THE ATHLETES

Athletes have a direct voice within the IOC through election to the Athletes’ Commission. Created in 1981, the IOC Athletes’ Commission is made up of active and recently retired athletes. It is composed of 19 members, of whom there are eight summer sports athletes elected by their peers at the Games of the Olympiad, four winter sports athletes elected by their peers at the Olympic Winter Games and up to seven athletes appointed by the IOC President to ensure a balance in terms of gender, sport and region. In addition, a World Olympians Association athlete representative and an International Paralympic Committee athlete representative are ex-officio members.

In 2002, at the XIX Olympic Winter Games in Salt Lake City, Pernilla Wiberg of Sweden and Manuela Di Centa of Italy achieved the greatest number of votes to serve an eight-year term. The other two elected athletes, Jari Kurri of Finland and Ådne Sandrål of Norway, are serving a term of four years.

In 2004, a total of 32 athletes, representing as many countries, ran for election to the IOC Athletes’ Commission. The four elected were: Hicham El Guerrouj, Rania Elwani, Frank Fredericks and Jan Zelezny.

A total of 5,787 athletes – 54.5 per cent of all those eligible – voted. Participation was higher than in Sydney, where 47.2 per cent of the athletes voted. All the candidate athletes had to be presented by their National Olympic Committee. To be eligible, they had to have participated in the Olympic Games in either Sydney or Athens, and never been found guilty of a doping offence during their sports career.

The past quadrennium has seen the launch of two new links between the IOC and athletes: the International Athletes Forum and the Athletes Bulletin. In October 2002, the first International Athletes Forum was held in Lausanne. Almost all of the 35 International Olympic Summer and Winter Sports Federations had a representative present. Former Olympic pole vault champion Sergey Bubka, who replaced Peter Tallberg as Chairman of the IOC Athletes’ Commission in 2002, was among a host of leading athletes who discussed three major topics: the fight against doping; self-marketing for athletes during and after their sporting career; and the integration of professional athletes in the Olympic Movement.

The main conclusions drawn from the Forum were the need for athletes to have total responsibility for any substance intake and that athletes who have retired had a vital role in educating youngsters about sport. Bubka said: “I am very pleased with this Forum. For the first time, athletes were given the opportunity to get across their messages and clearly express the need for them to be more involved in the decision-making process of sports organisations.”

One concrete result of the Athletes Forum is the implementation of the “Athletes’ Career Programme” worldwide, which together with Adecco Group will help former athletes manage their career transition to successfully access the labour market.

With the aim of improving communication, the Athletes Bulletin newsletter was launched in 2003. Close to 8,000 copies of the bilingual (English and French) and bi-yearly newsletter are sent to Athletes’ Commissions around the world. This provides the athletes with up-to-date information about the Olympic Movement and the activities of the IOC Athletes’ Commission.
NATIONAL OLYMPIC COMMITTEES
The National Olympic Committees (NOCs) are responsible for developing and protecting the Olympic
Movement in their respective countries. There are currently 202 National Olympic Committees.

IOC recognition was granted to the NOCs of Timor-Leste and Kiribati at the 115th Session in 2003. The
NOC of Afghanistan, which had been suspended by the IOC in 1999 following the take over of the
Taliban regime, was reinstated in 2003. Five Afghan athletes, three men and two women, participated in the
Athens Games.

In early 2003 the NOC of Iraq was suspended by the IOC for violations of ethical principles and encouraged
to reconstruct in compliance with the Olympic Charter. In early 2004 the IOC lifted the sanctions imposed
against the Iraqi NOC and supported the reconstruction process. Twenty-nine Iraqi athletes participated in the
Athens Games.

INTERNATIONAL FEDERATIONS (IFs)
The International Federations (IFs) have the responsibility and the duty to manage and to monitor the everyday
running of their sport on the international level. The role of the IF is chiefly to ensure responsibility for the
technical control and directions of their sports at the Olympic Games.

The IOC provides funding for two types of IFs: Olympic IFs, whose sports are included on the Olympic
Games Programme, and recognised IFs, whose sports are not on the Olympic Programme.

There are currently 28 Olympic Summer Sports Federations, seven Olympic Winter Sports Federations,
and 29 Recognised International Federations (two of which are provisional).

