

INTERNATIONAL OLYMPIC ACADEMY PARTICIPANTS ASSOCIATION

19TH SESSION FINAL REPORT

Ancient Olympia at the International Olympic Academy

In-Person Session June 21 - 27, 2025



TABLE OF CONTENT

SUMMARY	4
PROGRAMME	3
OPENING CEREMONY	11
GUEST SPEAKERS	14
ANDREW SHIELDS (GBR)	14
<i>Presentation by Andrew Shields: BIDDING FOR SPORT'S BIGGEST PRIZE (Annex A)</i>	15
JIM PARRY (GBR)	18
<i>Presentation by Jim Parry (Annex B) Olympic E-Sports Week, Virtual Sports and Real sports</i>	18
DR. YOAV DUBINSKY (ISR)	19
<i>Presentation by Dr. Yoav Dubinsky (Annex C) From Paris 2024 to LA28: Challenges and Opportunities in the New Era of the Olympic Movement</i>	19
IRENA MARTINKOVA (CZE)	20
<i>Presentation by Irena Martinkov: Transgender Athletes & Athletes with DSD (Annex D)</i>	20
DR. KONSTANTINOS GEORGIADIS (GRE)	21
JACQUELINE SIMONEAU OLY (CAN)	22
<i>Presentation by Jacqueline Simoneau: My Olympic Story (Annex E)</i>	22
ADDITIONAL PRESENTATIONS	23
WELCOME ADDRESS BY IOAPA PRESIDENT MARIA ELENI SOUKERA (GRE)	23
PRESENTATION BY IOA DIRECTOR MAKIS ASIMAKOPOULOS (GRE)	24
PRESENTATION BY RICHARD KOO (CAN) IOAPA 7 TH IOAPA PRESIDENT (2015-2023)	27
<i>Developing Leadership Skills and Building Organizational Relationships</i>	27
THE MAGNA GRECIA OLIVE OIL PROJECT BY LAUREL BRASSEY IVERSEN OLY (USA)	29
INTRODUCTION OF 2025 HANS VAN HAUTE SCHOLARSHIP RECIPIENTS - ANIDEV SINGH (IND)	35
DINKEY BANDARA (SRI)	35
<i>Presentation by Dinkey Bandara: The Chain of Values (Annex F)</i>	35
JOSEPH OLUKA (UGA)	36
<i>Presentation by Joseph Oluka: Campaign Against Gender Based Violence (GBV) in Sport in Uganda (Annex G)</i>	36
ANA LUISA DOS REIS DE ALMEIDA (BRA)	36
<i>Presentation by Ana Luisa dos Reis De Almeida: The Evolution of Challenges to Women's Participation in International Competitions and the Limitations of Clothing (Annex H)</i>	36
GERARDO LEVI LOPEZ (MEX)	37
<i>Presentation by Gerardo Levi Lopez: An Olympic Mexico (Annex I)</i>	37
IOAPA MEMBER PRESENTATIONS	38
YOGO SUZUKI (JPN) GIRLS AND YOUTH SPORTS IN JAPAN (ANNEX J)	38
ANFISA KASYANOVA (GRE) SMARTER SPORT: LEVERAGING AI TOOLS FOR IMPACT IN THE OLYMPIC EDUCATION ADMINISTRATION (ANNEX K)	38
MIKE KWIATKOWSKI (CAN) MY JOURNEY (ANNEX L)	38
SRIMAL WICKREMASINGHE (SRI) DIPLOMACY AND FUTURE CHALLENGES FOR THE OLYMPIC MOVEMENT (ANNEX M)	38
EXTRACURRICULAR ACTIVITIES OF THE SESSION	40
VISIT TO MYCENAE:	40
INFORMAL OPENING SESSION	41
WORKSHOP AND OLYMPIC DAY ACTIVITIES FOR LOCAL CHILDREN	43

IOAPA DINNER OFFERED BY EUROPA HOTEL AND MRS. KATERINA SPILIOPOULOU (PROPRIETOR)	46
TOUR OF KLIO'S HONEY FARM AND BEACH DAY AND POOL PARTY	47
MAGNA GRECIA AGRITOURISM TOUR AND DINNER	47
RECOGNITION OF THE KARABALAS FAMILY - MAGNA GRECIA	48
DANCE WORKSHOP	50
ABOVE THE STADIUM: POEM BY ANDREW SHIELDS	50
HANS VAN HAUTE SCHOLARSHIP AUCTION	51
IOAPA PRESIDENT'S AWARD FOR MERIT	52
OLYMPIC TORCH RELAY DRAW FOR MILANO/CORTINA 2026	53
RECOGNITION OF INCOMING EXECUTIVE COMMITTEE	57
PARTICIPANTS' LIST	59
ANNEX A	61
ANNEX B	76
ANNEX C	82
ANNEX D	86
ANNEX E	92
ANNEX F	97
ANNEX G	99
ANNEX H	101
ANNEX I	103
ANNEX J	105
ANNEX K	108
ANNEX L	110
ANNEX M	114

SUMMARY

Special theme of the Session: **Future Challenges for the Olympic Movement**

- 42 Participants
- 20 Countries
- 7 Guest Speakers
- 4 HvH Scholarship Recipients
- Address by IOA Director
- Inclusion of the MaiSI Students
- Member Presentations
- Olympic Day Activities
- Visit to Mycenae
- 3 Special Dinners
- Magna Grecia Farm Tour and Dinner
- Local tours
- Hans van Haute Auction
- Athens 2004 Archive Visit
- Olympic Torch Relay Draw
- Pool Party

Since the first meeting of the IOA Alumni in 1989 when the IOAPA was established, members have been returning to the sacred sites of Ancient Olympia to rekindle old friendships and renew the spirit of the Olympic Movement. The 19th IOAPA Session was especially poignant as five original (1989) members attended.

- Elizabeth Hanley (USA)
- Ingolfur Hannesson (ICE)
- Erling Joensen (DEN)
- Marilena Voyat (ITA)
- Srimal Wickremasinghe (SRI)
- Laurel Brassey Iversen OLY (USA)

There was a great mix of long-time members and recent additions. Notable returners were Ernst Almhofer and Helmut Buzzi from Austria, Jim Parry and Andrew Shields (GBR), Tove Thomassen (DEN), Marianne Tjornham (NOR), Yogo Suzuki (JPN). A few of the older members brought their grown children to the session. Their participation enriched the experiences of each of us, and we hope they, in turn, were inspired to attend the IOA to keep the flame alive.

The Session Planning Committee consisting of Mateus Nagime (BRA), Marie Lou Noirot (FRA), Alexander Eriksson (NOR), Richard Koo (CAN) and Megan Ritch (USA) made the greatest team and every detail was thought out and executed. It certainly takes a lot of people to make such a session reality. The staff of the IOA, especially Gina Tsiotra, our contract coordinator and Christos Skaliarakis, our transportation guru and host at the IOA, were superb. They made our every wish come true.

We were very fortunate to be able to use the Otto Szymiczek Meeting Hall for all our meetings and activities. Many members were pleasantly surprised to see the new facilities for the first time. We

enjoyed excellent weather during our stay! The overlap of the MaiSI program made for some unique chances to invite them to some of our activities such as the Hans van Haute Scholarship Auction and our traditional pool party. They also came to watch the fun of the Olympic Day Activities with the local Olympia village kids. Having the MaiSI professors there also gave us the perfect opportunity to invite them to be guest speakers for the IOAPA members.

Participants received a gift of Magna Grecia's exceptional early harvest extra virgin, organic olive oil as a memento of the session

The programme was packed with a great lineup of expert educational guest speakers, as well as presentations from the HvH scholarship recipients and members. Our goal was to provide exceptional activities, giving members many options for meaningful experiences. We felt a deep responsibility to deliver an amazing session to our members who pay all their own expenses to attend. In this report you will find some explanation of each activity along with photos.

It was quite apropos that International Olympic Day, June 23rd, was during our session and we made sure that we could once again provide some Olympic fun for the local kids. This time, we were able to host the kids and parents at the IOA which was a big treat for them. We used an actual Olympic torch for the relay. Vaggelis Friggis (IOA Facilities Director) lit the torch and made sure that weather conditions were acceptable. Read more on what Anfisa planned for the kids and how we prepared for the Olympic Day Activity in our workshop.

There were other "Firsts" as we were able to hold our opening social reception followed by dinner at the IOA Pool as well as an invitation for dinner the following evening at the magnificent Garden Taverna at Europa Hotel. Members also enjoyed a visit to the local honey farm in Olympia and a special tour of the Athens 2004 Archive on the premises of the IOA, hosted by Dean Kostas Georgiadis.

Once again, the power of Olympism drew people from all over the world, enticed by the prospect of meeting dear, old friends as well as the new generation who will continue to carry the torch into the future.

It was indeed my sincere pleasure to head up the Session Planning Committee.

Laurel Brassey Iversen OLY (USA)

IOAPA Vice President 2019-2025



19th OFFICIAL IOAPA IN-PERSON SESSION

IOA Premises, Ancient Olympia, Greece

21st to 27th June 2025

PROGRAMME

Special Topic: Future Challenges for the Olympic Movement

Programme Highlights:

- All programme timings are according to CEST (Central European Summer Time)

More information:

- You can bring guests with you, all costs apply to them
- Guests are invited to all presentations, workshops & activities

Information about the International Olympic Academy Premises

- Secretariat open from 07:00 to 15:00 (7am to 3pm)
- Bar open until 21:00 (9pm)
- Procedures of the IOA will be sent later

Arrival Day: Friday, June 20th, 2025

20:15 Meeting in Athens - Meeting at the Acropolis Metro Station dinner at ΤΡΙΚΥΚΛΟ ΕΖΕΔΟΠΩΛΕΙΟ restaurant nearby (Athens)

<https://maps.app.goo.gl/ZbWxLw9mFFE3uJEy7>

ACCOMMODATION IN ATHENS

Participants are required to make their own reservations.

Day 1: Saturday, June 21st, 2025

Time	Information	Speaker
08:00	Departure by bus to Olympia from Attalos Hotel	
09:30	Visit Mycenae Archeological Site and Museum	
	Lunch on the way to Olympia (meal at participants' cost)	
15:00	Arrival in Olympia Check in and unpack	
17:30	Welcome and Introduction of participants	Marilena Soukera (GRE) IOAPA President Executive Committee Members
18:00	Cultural Presentation	Dinkey Bandara & Joseph Oluka
18:30	Olympic Quiz	Mateus Nagime (BRA)
18:50	Expectations for the IOAPA Session	Laurel Brassey Iversen OLY (USA) IOAPA Vice-President
19:00	Reception Hosted by the IOAPA Executive Committee followed by dinner	IOA Pool

Day 2: Sunday, June 22nd, 2025

Time	Information	Speaker
06:45	Morning Exercise (Optional)	Yogo Suzuki
08:15	Breakfast	
09:00	Opening Ceremony Olympic Anthem Visit to Coubertin Stele, Diem and Ketseas monument Hans van Haute memorial tree	Andrew Shields (GBR) Tove Thomasson (DEN) Richard Koo (CAN) Ingolfur Hannesson (ICE)
10:15	Tradition Group Photo at the IOA steps	
10:30	Refreshment Break	
10:50	Welcome Address	Marilena Soukera (GRE) IOAPA President
11:00	Developing Leadership Skills and Building Organisational Relationships	Richard Koo (CAN) IOAPA Immediate Past President
11:45	Address - IOA/IOAPA Collaboration	Makis Asimakopoulos (GRE) IOA Director
11:30	Discussion with IOA & IOAPA	Moderator - Anfisa Kasyanova (GRE)
12:00	Presentation of Guest Speaker- Bidding for and Hosting Olympic Games and other Mega Sporting Events Q&A	Andrew Shields (GBR) Moderator- Mateus Nagime (BRA)
13:00	Lunch	
14:30	Interactive Workshop /Olympic Day Preparations	Laurel Brassey Iversen OLY (USA) IOAPA Vice-President & Anfisa Kasyanova (GRE)
16:00	Dance Workshop	Elizabeth Hanley (USA)
18:00	Sport Activities	
20:00	Dinner at Hotel Europa	Spiliopoulos Family
22:00	Night Out at Zorbas	

