



INTERNATIONAL
OLYMPIC
COMMITTEE

Report

CULTURE AND OLYMPIC EDUCATION

PROGRESS REPORT – A review of IOC Policy and Activities

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International Cooperation and Development Dept



TABLE OF CONTENT

CULTURE AND OLYMPIC EDUCATION	1
1. Culture and Olympic Education in the Games	3
1.1. The Second Dimension of the Games and Long-term Legacies	3
1.1.1. Torino 2006	3
1.1.2. Beijing 2008	3
1.1.3. Vancouver 2010 & London 2012	4
2. Culture and Education Partners.....	5
2.1. Delivering Olympic Education, Culture and Sport.....	5
2.1.1. The United Nations Educational, Scientific and Cultural Organization (UNESCO)	5
2.1.2. The United Nations Children's Fund (UNICEF)	5
2.1.3. Olympic Museum	6
2.1.4. Olympic Studies Centres.....	6
2.1.5. Olympic Solidarity (OS).....	7
2.1.6. International Olympic Academy (IOA) & National Olympic Academies (NOAs).....	7
2.1.7. International Pierre de Coubertin Committee (IPCC)	8
2.1.8. IOC Television and Marketing Services (TMS).....	8
3. Advocacy and Support Activities	10
3.1. 4 th World Forum on Education, Culture and Sport.....	10
3.1.1. Barcelona Declaration.....	10
3.2. Cultural Competitions.....	12
3.2.1. Art and Sport Contest.....	12
3.2.2. Sport and Literature Competition	12
3.2.3. Sport and Photography Contest.....	13
3.2.4. Olympiart Award.....	13



1. Culture and Olympic Education in the Games

1.1. The Second Dimension of the Games and Long-term Legacies

1.1.1. Torino 2006

TOROC's aims for the cultural Olympiad were to enhance the culture of the host country, promote international relations and friendship among people and strengthen the link between sport and culture as a key theme of Olympism. The target audience of the Cultural Olympiad was heterogeneous and transversal: adults, Italians and internationals. The programme itself contained different categories such as visual arts, music, theatre and dance, history and society, literature and cinema and was proposed as an arts festival. Its vision was primarily contemporary, looking at the present time (the time of the Games), while offering an insight into the past and outlining the future. The programme undoubtedly brought life to the festivities in Torino during the Games and added value to the Games themselves.

The TOROC education programme has been widely acclaimed both in terms of innovation, content and application. And rightly so. The objectives of the programme were to raise the awareness of the school population on the values of Olympism and sport, develop the sport culture of students and create enthusiasm and prepare schools to welcome the Games. It was designed around the five Olympic Rings, each colour representing a theme developed around sport (education, environment, culture, intercultural dialogue, science and technology). The principal tools used to reach the programme objectives were the Olympic education web site: www.kidsvillage.torino2006.org which lives on, the multimedia school kit and the One School One Country twinning programme that provided the programme with an international element.

1.1.2. Beijing 2008

The Beijing education project is part of a massive programme aimed at 400 million children and 500,000 elementary and secondary schools around China which will surely leave an important legacy for the country as well as for the Olympic Movement. It is clear that never before has an Olympic Education programme had the potential to touch such a large child audience and what a chance this therefore provides.

The programme is being integrated into school education through specific initiatives: Olympic education course twice a month, free Olympic knowledge readers, teaching materials, Olympic knowledge wall charts, internet education portal, diverse media education resources and regular lessons.

Schools have been provided with resources since 2003 and their textbooks revised to include Olympic education. In addition school teachers have been trained by Olympic education experts and awards have already been made to Olympic education model schools which excel in including Olympic education in the school curriculum. A further 300 schools are being named this year.

A heart-to-heart international partnership programme will be launched by the end of 2006 for elementary and secondary schools in Beijing to partner with NOCs. During the Games the students will be organized to participate in hospitality activities for the partner NOC teams and before the games they will be involved in exchange activities between schools. This



programme follows in the tradition of exchange activities such as the One School, One Country project initiated at the Nagano Games and repeated so successfully at the Torino Games.

Chinese Universities are also being involved in their education programme by being requested to organise experts and scholars of institutions and Universities to engage in Olympic education research. During the Beijing Forum we will be briefed further on this research during the universities session.

