

# ARETE NEWSLETTER

SEPTEMBER 2025

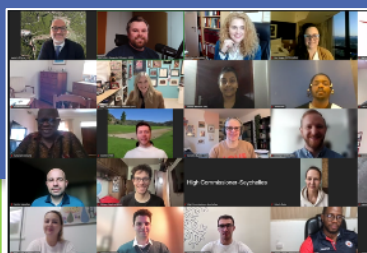


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## HIGHLIGHTS



### 2025 IOAPA ONLINE SESSION + MEET THE NEW EC

Laurel Brassey Iversen recalls the IOAPA Online Session “Paris Reflections: Lessons for a Brighter Olympic Future”, with four guest speakers, several activities, and the presence of Makis Asimakopoulou, new IOC Director, and Charilaos Tsolakis, new IOA President... (p. 5)

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### ARTIFICIAL INTELLIGENCE & THE FUTURE OF OLYMPISM: THE ROLE OF NATIONAL OLYMPIC COMMITTEES

Eduardo Pereira Coelho reflects on how Artificial Intelligence challenges the core values of Olympism and is reshaping sport. His master's thesis argues that NOCs can embrace technological progress, while upholding Olympic values and humanist ideals... (p. 13)

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### 30 MARATHONS IN 30 MONTHS FOR 30 km/h SPEED LIMITS

George Yannis combined marathon running with road safety, completing 30 marathons in 30 months to promote 30 km/h limits. His campaign showed how lower speeds save lives, cut pollution, and create healthier, safer cities worldwide, and now he shares all about it... (p. 16)

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# EDITORIAL

Mateus Nagime (BRA)



Dear Readers,

Welcome to the September edition of the Arete Newsletter! This issue was originally planned for publication in June, just before the 19th IOAPA Session in Olympia, and the final days of the 2023-2025 Executive Committee. That's why it includes a farewell President letter from **Eleni Marina Soukera (GRE)**, who serves now on the EC as Immediate Past President. For personal reasons and entirely out of my responsibility, the publication was delayed, for which I apologize to all the contributors and readers. I have initiated a sub-committee to modernize **ARETE** and help keep the publication on track. I appreciate all the help of its members: more news on that to come!

I would like to take the opportunity to thank Marilena for all the work she has done over the past two years, and also to our EC departing members: **Laurel Brassey Iversen (USA)**, Vice-President, 1st and 3rd IOAPA President, who since the end of 2024 has been organizing both the online as the Olympia IOAPA sessions; **Yarden Har Lev (ISR)**, IOA Liason, and long-serving Newsletter Editor for six years; **Marie-Lou Noirot (FRA)**, Internet Coordinator; **Matt Myung-Sok Kwak (GER)**, Treasurer; and **Alson Choong (MAS)**, Secretary. I also acknowledge and congratulate the members who are continuing in the EC in new roles, responsibilities, and challenges: **Xavier Jeannin (FRA)**, former Marketing Officer, now President; **Samantha Matavata (ZIM)**, former Head of Country Coordinators, now Vice-President; and **Ivan Coste-Manière (FRA)**, former Research Officer, now IOA Liaison.

A warm welcome to the members who are joining the Executive Committee for the first time: **Ashley Ophorst (NED)**, Secretary; **Dimitrios Asproulis (GRE)**, Treasurer; **Gjertrud Østervold Toft (NOR)**, Internet Coordinator; **Jonathan Mbula Lionge (COD)**, Marketing Officer; **Michael Thomas Kwiatkowski (CAN)**, Head of Country Coordinators; and **HsinWei Chen (TPE)**, Research Coordinator.

Finally, I want to thank you all for your trust in re-electing me as Newsletter Editor. I appreciated your support and hope to make it easier for **YOU, IOAPA MEMBER**, to contribute to the newsletter. We are always eager to share the work made by our community. On that note, a big **THANK YOU** to everyone who contributed to this edition newsletter. Enjoy your reading! With Olympic regards,

Mateus Nagime, Arete Newsletter Editor - [newsletter.ioapa@gmail.com](mailto:newsletter.ioapa@gmail.com)



# MESSAGE FROM THE IMMEDIATE PAST PRESIDENT\*

Eleni Marina Soukera (GRE)



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This is my last letter to you in Arete as President of IOAPA.

When I first came to office in 2023, we, as an organisation, sought to increase our members' connection to the IOA and to each other. In that time the world has gone through many challenges, crises, and conflicts. However, with those challenges came new opportunities to demonstrate how Olympism can serve as a guiding light in the world today. We also found new ways to interact and contribute to the work of the IOA, spreading its message to more people around the world even when we were forced apart.

IOAPA now has a membership of over 1200 people, partnerships that span various national Olympic academies, initiatives that promote inclusivity and representation at our events, and multiple years of expertise in utilising virtual platforms to deliver the educational message of Olympism to the world. Despite our physical distance apart from each other, we, as members of this great organisation, are in fact closer to each other and the IOA than ever before.

The 19th IOAPA Session both online and in-person in Olympia was an opportunity for all of us to celebrate this community and our accomplishments. I looked forward to seeing as many of you as possible at these events, to thank you one last time for giving me the opportunity to represent you over all these years.

