA.

“By doing this we want to strengthen the education and promotion of Olympic values, particularly in regard to the younger generation.

“This Olympic academy is a commitment to our roots and our heritage.”

IOC President, Thomas Bach at the Press Conference after the EB Meeting, Lausanne, 3 October 2019

Let’s all join forces, to encourage, enable and inform Olympic studies and enrich the future of the Olympic movement!

## NOA PRESENTATIONS

ALBANIA



CZECH REPUBLIC



GREECE



PORTUGAL



RUSSIA



SERBIA



SPAIN



During the intervals between the three main speakers on Thursday 14 November, the National Olympic Academies (NOA) of Europe had the opportunity to make their presentations on the actions they undertook in 2019. A total of ten NOA’s made presentations. They were: Albania, Czech Republic, Greece, Hungary, Lithuania, Poland, Portugal, Russia, Serbia and Spain.

## EOA General Assembly

Day 2 of the meeting of the European Olympic Academies in Nicosia, on Friday 15 November, contained the General Assembly of the EOA in which a plethora of subjects were examined by the representatives of the NOA's of Europe.

### The agenda contained:

- Approval of the first EOA General Assembly minutes
- President's report
- Membership and financial situation
- Vote for the commissions
- Rules and procedures
- Good governance regulations
- Honors and awards
- Communication
- EOA program plan
- 2020 Conference and General Assembly

As announced, the winner of the photo contest "Athletes in Action" was the NOC of Lithuania which was posted on the Lithuanian Olympic Committee Instagram page @lteam\_official, during the Minsk 2019 European Games, of photographer Kipras Streimikis.



The General Assembly confirmed the names of the participants in the four commissions, which are those of Communication, Development & Cooperation, Olympic Education and Olympic Heritage. Vice presidents of the EOA Mr. Lozan Mitev and Mrs. Maria Bulatova will be in charge of management of the commissions.

During the G.A., Mr. Dionysis Gaggas made a presentation of the upcoming renovation works at the International Olympic Academy premises in Olympia, Greece.

At the closing of the General Assembly, it was decided that the 3rd Annual Conference & General Assembly of the European Olympic Academies will take place in late 2020 in Sochi, Russia.







European Olympic Academies  
2nd Annual Conference  
& General Assembly  
14-15 November 2019,  
Nicosia, Cyprus

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Nicosia, January 2020  
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