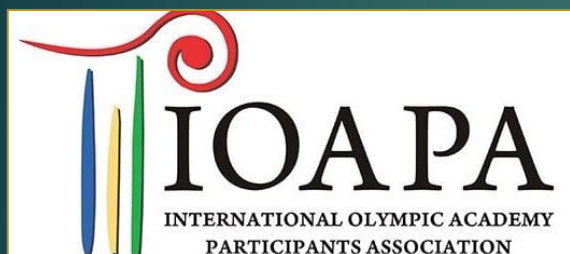


ARETE NEWSLETTER

MARCH 2025



INTERNATIONAL
OLYMPIC
ACADEMY
PARTICIPANTS
ASSOCIATION



HIGHLIGHTS



REGISTER FOR THE IOAPA ONLINE & OLYMPIA SESSIONS

We're excited to announce the program for our upcoming sessions! Visit our website to explore the full schedule, guest speakers, and activities for both the online session in April and the Olympia session in June. Registration is now open! You can also learn about the candidates for the IOAPA Executive Committee election (p.5)

[READ MORE](#)



THE RELAY IN THE IOC PRESIDENCY: Shaping the Future of the Olympic Movement

Carlos Eduardo Villegas Estrada (COL) provides everything you need to know ahead of the IOC Presidential Election, scheduled for March 20th during the 144th Session at Costa Navarino, Greece. He also examines what is at stake for the Olympic Movement following 12 years of Thomas Bach's presidency of the IOC (p.6).

[READ MORE](#)



THE FACES OF THE GAMES: A Look at Olympic Mascots

Olympic mascots have been an integral part of the Games since Munich 1972, symbolizing the history, culture, and values of the host city while embodying the Olympic spirit. From Waldi, the dachshund in Munich, to the The Phryges, in Paris 2024, the mascots represent local identity and global unity, according to Arman Avetisyan (ARM) (p.12)

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EDITORIAL

Mateus Nagime (BRA)



PAGE 3

Dear Readers, welcome to the first edition of the Arete Newsletter for 2025!

"Turn and face the strange Ch-ch-changes," sang David Bowie. Indeed, as we navigate a world that is constantly evolving, we too must embrace change. Often, these changes lead to the creation of new traditions, such as the case for the IOAPA Online Session. First introduced in 2021 during the height of the Covid-19 pandemic, we now prepare for its third edition, from April 10th to 13th, 2025.

While we eagerly count the days until we return to Olympia for our Session at the International Olympic Academy next June, we are also preparing an exciting online session. It will feature engaging lectures, and it is the perfect setting for our General Assembly and the election of the new Executive Committee, allowing members from around the world to participate.

Although the timing may vary –whether it's in the middle of the night for some or during working hours for others–, we continue to make the most of the benefits of technology, all while preserving the magical spirit of Olympia and the IOA, where we will gather next June. Registration for both Sessions [is open on our website](#), and we hope to see you all there!

This edition features a comprehensive article by **Carlos Eduardo Villegas Estrada (COL)** on the upcoming International Olympic Committee (IOC) Presidential Election that will happen on March 20th (so make sure to read it before the IOC session!); a contribution by **Arman Avetisyan (ARM)**, who delivered a conference on Olympic and Paralympic mascots to our IOAPA members on the last Olympic Day, June 23rd, 2024, and presents his findings here; **Xavier Jeannin (FRA)** has summarized the first of the two masterclasses organized by the IOAPA this year, on the relation between Olympism and luxury; and **Ivan Coste-Manière (FRA)** offers a detailed look at his many travels meeting other enthusiasts of Olympism.

You can also find two wonderful opportunities from IOAPA members for IOAPA members: Dr. Holger Preuß (GER) presents the Master's Program in Innovative Coaching in High Performance Sports (HiPer), while Bianca Gama Pena (BRA) invites us to two seminars in Rio de Janeiro on April 29th. Please note that the second newsletter for 2025 is expected to be released in June. We encourage you to share your initiatives in promoting Olympic ideals worldwide with us. The submission deadline is [April 30th](#). If you are organizing or attending any events—such as those related to Olympic Day— [let us know](#) so we can feature them in our next edition.

See you in our Online IOAPA Session! With Olympic regards,
Mateus Nagime, Arete Newsletter Editor.

MESSAGE FROM THE PRESIDENT

Eleni Marina Soukera (GRE)



PAGE 4

Dear IOAPA members and readers of Arete:

As we come to the end of my term as President, I have much to be thankful for and even more to look forward to as we prepare the upcoming Elections. From a successful torch relay in Olympia, where three of our members participated, to the reunion in Paris, we are beginning to prepare our online session and our reunion in Olympia.

Yet, there is still much concern for the safety of millions around the world, and we continue to keep the people under the threat of war or persecution around the world in our thoughts.

As we look forward to the end of the term of the EC and to the new incoming one, IOAPA will continue its mission to bring more IOA alumni together, first with news of the upcoming 19th IOAPA Session. The Session is divided in two parts incorporating both the immensely successful online meeting first piloted in 2021 as well as our traditional in-person session at the IOA campus in Olympia. The online meeting will be held from the 10th until the 13th of April 2025. Our reunion in Athens and at the premises of the International Olympic Academy will take place from the 20th of June until the 27th of June.

