

ARETE NEWSLETTER



INTERNATIONAL
OLYMPIC
ACADEMY
PARTICIPANTS
ASSOCIATION



HIGHLIGHTS



PIERRE DE COUBERTIN'S FAMILY ASSOCIATION

Since Pierre de Coubertin's death in 1937, each generation has contributed to keep his memory and spirit alive. The descendants went from three to 31 in the course of 4 generations! The 4th generation created a family association on October 24, 2016. Its mission.... (p.7)

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IOC OLYMPIC STUDIES CENTRE *News & Opportunities*

We have launched together with the Johannes Gutenberg University, Mainz (Germany) the first edition of the "International Olympic Case Study Competition (CSC)" that started in August 2021 and will finish with the finals in March 2022. This new initiative is an annual competition designed... (p.9)

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OLYMPIC EDUCATION PROGRAMS *Canadian NOC*

This past June 2021, the Canadian Olympic Committee (COC) unveiled Team Canada's Tokyo 2020 brand campaign, 'Glory From Anywhere'. The campaign highlights the accomplishments of Team Canada athletes alongside the inspiring stories of community heroes... (p.15)

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EDITORIAL

Yarden Har Lev (ISR)



PAGE 3

Dear Readers,

Welcome to December 2021 issue of the Arete Newsletter!

At the time of this writing, the IOAPA Executive Committee elections occurred, and I had the honour of being re-elected as Newsletter Editor for a third two-year term. I am humbled to have been once again entrusted with producing this important piece of communications for our membership, and pledge to continue publishing 3 to 4 newsletters a year. I would like to give credit to a team of contributors that allowed our association to persevere its publications while maintaining diverse and quality content every edition.

In addition, I look forward to continuing strong IOAPA relations with the IOA Journal to ensure that IOAPA content appears in every edition.

In the next edition of this newsletter, I will have more to say regarding the future for this newsletter and related content, with exciting initiatives to upgrade the current newsletter in a fresh spirit ahead of a new Olympic cycle.

Now, in this edition you will find a variety of interesting articles such as a summary of the key events for IOAPA during 2021 by the **IOAPA Executive Committee**; a special article about Pierre De Coubertin's Family Association by **Alexandra de Navacelle de Coubertin**; academic opportunities by the **IOC Olympic Studies Centre**; Olympic Games and Social Education by **Laura Moreira León**; Olympic education resources of the **Canadian Olympic Committee**.

Please note that the submission deadline for the next edition is February 1, and I invite all of you to share with us your important actions in promoting Olympic ideals worldwide. Before I sign off, my deep appreciation is given to all those who contributed to the production of this newsletter.

Have a successful new year and happy reading!

With Olympic regards,

Yarden Har Lev, Arete Newsletter Editor

MESSAGE FROM THE PRESIDENT

Richard Koo (CAN)



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Dear IOAPA Members and readers of Arete:

Amidst the ongoing COVID-19 pandemic, yet another successful Olympic and Paralympic Games were held in Tokyo this past summer. Once again, the Games have demonstrated how the world can still come together to overcome adversity and celebrate the human spirit. Congratulations to the athletes whose stories once again inspired pride not only for your excellence, but also for your humanity under the most difficult of circumstances. And special congratulations to the organisers of the Tokyo 2020 Games! The resilience, calm and dedication of the Japanese people that executed these events in a safe and secure manner underlines the skill that few societies have, accomplishing a miracle effort that forcefully countered the skeptics. どうもありがとうございます! Thank you Japan! I hope we can all visit again under better circumstances in the near future.

Despite the unique and challenging circumstances of this IOAPA biennial term, we were nevertheless busy with two significant events over the past few months. First, IOAPA once again partnered with the IOA to produce the 61st International Session for Young Participants. There were 81 participants from 58 nations attending the session with IOAPA members making up over 90% of the coordinators. IOAPA members are once again demonstrating our commitment to the IOA, helping to guide and develop the next generation of Olympic ambassadors in the service of Olympism and Olympic education.

Second, we welcomed close to 120 registrants to the 17th IOAPA Session 2021 from October 22-25! Given the ongoing difficulties of international travel, we were truly excited to be hosting our Session virtually, giving the opportunity for many more of our members to attend and engage with each other. Using the learnings we took from the virtual Young Participants Session last year, we planned a session of engaging lectures and discussions from eminent scholars, presentations from our members regarding their current work in the Olympic movement, an exciting virtual visit to the newly renovated campus of the IOA, and a variety of social events that are certain to rekindle the spirit of Olympia that we all experienced the very first time we stepped foot into the Academy. We will provide a summary of this groundbreaking event for IOAPA in our next edition of Arete.

