

APPENDICES

APPENDIX A

HISTORY

International Olympic Academy Participants Association

TRADITION

Traditions help bind us together and reinforce who we are.

In the protection of this unique place, old traditions are reinforced and new ones are born.

Olympic Traditions

IOA Traditions

Kronion Sunrise

Coubertin Monument

The Stadium Run

Cultural Traditions



Greeting with a kiss ... or two.
Shaking hands, bowing, etc.



Giving a Lei



Dancing & Singing

Now What?

At the IOA sessions during the mid-eighties, there were many dreamers.

Individuals from the 1985, and 1986 sessions, with the encouragement of the President of the Academy, Dr. Nikolaos Nissiotis, had an idea for the formation of an organization that would celebrate what they were all living at the Academy, "Real Olympism".

Ingolfur Hannesson '86

The Dreamers



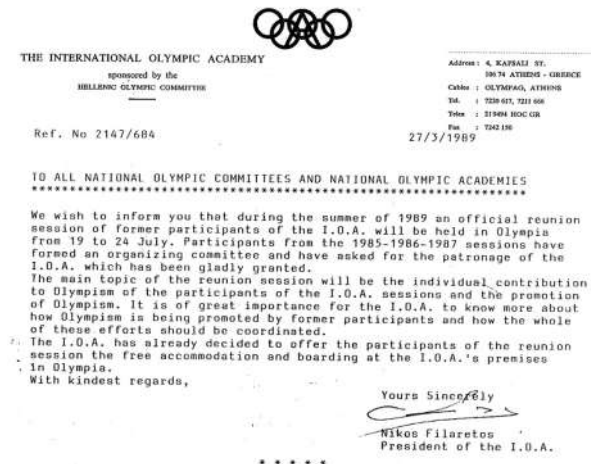
Yiannis
Zoumpoulis
'86



Paul Baldacchino '87



Hans van Haute '85
&
Laurel Brassey '86



In the Beginning

- Professor Nissiotis said “Just Do It”
- '85, '86 & '87 IOAs communicate
- IOA offers support
- All preparations were made by letter and fax and in the summer of 1989
- 1989 First IOAAA Session is held in Olympia
- 61 past participants from 20 countries met again in Olympia to form the International Olympic Academy Alumni Association.



The First Session



- Principles of democracy and the Roberts Rules of Order implemented to run the meetings and the elections.
- Many members were not accustomed to voting.
- Small groups all over the lecture hall with someone translating into Italian, German, Russian, or Spanish.
- Mission statement and Statutes were discussed at length and voted upon.
- Tedious and incredibly painstaking process, undertaken without the benefit of simultaneous translation.
- Numerous lawyers (membres) in attendance to make sure we did everything correctly.
- The full report of the session was typed and copied during the session and handed over prior to leaving.

Slow Beginnings

One mailing of the newsletter could wipe out an entire year's budget.



Mr. Filaretos & Kostas Georgiadis



Along the way, we nurtured our relationships with the IOA leadership and gained the trust and confidence that we desired while remaining an independent, self-sustaining entity.

Slowly, we won over many of the Greek officials as they could see we were serious people, dedicated to Olympism and willing to work.

Mr. Filaretos, became one of our most ardent supporters until his death in 2007. Almost from our inception we were defended and counseled by our dear friend, **Dean Kostas Georgiadis**. He has been the single most constant influence in the association.



Hans van Haute Memorial Tree Planting and Traditional Tribute in 2019



Our traditions began at the 2nd session in 1991 after the death of one of our founders. We planted the **Hans van Haute memorial tree**, and we pay tribute to this fine man every session by laying a wreath at his tree.

1996 & 2020 Olympic Games Flame Relay



A big boost came for us in 1996 when we were invited by the Hellenic Olympic Committee to take part in the Centennial Olympic Games Flame Relay in Greece. **42 members** made the trip and attended the Lighting Ceremony

IOAPA Evolution

- We were eventually allowed to make a presentation in the lecture hall, distribute our beautiful brochure we produced and inscribe new members.
- From IOAAA to IOAPA in 1997.
- Sessions were generally organized around Olympic Education





**Pioneers give way to the new
Post-Graduates & IOA Participants**



In 2005, technology
enabled us to
communicate
worldwide in real time.

- Why did you return?
- How many times have you returned?
- List 3 of your expectations for this session
 - (Things you want to take away with you)
- List at least 1 thing you can give to the session



Who, What, Why, Where?



IOAPA members continue to make impacts in their countries as members and leaders of their respective NOA, in some cases, being the driving force in their

Over the past 34 years our traditions have evolved,
but one thing remains: Amis, Filos, Friends





Friends, Sport, Olympia

"... make a miniature replica of the universal family, a family which you will form beyond and over the level of any religious, political and racial discrimination"

- Dr. Nissiotis



APPENDIX B



The Magna Grecia Project

Hans van Haute Scholarship Fundraiser Laurel Brassey Iversen & Elizabeth Hanley



Franca Magrini and Dimitris Karabalas, owners of L'Argalo shop in Olympia.

In 2010 the family opened an Agritourism Farm and Restaurant in Floka, just above Olympia.

The farm has been very successful, catering to land tours as well as groups from cruise ships (Katakalo Port).

The Request for Help

Aloha,

I hope this finds you well. A few weeks ago, I started a little COVID Project: Olive Oil. Strange times bring strange requests. One of my dear friends in Ancient Olympia, Greece owns a family Agrotourism farm and restaurant, which has been operating successfully, catering to tour groups from cruise ships (Katakalo Port) and land tours. Their business is essentially dead for all of 2020. They are still shipping orders of the products they produce on the farm all over the world. We have been visiting their farm every two years with an Olympic-related group when we visit Olympia and I have personally known the family for over 20 years. They have delicious olive oil and I always bring home 3-4 liters of it. If you love olive oil, you would enjoy their highest quality organic products. (I know...I could be their salesperson). It is expensive to ship so if we can gather some friends the cost goes down. I doubt if you could buy a similar product for much less even with the cost of shipping. We use the Koroneiko variety for dipping bread or for salads. I cook with it also, but they have a "Local Varieties" for cooking which costs a bit less.

If you would like to buy some, it would be a great help to them. I am organizing shipments of 18-750 ml cans to Kauai. That's the max for one box. If we buy 18 the cost per can with shipping will be \$28 for Koroneiko and \$25 for Local Varieties. You can order as many or as few as you like. I started this a week ago and we are up to 200 cans for Kauai. Franca and her family are overwhelmed by our Aloha and have been happily preparing the boxes for shipping. Folks can pay by check and cash. I have a Venmo account also. When I receive enough funds for 18 tins, I order a box. You won't be disappointed. You can Google Magna Grecia Farm and find the website. I didn't want any links or attachments with this. Please call me if you have questions. My Pay Pal is Laurel Iversen and Venmo is @Laurel-Iversen. Make sure you spell Iversen with 2 e's...no "o". There is a profile picture also.

