



BHARATHIDASAN UNIVERSITY  
Tiruchirappalli- 620024,  
Tamil Nadu, India

## Department of Physical Education and Yoga

Course Title : olympic movement  
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### Unit- (III)

**Dr.M.AYYADURAI**  
**MRS.R.RAJALAKSHMI**  
**GUEST LECTURER**



## ACTIVITIES OUTSIDE THE GAMES

The mission of the IOC is to not only ensure the celebration of the Olympic Games, but to also promote Olympism around the world, promote sport in society as well as support sports organisations.

To achieve these objectives, a number of programmes are put in place, covering the protection of athletes' health, equality between men and women, ensuring that athletes from all over the world can train in good conditions and participate in the Games, promoting peace, education and culture, etc.

### PROMOTION OF REGULAR SPORTS ACTIVITY AROUND THE WORLD

The Sport for All movement seeks to encourage the regular practice of sport by all people in society, regardless of sex, age, social background or economic status.

The IOC's Sport for All Commission was created in 1983. Its mission is to support initiatives and projects around the world. Each year, it offers financial and moral support to sport for all events organised by the NOCs on the five continents. These events cover a wide range of activities, and the main selection criterion is that they are open to everyone. To date, more than 165 NOCs have benefited from the programme.

### DEVELOPMENT THROUGH SPORT

To help build a better world through sport, the IOC devises programmes which offer concrete answers to social inequalities and poverty. The International Relations Commission supports numerous projects in cooperation with organisations specialising in humanitarian aid and development, as well as the NOCs.

An example of the IOC's work in this area is the "Giving is Winning" solidarity campaign organised in partnership with the United Nations High Commissioner for Refugees (UNHCR) during the Summer Olympic Games. The members of the Olympic Movement are invited to donate clothing and sports equipment, which the UNHCR then distributes in various refugee camps around the world. Almost 100,000 items of clothing were collected during the 2012 Games in London alone.

1. Sports and development.  
© International Olympic  
Committee (IOC) / JUILLIART,  
Richard

## Evolution of women's participation in the Olympic Games

In Paris in 1900, 22 women out of 997 athletes (1.6%) competed in 2 sports: tennis and golf. In London in 2012, around 45% of the athletes were women.

## What the Charter says about women...

“Today, the IOC's role is to encourage and support the promotion of women in sport at all levels and in all structures, with a view to implementing the principle of equality of men and women”

(Olympic Charter, Rule 2, paragraph 7)

### EQUAL OPPORTUNITIES FOR POOR AND RICH, WOMEN AND MEN

The Olympic Solidarity Commission and the Women and Sport Commission both work towards achieving greater equality in the world of sport. Olympic Solidarity makes sure that all athletes have the same chance of participating in the Games. It gives scholarships to athletes so that they can access high-level sports facilities, benefit from a specialised coach or receive the appropriate medical back-up. The Commission also gives money to improve the sports infrastructure in various countries and to train sports leaders and coaches.

The Women and Sport Commission, which works for gender equality, was created in 1995 and became fully engaged in 2004.

Its goal is twofold:

- to make access to sport in general and the Olympic Games easier for female athletes;
- to increase the number of women in sports administration and management, by offering regional seminars to female sports administrators, coaches, technical officials and journalists focused on leadership, competences and management and by granting scholarships to young female athletes and coaches.

Since 1996, a World conference on women and sport has been organized every four years to analyse the progress made in the field as well as recommend new strategies and commitments.

Since 2000, six IOC “Women and Sport” trophies (one per continent, and one at world level) have been awarded every year to a person or institution for their remarkable contribution to the development of women's participation in sport or in the administrative structures of sport.

In 2004, the world trophy was awarded to the FIFA Women's World Cup; in 2006 to the Argentinean tennis player Gabriela Sabatini; and in 2012 to the Brazilian sports and education centre and programme Bradesco.