I want to take a moment to acknowledge the strong work that the 2019-2021 IOAPA Executive Committee conducted on behalf of our members in the previous term of office. While these past two years have been difficult ones for the world, their energy and enthusiasm led to strengthened bonds with our partners and new innovations in the way we connect and deliver content to the Olympic community which future leaders can build upon. Thank you for your tireless work, I am honoured to have been able to serve along side you. Finally, as this is the last edition of Arete prior to the holidays, I want to wish you all a safe and joyous holiday season with your families, and best wishes for 2022!

Richard Koo, IOAPA President

IOAPA ACTIVITY REPORT 2021

IOAPA Executive Committee

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The following report summarises some of the key events for IOAPA during 2021:

Tokyo 2020 Viewing Party: Despite being unable to travel to Tokyo due to the ongoing pandemic restrictions, we were still able to celebrate the determination and resilience of the Japanese people and front-line healthcare workers as we gathered for the Opening Ceremony of the Games of the XXXII Olympiad. Over 50 IOAPA members and guests attended our Tokyo 2020 Viewing Party on 23 July 2021, held in lieu of our traditional in-person reception at the Games. The event also included a live interview with IOAPA member Natalia Ramirez Irizarry, the first ever Olympic torchbearer from Puerto Rico, who shared her experiences of running with the Olympic Flame at the start of the Tokyo Olympic Torch Relay in March 2020, and a preview of the 17th IOAPA Session 2021 from IOAPA Vice President Laurel Brassey Iversen OLY.

IOA 61st Session for Young Participants: This is the second year in a row that IOAPA worked closely with the IOA to host the Young Participants Session on-line. IOAPA creation last year of a successful online format which met all the IOA standards enabled us to focus this year on further refinements of the portions of the session outside of the formal lectures including generating new initiatives into the extracurricular activities and further enhancing elements of the existing online working groups. The fact that 14 of the 15 coordinators were IOAPA members, who put in untold hours prior to the session preparing for workshops and other activities, shows a deep respect and undying commitment to the IOA. We thank IOA President Isidoros Kouvelos, Honorary Dean Kostas Georgiadis and Session Coordinator Stella Tachtara for the opportunity to keep contributing to the IOA in its ongoing mission to facilitate the dissemination of Olympic Education worldwide.

17th IOAPA Session 2021: IOAPA held its most successful event in the 30-year history of the organisation with its biennial Session, held virtually over Zoom between 22-25 October 2021. The event welcomed 117 registrants and 7 guest lecturers from over 45 countries and was modelled after the innovations IOAPA developed for the IOA Young Participants Session in 2020. The virtual session included workouts, dance and food workshops, social meetings and a virtual pool party, replicating many of the traditions that take place in Olympia for IOA alumni. At the Session we were also able to announce a new expansion to the Hans van Haute Scholarship program, thanks to a partnership with the local Olympia agritourism farm Magna Grecia.





Through the sale of olive oil, IOAPA raised almost €3000 and will finance a full scholarship and airfare for a recipient from an underrepresented nation to attend our next session in Olympia in 2023, underlining the association's commitment to increasing representation and diversity.

Lastly, elections for the 2021-2023 IOAPA Executive Committee were held electronically, giving the opportunity for all members to vote for the first time ever. This extension of universal suffrage to our membership represents a great expansion in transparency and good governance with the goal of deeper engagement opportunities for our membership. Thus, despite the physical distance that the COVID pandemic has imposed on our operations, in many respects the innovations that we developed over these past two years have only brought our members closer together, building a stronger foundation for our work to support the IOA and Olympism in the years to come.

CURRENT IOAPA EXECUTIVE COMMITTEE 2021-2023



PRESIDENT

Richard Koo (CAN)

VICE-PRESIDENT

Laurel Brassey Iversen (USA)

SECRETARY

Caroline Bujold (CAN)

TREASURER

Ulrich Rosen (GER)

NEWSLETTER EDITOR

Yarden Har Lev (ISR)

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RESEARCH COORDINATOR

Julien Buhajezuk (FRA)

IOA LIASON

Dimitrios Regalos (GRE)

INTERNET COORDINATOR

Marija Lozancic (CRO)

PAST PRESIDENT

Hector Arguelles (ESP)

PIERRE DE COUBERTIN'S FAMILY ASSOCIATION

Alexandra de Navacelle
de Coubertin (FRA)

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It is with joy and gratitude that I take this opportunity to write an article on the Family Association of Pierre de Coubertin in the IOAPA Newsletter.