Mahalo Nui Loa,

Laurel
Laurel Brassey Iversen OLY



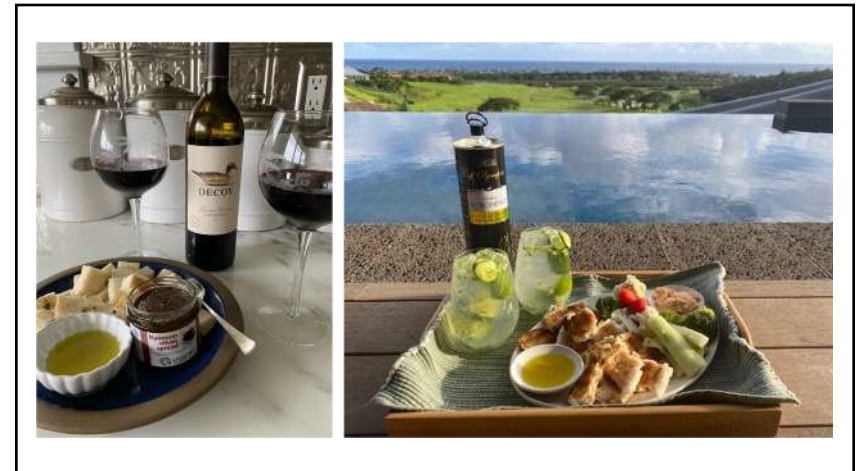
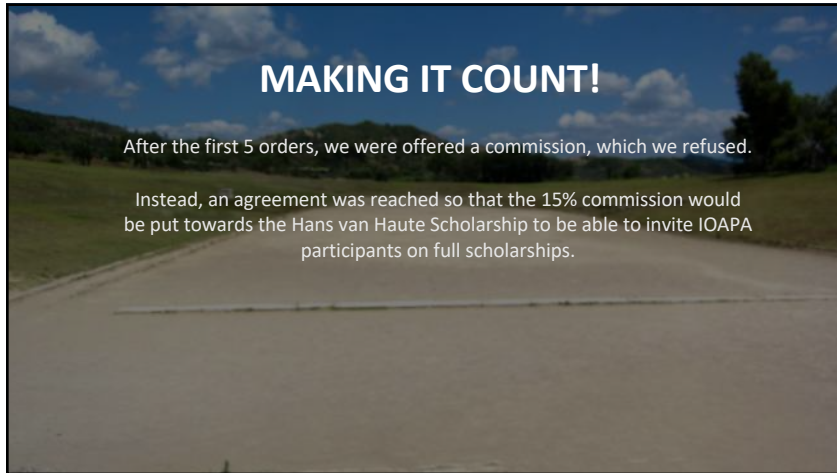
Packaging in Olympia







Sold 90 tins, within 72 hours. People were very touched by the story of the family and wanted to help them in their struggle during the pandemic.



Magna Grecia Olive Oil was shipped to Kauai, Maui, Oahu and the Big Island of Hawaii, as well as California, Indiana, Pennsylvania, Kentucky, and Colorado. We sold 49 cases, over 800 tins of olive oil. We raised \$3000 for the Hans van Haute Scholarship and helped our friends at Magna Grecia survive the pandemic.

We plan on continuing our partnership with Magna Grecia to the benefit of the Hans van Haute Scholarship.



APPENDIX C



Back to the roots: Olympism, Coubertinism...
Art and Culture as luxurious achieved melting pot
Hunting for the Olympic Aura...

Pr. Dr. Ivan COSTE-MANIERE
ivan.coste@skema.edu



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Back to the roots: Olympism, Coubertinism...
Art and Culture as luxurious achieved melting pot

- Le terme « francophonie » apparu vers la fin du XIXe siècle, pour décrire l'ensemble des personnes et des pays utilisant le français.
- The term « francophonie » appeared towards the end of the 19th century to describe a community of French speaking people and countries.
- Quelques décennies plus tard, des francophones prennent conscience de l'existence d'un espace linguistique partagé, propice aux échanges et à l'enrichissement mutuel.
- It gained an accepted level of understanding once, several decades later, "francophones" became aware of the existence of a shared linguistic space, ripe for exchange and mutual enrichment.



- Un long chemin a été parcouru depuis les premières réunions d'écrivains francophones, à l'aube du XXème siècle, jusqu'à la diffusion de leurs ouvrages, partout dans le monde, dans les bibliothèques installées par l'Organisation Internationale de la Francophonie (OIF).
- The movement has come a long way since these first meetings of French writers, at the beginning of the 20th century, to the circulation throughout the world of their work today, via libraries set up by the International Francophonie Organisation (OIF).
- Hommage à toutes celles et tous ceux qui continuent de faire vivre la langue française et de défendre les valeurs symboliques et pragmatiques de la Francophonie.

We wish to pay homage, via this document, to the good will of all those who continue to keep the French language alive and defend its symbolic and pragmatic values.

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- De nouveaux défis attendent la Francophonie : parfaire l'intégration de tous les pays francophones dans une mondialisation plus heureuse et poursuivre le combat pour le respect de la diversité culturelle... d'autant que les indices de natalité actuels permettent de prédire une forte augmentation du poids des pays francophones pour les décennies à venir de l'ordre de 260%.
- Although new challenges await the French speaking community, such as smoothly bringing about the integration of all French speaking countries into a globalized world and the continued combat for respect of cultural diversity, an increase in birthrates will lead to a strong growth in the importance of these French speaking countries in the decades to come, around 260%.

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Contexte francophone actuel / The current French speaking community context



- L'espace francophone est constitué à date de **84 États et Gouvernements répartis en 58 membres et 26 observateurs**.
- **29 États souverains reconnaissent dans leur constitution le français, dont 13 comme langue officielle unique et 16 comme langue co-officielle.**
- Ce groupe homogène est donc riche de **274 Millions de locuteurs** tandis que **plus de 900 Millions partagent la langue française** et les valeurs universelles défendues par les textes fondamentaux de la nation française.
- Ceci représente donc à ce jour **la 5^e langue pratiquée dans le monde, et ce sur les cinq continents**.
- The French speaking community comprises In the current climate, **84 states and governments divided into 58 members and 26 observers**.
- **26 sovereign states recognize the French language within their constitution, of which 13 countries consider it their official language and 16 countries as their co-official language.**
- This homogenous group boasts **274 million French speakers, whereas more than 900 million people share the French language and its universal values, as defended by the fundamental texts of the French nation.**
- Today, **French is the 5th language in the world, spoken across five continents.**

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Looking forward..., et demain, quid de la Francophonie ?

- D'un point de vue prospectif, si en 2010 le français n'était pratiqué que par 220 millions sur une population mondiale de 7 milliards, soit 3% (une personne sur 32), **en 2050 ce rassemblement devrait représenter 700 millions sur une population de 9,1 milliards, soit 8% (une personne sur 13)** alors que **85% de ces francophones résideront en Afrique** en 2050.
- Compte tenu des dynamiques démographiques (vieillesse au Nord), **l'Afrique comptera plus de 90% des jeunes francophones de 15-29 ans en 2050.**
- From a prospective point of view, if, in 2010, 200 million people out of a total population of 7 billion spoke French, in other words 3% (or one person in 32), **by 2050, this figure will be closer to 700 million against a backdrop of 9.1 billion people.** In other words, 8% of the world's population (one person in 13) and **85% of this figure will be people living in Africa.**
- Given this dynamic demographic, (aging in the north), **more than 90% of young people between 15-29 years old will be found in Africa as of 2050.**
- IOA , IOAPA Live
- Session, OLYMPIA
- 06/2023



Une croissance à catalyser.... Catalyzing this growth... making it our everlasting pilgrimage



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Avenir et tendances / Trends and Future

- L'avenir démographique de la francophonie reposera de plus en plus sur l'Afrique, et sera donc lié à des **contextes nationaux davantage multilingues.**
- L'évolution dans le temps et l'espace des populations francophones dépend essentiellement de deux facteurs : Les **diverses tendances démographiques** à l'intérieur de ce qui est appelé « **l'espace francophone mondial** », et ensuite de **l'évolution des comportements linguistiques** et les **changements dans la pratique du français** par les populations susceptibles de l'utiliser.
- The demographic future of the French speaking community will be more and more linked to Africa and therefore also linked to **more multilingual national contexts.**
- The evolution in time and space of French speaking populations depends basically on two factors; the **various demographic trends within the French speaking "world community"** as well as the **changes in linguistic behavior and in the use of the French language** by those likely to use it.