As part of this expanded program, we offered two scholarships from the program Hans van Haute Scholarship, which, for the second time, will include funding for both accommodation and flights for the chosen recipient and furthering our ongoing commitment to increasing access to the session. I would once again like to thank the generous support of our friends at Agriturismo Magna Grecia for making this initiative possible.

There will be many other announcements in the weeks ahead, but in the meantime, I would like to thank you all for electing me as President and I would like to meet you all at our online Session and in Olympia.

Yours in Olympism,

Eleni Marina (Marilena) Soukera

IOAPA President

REGISTER FOR OUR ONLINE AND OLYMPIA 2025 SESSIONS!

IOAPA Executive Committee

PAGE 5

Dear Members,

We are excited to share the program for our upcoming sessions! These sessions are designed to provide valuable opportunities for us to connect, both online and in person, and we hope you can join us for both. The General Assembly will take place during the Online Session and will include the election for the new IOAPA Executive Committee.

🎉 These will be great opportunities to come together, learn, and connect. We look forward to your participation!

17 Program Overview:

- 📍 Online Session - April 10th to 13th (online).
- 📍 In-Person Session - June 21st to 27th (Olympia)

Important Dates:

- Registration opened on March 10th
- Online session registration closes on April 3rd (1 week prior to the session)
- In-person session registration closes on June 6th (2 weeks prior to the session)

[Click here to see the Programme, Register and know our Guest Speakers.](#)

More information will be shared soon! If you are not receiving our e-mails, [please let us know](#) and we will add you to our mailing list! We look forward to seeing you and sharing this experience together. Reach out if you have any questions: session.ioapa@gmail.com



IOAPA Official Session

Online and In-Person Session

THE RELAY IN THE IOC PRESIDENCY: Shaping the Future of the Olympic Movement

Carlos Eduardo Villegas Estrada (COL)

*Member National Olympic Academy of Colombia
carlosevillegas@hotmail.com*

The election process

On March 20, during its 144th Session at Costa Navarino, Greece, the tenth president (and maybe the first female president) in the 130-year history of the International Olympic Committee (IOC) will be elected.

This transition marks the end of 12 years of leadership by Germany's Thomas Bach, who will likely be remembered for having "saved" the Olympic Movement. His progressive reforms, implemented through Olympic Agendas 2020, 2020+5, and AI, have reignited cities' interest in hosting the Olympic Games and positioned the IOC as a globally relevant organization in today's world.

According to the protocol established by the IOC Ethics Commission, the names of the following seven candidates (six men and one woman) were revealed on September 15 as contenders to succeed Bach: HRH Prince Feisal Al Hussein (Jordan), Lord Sebastian Coe (Great Britain, Athletics), Mrs. Kirsty Coventry (Zimbabwe, Swimming), Mr. Johan Eliasch (Great Britain, President of the International Ski Federation), Mr. David Lappartient (France, President of the International Cycling Union), Mr. Juan Antonio Samaranch (Spain), and Mr. Morinari Watanabe (Japan, President of the International Gymnastics Federation).

Incredibly, the candidate list does not fully align with the principles of the Olympic Movement as outlined on its referred reforms. It lacks diversity, does not achieve gender parity, and remains Eurocentric. Additionally, four candidates would be unable to complete the full potential 12-year presidential term. Notably absent from the list are prominent female figures such as Nawal El Moutawakel (Morocco) and Nicole Hovertsz (Aruba), the current IOC Vice President, as well as other representatives from the Continental Association Panam Sports.

Among the candidates, one of the most talked-about is Lord Sebastian Coe, who, under current IOC regulations, could initially serve only two years as president, as his IOC membership is tied to his presidency of World Athletics, which ends in 2027.



The seven candidates with the IOC President Thomas Bach.
Image: IOC / Greg Martin.



PAGE 7

By session vote, Coe’s status could be changed to that of an individual IOC member until the age of 70 and, exceptionally, extended to 74 years. This means he could serve a maximum of six years, falling short of the standard eight-year initial term. Similar situations apply to Eliasch, Samaranch, and Watanabe. Lappartient, who could remain UCI president until 2029, would need to transition to an individual IOC membership to serve the full eight years necessary to complete the 12-year term. Meanwhile, Al Hussein and Coventry would only need their individual memberships extended to fulfill the term before reaching the age limit of 70.

Following their official nomination, the seven candidates had to adhere to the “Guidelines for the Election of the IOC President” issued by the Ethics Commission, chaired by former UN Secretary-General Ban Ki-moon. They were required to strictly observe the Principles of Good Governance, the IOC Code of Ethics, and the Olympic Charter. Each candidate also had to submit a “Candidature Document” outlining their plans and projects for the presidency, which was sent in advance to the IOC Chief Ethics and Compliance Officer.

According to the guidelines, candidates were prohibited from engaging in paid advertising, organizing rallies or promotional meetings, accepting donations or material assistance, or participating in public debates with their opponents. They were also barred from using media or journalists to promote their candidacy or withdrawing in favor of another candidate.

IOC members, for their part, were not allowed to disclose their voting intentions or accept invitations to meetings organized by National Olympic Committees or International Federations. All stakeholders in the Olympic Movement were required to remain neutral in the election campaign. The Ethics Commission holds the authority to disqualify candidates and revoke IOC members’ voting rights in cases of violations.