Since Pierre de Coubertin's death in 1937, each generation has contributed to keep his memory and spirit alive. The descendants went from three to 31 in the course of 4 generations! The 4th generation created a family association on October 24, 2016. Its mission is to ensure that the Olympic philosophy and values conceived by Pierre de Coubertin are promoted and respected by institutions and other initiatives involved in the Olympic Movement, notably with the assistance of the IOC. It offers its support to all initiatives that carry the spirit and values of Pierre de Coubertin. The president of the Family association has the official role of contact and representative of Pierre de Coubertin's family at the IOC. She or he is also a member of the Olympic Culture and Heritage Committee and actively collaborates with the Olympic Foundation for Culture and Heritage on cultural programs and events. Among the many messages that Pierre de Coubertin communicated, there are two that the association promotes above all because they summarize very well his philosophy and original intention. The first one is his motto "Citius, Altius, Fortius" originally imagined by the Dominican Father Henri Didon. This motto corresponds to Coubertin's own belief that sport and Olympism are found at the intersection of "the desire to perform" and "the attempt to surpass limits". Olympism is not about competing with others, it is about competing with oneself, about pushing limits, and striving for excellence. These three words, Citius, Altius, Fortius, are an invitation to give the best of oneself. He concluded his 1931 work "Olympic Memories" with this idea. A second message of Coubertin, central to the Family Association, originated during a dinner toast that he gave during the 1908 London Olympics Games. Coubertin was speaking in reference to the Bishop of Pennsylvania, Ethelbert Talbot. Although this phrase is commonly attributed to Coubertin, he actually adapted it from the Bishop who, according to Coubertin, "recalled in happy terms: the important thing, in these Olympiads, is less to win than to take part in them. Let us remember, Gentlemen, this strong word, the important thing in life, it is not the triumph but the fight; the main thing is not to have won but to have fought well ". This sentence is often reduced to "The important thing is not to win but to participate" which is not an accurate translation of his thinking. At the base, Coubertin's idea of Olympism was to promote obtaining the internal state of mind required to overcome physical and mental limits which would be expressed in a competition at the highest level. Winning was not the true end but participating alone would completely miss the point. He thus situated the desirable state of mind of the participants in the Olympics.


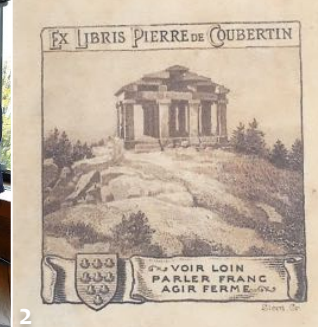


Image 1: Five members of the Pierre de Coubertin family association with Thomas Bach, Francis Gabet and Christophe de Kepper.

Image 2: Pierre de Coubertin Ex Libris with his motto.



Pushing your limits and striving for excellence does not necessarily mean being the first, the main thing is to have taken part by giving the best of oneself. In addition to representing Pierre de Coubertin's family and giving talks on Coubertin's life during Sport and Olympic events, there are two important initiatives that the association is working on in preparation for the 2024 Games in Paris. The first is the use of the castle of Mirville in Normandie as an exposition and event centre during the games. In partnership with the 2024 Games Organizing Committee, the regional cultural French Ministry and local Sports organizations, a series of cultural and sports events will be programmed to welcome visitors and educate them on Coubertin's life and ideas. Included in these events will be the symbolic tour of the Olympic flame with a special passage to Mirville. A second important project that we are very excited about is the creation of a permanent Coubertin & Olympism cultural space in the heart of Paris in connection with the Heritage Programme. In the context of the Olympics 2024 Games to be held in Paris, the Pierre de Coubertin Family Association and the CROUS of Paris have partnered to create a cultural space in a CROUS University Sports Centre located in the 5th arrondissement of Paris, near the Luxembourg Gardens. The CROUS of Paris, a regional public service centre for student life, is highly involved in the preparation of the Games. The CROUS University Sports Centre received the label "Terre de jeux 2024" and has been selected as a 2024 Games preparation centre for 13 Olympic and Paralympic disciplines. This Olympic cultural space will have educational and interactive exhibitions promoting the Olympic values of sport, health and well-being, culture and the arts. It will also be a meeting and conference centre for the Olympic community to gather and collaborate on promoting and implementing Olympic initiatives and actions. It will allow to address, in connection with the values of Olympism, multiple themes such as sport and education, sport and peace, sport and women, sport and health, sport and the arts. Following the conclusion of the 2024 Games, the permanent cultural space will continue to welcome young people and the international community. It will remain a place of education, reception, information, meetings and exchanges open to all and internationally. In advance of this enhanced mission, the CROUS University Sports Centre will undergo renovation work from January 2022 to June 2023. It will reopen as Games Preparation Centre in the summer of 2023. The Coubertin & Olympism Cultural Space is scheduled to open to the public in September 2023. The Coubertin family association is looking for partners to collaborate on this project so please reach out if you wish to know more about it! Through this permanent space, the Family Association aims to keep the 2024 flame burning in France well beyond the 2024 Games.

