

ARETE NEWSLETTER

WINTER 2014 ISSUE



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Editorial

By: Vagelis Alexandrakis (GRE)

Dear Readers,

Welcome to the Winter Issue of the Arete Newsletter!



With the Sochi Olympic Winter Games in full swing, IOAPA releases its first Newsletter for the year 2014. In this short issue, you will be able to find out about the Pierre de Coubertin Symposium that took place in Lausanne in January 2014. This meeting provided the opportunity for several short IOA reunions.

As always, Olympic education is a topic high on our agenda and we include here the work of the Turkish Olympic Committee. Also, we celebrate the 27th Anniversary of the Portuguese Olympic Academy and the opportunity to learn more about the Argentinian Pierre de Coubertin Committee. Be sure to read an article about the Charity Santa Run that took place in Crete, Greece over Christmas!

The IOA has a very full agenda for the year 2014. In the news section, you will find all the IOA sessions that are to take place this year. In addition, in this issue we provide a good number of opportunities, including the new Erasmus+ programme of the European Commission, a programme that plans to finance Pan-European projects in the field of sport.

Don't miss the next edition of Arete! This will be fully dedicated to the Sochi Olympic Winter Games and will include information about the IOAPA Reunion in Sochi that took place on Saturday, 15 February in the Russian city, as well as first-hand experiences from the Olympics.

IOAPA takes this opportunity to wish you a happy, healthy and successful new year 2014.

Enjoy your reading!

Vagelis

Arete Newsletter Editor

"The SPORT CULTURE and OLYMPIC EDUCATION PROJECT in TURKEY"

By: Omur Dugan (Turkey)



Since February 2006, the Culture and Olympic Education Commission of NOC Turkey, is carrying out the an interactive Sport Culture and Olympic Education Project throughout every city in Turkey. Since now the project has reached approximately 900.000 4th and 5th grade students which were the target group.

As the "Sport Culture and Olympic Education Commision" the aim of our project is primarily to increase awareness in boys and girls aged between 9-11, what olympism is and how to be a better human being through participating in sports.

The general format of the project consists of an interactive presentation which takes approximately 45 minutes. We have a presenter whom interacts with the students during the whole presentation, a mascot of the project whom we named "OLI" and a small technical group controlling backstage.



The presentations are either carried out in the Olympic House, the school halls or at the conference hall in each city. The interactive program includes videos on Pierre de Coubertin, Olympic Values, Sports, IOC history and Olympic Games. Presentations includes the topics such as sport disciplines, our body and movement during sport, benefits of sport, importance of nutrition, fair play, environment and sport.

After giving general information and making the kids watch various videos, we make a small questions and answers part, which we give small presents to students whom give right answers to the Olympic and sport related questions.



Our mascot OLI takes an active part during the presentations. A famous Turkish children song words has been re-written (now called my friend OLI) for this project and students sing the song during and at the end of presentation with great joy.

Surveys are prepared after each presentation, and students are asked about what they learned and if they thought the presentation was effective and made a difference in their minds. The results were always stunning. The students are always very willing to participate in sports after attending the presentation. They are convinced that they are going to be good, healthy human beings if they participate in sport.

Therefore, carrying out this project to as much children as possible is crucial for development and promotion of Sport Culture and Olympism in Turkey.

For further information about the project; contact Omur at omurdugan@yahoo.com

PIERRE DE COUBERTIN AND THE FUTURE

By: Reele Remmelkoor (Estonia)



Are the ideas of Pierre de Coubertin still alive? Do they have any impact on today's society? What role do they play among the youth of nowadays? Such questions were discussed at the Symposium „Pierre de Coubertin and the Future”, which was held by the International Pierre de Coubertin Committee, in collaboration with the Olympic Museum on 24th and 25th of January.

As the organisers said, the topic of the Symposium was a challenging one. Numerous books and articles have been published on when, why and how Pierre de Coubertin has developed his vision of what has become popularly known as the Olympic Idea today. There is a lack of research on the evaluation of today's meaning and impact of Coubertin's Olympic vision and even

more so for the future development of the Olympic Movement and Olympic sport. It was attempted to close this research gap at the symposium with speakers whose academic expertise in research on Coubertin and the Olympic Movement is well known internationally.