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From Grasse to...
Lausanne and Olympia and...



- A cet égard, la **scolarisation** joue un rôle fondamental dans la transmission d'une langue et la préservation de son unité. Cette jeunesse en croissance forte présente les caractéristiques d'un **formidable potentiel en termes de pédagogie, de transmission des héritages olympiques, des valeurs défendues par le Baron de Coubertin** ainsi que d'un **humanisme nécessaire et vital**.
- Des **mesures fortes et efficaces** dans le domaine de l'enseignement permettent de relever substantiellement les niveaux d'éducation dans les pays d'Afrique francophone. Les pays de l'Afrique francophone et leurs populations accordent à la langue française une place importante dans le système d'éducation.

- In this regard, **schooling** plays a fundamental role in the transmission of a language and its preservation. The growing number of young people represents a **huge potential in terms of pedagogy, the transmission of Olympic heritage and the values defended by Baron de Coubertin**, as well as a vital and necessary humanism.
- **Strong and efficient measures** within teaching should allow the raising of education levels within French speaking African countries. **These African countries and their populations attribute great importance to the French language within their education systems preservation.**



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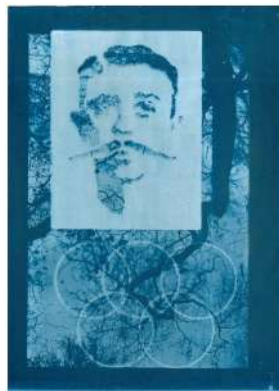
Culture, Education, Olympisme... Le triptyque héritage du Baron de Coubertin. Heritage and Pilgrimage



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Cyanotypes and sculptures : India or...



- De plus, étant donné la grande variété des langues pratiquées dans la plupart des pays d'Afrique, en particulier ceux appartenant à la Francophonie, il faudra nécessairement **identifier la place et le rôle de la langue française par rapport à ces langues premières**, mais également aux autres langues à rayonnement international présentes sur le continent telles que l'anglais, l'arabe, l'espagnol, le portugais...
- In particular, considering the wide variety of languages practiced in most African countries, particularly those belonging to the French speaking community, it will become necessary to **identify the place and role of the French language with regards to primary languages**, but equally with regards to other international languages, also present in these countries such as English, Arab, Spanish, Portuguese.
- **Au niveau économique, l'espace francophone représente globalement environ 20% du commerce mondial des marchandises soient 14% du revenu brut mondial.**
- **In economic terms, the French speaking community represents globally around 20% of world trade of goods, 14% of gross world income.**



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Nos structures se focalisent sur une vérité ... non virtuelle : No enhanced reality or VR for us !



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Genèse de l'AFAO / The Genesis of the French Speaking Community of Olympic Academies

- Les raisons macro et micro économiques explicitées ont rendu la genèse de l'AFAO évidente et sa constitution nécessaire, bien au-delà d'un simple souhait frileux passéiste de défense d'une langue gravée dans les tables olympiques.
- La création de l'Association Francophone des Académies Olympiques fut donc parachevée lors des VI^e Jeux de la Francophonie à Beyrouth (Liban) le 29 septembre 2009 à l'initiative de M. André Leclercq, Président d'Honneur de l'Académie Nationale Olympique Française, en regroupant 5 pays fondateurs : les Républiques Centrafricaine, du Mali, de Maurice, du Sénégal, et Française.
- L'actuel Président de l'AFAO, est Julien Minavoa, Président du CNO du Bénin, et notre brillant Secrétaire Général, Jean Vintzel était déjà de la partie.
- Explicit macro and micro economic reasons made the creation of the AFAO and its necessary constitution, obvious, well beyond any outdated oversensitive desire to protect the French language in tablets of Olympic stone.
- The creation of the French Speaking Association of the Olympic Academy (AFAO) was therefore finalized in time for the 6th French speaking Games in Beirut (Lebanon), 29th September 2009, at the initiative of M André Leclercq, Honorary President for the French National Olympic Academy, bringing together 5 founder countries, the Central African Republics, Mali, Mauritius, Senegal and France.
- The actual AFAO President, Julien Minavoa, from Benin and our brilliant General Secretary, Jean Vintzel was also involved.

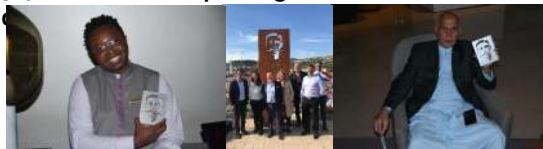


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Éléments Fondateurs / Founder elements

- L'AFAO a pour objet, **dans le respect et le prolongement de la Charte Olympique**, de regrouper les ANO francophones dans une préoccupation de coopération, de mutualisation et de développement, de promouvoir un espace de réflexion, d'analyse et de production francophone, de participer à l'amélioration de la qualité des interventions et prestations francophones.
- The AFAO, **in respect and as a corollary of the Olympic Charter**, aims to bring together French speaking NOAs, in order to cooperate, mutualize, develop and promote an area of reflection, analysis and French speaking production; to participate in the improvement in the quality of French speaking interventions.



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Notre Fraternité... un catalyseur ! More Fraternity : Stairway to heaven ! India's Aditya Arya



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MISSION



- De faire participer un **maximum d'ANO francophones aux sessions de l'Académie Internationale Olympique**, de renforcer la place du français dans les rencontres internationales consacrées à **l'éducation olympique**, de s'investir dans le programme des **Jeux de la Francophonie**, de faire circuler des informations sur les valeurs Olympiques entre ses membres, de **promouvoir la recherche et les travaux scientifiques francophones et d'une manière générale d'assurer la promotion des valeurs de l'Olympisme**.

- To enable a **maximum of French speaking NOAs to participate in International Olympic Academy sessions**; to strengthen the place of French in international meetings dedicated to **Olympic education**; to invest in the **French speaking Games** programme, to spread information relating to the Olympic values between members, **to promote French speaking research and scientific work, and in general ensure the promotion of Olympic values**.