IOC OLYMPIC STUDIES CENTRE

News and Opportunities

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The IOC Olympic Studies Centre

Dear IOAPA friends,

We hope you all enjoyed the Tokyo 2020 Olympic Games.

We have set up some exciting new initiatives, which we want to share with you.

Thanks in advance for disseminating the information within your networks as relevant.

To learn more about our activities, visit ioc.org/studies, register to our [newsletter](#) and follow us on Facebook [@OlympicStudiesCentre](#).

#StrongerTogether!

The IOC Olympic Studies Centre team


INTERNATIONAL OLYMPIC CASE STUDY COMPETITION

We have launched together with the Johannes Gutenberg University, Mainz (Germany) the first edition of the "International Olympic Case Study Competition (CSC)" that started in August 2021 and will finish with the finals in March 2022.

This new initiative is an annual competition designed for master's level students and is open to any university with at least one master's class with students being familiar with management issues, especially with a link to sport, such as sports management, sports economics, sports governance or similar fields.

The student teams play as agencies that consult for an Olympic Movement organisation on topics related to current strategic management challenges in international sport. For this first edition, the topic is "Esports and the Olympic Movement".

The competition is played within a classroom setting and consists of teams of students competing against other teams, first within their own university class, and then against classes from other universities, with which they will be matched. The teams reaching the semi-finals and finals compete against university teams from all around the world and will be judged by an international panel of academic and professional experts. University classes will play the preliminary rounds between beginning of December 2021 and mid-February 2022. The semi-finals and finals will be held in February and March 2022. We invite you to learn more about the rules and all the related aspects [here](#).





OFFICIAL REPORTS OF THE OLYMPIC GAMES

After launching a page with all official [Candidature Files](#) last year, we have published a new page on the Olympic World Library giving direct access to all the Official Reports of the Olympic Games.

With detailed information on the planning, construction, operations, budget, competition, cultural activities and legacy plan of the Games, the Official Reports are a unique and invaluable source of reference.

Available in English and French and digitised for easy and direct access, these documents are designed to make the planning and staging of the Games easily understood.

Check them out now!



ACADEMIC OPPORTUNITIES

CALL FOR ABSTRACTS: DISABILITY SPORT CONFERENCE

Dates of the Conference: June 29 – July 1, 2022

Type of submissions: Abstracts will be accepted as oral or poster presentations

Submission deadline: 31st January 2022

For further details: Click [HERE](#)

CALL FOR ABSTRACTS: SPORT AND THE EUROPEAN UNION 2022 CONFERENCE

Dates of the Conference: June 16-17, 2022

Topics of submissions: Economic impact of sport, social inclusion in and through sport, sport integrity

Type of submissions: Abstracts will be accepted as paper and/or panel proposals

Submission deadline: 31st January 2022

For further details: Click [HERE](#)

CALL FOR RESEARCH GRANTS: 2022/2023 ADVANCED OLYMPIC RESEARCH GRANT PROGRAMME

Eligibility: Established researchers: university professors & lecturers

Topics of submissions: At least one of the 19 IOC priority fields of research described in the rules

Submission deadline: 31st January 2022

For further details: Click [HERE](#)

OLYMPIC GAMES AND SOCIAL EDUCATION

Laura Moreira León (CRC)

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“GAMES ALSO PROVIDE THE PERFECT TERRAIN FOR SOCIAL EDUCATION” - P. COUBERTIN

The Tokyo 2020 Olympic Games were a unique world event. Due to COVID-19, they were the first Olympic Games in history without an audience, and with many restrictions on interactions between people. Despite all changes, the Olympic Games were realized, uniting the athletes and people all over the planet with a pandemic.