Such very challenging task was accomplished by numerous keynote lectures (Hans Lenk, Patrick Clastre, Eckhard Meinberg, Jim Parry, John MacAloon, Nelson Schneider Todt, Koichi Wada, Marion Keim), short paper presentations (Eun Kyung Hong, Jean-Loup Chappelet, Alexis Lyras, Otto Schantz, Christian Wacker, George Hirthler, Eric Monnin, Daniel De La Cueva, Ines Nikolaus), panel discussions, round table (Kristina Bohnstedt, Kostas Georgiadis, Alexandre Mestre, Halina Zdebska), tour of the new and fascinating Olympic Museum (Anne Chevalley), and altogether with 95 participants from 15 countries and 4 continents, sharing not only the interest in the subject, but also the inspiring passion for carrying on the ideas of Pierre de Coubertin – a visionist, humanist and educator, who gave to us the ideas and ideals of Olympic values and Olympism.

Of course, we should not follow the ideas of Pierre de Coubertin blindly – every generation should adjust Coubertin's ideas to the constantly changing world, which gives us different obstacles and threats. Therefore we need discussions and advise, how to use the connective power of sport in the service of education, how to value the achievement more than a competition, how to return from the competition to the humanism, how to protect the Olympic ceremonies and Olympic flame from the ongoing onslaught of marketing

and commercialization, how to give the guidelines for Olympic values in the future.

Despite the different cultural backgrounds, beliefs or genders, such discussions and explanations of different viewpoints are enriching for all of us. And I think, we all agree, that Coubertin's ideas are still challenging! And they still require not only ongoing discussions or research, but also educational and valuative programmes, which we should implement and accomplish for better and friendly world. As Coubertin has said: „In the modern world, full of powerful possibilities and yet also threatened by perilous decline, Olympism can become a school for moral, nobility and purity as well as physical endurance and energy.”

Santa Run in Chania

By: Costa Tzigounakis (GRE)

Although Winter is almost over and days are getting longer, it doesn't hurt to look back a couple of months and familiarize you with a new charity trend in my hometown Chania on the island of Crete in Greece. To be more specific, I'm talking about the Santa Run that was successfully organized for the third year this last Christmas and New Year Holidays.



It all started back in the Fall of 2011 when a group of friends, eager to organize a charity event, decided to make the first Santa Run in Greece happen.

The first event wasn't advertised all that much and only managed to gather 400 participants and raise more than €9.000 which was distributed to four charity foundations for children. All costs were covered by local sponsors and the feedback was positive and encouraged the organizers to prepare for a more massive event for the following year.

Keep in mind that unlike other Santa Runs, ours isn't actually a race rather a walk around town for 3.5 kilometres. The decision to adapt the Santa Run was made mainly in order to give the chance to everyone to participate, not only to runners.

In 2012 preparations started earlier than the previous year and even though expectations were kept at a normal level, the Santa Claus costumes ran out and only 1500 participants managed to successfully register, raising more than €27.000 which was given to the same children's charity funds.



While interest to participate grew, the organizers had to reevaluate the event's viability and volunteer status.

Last Fall, prior to the 2013 "Santa Run Chania", the organizing committee evolved from just a group of friends to a non-profit charitable organization which could now manage to produce a big event having the expertise and the manpower to do so.

The result for this past holiday's Santa Run where extraordinary.

There were 3000 uniforms and not a single one was left unsold with many people not getting there in time and missing out on participating.

On the day of the event the weather forecast showed rain for the whole day. The organizers' mobile phones were ringing constantly from Santa Runners calling to confirm whether or not the event will take place. Even with the constant rain for more than 4 hours, more than 3000 people in and out of costumes, filled the streets of Chania for the most massive charity event the town has ever had. The total amount that was gathered for the charities exceeds €40.000 and will be distributed equally among the four charities that endorse the event.

Such a huge success from a charity event, organized by a group of friends, couldn't remain unnoticed for long. The organizing committee has been approached by a couple municipalities from northern Greece and a major telecommunications company who are willing to organize similar Santa Runs across Greece. Since the initial idea back in 2011 was just to do a charity Santa Run and raise some money for a few children's funds, it is yet to be decided what the future holds for the Santa Run in Chania and for its inspirers.