The Summer Sports Federations are: The International Archery Federation; The International Association
of Athletics Federations; The International Badminton Federation; The International Baseball Federation; The
International Basketball Federation; The International Boxing Association; The International Canoe Federation;
The International Cycling Union; The International Equestrian Federation; The International Fencing
Federation; The International Association Football Federation; The International Gymnastics Federation; The
International Handball Federation; The International Hockey Federation; The International Judo Federation;
The International Union of Modern Pentathlon; The International Rowing Federation; The International Sailing
Federation; The International Shooting Sport Federation; The International Softball Federation; The
International Swimming Federation; The World Taekwondo Federation; The International Table Tennis
Federation; The International Tennis Federation; The International Triathlon Federation; The International
Volleyball Federation; The International Weightlifting Federation; The International Federation of Associated
Wrestling Styles.

The Winter Sports Federations are: The International Biathlon Union; The International Bobsleigh and
Tobogganing Federation; The World Curling Federation; The International Ice Hockey Federation; The
International Luge Federation; The International Skating Union; The International Ski Federation.

Within the framework of relations with the IFs, the IOC also continues to provide support to the
International World Games Association (IWGA).
OLYMPIC SOLIDARITY

For more than 30 years, Olympic Solidarity has been the body responsible for managing and administering the share of the television rights of the Olympic Games that is allocated to the National Olympic Committees (NOCs). It exercises this responsibility in accordance with the specific programmes of technical and financial assistance approved by the Olympic Solidarity Commission. It assists the NOCs and their Continental Associations with their efforts for the development of sport through programmes carefully devised to match their specific needs and priorities.

For the 2001-2004 quadrennial period, the development and assistance budget was US$ 209,484,000, almost double the amount of US$ 121,900,000 from the previous quadrennium, and reflected a consistent and logical development, geared towards greater decentralisation of the programmes and their management towards the continents and an increase in the number of world programmes available (from 12 to 21). More than 14,000 activities in 202 NOCs were realised during the 2001 to 2004 period.

The Olympic Solidarity programmes are aimed at different protagonists in the world of sport and Olympism: athletes, coaches, sports leaders, NOCs and Continental Associations.

The focus of the 2001-2004 quadrennial plan was increased programme decentralisation, with a budget of US$ 99,800,000 for the world programmes, managed from Lausanne, applied in an individual way to all NOCs and with a budget of US$ 69,944,000 for continental programmes, managed by the five Continental Associations, whose application and management were specific to each continent.

The rest of the Olympic Solidarity budget was made up of the following:

- US$ 31,240,000 – Olympic Games (financial assistance to NOCs for participation);
- US$ 8,500,000 – administration and communication.

WORLD PROGRAMMES

Olympic Solidarity offered the NOCs 21 programmes covering a range of varied and complementary activities, divided into four areas: athletes; coaches; NOC management; and special fields.

US$ 43,500,000, the biggest single amount allocated by Olympic Solidarity, was for the five programmes in the athletes’ category:

- Salt Lake City 2002 – NOC preparation;
- Olympic scholarships for athletes “Athens 2004”;
- Athens 2004 – Team sport support grants;
- Regional and Continental Games – NOC Preparation;
- Youth Development Programme.

The success of the programme was evident from the Olympic Winter Games in Salt Lake City in 2002. Funding was made available through Olympic Solidarity to 59 NOCs, 690 individual athletes and four ice hockey teams. From that, 402 athletes, from 56 NOCs, qualified and took part in 72 out of 78 events and six of the seven sports on the programme. Olympic Solidarity provided assistance to 17% of the total number of athletes who took part in these Games. In preparation for the Athens
Olympic Games, Olympic Solidarity offered 55 team support grants to specific teams that had the possibility to qualify, or had already qualified for the Games.

Nine hundred and thirty-nine individual Olympic scholarships (652 men and 287 women) were allocated to athletes from more than 140 NOCs to allow athletes to qualify and prepare themselves for the Athens Olympic Games in 2004. Five hundred and eighty-three Olympic scholarship holders from 141 NOCs managed to qualify for the Athens Olympic Games. Included in these, Olympic Solidarity made a special effort in relation to the athletes from the NOCs of Afghanistan and Iraq as they were again joining the Olympic movement at the celebration of the Athens Olympic Games. Fifty-seven medals and 105 diplomas were won by the Olympic scholarship holders and 23 NOCs had over 50 per cent of their delegation made up by Olympic scholarship holders.

COACHES
The different options offered to the NOCs to train their national coaches are the programme of technical courses, the scholarships for coaches and the development of national coaching structures, which allows the NOCs to benefit from the visit of an international-level expert designated by the International Federation in the country to train the local coaches. The NOC may also propose a coach to be sent abroad to a university or high-level training centre to attend a training programme in sports sciences or a specific programme in his/her sport.