The Modern Olympic Games evokes the time of ancient Greece, where the Games began on a small scale in 776 BC with a 200-meter sprint near the temple of Zeus; the prize was a crown of olive leaves (Pleket, 1996, p. 27). The Olympic Games in ancient times became a very important celebration, bringing together athletes, philosophers, artists and famous personalities of the time. The first Olympic Games were held in Olympia, a place located in the Greek Peloponnese. Over the years the Games spread through various cities, generating a great social and cultural impact for more than a thousand years but for various reasons went into decline until 393 AD, when the Roman emperor Theodosius issued a decree where he abolished them. *“No single cause ended the ancient Games, for their decline was a slow process that in part resulted from social and economic conditions”* (Crowther, 2007, p. 54). The ancient Olympic Games were held in honor of Zeus. Zeus, father of gods and men, powerful, terrible and just, but at the same time kind and paternal. An important fact to highlight from the Olympic Games of Antiquity is the sacred truce or ekecheiria (εκεχειρία), a deal to respect the free transit to Olympia, preventing war attacks. The truce prohibited any kind of warlike activity for as long as the Games lasted, and declared the territory of Olympia, where the Games would take place, inviolable, preventing access to it for any armed person (Durantez, n.d. p. 7-8). The ancient Olympic truce is perhaps one of the origins of a peaceful and social education through sport. Some of the sports played in the ancient Olympic Games were: pugilate (now known as boxing), wrestling, athletics, with different distances and modalities, pentathlon, which included javelin throw, discus throw, long jump, speed racing and wrestling, as well as horse racing. Being an Olympic winner was of great social importance, making athletes important and respected figures in their cities. *“To be an Olympic victor in ancient Greece, meant to have reached one of the highest peaks of popularity, prestige and admiration of that society”* (Durantez, n.d. p. 20).

After the Games were abolished in antiquity, several centuries passed without their realization. It was not until the 19th century, when an educational reform was initiated and proposed to integrate sport into the educational system of the time.



In 1894, Pierre de Coubertin proposed to create the International Olympic Committee (IOC), an institution that sought to re-establish the legacy of the Games that were held in ancient times, bringing to modernity the educational and sacred value of sport of the ancient Greece. Pierre de Fredy, Baron de Coubertin, was born in Paris on 1 January 1863 into a noble family, studied in Paris, and decided to devote himself to educational reform in his country after travelling to England and North America, where he was impacted by new ideas. I have decided - he said - to abruptly change my career in the desire to unite my name with that of a great pedagogical reform... since the most important thing in the life of modern peoples is education... the education that must be the preface of life... and what I express in this way is the result of the observations acquired during the different stages of my travels through the states of Europe, and North America, where I have been able to verify the existence of great currents of pedagogical reform. (Durantez, 1994, p. 19)

Coubertin proposed sport as an educational tool, and as a vehicle for communication between people. On November 25, 1892, during a conference called "Physical Exercises in the Modern World", which he gave at the University of Sorbonne in Paris, he proposed to re-establish the Olympic Games in the modern era, emphasizing in the pacifying mission of the Games. As he said, *"every four years the Olympic Games restored, to the universal youth, the chance of a happy and fraternal encounter, which will dissipate little by little, this ignorance in living peoples, with respect to the other, ignorance that keeps the hatred and misunderstandings"* (Muller, 2000, p. 298.).

More than 100 years later, the modern Olympic Games are a mega sport event that brings together thousands of athletes and millions of spectators around the world. For a period of time, the international world sport community focuses its gaze on sports and extraordinary feats of athletes. One of the main objectives of the Games is to showcase the Olympic values of excellence, friendship and respect during the competitions. However, on many occasions the Olympic Games are only considered as a physical sporting spectacle, where performance, medals and records are the most valuable prize, leaving aside the educational benefits and the social values represented. Actually, the Olympic Games promotes the development of different sports, organizations, and national and international federations, the global sports development, and also promotes social benefits in different communities and regions. It is described by the United Nations (UN) International Working Group on Sport for Development and Peace in which they mention that sport can develop benefits in:





Photo Credit: Carlos Rodolfo Chinchilla

individual development, health promotion and disease prevention, promotion of gender equality, social integration and the development of social capital, peace building and conflict prevention/resolution, post-disaster/trauma relief and normalization of life, economic development, communication and social mobilization (2003).