Candidate Proposals

On January 30, 2025, the IOC held a press conference at Olympic House in Lausanne, during which the seven presidential candidates presented their programs to the entire IOC membership. Following these private presentations, each candidate engaged in media interactions moderated by Mark Adams, the IOC’s Director of Communications, where they outlined their programs.



The nine IOC Presidents: Demetrius Vikelas (1894), Pierre de Coubertin (1896), Henri de Baillet-Latour (1925), J. Sigfrid Edström (1946), Avery Brundage (1952), Lord Killanin (1972), Juan Antonio Samaranch (1980), Jacques Rogge (2001), Thomas Bach (2013).



HRH Prince Feisal Al Hussein focused on decentralizing decision-making within the IOC, advocating for increased member input and flexible governance. He proposed adjusting the Olympic Games schedule to mitigate climate change challenges, making hosting more accessible to a wider range of countries. When asked about human rights considerations in host selection, he emphasized strengthening the IOC’s approach by updating the Strategic Framework on Human Rights and collaborating with civil society organizations to ensure compliance with international norms.

David Lappartient emphasized the IOC’s responsibility to uphold human and labor rights, proposing a more proactive stance in governance. He advocated for achieving gender parity in IOC membership by 2036 and adapting Olympic communication strategies to align with the evolving media landscape. On safeguarding athletes’ rights, he stressed the need for stronger “safe sport” initiatives, proposing mechanisms that would allow athletes to report abuse safely while ensuring immediate support and intervention.

Johan Eliasch positioned sustainability and modernization at the core of his agenda. He proposed comprehensive measures to combat climate change and modernized commercial strategies, including private equity partnerships and the expansion of streaming platforms to strengthen revenue streams and audience engagement. When questioned about press freedom during the Olympic Games, he reaffirmed his commitment to unrestricted media access, ensuring that journalists could operate without restrictions, even in reporting on rights-related issues.

Juan Antonio Samaranch proposed a more transparent and efficient bidding process for host cities, ensuring sustainability while maintaining the IOC’s political neutrality. He highlighted the importance of adapting to contemporary challenges while staying true to core Olympic values. In addressing labor rights concerns, he acknowledged the need for stronger protections for migrant workers involved in Games-related infrastructure projects, proposing independent oversight mechanisms to ensure fair labor practices.



Images of Carlos Eduardo Villegas Estrada (COL) with a statue of Baron Pierre de Coubertin and the Paris 2024 Olympic Games mascot



Kirsty Coventry centered her campaign on athlete empowerment and youth engagement. She proposed integrating digital innovations to expand Olympic outreach, particularly through the elevation of the Olympic Esports Series to attract new demographics. Inspired by the Ubuntu philosophy, she emphasized the importance of collective responsibility within the Olympic Movement. On athlete activism and human rights, she called for protective measures ensuring that athletes who speak out on social and political issues are not subjected to undue punishment or sanctions.

Lord Sebastian Coe championed an IOC structure that grants greater decision-making power to its members, ensuring more inclusive governance. He strongly advocated for safeguarding the integrity of women's sports, underscoring the need to maintain fair competition. On human rights, he pointed to initiatives implemented during his leadership at World Athletics as proof of his commitment to upholding these principles within the Olympic Movement.

Morinari Watanabe introduced an ambitious vision of hosting the Olympic Games simultaneously across five continents to enhance global participation and commercial opportunities. He stressed the importance of leveraging IOC members' expertise more effectively and embracing digital transformation to attract younger audiences. Addressing concerns about safeguarding standards, he proposed improvements to the IOC's Integrity and Compliance Hotline, reinforcing confidential reporting systems for athletes and stakeholders while ensuring effective mechanisms for redress and support.

Conclusions and predictions

The 2025 IOC Presidential election represents a defining moment for the Olympic Movement, where stability and tradition must be balanced with the evolving demands of global sports governance. While the IOC remains a leader in innovation and institutional strength, its next president will need to address emerging challenges such as digital transformation, shifting media consumption, and financial sustainability. These factors require not only strategic refinement but also the ability to reinforce the Games' relevance among younger generations while maintaining the Olympic values that have shaped its global prestige. The election will ultimately determine how the IOC



Table 1. Profile of the seven candidates

Name	Nationality	Sport	Born	Age MA R20 25	COI from	Maximum office term		Olympic medals
						x affiliation	x age	
 HRH Prince Feisal Al Hussein	 Jordan	N/A	11 OCT 1963	61	2010	2 + 7 years	9 + 4 years	N/A
 Lord Sebastian Coe	 Great Britain	Athletics	29 SEP 1956	68	2020	2 years	2 + 4 years	2 G 2 S
 Mrs Kirsty Coventry	 Zimbabwe	Swimming	16 SEP 1983	41	2013	+ 12 years	+ 12 years	2G 4S 1B
 Mr Johan Eliasch	 Great Britain	President International Ski Federation (FIS)	15 FEB 1962	63	2024	7 + 4 years	11 years	N/A
 Mr David Lappartient	 France	President International Cycling Union (UCI)	31 MAY 1973	51	2022	+ 12 years	+ 12 years	N/A
 Mr Juan Antonio Samaranch	 Spain	N/A	1 NOV 1959	65	2001	5 + 4 years	9 years	N/A
 Mr Morinari Watanabe	 Japan	President International Gymnastics Federation (FIG)	21 FEB 1959	66	2018	4 + 4 years	8 years	N/A

preserves its autonomy and navigates a complex geopolitical environment where the role of sport as a unifying force is increasingly tested by political tensions and economic pressures on host nations.

