

# OLYMPIC REVIEW

OCTOBER 2006

OFFICIAL PUBLICATION OF THE OLYMPIC MOVEMENT

**FOCUS:** SPORT, EDUCATION AND CULTURE



## “SPORT AND A WORLD OF HARMONY”

Alongside sport, culture and education are the bases of the Olympic Movement. Experts from around the World will gather in Beijing in order to analyse the current situation in this field and develop proposals for the wider integration of education and culture through all age groups and in all societies with the aim to contribute to a “World of Harmony”.

In plenary sessions and parallel breakouts, the Forum will elaborate on the cultural and educational perspectives of the Olympic Games by defining opportunities and tools to implement these ideas. Various themes affect the athletes directly, such as their social responsibility, the way to combine education and high-level sport, as well as the training

of athletes for life after the Games. Among the speakers are IOC members with broad experience in these fields, such as Sergey Bubka, Frank Fredericks and Robert Ctvrtlik.

Other themes put forward concern particularly the young generation, considered as the future of the Olympic Movement. The Forum also pays great attention to the roles of Universities and Olympic Academies, including how to network in Olympic studies.

The Forum is organised by the IOC, in collaboration with the Beijing 2008 Organising Committees, and in partnership with UNESCO. IOC President Jacques Rogge will deliver a keynote speech at the Opening Ceremony.



INTERVIEW:  
ZHENLIANG  
HE

ZHENLIANG HÉ, CHAIRMAN OF THE IOC EDUCATION AND CULTURE COMMISSION, EXPLAINS HOW THE COMMISSION IS USING A COMBINATION OF TRADITIONAL AND MODERN WAYS TO INTRODUCE MILLIONS OF CHINESE CHILDREN TO THE VALUES OF THE OLYMPIC MOVEMENT

### What is the goal of the IOC Education and Culture Commission?

The alliance of sport, culture and education is at the root of the Olympic Movement and has been the driving force of Olympism over the last century. There is no doubt that also in our modern societies sport still has an important educational role to play, on all levels, from schools to grass root sports to elite sport. Sport and education have also expanded into many other areas, such as health, environment and management know-how.

### What will be the benefit of the BOCOG education programme for the youth in China?

The impact will be very important. Millions of Chinese children will be introduced to the power and strength of the Olympic values, such as friendship, respect and excellence. They will also learn more about Olympic history. Through Olympic history they will discover other cultures and societies. For me, the Olympic Games in Beijing will have the benefit that different cultures and civilisations will come closer together and learn from each other, without however assimilating each other entirely.

### What are the most effective means to attract the younger generations with the Olympic message?

We have to find the right mix between traditional and modern means. The Olympic Games and the Olympic Movement can base their communication on a huge amount of incredible stories that can be tailor-made for well-written and illustrated books, for example school books or comics; for radio programmes or for new media tools such as internet, video games or MP3-players. Television certainly also plays a key factor, particularly the coverage of the Olympic Games and all Games-related cultural activities.

### Sport is facing increasing competition from leisure-driven entertainment, what can be done to ensure that sport remains attractive to children and young people?

Sport will always be an important educational tool, appreciated by young people because it is less influenced by our modern society's volatile trends. However we have to adapt and always stress the benefit of sport for individuals as well as for society. Finally it is the personal experience of each one of us, be it as an amateur athlete or a sports fan, that makes the difference. For this reason elite athletes have an important role to play as models for young people.

## OVEP - OLYMPIC VALUE EDUCATION PROGRAMME



The IOC is developing an Olympic Value Education Programme to spread Olympic values among children worldwide

The IOC, supported in this endeavour by the ISM company, is currently developing an Olympic Value Education Programme (OVEP), which aims to encourage teachers and educators worldwide to integrate Olympic values into their curricular and education activities. OVEP consists of three particular projects:

- A standard reference tool kit with practical advice and tangible examples of how to integrate the Olympic values of respect (for self and others), fair play, excellence, and friendship into a school or leisure programme.

- An online directory on [www.olympic.org](http://www.olympic.org), with similar programmes and projects, as well as reference documents for Olympic education, to inspire teachers and educators

worldwide to promote the Olympic values. The Forum should also allow for an exchange of information, as well as the launch of discussions on this specific topic.

- The attribution of awards for the most creative and efficient education programmes on Olympic values, according to their standard and the experience of the educator in this field.

Progressively projects can gain bronze, silver and gold awards.