Sport is increasingly recognized and used by various institutions as a low-cost and high-impact tool in humanitarian efforts. According to the UN (2003), *"Sport can no longer be considered a luxury within any society but is rather an important investment in the present and future, particularly in developing countries"*.

Sport is an important tool to reach people. It has an exclusive power that attracts and inspires change, or challenge. As a cultural phenomenon, it is a reflection of society. Sport has to do with the application in real life of values such as respect for others, acceptance of rules, teamwork, communication and making the best effort in daily activities.

In addition, sports bring people together, developing groups and communities that impact other groups and so on. Sport contributes to the learning of skills such as discipline, confidence and leadership. Sport teaches basic principles such as tolerance, cooperation, respect and the value of effort and how to manage victory and defeat (ONU, 2003). In addition, sport can be a bridge between cultures and nationalities, conveying a special message of hope, values and development to all participants.

The United Nations (2003) identifies the power of sport as a cross-cutting tool, also the mobilizing power of sport is often used as a "gateway" to convey crucial messages about HIV/AIDS, children's rights, the environment, education, etc. Also, sport serves as tool for development and promotion of peace: in grassroots projects, sport is used in a wide range of situations, as an integrated tool in short-term humanitarian emergency relief activities or in long-term development cooperation projects at local, regional or global level.

Thomas Bach, IOC President, mentions that *"sport is not just physical activity; it promotes health and helps prevent, or even cure, the diseases of modern civilization. It also is an educational tool which fosters cognitive development; teaches social behaviour; and helps to integrate communities"* (IOC, 2021). In this context, the IOC cooperates with different organizations, United Nations agencies, and with international governmental and nongovernmental institutions, on projects which use sport as a tool for development and advance the Sustainable Development Goals (SDGs).





Photo Credit: Olympic Studies Center

Heather L. Reid in her book: *The Philosophical Athlete* (2002) explains that sport can open doors to self-discovery, responsibility, respect and citizenship. Sport offers opportunities for people to get to know themselves and the positive consequences they can bring. Reid writes about being a philosophical athlete:

“As philosophical athletes, we use our sports experience to develop self-knowledge, to take responsibility, to respect ourselves and others, and to understand our function in various communities. That is, we use sport experience to increase our understanding of life and hopefully, to lead better and happier lives” (Reid, 2002 p. 279).

The Olympic Games are the pinnacle of the sports pyramid, to reach the top, athletes and their entourage, experiences with intense physical and emotional activities that impacts and shapes them. The training path towards an Olympic Games becomes a life experience that can transform in both ways: individually and socially. That is why the Olympic Games can provide a possibility of social education, where we all learn through sport social values, such as tolerance and empathy.

Social Education can be defined as an *“academic and real-life lesson that involves a focus on community and cultural interactions and behaviors to ultimately encourage tolerance”* (Irwin, 2016). In the same way, Pierre de Coubertin mentioned: Games also provide the perfect terrain for social education (1887), alluding to all the values and social learning derived from participating in the Olympic Games.

Because of the COVID-19 pandemic, social interactions have been limited, and many changes occurred in sport, work, family and education due to confinement and restrictions. Facing this international panorama, Tokyo 2020 Olympic Games were a very important opportunity to valorize the legacy of sport beyond a record, or a medal, by recognizing the value of sport as a tool for development and social education, where values such as teamwork, respect, excellence and friendship, as well as psychological tools such as resilience, emotions management, learning and continuous development, were very valuable elements. Now is the time to think and act in community, taking care of each other, and of all the environment of our planet Earth.

It is up to us to value and share the social education that can be developed in our communities and countries after the Tokyo 2020 Olympic Games.

Canadian Olympic Committee

GLORY FROM ANYWHERE

This past June 2021, the Canadian Olympic Committee (COC) unveiled Team Canada's Tokyo 2020 brand campaign, 'Glory From Anywhere'. The campaign highlights the accomplishments of Team Canada athletes alongside the inspiring stories of community heroes to showcase the fact that all Canadians have the potential to inspire Canadians, and people around the world, to showcase the fact that all Canadians have the potential to reach their own Olympic glory, and elevate everyone else around them. The campaign will continue into the Beijing 2022 Winter Olympics.