To contribute to the predictions about who might be elected, it is important to consider the electors who have the right to vote during the in-person session. Of the 109 current IOC members, the seven candidates must be excluded from voting, leaving a maximum of 102 votes. If gender solidarity prevails, Coventry could count on 46 votes, nearly enough to secure the presidency, given that the remaining 56 votes would be distributed among the six male candidates. However, if continental association solidarity takes precedence, the 41 European votes would be split among four candidates, the 25 Asian votes between two candidates, and Coventry would likely secure Africa's 17 votes. This scenario may

Jacques Rogge
announcing Thomas
Bach as the ninth
IOC President
during the 125th
IOC Session in
Buenos Aires (ARG),
in 2013. Image:
Getty Images.



Table 2. geographic divisions

	Continental Association	NOCs	IOC Members	No. of candidates
	Association of National Olympic Committees of Africa – ANOCA	54	17	1
	Panam Sports	41	19	0
	Olympic Council of Asia – OCA	45	25	2
	Oceania National Olympic Committees – ONOC	17	6	0
	European National Olympic Committees	49	41	4
	UNHCR-Recognized Refugee	0	1	0

mean that the 19 votes from Panam Sports would ultimately decide the election.

What will Bach’s succession plan be, if he has one? He should not have one, but his affinity for Coventry and Lappartient is undeniable, as he was frequently seen with them during the recent Paris 2024 Olympic Games. The next president will not only inherit the legacy of a redefined IOC but will also bear the responsibility of guiding it through an era of increased global scrutiny, shifting economic realities, and the constant challenge of ensuring that the Olympic Games remain a symbol of excellence and unity in an ever-changing world.

THE FACES OF THE GAMES: A Look at Olympic Mascots

Arman Avetisyan (ARM)

The Olympic Games are not merely a competition between the best athletes but also a stage for showcasing the history, culture, and spirit of the host city and its people. This cultural expression is often vividly captured in the design and symbolism of Olympic mascots, which have become an integral element of the Games since 1972.

The first official Olympic mascot appeared during the 1972 Munich Summer Olympics. Named Waldi, this dachshund embodied qualities like endurance, tenacity, and agility—traits crucial for athletic success. Waldi's colorful design, featuring light blue striped body sections, and the Olympic colors, reflected the vibrant spirit of both the Games and Bavarian culture. However, mascots had already appeared in unofficial capacities before 1972. For example, the 1968 Mexico City Games featured Chuck Mool, a soft toy jaguar symbolizing the cultural identity of Mexico City. The name "Chuck Mool" is derived from Mayan culture, highlighting the ancient roots and deep historical connection of the mascot to the host city.

Olympic mascots serve a dual role: they represent the cultural identity of the host city while conveying the Olympic spirit. This balance between local and international symbolism is essential to their design and success. For instance, at the 1980 Moscow Olympics, the mascot Misha, a bear, was chosen due to the bear's cultural significance in Russia. Misha's success was, in part, due to her iconic, friendly image, which became synonymous with the Moscow Games and remains one of the most beloved mascots in Olympic history.