Celebrating the 27th Anniversary of the Portuguese NOA by Sandro Lucio (POR)

On December, 7th was held the celebrations of the 27th Anniversary of NOA Portugal. The celebration program had three different parts:

- 1) Sport demonstrations with cycling, fencing, gymnastics and taekwondo and a scenic moment with the Independent Theater of the city of Loures;
- 2) Video presentations about Olympism and Olympic Values, with the admission of new effective NOA members: Joana Viães , Luis Pinheiro , Marta Lopes , Rui Carvalho and Mario Santos, and a public recognition of NOA members who have excelled throughout the year within the Olympic Sports: David Maia and Vasco Lynce;
- 3) Speeches of the NOA Portugal President Mr. Luis Gomes da Costa, the Secretary General of the NOC of Portugal, Mr. José Manuel Araujo and the representative of the Secretary of State for Sport and Youth, Mr. Vilela de Carvalho, The session ended with a celebration toast, with Port Wine (Port of Honour).

In the speech made by the NOA Portugal president Luis Gomes da Costa, he said: " New realities mean so new answers and new solutions, but also new challenges and new "problems" to solve in a daily basis... the sole of each anniversary of an organization takes a symbolic significance and emotional value of constant renewal, in the incessant search for new energy, new "breath", new willing!»

Congratulations NOA Portugal!



The Argentinian Pierre de Coubertin Committee by Daniel de la Cueva (ARG)

SEE AFAR

The creation of the COMMITTEE ON ARGENTINA, emerged as a new initiative to develop formal knowledge on the life and work of Baron Pierre de Coubertin, and complement a specific action for education in values and the correct interpretation of its pedagogical approach.

The Argentine Committee not only represents the Committee itself, but also the Argentina Olympic Academy and the National Olympic Committee, with a flexible structure that allows operating and communicate fluently with ICPC, and other entities. There was no Pierre de Coubertin Committee in the country before 2011 and since that year the Committee has been working very hard.

It is appropriate to consider that institutions like this carry out academic and cultural activities related to Olympic education, and their goals are not related to competitive sport or major events. It is a small group of interested scholars, teachers and researchers who came up with this proposal. So, the Committee was created by a small team of passionate individuals, ready to act timely and firmly. The team included high-level participants, like Professor ABRAHAM SWEAR (Province of Jujuy) , Prof. VERONICA BOLLADA (Catamarca) and EDUARDO FERNANDEZ (San Juan) .



SPEAK FRANKLY

In order to analyze the possibilities of concrete actions, it is necessary to coordinate with the actions of all the actors of Olympism in Argentina and the rest of the world. So, at least two types of actions are required:

1. participate in and be updated of all relevant conferences, symposia, events, youth amps taking place all over the world.
2. Studly and deeply understand the work of Pierre de Coubertin.

Thus it appears that the actions from our own country must have genuine characteristics. Therefore, each time an activity is performed, we do so with the certainty of valuing its own actions and time with the thought of his creative idea.



ACTING FIRMLY

The most important of our goals has been to promote the Olympic education. This is why we have been working closely with the Argentinian Olympic Academy and Committee and we have been always present in any discussion related to the work of Pierre de Coubertin.

A considerable series of lectures on Pierre de Coubertin and relevant activities has been carried out throughout the country for young scholars. Especially in the north of the country during the Youth Games of Trásandina, where young people from Bolivia, Peru, Chile also participate, many activities were organised.

The Committee has participated in the Canterbury Olympic Symposium during the Olympics in 2012 and recently in the Pierre de Coubertin Symposium in Lausanne in January 2014. In addition, in cooperation with Brazil and Guatemala activities in the wider region are planned for the future,.

The most important way to celebrate the 150th anniversary from the birth of Pierre de Coubertin in Argentina was to disseminate the knowledge and his ideology throughout the year through lectures, events and the social media. Also, in cooperation with the Argentinian Olympic Committee, the Pierre de Coubertin Committee Argentina issued a special stamp in view of the 127th IOC session in Buenos Aires.

With great success and impact, the city of Córdoba (province located in central Argentina) organised an Academic Day , called "The Legacy of Pierre de Coubertin " , to which we invited Dr Otto Schantz, as the main speaker. This event was held at the University Blaise Pascal in Cordoba and was a great success. Indeed a working group was set-up with the objective to develop a sports confederation in the city of Cordoba.