Day 3: Monday, June 23rd, 2025 INTERNATIONAL OLYMPIC DAY

Time	Information	Speaker
06:45	Morning Exercise (Optional)	Anfisa Kasyanova (GRE)
08:15	Breakfast	
09:00	Fostering Membership Initiatives for next term	
09:30	Presentation of Guest Speaker - AI and Esport Q&A	Jim Parry (GBR) Moderator - Richard Koo (CAN)
10:15	Presentation of Guest Speaker – Paris 2024 to LA28: Challenges and Opportunities in the New Era of the Olympic Movement Q&A	Yoav Dubinsky (ISR) Moderator: Marie Lou Noirot (FRA)
11:00	Coffee Break	
11:20	Hans van Haute Scholarship Project Magna Grecia Olive Oil Project	Laurel Brassey Iversen OLY (USA) IOAPA Vice President
11:50	Introduction of 2025 Scholarship Awardees	Laurel Brassey Iversen OLY (USA)
12:05	Presentations by Hans Van Haute Scholarship Recipients	1. Joseph Oluka (UGA) 2. Dinkey Bandara (SRI) Moderator - Laurel Brassey Iversen (USA)
13:00	Lunch	
19:00	School Activity	Anfisa Kasyanova (GRE)
	Sport Activities/Olympic Day Torch Relay	
20:30	Dinner	
21:00	Social Evening	

Day 4: Tuesday, June 24th, 2025

Time	Information	Speaker
06:45	Morning Exercise (Optional)	Richard Koo (CAN)
08:15	Breakfast	
09:15	Visit Archaeological site or Olympia Honey Farm (more information to come)	
13:00	Lunch	
14:00	Beach Day	
20:00	Dinner	
21:00	Pool Party	IOAPA Executive Committee

Day 5: Wednesday, June 25th, 2025

Time	Information	Speaker
06:45	Morning Exercise (Optional)	
08:15	Breakfast	
09:00	Discussion and proposals for IOA/Makis Asimakopoulos	Moderator- Tove Thomasson (DEN)
09:45	Address by IOAPA President Elect	Xavier Jeannin (FRA)
10:00	Guest Speaker Transgender Athletes and Differences in Sex Development Q&A	Irene Martinkova (CZE) Moderator- Xavier Jeannin (FRA)
10:45	Coffee Break	
11:05	Presentation by Participants Follow-up Discussions	1. Yogo Suzuki (JPN) 2. Anfisa Kasyanova (GRE) Moderator- Marie Lou Noirot (FRA)
11:45	Video Presentation of IOA	
12:00	Presentation by Participants Follow-up Discussions	1. Mike Kwiatkowski (CAN) 2. Srimal Wickremasinghe (SRI) Moderator - Marianne Tjornham (NOR)
13:00	Lunch	
14:00	2025-2027 Executive Committee Meeting	
15:00	Visit to the Athens 2004 Archive	Kostas Georgiadis (GRE) IOA Dean
17:00	Dance Workshop	Elizabeth Hanley (USA)
18:00	Sport Activities	
20:00	Dinner President's Award for Merit & Service Awarded to Kostas Georgiadis (GRE) IOA Dean	 Magna Grecia

Day 6: Thursday, June 26th, 2025

Time	Information	Speaker
06:45	Morning Exercise (Optional)	
08:15	Breakfast	
09:00	Presentation by Hans van Haute scholar	1. Gerardo Lopez (MEX) Moderator-Samantha Matavata (ZIM)
09:30	2025 Olympic Torch Relay Draw Special Presentation	Moderator - Richard Koo (CAN)
10:30	Coffee Break	
11:00	Open Forum IOAPA Topics	
11:30	Presentation by Hans van Haute scholar	Ana Luisa dos Reis de Almeida (BRA)
12:00	Guest Speaker (Zoom) Q & A	Jacqueline Simoneau (CAN) Moderator - Christina Zarndt (USA)
12:30	Closing Remarks Distribution of Diplomas Closing Ceremony	Laurel Brassey Iversen (USA) Executive Committee 2025-2027
13:00	Lunch	
14:30	Free afternoon	
18:00	Sport Activities	
20:00	Dinner	
21:00	Hans van Haute Fundraising Auction EVERYONE: Please bring items from home to sell at the auction.	HvH scholarship committee and awardees

Day 7: Friday, June 27th, 2025

Time	Information	Speaker
07:00	Breakfast	
08:00	Departure to Athens	
12:45	Arrival at Athens Eleftherios Venizelos International Airport (if necessary)	
14:00	Arrival in Central Athens, Attalos Hotel / Monastiraki Metro	
20:00	Dinner (for the ones still in Athens)	

OPENING CEREMONY

Coubertin Monument Address by Andrew Shields (GBR)

The traditional Opening Ceremony began in the Syzmiczek Hall with the Olympic Anthem. The group then walked together to the Pierre de Coubertin Grove. The presentation was especially meaningful as one of our longtime members, Andrew Shields (GBR) offered the following reflections.



Andrew Shields

We're gathered here at the memorial of a man whose vision redefined global unity. DeCoubertin did not just revive the Olympic Games; he rekindled an ancient ideal for a modern world.

He believed that sport was a vehicle for education, peace and mutual understanding. De Coubertin famously won a gold medal for literature at the Stockholm 1912 Games. More than a century later, the final section of his winning poem still speaks clearly to us all, and to our troubled world:

"O Sport, you are Peace! You promote happy relations between peoples, bringing them together in their shared devotion to a strength which is controlled, organised and self-disciplined.

From you, the young worldwide learn self-respect, and thus the diversity of national qualities becomes the source of a generous and friendly rivalry."

We have a duty not just to remember de Coubertin, but to promote Olympism in our communities, our institutions and our lives. By exemplifying his ideals, we can imagine a better world through sport.

After many photos the members moved up to the Carl Diehm monument where former IOAPA President Richard Koo (CAN) and Tove Thomassen (DEN) shared their thoughts on returning to Olympia.



Richard Koo and Tove Thomassen



Ingolfur Hannesson (ICE)

As part of the traditional Opening Ceremony members made their way behind the Syzmiczek Hall to pay tribute to one of the IOAPA's founding members at the Memorial Tree of Hans van Haute (BEL). The first and second IOAPA Presidents, Laurel Brassey Iversen OLY (USA) and Ingolfur Hannesson (ICE) provided a bit of background about Hans and the legacy he left IOAPA. They both related some memories of Hans from the early days of the association.



Hans van Haute Scholarship Recipients

The traditional Session Photo was taken following the conclusion of the Opening Ceremony.



GUEST SPEAKERS

Andrew Shields (GBR)



Andrew Shields is a strategic communications specialist working for global event bidders, rights holders, organising committees, federations, and sponsors across sport, business, and culture.

After a career in consumer journalism, Andrew moved into the world of major events when he became Head of Editorial Services for the London 2012 Organising Committee.

He managed teams that produced several thousands of print and digital materials to enable the Games to run smoothly; chaired the Games-time Information Working Group for government representatives and major stakeholders; edited the daily newspaper for athletes in the Olympic Village; supported content development for

the largest commercial publishing programme in Olympic history; and later wrote and edited the Official Report of the Games.

Andrew then joined a niche campaign and content agency, Seven46. The company enjoyed a unique record of success in bids for the Olympic and Paralympic Games (four consecutive wins) and other global events including the Birmingham 2022 Commonwealth Games and several world championships. He also worked on the Tokyo 2020 bid campaign and developed content for the Tokyo 2020/1 Organising Committee but missed out on a Games-time role due to Covid-19 travel restrictions.

More recently, Andrew has acted as a consultant to several more successful bids, chiefly being responsible for writing and editing the Bid Books. These include Euro 2028 for the UK & Ireland, the ICC 2028 Olympic cricket campaign, and a recent FIFA World Cup campaign.

Andrew has also worked on a number of projects for the IOC, including the PyeongChang 2018 Debrief Session, materials for the Information, Knowledge and Games Learning (IKL) department, and a recent Olympism 365 Community of Practice manual. He is Communications Director of the Institute of Event Management, helping to champion professional standards in the events sector; support academic, training, and skills development; and provide a route to professional recognition.

Andrew was twice runner-up in the British Sports Journalism Awards. He has written seven books on sport and fitness, including *Master the Art of Running* and *Master the Art of Working Out*. He was elected a Fellow of the Royal Society of Arts in 2022. Away from work, Andrew plays and coaches cricket, and is also a qualified athletics, football, and handball coach.

Presentation by Andrew Shields: BIDDING FOR SPORT'S BIGGEST PRIZE ([Annex A](#))



- **My story: from Organising Committee to bid consultancy**
- **The evolving nature of Olympic bidding**
- **The future of bidding and the challenges facing the Olympic Movement**

My professional involvement with the Olympic Movement began in 2004, as a journalist covering London's bid to host the 2012 Olympic and Paralympic Games. The pivotal moment came at 7:46 pm Singapore time on 6 July 2005, when IOC President Jacques Rogge announced London as host, setting in motion a transformative journey both for London and for me.

In 2008, I seized the opportunity to join the London 2012 Organising Committee (LOCOG), which had a staff of fewer than 200 at the time. When the Games took place, the workforce had grown to around 200,000. I became Head of Editorial Services, a section within LOCOG's Communications department. The Communications teams were located in the office right next to Seb Coe and the senior leadership, reflecting the importance placed on public and stakeholder engagement.

My team produced thousands of pieces of written, visual and social content, with everything from operational manuals to road signage crossing our desks. London was the last 'paper Games', marking the point in Olympic evolution when operations were transitioning to digital systems. Among our achievements was contributing to the largest commercial publishing programme in Olympic history, with more than 50 titles produced.

During the Games, I was editor of the daily athletes' newspaper, published in English and French. For the 95 per cent of athletes with no chance of winning a medal, being featured in the newspaper became a cherished goal. Working in the Olympic Village every day was a huge privilege and really helped me to understand the spirit of the Games and the importance of the Olympic values and Olympism.

After London 2012, I stayed on to write and edit the post-Games documentation, including the Official Report of the Games – one of my proudest contributions to London's Olympic legacy. Seeing my work preserved in the Olympic Studies Centre in Lausanne was a deeply rewarding moment.

The challenges of Olympic bidding

Following my work on the Games, I joined the niche bidding consultancy Seven46. Here, and later with follow-on agency LookUp Communications, I specialise in crafting bid books for Olympic and other major sporting events. Clients might be countries, cities, federations or national sports agencies. My role is to bring coherence and consistency to complex proposals and shape the narrative that underpins the technical material.

For Rio 2016, the task facing Seven46 was to foreground Rio's opportunity to become the first South American host. Despite technical shortcomings compared to other candidates, the emotional appeal of the bid won IOC voters over. For Tokyo 2020, Seven46 was brought in to rescue a previously unsuccessful 2016 bid. Japan's inane formality and hierarchical culture had previously stifled emotional connection. In the reworked 2020 campaign, the challenge was to bring the tagline 'Discover Tomorrow' to life, including a final presentation to the IOC that subverted many preconceptions. It worked. Tokyo won.

However, Olympic bidding has long been overshadowed by corruption. Scandals have tainted the process, notably for Salt Lake City 2002 and, more recently, Tokyo 2020. In addition, the concept of bid 'races' has seen huge amounts of time and money spent only for cities to fall at the final hurdle. London's 2012 win left four disappointed cities. There were similar outcomes in the 2016 and 2020 bid races. Istanbul has bid five times – and lost on every occasion.

Public opinion has also become increasingly powerful. Several cities withdrew bids for the 2022 and 2026 Winter Games in the face of organised opposition. The IOC's failure to defend bidding as a tool for positive urban transformation and legacy development allowed anti-Games narratives, such as those from the 'Nolympics' movement, to gain prominence.

The future of Olympic bidding

Faced with shrinking interest and mounting criticism, the IOC under President Thomas Bach introduced major reforms to the bidding process. In 2016, Bach declared that the process created 'too many losers'. He also proposed making two simultaneous awards when suitable candidate cities were available. This idea materialised in 2017 when Paris and Los Angeles were respectively awarded the 2024 and 2028 Summer Games.

Instead, the traditional, high stakes bid race was replaced by a process based on dialogue. After a city makes an 'expression of interest', it may move into 'continuous dialogue' with the IOC's Future Host Commission where a bid can be discussed and its role in the city's long-term development evaluated. If this is deemed promising, a city then moves into 'targeted dialogue', where more granular detail is provided. The final decision, however, lies with a small executive group rather than the full IOC membership – a major departure from the previous approach.

India's Ahmedabad (also known as Amdavad) is currently in this early dialogue phase for a 2036 bid, along with several other cities.