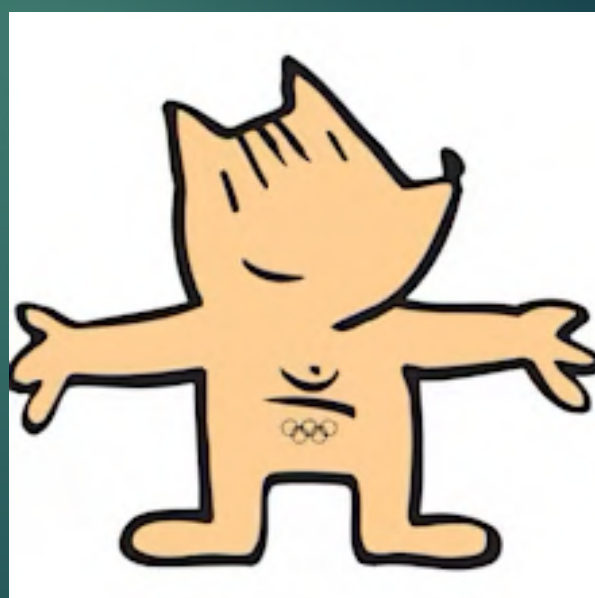


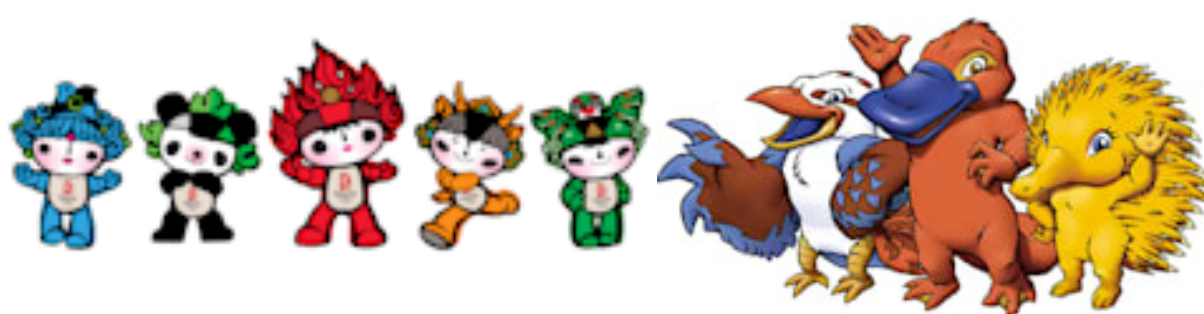


Los Angeles followed Moscow's lead in 1984 with Sam the Eagle, representing American culture. Sam's cheerful and friendly appearance, paired with his national flag-themed hat, brought out a sense of pride and joy, which resonating well with both American and international audiences. The symbolism of national animals continued at the 1988 Seoul Olympics, where Hodori the Tiger was chosen to represent Korea. Tigers frequently appear in Korean folklore, and Hodori's traditional hat, the sangmo, further emphasized the mascot's connection to Korean history and culture.

The mascots of the Games are not limited to animals, however. Some of the more innovative mascots have taken abstract or non-living forms. The 1996 Atlanta Games introduced Izzy, an IT product mascot, which was neither animal, human, nor object but rather a digital, futuristic character. Though initially met with mixed reactions, Izzy represented the growing influence of technology and innovation in the modern era. Similarly, the 2004 Athens Games mascots, Phevos and Athena, embodied the ancient Greek roots of the Games, symbolizing the connection between ancient Olympic ideals and modern competitions.

As globalization intensified, the cultural significance of mascots became even more prominent. In 2008, the Beijing Olympics introduced five mascots: Beibei, Jingjing, Huanhuan, Yingying, and Nini, collectively called the "Fuwa". Each mascot represented ↘



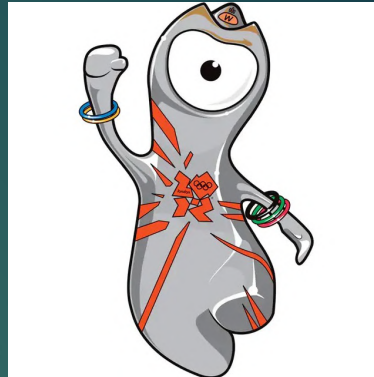
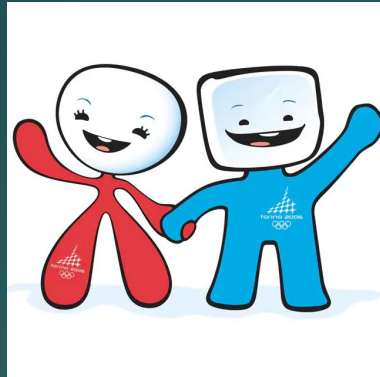


a natural element and a significant Chinese cultural symbol, from the fish to the panda, all while incorporating the colors of the Olympic rings. Together, their names formed a welcoming message, "Beijing Huan Ying Ni", which translates to "Welcome to Beijing". This carefully crafted set of mascots highlighted China's rich cultural heritage and diverse natural landscape, while also reflecting the Olympic spirit of friendship and unity.

Olympic mascots continued to evolve into the 21st century, often serving as ambassadors of both local culture and the global values embodied by the Games. For the 2012 London Games, Wenlock, named after the town of Much Wenlock, paid homage to the historical roots of the modern Olympics. His design, featuring a headlight reminiscent of London taxis and a camera lens for an eye, captured the city's identity in the contemporary, digital age.

In more recent times, the Tokyo 2020 mascot, Miraitowa, combined tradition with innovation. The name, a blend of the Japanese words for "future" and "eternity", symbolized the hopeful vision of a better future—an especially poignant message





given the Games' postponement due to the COVID-19 pandemic. Miraitowa's design echoed Japan's rich cultural heritage while also projecting optimism and resilience.

Each Olympic mascot tells a unique story, representing the history, culture, and values of its host city. The mascots, often animals or creatures significant to the local environment, are imbued with cultural symbolism and represent the Olympic ideals of unity, perseverance, and excellence. Whether through Misha's enduring appeal or Miraitowa's modern vision, mascots play a crucial role in connecting the local identity of the host city with the global stage of the Olympic Games.

Olympic mascots are not randomly chosen; they are carefully crafted to reflect the history, culture, and values of the host city while embodying the Olympic spirit. From ancient Greece to modern times, these mascots have evolved into iconic symbols of the Games, connecting the local with the global and enhancing the cultural legacy of the Olympics. Through colors, animals, and historical references, each mascot tells a story, reminding us of the enduring power of sport to unite and inspire.





WHAT ARE YOUR FAVORITE OLYMPIC OR PARALYMPIC MASCOTS?

Write us and let us know your favorite Olympic or Paralympic mascots! Are there any mascots from other Sports Events that are also memorable? Do you have any great pictures with mascots during the Games? Or are they still with you at your home now? Send to us and we can publish your message and/or photo on the next ARETE edition!



THE LUXURY OF OLYMPISM & THE OLYMPISM OF LUXURY: From Coubertin to LVMH

Xavier Jeannin (FRA)

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The Masterclass was attended by 76 individuals from Africa, North and South America, Asia, and Europe, representing approximately 35 different countries.