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Abidjan,2017



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Promotion et Reconnaissance / Promotion and Recognition



- Le groupe culturel exprimé en français facilitera la meilleure contribution à la diffusion des principes de l'olympisme sur la base de l'esprit et des idées du baron Pierre de Coubertin. **L'AIO a déjà souligné qu'elle continuerait à soutenir avec grand intérêt tous les efforts éducatifs visant à mettre en lumière les idées-forces de l'olympisme au niveau mondial.**

- The cultural group, expressed in French, will help contribute to the diffusion of Olympic principles based on the spirit and ideas of Baron Pierre de Coubertin. **The IOA has already signaled that it will continue to keenly support all educational efforts aimed at highlighting key Olympic ideas at an international level.**



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INTERNATIONAL OLYMPIC ACADEMY



- **L'AFAO, le Comité Français Pierre de Coubertin, et l'ANOF** constituent des vecteurs de transmission de l'héritage de Pierre de Coubertin à faire fructifier et partager avec un nouveau projet pour le début du XXI^e siècle et la question fondamentale du sens :

Il s'agit de s'inscrire dans la même démarche que celle qui avait conduit le **Comité National Olympique et Sportif Français** à délivrer un nouveau message, « Cent ans après », à l'occasion du Congrès du Centenaire du **Comité International Olympique** à Paris en 1994 avec la publication de « **Pour un humanisme du Sport** ».

- The AFAO, the Pierre Coubertin French Committee and the ANOF, the French NAO are vectors for transmitting the heritage of Pierre de Coubertin in order to bring to fruition and share a new project for the start of the 21st century, with the fundamental question :

undertaking the same steps that led the **French National Olympic and Sports Committee** to deliver a new message "One Hundred Years later", on the occasion of the Centenary Congress for the **International Olympics Committee**, in Paris in 1994, with the publication of "Humanising Sport".

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Sports, Culture, Olympisme et Francophonie : Ivory Coast, Mauritius, Maldives, Greece...



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- Une attention particulière est portée à une relance du dossier « *Mieux connaître Pierre de Coubertin* » pour mieux le comprendre et faire partager ses valeurs humanistes dans un monde qui a considérablement évolué autour d'un projet "*Olympisme et Fraternité*" partagé avec le Comité international Pierre de Coubertin.

- ". Particular attention was given to the relaunch of the dossier "*Getting to know Pierre de Coubertin*" in order to better understand and share his humanist values in a world which has considerably evolved around a project of "*Olympism and Fraternity*", as shared with the International Pierre de Coubertin Committee.



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Multiculturelle et creuset d'initiatives ... Let's be multi... cultures driven



Expositions culturelles, conférences, Prix Gabriel Tiacoh



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- . L'idéal olympique « *en vue d'encourager l'établissement d'une société pacifique, soucieuse de préserver la dignité humaine* » se fonde sur la rencontre sportive qui, du local à l'international, constitue un vaste réseau associatif de communication.

- The Olympic ideal "*to encourage the establishment of a pacific society, mindful to preserve human dignity*" is based on getting together through sport, local or international, and constitutes a vast associative network for communications



Evenementiel / Events



Gabriel Tiacoh and so many others ...

- Ce réseau doit se comprendre, dès l'école, comme un lieu de fraternité.
- Il est particulièrement intéressant de noter que le **12^{ème} Forum international Pierre de Coubertin** se tiendra en France, à Mâcon, en août 2023.
- This network needs to understand itself from school onwards, as a fraternal link.
- It is particularly interesting to note that the **12th International Pierre de Coubertin Forum** will be held in France in August 2023, in Mâcon.



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Un projet à partager du local à l'international / A project to share from local to international levels.

- **L'AFAO, le Comité Français Pierre de Coubertin** présentent une formidable valeur ajoutée en mobilisant les acteurs des territoires francophones pour valoriser la dimension culturelle du sport et son impact social profond, vecteur de cohésion sociale, d'égalité homme femme.

- **The AFAO, the Pierre de Coubertin French Committee**, presents marvellous added value by mobilizing players from French speaking territories to enhance the cultural dimension of sport and its profound social impact, a cohesive social vector.. For a better recognition of women....



United Nations Olympism : ... The sky as a limit ! You Know This new UNO





Olympia,
ICPC, Tanzania



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Back to the roots: Olympism, Coubertinism...
Art and Culture as luxurious achieved melting pot



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Sharing core
olympic values



Les petits derniers... Merci
Francis Aubertin (CFPC &
CIPC) pour le « don » de
cette précieuse relique
symbolique et son histoire
partagée
De Grèce à Olympie ...
Et de Maurice...
Avec rubis, émeraudes
diamants ou topazes



The latest productions,
thanks to Francis Aubertin,
(ICPC & CFPC member)
precious gift, from Greece
and Mauritius. Story and
Symbols... With gemstones..



**the limitless
Olympic Aura**

**Thanks Vaco,
Dee, Sanjaye,
Dekun, Cam
And friends...**



APPENDIX D




IOAPA Session 2023

Presentation on Giving Back

from

Alexandra de Navacelle de Coubertin

June 6, 2023

1

Olympism, a philosophy of altruism

- The link between giving back and Olympism can be traced back to the fundamental principles and values of the Olympic Movement.
- Olympism, as defined by Pierre de Coubertin is a **philosophy** that seeks to **blend sport with culture and education** to promote a **way of life** based on the **harmonious development of body, mind, and spirit**.

2

From Coubertin: Why I revived the Olympic Games

*"When I restored the Olympiads, I did not look to what was nearby, I looked to the far-off future. I wanted to **give the world**, in an enduring way, an ancient institution whose **guiding principle** was becoming **necessary for its health**."*

Source: DE COUBERTIN Pierre, « Lettres Olympiques (XIII) », La Gazette de Lausanne, n. 31 du 1er février 1919, p.1. / Translation: Olympism: selected writings / Pierre de Coubertin, IOC, Lausanne, 2000, p. 550

3

Olympic Charter: principles around giving back

The Olympic Charter still comprises as an essential part Coubertin's philosophy. From the nine Fundamental Principles the following two are especially relevant:

Art. 3. "The goal of Olympism is to place everywhere **sport at the service of the harmonious development of man**, with a view to encouraging the establishment of a **peaceful society concerned with the preservation of human dignity**. To this effect, the Olympic Movement engages, alone or in cooperation with other organizations and within the limits of its means, in action to promote peace."

Art. 6. "The goal of the Olympic Movement is to **contribute to building a peaceful and better world** by educating youth through sport practised without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a **spirit of friendship, solidarity and fair play**."

4

Olympism and social responsibility

- In Coubertin's efforts to revive the Olympics, his desire was to create a **platform that would contribute positively to society**.
- Two powerful examples of contribution to society are:
 1. **Through hosting the games**, the host cities can set **new standards** to address current issues such as inequality, social inclusion and environmental issues.
 2. **Through the influence of athletes** who are regarded **as role models** and have the opportunity to use their platform to give back to their communities and society at large.

5

The games as a platform for diplomacy and progress

- **Sports Diplomacy:** The Olympic Games provide a unique opportunity for athletes from various nations to come together, compete, **and build bridges between cultures**. Olympians often act as ambassadors for their countries and use sports as a means to promote peace, understanding, and cooperation. They engage in cultural exchanges, friendly competitions, and collaborative initiatives that **transcend borders and promote global unity**.
- An international platform to **spread a message**: a global mega-event with great **cultural, political, economic and social significance**. More than 11,000 athletes from 206 countries compete at the Olympics which is watched by a global television audience of 4.74 billion viewers, approximately **70 percent of the world's population**: the '**greatest show on earth**'!