While the new approach minimises financial waste and potentially avoids political embarrassment, it could be argued that sidelining IOC members from the decision-making process risks losing their valuable expertise and insight.

An example of this is the award of the 2032 Games to Brisbane, reportedly orchestrated between Thomas Bach and John Coates, then IOC Vice-President and an Australian. This was done in a way described by one eminent journalist as the least transparent in Olympic history, with no public consultation or even a

detailed venue plan. Brisbane has since faced a backlash over its eventual venue plan, prompting legal threats and intense public and media debate. Under the old process, this work would have been comprehensively carried out before the award and captured in a compendious bid book – London 2012's bid book was 550 pages long.

As a result, cities awarded Games in the years since Bach's declaration of 'no more losers' have faced issues including political disagreements, rising costs, a lack of solid public support, and wasted time.

Change may come with new leadership. Kirsty Coventry, the recently elected IOC President, may opt for a return to all or part of the old process – certainly the exclusion of IOC members from the election of host cities was a feature of the campaign. Her immediate priority, however, must be ensuring the already-selected cities – Milan-Cortina, LA, French Alps, Brisbane and Salt Lake City – are on track to deliver world-class Games. Only then can the future of Olympic bidding be confidently reimagined.

Dimitrios Asproulis (GRE): asked about human resources in the bidding process of an edition of Games.

Andrew mentioned that sustainability was the key for success. He explained about bidding team and its costs in general.

Christina Zarndt (USA): how the speaker thinks about the process of selection of Summer and Winter Games, if they might be different one from another.

Andrew spoke about corruption and the challenges when it comes to the opportunities the Games might bring.

A member asked about AI and the Games and AI.

Andrew answered the AI is a big challenge for the future.

FOOTNOTE

Three days after Andrew's presentation and during the IOAPA session itself, Kirsty Coventry announced a pause in the bidding process for the 2036 Games to enable an IOC working group to evaluate the process, with a focus on increasing IOC member involvement and determining the optimal timing for awarding future Games. A major driver for the review is the desire from IOC members to have a more active role in the selection process, rather than being passive recipients of information.

Jim Parry (GBR)



Prof Jim Parry is Visiting Professor at the Sports Ethics Research Centre - Faculty of Physical Education and Sport, Charles University in Prague; formerly Head of the Department of Philosophy, University of Leeds, UK.

His main academic interests are in sports ethics, social and political philosophy, and Olympism. He is co-author of *The Olympic Games Explained* (2005), *Sport and Spirituality* (2007), and *Olympic Values and Ethics in Contemporary Society* (2012); and co-editor of *Ethics and Sport* (1998), *Olympic Ethics and Philosophy* (2012), *Fields of Vision – The Arts in Sport* (2014), *Ethics and Governance in Sport* (2016), *Body Ecology and Emergent Leisure* (2018), *Experiential Learning and Outdoor Education* (2019), and *Slow Philosophy, Slow Sport* (Routledge, 2021).

He is a former Chair of the British Universities Physical Education Association and Founding Director of the British Olympic Academy. He has been Visiting Professor of Olympic Studies in Barcelona, Ghent, Ancient Olympia, London, and at the Russian International Olympic University, Sochi. (166 words)

Presentation by Jim Parry ([Annex B](#))

Olympic E-Sports Week, Virtual Sports and Real sports

Questions and Answers

Yuchen Sun (CHN) asked how he understood the equestrian in the Games and he answer that this sport should not be in OG.

Yuchen Sun (CHN) asked also about why jogging is not a sport while marathon is. He explained that the effort is different and the jogging is a physical activity but cannot be considered sport.

Yuchen Sun (CHN) asked about virtual Golf. He made a comparison with “ping-pong”, which is not really table tennis but something similar in format but different in its objective.

Marie Lou Noirot (FRA) asked about virtual Olympics being called « Olympic ». The answered that the term « Olympic » should not be used in this case and that IOC should involve as they are benefitting from this, even though it should not be done.

Ildikó Páska (HUN) asked if would not be easier to explain the differences between sports, esports and physical activity. He explained that the explanation in the opposite way is more complicated

Dr. Yoav Dubinsky (ISR)



Dr. Yoav Dubinsky is a Senior Instructor of Sports Business in the Lundquist College of Business at the University of Oregon. He did his PhD at the University of Tennessee, Knoxville.

Born and raised in Tel-Aviv, Israel, Dubinsky is a sports researcher and a former sports journalist with more than two decades of experience covering and researching local, national, and international sports. His interdisciplinary scholarship focuses on sports, nation branding, public diplomacy, and country image – especially how countries, cities, and communities try to improve their images and reputations through sports.

He is the author of the book *Nation Branding and Sports Diplomacy: Country Image Games in Times of Change*. As a journalist, he has covered hundreds of sports events around the world. Focusing on the Olympic Movement, Dubinsky has covered or researched the Beijing 2008, London 2012, Rio de Janeiro 2016, Tokyo 2020, and Paris 2024 Olympic Games. Dr. Dubinsky founded the University of Oregon Olympic Studies Hub, as a recognized Olympic Studies and Research Centre by the IOC Olympic Studies Centre (OSC), and serves as its operational director.

Dr. Dubinsky is no stranger to Olympia. He has been involved with the International Olympic Academy as a lecturer (2019, 2023, 2025), a coordinator (2010-2013), and a student in the first MA program (2009-2010), using sports as a tool for inclusion in diverse international environments.

He has been an IOAPA member since 2010, has written several articles over the years for *Arete*, the IOAPA newsletter, and lectured in an IOAPA online session (2023). This is his first in-person IOAPA session. For his full faculty profile: <https://business.uoregon.edu/directory/faculty-staff/all/yoavd>

Presentation by Dr. Yoav Dubinsky (**Annex C**)

From Paris 2024 to LA28: Challenges and Opportunities in the New Era of the Olympic Movement

Irena Martinkova (CZE)



Prof Irena Martinkova is Professor in Kinanthropology at the Sports Ethics Research Centre - Faculty of Physical Education and Sport, Charles University in Prague, where she is also Chair of the Research Ethics Committee. She is currently President of IAPS (the International Association for the Philosophy of Sport) and Vice-Chair of EAPS (the European Association for the Philosophy of Sport).

She has extensive research experience in the area of philosophy of sport and sports ethics and has published numerous chapters and journal articles within the areas of phenomenology, values in sport, sex/gender and discrimination in sport, sport categorisation, Olympism, martial arts, and Eastern thinking.

She is the author of *Instrumentality and Values in Sport* (Karolinum Press, 2013), and co-editor of *Phenomenological Approaches to the Study of Sport* (Routledge, 2012) and *Slow Philosophy, Slow Sport* (Routledge, 2021). She attended the 1999 edition of the IOA PG Seminar and has since returned many times as a guest professor.

Presentation by Irena Martinkov: Transgender Athletes & Athletes with DSD **(Annex D)**

Recommendations:

Andrew Shields (GBR) recommended combined competitions as a way to enhance Participation of Transgender Athletes.

Lowa Beebe (CAN) recommended that the first step is to find out from the Transgender persons where they want to fit for consideration.

Prof. Irena MARTINKOVA(CZE) also shared her key recommendations during her Presentation to boost performance of Transgender Athletes.

Questions and Answers

Andrew SHIELDS (GBR) asked why Paralympic Classification is not a solution.

Prof. Irena responded that Paralympic Classification is a little problematic as it looks at Stable Characteristics that Athletes cannot Control.

Dr. Konstantinos Georgiadis (GRE)

DR. KONSTANTINOS GEORGIADIS is a Professor at the University of Peloponnese, in the Department of Sports Organization and Management. Dr. Georgiadis holds a PhD in Sports Science from the Johannes Gutenberg Universität of Mainz. His academic interests are in the history and revival of the Olympic

Games, the social, political and cultural aspects of the Games, and Olympic Pedagogy.



In addition, he has been the Dean of the International Olympic Academy from 1993 to 2004 and since 2005 he has been the IOA Honorary Dean. Dr. Georgiadis is the Director of the International Master's Degree Program in Olympic Studies, which is organized by the University of Peloponnese and the International Olympic Academy.

Since 2010, he has been a member of the IOC Commission for Culture and Olympic Education and in 2015 he was appointed a member of the Olympic Education Commission of the IOC. He was also a Member of the IOC Coordination Commission for the 1st Youth Olympic Summer Games in Singapore 2010. He has been a member of the Executive Committee of the International Society of Olympic Historians since its founding.

During the organization of the 2004 Olympic Games in Athens he was a member of the Executive Board of the "Athens 2004" Organizing Committee. Among his many honours, he is Emeritus Professor of the Capital Institute of Physical Education in Beijing (2006), he has been honoured with the Vikelas Plaque (2007) by the International Society of Olympic Historians (ISOH) for his contribution to the Olympic research, and he was awarded the highest honorary distinction of the NOC of Lithuania for his contribution to the Olympic Movement.

Dr. Georgiadis presented a tour of the Athens 2004 Archive at the IOA and talked about Human Rights.

Jacqueline Simoneau OLY (CAN)



My Olympic journey has been one of immense growth, dedication, and unforgettable moments. Competing at this level taught me not only about athletic excellence but also about resilience in the face of challenges, both personal and global. The Olympic Movement goes far beyond sport; it's a powerful platform that touches lives worldwide by promoting unity, peace, and respect across cultures.

Despite the challenges we face, whether political tensions, global inequalities, or evolving social issues, the Olympics remain a beacon of hope. They remind us that sport is a universal language capable of bringing people together. It is crucial that individuals, communities, and global organizations stay involved to nurture this spirit and use sport as a vehicle to inspire positive change and build a better world for future generations.

Presentation by Jacqueline Simoneau: My Olympic Story ([Annex E](#))

ADDITIONAL PRESENTATIONS

Welcome Address by IOAPA President Maria Eleni Soukera (GRE)

Marilena delivered the opening speech of the session.



In June 2023 I started my first term as a President. The first thing I thought I should achieve was to create a stronger communication between IOAPA and IOA. Last July I had a meeting in Athens with Mr. Makis Asimakopoulos, the New Director of IOA and we decided to work together for a closer cooperation.

Last June during the Young Olympic Ambassador's Session, I participated as a guest and talked about IOAPA to the Young Ambassadors.

During our Reunion in Paris for the Olympic Games I took part at the World Olympian's Oly House with our Vice President, Laurel Brassey Iversen.

Another thing I would like to mention is my initiative to ask for three positions for our members at Torch Relay. On the 16th of April three IOAPA members ran as torchbearers at Torch Relay in Olympia.

Due to my increased professional and academic obligations, I decided not to run again for the position of the President. These two years helped me to create stronger friendships!

I would like to offer my best wishes to Mr. Xavier Jeannin, the new IOAPA President.

I also would like to express my heartfelt thanks to everyone who trusted me and supported me throughout my journey which was at times very difficult. I'm sure that the Executive Committee will continue to do the best and I will continue to follow IOAPA as a member.

Presentation by IOA Director Makis Asimakopoulos (GRE)

“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.”



In April, all IOAPA members received by email the Proposal for the IOA Alumni Engagement Office IOA-AEO to further strengthen ties with the IOA Alumni community. A few points are highlighted here.

There will be 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)

Notes on the presentation:

Over the past 25 years, significant changes in Olympic education were highlighted, showcasing its evolution and broader impact. The strong link between Olympic education and sports education was emphasized, with a call to educate not only athletes but also individuals across various professions such as doctors, coaches, and teachers, underscoring that Olympic education is essential regardless of one's career path.

From a philosophical perspective, it was noted that Olympic education brings deeper meaning and joy to life. Several key IOA initiatives were discussed, including the IOC Library, Olympic Museum, Olympic Studies Centre, Pierre de Coubertin Committee, and the Olympic Values Education Programme (OVEP), all of which play a vital role in promoting Olympic values.

Looking ahead, plans include launching two bachelor's degrees (one in Patras) in Olympism and continuing the renovation of the library with improved virtual access, a global online educational school. There was a strong emphasis on spreading Olympic values further, along with an open invitation to visit the IOA premises to encourage greater public engagement.

Anfisa Kasyanov (GRE) asked about IOAPA resources, data, session, how it will be incorporated to new structure?

Response: The plan involves re-establishing available resources. An audit work will be conducted to determine the origin, location, and ownership of the resources.

It was mentioned that a thorough discussion among stakeholders is necessary to move forward.

Ana Luisa Almeida (BRA) asked Why can't IOA merge with IOAPA?