Education will also play an important element during the Games themselves since the BOCOG decided to hold the traditional Youth Camp for 800 young persons from around the world from 24 July to 14 August 2008. This camp will certainly add value to the Games by directly addressing the youth.

The details of the Cultural programme for the Beijing Games are still being defined, however, clear indications were made in the Beijing bid book with a rich programme centred round Chinese culture but also with international elements such as an international sports film festival. Without doubt the programme will gain momentum as the games approach and will peak during the Games. Already such events as the 4th Olympic Cultural Festival have already been held as part of the two year countdown to the Games. A large-scale quiz show on Olympic knowledge and mass participation events such as film week and open-air concerts have been organised and are being held as part of that countdown.

1.1.3. Vancouver 2010 & London 2012

The Vancouver 2010 culture and education activities are still in their infancy but it is already clear that they will seek to reflect the city and country's great cultural diversity, rich heritage of its indigenous peoples, and lively, progressive arts scene. Vancouver is home to a wide range of cultures and a vibrant arts scene. Artists, performers and creators from across Canada will be called upon to produce exciting and memorable ceremonies, arts festivals and cultural events. They will also involve individuals and communities throughout Canada in the 2010 Torch Relays, and develop education programmes that build on this unique opportunity to spread the Olympic spirit.

Already through the London 2012 mission statement, "to stage inspirational Games that capture the imagination of young people around the world..." the importance of youth is highlighted. Their education programme will seriously commence after the Beijing Games but everything is pointing towards a modern and comprehensive education programme with materials being developed to be made available to schools throughout the nation. Readily accessible online, these packages will include news articles, fact sheets, images and some supporting teaching ideas all building on the excitement of hosting the 2012 Games. The programme will involve not just children in schools but students in further education, wider communities and the team of volunteers for the Games. Specific initiatives will include a Young Ambassadors' programme and the Olympic Youth Camp.

The London cultural Olympiad is also already showing promise as the plans to bring London alive as never before with energy, passion and excitement are formulated. The plan intends to capitalise on the rich London cultural heritage which is everywhere, the museums and monuments and the sights and sounds that crowd every corner of the city. London is a truly global venue, where culture from around the planet comes together in a spirit similar to that of the Games.

Major public areas such as Trafalgar Square and Hyde Park will be the setting for live music, dance, comedy and giant screen relays of the Olympic action. London's east End, the site of



the Olympic Park, will undergo a civic renaissance, marked by a celebration of youth culture staged along waterways, bridges and streets of a revitalised Lower Lea valley. But the party will not be confined to London and will extend throughout England, Scotland, Wales and Northern Ireland. For example, the Torch Relay will trigger community festivals and bring extra excitement to established fixtures.

2. Culture and Education Partners

2.1. Delivering Olympic Education, Culture and Sport

2.1.1. The United Nations Educational, Scientific and Cultural Organization (UNESCO)

The 5th World Forum on Sport, Education and Culture is being organised by the IOC and BOCOG in partnership with the United Nations Educational, Scientific and Cultural Organisation. UNESCO is providing considerable content for the Forum with a number of speakers on topics pertinent both to the IOC and UNESCO. In addition they are sponsoring to attend a number of high ranking officials involved in sport, education and culture from UNESCO offices in developing countries. This assistance is essential to have those countries which need to be present and cannot do so without international support.

The IOC regularly takes part in a number of UNESCO events like its International Conferences of Ministers and Senior Officials responsible for Physical Education and Sports (MINEPS). The last edition was held Athens in 2004 with such themes as anti-doping convention, women in sport and promotion of physical education. The IOC also regularly participates as an observer in UNESCO's Intergovernmental Committee for Physical Education and Sport (CIGEPS) the last edition having been held in Paris. On the agenda were sport and physical education in the framework of forming teachers of this discipline, the promotion and development of traditional Games and the fight against all forms of discrimination in sport. These conferences are important for the IOC as they treat themes of relevance to the IOC and they often labour in the same direction as the IOC as with the 1994 Anti-doping convention.

Finally, discussions are underway for increased cooperation on new projects of interest to both the IOC and UNESCO, such as the promotion of women in sport.

2.1.2. The United Nations Children's Fund (UNICEF)

UNICEF cooperated with the Athens Organizing Committee and ran a series of workshops on "Champions for Children's Rights" during the 2004 Athens Olympic Youth Camp in August 2004. The workshop series gave participants - young athletes from around the world – the opportunity to explore children's rights issues in an interactive, energetic and fun atmosphere with the aim of training young athletes to become "Champions for Children's Rights", by showing them how they can use sport to make a difference to the situation of children's rights in their communities.