6

Paris 2024: a catalyst for progress

- *"At the heart of Paris 2024 is a firm belief that sport can change lives"*
(www.paris2024.org).
- **Revolutionary Games** that will be both spectacular and sustainable, building new bridges with culture and education
- Sustainable, environmentally friendly games with widespread benefits to **inspire future generations** and leave a valuable **legacy for society as a whole**

7

Paris 2024: a new model for inclusion

- First fully **gender-balanced games**
- **Identical logos** for the Olympic (OG) and Paralympic (PG) Games
- **Identical sports venues** for the OG and PG, accessible to all, by public transport
- First in Olympic history to include a **public version of the marathon and road cycling events**
- **New ceremony concept** aiming to transport the celebrations to people in public spaces rather than contain them in a single stadium

8

Paris 2024: new eco-responsible standards

- **100% green energy** during the Games.
- **100% sustainable** and certified **food** sources.
- **100%** of the Olympic family and spectators using **clean transportation**.
- **Over 26 hectares of biodiversity** created on the Olympic sites in Seine-Saint-Denis.
- **Zero carbon** commitment
- **95% of existing sites** used for venues



9

Paris 2024: an new economical model

- The **Social Charter** sets out the intentions to organize games that are **both economically and socially responsible**, with three major aims:
 1. to allow **access** to markets to all companies (25% of the amount of construction contracts will be mid-size companies),
 2. participate in the **integration of vulnerable groups** (10% of the hours worked will be reserved for people in professional integration)
 3. ensure compliance with **working conditions**

Commitments include:

- ✓ Establishing socially **exemplary governance and organisation structures**;
- ✓ Placing the quality of employment and working conditions at the heart of the economic impact of the Games;
- ✓ Promoting the development of skills and the security of career paths for employees and committed volunteers;

10

Olympians as ambassadors for positive change

There are several ways Olympians can set an example:

- **Through community engagement:** by engaging with their local communities, participating in various initiatives and events (ex: sports clinics, mentor young athletes, or support local sports clubs). In such activities Olympians **promote the values of Olympism**.
- **Through philanthropy and charitable work:** Many Olympians use their success and influence to support charitable causes to address social issues such as poverty, education, healthcare, or environmental sustainability. Through donations, fundraisers, and awareness campaigns, Olympians contribute to **positive change in society**.

11

Olympians as ambassadors for positive change

- **Through advocacy and activism:** Olympians can leverage their platform to raise awareness about important social and environmental issues to advocate for **equality, inclusivity, and human rights**. By speaking out on relevant matters, they inspire others and contribute to the broader discussions surrounding **social progress**.
- **Through education and empowerment:** Olympians recognize the power of education and its ability to transform lives. They may support educational programs, scholarships, or initiatives that empower individuals, especially young people, to pursue their dreams and reach their full potential. By promoting education, Olympians foster **personal development and societal advancement**.

12

Olympian Yusra Mardini giving a voice to refugees

- Yusra Mardini is a **Syrian** swimmer who competed as part of the **Refugee Olympic Team in the 2016 Rio Olympics**. Having **fled Syria** due to the conflict, Mardini's inspiring journey from refugee to Olympian highlights the **resilience and strength of displaced individuals**. She uses her platform to raise awareness about the plight of refugees worldwide and advocates for their rights.
- She was named **one of the 100 most influential people in the world** by Time magazine in 2023, alongside her sister, Sarah.

*"After the Olympics, I realized that it's not just my story anymore. I realized that my responsibility is to raise awareness and bring hope to millions of **refugees** around the world and speak for all of those who do not **have a voice**."*
— Yusra Mardini,



13

Olympian Cathy Freemans advocating Aboriginal rights

- Cathy Freeman, an **Australian** track and field athlete, is not only remembered for her **incredible athletic achievements** but also for her efforts in **promoting reconciliation and unity**.
- She became an **advocate for Aboriginal rights** and used her victory in the 2000 Sydney Olympics to highlight the **importance of reconciliation between Indigenous and non-Indigenous Australians**.



14

Olympian Usain Bolt giving opportunities for youth in Jamaica

- Usain Bolt, the **Jamaican** sprinter, the **"Lightning Bolt"**, and world record holder (eight-time Olympic gold medallist), has used his global fame to support various charitable causes.
- He established the Usain Bolt Foundation, which focuses on creating **opportunities for youth in Jamaica through education and cultural development programs**. Bolt has also been involved in initiatives aimed at improving healthcare and promoting environmental sustainability.



15

Olympian Yao Ming: bridge between Chinese and American

- Yao Ming: The former **Chinese** basketball player and NBA star established the Yao Ming Foundation. The foundation primarily focuses on **child nutrition and education** initiatives in China, aiming to **improve the lives of underprivileged children and provide them with better opportunities**.
- His popularity among fans made him a symbol of a new China that was both more modern and more confident.

"Yao was a bridge between Chinese and American fans" and that he had "a wonderful mixture of talent, dedication, humanitarian aspirations and a sense of humor."

NBA commissioner David Stern



16

Olympism: a school for moral nobility

*"In the modern world, full of powerful possibilities and yet also threatened by perilous decline, **Olympism** can become a **school for moral nobility and purity** as well as **physical endurance and energy**, but this can happen only if you continually raise your concept of athletic honor and impartiality to the level of your muscular ability. The future depends on you."*

Source : DE COUBERTIN Pierre, "Message adressé d'Olympie par le Baron Pierre de Coubertin, à la Jeunesse de toutes les Nations", Olympie, 17 avril 1927, Bulletin Officiel du CIO, 2e année, n.7, juin 1927, p.5. / Translation: Olympism: selected writings / Pierre de Coubertin., IOC, Lausanne, 2000, p. 560

17



CULTURAL PROGRAMS FOR THE 2024 PARIS GAMES

A COUBERTIN EXHIBITION AND CONFERENCES ON OLYMPISM



18

PROJECT DESCRIPTION

1. A Concert on June 23, 2024, in the Sorbonne amphitheatre to commemorate the 130 anniversary of the creation of the modern Olympic games
2. An Exhibition on Pierre de Coubertin during the Paris 2024 Olympic Games and his values for the Olympic Movement of today.
3. A Coubertin Cultural Centre CCC (working title) as a hub to organize lectures, events about Coubertin, perhaps a bookstall, film presentations, an exchange meeting place for academic and non-academic discussion.

19

19

PROJECT OBJECTIVE:

1. Provide educational information about the founder of the Modern Olympic Games while the games are happening in his country of origin.
2. Modernize the image of Pierre de Coubertin to show how his ideas are extremely contemporary. He was talking about "diversity and inclusion", "self-awareness", connections in a systemic world....
3. Showcase and highlight current examples of the Coubertin ideals in action, especially ideas of young people who are bringing the Olympic Values to life today. Inspire the local population to build on the legacy of both Coubertin and the Paris 2024 Games.

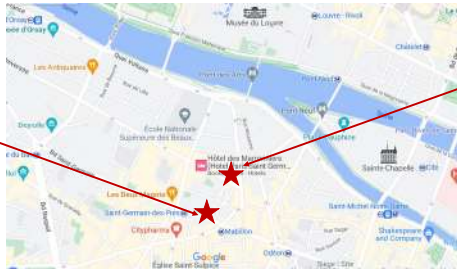
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PHYSICAL LOCATIONS:

The Crous of Paris is lending two physical cultural spaces in the 6th arrondissement of Paris (Saint Germain des Près).