During the 2001-2004 quadrennial period, a total of 1,040 technical courses were organised worldwide with the support of the IFs. Furthermore, 417 coaches from 130 NOCs benefited from the scholarships programme and finally, 141 development programmes were successfully conducted by the NOCs.

NOC MANAGEMENT
Using a fund of US$ 20,500,000, this section concentrated on NOC infrastructure, sports administration, high-level education for sports administrators, NOC management consultancy and regional forums. The key to the efficient running of an NOC is a solid management structure, ensuring the development of sport at a national level.

One option was a university training network where participants who work for NOCs and National Federations are offered one of two possibilities: an Executive Masters in Sports Organisation Management (MEMOS) or scholarships for high level training at a university of their choice.

Each year, about 10 regional forums in collaboration with the respective Continental Associations were organised on various themes in collaboration with groups of NOCs to discuss and debate topical issues.

SPECIAL FIELDS
The following programmes, which fall under the special fields area, are aimed at assisting the NOCs in their task to promote and disseminate the values and ideals of the Olympic Movement: Sports Medicine; Sport and Environment; Women and Sport; International Olympic Academy; Sport for All; Culture and Education; and NOC Legacy. All the recognised NOCs have benefited from one or more of these programmes, for which a budget of US$ 12,800,000 was allocated.
ATHLETES’ HEALTH
The IOC Medical Commission, chaired by Arne Ljungqvist, aims to ensure athletes do not harm themselves as a result of taking illicit substances while, at the same time, ensuring that there is a level playing field for all competitors.

ANTI-DOPING
The World Anti-Doping Agency (WADA) was formed on 4 February 1999 to oversee how drug testing is carried out across sports. On 21 August 2001, Montreal, Canada, was chosen as WADA’s permanent headquarters.

Testing procedures for prohibited substances are constantly improving. One of the best examples of that is the introduction of testing for erythropoietin (EPO), which is believed to have been widely used in endurance sports. In Salt Lake City in 2002, a total of 1,000 tests were performed and three positive results found evidence of darbepoetin, a strain of EPO.

The World Anti-Doping Code was signed at the World Conference on Doping in Sport in Copenhagen in March 2003, and represents an important milestone in the fight against doping. The IOC insisted that all International Federations sign the code by the time that the 2004 Olympic Games began or risk exclusion. The IOC has also called for governments to “accept” the Code and have it signed for the first day of the Olympic Winter Games in 2006 in Turin.

At the 2004 Olympic Games in Athens, 3,667 anti-doping controls were conducted and 26 athletes were disqualified for violation of the IOC anti-doping rules.

With sportsmen and women increasingly being subject to out-of-competition testing and even being sanctioned when there is a suspicion of foul-play, such as repeatedly not being available to give urine samples, the IOC’s message is clear. It is: zero-tolerance for cheats.

NUTRITION
The IOC Medical Commission has broadened its scope of action. Moving from a focus solely on anti-doping activities, now a responsibility of WADA during non-Games times, the Commission has developed a detailed programme aimed at protecting the health of the athletes.

In 2003, the IOC Consensus Conference on Nutrition in Sport was organised, which led to the drafting
of a consensus statement on sports nutrition.

Based on this consensus, “Nutrition for Athletes”, a practical guide to eating for health and performance was launched by the IOC Medical Commission and distributed to athletes competing in Athens. The booklet’s final summary was in the form of the “IOC Consensus Statement on Sports Nutrition 2003”, in which it underlines that “good nutritional practice will help athletes train hard, recover quickly and adapt more effectively with less risk of illness and injury”.

SUDDEN DEATH CONSENSUS MEETING
In 2004, the “Lausanne Recommendations”, a consensus paper on the prevention of sudden death was adopted following a meeting on “Sudden Cardiovascular Death in Sport”.

The purpose of these recommendations is to identify, as accurately as possible, athletes at risk in order to advise them accordingly.

IOC OLYMPIC WORLD CONGRESS ON SPORT SCIENCES
The sixth IOC Olympic World Congress on Sports Sciences took place in 2002 together with the 49th annual meeting of the American College of Sports Medicine (ACSM) in St Louis, USA.

The seventh IOC Olympic World Congress on Sports Sciences was held in 2003 in Athens. One thousand scientists from around the world participated in the Congress for which the theme was “Physical, Nutritional and Psychological Care of the Athletes in the 21st Century”. The Congress provided the world’s leading sports medicine experts with an opportunity to present their work to an international audience which is in line with the IOC Medical Commission’s principle to allow the highest number of people to have access to the best knowledge in all fields related to sports sciences.