The workshop series was, overall, very successful, with the 450 participants graduating with a deeper understanding of the issues facing children in their own communities and around the world, and a greater awareness of their potential as athletes to become the next generation of Olympic champions.



Through the workshops the participants learnt to interact and work together with other participants from all over the world, and learnt from each other's personal experiences. A number of the participants were particularly motivated to become advocates for sport as a tool in child and youth development rather than seeing sport purely as a path to recognition and medals, and this was reflected in their action plans.

Discussions are ongoing in view of replicating this initiative on the occasion of the Beijing Youth Camp during the Games in 2008.

2.1.3. Olympic Museum

The Olympic Museum reserves a special place for its young visitors. Particular programmes encouraging the discovery of Olympism and the Games are organised to meet the expectations of children, adolescents, schools or other groups of young people. These include themed tours of both permanent and temporary exhibitions, discovery activities, educational materials and more. Notably the museum co-operated with TOROC in having two schools per week from Turin in the run up to the Games.

The development of school programmes linked to exhibitions has been another major activity linked to Olympic Education. For the "Finding the Roots of Sport" exhibition, on the discovery of traditional sports practised today outside the Olympic arena, a document based on an interactive and interdisciplinary approach was developed. Thanks to school and extracurricular activities, the file is an invitation to think about sport as heritage, its status with regard to culture, and finally, to reflect on the values it can promote in society.

With the Fair Play exhibition entitled "Angel or Demon? The choice of Fair Play" an educational kit was developed which can be used as an aid to visiting the exhibition or on its own and provides an in-depth study of fair play. Destined for secondary school teachers, coaches and heads of sport clubs as well as leaders of recreational activity groups it helps understand the complexity of fair play. In addition it raises awareness of the consequences of one's acts, encourages self-knowledge and self-respect, as well as respect for others and encourages interdisciplinary projects.

Sport, art and culture are the traditional pillars of Olympism and the Museum gives concrete form to this trinity through its numerous activities: permanent and temporary exhibitions, conferences, special weekends, Olympic week and various other activities.

2.1.4. Olympic Studies Centres

The IOC and its Olympic Studies Centre in the past has generally worked on a bilateral basis with Universities and Olympic Studies Centres and together only in particular cases. To promote better communication and collaboration between organisations and individuals involved in Olympic studies, to facilitate exchanges and reduce the knowledge gap between the academic community and the IOC and to develop the capacity to generate and disseminate multicultural knowledge about the Olympic phenomenon a network in Olympic Studies centres is being set up.

The beneficiaries of the network should be both the IOC and the Olympic Movement in general and the academic community. It is expected that through them it will be possible to create a multicultural and multidisciplinary network active in terms of producing and disseminating collaborative research and teaching projects. The network is also expected to cover the



functions of a worldwide observatory in Olympic Studies.

The network aims to set up a collaborative platform with a transversal relationship between members and not to reorganise worldwide activities dealing with Olympic studies. It has the objective of encouraging Olympic research and dissemination activities and to provide communication/exchanges of information through a platform to be developed with the members.

To ensure that the network is constantly active the core of the formal structure will be set out of a selection of university-based centres for Olympic Studies ("centres of reference"). Selection criteria have been established for these "centres of reference".

A Steering Committee will be set up in order to identify, coordinate and monitor the key activities of the network. It is proposed that representatives of the centres of reference, individual Olympic University experts, the International and National Olympic Academies as well as the IOC will be part of this committee.

2.1.5. Olympic Solidarity (OS)

The Olympic Solidarity mission is to help NOCs and especially those who most need assistance. It is active in four domains, athletes, coaches, NOC management and special fields and is budgeted on a quadrennial basis. In the new plan (2005-2008), culture and education has been maintained as a programme in the special fields section.

This programme is complementary but independent from that of the International Olympic Academy and is divided into two broad categories. To help NOCs participate in activities initiated by the IOC, notably the biennial World Forum on Sport, Education and Culture as well as IOC contests (Literature, Art and Photography). The second category being to assist NOCs to set up and carry out individual initiatives on a national basis such as support for the creation of NOAs and / or support to NOCs / NOAs for specific activities such as Olympic education programmes in schools and institutions, assistance for exhibitions etc.