1. Centre Culturel du Crous de Paris - 12 Rue de l'Abbaye, 75006 Paris



2. La Galerie du Crous de Paris (Art galerie) - 11 rue des Beaux Arts, 75006 Paris

21

21

TRUE COLOURS

EXHIBITION
PIERRE DE COUBERTIN
& THE OLYMPIC VALUES
JUNE 23 - SEPTEMBER 22, 2024

GALERIE DU CROUS
SAINT GERMAIN-DES-PRÈS
PARIS

22

CONTENT

01 PROJECT DESCRIPTION TRUE COLOURS - PIERRE DE COUBERTIN & THE OLYMPIC VALUES

02 CONTENT OF THE EXHIBITION COUBERTIN IN HIS TIME A TIME OF CHANGE - THE SPIRIT OF COUBERTIN'S AGE COUBERTIN AS AN ACTION OF HIS TIME THE OLYMPIC VALUES THEN

COUBERTIN TODAY THE PERCEPTION OF COUBERTIN TODAY THE OLYMPIC VALUES TODAY

03 LOCATIONS LA GALERIE DU CROUS DE PARIS CENTRE CULTUREL DU CROUS DE PARIS

04 ESTIMATED BUDGET 05 TIMING 06 PROJECT TEAM 07 SUPPORTERS 08 FINANCIAL HANDLES



23

01 PROJECT DESCRIPTION TRUE COLOURS PIERRE DE COUBERTIN & THE OLYMPIC VALUES

THE OLYMPIC GAMES HAVE
DEVELOPED INTO A MEGA
EVENT.

ATHLETIC TOP PERFORMANCE
AT EACH EDITION OF THE
SUMMER AND WINTER OLYMPIC
GAMES GUARANTEES HIGH
NUMBERS OF SPECTATORS AT
THE OLYMPIC VENUES AND
MILLIONS OF TV WATCHERS.

WITHOUT DOUBT, THE
COMPETITIONS ARE
INTERESTING BUT THERE IS
MORE NEEDED TO EXPLAIN
THE POPULAR NATURE OF THE
OLYMPIC GAMES.

THIS EXPLANATION IS THE
OBJECTIVE OF THE EXHIBITION
THAT IS CENTRED ON THE
FOLLOWING FUNDAMENTAL
CONSIDERATION.

1. THE OLYMPIC GAMES ARE
BASED ON EDUCATIONAL
VALUES.

2. THEY ARE CARRYING THE
UNIQUENESS OF THE OLYMPIC
GAMES THAT HENCE ARE MORE
THAN A PURE ATHLETIC
FESTIVAL.

3. OLYMPIC VALUES HAVE BEEN
THE CORE LINK WHICH PIERRE
DE COUBERTIN ESTABLISHED
OLYMPIC GAMES OF MODERN
TIMES AND THEY REMAIN THE
CORE LINK UNTIL TODAY.

AN IMPORTANT STEPPING-
STONE FOR APPROACHING THE
TOPIC IS AN ANALYSIS
ON PIERRE DE COUBERTIN'S
INTENTION TO RE-ESTABLISH
THE MODERN OLYMPIC GAMES.

COUBERTIN REORGANIZED THE
OLYMPIC GAMES AS AN IDEAL
INTERNATIONAL PLATFORM TO
STRESS THE ROLE OF
COMPETITIVE SPORT IN
EDUCATION IN THE LATTER
19TH CENTURY.

OLYMPIC ATHLETICS SHOULD BE
ROLE MODELS TO DEMONSTRATE
THAT SPORT IS A FINANCY
SPECTATIVE TOOL TO SUPPORT
AN EDUCATIONAL PROCESS.

COUBERTIN AND VALUES IN
WHICH WHICH CAN BE TRANS-
LATED TO THE MODERN TERMS
EXCELLENCE, RESPECT AND
FRIENDSHIP JOINS BY THE
OLYMPIC MOVEMENT TODAY.



24

03 LOCATION

CENTRE CULTUREL DU CROUS DE PARIS

LECTURES &
PANEL DISCUSSIONS
PIERRE DE COUBERTIN
& THE OLYMPIC VALUES

DURATION
7 WEEKS DURING THE OLYMPIC
GAMES AND 1 WEEK DURING
THE PARALYMPIC GAMES, 2024.

NUMBER OF SEATS
100 PEOPLE SEATED

AUDITORIUM
CENTRE CULTUREL
DU CROUS DE PARIS
12 RUE DE CADILLAC
75006 PARIS

PROGRAM INFORMATION:
WWW.COUBERTIN-2024.COM



29

06 PROJECT TEAM

THE CREATIVE HEADS OF THE PROJECT



30

“See afar, Speak
truthfully,
Act firmly.”

Pierre de Coubertin



31

Backups

32

From Coubertin: Why I revived the Olympic Games

*"In reviving the Olympic Games I had merely sought to restore one of the noblest and most interesting of ancient institutions. I do not think I should have needed excuse, for such an ambition would certainly have been both comprehensible and legitimate. It might, however, have been reasonably characterised as a fanciful and superfluous undertaking. There is so much necessary work to be done to supply the myriad needs of our day that we ought not to waste ourselves in unnecessary efforts. I have in mind a saying of the great doctor Arnold about the cultivation of some rare plants. "How interesting," he said, "to give oneself up to this if only one's life could be twice as long as it really is!" But the Olympic Games are in no way comparable to the cultivation of rare plants. **It is my profound conviction that they are one of the cornerstones of progress and health for the youth of our day.** Let it be understood that if among the readers of this article there are any who despise athletic sports, and see in them nothing but expensive and puerile amusements, I do not address myself to them, for we have no common ground of argument. But I do not expect to encounter such a point of view, which would be quite out of date. Certainly they have been abuses, particularly in England and in the United States, and it is always right to combat abuses; but this does not affect the value of the fundamental principle underlying the practice of athletic sports - that there is nothing else upon which young men can employ their strength in their hours of recreation and liberty with such advantage both moral and physical."*

Source: DE COUBERTIN, PIERRE. *Fortnightly review*, May 1865-June 1934; London Vol. 84, N° 499, (Jul 1908): 110-115

33



Association Familiale Pierre de Coubertin (AFPC)

Presentation



Photo by Photograph from Wiki Media Service / Public domain

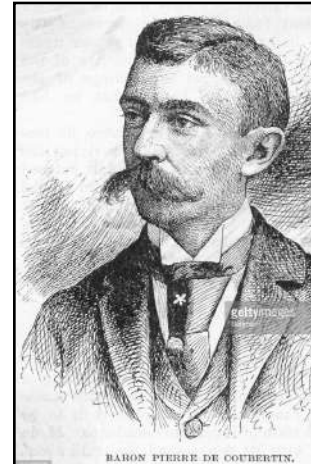
34

We are the 4th Generation!

- Since Pierre's death, each generation has contributed to keep his memory and spirit alive.
- The descendants went from 3 to 31 in the course of 4 generations!
- The 4th generation created a family association on October 24, 2016. The members' age range from 25 to 55.