I would like to take a moment to thank Dean Kostas Georgiadis and his staff at the IOA for their collaboration as we sought to increase our members' contributions and connections to Olympia. Additional thanks to Vice President and founding member of IOAPA Laurel Brassey Iversen for believing in me and supporting my work in leading this association. And final thanks to Mr Makis Asimakopoulos, the Director of the International Olympic Academy for giving us the opportunity to create strong bonds between IOAPA and IOA.

I hope you enjoy this edition of Arete and thank you for your support during my time as president. It has been an honour of a lifetime to serve you the Olympic movement.

Yours in Olympism!

Eleni Marina (Marilena) Soukera, IOAPA President

*\*This letter was written on June 20th, before the handover to the new President, Xavier Jeannin.*



## 2025 IOAPA Online Session

Laurel Brassey Iversen (USA)



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The third on-line session of the IOAPA was conducted April 10-13, 2025. The Session Planning subcommittee organized both an online business meeting and the traditional session in Olympia for those who could attend within two months of each other. The main topic for the session was “Paris Reflections: Lessons for a Brighter Olympic Future”. Our finest member guest speakers shared their unique experiences from the Paris Games. The business meeting comprised mostly of executive committee reports was held on day 2.

Virtual elections went smoothly after a slow start due to some individual technical challenges. The software program was very secure and easy to follow. 25 people put their names forward for positions in the Executive Committee. The resulting election saw a very diverse EC emerge comprised of men and women from all parts of the world and maintained some experienced members joined by an equal number of new enthusiasts.

For the first time we were joined by the IOA President, Mr. Charalaos Tsolakis and the IOA Director Makis Asimakopoulos. We had four amazing Guest Speakers for the session:

- Christian Kern (BRA)
- Hsin Wei Chen (TPE)
- Samantha Matavata (ZIM)
- Marie Lou Noirot (FRA)

In addition to these fine speakers, we added some fun activities such as art workshop and social gatherings. Feedback from the session was very positive however some people felt that four days was a bit too long.

There were many people involved in orchestrating such a session as it's like a live-television production. Every minute must be planned and executed in a timely manner with so many people online for the “show”. You will find a list of people who had a hand in planning and delivering the session. It was a pleasure working with all of them and we offer our deepest thanks to all of them and to those that made it a priority to attend the session. We are continually amazed by the comradery that can be felt in an on-line setting with so many participants.

## SHARE YOUR IOAPA MEMORIES WITH US!

We'd love to hear from you! Share your thoughts – and maybe some pictures? – about the IOAPA Online Session with us at ARETE! It can be just a sentence or a full article – whatever you feel like sharing. What did you enjoy most about the session? What moments still stand out to you? If you have memories from previous sessions that you'd like to share as well, feel free to email us at [newsletter.ioapa@gmail.com](mailto:newsletter.ioapa@gmail.com)

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The program for the first day was extraordinary as we had some special guests and great content for session. After a welcome message by IOAPA President **Marilena Soukera** (GRE) we were honored to have the new IOA President, **Charilaos Tsolakis**, address the members. Not only was he in attendance at the start of the program and chatted with people, but after his address to the participants, he remained in the meeting to hear the next presentations.

An historical and current relevant structure of the IOAPA including challenges facing the Association by Vice President, **Laurel Brassey Iversen** and the proposal for a new Alumni structure by **Makis Asimakopoulos**, IOA Director. It is the first time the IOA President and Director have attended the Online Session. Their presence and messaging were quite positive, and we are encouraged by the content and interaction.

As we look forward to a new era of cooperation with the IOA we offer a brief introduction of **Dr. Tsolakis**. He is currently Professor at the School of Physical Education and Sport Science at the National and Kapodistrian University of Athens and Sports Director of Sport Excellence at the 1st Orthopaedic Clinic at Attikon General University Hospital.

He holds a Bachelor and a PhD in Sports Science from the National and Kapodistrian University of Athens and has also conducted a Post-Doctoral Thesis with a scholarship from the State Scholarships Foundation (IKY).

His academic experience, which spans over 30 years, encompasses teaching at undergraduate and postgraduate level, supervision of multiple master and doctoral dissertations, numerous presentations at Seminars and publications in national and international research journals as well as the co-writing of two books on fencing.

A former athlete, 5 times national champion in fencing and 6 times national champion in modern pentathlon, with 35 participations with the national team, Dr Tsolakis has also over thirty years of work experience with children, cadets, junior and elite athletes in the Greek national team of fencing and has participated as a fencing coach in the Olympic Games of Athens 2004, Beijing 2008 and London 2012.



## President Tsolakis Address to the IOAPA Members during the Online Session

**Charilaos Tsolakis (GRE)**

Dear IOAPA Members,

First of all, allow me to wholeheartedly thank you for your kind invitation to address you on such a significant event, since apart from the on-line session the next days you will carry out your election procedures, a fundamental step in shaping the future leadership of your association. As the new President, I reassure you that I will give my best to lead the IOA with dedication and a vision that will inspire the Youth to truly appreciate the importance of Olympic Education. IOA's former President, Mr. Isidoros Kouvelos, has left behind a significant legacy and with your support and encouragement we will continue to flourish making a strong impact in the Olympic Family.

IOAPA, an association shaped from past participants who were motivated by their deep feeling of loyalty for the International Olympic Academy, enhance IOA's role in the Olympic Movement by motivating people to scale the experience and knowledge gained from their visit to the IOA in an effort to promote the Olympic Ideals back in their respected countries, in a spirit of solidarity, mutual respect and friendship. In cooperation with the IOA, IOAPA may thrive and contribute to the dissemination of the Olympic Values worldwide and I am more than confident that together we will build a future defined by excellence, innovation, and unity. I encourage you all to take an active role, contribute to discussions, and uphold the principles that will make this cooperation strong.