Finally, our participation in the Pierre de Coubertin Symposium in Lausanne was of high importance. It is vital to get to know other activities related to Pierre de Coubertin carried around the world. We hope that we will be able to organise a whole lot more of activities like the aforementioned ones and share the ideas of Olympism. And—why not—organise relevant international events in our country as well!

NEWS: IOA Activities in 2014

Like every year, faithful to its principal mission to create an international cultural centre in Ancient Olympia and to preserve and spread the Olympic Spirit, in early January the International Olympic Academy announced the program of activities for 2014:

- ◆ **10/4—16/6:** IOA Master Degree Program (2013–2014) “Olympic Studies, Olympic educations, Organization and Management of Olympic Events”
- ◆ **12/5—17/5:** 12th Joint International Session for Presidents or Directors of NOAs and Officials of NOCs
- ◆ **15/6—29/6:** 54th International Session for Young Participants
- ◆ **29/6—8/7:** Olympia Praxis Summer Program – Georgetown University
- ◆ **8/7—12/7:** 3rd Sports, Society and Culture Symposium (IOA – Harvard University)
- ◆ **12/7 — 23/7:** Olympia Summer Academy (Navarino Network)
- ◆ **25/7—31/7:** Imagine Peace Youth Camp (IOA – UN – IOTC)
- ◆ **2/8—12/8:** 2nd Olympic Summer School (IOA – Azerbaijan)
- ◆ **16/8—23/8:** European Youth Session 2014
- ◆ **25/8—30/8:** Summer Lessons (Panteion University)
- ◆ **25/8—31/8:** Summer Peace Seminar (Aristotle University of Thessaloniki)
- ◆ **1/9—29/9:** 21st International Seminar on Olympic Studies for Postgraduate Students
- ◆ **7/9—12/9:** German Olympic Academy
- ◆ **11/9—14/9:** Panhellenic Association of Sport Press Seminar
- ◆ **21/9—28/9:** Educational Seminar on Management (BCA)
- ◆ **19/9–22/11:** IOA Master Degree Program (2014–2015) “Olympic Studies, Olympic educations, Organization and Management of Olympic Events”

News and opportunities!

IOC Signs Mou With Inter-american Development Bank

International Olympic Committee (IOC) President Thomas Bach and Inter-American Development Bank (IDB) President Luis Moreno on 9 February signed a Memorandum of Understanding (MoU) aimed at promoting development through sport programs and projects and fostering co-operation between the two organisations, starting with the Olympic Youth Development Centre in Haiti.

The MoU, which is indefinite, went into effect immediately following the signing. Among other objectives, the two organisations will now work together to identify potential projects and programmes to increase the impact sport and physical activity can have on areas such as health, education, gender equality, youth development and social protection. Particular focus will be on benefitting young people and impoverished areas.

European Union: Greek Presidency presents its priorities in the field of sport



The Greek Presidency of the EU Council aspires to make a meaningful contribution to the debate about the role that cultural heritage and creative economy are set to play in the 21st century. On 22 January the Greek Presidency in the EU Council presented its priorities. As regards sports, the competent Minister outlined that “the Greek Presidency will focus on the preparation and adoption of the

new Work Plan for Sport (2014–2017). We have to reach an agreement with the Member States of the European Union on the Work Plan on 21 May 2014, during the Council of Ministers of Culture and Sports. Other priorities that will be promoted, during the Greek Presidency, include the relation between *sports and society*, the *economic dimension of sports*, the *integrity and good governance of sports*, as well as the *fight against match-fixing and doping*».

News and opportunities!

Seminar on Gender based violence in Athens to be organized by the Greek EU Presidency

A seminar on "*Gender based violence in Sport: minor protection*" will be held on 20 March 2014 in Athens. The seminar will be presented around four thematic sessions: State of the play, Tackling the problem, Future Challenges, Conclusions and proposals.

The ISHPES 2014 Congress—Call for Abstracts

The ISHPES Congress is an annual event organized under the auspices of the International Society for the History of Physical Education and Sport (ISHPES). It aims to promote knowledge sharing among experts in sports history as well as to be a platform for young scholars and students to network with top sports specialists from all over the world.

In 2014 the congress will be organized by the Qatar Olympic and Sports Museum and will take place at the Qatar University from 22 to 25 September 2014.