Painting by Charles Louis de Freely de Coubertin / Public domain

35



Mission

- 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 and the CIPC.
- The association will appoint among its members, and as it deems appropriate, representatives to Olympic-related events and projects, in order to carry out its mission.
- The Association will offer its support to all initiatives that carry the spirit and values of Pierre de Coubertin.
- The Association will offer its support to initiatives intended to protect the name of Pierre de Coubertin and its appropriate usage.

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How to contact us



- **President:** Alexandra de Navacelle
alexandra.denavacelle@afpcoubertin.org
- **Treasurer:** François-Marie de Chillaz
fm.dechillaz@afpcoubertin.org
- **Secretary:** Thibaut de Navacelle
thibaut@afpcoubertin.org
- **Facebook:** Association Familiale Coubertin
- **Website (in progress) :** www.afpcoubertin.org

APPENDIX E



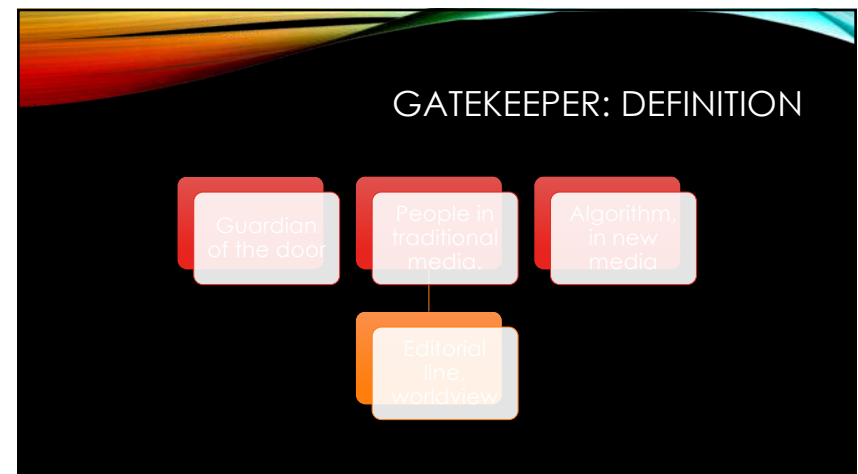
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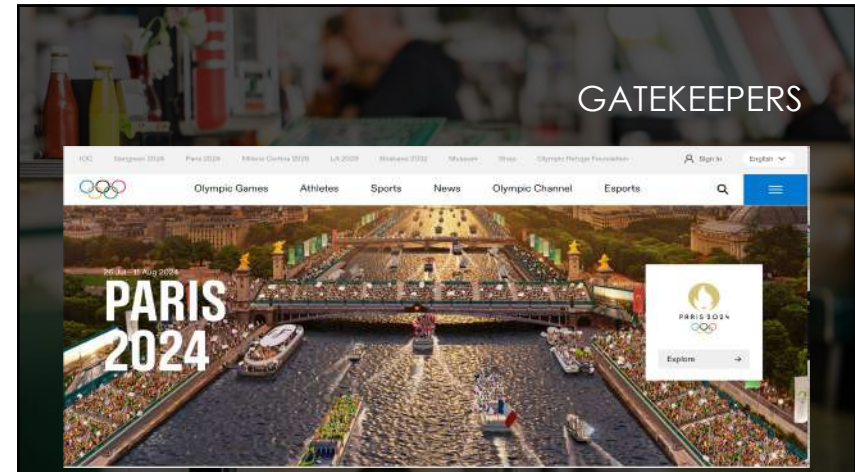
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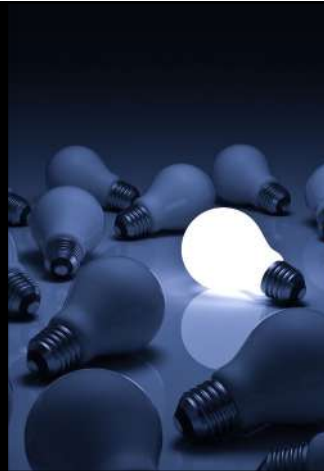
INFORMATIONAL DIVERSITY AND JOURNALISM

- Public Opinion Societies
- The raw material of journalism is the truth
- Journalist definition: "people who tell people what people do". Scalfari

8

DIGITAL MEDIA WORLDVIEW

- Humans are predictable, so we are giving them what they need
- They know much about us of because of big data
- We are for them like a mouse laboratory
- Where is free Will?



9

DIVERSITY VS UNICITY



10

ARTIFICIAL INTELLIGENCE AS GATEKEEPER

- It aspires to be the mediator of our relationship with the world
- It is designed to please the costumer, not to tell the truth



11

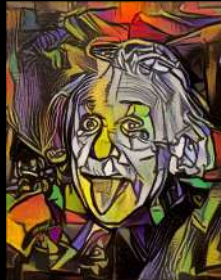
CAPACITY OF CREATING EX NOVO IMAGES

A picture is is not worth
a thousand words yet



12

WHO IS THE AUTOR OF THIS?



13

EXERCISE

- foresee scenarios in which artificial intelligence can be misused against the interests of the Olympic Movement.



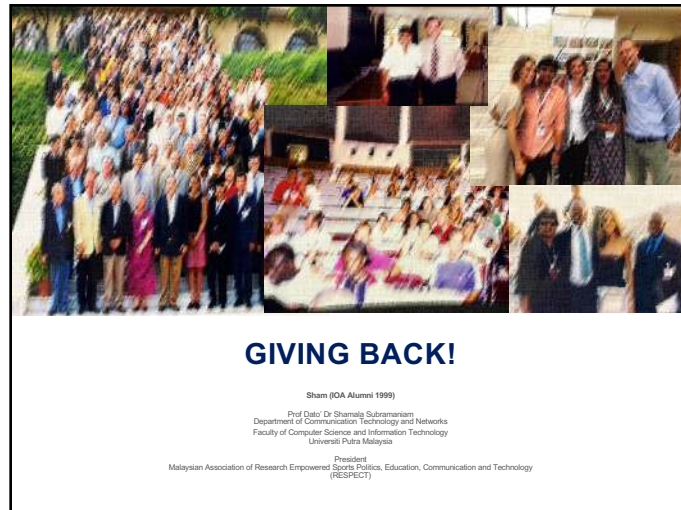
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POSIBLE SUBJECTS



15

APPENDIX F



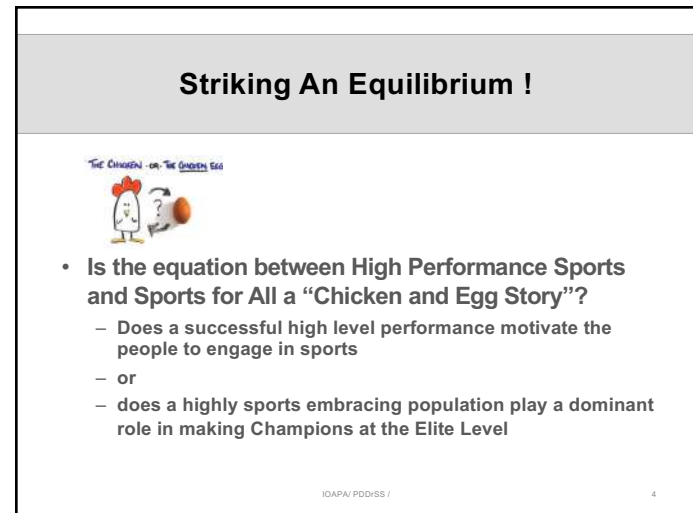
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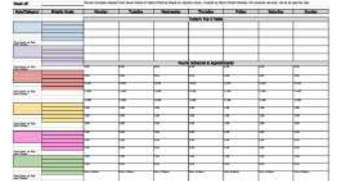
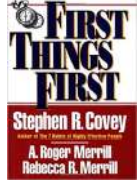


3



4

The Spectrum of Life !