Over the last two years this programme has proved popular as the figures testify. Already in 2005-2006, 56 NOC projects have been accepted for assistance. For the last quadrennial plan 2001-2004 a total of 70 projects were accepted and funded. The number of requests being received is on the increase and the quality getting better as the NOCs have become more familiar with the project. New ideas are also coming through such as education calendars, Olympic TV and radio programmes, Olympic posters, etc.

NOCs understandably have a tendency to place sport as their first priority and this Olympic Solidarity project provides NOCs with a real possibility to promote in addition to sport the values of Olympism through diverse and interesting means.

2.1.6. International Olympic Academy (IOA) & National Olympic Academies (NOAs)

Through its Commission for Culture and Olympic Education the IOC is seeking ways to strengthen the relationship between the IOA and the IOC as well as between the IOA and NOAs. In view of the importance of NOAs in studying, enriching and promoting Olympism their status will also be reviewed in order to revitalise them.



The IOA has a new President, Mr Minos X. Kyriakou and following discussions with him the proposal to renew the “National Olympic Academy – Foundation, Perspectives and Activities document” has been formulated. The proposal stems from the need to address critical issues such as the role of the IOA and IOC in making NOAs stronger, interaction of NOAs regional / continental groups in IOA activities, how NOAs can be made more effective as well as the IOA needs from the IOC to add value to their sessions in Olympia.

The IOA undoubtedly provides a unique opportunity for students, academics, athletes, artists and officials from all over the world to exchange ideas and share Olympism in Ancient Olympia. The wide variety of educational sessions, academic programmes and in depth research studies that are offered, all aim towards serving the vision of the IOA for the new century: to explore and enhance the contribution of Olympism to humanity. The IOC supports this vision and will continue to support the IOA and to seek to strengthen the partnership.

2.1.7. International Pierre de Coubertin Committee (IPCC)

The IOC has continued to support and has reinforced the links with the International Pierre de Coubertin Committee whose purpose is to study, and make known and understood, the work of Pierre de Coubertin and to assure its dissemination throughout the world. The Committee was awarded the 2005 Osaka Award at the Torino Games, an award attributed by the World Olympians Association to those who, throughout their career, support and assist Olympians and the Olympic Movement.

Notably the IOC supports the IPCC Youth Forum which is held biennially, the last edition being held in Radstadt, Austria in September 2005. The forum traditionally unites participating delegations from the Pierre de Coubertin network of schools and in 2005 with over one hundred and fifty participants there were fifteen countries represented. For the first time the Forum was opened up to developing countries with an African delegation that participated with assistance from the IOC in an intensive programme addressing the themes of sport, art, society, the history of the Olympic Movement and its values. The next Forum will be held in Tabor, Czech Republic in September 2007.

IPCC has carried out a number of other activities since the last World Forum including an exhibition at the Athens Games entitled “Pierre de Coubertin and the Greek Miracle” which attracted over 10’000 visitors. The exhibition united numerous previously unseen documents and objects and a publication commemorating it was subsequently published. A Pierre de Coubertin competition at the Athens youth camp, a travelling exhibition “Pierre de Coubertin – Life and Work of a Humanist” prepared by school students, a Spanish translation of the selected Coubertin writings and contributed to the Pierre de Coubertin Film: yesterday and today by Michale Ditrich and produced by SWE & Arte.

2.1.8. IOC Television and Marketing Services (TMS)

IOC Television and Marketing Services (TMS) are also involved in the promotion of Olympism, the essence of what sets the Olympics apart from other sport events while increasing their value to sponsors. It is also interested in youth, its future market and the future of the Games. This interest has been translated into concrete actions that can be witnessed since the last World Forum in Barcelona.

The highly successful Sydney and Salt Lake City Celebrate Humanity campaigns were again run in Athens and Torino with new personalities. They again presented personal interpretations



of the essence of the Olympic experience. The messages are simple but of resounding significance. All rejoice in the extraordinary power of the Olympic Games to reflect the human spirit and to inspire hope for a world that has come together to share in this singular experience. Building on the success of the celebrate humanity films and recognizing the power of film in reaching youth audiences TMS have launched other films such as "Soul of the Olympic Games" and "Values".