ETHICS
In 1999, the IOC’s Executive Board created an independent Ethics Commission comprising eight members. The Commission is chaired by Judge Kéba Mbaye.

The Ethics Commission has three roles. First, it draws up and constantly updates a framework of ethical principles, including a Code of Ethics based on the values and principles enshrined in the Olympic Charter. It also plays a monitoring role, and as such ensures that ethical principles are respected; it conducts investigations into breaches of ethics submitted to it, and, when needed, makes recommendations to the Executive Board. Lastly, it has a preventive mission, advising the Olympic parties on the application of the ethical principles and rules.

The “Foundation for Universal Olympic Ethics” was created in 2001 in order to ensure the Ethics Commission’s independence and to help it carry out its tasks as conferred on it by the Olympic Charter or the IOC. It allows the Ethics Commission to ensure the strict application of the IOC Code of Ethics and to promote ethical principles throughout all the entities of the Olympic Movement (IOC, NOCs and International Sports Federations) and within sport in general.
WOMEN AND SPORT

The Women and Sport Working Group, established in 1995, became an IOC Commission in 2004, the same year that saw record numbers of women competing at the Summer Games.

At Athens 2004, the percentage of women participating was higher than ever. Of the 10,625 athletes, 4,329 – or 41 per cent – were women. The figures from Athens were double that from 1976, when the Summer Games were staged in Montreal, and triple that of Tokyo 1964. They showed a steady increase, too, from Atlanta, in 1996, when the figure was 34.2 per cent, and Sydney, in 2000, when it was 38.2 per cent.

Indeed, the IOC had been working with Organising Committees and International Sports Federations to ensure that the Games programme was enlarged to include more women in the sports, disciplines and events.

Thanks to this cooperation, Athens 2004 also set a record for the number of events that women could compete in: 135 or 48 per cent out of all events compared to 132 (44 per cent) in Sydney and 108 (40 per cent) in Atlanta. Every Summer Games sport was open to women in Athens, except baseball – which has a similar sport for women in softball – and boxing.

In Salt Lake City, in 2002, 37 per cent of the athletes participating in the Games were women. Women’s skeleton was a medal event at the Games for the first time, along with 1500m short track skating, the cross country sprint in skiing and biathlon pursuit.

Gender equality needed further support to be more effective, including outside the field of play. The IOC therefore established a “target policy” in 1996 to have a female membership of at least 10 per cent of the executive and legislative functions of each NOC by 2000, and at least 20 per cent by the end of 2005. At the end of 2004, 54 NOCs had reached this target, while 125 had a female membership of more than 10 per cent of their executive board and 181 had at least one woman on their board.

The IOC itself is striving to reach the target, with just over 10 per cent, as its pledge to reduce its overall membership to 115 seriously curtails the intake of new members and affects the election of female members as well. Nevertheless, it is worth mentioning that Gunilla Lindberg, IOC member from Sweden, became the second woman in its history to be elected Vice-President. The only other woman to have held this position in the past is Anita DeFrantz, of the USA, IOC member and Chairwoman of the IOC Women and Sport Commission, and Olympic bronze medallist in rowing. The IOC also appointed Giselle Davies as its Director of Communications, while other women in the

Left Denmark’s Kristine Andersen celebrates after scoring a goal in the women’s handball gold medal match at Athens 2004.

Above right Tristan Gale of the USA won a gold medal in the women’s skeleton at Salt Lake City 2002, the first Games at which Olympic medals were awarded in this event.

Below right The IOC Women and Sport trophy.
administration have gained higher profiles in the senior management.

The IOC target policy for women’s leadership was analysed through a joint research project that the IOC and Loughborough University in the United Kingdom, with a team of experienced researchers, undertook over two years, with questionnaires to and interviews with National Olympic Committees’ sport leaders, both men and women.

The results highlighted several successes of this target policy, including a significant increase of women in leadership roles at NOC level, awareness-raising about gender inequalities, the possibility for talented women to enter the Olympic Movement and overall an improved Olympic governance.

In addition to this good practice, the results also recommended that further work would be necessary with NOC Continental Associations, NOC Women’s Committees and other members of the Olympic Family, in particular International and National Federations, to enable gender equality from grass-root level to the top.