LVMH Moët Hennessy Louis Vuitton, the global leader in luxury, partnered with the Paris 2024 Olympic Games to merge luxury with sports. Louis Vuitton crafted trunks for the Olympic torches, Chaumet designed the medals, and other brands like Dior, Celine, and Sephora contributed to the event. LVMH also selected seven athletes to represent its values. The €150 million investment highlights a long-term commitment, strengthening LVMH's global position while aligning with Olympic values.

Why Does the Luxury Industry Seem So Eager to Align Itself with Sports?

Financial Model & Historical Foundation: The Olympic Games, revitalized in 1896, became a global cultural and commercial phenomenon under Juan Antonio Samaranch in 1992. TV broadcasting and sponsor partnerships enhanced the Games' global reach, laying the foundation for luxury brand involvement.

Evolving Luxury-Sports Relationship: Since 2017, LVMH has engaged with major sports events like the NBA and the FIFA World Cup. Other brands, such as La Martina with polo and Hermès with equestrian sports, have long-standing connections to the Olympics. Richard Mille's partnership with Rafael Nadal is another iconic example.

Luxury Sportswear Market: The luxury sportswear market is expanding, driven by changing lifestyles and growing interest in fitness. Luxury brands entering this space focus on sustainability, personalization, and technology.

Why This Relationship Works: Sports align with luxury through shared values of performance, aspirational goals, and global appeal. Both sectors target affluent, globally-minded consumers who value innovation and quality. Sports provide unique branding opportunities, while sustainability efforts resonate with modern consumers.

Future

The luxury industry will be shaped by shifting consumer behaviors and economic volatility. As consumer demands evolve, brands must embrace sustainability,





*SPEAKERS: Ivan COSTE-MANIERE, Justine KASZUBA, Yanqiu WEI, Léa CANA,
Moderator: Xavier JEANNIN*



personalization, and digitalization while staying true to their core values of craftsmanship and exclusivity. Economic uncertainty and market fluctuations will continue to challenge luxury brands, requiring them to develop resilient business models, diversified revenue streams, and adaptive strategies to navigate unpredictable global conditions.

Scandals

The LVMH Olympic medal issue during the Paris 2024 Games raised concerns about quality control and corporate responsibility. After LVMH secured the contract to produce the medals, athletes reported tarnishing due to a flawed varnish, caused by changes in EU regulations. This damaged LVMH's reputation and raised questions about material quality, transparency, and the Olympic Committee's oversight. Public outcry and media coverage intensified the scrutiny.

To prevent future issues, experts proposed greater control, third-party inspections, and better communication between brands and the Olympic Committee. Regular audits and material pre-approvals were also recommended. The incident highlighted the need for luxury brands to balance innovation with reliability when partnering with high-profile events, ensuring the integrity of Olympic symbols.

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 nagime.ioapa@gmail.com and we may just publish them.

FROM SOLON AND ATHENS TO... IOAPA activities around the world

Ivan Coste-Manière (FRA)

When the International Olympic Academy (IOA) was created in 1961, in Olympia and Athens, the Olympic Movement had decided to develop a unique pedagogical tool. Participants in any of the sessions held during these 64 past years have been sharing the Olympic spirit with a truly democratic and multicultural approach. Solon could have been a great partner for Baron Pierre de Coubertin, as Demetrius Vikelas was.

For the past six months, I have been more than happy to share some wonderful experiences with some of our Olympic friends, whether in China, Seychelles, India, the Maldives, Mexico, Mauritius, Sri Lanka, Tanzania... National Olympic Committees (NOCs), National Olympic Academies (NOAs), universities, and museums have asked us to organize events, workshops, and seminars to strengthen their various sessions devoted to transmitting the Olympic Values.

Numerous art and history exhibitions have even been organized not only during the official ceremonies of the Paris 2024 Olympic Games in Olympia, Paris, Nice, Lille, and Marseille but also throughout the entire year in Muscat, Port Louis, Colombo, Praslin, Delhi, Malé, among other locations.

Not only is the IOAPA continuing to move forward, but with the help of its members and friends, it is also boosting actions that could not be undertaken by other Olympic entities and bodies.

Diving with my friend Dee Barwani (Ehdaa), a female instructor who also teaches disabled people in the Gulf Cooperation Council (GCC), where she is teaching in all these beautiful countries, has definitely been part of the Agenda 2020+5 as defined by President Thomas Bach.





We even had the opportunity to light the flame underwater before the official Paris 2024 flame in Muscat, before diving again in my country. Sustainability, equality of genders and of chances, have been at the heart of numerous actions. Additionally, we have contributed to some great sessions with our friend Hisham Al Adwani, IOAPA and ICPC member, and Mohammed Al-Rahbi, NOC Director of Oman, dealing on the upcoming official opening of the Olympic Museum of the Sultanate.

In France, at SKEMA Business School and some other universities, we could welcome my friend, President Isidoros Kouvelos, who has now also elected President of the Hellenic Olympic Committee.

In India, at the Museo Camera, India's first center For the photographic arts, with our friend Aditya Arya, Director, some workshops have been organized to revive the cyanotype technique.