HABIT #1 Put First Things First

Put #1 at Highly Effective People
Continuing by STEPHEN COVEY's classic

Some things matter. Others don't. Highly effective people know the difference. As Covey says, "Things that **MATTER** must never be at the bottom of the list."

Here is Covey's **FOUR-QUADRANT** model to help us get clarity.

Urgent

YES	NO
I	II
III	IV

Important

How do we Put First Things First?
Q: What little things can you do to put **FIRST** things **FIRST** today?

<http://michaelbalchan.com/popr/be-proactive-aka-response-ability/>

IOAPA/ PDD/SS / 5

5

We need to constantly innovate strategies in making Sports as a Priority in the Spectrum of Life

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6

A Critical Challenge in Fostering a Strong Bond & the Landscape

- Widening the horizons of grassroots (correlated to Sports for All)

- The impact of performance at the international platforms (correlated to High Performance Sports)

IOAPA/ PDD/SS / 7

7

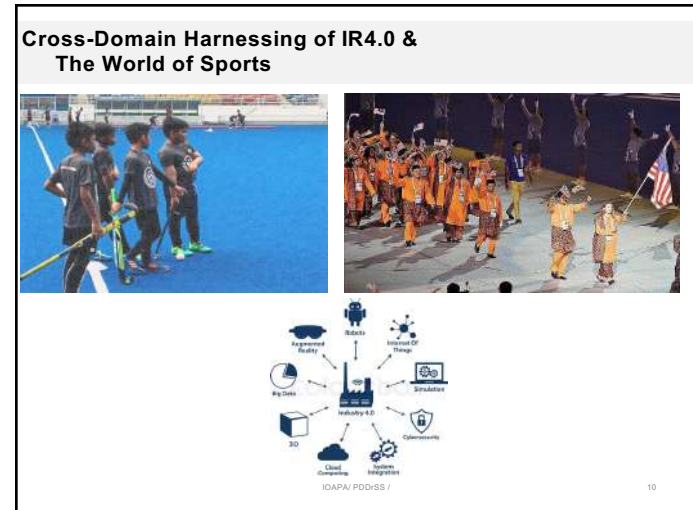
HIGH PERFORMANCE SPORTS DISTINCT PERFORMANCE METRICS

IOAPA/ PDD/SS / 8

8



9



10



11



12

1 ROLE MODELING : THE ICONIC ATHLETE

Konvokesyen ke-43
Universiti Putra Malaysia

TAHNNIAH!
OLIMPIAD MALAYSIA 2018

AMUHAN MASAM

IOAPA/ PD/ISS /

13

13

2 ENGAGING THE PUBLIC IN HIGH PERFORMANCE CAMPAIGNS

ROCKEY

National team
spurred by
social media
messages

FIH HOCKEY OLYMPIC QUALIFIERS

1st LEG SINGAPORE (2 NOV 2018) 4.30 PM
MALAYSIAN TIME: 3 NOV 2019 - 12.30 AM

2nd LEG SINGAPORE (3 NOV 2018) 1.00 PM
MALAYSIAN TIME: 3 NOV 2019 - 11.00 PM

SENARAI PEMAIN
SPEEDY TIGERS

IOAPA/ PD/ISS /

14

14

3 EMPOWERING WOMEN IN SPORTS

WCCS2021

WOMEN'S COACHES
CONFERENCE, RESEARCH AND
HEALTH SYMPOSIUM
ONLINE, 2021

IOAPA/ PD/ISS /

15

15

4 EDUCATIONAL PROGRAM

OLYMPIC VALUE
EDUCATION PROGRAM
(OVEP) - Module 2

IOAPA/ PD/ISS /

16

16

5th COMPREHENSIVE DEVELOPMENT PROGRAM

Inc.

Google Gets 2 Million Applications a Year. To Have a Shot, Your Resume Must Pass the '6-Second Test' Recruiters spend six seconds looking at your resume. Here's how to make them count.

- COMMUNICATION
- LANGUAGE
- TEAM BUILDING
- PSYCHOLOGY
- NUTRITION




IOAPA/ PDD/SS / 17

17

THERE IS A STRONG BOND BETWEEN HIGH PERFORMANCE AND SPORTS FOR ALL

- You'll strike a balance when you **clearly define what is important to you and that things are always dependent on each other!**
- Making the world of sports a professional and creating an eco-system that makes its highly encouraging for people to venture into sports
- The Culture encapsulating the training levels and engagements levels must form an equilibrium between fun, health enhancements

IOAPA/ PDD/SS / 18

18

Thank You !



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 Whatsapp: +6012-311-3570
 Facebook: Shamala Subramaniam
 Twitter : @drshamala
 IG :@drshamala

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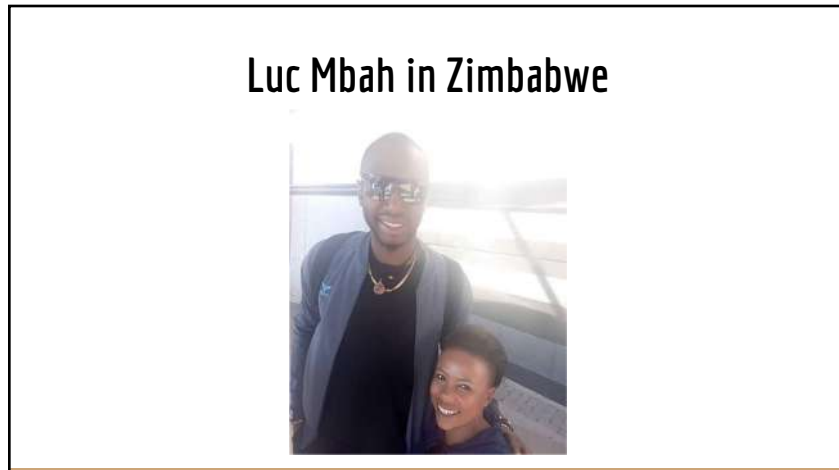
APPENDIX G



1



2



3



4



5



6

Zimbabwe at the 58th IOA Young Participant Ses.



7

Girls LEAD Camp, 1st Edition (2018) in Harare, ZIM



8

Sherrie Session - Athlete and Coach



9

**CLAIRE CHAPMAN: NIKE AMBASSADOR AND
BASKETBALL WITHOUT BORDERS COACH**



10

Girls LEAD Camp 2018



11



12



13



14

Basketball Donation



15

Sneakers Donation



16

Participants' Kit Bag



17

Girls LEAP Camp 2019



18

Girls LEAP Camp 2019 Workshop Stations



19

Team Building Training Session



20