This quadrennium also saw the organisation of the III World Conference on Women and Sport in Marrakech, Morocco, in March 2004, a conference attended by more than 600 delegates from 137 countries. The Conference reaffirmed its support to the IOC target policy and urged the IOC, IFs, Sports Confederations, NOCs and NFs to correct the current and remaining gender imbalance. It also recalled the need to secure physical education in school curricula, as well as calling for increased international partnership with international organisations dealing with gender equality. It further advocated for additional funds from Olympic Solidarity for women’s activities, as well as a fairer and more accurate portrayal of women’s sport in the media.

The IOC has also organised more than 10 regional seminars for NOCs on the five continents during the last four years, aiming to educate women on their roles to promote gender, and gender-related and social issues through sport.

Since 2000, the IOC has awarded annually a Women and Sport Trophy, at continental and world level. It is meant as a tool to increase visibility and recognition of role models, be they women, men or institutions, in the promotion and advocacy of gender equality.
OLYMPIC TRUCE
The idea of a symbolic international truce has been revived by the IOC since 1992 with numerous initiatives to promote peace and understanding through sport and the Olympic Games.

A signature campaign has also been launched since 2001, aiming to gather the statement of world personalities, in their individual capacities, in support of the Olympic Truce. This statement constitutes a non-binding symbolic appeal. Every signatory engages himself to act as a Truce Ambassador.

The Olympic Truce signature campaign was officially announced during the flame-lighting ceremony for the XIX Olympic Winter Games in November 2001 in Olympia. The Statement was initially signed by foreign ministers from countries in South-Eastern Europe, some of which have recently experienced conflict. The launch ceremony of the Olympic Family signature campaign in support of the Olympic Truce officially took place at the 115th IOC Session in Prague, where every IOC member, bid committee and any person with access to the function rooms was able to add their signatures to the campaign.

In June and July 2002, two former Presidents, Nelson Mandela, of South Africa, and Bill Clinton, of the USA, signed the Statement, joining over 350 world personalities including heads of state and government, religious leaders, heads of international organisations, Olympic Movement officials and personalities from literature and the arts. In Salt Lake City, an Olympic Peace Pole pathway had 77 poles, one for each of the competing countries and with the words: “May Peace Prevail on Earth”.

In November 2003, a resolution on the Olympic Truce was tabled at the UN General Assembly by Greece, the host country of the 2004 edition of the Olympic Games. The Resolution was co-sponsored by 190 UN member states, a record number in United Nations history. It followed similar resolutions adopted for the Summer and Winter Games of 2000 and 2002.

In the build-up to the Games of the XXVIII Olympiad in the summer of 2004, ATHOC used its Torch Relay to promote the Olympic Truce and peace through sport. The first truly global Olympic Torch Relay, it lasted 65 days, and travelled five continents, starting in Ancient Olympia at the end of March and returning to Greece for the Games. The Olympic torch came to the United Nations for the first time in June 2004; the world organisation sent it on its global journey with an appeal for a halt to all fighting during the Summer Games and a silent prayer for lasting peace.

The International Olympic Truce Centre (IOTC) launched the “Olympic Truce Wall” in Athens, prior to the Games, where more than 20 heads of state and government, as well as representatives of the Olympic Movement, were invited to renew their individual support for peace and understanding through sport. To promote the initiative, the “Truce Story”, a cartoon book, was published in 2003. It is meant for students between the ages of 13 to 19, and is written in seven languages: Arabic, Chinese, Greek, English, French, Russian and Spanish. It has been officially adopted by UNESCO and was taught on a pilot basis in schools in UNESCO’s Associated Schools Network Project in over 60 countries, including in conflict regions.

In cooperation with the IOTC, the IOC organised two regional forums on peace and sport in Nicosia (Cyprus) and Nairobi (Kenya) in July 2004. National Olympic Committees of European and Middle-Eastern countries affected by conflict, including Israel and Palestine, gathered to discuss the
contribution of sport to peace and reconstruction at national and regional level. Representatives of international organisations involved in peace building and humanitarian assistance, such as the International Committee of the Red Cross, the World Bank and UNICEF, as well as the African Union and the host governments, also took part in the forum.

In late June 2004, the IOTC launched an additional publication, “16 Days,” with the aim to promote a thinktank network for the Olympic Truce. The book was prepared by the renowned DEMOS thinktank of London and its Athens branch, in close cooperation with the IOC and the IOTC.