In Mauritius, some of the MSc in Luxury & Fashion Management students of the SKEMA Business School have been designing and producing the t-shirts displaying both the IOA and IOAPA logos. These t-shirts have been sent to Olympia where they could be used during the official Lighting of the Flame ceremony in Olympia, when sharing this precious moment with all the students of the Olympic Studies Master's program from Sparta to Olympia.



Left to right: Prof. Konstantinos Georgiadis, Mr. Isidoros Kouvelos, Mr. Ivan Coste-Manière, and Ms. Alexandra Karaiskou.



In Sri Lanka, the first meetings with Vice-President of the NOC, Niloo Jayatilake, have led to others, involving many young volunteers and members of the administrative staff at the Palais des Sports of Colombo, a great museum that is visited by schools and numerous tourists. IOAPA will also be a partner of the next “Gender Equality Award”, in collaboration with the ICPC and the CFPC, while our friend Ms. Dinkey Bandara from Sri Lanka has been announced as the recipient of the Hans Van Haute Scholarship 2025.

In February 2025 we launched the “IOAPA Masterclass Series”, a dynamic and engaging conference, led by three great SKEMA students, Léa Cana, Justine Kaszuba, Yanqiu Wei, and myself. The topic “The Luxury of Olympism and the Olympism of Luxury: From Coubertin to LVMH”, will become a real academic paper.

Keep the flame burning, from Ancient Olympia, and the IOA to the rest of the world - a definitive motto and a painting by Gianni Immordino: an everlasting Olympic painting created when the flame left the ancient Greek harbor and reached Marseille last May.



MASTERS' PROGRAM: Innovative Coaching in High Performance Sports (HiPer)

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Johannes Gutenberg University Mainz (GER)

We are excited to share the success of our Master's programme, "Innovative Coaching in High Performance Sports" (HiPer), at Johannes Gutenberg University Mainz! Building on the achievements of the first two cohorts, we are pleased to announce that applications for the third cohort, starting in April 2025, are now open.

This part-time executive Master's programme (3-8 semesters) is designed for flexibility, with 100% of the curriculum offered online, complemented by cutting-edge VR technology for an interactive and modern learning experience n+ PLUS one summer school LIVE in Germany. HiPer is tailored for coaches, athletes preparing for post-career opportunities, and sport directors, providing a unique blend of scientific knowledge and practical application to enhance expertise in high-performance sports. It is ONLY 8500 Euros for the entire 2-year full university master!

Why choose the HiPer Master's programme?

- 1. Renowned faculty:** Learn from leaders in sports science, coaching, and management. And lecturers from other countries (we try to get the best)
- 2. Innovative formats:** Participate in seminars (online and VR) that integrate theory with real-world practice.
- 3. Global connections:** Network with coaches, athletes, and professionals across sports and disciplines worldwide.
- 4. Flexible pathways:** Earn a university Master's degree part-time—even if you don't hold a Bachelor's degree.



Master in Innovative Coaching in High Performance Sports

FULL MASTER - GERMAN UNIVERSITY

This is a full Master Program comprising 120 ECTS credits and designed for part-time study.

FLEXIBILITY

You have the flexibility to choose the number of semesters (3-8 Sem.) based on your working situation.

EVERYWHERE

This international program provides 100% online courses & 1 live block seminar.

INCLUDES
FREE VR GLASSES
WITH TUITION
PAYMENT



Starting in April 2025



Take the next step in advancing your career and discover how HiPer can elevate your expertise! Visit www.hipercoach.net or explore our detailed brochure for more information. Know someone who would benefit from this programme? Please share this opportunity with them!

If you have any questions, I would be delighted to assist—just email me, Rolf Hufft, at hiper@uni-mainz.de. We'd also be happy to meet with you to provide further insights—feel free to contact us to schedule a short appointment.

Warm regards,

Prof. Dr. Holger Preuß & Prof. Rolf Hufft

SPECIAL OPPORTUNITY FOR ARETE READERS

The general application deadline has already passed, but Arete readers will have a SPECIAL EXTENSION: Applications will be accepted until March 20th. Please send an email to preuss@uni-mainz.de to apply or if you have any questions. Don't forget to mention that you saw this in ARETE.



"The evolution of coaching is crucial. Today's generation of athletes requires different approaches than those used in the past. Coaches must adapt their skills and qualities to meet these changing needs and ensure the future success of sports."

Anthony Ervin

US-American Swimmer
Three time Olympic Gold medalist (Sydney 2000, Rio 2016)
Two time Worldchampion (Fukuoka 2001)

UERJ SUMMIT 2025

II Seminar on Innovation, Technology and International Cooperation & I Seminar on Postgraduate Studies in Exercise and Sports Sciences

Bianca Gama Pena (BRA)

UERJ SUMMIT, organized by Bianca Gama Pena, IOAPA member, serve as a bridge between nations, promoting academic diplomacy and strengthening ties between different cultures and traditions, transcending geographical and institutional borders.

With the goal of bringing together the innovation ecosystem, government, university, companies, investors and organized civil society, Uerj Summit aims to debate topics such as sport, Olympism, culture, education, sustainability, technology and innovation.

It will be on April 29th at the State University of Rio de Janeiro.

For more information access at www.uerjsummit.com.br



Bianca Gama Pena

Professor at UERJ
Coordinator of the UERJ Social
Technology Laboratory
Entrepreneur



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 APAST 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).