Mr. Asimakopoulos, IOA director who is also here with us today, has already informed you on the IOA's proposal to further strengthen our ties with the IOA Alumni community by establishing the IOA Alumni Engagement Office inside the IOA administration structure. Given our shared goals and commitment to Olympism, we believe that a collaboration with certain parameters would be mutually beneficial and contribute significantly to our respective missions.

I am looking forward to working with the new board and I wish each and every one of you a fruitful and productive session.



## SHARE YOUR IOAPA MEMORIES WITH US!

We'd love to hear from you! Share your thoughts – and maybe some pictures? – about the IOAPA Online Session with us at ARETE! It can be just a sentence or a full article – whatever you feel like sharing. What did you enjoy most about the session? What moments still stand out to you? If you have memories from previous sessions that you'd like to share as well, feel free to email us at [newsletter.ioapa@gmail.com](mailto:newsletter.ioapa@gmail.com)

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In April, all IOAPA members received by email the Proposal for the IOA Alumni Engagement Office IOA-AEO. We will highlight a few points here. If you would like a copy of the proposal again, please request it from the secretary: [secretary.ioapa@gmail.com](mailto:secretary.ioapa@gmail.com)

IOA Director, Makis Asimakopoulos, outlined the IOA's proposal for a newly structured Alumni Association with financial and staff support from the office in Athens. The timing of this information was quite important because of the election of the next Executive Committee would take place in three days' time. The new IOAPA EC would be making decisions regarding the proposal.

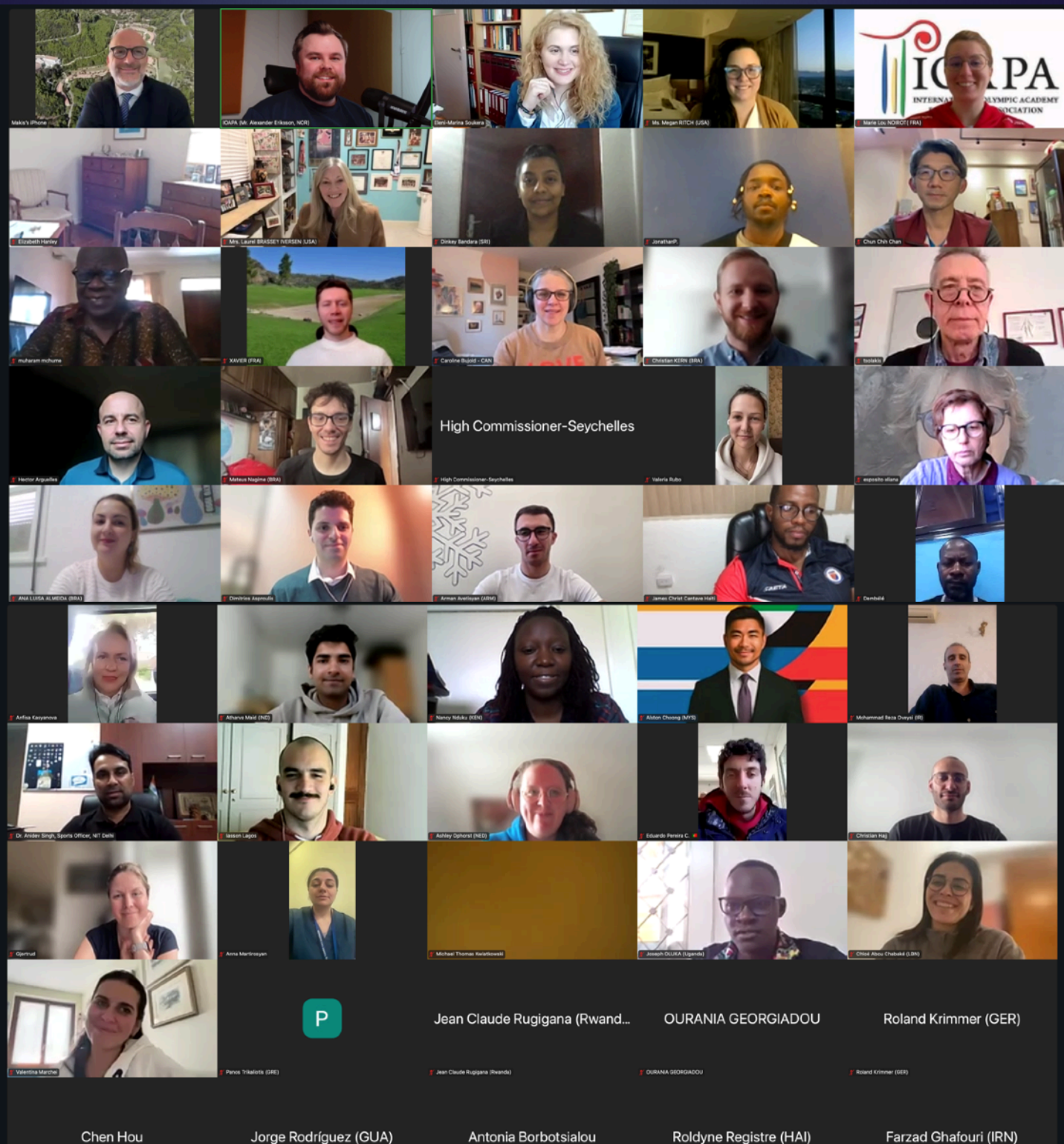
The IOAPA EC would act as an advisory board to the AEO. The AEO will be committed to inform, engage and partner with all IOA alumni, securing financial support from a diverse spectrum of stakeholders (whenever possible) while at the same time, with strategically aligned communications, engagement programs and social responsibility events will promote the mission and goals of the IOA.