ENVIRONMENT
IOC President Jacques Rogge said: “The IOC is committed to ensuring that the Olympic Games are held in conditions which demonstrate a responsible concern for environmental issues. And we are equally committed to encouraging all those connected with the Olympic Movement to value the importance of sustainable development." The IOC Sport and Environment Commission has been in place since 1995, under the leadership of Dr Pál Schmitt. The IOC policy on sustainable development has two main objectives: it strives to promote Olympic Games which respect the environment and meet the standards of sustainable development. It also aims to promote awareness among and educate the members of the Olympic family and sports practitioners in general of the importance of a healthy environment and sustainable development.

At the Olympic Winter Games in Salt Lake City in 2002, around US$ 4.5 billion was injected into a recessionary environment as a new freeway, light rail line and a convention centre which stimulated economic activity and revitalised the downtown area.

The Sydney 2000 Games won the 2001 UNEP Global 500 Roll of Honour Award for their environmental efforts and the Athens 2004 Games set up an Olympic environmental alliance to establish effective cooperation and dialogue between all the bodies concerned.

The Organising Committee for the Turin Games (TROC) has continued in this path and obtained ISO 14001 certification for its environmental management system and was awarded the European Environmental Quality prize in November 2004.

The IOC also organised the Fourth World Conference on Sport and Environment in Nagano, Japan, in 2001. Two years later, the Fifth Conference was held in Turin, Italy in December 2003. The conference adopted the "Torino Commitments", an eight-step guide, key to ensuring that the Olympic Movement and the world sports community conduct sport and leisure activities in an environmentally sustainable manner.

In addition, since 1997, the IOC has organised regional seminars directed at awareness-raising and advocacy with NOCs for the need to use sport as a tool for sustainable development in their countries and to obtain commitment on measures and actions to implement at a national level. Seminars were held for the Asian NOCs in November 2000, followed by one for Nordic NOCs in 2001, one for Asian NOCs in 2002, one for French-speaking African NOCs in 2003 and for American NOCs in late 2004.
SPORT FOR ALL

Sport for All is a movement promoting the Olympic ideal that sport is a human right for all individuals regardless of race, social class and sex. The movement encourages sports activities that can be exercised by people of all ages, both sexes and different social and economic conditions.

OLYMPIC DAY RUN

Launched in 1987 by the IOC Sport for All Commission, the Olympic Day Run has seen its participation figures increase steadily over the years.

The 2001 edition saw 1,012,928 participants from 171 NOCs take part. In 2002, there were 1,055,825 participants from 171 NOCs, in 2003, 1,295,425 participants from 160 NOCs and in 2004, 1,291,819 participants from 164 NOCs.

Held annually on or near Olympic Day (23 June) the distances of the races vary greatly from one country to another – everything from a 100-metre sprint in Belarus to a half-marathon in Bhutan – and competitors span the generations: the youngest being 2-years-old, the oldest 85. Most NOCs have also added events for the disabled as well as cultural and artistic activities.

A World Sport for All Congress, placed under the auspices of the IOC, the World Health Organisation and the General Association of International Sports Federations, is held every two years.

In 2002, the ninth congress was held in Arnhem, in the Netherlands, where, among other issues, nearly 450 people from 95 countries studied the relationship between elite sport and Sport for All.

Two years later, between 11 and 14 November in Rome, around 840 people from 100 countries attended the tenth congress where five essential topics were examined: sport for all activity and lifestyle changes; challenges to promote sport for all in developing countries; sport for all in promoting health and preventing diseases; sport for all and environment; and educational institutions promoting sport for all.

PATRONAGE

Each year, the Sport for All Commission, chaired by Walther Tröger, awards International Olympic Committee patronage and financial assistance to three sport for all events in each of the five continents. So far, more than 120 NOCs have benefited from this programme.
CULTURE AND EDUCATION PROGRAMMES

Pursuing its policy of promoting education and culture through sport, the IOC, along with its Commission for Culture and Olympic Education, organised a World Forum on “Education Through Sport” in Wiesbaden, Germany in August 2002, supported by more than 150 NOCs. The Forum emphasised that sport was and must remain a means of educating all people and that, practised within the rules of ethics and fair play, it develops both moral and physical strength.

A World Forum on Education, Culture and Sport was also organised in Barcelona in June 2004 in the framework of the Universal Forum of Culture. It gathered more than 600 participants from NOCs, IFs, Organising Committees for the Olympic Games (OCOGs), local organisations and local and international educational institutions. The Forum underlined that universality, diversity and multiculturalism are alive in Olympism and that sport, linked to education, can contribute to human well-being and to building a better and more peaceful society.

The IOC also created the Olympic Sport and Literature competition in 2001 to strengthen the link between literature and the celebration of the Olympic Games. The competition was again launched in 2004 on the Olympic spirit and the Olympic values.