Glory isn't restricted by age, history, experience, geography, orientation, or even a birth certificate. It can come from anywhere.

It belongs to the ones who go beyond borders, overcome obstacles, and defy expectations.

Inside all of us lives the potential for glory.



In its continuous commitment to inspire the next generation of Canadians and help them explore their potential for glory, the Canadian Olympic School Program launched the Team Canada Cheer Kit. Children and youth across the country celebrated the Olympic Games with a unique collection of Team Canada activities learning to embrace the true meaning of Be Olympic and discovering the potential for Glory that lives inside of them!

Learn more about Glory from Anywhere at <https://olympic.ca/glory-from-anywhere/>.





BE OLYMPIC 2022

As the nation turns its gaze to Team Canada's performance at the 2022 Olympic Winter Games, the Canadian Olympic School Program is pleased to provide teachers with engaging Olympian stories and classroom activities.

Since 1987, the Canadian Olympic School Program has been providing school curriculum developed by teachers for teachers. We have inspired hundreds of thousands of Canadian school children with the incredible stories of our Olympians. This year is no different, as we present three weeks of classroom learning based on the values of perseverance, respect, and teamwork, Be Olympic 2022!

With Be Olympic 2022, students have the opportunity to learn alongside ambassadors Mikael Kingsbury and Cynthia Appiah as well as 10 other Team Canada Beijing hopefuls. This resource includes athlete stories, learning activities, short S.T.E.M. articles, trivia questions, and physical activities, turning the Olympic Winter Games into a learning experience for all.

Download Be Olympic 2022 at <https://olympic.ca/education/resources/beijing-2022/m>

**BE OLYMPIC
2022**
BEIJING 2022

NEW RESOURCES

**CELEBRATE THE
OLYMPIC WINTER GAMES
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DOWNLOAD THE SERIES FOR **FREE** TODAY AT
OLYMPIC.CA/EDUCATION

**SCHOOL PROGRAM**

BE PART OF THE IOAPA ACTION

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ARETE Editorial Board

BENEFITS OF IOAPA MEMBERSHIP?

Besides having the opportunity to keep in touch with other members, attend our Reunion at the Olympics and take part in our bi-annual Session in Olympia, as a member you also get exclusive access to the following (to get access, login our website):

- ✓ List of members
- ✓ Monthly emails with news on sport related opportunities
- ✓ Helpful links for jobs and research

KNOW A PAST PARTICIPANT WISHING TO BECOME A MEMBER?

Please refer them to [IOAPA MEMBERSHIP](#) and they will be able to register and pay online directly!

DO YOU HAVE OPPORTUNITIES FOR IOAPA MEMBERS?

You have access to great perks and you are able to share: sporting event tickets, cultural event tickets, sport promotions, special museum exhibits, etc.?

Send us the details at info@ioapa.org or post the information on our [Facebook group](#) (members only).

FEEL FREE TO JOIN US ON SOCIAL MEDIA!

You can find us on

[Facebook](#) , [Twitter](#) , [Instagram](#) & [LinkedIn](#)

PROMOTE YOUR IOAPA ACTIVITY

We are continuously looking for news from our members. Are you working on a sport or Olympic education project that could be of interest to others? Does your country have a National Academy and you're taking part? Are you travelling and meeting IOAPA members or want to host IOA friends in your city? Do you have a great Olympic/Paralympic story? Did you meet the love of your life in Olympia? You're hosting a mini IOAPA reunion? **WE WANT TO KNOW!** Send us the details with a couple pictures/videos at info@ioapa.org and we may just publish them.

CONTRIBUTE TO ARETE NEWSLETTER!

Do you manage an interesting project on Olympic Education in your country?

Do you organize a sport-related webinar during the COVID-19 time?

Do you work on an Olympism-related dissertation or paper?

SHARE with us your experiences and contribute to the ARETE NEWSLETTER!

For any ideas, do not hesitate to contact the Newsletter Editor, Yarden Har Lev at yarden@ioapa.org.

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” *A better world
could be brought
about only by
better
individuals* “

Pierre de Coubertin

HOW MUCH DO YOU KNOW
ABOUT THE OLYMPICS ?

What are the three new
sports to be included at
the Olympic program of
Los Angeles 2028?



Answer to the April 2021 newsletter: Beijing

Please **SEND YOUR ANSWER** to
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