## PHYSICAL ACTIVITY: BENEFITS AND CHALLENGES

INTERVIEW:  
WALTHER  
TRÖGER



THE CHAIRMAN OF THE SPORT FOR ALL COMMISSION, WALTHER TRÖGER, REVEALS ITS GOALS AND CHALLENGES

### What is the goal of the IOC Sport For All Commission?

The IOC Sport for All Commission was created in 1985 in order to add grass root sport to the aims and tasks of the Olympic Movement. The Commission has the responsibility to encourage and support the development of the sport activities through all generations. First of all this means that we have to disseminate Sport for All as a global human right in all societies.

### Since you started more than two decades ago, what have been your major achievements?

Sport for All has been developed as a principle goal for all National Olympic Committees, Sport Federations, but also governments. We have activated partners in the political as well as the economic worlds to assist us. The cooperation with organisations dealing with Sport for All outside the Olympic Family has been intensified and coordinated. The IOC aid programme, Olympic Solidarity, is deeply involved in our activities. In addition, the IOC grants annual patronages to NOCs for Sport for All events and coordinates the annual Olympic Day Run as a main activity, with the participation of nearly all recognised NOCs.

### Isn't Sport For All a rival to elite sport?

Not at all. Sport for All as a human right has to provide facilities and assistance to everyone and every people in the world. Beside that, we base our work on the theory that sport has the form of a pyramid, which means the wider the basis, the higher to the top.

### Sport is facing increasing competition from leisure driven entertainment. What can be done to ensure that sport remains attractive to children and young people?

This challenge is real. Whether we like it or not we have to adapt to certain trends in society. The "fun factor" in sport has to be increased and the new media have to be integrated into sport practice. Further we have to assure – through governments – that school sport is actively promoted. As an overall activity we have to promote sport as an essential element for the well being of individuals and society.



"Sport for All" is a pillar of the Olympic Movement, promoted by the IOC's Sport for All Commission. Amongst other points, Sport for All aims to tackle the challenges of a world where physical activity is on the decrease and economic challenges prevent many from enjoying the benefits of sport. The issue of "physical activity: benefits and challenges" is the subject of the upcoming Sport for All Congress in Havana, Cuba. International experts from around the world are meeting in the Cuban capital to assess the progress made in implementing policies and measures for Sport for All. This high-level meeting will serve as a place of exchange for scientists and sports professionals to share knowledge and experience and to identify new

orientations for the future. In different sessions, the congress will elaborate on the following issues:

- health benefits and risks of physical activity;
- modern ageing and needs for other specific population groups;
- specific needs of developing countries;
- recreation as a form of social experience and cultural expression;
- strategies and direction for Sport for All.

The congress is organised under the patronage of the IOC, the General Association of International Sports Federations, the World Health Organisation and the Cuba National Olympic Committee.

## IMPACT OF "SPORT FOR ALL"

Many of the countries that have hosted the World Sports for all Congress have built on the enthusiasm and momentum generated and helped to organise nationwide sporting activities.

During the preparations for the Congress in Rome in 2004, the Italian National Olympic Committee, CONI, decided that it wanted to leave a lasting legacy, and in the following year officially launched the "National Day of Sport". Since then, on the first Sunday in June, tens of thousands of Italians have taken part, putting on their jogging shoes, taking out their tennis rackets, or getting on their bikes, to name just a few of the activities. Keen to rekindle the passions that had burnt so brightly as hosts of the Olympic Winter Games, the organisers called on Italians to let sport light their fire. One thousand five hundred municipalities – more than in previous years – responded, and dozens of sporting heroes, such as

Olympic marathon gold medallist Stefano Baldini, and world volleyball champion Lorenzo Bernardi, lent their support.

The Netherlands National Olympic Committee and Sports Federation has also been inspired to take action following a World Sports Congress. After hosting the 2002 Congress in Arnhem, it started to organise a national week of sport. In 2005, 240,000 people took part in more than a thousand activities over Easter week. This year the event grew in size, with 350,000 people involved. With an eye on the future, the NOC plans to double the number of activities in 2007, and even foresees the possibility of a European week of sport.

Delegates at this year's World Sport for All Congress in Havana will have an opportunity to see how Cuba implements Sport for All in its society. They will visit a number of centres where sport is truly inter-generational,

with children, for example, learning the basics of martial arts, their parents practising at an advanced level, and their grandparents able to fully master the art of Tai Chi Quang. Watching young people take part in a range of sports, from athletics to gymnastics, the delegates will also get a chance to see some of the Sport for All activities organised for those suffering from chronic diseases, such as hypertension and obesity.

Physical education is a key part of the educational system, and those showing signs of sporting prowess are encouraged to attend special schools and training centres. In 2001, the International School for Physical Education and Sport was opened in Havana. More than 1,000 students from some 70 developing countries have graduated as sports coaches from the school, with their fees and expenses covered by the Cuban authorities.