Response: It will partially. IOA should establish itself with IOAPA. It was mentioned that IOAPA does not have enough administrative staff. He also mentioned that the IOAPA members do not have a good or existent connection with their NOC. The control of the alumni should be under only one organization, and the boundaries between IOA and IOAPA need be determined.

Yoav Dubisky (ISR) asked: How masters can be involved with future activities of IOA and IOAPA.

Response: Masters students should contact the IOA and ask for support.

Srimal Wickremasinghe (SRI) made an observation about how to liaise between IOA and IOAPA for better understanding.

Ildikó Páska (HUN) mentioned that the IOA has never contacted her and the only alternative to be connected has always been the IOAPA.

Joseph Oluka (UGA) asked about sustainability for the future and what are the benefits that countries are going to have.

Response: On the financial side the IOA has enough budget to make this change happen. Plan to have a bachelor's programme on sustainability in the University of Patras.

Michael Kwiatkowski (CAN) asked how flexible is the IOA in relation to branding.

Response: So far this was not discussed.

Laurel Brassey Iversen OLY(USA) asked: How they planned to involve the alumni and how the registrations and other administrative needed actions should happen.

Response: The idea is to use IOAPA's data base and the collaboration of IOAPA.

Samantha Matavata (ZIM) asked: How he envisions his Advisory Board and if some specific elections would be needed for this new structure.

Response: This subject has not been analysed yet.

Andrew Shields (GBR) said that IOA should prepare carefully a mapping exercise as many countries do not have any education entity connected to their NOC.

Response: This mapping will begin next year and that this subject was taken to the IOC.

Dimistris Asproulis (GRE) asked: if international students that participate in IOA courses abroad, will be considered Alumni as well.

Response: All the Official IOA courses can be considered, but not one-day seminar or short events like this.

Mateus Nagime (BRA) asked: how he plans to keep this programme running after a new Executive Board takes the lead of the IOA in the next years.

Response: Once the structure is established, it is supposed to be continued.

Ildikó Páska (HUN) asked: how he sees the future of the alumni. He answered that the idea is to bring athletes closer to the IOA.

Presentation by Richard Koo (CAN) IOAPA 7th IOAPA President (2015-2023)

Developing Leadership Skills and Building Organizational Relationships

Adapted from an address given during the IOAPA Session in Olympia on 22 June 2025.

Leadership within IOAPA, for me, has always been about giving something back. It is about working with others to achieve outcomes that none of us could reach alone, and contributing to a community shaped by the shared experience of Olympia.

Reflecting on my time, I recently came across a definition of leadership shared by Carol Purcer, former President of Rowing Canada Aviron, which she herself cited in her farewell address:

“Leadership is an acceptance of responsibility rather than the assumption of power.”

That sentence captures IOAPA leadership particularly well. From the moment you accept responsibility, something changes. People begin to watch your actions more closely. Your words carry greater weight. Your behaviour starts to represent more than just yourself; it reflects the organisation and the values it stands for. This is an aspect of leadership we do not always speak about openly, but it shapes everything that follows.

Collaboration is central to IOAPA, but it is not always easy. Our membership and Executive Committee bring together different cultures, professional backgrounds, and life experiences. Leading in this environment requires patience, empathy, and a willingness to navigate differing expectations while maintaining a clear sense of shared purpose.

Working collaboratively sounds simple, but in practice it can be challenging. Leadership within IOAPA is not about directing people, but about creating the conditions for others to contribute their best ideas and energy, building trust, encouraging participation, and ensuring that difference is treated as a strength rather than a barrier.

When I was first approached about running for President, my initial instinct was to say no. Leadership roles have not always come naturally to me, nor did I feel ready to take on the responsibility of the position. But as the days passed during the IOAPA Session in 2015, and the more I reflected on the opportunity, I realised that I needed to shift the question from whether I wanted the role to whether I was willing to serve. That reframing ultimately led me to step forward.

Much of my experience in sport and in my professional life has been as an outsider, and that perspective shaped how I approached leadership in IOAPA. I was particularly conscious that many IOA participants



leave Olympia after a powerful and formative experience, but without a clear pathway to remain connected to the Olympic Movement.

This was also my own experience. I felt that if I could share what I had learned, help create connections, or encourage others to re-engage in ways that were meaningful to them, this would be a valuable contribution to the Association.

Leadership also requires pragmatism. Accepting responsibility means being honest about what is possible, particularly in moments of disruption. Ambitious ideas matter, but they must be matched with the capacity to implement them. Promising outcomes without a credible path to delivery risks becoming performance rather than leadership, and ultimately does not serve members well.

One of the most important organisational partnerships for IOAPA is, of course, with the International Olympic Academy itself. That relationship was tested, and strengthened, during the pandemic years of 2020 and 2021.

For IOAPA, the pandemic forced us to adapt how we delivered our programs and how we engaged our membership. Rather than pause activity, we activated the collective expertise of our members to respond to a shared challenge. In 2020, IOAPA members worked directly with the IOA to design and deliver the virtual format for the Young Participants Session.

Together, we developed an engaging, week-long online program that incorporated many of the educational, cultural, and social elements of the Olympia experience, this time delivered virtually. While it could not replace being in Olympia, it demonstrated that meaningful participation, dialogue, and community could still be created in a digital environment.

This collaboration did more than address an immediate crisis. It created new models for the future; models that promise greater access, broader engagement, and increased transparency for IOA programs.

IOAPA's Memorandum of Understanding with the Canadian Olympic Committee, the Association's first such agreement, was similarly grounded in established relationships. Drawing on existing connections through my previous volunteer work with the COC, discussions focused on identifying areas of shared purpose rather than proposing a new partnership in abstraction. Both organisations recognised Olympic Education as a common priority, leading to a collaboration that shared the experience of the Canadian Olympic Schools Program with IOAPA's global membership.

Building on this relationship also facilitated the hosting of IOAPA gatherings at Canada Olympic House during the PyeongChang 2018 Olympic Winter Games and again at the Paris 2024 Olympic Games. The partnership emerged not from a cold approach, but from pre-existing connections and trust built over time.

IOAPA's long-term partnership with Magna Grecia reflects a similar trajectory. It began as informal interactions, including off-site visits, the traditional dinner at their agriturismo farm during past IOAPA sessions. These interactions evolved into a longstanding personal friendship between IOAPA founding

President Laurel Brassey Iversen and Magna Grecia owner Franca Magrini, and the two developed a formal collaboration to support the Hans van Haute Scholarship Fund. Over the past two sessions, this partnership has provided fully funded scholarships and travel bursaries for members from underrepresented countries to attend the IOAPA Session in Olympia. The longevity and impact of this relationship underscore the importance of personal connection as the foundation for effective organisational agreements.

Serving as President carries visibility, whether one seeks it or not. Accepting responsibility means understanding that leadership extends beyond decisions and formal roles.

In Canada, we often say, “Leave the place better than how you found it.” That principle guided my approach throughout my years of leadership.

Ultimately, leadership in IOAPA is about stewardship rather than ownership. It is about supporting members, strengthening relationships, and ensuring that the Association is more connected and resilient for those who follow.

The Magna Grecia Olive Oil Project by Laurel Brassey Iversen OLY (USA)



The Magna Grecia Project

Hans van Haute Scholarship Fundraiser

Laurel Brassey Iversen & Elizabeth Hanley

I have been very fortunate to attend many sessions of the IOA and IOAPA. Over 20 years ago I became friends with 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). Their business was essentially dead for all of 2020 and well into 2021. They were still shipping orders of the products they

produce on the farm all over the world. I was thinking how to help my friends in their difficult situation. I thought about organizing my friends on Kauai, Hawaii to bring the Extra Virgin Organic Olive Oil to the islands.

The Magna Grecia Olive Oil Project was born. I wrote a letter describing my idea and emailed it to everyone I knew. By joining together, we were able to fill the shipping boxes with 18 -750 ml cans and lower the shipping cost down to about 8 Euros per tin. The total cost per tin including shipping was about 25 to 27 Euros depending on exchange rates between the Euro and Dollar. Within 72 hours I had sold 90 tins. People were very touched by the story of the family and wanted to help these people in their struggle during the pandemic. I shared the idea with Elizabeth Hanley (USA) and she began her own campaign, eventually filling 10 boxes of 18 tins. We feel like the project was successful for two reasons. First: Our deep connection to the Karabalas family and our willingness to jump to action! Second: Elizabeth lives in a small college town in Pennsylvania and I, on a small island in the Pacific Ocean. Both places are a bit isolated, and it is difficult to find delicious gourmet products for a good price. People were delighted with the olive oil and many reordered entire boxes to give as Christmas gifts.

Franca and her family were overwhelmed by our Aloha and happily prepared the boxes for shipping. The family was happy that they had some business and very grateful that so many folks on the other side of the world would make this effort for them. Nothing like the tours they were doing but to see some of their life's blood- olive oil - leaving the shelves, was so meaningful to them.

We made a special photo tag to thank each person and Franca included a special gift for each person who purchased. Even the local post office was excited because they had business income shipping the boxes. My local postal girl was not so excited to deliver 40 kilo boxes. I was able to deliver many of the tins since I was only working part-time due to the pandemic.

After 1 week and the first five orders, Franca said she wanted to pay a commission which I declined, but then got an idea. I explained how we raise money to fund the IOAPA Hans van Haute Scholarship to Franca. Over the years we have never been able to bring an alumni member from a lesser represented country at IOAPA sessions because they needed a Full scholarship. IOAPA's goal for 2021 was to have enough money in the scholarship fund to provide a FULL Scholarship to one person. For many people, their only possibility rests with an all-expense paid trip.

So many wonderful people enjoyed the Magna Grecia Olive Oil. These are just a few of them. We have continued to operate the project every year with some of our best customers. Richard Koo joined in the project. In 2023 we provided 2 full scholarships and 2 partial scholarships and this year in 2025 we will do the same. In 2024 and 2025 Richard, Elizabeth and myself raised 2175€

Franca has been hosting our IOAPA dinner and tour at Magna Grecia every year since 2011 and knows many of our members. She agreed to the idea and the 15% commission funded the scholarship. With the help of our amazing family of friends in Hawaii and, also from folks around the US in Pennsylvania, Colorado, California, Indiana and Idaho we raised money for the HvH scholarship.

One of my greatest pleasures is introducing the HvH scholarship recipients to Franca and her two business partner sons, Alexis, and Francesco at the Magna Grecia Farm in Olympia.

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





Preparing for delivery in Hawaii



**Commission = Scholarship
to attend an IOAPA Session
in Ancient Olympia**





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.



INTRODUCTION OF 2025 HANS VAN HAUTE SCHOLARSHIP RECIPIENTS - ANIDEV SINGH (IND)

Dinkey Bandara (SRI)



Due to the continued olive oil sales fundraising and other IOAPA opportunities to donate such as the Paris Reunion and online registration, we were once again able to offer four scholarships for the recipients to attend the IOAPA Official Session in Olympia. Two full scholarships including registration, airfare, and room and board were awarded as well as two partial scholarships (registration and Athens accommodation – two-nights). They are required to present their projects in Olympia.

Our two full scholarship awardees are Dinkey Bandara from Sri Lanka and Joseph Oluka from Uganda.

Dinkey Bandara (SRI) is a dedicated professional at the intersection of academic expertise, sports administration, and a deep-rooted passion for promoting Olympism. Since 2018, she has worked with national and international sports organizations, contributing her knowledge and skills to elevate the global sports community. Dinkey holds a master's degree in Olympic studies from the International Olympic Academy, a Master of Sports Administration from the Russian International Olympic University, and a PGCert in International Sport Management from the University of London.

Beyond her academic and professional pursuits, Dinkey is a committed advocate for youth and educational empowerment, leading workshops and educational programs for university and school students. Her goal is to foster the next generation of sports professionals, nurturing talent and sharing her knowledge. Dreaming of a career with the International Olympic Committee (IOC), she is passionate about traveling, exploring different cultures, and leveraging her expertise to spread the values of Olympism across the globe.

With a strong desire to make a lasting impact in the world of sport, Dinkey draws inspiration from Pierre de Coubertin, whose legacy she believes guides her journey and helps her navigate challenges and achieve her goals in the sporting world.

Presentation by Dinkey Bandara: The Chain of Values ([Annex F](#))

Joseph Oluka (UGA)



Joseph Oluka (UGA) is a sports administrator and is currently working with the Uganda Olympic Committee as an Assistant Administrator (Technical). Joseph has implemented, managed, and coordinated several projects using the Sports for Development approach, while addressing global issues such as poverty, violence, and quality education, among others, through collaborations with various organizations, including Youth Sport Uganda, Uganda Olympic Committee, and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) - Uganda.