### EDUCATION AND CULTURE THROUGH SPORT

Pierre de Coubertin believed that sport contributed to the harmonious and well-balanced development of the body, personality and mind.

As such, interaction between sport, education and culture is encouraged by the Commission for Culture and Olympic Education. Its aims are to promote Olympism and Olympic ideals throughout the world and reinforce cooperation with educational institutions and NOCs with projects especially targeting young people. Through Olympic education, they should maintain

**Women in the IOC**  
In 1981, the first woman was elected as an IOC member.  
In 2012, 21 women were active IOC members out of 106 (19.8%).

## The Olympic Truce

The tradition of the Olympic Truce was established in Ancient Greece in the 9th century BC by three kings, who signed a peace treaty for the duration of the ancient Olympic Games, to guarantee safe travel and peaceful games for the athletes and the spectators.

Nowadays, the Olympic Truce is symbolised by the dove of peace, with the traditional Olympic flame in the background. It represents the IOC's ideals and its ambition to build a peaceful and better world through sport.

their interest in sport and physical activity.

In collaboration with the NOCs, the Commission organises various activities which aim to create synergies between the sports world and different areas of artistic activity such as literature, painting, sculpture and theatre. The arts festival, or cultural programme, offered during the Olympic Games is examined and approved by the Commission.

To help combat the global problem of the increasing lack of physical activity among young people and in line with the Olympic Movement's mission to promote education and development through sport the IOC launched a new Youth Strategy in 2012. This wide-ranging programme spans advocacy, education and activation. The aim is to help create a positive change in society, with more active and fulfilled young people.

### **SPORT FOR PEACE**

Taking into account the global context of sport and the Olympic Games, the International Olympic Committee (IOC) decided to revive the tradition of the Olympic Truce in order to preserve, to the possible extent, the interests of the athletes and sport in general and to encourage the search for peaceful and diplomatic solutions to the conflicts in the world.

To carry out this mission, the IOC created in 2000 the International Olympic Truce Foundation (IOTF) to contribute to the search for diplomatic and non-violent solutions to conflicts and spread the idea that sport and peace are a win-win solution.

To achieve its objectives, the IOTF has set up the International Olympic Truce Centre (IOTC), based in Athens, which is responsible for the implementation of projects related to the promotion of culture of peace through sport and the Olympic ideal throughout the world.

In addition, together with the United Nations, the IOC organizes an "International Forum on Sport and Peace", where NOCs, International Federations, NGOs, other international organizations and researchers speak about this subject. Several "Sport and Peace" projects have been initiated in collaboration with the United Nations, OCOGs, NOCs and other international organizations worldwide.

### **THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT**

Since the early 1990s, the IOC has been working to promote sustainable development.

The main role of the IOC Sport and Environment Commission, created in 1995, is to advise the Olympic Movement on policy in the areas of environmental protection and sustainable development. It also ensures

that the Olympic Games are held in conditions which respect the environment. The aim is to reduce or even eliminate environmental risks, in order to leave a positive Games' legacy for the host city, region and country.

To achieve (and sometimes even exceed) the IOC's objectives in these areas, the OCOGs often employ the services of sustainable development advisers.

#### **PROTECTION OF ATHLETES' HEALTH**

The Olympic Movement takes its responsibility to protect the rights, health and well-being of athletes very seriously. The Medical and Scientific Commission was originally created to deal with its main priority, the fight against doping; but this today is taken care of by the World Anti-Doping Agency (WADA).

The IOC's educational mission also includes preventive efforts to inform both elite and amateur athletes of the disastrous health consequences of doping. The Commission's other main goal is to support sports medicine, biomechanics, sporting physiology and nutrition research designed to protect the health of the athlete.

#### **COMBATING ILLEGAL AND IRREGULAR SPORTS BETTING**

After doping, the sports movement is now facing a new threat to its integrity: cheating linked to sports betting.