Master's Degree Programme in "Olympic Studies, Olympic Education, Organization and Management of Olympic Events" (Msc) - IOA/UoP (2025-2027)

The Department of Sports Organization and Management (located in Sparta, Greece) at the University of Peloponnese, in collaboration with the International Olympic Academy, is organizing the Master's Degree Programme for the 2025-2026 academic year. The programme will take place in Ancient Olympia and Sparta. Lectures are conducted in English, and the deadline to apply for the 2 next cohortis April 30th. For more information, visit the [IOA website](#) or contact master@ioa.org.gr.

JOIN US ON SOCIAL MEDIA!

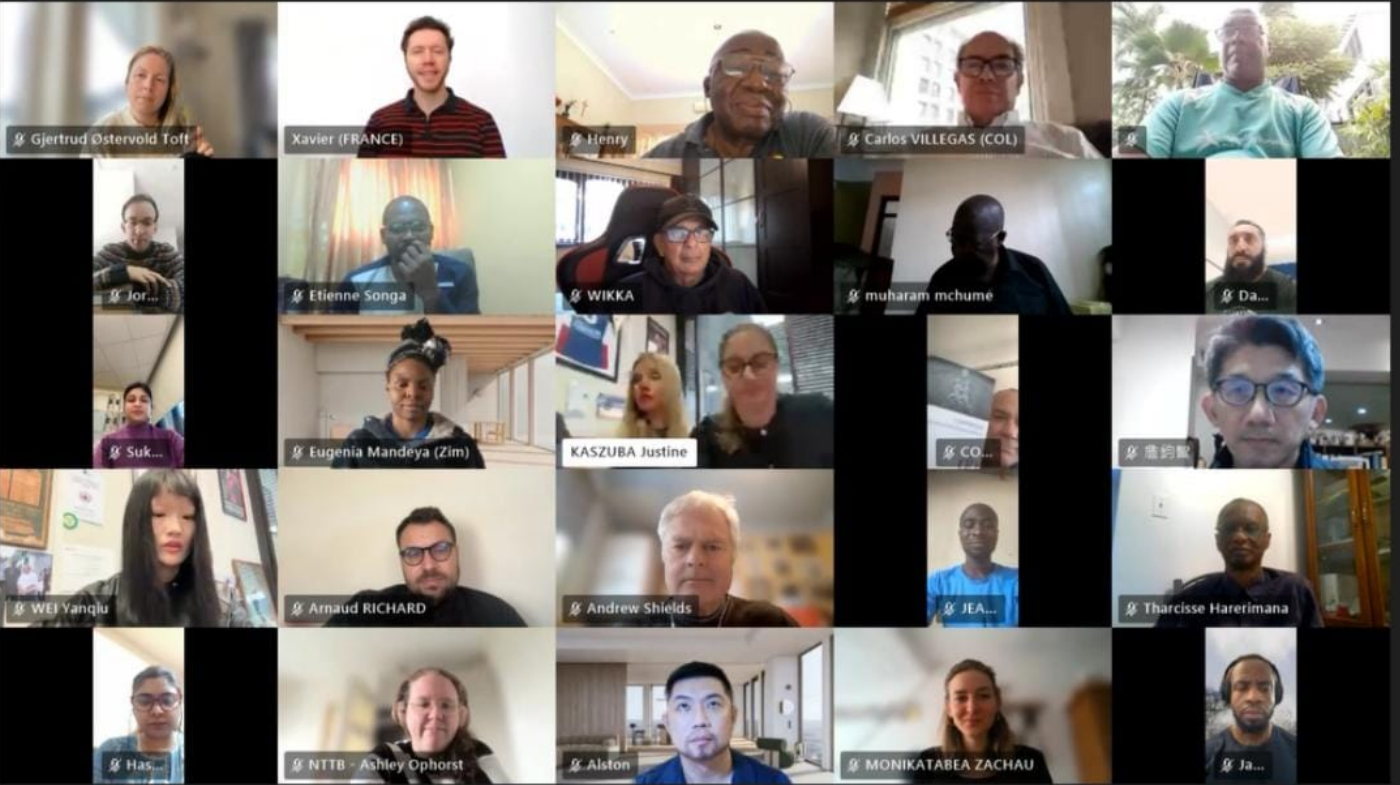
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CONTRIBUTE TO ARETE NEWSLETTER!

Did you attend an interesting sports conference?
Did you organize a sport-related event in your country?
Are you working on a sports-related dissertation or paper?
Share your experiences with us and contribute to the ARETE NEWSLETTER!

If you have any ideas on how we can improve ARETE or make it more representative of IOAPA members, feel free to reach out to the Newsletter Editor, Mateus Nagime, at nagime.ioapa@gmail.com



Attendees of the IOAPA Masterclass, *The Luxury of Olympism and the Olympism of Luxury: From Coubertin to LVMH*, held on February 4th, 2025.



The important thing in life is not the triumph, but the fight; the essential thing is not to have won, but to have fought well

- Pierre de Coubertin -



DO YOU HAVE ANY SPECIAL MEMORY FROM THE IOA ?

Let us know and we may publish your memories from the IOA and Olympia in our next ARETE editions!!!

Join us in creating new memories in June for our IOAPA Session!

Please **SEND YOUR ANSWER** to the newsletter editor at: nagime.ioapa@gmail.com