Presentation by Joseph Oluka: Campaign Against Gender Based Violence (GBV) in Sport in Uganda ([Annex G](#))

Ana Luisa dos Reis de Almeida (BRA)

Ana Luisa dos Reis de Almeida (BRA) is a sports management professional who serves as the General Manager of the Brazilian Federation of Modern Pentathlon, a role she has held since 2009. Ana Luisa has extensive experience in organizing and managing national and international sporting events, including Modern Pentathlon World Cups and the Rio 2016 Olympic Games.



She just obtained her master's degree in Olympic studies through the International Olympic Academy and the University of Peloponnese. Ana Luisa holds degrees in Business Administration and Physical Education.

Her international credentials include serving as a member of the Union Internationale de Pentathlon Moderne (UIPM) Business Affairs Committee and as an arbitrator for the UIPM Arbitration Court. She has led Brazilian Modern Pentathlon delegations at major sporting events such as the Lima 2019 Pan American Games, the Santiago

2023 Pan American Games and some Youth and Junior World Championships.

Presentation by Ana Luisa dos Reis De Almeida: The Evolution of Challenges to Women's Participation in International Competitions and the Limitations of Clothing ([Annex H](#))

Gerardo Levi Lopez (MEX)



Gerardo Levi Lopez (MEX) was born in Mexico in 1989, and is a former national swimming champion, a committed marathon runner, and a lifelong advocate for sport as a vehicle of human development. His professional journey began in February 2017, when he founded a movement dedicated to organizing endurance races in remote Mexican communities to foster social transformation and raise funds for children facing cancer and extreme poverty.

After earning a postgraduate degree in Sports Training in Spain, he pursued a Master's in Sports Management in Germany, where he encountered the United Nations' initiatives on "Sport for Development and Peace." This experience reshaped his perspective: sport was not only discipline or spectacle—it was diplomacy, education, and healing. Since then, he has implemented inclusive, sustainable event models empowering young people and communities through physical activity. He also designs sports programs in underserved areas, combining logistics, ethics, and storytelling.

"My deepest inspiration comes from ancient Greece, where sport was a sacred act—performed to honor the gods, to cultivate the self, and to forge a civil society. I carry that legacy in everything I do. To stand in Olympia, where ideals became action, is not only a destination—but a return to the origin of my purpose."

Presentation by Gerardo Levi Lopez: An Olympic Mexico ([Annex I](#))

IOAPA MEMBER PRESENTATIONS

Yogo Suzuki (JPN) Girls and Youth Sports in Japan ([Annex J](#))

Questions and Answers

Mateus Nagime (BRA) asked if the Older Generation was aware of the Culture of having short Hair among the athletes.

Mr. SUZUKI(JPN) responded that in case the parents of the athletes (Students) have played sports before, they expect the students to do the same.

Anfisa Kasyanova (GRE) Smarter Sport: Leveraging AI Tools for Impact in the Olympic Education Administration ([Annex K](#))

Questions and Answers

Mateus Nagime (BRA) asked if any proper manuals have been developed for consumption by the Athletes when using AI Tools.

Anfisa KASYANOVA(GRE) responded that there are no Manuals and emphasized that she was sharing the Topic based on her passion to create awareness about the usage of AI in Sports Administration.

Dimitrios Asproulis (GRE) asked whether recommendations had been shared with the IOC.

Anfisa KASYANOVA(GRE) responded that the presentation is self-made to promote knowledge sharing with all participants in the session.

Recommendations

Dimitrios Asproulis (GRE) recommended that IOAPA Executive looks into having a dedicated personal for Technology.

Dr. Jim Parry (GBR) recommended that ChatGPT should not be used in Masters' Thesis Studies however if used it should be captured among the references.

Mike Kwiatkowski (CAN) My Journey ([Annex L](#))

No Questions and Answers.

Srimal Wickremasinghe (SRI) Diplomacy and Future Challenges for the Olympic Movement ([Annex M](#))

Questions and Answers

Dinkey Bandara (LKA) asked if there are any expectations he would deliver for Sri Lanka.

He replied that he had no answer.

Andrew Shields (GBR) inquired on the possibility of including smaller states.

He Replied that in his opinion the IOC has got to have a practical approach and consideration of the smaller nations.

EXTRACURRICULAR ACTIVITIES OF THE SESSION

Visit to Mycenae:

On the first day of the session, the members stopped at the ancient site of Mycenae, an important archeological excavation not far from Nemea and Epidauros. It was the first time to visit for many albeit too short with so much to see.

Excerpts about Mycenae taken from the following website:

<https://ancient-greece.org/archaeology/mycenae-archaeological-site/>

Mycenae (Greek: Μυκήνες) is one of the most important archaeological sites of Greece. The fortified citadel is perched over the fertile plain of Argolis near the seashore in the northeast Peloponnese.

Mycenae is the largest and most important center of the civilization that was named "Mycenaean" after this very citadel.

History and Legends

Mycenaean is the culture that dominated mainland Greece, the Aegean islands, and the shores of Asia Minor during the late Bronze Age era (circa 1600-1100 BCE). The Mycenaean Era occupies the tail end of the Helladic Civilization, which flourished in mainland Greece since 3000 BCE.

Mycenae's strategic location allowed it to control commerce between the Aegean and the mainland. Naturally, it grew over a period of a hundred years (1350-1200 BCE) to one of the richest and most powerful mainland centers of Bronze Age Greece.

The founding of Mycenae is lost in prehistory, but according to Greek legends, it was founded by the legendary hero Perseus – son of Zeus and Danae, daughter of the king of Argos, Acrisios – who left Argos for Tyrins and later employed Cyclopes to build the walls of Mycenae with giant stones that no human could move (thus the characterization of the walls as "Cyclopean").

The Perseid dynasty ruled the area from Mycenae from at least three generations. Eurystheus, the last of the line, was the one who commissioned Herakles (Hercules) to perform his twelve labors, and when he was killed fighting the Athenians, Atreus, the son of Pelops became the king of Mycenae and started the Atreid dynasty. Atreus' son, Agamemnon led the expedition against Troy – the story immortalized in the Homeric Iliad – but was murdered by his wife Clytemnestra upon his return to Mycenae.

There are several explanations about how the place took its name. Homer indicates that it is named after a beautiful nymph called Mycenae, while other theories credit the mushroom-shaped pommel of Perseus' sword, or the local mushroom (mykes) he used as a cup to drink water on the site where the Perseia spring spontaneously appeared.

Informal Opening Session

After arrival and settling in at the IOA premises, an informal gathering took place in the Syzmiczek Hall. Welcome, introductory and logistical remarks were made by IOAPA Vice President Laurel Brassey Iversen OLY (USA) who was responsible for organizing the session. Members were invited to write down what expectations they had of the session, what they expected to gain and what they were prepared to give.

Laurel then recognized her subcommittee for their remarkable organization of the session.

Mateus Nagime (BRA) and Marie Lou Noirot (FRA) handled everything from registrations, payments, document organization, periodic updates, and logistics. Richard Koo (CAN), Megan Ritch (USA) and Alexander Eriksson (NOR) provided valuable guidance and input.

A special cultural presentation by two of the Hans van Haute Scholarship recipients followed. Mrs. Dinkey Bandara (SRI) and Mr. Joseph Oluka (UGA) gave explanations of traditional dances that they then performed wearing costumes from their countries.



Dinkey Bandara (SRI)



Joseph Oluka (UGA)

At the conclusion of the short opening program, everyone was invited to walk down to the IOA Pool together for our first ever, cocktail hour followed by an extraordinary dinner hosted Opening Ceremony.



Workshop and Olympic Day Activities for Local Children

For the second time, IOAPA organized an Olympic Fun Day with games, gifts and torch relay for the local children. Anfisa Kasyanova (GRE) was indispensable in planning the activities and contacting the children's families. We obtained permission from the IOA to host the event at the premises of the academy. She also was the master of ceremonies for the event.

A workshop was held during our program to make torches for the children to take home. Each IOAPA member also brought small gifts with them which were distributed into gift bags for each child.



40 of Olympia's aspiring youngsters came with their parents to the IOA and took part in sprinting, long jump, Frisbee discus, javelin and shot put as well as a turn to hold the Olympic torch accompanied by an IOAPA member.

The biggest thrill for all of us was the actual lighting and use of one of the Olympic torches in the IOA's possession. Mr. Vagelis Friggis lit the flame and supervised the event on behalf of the IOA.





Members of the children's dance group performed a few musical routines for everyone, and Anfisa offered ice cream for everyone.

IOAPA Dinner offered by Europa Hotel and Mrs. Katerina Spiliopoulou (proprietor)

We were invited to have dinner at the beautiful Europa Hotel's Garden Taverna overlooking the north side of Olympia at dusk. Arrangements were made so that the cost of the dinner was the same as if we stayed at the IOA for dinner, however the staff of the hotel provided a delicious and very plentiful meal for us. The ambience was simply stunning. We also celebrated former IOAPA President Ingolfur Hannesson's birthday!



Tour of Klio's Honey Farm and Beach Day and Pool Party



Members visited the Klio's Honey Farm in the village of Olympia. We were treated to a fascinating history of beekeeping, a tour of the farm and of course, a tasting of the local honey produced by the family. Many people purchased honey to take home.

The same afternoon most took the opportunity to go to the beach at Agios Andreas near Katakolon. The day was sunny and hot, and the water was perfect.

The Traditional Pool Party was held that same evening at the IOA pool. The MaiSI students were invited and made for a lively party helping to finish off the two large pots of special recipe sangria.

Magna Grecia Agritourism Tour and Dinner

As has been a tradition since 2011, the IOAPA members were treated to a tour followed by dinner at the Karabalas family agritourism Magna Grecia. Mrs. Franca Magrini and her sons Alexis and Francesco once more welcomed us. We saw some new innovations and were able to taste all the different extra virgin, organic olive oils prior to a dinner of all their farm to table ingredients.



Recognition of the Karabalas Family - Magna Grecia

This occasion gave us the opportunity to recognize the Karabalas Family with a special plaque honoring their contribution to the Hans van Haute Scholarship. The plaque will be placed in a prominent position in the restaurant. Franca has been supporting the IOAPA Session every 2 years (except 2021) since 2011 by hosting the IOAPA participants for a tour and dinner at Magna Grecia Farm in Floka. They have opened their restaurant and extended discount prices to our group exclusively even when there were only 20 people in attendance. In addition, Magna Grecia is essentially our only sponsor giving 15% of sales of olive oil made by IOAPA members back to the association for the Hans van Haute Scholarship fund.



**In Recognition of
Magna Grecia Agritourism
For your generous sponsorship
enabling Olympic Ambassadors to return to Olympia
from Brazil, Guatemala, Lebanon, Lesotho, Mexico,
Sri Lanka, Uganda and Zimbabwe**



**International Olympic Academy Participant's Association
Hans van Haute Scholarship**



Dance Workshop



The Dance Workshop was again facilitated by our indomitable Elizabeth (Betz) Hanley (USA). Dancers performed a contemporary choreography put to the poem "Above the Stadium", by Andrew Shields, written after the 1991 IOA Session.

Dancers were Andrew Shields (GBR), Tove Thomasson (DEN), Srimal Wickremasinghe (SRI) and Yogo Suzuki (JPN)

Above the Stadium: poem by Andrew Shields

Olympia, I am

One green bank,
One tree, would be enough.
Or just one rock, one trickling river,
One leaf fallen in a pool.

Instead, hill beyond hill,
Folded and twisted,
Tough trees crammed
In thin stone structures.

The huge moon, watching it all, is too much.

A million summers,
Still night air, and the rocks
And banks and water warm.
Sky over endless mountains.

All the junk that goes with being human
Drops away. Hard rock wavers.
Even the weighty present seems to fail
This quivering bubble of a heart.

Words, books,
Like the water running off a high ledge,
Are lost in the dry air.

No-one loves bare, raw earth,
Yet here we are.

Night starts to chill. A flick
In the moonlight
Slips into shadow.

Out there, unseen,
Cold, proud eyes
Watch us rise and go.