To monitor sports betting on the Olympic competitions, since the 2008 Games in Beijing, the IOC has used an alerts system developed in cooperation with the main betting operators and various national online gambling regulators.

In the area of education, the IOC has run informative and preventive awareness programmes for the athletes since the 2010 Youth Olympic Games in Singapore.

The IOC also encourages governments to pass legislation to enable them to combat effectively any manipulation of sports competitions and thereby help safeguard the integrity of sport.

#### *Some examples of sustainable initiatives at the Games:*

- *Nagano 1998: The volunteers' uniforms were made using recycling materials.*
- *Athens 2004: By the end of the Games, more than a million bushes, 290,000 trees and 11 million shrubs had been planted in Athens.*
- *Vancouver 2010: The roof of the speed skating oval in Richmond was built using wood from trees infected by pine beetles, so that no healthy trees were cut down. Rainwater was also harvested and used for the toilets.*
- *London 2012: Sustainability was one of the key aspects of the London 2012 bid. Its sustainability plan was based on five key areas: climate change, waste, biodiversity, integration and a healthy lifestyle.*



## HISTORICAL MILESTONES

### A HISTORICAL DATE

The IOC was founded in Paris on 23 June 1894, by Baron Pierre de Coubertin. To commemorate this date, the IOC decided in 1948 to introduce an Olympic Day, a sort of “birthday” of the Olympic Movement. Originally celebrated by just nine countries, Olympic Day is now an event held all over the world. In many countries, the celebrations take the form of fun runs.

### EIGHT PRESIDENTS IN OVER A CENTURY OF OLYMPISM

Contrary to popular belief, Pierre de Coubertin was not the first IOC President! The IOC’s original idea was that the country in which the Games were to be held should also provide the President. It was thus a Greek (Demetrius Vikelas) who was chosen to be the first IOC President until the first Games in Athens in 1896. The idea was quickly abandoned, however, and Pierre de Coubertin not only became the second IOC President, but carried on in the role for nearly 30 years, from 1896 to 1925.

To date, the IOC has had eight presidents. The current president is Jacques Rogge.

#### Names of the Presidents

- Demetrius Vikelas (Greece), 1894 – 1896
- Pierre de Coubertin (France), 1896 – 1925
- Henri de Baillet-Latour (Belgium), 1925-1942
- J. Sigfrid Edström (Sweden), 1946 – 1952
- Avery Brundage (USA), 1952 – 1972
- Lord Killanin (Ireland), 1972 – 1980
- Juan Antonio Samaranch (Spain), 1980 – 2001
- Jacques Rogge (Belgium), 2001 – 2013

### THE IOC IN LAUSANNE

Although the city of Lausanne has never hosted the Games, it has been the headquarters of the IOC since 1915. It was Coubertin who chose this city, in the midst of the First World War.

After having occupied various buildings in Lausanne, the IOC headquarters finally found their definitive home at the Château de Vidy in 1968. This is where the President’s office is situated.

In recognition of the long history that unites the IOC and Lausanne, the city received the title of Olympic Capital in 1993.

1. Pierre de Coubertin  
© 1894 /International Olympic  
Committee (IOC)



## ACTIVITIES

### Feel the Olympic spirit!

Put together a file made up of examples from sports or situations from everyday life which illustrate the Olympic values of friendship, respect and excellence.

Next, add in some of your own sports experiences – were there times where you would have liked to act differently, or would have liked other to behave differently?

**Imagine** that a city/town in your country is bidding to host the Olympic Games. Why would it be the ideal place for the Olympic competitions? List the existing sports facilities. What would need to be constructed? Create a mini-candidature file including the strong points of your region.

**Do a press study** on the IOC. Read the newspapers for one month and collect all the articles mentioning a member of the Olympic family (the IOC, an IF, an NOC, an OCOG, etc.). Write a review, commenting on the news.

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### Editor

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### Authors

The Olympic Museum  
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