The Director laid out many points and reiterated many times that the IOA is open to discussion on the structure and how the new AEO will incorporate the IOAPA EC. He expects that everything will be in place by the end of 2025 and looks forward to more dialogue and discussion during the upcoming IOAPA Official Session in Olympia June 21-27, 2025.

The EC had prepared a list of questions for the Director which he addressed, but many points had not yet been developed. Makis invites any IOAPA member to contact him directly: [director@ioa.org.gr](mailto:director@ioa.org.gr).

The first part of the draw for a possible IOAPA spot in the Torch Relay for Milano Cortina 2026 also happened in the Online Session. As already written in other Arete editions, IOAPA traditionally has been awarded with sports for the Olympia part of the relay, although it is not guaranteed, and the awardees have to pay all their expenses. Again, we will present the winners and explain it in detail on the article for the IOAPA Session in Olympia, where the second part of the draw took place.

Official Photo of our IOAPA Online Session,  
held for the 3rd time on April 10-13, 2025



# MESSAGE FROM THE PRESIDENT

Xavier Jeannin (FRA)



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Dear IOAPA members and readers of Arete,

As the newly elected President of IOAPA, I would really like to express my sincere and heartfelt gratitude to the membership for their trust and support. I would also like to extend my gratitude to the IOA team, because without you and the IOA, we would not be awarded this great international opportunity we all cherish. I am also seizing the opportunity to congratulate everyone for their participation in the elections and all the members who are elected stewards to the New Executive Committee, I express my trust to all of them, as we work for you, the community.

The new Executive Committee is actively working on strategic goals:

- Strengthening ties with the IOA with a memorandum to be finalized before the end of the year and help the Academy to shine more!
- Develop new strategic partnerships with Olympic organisations, past participants, academics and teachers in the field of spreading Olympism.
- Plans for a reunion during the World Games in China, Milano Cortina, Dakar, Olympic Esports Games and we are already looking to Olympia 2027. (Every opportunity to celebrate together, big or small is vital, desired, and we are willing to hear from you of suggestions, let us know)
- Develop country, region, and global coordinators to celebrate and promote projects while building bridges between the members, new members and institutions, to help the future leaders, like the leaders who assisted our journeys.
- To further develop the "Hans Van Haute Fund" with 10 scholarships like a goal with a new committee established and new partnerships, then improve the on-site session at the IOA.
- Adding sustainability (agenda 2020+5) in our proposal and projects.
- Create an Art commission to promote sport and the Olympic values
- Develop masterclasses and online conferences on the themes of safeguarding, health, and artificial intelligence for 2025-2026 then improve the thematic.

Together, let's continue to build a vibrant and inclusive community rooted in the Olympic spirit, while celebrating our history, connecting in the present, while preparing for the future.

Yours in Olympism,

Xavier JEANNIN



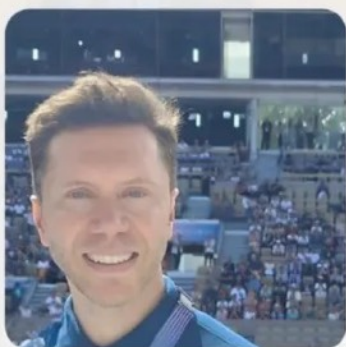
# MEET THE NEW IOAPA EXECUTIVE COMMITTEE (2025-27)

ARETE Editorial Board

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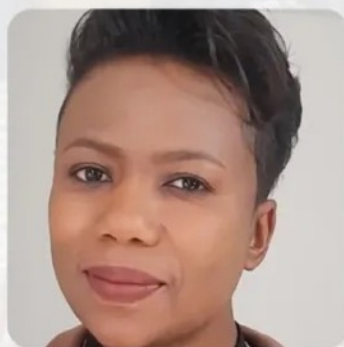


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## VICE-PRESIDENT



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Dimitrios Asproulis (GRE)

# MEET THE NEW EXECUTIVE COMMITTEE

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Jonathan Mbula Lionge (DRC)

### HEAD OF COUNTRY COORDINATORS



Michael Thomas Kwiatkowski (CAN)

### RESEARCH COORDINATOR



HsinWei Chen (TPE)




# ARTIFICIAL INTELLIGENCE AND THE FUTURE OF OLYMPISM: THE ROLE OF NATIONAL OLYMPIC COMMITTEES

Eduardo Pereira Coelho (POR)

We are currently living in an era shaped by the digital revolution that began in the late 20th century. The influence of this revolution extends to all spheres of society, including humanitarian cultural movements such as Olympism. As a humanist philosophy that promotes a harmonious balance between body and mind, Olympism is now confronted with the rise of new technologies such as Artificial Intelligence (AI), which promise efficiency and precision. AI can optimise athlete performance, replace referees with highly efficient algorithms, and transform event management - raising deep questions about how such technological progress can coexist with the traditional vision of Olympic philosophy. And what do National Olympic Committees (NOCs) intend to do to adopt this technology while respecting the Olympic Principles? This article, based on my master's thesis, explores these questions, reflecting on the threats AI poses to the Olympic Movement and the role of the NOCs in this regard.