Hans van Haute Scholarship Auction

On the last evening in Olympia, the IOAPA members held the Hans van Haute auction. The MaiSI students were again invited and contributed to the success of the auction. Each member brought items from home to offer for auction to raise money for the Hans van Haute Scholarship. The auction was organized by this year's recipients as well as Tove Thomassen (DEN). The number of fabulous items was remarkable. The IOA allowed us to take over the bar area, using all the tables as well as some extras brought in by the staff to display all the items. The auction ran for about 90 minutes. Everyone went home with a treasured item. We raised 1,290 euros for the scholarship.

The highest amounts donated to auction items were 181€ and 109€

HANS VAN HAUTE SCHOLARSHIP AUCTION			
Item	Price Euros	# of Bid Changes	
Australian Cricket Jersey	35	9	
US Minted Coin Salt Lake City Olympic Games	31	7	
Olympic Rings knitted hat by Caroline K-Thomassen	30	5	
Fistball T-Shirt Austria	26	5	
Brazil NOC Shirt	25		
Baseball Jersey	25		
Team Uganda Paris 2024 Shirt	25		
1968 Mexico City Olympic Poster	22		
Adidas Jacket	21		
IOAPA Session Bag	21		
Rio Paralympic Shirt	20		
Tokyo 2020 Shirt	20		
2012 Gold, Silver, Bronze Medalist Diplomas	20		
Athlete 365 small backpack	18	9	
2024 Volunteer's Towel	17		
London Olympic Shirt	16		
Park City Utah Tote Bag	15		
Beijing Torch Relay Shirt	15		
USA Chef de Mission Medal for Paris 2024	15		



IOAPA President's Award for Merit

The 2025 IOAPA President's Award for Merit was awarded to Dr. Konstantinos Georgiadis, IOA Dean.

Considerations:

- Length of time associated with the IOAPA
- Continued service during that time
- Value of the contribution to the IOAPA



Kostas Georgiadis – Since 1991 Kostas has been our link to the IOA, supporting us and being our advocate even when others in the Ephoria were not inclined to do so. He has attended almost every IOAPA Session in Ancient Olympia. He gave us valuable advice as to how to navigate the sometimes very difficult politics within the IOA. He lobbied to have IOAPA members serve as coordinators for the YOA session for many years. He has been a true and loyal friend to so many IOAPA members and attended almost all the IOAPA Sessions.

Olympic Torch Relay Draw for Milano/Cortina 2026



Milano/Cortina2026 Olympic Torch Relay Selection Draw

IOAPA Session 2025 (Online)
13 April 2024



info@ioapa.org

[@ioapa_official](https://twitter.com/ioapa_official)

www.ioapa.org

Today, you could become an
Olympic Torchbearer!





Selection Process



- Nominee(s) will be chosen at the IOAPA Session by random selection. Selected nominee(s) are not guaranteed to be chosen to participate in Olympic Torch Relay.
- Names of nominated members will be submitted to the Hellenic Olympic Committee / International Olympic Academy in priority order based on position in the draw.
- HOC/IOA will make final determination of member(s) selected to run in the Olympic Torch Relay. The organisers may select 1, 2, 3+ or no members to participate.

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www.ioapa.org



Regulations regarding Torch Relay participation



- Relay participant(s) will need to travel to Greece and present themselves at the location determined by the organising committee on the day of the relay.
- Relay participants will be issued a torchbearer uniform and provided with a torch for use in their leg of the relay.
- No financial assistance whatsoever will be provided by the HOC/IOA/IOAPA for the selected relay participant(s) to travel from their place of residence to the designated relay location in Greece.
- Selection to the Milano/Cortina 2026 Olympic Torch Relay confers no additional rights other than participation in the relay in Greece (i.e., no tickets to Paris 2024 Olympic Games, no accreditation, no Olympic family recognition, etc).

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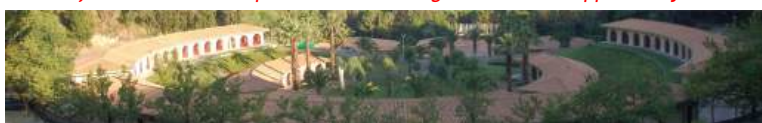


IOAPA ELIGIBILITY (online session)

INTERNATIONAL OLYMPIC ACADEMY
PARTICIPANTS ASSOCIATION

- 1) Must be a member of IOAPA.
- 2) Must have participated in the online election as a voting member or be otherwise in the zoom room at the time of the draw.
- 3) Must not have previously participated in an IOAPA-sponsored Olympic Torch Relay Event (i.e., Tokyo 2020, Paris 2024).

NB: For those that have previously run with the Olympic Torch at a non-IOAPA sponsored event, we would respectfully request that you recuse yourself from this selection process in order to give others the opportunity to run.



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www.ioapa.org



IOAPA Order of Draw Selection & Precedence

INTERNATIONAL OLYMPIC ACADEMY
PARTICIPANTS ASSOCIATION

Online Session:

- First name drawn will occupy first position in nomination list.
- Subsequent names drawn will form “reserve list” in rank order.

In-person Session:

- First two names drawn will occupy second and third positions in nomination list.
- Subsequent names drawn will form “reserve list” in rank order.

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Torchbearer Nominations by Order of Precedence

Online Session	Olympia Session	FINAL Rank Order
1. M. Ritch (USA)	1. A. <u>Kasayanova</u> (GRE)	1. M. Ritch (USA)
2. L. <u>Songo</u> (SEN)	2. Y. Dubinski (ISR)	2. A. <u>Kasayanova</u> (GRE)
3. N. Wolff (AUT)	3. I. <u>Martinkova</u> (CZE)	3. Y. Dubinski (ISR)
4. O. Georgiadou (GRE)	4. E. <u>Almhofer</u> (AUT)	4. L. <u>Songo</u> (SEN)
5. A. <u>Kasayanova</u> (GRE)	5. I. Paska (HUN)	5. I. <u>Martinkova</u> (CZE)
6. F. Quek (SGP)	6. M. <u>Soukera</u> (GRE)	6. N. Wolff (AUT)
7. C. Kern (BRA)	7. D. Bandara (SRI)	7. E. <u>Almhofer</u> (AUT)
8. A. <u>Khoma</u> (ZAM)	8. E. Joensen (DEN)	8. O. Georgiadou (GRE)
9. D. Bandara (SRI)	9. I. Hannesson (ISL)	9. I. Paska (HUN)
10. A. Carroll (CAN)	10. G. Lopez (MEX)	10. F. Quek (SGP)



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[@ioapa_official](https://twitter.com/ioapa_official)

www.ioapa.org

Recognition of Incoming Executive Committee

The outgoing members of the Executive Committee 2023 – 2025 were thanked by the Vice President.

Those in attendance were:

- Eleni Maria Soukera (GRE) – President
- Laurel Brassey Iversen OLY (USA – Vice President
- Mateus Nagime (BRA) – Newsletter Editor
- Marie Lou Noirot (FRA) – Internet Coordinator
- Xavier Jeannin (FRA) – Marketing Officer
- Samatha Matavata (ZIM) Head of Country Coordinators
- Richard Koo (CAN) - Immediate Past President

The incoming Executive Committee 2025-2027 was recognized and installed at the close of the session.

Members present were:

- Xavier Jeannin (FRA) – President
- Samatha Matavata (ZIM) - Vice President
- Dimigtrios Asproulis (GRE) - Treasurer
- Michael Kwiatkowski (CAN) - Head of Country Coordinators
- Mateus Nagime (BRA) – Newsletter Editor
- Eleni Maria Soukera (GRE) – Immediate Past President

The President addressed the participants. The transcript is not available.



Recognition of all those who made the session possible

Alexis, Francesco Karabalas (GRE)	Magna Grecia Agriturismo Dinner and IOAPA Participant Gifts
Ana Luisa dos Reis de Almeida (BRA)	Project/Daily Secretary
Andrew Shields (GBR)	Guest Speaker/Coubertin Monument Speaker
Anfisa Kasyanova (GRE)	Member Presentation/Morning Exercise/Olympic Day Activity/Moderator/Honey Farm Tour
Christina Zarndt (USA)	Moderator
Christos Skaliarakis	IOA Staff/Bus Coordination
Dinkey Bandara (SRI)	Project/Daily Secretary
Elizabeth Hanley (USA)	Dance workshop and dance performance
Franca Magrini (ITA)	Magna Grecia Agrotourism Tour and Dinner
George Skouloudis (GRE)	Official Photographer
George/Stavroula, Psia, Kostas (GRE)	Hotel Europa-IOA Bar/Kitchen
Georgia & Ioanna (GRE)	IOA Campus Secretaries
Gerardo Lopez (MEX)	Project Daily Secretary/Photographer
Gina Tsirotra (GRE)	IOA Conference Coordinator
Ingolfur Hannesson (ICE)	HvH Memorial Tree Speaker
Irena Martinkova (CZE)	Guest Speaker
Jacqueline Simoneau OLY (CAN)	Guest Speaker
Jim Parry (GBR)	Guest Speaker
Joseph Oluka (UGA)	Project/ Daily Secretary
Katerina Spiliopoulos (GRE)	Hotel Europa
Kostas Georgiadis (GRE)	Guest Speaker
Laurel Brassey Iversen OLY (USA)	Session Planning Chairwoman
Makis Asimakopoulos (GRE)	Guest Speaker
Marianne Tjornham (NOR)	Moderator
Marie Lou Noirot (FRA)	Session Planning Committee/Document Preparation/Moderator
Marilena Soukera (GRE)	Presenter
Mateus Nagime (BRA)	Session Planning Committee/Registration/Session Treasurer/Moderator
Mikasi Suzuki (JPN)	Morning Exercise
Mike Kwiatkowski (CAN)	Member Presentation
Richard Koo (CAN)	Session Planning Committee/Bus Coordination/Presentation/Diem monument speaker/Morning Exercise
Samantha Matavata (ZIM)	Moderator
Srimal Wickremasinghe (SRI)	Member Presentation
Tove Thomasson (DEN)	Moderator/HvH Auction Organizer/Diem Monument Speaker
Vagelis Friggis (GRE)	IOA Staff
Xavier Jeannin (FRA)	Moderator
Xavier Jeannin (FRA)	Moderator
Yoav Dubinsky (ISR)	Guest Speaker
Yogo Suzuki (JPN)	Member Presentation/Morning Exercise

Participants' List

19th IOAPA Session 2025 - List of Participants	
GUEST SPEAKERS	
COUNTRY	NAME
Greece	Prof. Dr. Kostas Georgiadis
Great Britain	Andrew Shields
Israel	Yoav Dubinski
Czechia	Irene Martinkova
Great Britain	Jim Parry
Canada	Jacqueline Simoneau OLY
COUNTRY	PARTICIPANTS
Austria	Ernst Almhofer
Austria	Helmut Buzzi
Brazil	Mateus Nagime
Brazil	Ana Luisa dos Reis de Almeida
Canada	Richard Koo
Canada	Michael Kwiatkowski
China	Yuchen Sun
Denmark	Tove Stadil Thomassen
Denmark	Erling Joensen
France	Marie Lou Noirot
France	Xavier Jeannin
Greece	Andy Pappas
Greece	Anfisa Kasyanova
Greece	Marilena Soukera
Greece	Christos Skaliarakis
Greece	Dimitrios Asproulis
Hungary	Ildikó Páska
Iceland	Ingolfur Hannesson
Italy	Marilena Voyat
Japan	Yogo Suzuki
Mexico	Gerardo Lopez
Norway	Marianne Tjornhom
Sri Lanka	Dinkey Bandara

Sri Lanka	Srimal Wickremasinghe
USA	Ranjith Boteju
USA	Laurel Brassey Iversen
USA	Christina Zarndt
USA	Elizabeth Hanley
Uganda	Joseph Oluka
Zimbabwe	Samantha Matavata
COUNTRY	GUESTS
Canada	Lowa Beebe
Denmark	Laura Krogh Thomassen
Denmark	Caroline Krogh Thomassen
Japan	Misaki Suzuki
Japan	Emi Ohashi
USA	Tom Jable

ANNEX A





sevens | 2,500 publications to run the Games



sevens | Record-breaking licensed publications









Sörling secures ITTF presidency amid Doha chaos

By Gustavo Murfena | Wednesday, 24 May 2023



The Swede has been re-elected president of the International Table Tennis Federation following a highly contentious vote in the Qatari capital. The decision was overshadowed by protests, procedural complaints and scenes of disorder, which forced the ITTF's annual congress to be abruptly suspended.

Petra Sörling, the ITTF's first female president since 2021 and a member of the International Olympic Committee since 2023, won a close victory over the Qatari candidate and long-standing ITTF executive vice-president Khalil Al-Mohammadi, with 104 votes to Al-Mohammadi's 102, in a hybrid election involving both in-person and online delegates.