The Olympic Sport and Art contest was organised in 2004, and an international jury, including the IOC Commission for Culture and Olympic Education Chairman Zhenliang He and the Senegalese sculptor Ousmane Sow, made its selection from 60 artists from 39 countries, representing all five continents. The artists of three winning works in the “graphic works” and sculptures” categories were rewarded with a total of US$ 120,000 in prize money during the Barcelona World Forum on Education, Culture and Sport. The works were displayed at the Olympic Museum as well as at an exhibition inaugurated by the IOC President in Athens at the Municipal Cultural Centre during the Games.

The Olympic Youth Camp was held from 11 to 26 August at the Athitaki Sports village in Greece with the participation of over 450 youths chosen by their respective NOCs. The Youth Camp not only provided an exceptional opportunity for youths from around the world to experience the Games and Olympic Education, but also provided added value to the Games itself by recognising the role of Olympic education within the Olympic Movement.

In 2004, the IOC awarded the Olympiart prize, established in 1992, to Mikis Theodorakis, known for the film score of “Zorba the Greek”. The prize recognises artists who contribute through their work to the promotion of sport, young people and peace, and it was presented at the close of the 116th IOC Session in Athens. In his tribute, the Chairman of the Commission for Culture and Olympic Education presented Mikis Theodorakis as a man of peace who has never ceased to fight for freedom, and as a man of culture who has brought Greek music to the stage of the entire world for two decades.

The IOC also provided direct support and worked in close cooperation with many NOCs in their development of Olympic education and cultural programmes, and its representatives participated in the annual sessions of the International Olympic Academy in Olympia.
The Celebrate Humanity promotional campaign was highly successful in communicating the Olympic ideals to a worldwide audience during the 2001-2004 quadrennial period.

First produced in 2000, Celebrate Humanity was reprised with a winter edition of the original campaign for the Salt Lake City 2002 Olympic Winter Games, followed by a new campaign for the Athens 2004 Olympic Games. A series of television, radio, and print applications of the campaign, strongly supported by the IOC's global media partners, conveyed the spirit of Olympism and raised public awareness of the Olympic Games.

CELEBRATE HUMANITY 2002
The winter version of Celebrate Humanity – originally produced in three languages and further translated into a total of 15 – was launched in July 2001 in anticipation of Salt Lake City 2002. The IOC’s media and broadcast partners aired the television and radio spots to audiences in over 40 countries.

CELEBRATE HUMANITY 2004
The new Celebrate Humanity campaign for 2004 featured globally recognised personalities to convey the message that the Olympic values transcend sport and are relevant to all human endeavours. Originally produced in six languages, Celebrate Humanity 2004 was further translated into a total of 16. Television spots aired in more than 40 countries before and during the Athens 2004 Olympic Games.

SUPPORTING THE OLYMPIC MOVEMENT
Celebrate Humanity helped the Olympic Family and Olympic partners to achieve key goals:

- Celebrate Humanity helped Olympic Family organisations raise public awareness of the Olympic Games, Olympic teams, and associated educational and cultural programmes.
- Celebrate Humanity helped Olympic broadcast partners raise public awareness of the Olympic Games and generate interest in Olympic programming.
- Celebrate Humanity helped Olympic sponsors to strengthen their association with the Olympic Movement by integrating the campaign into internal and external marketing initiatives.
THE OLYMPIC MUSEUM

The Olympic Museum celebrated its 10th birthday during the last quadrennial period. Opened in 1993 and quickly established as the second most visited museum in Switzerland, it has increased in popularity over the last four years, with nearly 800,000 people visiting the Museum site during this period. In 2001, there were 211,360 entrants; in 2002, 202,747; in 2003, 164,074; and in 2004, 195,442. The growth in the number of visitors has partly been because of its renovation and the creation of new permanent exhibitions, a project which began in October 1999 and which was completed on 23 June 2001. The formal opening was carried out by Juan Antonio Samaranch, two weeks before he stepped down as IOC President. He cut the ribbon accompanied by Haile Gebrselassie, the Ethiopian long-distance runner, and Naim Suleymanoglu, the Turkish weightlifter. Samaranch is now President of the Executive Board of the Olympic Museum Foundation.