First, it is important to understand what Olympism actually is. It is not simply the organisation of the Games every four years; it is also, and above all, a humanist project that seeks to use the intrinsic values and democratic context of sport to promote international peace and the harmonious development of the human being –where the cultivation of the body is associated with the practice of moral values, thus promoting a well-balanced individual. According to this ideal, sport practice is inseparable from ethics, education, and social responsibility. Especially today, when rapid technological transformations shake societal conventions and traditions -proposing new worlds and new ways of looking at what we consider static, stable, reliable, and traditional-,Olympism reminds us that sport only gains real meaning when associated with values that go beyond victory; values that summon human dignity and moral excellence.

The International Olympic Committee (IOC) is the supreme authority over all individuals and entities that form part of the Olympic Movement. As territorial representatives of the IOC, the National Olympic Committees (NOCs) are tasked with “developing, promoting, and protecting the Olympic Movement in their respective countries in accordance with the Olympic Charter”. In other words, the 206 NOCs that currently make up the Olympic Family are responsible for developing educational programmes, promoting Olympic values, and adapting Coubertin's philosophy to the cultural, economic, and political





## WE ARE WAITING FOR YOUR CONTRIBUTION!


Do you have ideas for articles or opinions on current Olympic topics? Are you working on a project, or would you like to share something exciting happening in your country? Have you participated in a sports competition or discovered an inspiring arts initiative? In short – any topic is welcome in ARETE, the newsletter created for and most importantly BY IOAPA members! Send an email to: [newsletter.ioapa@gmail.com](mailto:newsletter.ioapa@gmail.com)

contexts of their countries. A significant part of what makes the Olympic phenomenon so rich and diverse stems from the varied application and interpretation of its principles across different national contexts. Thus, these entities are of paramount importance when we speak of adapting the Olympic Movement to the changes brought by AI, and the ways in which they do so deserve reflection.

Recognising the inevitable influence of AI on the Olympic Movement, in 2024 the IOC launched the Olympic AI Agenda, the third document in the IOC's strategic guide trilogy, following the Olympic Agenda 2020 (launched in December 2014) and the Olympic Agenda 2020+5 (launched in March 2021). In summary, these are the five areas identified by the IOC as crucial for the integration of AI, deserving full attention, investment, and focus: i) Supporting athletes, clean competition, and safe sport; ii) Ensuring equal access to the benefits of AI; iii) Optimising operations of the Olympics; iv) Growing engagement with people; v) Driving efficiency across the management of the IOC. However, the true integration of this agenda will depend on its constant updating in line with AI developments and, above all, on the ability of NOCs and other members of the Olympic Family to interpret and adopt the principles set out.

To understand how NOCs are responding to the need to adapt the Olympic Movement to today's rapid global technological progress -and what this adoption means for our understanding of Olympism and how AI may distort it- I interviewed 11 experts and leaders associated with Olympism and conducted a questionnaire with 33 representatives from their respective NOCs. Both the interviews and questionnaires explored how AI is being adopted, its impact on how we perceive the Olympic Movement, and the level of awareness among NOCs regarding the Olympic AI Agenda. The results were quite revealing.

There appears to be a positive perception regarding the integration of AI in sport, provided that the human element always remains the decision-maker for AI outputs -a so-called "Human-In-The-Loop" (HILT) approach. On the other hand, the implementation of AI within NOCs is still in its early stages, and there is a recognised need for collaboration between NOCs to establish international ethical standards. One might think that the



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Olympic AI Agenda would be the perfect document to address this need, but only 60% of the NOCs surveyed were aware of its existence, and of these, more than half considered the document to be too general and in need of improvement to meet the real needs of NOCs. This aligns with another result indicating several barriers to AI integration by NOCs, including lack of financial resources, institutional conservatism, technological unawareness, and ethical concerns - especially regarding the handling of sensitive data. This overall state of disorientation is reflected in the lack of consensus surrounding AI's impact on the concept of Olympism. This is partly due to limited understanding of Olympism itself, and partly due to total uncertainty about where this revolution might lead us.

Humanity's relentless pursuit of knowledge, which continues to drive exponential progress, may have found in AI a Promethean fire -a divine offering of unimaginable innovation, scientific and social advancement, perhaps even spiritual. Yet this may come at the very high cost: the loss of our civilisation's autonomy. It is therefore fitting to remember that in the face of such overwhelming power, Olympism -its values and principles grounded in humanism, education, peace promotion, and respect for human dignity- should serve as a compass for a proper coexistence between technological progress and existing sports conventions. The future of the Olympic Movement will depend on the capacity of NOCs to act in accordance with the Olympic Charter, embracing innovation without abandoning their core values. The story has not yet been written: it is still up to us to decide whether AI and Olympus can align in a new form of human renaissance, preventing the current mechanising and dehumanising trend in sport - a degeneration that Coubertin and the Ancient Greeks would surely mourn.

### ONLINE COURSE: THE OLYMPIC GAMES AND THE MEDIA

Don't miss an interesting online course (in English) taught by Prof. Emilio Fernández Peña, director of the Olympic Studies Center of the Autonomous University of Barcelona (CEO-UAB). In five weeks you can discover the media universe and its role in the Olympics. Click [HERE](#) for registration.