The Olympic sponsors are increasingly involved in youth education and art programmes. Visa have already held five editions of the "Visa Olympics of the Imagination", an international art program created for children aged 9-13 to learn about the Olympic Movement while participating in an artistic competition. As a reward they win an opportunity to attend the Olympic Games as guests of Visa. The program is designed to teach children about the goals, ideals and history of the Olympic Games while exercising their imaginations.

Recognising the need to maintain youth interest in the Olympics the Torino Games broadcaster NBC joined with Scholastic to provide schools with a multi-faceted curriculum that taught students across the USA the importance of Olympic values such as friendship, participation, striving to be your best and optimism. This multi-disciplinary program entitled "get schooled in the Olympic Winter Games" was designed to be taught before, during and after the Torino Games and met national education standards in the USA. Student magazines and family materials reinforced classroom learning and offered opportunities for family participation in the excitement of the Olympic events.

There is a definite tendency for sponsors and broadcasters to become increasingly involved in education programs also witnessed by the donation from International Sports Media (ISM) to develop an Olympic values based education programme. This sponsor interest in youth and education has motivated research to see how the public feel about the Olympic image and how it can be protected, enhanced, built on and promoted. Interestingly the research clearly demonstrates that the Games are seen as more than just a sports event and as a good role model for children. With people most associating the Games with such values as friendship and fair play, peace and unity, participation, festive and celebration there it is a clear indication that they provide a solid base for Olympic Education to be built on.

The ISM-funded Olympic Values Education Programme is developing into an exciting addition to the numerous IOC-supported projects that are independently developed by various educational institutions of higher learning and OCOGs. The project is supported by documentation that is aimed at helping educators to develop their own Olympic values programmes and reward effort. Once complete, the project should assist NOCs to disseminate Olympic education through the three elements of the programme: an Olympic Values Education Toolkit, a Database of educational projects and an Olympic ethic label. These tools are expected to provide increased visibility and recognition of existing education initiatives, provide Olympic education material to NOCs and NOAs, stimulate local Olympic education programmes and strengthen the role and responsibility of NOAs.

During the ANOC General Assembly in Seoul, NOCs were informed about the works in progress and the fact that funds would be available for them to either apply readily designed programmes or design their own. The Department of International Cooperation and partner IOC departments will initiate discussions during the Beijing Forum, with NOCs with a view to include them specifically in a trial programme.

Another of the IOC's sponsors, Swatch, has over the years run an interesting project whereby famous and not-so-famous artists have been requested to paint and donate artworks which are then auctioned for charity. The last financial donation, a substantial amount raised from an auction of paintings that included a contribution by the President of the IOC, Dr. Jacques Rogge, was made to the United Nations Children's Fund (UNICEF) for a sport and peace



project for children orphaned by internal strife in Rwanda. Thousands of children have benefited from this funding which, among others, seeks to create a spirit of friendship and camaraderie between children of so-called tribal divide, build confidence and a sense of belonging to one nation.

3. Advocacy and Support Activities

3.1. 4th World Forum on Education, Culture and Sport

3.1.1. Barcelona Declaration

The World Forum on Education, Culture and Sport held in Barcelona in June 2004 in the framework of Universal Forum on Culture identified a number of key focus points to concentrate on in the coming years to ensure that the Olympic Movement maintains and perpetuates Pierre de Coubertin's vision of blending sport with education and culture.

In the two years since then it is worth noting that most of these key issues have been taken into consideration by the IOC and are an integral part of its policies and programmes. The recommendations formulated at the Barcelona Forum have not been mere words.

In response to the call for the IOC and the Olympic Solidarity to provide assistance to NOCs to set up NOAs it was decided to revise for approval the "National Olympic Academy – Foundation, Perspective and Activities" document. This will encourage and set the framework for new NOAs while providing a new dynamic for existing ones. It will also define their relationship to the IOC and IOA and set down the support that they can expect as well as their role. Furthermore a whole session of the Beijing World Forum has been dedicated to Olympic Academies of the future and will certainly provide a vision for the way forward.

Through its athletes Commission the IOC urges athletes to serve as role models in the promotion of cultural diversity, peace, ethics and fair play, and lead the fight against drug abuse, doping in sport and violence around sport. Indeed a number of athletes will be addressing the World Forum in Beijing on these very issues and in particular on athletes as role models.

The organisation of an Olympic Youth Camp remains optional at the Games but at the Beijing Games in 2008 the camp will be organised and the IOC Commission for Culture and Olympic Education continues to encourage the camp for future Games. Youth camps will be addressed in the Beijing Forum programme and it is expected that discussions will centre around content for Beijing and future youth camps.