However, as soon as the results were announced, chaos erupted in the congress hall. Several delegates, including Al-Mohammadi himself, protested the outcome, alleging irregularities in the voting process. They claimed that five online ballots had been added after the official attendance list had been confirmed.



Rio 2016: narrative development and execution



What we did:

- Developed a compelling story and corresponding key messages
- Editorial consultancy on technical dossier
- Scriptwriting for all official presentations
- Consumer campaign collateral
- Direct mail campaign



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- Direct mail campaign



Rio 2016: narrative development and execution



Rio will host the first Olympic and Paralympic Games in South America in 2016

'Seven46 wrote the words that took thousands of people to tears as they celebrated Rio's win.' – *Globo*, October 2009



SEVEN  Tokyo 2020 bid: Hired as experts in 'story telling'



DISCOVER TOMORROW

SEVEN  Tokyo 2020: Lead strategic communications agency



The challenge:

- Develop a compelling 'Why Tokyo' story and corresponding campaign strategy to secure the Games for the Japanese capital at its second consecutive attempt.
- Overturn widely-held perceptions that the Tokyo's bid lacked passion and excitement.

SEVEN  Tokyo 2020 bid: A compelling story



Tokyo 2020
IOC Working Group
Script v1.3

1. Speaker: Tsunekazu Takeda	2 00:04 47 sec
2. Speaker: Masayuki Nagano	2 00:05 05 sec
3. PPT: Bid summary	3 00:00 00 sec
4. Speaker: Yuko Arakida	3 00:00 50 sec
5. Speaker: Maki Kashiwa	2 00:00 35 sec
6. Speaker: Tsunekazu Takeda	0 00:00 35 sec
TOTAL	15 00:00 34 sec

1. SPEAKER - TSUNEKAZU TAKEDA

To Chairman, members of the IOC Working Group...

Thank you for the kind opportunity to talk with you about Tokyo's bid for the 2020 Olympic and Paralympic Games in Japan.

(PPT)

We would like to be known the IOC for your contribution towards our 2020 plan.

We have asked again your comments and make some significant changes to our proposal.

The result is that we believe our bid is now a much better bid. Please let us hear it.

(PPT)

Some of my husband and some of my friends, and I spent a lot of time...

to make a new slogan... and, this is one of the many things...

The Japanese people are very proud of their country and they are very proud of their city...

And, as a result, we will also be able to use the bid to show the world...

And, as a result, we will also be able to use the bid to show the world...

And, as a result, we will also be able to use the bid to show the world...

SEVEN  Tokyo 2020 bid: Speaker training and visual support



Tsunekazu TAKEDA

President de Tokyo 2020
President du Comité Olympique Japonais
Membre du Comité International Olympique

President, Tokyo 2020
President, Japanese Olympic Committee
Member, International Olympic Committee

SEVEN  Tokyo 2020: Lead strategic communications agency



What we did:

- Developed core bid positioning and key messages, distilled in the strapline: 'Discover tomorrow'
- Editorial consultancy and copywriting for all international publications and films
- Content development and scriptwriting for all campaign presentations and major media conferences
- Consultancy on issues and crisis management

SEVEN  The world's biggest pitch



INTERNATIONAL
OLYMPIC
COMMITTEE

13th Session
1-10 September 2012
Doha, Qatar





Election Results

Round 1

- Paris: 21 / New York: 19 / Moscow: 15 / **London: 22** / Madrid: 20

Round 2

- Paris: 25 / New York: 16 / **London: 27** / Madrid: 32

Round 3

- Paris: 33 / **London: 39** / Madrid: 31

Round 4

- Paris: 50 / **London: 64**



Election Results

Round 1

- Chicago: 18 / Tokyo: 22 / **Rio de Janeiro: 26** / Madrid: 28

Round 2

- Tokyo: 20 / **Rio de Janeiro: 46** / Madrid: 29

Round 3

- Rio de Janeiro: 66** / Madrid: 32



Election Results

Round 1

- Istanbul: 26 / **Tokyo: 42** / Madrid: 26

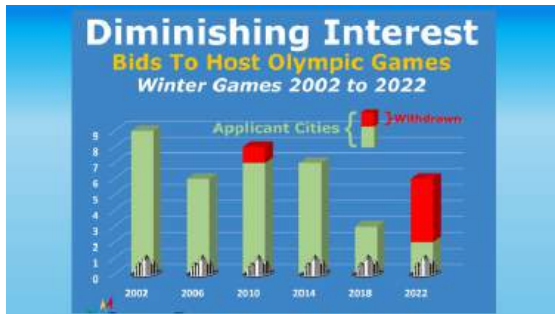
Round 1 tie-breaker

- Istanbul: 49 / Madrid: 45

Round 2

- Istanbul: 36 / **Tokyo: 60**





FAILED REFERENDA – WINTER GAMES

2022 Oslo, Munich, St. Moritz, Krakow

2026 Graubünden, Sion, Calgary

WITHDREW – WINTER GAMES

2022 Krakow, Lviv, Stockholm

2026 Sapporo, Graz

2022 WINTER GAMES

3 withdrew

4 failed referenda

Final vote: Beijing or Almaty

2026 WINTER GAMES

2 withdrew

3 failed referenda

Final vote: Milan–Cortina d'Ampezzo or
Stockholm–Åre

**“Too
Many
Losers.”**

The future of
bidding and the
challenges facing
the Olympic
Movement

Bach: Olympic bid process needs to change; ‘too many losers’

BY STEPHEN WILSON

Updated 3:38 PM GMT-7, December 8, 2016

Share 3

LAUSANNE, Switzerland (AP) — Signaling a potential radical change in the way Olympic host cities are chosen, IOC President Thomas Bach wants to revise the bidding process because it “produces too many losers.”

He wouldn't rule out the possibility of awarding two games at the same time.

AP

2024 SUMMER GAMES

6 candidate cities:

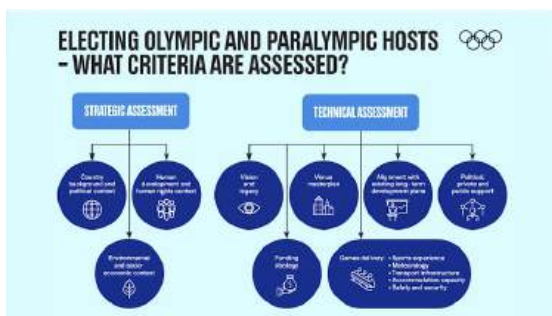
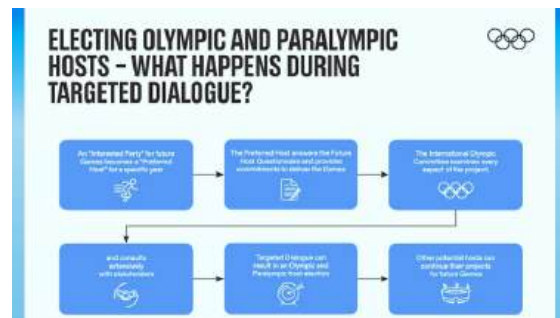
Boston: withdrew due to public opposition

Hamburg: withdrew after public referendum

Rome: withdrew due to financial problems

Budapest: withdrew due to public opposition

Final vote: Paris or Los Angeles. However...





'Bach oversaw the award of the Games to Brisbane in what was undoubtedly the least transparent bid process in Olympic history.'

Duncan Mackay, Zeus Files, May 2025





 **The SportsGram India**
@sportsgramindia - Follow

2036 Olympic Host City Bids 

Confirmed bids till now:

-  Indonesia
-  Turkey
-  India
-  Chile

Potential Bids:

-  Egypt
-  South Africa
-  South Korea
-  Qatar
-  Saudi Arabia
-  Hungary
-  Italy
-  Denmark
-  Canada



 TOKYO 2020

Thanks for listening!

Any comments or questions?

ANNEX B

International Olympic Academy IOAPA Session 21-29 June 2025 at the IOA in Ancient Olympia. Olympic E-Sports Week, virtual sports and real sports Jim Parry  Prof Dr Jim Parry s.j.parry@leeds.ac.uk Faculty of Physical Education and Sport Charles University, Prague, Czechia. 	Olympic E-Sports Week, virtual sports and real sports Parry, J. (2019). E-sports are not Sports. <i>Sport, Ethics and Philosophy</i>, 2019, 13, 1, 3-18. Parry, J. (2021). E-sports will not be at the Olympics. <i>Journal of Olympic Studies</i>, 2.2, Fall 2021 Parry, J. (2022). On the Definition of Sport. <i>Sport, Ethics and Philosophy</i>. 17(1), 49-57 DOI: 10.1080/17511321.2022.2077814 Parry, J. & Giesbrecht, J. (2023). Esports, Real Sports and the Olympic Virtual Series <i>Journal of the Philosophy of Sport</i>. DOI: 10.1080/00948705.2023.2216883 Parry, J. (2024). The Philosophy of Olympism. The philosophy of Olympism / by Jim Parry - Olympic World Library (olympics.com)
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E-sports are not sports ‘Sport’ can mean almost anything you like. But we need to start somewhere. We need an agreed concept of ‘sport’. We start by trying to define ‘Olympic sport’. Why? 1. Everyone agrees that at least Olympic sport is sport. 2. So does the esports community (which seeks to enter the O Games)	Concept of Sport human physical skill contest rule-governed institutionalised = institutionalised, rule-governed contests of human physical skill
---	--

Concept of Sport human not animals (machines, robots) physical not chess skill not jogging contest not mountaineering rule-governed not field sports institutionalised not hula-hooping	Concept of Sport <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">human</td> <td style="width: 50%;">(development of the human)</td> </tr> <tr> <td>not animals (machines, robots)</td> <td></td> </tr> <tr> <td>physical</td> <td>(effort)</td> </tr> <tr> <td>not chess</td> <td></td> </tr> <tr> <td>skill</td> <td>(devt of human capacities)</td> </tr> <tr> <td>not jogging</td> <td></td> </tr> <tr> <td>contest</td> <td>(‘contract to contest’</td> </tr> <tr> <td>not mountaineering</td> <td>- competition and excellence)</td> </tr> <tr> <td>rule-governed</td> <td>(fair play, equality, justice)</td> </tr> <tr> <td>not field sports</td> <td></td> </tr> <tr> <td>institutionalised</td> <td>(‘lawful authority’)</td> </tr> <tr> <td>not hula-hooping</td> <td></td> </tr> </table> = institutionalised, rule-governed contests of human physical skill	human	(development of the human)	not animals (machines, robots)		physical	(effort)	not chess		skill	(devt of human capacities)	not jogging		contest	(‘contract to contest’	not mountaineering	- competition and excellence)	rule-governed	(fair play, equality, justice)	not field sports		institutionalised	(‘lawful authority’)	not hula-hooping	
human	(development of the human)																								
not animals (machines, robots)																									
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not chess																									
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not jogging																									
contest	(‘contract to contest’																								
not mountaineering	- competition and excellence)																								
rule-governed	(fair play, equality, justice)																								
not field sports																									
institutionalised	(‘lawful authority’)																								
not hula-hooping																									

And YOU need a concept of sport, too!

(It's not just MY problem!)

If you accept esports as sports,
what else do you let in through the door?

"Mind Sports South Africa is an affiliate of the International Esports Federation, and is responsible for the governance and promotion of esports as well as **other gaming forms**, including historical figure games, board games, card games and robotics."

[Mind Sports South Africa aims to further understanding of esports \(insidethegames.biz\)](#)

And YOU need a concept of sport, too!



Mind Sports South Africa has joined forces with Tshwane University as part of a research project on esports
©MSSA

Are they interested in the concept of sport?

And just WHY has Mind Sports South Africa joined forces with Tshwane University as part of a research project on esports?

Their answer:

"We are truly looking forward to the results of these unique studies as it can guide the tourism industry on what improvements can be made **to hopefully capture this market and reap the economic benefits**," said Dr Naudé-Potgieter.

Well, at least they are honest!
Show me the money!!

Back to Esports - Four Criteria

Competitive computer games are (obviously)
competitive and rule-governed

So that leaves 4 criteria to be examined:

1. Human
2. Physical
3. Skill
4. Institutionalised

1. Human

Just as, in Robot Wars, the contestants are physically distanced from the action, computer game contestants are physically distanced from the action, and from each other.