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# 30 MARATHONS IN 30 MONTHS FOR 30 km/h SPEED LIMITS

George Yannis (GRE)

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After more than 30 years of dedication to road safety science and to long-distance and Marathon running (already run more than 80,150km: twice earth's perimeter), NTUA Professor George Yannis decided to combine both passions for a cause: to run [30 Marathons in 30 months](#) in order to actively promote the adoption of city-wide 30km/h speed limit in as many cities as possible worldwide, as a key policy for safer, healthier and greener cities. In November 2024, he successfully completed his campaign, with all 30 Marathons finished in under 4 hours (ranging from 3:31 to 3:59).

Completing all 30 Marathons in 30 months required extensive physical endurance and systematic planning. As nearby Marathons were not available in the winter and in the summer, 5 Marathons were run just two weeks apart, while 12 Marathons were completed three weeks after the previous one (**often 6 Marathons in 3 months**). This intense schedule required high-end optimisation of recovery, peaking and tapering.

This high endurance test presented both expected and unforeseen challenges. Surprisingly, the rigorous routine became easier over time as the body adapted to the training and racing demands. The biggest challenge was to prepare, organize and run a Marathon every few weeks together with an overloaded work and travel schedule, full of restrictions, surprises and limited time. It was a wonderful race against time every minute of these 30 months. The ability to persist through difficulties, such as a metatarsal fracture sustained early in the campaign, the two-hour snowstorm in Zurich, running with fever in Brussels and with strong back pain in Rome, underscored the determination required to complete this challenge. Nevertheless, being systematic in planning training and races and **flexibly adapting according to problems** were the keys to success.

Every race was a **unique and emotional experience**, with the most epic and thrilling moment finishing the 30th Marathon of the campaign at the Panathenaic Stadium in Athens, together with the fellow runners and supporters. And of course, the tremendous feelings of running the Marathon for All during the Paris 2024 Olympics, along the same course as the Olympic champions.

Racing against time within a Marathon keeps the mind focused, particularly after





George Yannis is a Transportation Engineer, NTUA Professor; Director of the Department of Transportation Planning and Engineering NTUA. Founding Member of IOAPA (IOA 1983, 1986, 1987).


[www.georgeruns30x30.com](http://www.georgeruns30x30.com)

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kilometer 30 and finding a way to continue running and performing against accumulating years is the ultimate challenge. **Steady pace guarantees optimum performance**, both in races and training, while balancing expectations helps in setting realistic goals. Incorporating fast, easy, long, and fun runs each week optimizes training, with consistency over 52 weeks being essential for peak performance. A balanced mix of effort and rest prevents injuries and sustains performance, while healthy eating and sleeping supports endurance. Respecting every kilometer allows for both overcoming challenges and experiencing the joy of running. Training and racing with friends add motivation and enjoyment. Overall, the Marathon is not just a race but a journey that transforms the body, mind and our soul and drives us continuously closer to eudaimonia.

It was a double joy, running 30 Marathons in 30 months together with conveying so largely the key message for the introduction of city-wide 30 km/h speed limit in all cities, differently, louder and with greater acceptance. This massive campaign had a **particularly significant social impact**, with over 400,000 views and 100,000 visitors per year at the campaign [website](#) and social media. It also received [wide publicity](#) with dozens of interviews on TV, radio and online media and dozens of articles in newspapers and publications in scientific journals and conferences, with the active support of NTUA and all major International Road Safety and Mobility Organizations (ETSC, ECTRI, UITP, POLIS, ERF, IRF, FERSI, FEHRL, ECF, WALK21 and HITE).

In the last five years, several European cities have implemented city-wide 30 km/h speed limits (with the exception of major axes), with remarkable results. According to recent findings from the NTUA [first global survey](#) with actual data from 40 different European cities (including Paris, London, Brussels and Helsinki), city-wide 30 km/h speed limits have led to a significant reduction on average: 37% in road deaths, 18% in emissions, 2.5 dB in noise pollution and 7% in fuel consumption, without actually affecting travel times. This is a measure with **such a high impact at such a low cost**. It is such a big social impact for such a small change in our habits.

Reduced speed limits create progressively a friendly environment for pedestrians and cyclists, making it safer and more enjoyable for them to travel on foot or by bike but 



also on public transport. Lower speeds reduce reliance on individual vehicles and leads to gradual modal shift from passenger cars to public Transport and shared and active travel, which in turn creates new opportunities for redistribution of public space towards a healthier lifestyle and higher quality of life in cities.

Ultimately, changing the way we move means changing our cities. Olympism is about promoting a healthy, progressive and sustainable society, and combining running with sustainable mobility is the best way to achieve this. Our message "steady pace wins the race" highlights that avoiding unnecessary speeding is essential and applicable for resilience and sustainability in both City Mobility and Marathon Running.



## George - 30 Marathons - 30 Months





# PROMOTE YOUR ACTIVITY REGARDING THE OLYMPIC DAY

Celebrated on June 23rd, marks the founding of the modern Olympic Games in 1894. It celebrates the Olympic values of excellence, friendship, and respect, and promotes participation in sport across the globe. Many communities organize events, races, and educational activities to inspire people to move, learn, and discover. [Send your Olympic Day experience](#) and we will promote in ARETE! Here are two exemples, one from 2024 in Italy, and other from 2025 in South Africa!