The project, Museum 2000, cost a total of 10.3 million Swiss Francs. The result was an improvement in the quality of service, and has enabled the Museum to overhaul the objects on display, while keeping the content continually fresh and up-to-date. It has made the site more thought provoking and more informative, providing greater excitement and participation. From 2001, the visitor has been able to experience two very different exhibitions, depending on their particular interests. The first has focussed on the history of the Olympic Movement, and the other has concentrated on Summer and Winter Olympic Games. Both are interactive and accessible to a wide audience, and they convey the ideals of the Olympic Movement.

Benefiting from its spectacular setting and ample facilities, the Museum has increased the number of temporary exhibitions over the last four years. These have been wide-ranging in their scope. Thus, at the time of the 2002 Olympic Winter Games in Salt Lake City, there were displays of the history, mythology and daily life of the Navajo tribe from Utah. The same year, there was an exhibition showing how fashion and sport had interacted to such an extent that the two worlds had become intertwined with sportswear becoming fashion items.

In 2003, there was an exhibition outlining the history of the Davis Cup, highlighting the key moments in the most famous team competition in tennis. The following year, to commemorate the centenary of the founding of FIFA, the International Association Football Federation, there were displays detailing the history of the “beautiful game”, including pictures from the outstanding moments of the World Cup. One prominent exhibition in 2004 depicted life in Greece at the time of the Ancient Olympic Games. Through imagery and sound, the visitor was able to simulate the experience of being alive in the 5th Century BC.

Among the many international conferences that were held at the Museum was the one in November 2002 when delegates discussed the legacy that cities had acquired from staging the Olympic Games between 1984 and 2000. The benefits included those in education, tourism, as well as the acquisition of sporting and urban facilities.

One notable statue that was erected in the park surrounding the Museum was that of Emil Zatopek, the Czech runner, who in 1952 became the only person to win the 5,000 metres, 10,000 metres and marathon in the same Olympic Games. His widow, Dana Zatopkova, herself an Olympic champion in 1952, attended the unveiling.
STUDY OF OLYMPISM

Olympism has always captured the interest of researchers, journalists as well as the general public, who wish to better understand its message, history and multidimensional impacts on society. This interest has risen in recent decades coinciding with the growth in popularity of the Olympic Games and the Olympic Movement.

In 1982, the IOC created the Olympic Studies Centre (OSC) in order to provide access to historical documentation and to answer requests from individuals and organisations from around the world. This centre, currently located at the Olympic Museum in Lausanne, collaborates with the academic world and aims to promote Olympic research and to disseminate the Olympic values. Its collections, managed by the library, the historical archives, the documentation service and the images sections make the OSC one of the biggest centres of written and audio visual information on the Olympic Movement and Games. A total of 731 visitors were welcomed at the OSC between 2001 and 2004, 34 of them having received a research grant for a period between one and three months. During this same period, the library, the archives and the documentation service answered 13,787 internal and external requests for information.

There is also an Olympic Studies Forum, established in 2001, which makes use of the Internet to provide a framework for communication and discussion between members of the Olympic research community, such as university professors, journalists and writers.

In Ancient Olympia, the International Olympic Academy (IOA), which receives financial support from the IOC, is also a key reference for those interested in Olympic studies. The IOA, directed by Nikos Filaretos, is a multicultural and interdisciplinary centre that aims at studying, enriching and promoting Olympism mainly through the organisation of sessions and seminars.
The IOC website www.olympic.org has launched many new features, including a media centre and live results service from all 35 Olympic sports. Geared to the interest of Olympic fans, the site highlights Olympic athletes, Games, and sports, as well as the workings of the IOC. More than 20,000 images, 1,500 audio and video files, and 1,400,000 words, help bring the Olympic values and experience alive for the viewer. It is thought to be the most extensive Olympic site, and is available in both French and English.

Olympic.org’s growing impact is demonstrated by its rising visitor numbers. In 2001 the IOC website had 6.48 million visits, compared with more than 16 million visits in 2004.

The Athens Games provided the ideal opportunity for www.olympic.org to showcase its offerings to its biggest audience ever. During the month of August 2004, more than five million visitors logged on to the site – representing over 50 million page views. The peak day during the Athens Games saw 376,000 visitors to the site.

In March 2003, Olympic Review – the IOC’s quarterly publication which was first produced in 1894, the year of the founding of the organisation – was relaunched with athletes as the centrepiece of the magazine. The Review is aimed at everyone in the Olympic family, including members, International Federations, National Olympic Committees and, of course, the athletes themselves – to underline their significance at the heart of the Olympic Movement, an athlete features as the cover image each issue. The first edition of the new-look Review included an interview with IOC President Jacques Rogge conducted by four-time Olympic gold medallist Alexander Popov.