The call for all institutions related to the Olympic Movement to further focus on universal ethical values to assist the youth of the world has been heard by the IOC. The development of the ISM-funded Olympic Values Education Programme which will include a toolkit for teaching the five educational Olympic values drawn from the Olympic Charter (joy in effort, striving for excellence, respect for others, fair-play and balance between body, mind and will), is but one of the responses. The toolkit also includes sections on the fundamental principles for society supported by the Olympic Movement such as universality, humanism, no discrimination, women and sport, environment, culture and education, etc.

In addition research is being carried out on the Olympic values from different approaches (marketing, educational and ethical).

The importance of the Cultural Olympiad and the valuable role played by the Organizing



Committees of the Olympic Games in promoting Olympic education, art and cultural diversity has been recognized. The Games Department are looking more seriously into following up and holding to account the promises made in the bid book. Cultural aspects and values are promised and it is only natural that the IOC should report on this in order to ensure that Olympism, art and culture are promoted through specific and permanent actions during the games in addition to efforts made by the IOA, the Museum and Olympic Studies Centres, NOAs, the Olympic Solidarity and various IOC departments.

NOCs are constantly urged to play an active role in facilitating the introduction of Olympic education in schools and institutes of higher learning through the Olympic Solidarity. In its new quadrennial plan (2005-2008) OS has maintained a culture and education programme to encourage NOCs and their NOAs to be actively involved in the promotion of culture and Olympic education and to undertake, implement and adopt programmes in this field.

The importance of preserving, developing and promoting traditional games, as a cultural heritage has been widely publicised through a variety of means including an exhibition at the Olympic Museum entitled "Finding the Roots of Sport". Through this exhibition the museum went in search of the roots of sport, both in time and in numerous countries and exhibited different traditional sports such as wrestling in West Africa, boo-ma-rang in Australia, capoeira in Brazil, sumo in Japan or the Naadam games in Mongolia. Accompanying the exhibition was an educational kit based on an interactive and interdisciplinary approach. Thanks to school and extracurricular activities, the file is an invitation to think about sport as heritage, its status with regard to culture, and finally, to reflect on the values it can promote in society.

Traditional games have also figured in the programme of IOC World Conferences such as the one held in Nairobi on Sport, Environment and Sustainable Development and will again be present on the programme of the Beijing Forum. This renewed interest in traditional Games will certainly be disseminated to National Olympic Committees and the Olympic Movement in general and places in sharp focus the rich cultural diversity.

The call to promote the culture of peace, the mutual understanding, reciprocal respect of different human civilisations, universal ethics and the spirit of fair play in the framework of preventive Olympic education has also been put into action through many means:

With the Olympic Truce activities peace became an important element in the run up to and during the Torino Games. They include activities around the Olympic Torch Relay, conferences involving Nobel Peace Laureates, a truce wall in all three athletes' villages and a signing of the Olympic Truce in the medal presentation square by the Olympic champions of the day.

Amongst the many non Games time Olympic Truce activities three examples stand out. The first is the signature of a memorandum of understanding between the Government of the Hellenic Republic and the IOC to cooperate in order to plan, schedule and organize a biennial International Forum on the Olympic Truce and the promotion of peace through sport. The purpose of the forum is to promote the Olympic Truce and the promotion of peace through sport. The second is the continued talks, encouraged by the IOC, between the two Koreas in order to have a unified team for the Beijing 2008 Olympic Games. This would be a strong peace symbol and a demonstration of the unifying power of sport and the Olympic ideal. The last being the adoption of the Olympic Truce resolution, "Building a peaceful and better world through sport and the Olympic ideal", by the UN General Assembly. Peace was also present as a central theme of the V World Conference on Sport and Environment entitled "Sport, Peace and Environment" that was held in Nairobi, Kenya in November 2004. The conference specifically linked peace and security to sustainable development due to the increasing acceptance that environmental degradation is a threat to these.