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Irene Middle School launched the 1st Olympic Club with Sandy Malangu, Altus Sport Youth Leader as mentor.



The Olympic Club is a Grade 7 learner-led initiative designed to inspire and motivate any lower grade kids on various levels – sport, art and culture. Exciting activities such as inter-class competitions ranging from any modified game such as streetsoccer, any physical activity, art to bigger events and festivals. Being an OLYMPIC CLUB member, the values of Olympism—excellence, friendship, fair play, responsibility and respect—will be the cornerstones of all the activities.

## OBJECTIVES

Promote Olympism – Respect, Excellence, Fair Play, Friendship, Responsibility

Develop leadership and organizational skills

Encourage physical activity, teamwork and fair play

Foster an inclusive and respectful school environment.

Strengthen school spirit through Olympic-themed events.

Provide mentorship opportunities.

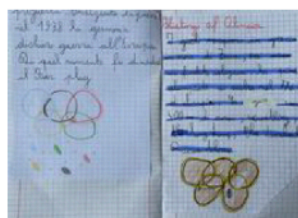
It is also the first step towards the real sporting world – sport management.

SACOSSA

altus sport

Gert Potgieter OLY, IOAPA Member, and Executive Director of Altus Sport, shared with us an amazing report on the Olympic Day activities held in South Africa, including the introduction of Olympic Clubs at school level. Click on the picture to access the full report!! Enjoy it!

Eliana Esposito, an IOAPA member, shared with us “Il Mio Diario del Fair Play” created by students from Class 5G of the Primary School IC 53rd Gigante-Neghelli, ‘Collodi’ campus in Naples. In the lead-up to Paris 2024, she guided her approximately 10-year-old students in producing a series of artworks inspired by Fair Play, Olympic values, and Olympic history. Click on the picture to access the full report (in Italian)!! We hope you feel inspired by those reports!



**IL MIO DIARIO DEL FAIRPLAY!**



Classe 5G della Scuola Primaria IC 53mo Gigante-Neghelli  
plessso "Collodi" di Napoli  
A cura della maestra Eliana Esposito





# PARTNERSHIP ANNOUNCEMENT

IOAPA Executive Committee

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## A PARTNERSHIP WHERE OLYMPIC VALUES MEET PRACTICAL ACTION

We're excited to join forces with **IGNITX Sports**. This collaboration is about empowering the sporting community, fostering values-based leadership, and building a safer, stronger future for sport. Together, we will deliver training, webinars, and workshops on Olympic education, safeguarding, event management, and leadership; champion a culture of safety and ethical behaviour in sport through joint campaigns and awareness initiative; and leverage our global networks to support and elevate each other's programmes and events.



*We are pleased to partner with IGNITX to expand opportunities for our members and advance key priorities like education and safeguarding. Through this collaboration, we can connect Olympic values with practical training, ensuring they are not just ideals but tools for real-world application. Together, we aim to strengthen the sporting community by promoting ethical leadership, fostering safe environments, and empowering those involved in sport to make a positive and lasting impact.*

Xavier Jeannin, IOAPA President



*The power of sport to inspire positive change and develop character is undeniable, and education through sport is a passion close to my heart. This partnership with IOAPA reflects our shared commitment to strengthening sport through education, safeguarding, and collaboration; combining IGNITX's expertise in capacity building with IOAPA's global network to equip sport leaders with the knowledge and tools to create safe, values-driven environments.*

Li Neo Tay, IGNITX COO & Co-Founder



## DO YOU WANT TO BE A COUNTRY COORDINATOR?

We are excited to announce the opportunity to become a **Country Coordinator**!

As a Country Coordinator, you will:

- Represent the IOAPA in your country, region.
- Foster connections between alumni and the broader Olympic Movement.
- Organize initiatives, events, and projects to keep the Olympic values alive in your community.
- Act as the key contact between the IOA Alumni Association and local opportunities that create inclusive opportunities for ALL IOA past participants.
- Participate in programming developments that can enhance not only the association, but your professional development no matter which phase of your career.

This is a unique chance to take on a leadership role, strengthen the alumni network, and contribute to spreading the Olympic spirit worldwide.

**If you are interested in applying, please email Michael Thomas Kwiatkowski:**

[hocrgc.ioapa@gmail.com](mailto:hocrgc.ioapa@gmail.com)

Applications are open until December 1, 2025! We look forward to receiving your application and working together to build a vibrant and active alumni.

## 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 and we may just publish them.

# ACADEMIC OPPORTUNITIES

ARETE Editorial Board

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## IOAPA SEMINARS: “SAFEGUARDING IN SPORT” ON OCT 7TH

On behalf of the International Olympic Academy Participants Association (IOAPA), together with our official partners at Ignitx, we are delighted to extend to you—and through you, to your networks—an invitation to join us for an important gathering dedicated to **Safeguarding in Sport**.

This free masterclass will provide a welcoming and collaborative space to:

- Share knowledge, experiences, and best practices around safeguarding.
- Strengthen our collective commitment to creating safe and supportive sporting environments worldwide.
- Connect with international colleagues who are leading safeguarding initiatives in their regions.

Your participation, and the participation of your extended connections, will be invaluable in enriching the discussion and advancing our shared mission of ensuring sport remains a place of safety, respect, and opportunity for all.