All participants are invited to submit abstracts for oral presentation or poster presentation. However, the Scientific Committee will make the final decision to indicate if the abstract will be for oral or poster presentation.

Each main author can only present one paper.

The ISHPES 2014 does not require an admission fee. However, one author at least must be registered for the Congress (register here) and must be a member of ISHPES. One of the authors has to attend the Congress in order to present the abstract and receive the certificate of presentation. Only presented abstracts will be included in the Congress proceedings.

Abstracts submitted without any author participation will be automatically discarded.

The length of the abstracts is limited to 500 words. The language of the abstract is English

important dates

- Deadline for the abstract submission: April 6, 2014
- Notification of abstract acceptance: June 2014
- Deadline for the online registration: September 2014

For more info visit the website: <http://www.2014ishpes.org/submit/>

News and opportunities!

Apply for the 2014–2015 edition of the IOA Masters Programme!!

MASTER'S DEGREE PROGRAMME

“OLYMPIC STUDIES, OLYMPIC EDUCATION, ORGANIZATION AND MANAGEMENT OF OLYMPIC EVENTS”

Academic Year 2014–2015

The Department of Sports Organization and Management of the Faculty of Human Movement and Quality of Life Sciences of the University of Peloponnese with the support of the International Olympic Academy call for thirty (30) postgraduate students.

Detailed information on the programme and the necessary documents as well as the application form can be found at the IOA website: <http://www.ioa.org.gr/>

Call for Abstracts – 12th International Symposium for Olympic Research

The Call for Abstracts for the 12th International Symposium for Olympic Research is now available on International Centre for Olympic Studies' website (ICOS). This gathering of researchers, practitioners, and students will take place at Western University in London, Ontario, from October 30–31, 2014. Submissions for individual papers and panel sessions are welcome. For abstract detail and other technical information please go to: <http://www.uwo.ca/olympic/conference.html>

Abstracts are due: Friday, April 18, 2014.

Opportunities

European Commission ERASMUS+ PROGRAMME—SPORT CHAPTER

Erasmus+ is the new EU programme for education, training, youth and sport, due to begin in January. Erasmus+ includes, for the first time, a dedicated budget line for sport. It will allocate around €265 million over seven years to contribute to developing the European dimension in sport by helping to address cross-border threats such as match fixing and doping. It will also support transnational projects involving organisations in grassroots sport, promoting, for example, good governance, social inclusion, dual careers and physical activity for all. This time the call for proposals requires no private funding. The deadline for submissions is 15 May 2014.

For more information, please, find here for your info the Commission's press release: http://europa.eu/rapid/press-release_IP-13-1241_en.htm and the legal text of the call for proposals: http://new.eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2013.362.01.0062.01.ENG

New MSc in Sport Management in Molde University College, Norway

The Molde MSc in Sports Management is designed to prepare students to work in management positions in the sports and sport-related industry. This programme intends to provide a solid understanding of sports management as it is practised in the European context, and introduce the students to the legal, ethical, financial, organizational, historical, political, and psychological issues they must be familiar with if they are to meet the demands of this growing industry. The Molde MSc in Sports Management offers students the chance to choose between two study options: “Managing Football” and “Marketing, Media and Sponsorship”.

The programme is open for both Norwegian and international students.

Job Opportunities

Join the IOAPA LinkedIn Group to keep up to date with the latest job opportunities, call for papers, conferences and other announcement!!! Also, please send any information you'd like to share with the group to Cameron Myler at cameron@ioapa.org.

<http://www.linkedin.com/groups?gid=101892&mostPopular=&trk=tyah>

Also, stay current with new job and internship opportunities in the sports world, please visit the following websites regularly:

- <http://registration.olympic.org/en/jobs>
- <http://www.globalsportsjobs.com/>
- <http://www.sportsrecruitment.com/>
- <http://www.sportanddev.org/en/newsviews/jobs/>

Contribute to ARETE NewsLetter!

WE WANT TO HEAR FROM YOU! !

Is anything interesting related to sport happening in your country? Has something exciting happened in your life that you would like to share with your IOAPA friends? Did you take part in any relevant conference or event? Would you like to reflect on a recent sport-related development?

All you need to do is contact Vagelis, the Arete NewsLetter Editor at vagelis@ioapa.org and discuss your ideas with him!

IOAPA prays for peace in Ukraine, Syria and the rest of the world.....