3.2. Cultural Competitions

3.2.1. Art and Sport Contest

For the second edition of the art and sport contest held in 2004, some 60 artists, representing 39 countries on five continents, created graphic works and sculptures on the theme of sport and Olympism. From this wealth of entries an international jury presided by the Chairman of the Culture and Olympic Education Commission and including notably IOC members, athletes, artists, sculptors and art institutions and museums selected the winning works in each category. The total cash prize of \$US 120'000 was divided between the six winners, the first prize in the graphic work category going to Sergey Eylanbekov (USA) and the sculptures category going to Sun Yumin from the People's Republic of China. The awards were attributed to the six artists in front of a large and prestigious audience at the World Forum on Education, Culture and Sport held in Barcelona in June 2004.

In addition to the catalogue that was printed and distributed to the Olympic Movement the works were exhibited at the Olympic Museum from May to June 2004 as well as in a special exhibition held with the Municipality of Athens during the Athens Games.

Through its international character, this contest bears witness to the cultural diversity of the Olympic Movement, and the catalysing role that sport, like art, can play in today's society, as an instrument to improve people's quality of life and wellbeing.

The planning for the next edition which will be held in 2008 has already started and the IOC intends to capitalise on the success and experience of the last two editions to propose revised competition rules to bring greater interest and communication of the competition as well as to streamline them for greater efficiency. It is being foreseen that the winning works will be exhibited at the 2008 Games in Beijing.

3.2.2. Sport and Literature Competition

The second Olympic Sport and Literature competition was organized in 2005 at the request of the IOC Commission for Culture and Olympic Education.

Olympism is more than just a question of competition sport: it is a state of mind. Thus, for over a century, the association of sport with art, culture and education has been at the heart of the philosophy of the Olympic Movement. In addition to perpetuating this philosophy the competition strengthens the link between literature and the celebration of the Games and promotes the Olympic spirit and values among the young generation.

Numerous National Olympic Committees (NOCs) participated in the second edition of the competition. It is worth mentioning that the competition has, in some countries, been extended to a great number of schools, thanks to cooperation between NOCs and ministries of education. All works were chosen by national juries and the original compositions selected were sent to the IOC.

Thus children and young people from five continents have created works in their respective languages using their own words to illustrate the Olympic values, such as excelling oneself, fair play, joy in effort, respect for others and balance between mind and body.

The texts demonstrate that young people share the same emotions and the same ideals whoever they are, and wherever they come from. They also portray the universality and cultural diversity of Olympism and its values.



3.2.3. Sport and Photography Contest

The association of sport with art and culture is at the heart of the philosophy of the Olympic Movement and is one of the International Olympic Committee's priorities in keeping with the idea of the restorer of the Olympic Games, Pierre de Coubertin.

In this framework, the IOC has launched a Sport and Photography competition at the proposal of the IOC Commission for Culture and Olympic Education. National Olympic Committees have been encouraged to participate in the competition by organising national competitions in any or all of the three categories (events, portfolio and portraits) and subsequently entering their winning works in the IOC competition. All photos must be sport related and cash prizes, trophies and certificates will reward the winners.

Open to all amateur photographers the competition has already drawn interest from a number of NOCs from the five Continents and from their youth. An international jury consisting of high calibre professional personalities will judge the works that will subsequently be exhibited and published.

3.2.4. Olympiart Award

The Olympiart award was presented to Mikis Theodorakis, one of the most popular and successful composers of our time, during the IOC Session in Athens at the 2004 Games.

The award was launched in 1991 to strengthen the link between the arts and the celebration of the Olympiad. Awarded every four years the past recipients have been Hans Erni, painter, Pedro Ramirez Vazquez, architect and Annie Liebowitz, photographer not only for their art but also for their interest in youth, peace and sport.

Mr Theodorakis the first composer to receive the award, symbolises the spirit of the country of origin of the Olympic Games, he is a man of peace and culture who has never ceased to struggle for freedom and he brought Greek music to the stage of the entire world four decades ago with the film scores of *Zorba the Greek* and *Z*.

As "There is no better accompaniment to a grand spectacle like the Olympic Games than music" (as Coubertin said), Mikis Theodorakis has composed symphonic works for the Olympics: "Canto Olimpico", "Homage to Greece" (in Barcelona 1992, accompanying the entry of the Olympic Flag into the stadium) and "A Life full of Greece" (Cultural events in the run-up to the Athens Games).

The award revives the tradition of the Olympic art competitions launched by Pierre de Coubertin and is a further demonstration that Olympism is a marriage of sport and art. The award is due to be presented again in 2008 at the Beijing Games to an artist from the host country.

Department of International Cooperation and Development

Beijing

October 2006