We very much look forward to your presence and contribution at this event. Together, we can continue to foster a culture of safeguarding that reaches across borders and generations.

Register now on this form: <https://tinyurl.com/ioapasafeguardinginsports>  
If you have any questions, please e-mail us at [secretary.ioapa@gmail.com](mailto:secretary.ioapa@gmail.com)

## ONLINE COURSE: **SPORT FOR DEVELOPMENT: PLAN, ACT, GROW**

Want to create a theory of change through sport for development (S4D)?  
Interested in the global impact of S4D? **THIS ONLINE COURSE IS FOR YOU!**  
Click [HERE](#) for registration.

## THE OLYMPIC WORLD LIBRARY

The Olympic Studies Center in Lausanne has a collection includes 10.500 publications in digital format.

Check out the [Olympic World Library](#) and discover their unique collection, which includes all official publications by the International Olympic Committee (IOC) and the Organizing Committee of the Olympic Games going back all the way to 1894 when then the IOC was created.



## CONTRIBUTE TO ARETE NEWSLETTER!

Did you participate in an interesting Conference in the field of sport?

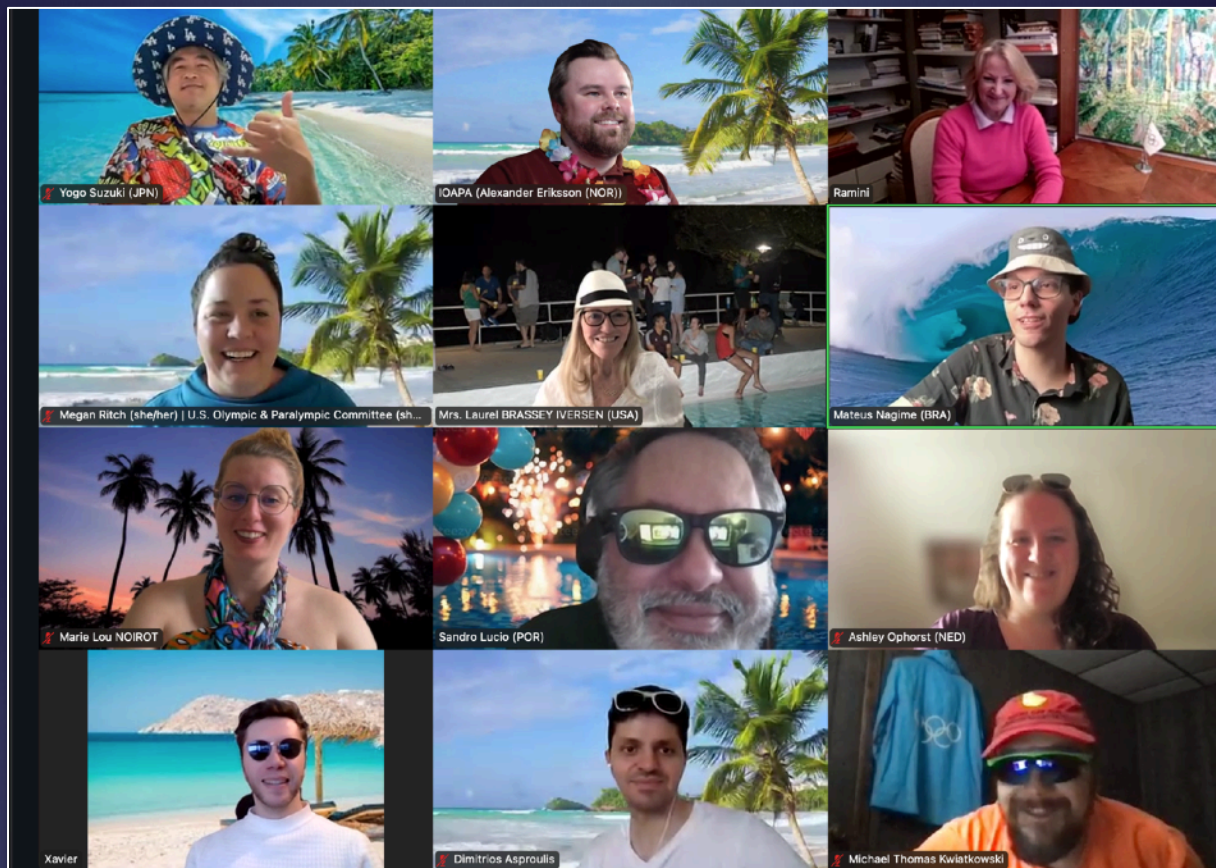
Did you organize a sport-related event in your country?

Are you working on a sport-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, Mateus Nagime, at [newsletter.ioapa@gmail.com](mailto:newsletter.ioapa@gmail.com).

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Our now traditional online pool party... wait for the pictures of the IOA pool party on the next edition!

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*We have to be proud that we're a movement that not just lives by its values.*

*Sometimes setting a goal it's not for anyone else. It's just for yourself, and then work towards that. And take your time.*

*-Kirsty Coventry-*

*[Interview to olympics.com](http://Interview.toolympics.com)*

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WHAT WOULD YOU LIKE TO SEE IN THE NEXT ARETE ?

ARETE's Editorial Board is working to renovate our newsletter. We would love your support and feedback!

Please **SEND YOUR ANSWER** to the newsletter editor at:  
[newsletter.ioapa@gmail.com](mailto:newsletter.ioapa@gmail.com)