They are contesting over what they can make happen on a screen as a result of their manipulations of a console. The contest is indeed (in a sense) a human vs human contest, in the way that a spelling contest is human vs human.

But they are not 'contesting humans' - they are not, in their special armchairs, direct competitors. They are distanced, image-manipulating remote-controllers, and the contest is inadequately human.

2. Physical

Sure, there is physical action and effort in computer gaming (as in many other things).

But the sporting sense of 'physical' requires that the movements bear a *direct relation to the outcome of the event*. The actual movements made must directly produce the result.

In computer games, the *domain of execution* is necessarily separated from the *domain of application*.

The physical jiggling must be transposed into a virtual domain, thus achieving an indirect effect.

3. Skill

All sports require skills, but not all skills are sport-skills.

So it is not enough to claim that, because computer gaming requires human physical skill (of some kind) that this qualifies it as a sport.

Gross/fine motor skills?
Better: whole-body skills

For these are skills that are not only *required for successful engagement* in the sport, but that also *contribute to the development of the whole human*

4. Institutionalisation

There are no associations overseeing computer games, consisting of members or joint ventures of sports team owners creating a legal person with a view to laying down the rules of the source and the tournaments. Instead, we see a "dispersed production process", where publishers organise tournaments for their own games.

The idea of 'executive ownership':
"Since sports can only be administered, organized, and overseen (but never owned) by companies, the statuses of those sports cannot be compared to those of esports, which are defined by executive ownership." (Karhularti 2017, p. 49)

This means that it will be very difficult for 'e-sports' to become institutionalised in the way that sports are.

E-sports will not be at the Olympics

So I think that E-sports will never be at the Olympics, on pain of denying Olympism. E-sports are not 'Olympic-type' sports.

The IOC now agrees:

At the 9th Olympic Summit held in Lausanne on 12 Dec 2020 the IOC dropped the term 'esports' and instead adopted a significant distinction between: *Virtual Sports and Gaming*.

Virtual Sports are of two kinds - physical and non-physical

Gaming is also of two kinds - competitive and casual.

But competitive gaming is problematic - it might include sport content, or not.

Virtual Sports and Gaming

Table 1: the 9th Summit distinction between *Virtual Sports and Gaming*

Virtual Sports	- physical - non-physical
Gaming	- competitive - casual

Virtual Sports and Gaming

Table 2 – our alternative suggestion (of three categories)

	Physical	Competitive
Physical virtual sports	✓	✓
Competitive gaming, including: * non-physical virtual sports gaming + * other forms of competitive gaming	x	✓
Casual gaming	x	x

Virtual Sports and Gaming

The IOC wants to put them together ... OVS

The inaugural Olympic Virtual Series (OVS), May/June 2021

Five sports were contested either remotely or in video games:
baseball, cycling, rowing, sailing and motorsport.

Two of these 'sports' were physical virtual sports (PVS) conducted remotely:
• cycling (held on the Zwift platform) and
• rowing (indoor 'erging', using a rowing machine).

However, three of these 'sports' were of a quite different nature.
They were 'competitive computer games', not sports.

Each game had sport as its content:
• motorsport (Gran Turismo),
• baseball (eBaseball Powerful Pro Baseball 2020)
• sailing (Virtual Regatta)

Virtual Sports and Gaming

Why does the IOC want to put them together?

IOC is motivated by their desired policy outcomes

Advises IFs "to embrace both the physical and non-physical virtual forms of their respective sports"

It seeks to secure maximum leverage for their future associations with digital developments.

A three-pronged approach to all computer games seeks to either

- engage youth with 'real' sport (physical virtual sports);
- or to assist in the promotion/marketing of sport (non-physical virtual sports);
- or to improve the health and values of all kinds of gamers through Olympic education.

Why does the IOC want to put them all together?

Recommendation 9 of Olympic Agenda 2020+5 is titled:
"Encourage the development of virtual sports
and further engage with video gaming communities."

Deeply (and usefully!) ambiguous.

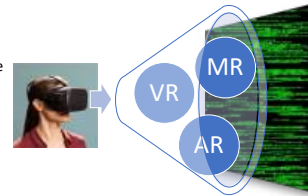
Notice again: the word 'esports' has been dropped,
and is not used in the Recommendation,
which encourages the development of
"virtual and simulated forms of sports".

We must now move to a consideration of the meaning
of the central terms: 'virtual' and 'simulated'.

Virtuality and Simulations

Virtuality

- Generated by computer code
- Not physical or 'real'
- Immersion and extent of a virtual reality can vary
- Can never constitute *itself* as sport



Simulation

- Simulations are always simulations *of* something
- Simulations can be real or virtual
 - Real simulations
 - Training (drills, scrimmages, conditioned games, etc.)
 - Time trials
 - Virtual simulations
 - *In* sport
 - *Of* sport



Virtual Simulations *In* and *Of* sport

IN

- Attempts to simulate the conditions *in* sport from the perspective of the participant in the activity
- Physical work is performed by an athlete to simulate performance *in* a sport
- Example: Indoor rowing, indoor cycling, time trials

OF

- Attempts to simulate a perspective *of* sport, as a visual representation
- No physical participation *in* the activity (it is not real)
- Simulated through virtuality
- Example: EA Sports video games, such as FIFA22, UFC4, etc.

But what is 'virtual' *IN* simulated sport?

Virtual Measurements

- Sport requires **competition**
- Some sports require **technology** to mediate competition
- Technology helps to measure and encode performances of athletes **so that competition can be simulated**
- These sports are said to be 'virtual' because competition does not take place directly, but is rather **simulated via measurements** of performance using technology
- *The future of virtuality IN sport is based on its involvement in mediating competition.*
- But real sports also use such 'virtual' technology (e.g. serial-competitive sports like downhill skiing), so ... ?



"Physical Virtual Sports"

- "Physical Virtual Sports" are real sports because they retain all of the conditions of sport
- Athletes participate *in* the sport
- Athletic output is measured virtually to simulate competition, just as in other real sports, like downhill skiing (That is, with computer technology, performance is encoded digitally)
- There is no other sense in which they could be said to be 'virtual'.
- "Physical Virtual Sports" are real sports! (Not 'virtual'!)

The IOC's Mistake?

In sport (Physical Virtual Sport)

Of sport (Non-physical virtual sport)



"Non-Physical Virtual Sport"



- These are simulations *of* watching sport
- There may be engagement with the virtual world, but because the domain of application and domain of execution (Holt) are not the same, we cannot say that the simulation *of* sport is actually sport.
 - If we are measuring the activity *in* video game playing, we are measuring button pressing. The events on screen are *of* their activity, not *in* it.
- Controller based video games are simply not sports, no matter whether they have sport as their content, or not. They are just computer games!

Conclusions

- "Physical Virtual Sports" are real sports
- "Non-Physical Virtual Sports" are not sports

So:

- "Physical Virtual Sports" should just be called "sports"
- "Non-Physical Virtual Sports" are merely "computer games"

The idea of the 'Virtual' does no work; it should be abandoned.
The 'Olympic Virtual Series' is a misnomer.

The 'Olympic Virtual Series' is a misnomer.

The IOC now seems to agree.

After the 'inaugural' OVS in 2021, nothing happened in 2022. Instead, the IOC launched the 'inaugural' Olympic Esports Week. (Virtual is out - but esports is back in! – why?)

Olympic Esports Week

The OVS has disappeared, replaced by the OEW, announced in Nov 2022

The term 'esports' has been rehabilitated (why?), although with a significant caveat - a firm indication that esports events will be held separately from the Olympic Games.

The first OEW took place in Singapore, 22-25 June 2023. Notice that this is in a non-Olympic Games year, in a non-Olympic Games city, so there is no suggestion here of esports becoming an 'Olympic sport'.

Olympic Esports Week - Events

9 medal events:

Archery (Tic Tac Bow)
Baseball (WBSC BASEBALL: POWER PROS)
Chess (Chess.com)
Cycling (Zwift)
Dance (Just Dance)
Motor Sport (Gran Turismo)
Sailing (Virtual Regatta)
Taekwondo (Virtual Taekwondo)
Tennis (Tennis Clash)

A 10th was added in May 2023, just weeks before the OEW – Fortnite/Sport Shooting, with only 12 'selected' competitors.

Olympic Esports Week - 10 Events - are they 'sports'?

Using the IOC's own designations:

3 of these are not Olympic sports (chess, dance, motor sport).
5 are N-PVS - computer games with sport content (archery, sailing, tennis, shooting, baseball)

How exactly taekwondo fits into the PVS/N-PVS categories is unclear. (It functions more like Just Dance than the duo-type sport it is trying to simulate).

Only cycling is definitively a PVS, which we would characterise as a real sport.

But there is terminological confusion in the cycling world. According to the Union Cycliste Internationale (UCI), their PVS, based on the Zwift platform, is characterized as an esports, comfortable in the OEW alongside chess and dance.

Olympic Esports Week – is Zwift Cycling an 'Esport'?

The third edition of the 'UCI Cycling Esports World Championships' was held in February 2023, in 'virtual Glasgow', ahead of the UCI Cycling World Championships in (real) Glasgow in Aug 2023.

But Zwift cycling is a **real sport**, similar to World Rowing's Indoor Rowing (or 'erging') which WR sees as a real discipline of the real sport.

The UCI Cycling **Esports** World Championships is a misnomer, and should be revised for accuracy.

UCI Cycling should accept Zwift cycling as a **real discipline of the real sport**, just as it accepts other 'indoor cycling' disciplines.

ANNEX C

IOAPA 2025

From Paris 2024 to LA28: Challenges and Opportunities in the New Era of the Olympic Movement



Yoav Dubinsky, PhD
Lundquist College of Business
University of Oregon
yoavd@uoregon.edu



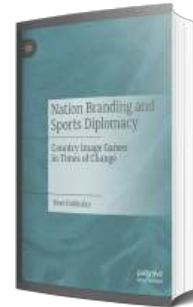
UNIVERSITY OF
OREGON

Lundquist College of Business

Yoav Dubinsky, PhD

• Research Interests:

The Olympic Games; sports,
nation branding and country
image; sports and public
diplomacy; sports and Israel;
sports and media; sports and
society.



UNIVERSITY OF
OREGON

Lundquist College of Business

Yoav Dubinsky, PhD



UNIVERSITY OF
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International Olympic Academy (Olympia, Greece)



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University of Oregon Olympic Studies Hub



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Lundquist College of Business

Tokyo 2020 and the New Olympic Era



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OREGON

Lundquist College of Business

The State of the Olympic Movement

- The Olympic Games are more popular than ever (around 5 billion viewers, over 200 NOCs, broadcasted globally to ~220 countries and territories). Largest event humanity holds.
- The resistance to the Olympic Movement is stronger than ever (losing referendums, changing bid process, resistance groups globalized). Further challenges such as climate change becoming an existential risk.
- What is the pathway forward? Reflections from Paris 2024 and thoughts on Los Angeles 2028

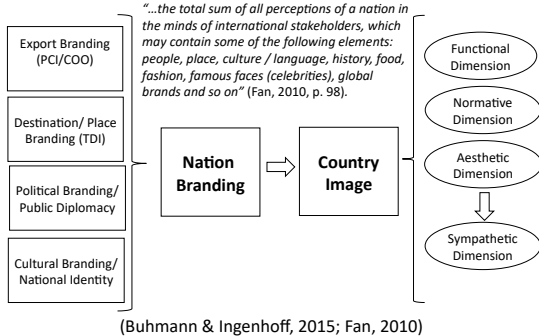


Paris 2024 and Los Angeles 2028

- First bid starting after Olympic Agenda 2020
- Following a domino effect of dropped potential bids and lost referendums (Boston, Hamburg, Rome, Budapest), in 2017 the IOC awards Paris 2024 and Los Angeles 2028
- Global cities and cultural capitals, hosting for the 3rd time and using existing facilities (2 new in Paris) and iconic landmarks
- Played a role in shifting the course of the Olympic Movement (LA84 revolutionized marketing, Paris 2024 post-pandemic)
- Social and political turmoil across the world, France and the USA



Nation Branding and Country Image



A New Olympic Era: From Paris 2024 to LA28

1. A new era brings opportunities and challenges
2. Authenticity leads to engagement
3. Cultural diplomacy has globalizing impact
4. Gender is a strategic and tactical tool
5. A culture of peace during geopolitical turmoil requires restrictions
6. Sustainability and climate change are existential threats
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8. There is not one-size fits all solution



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A New Olympic Era: From Paris 2024 to LA28

- Paris 2024 showed there is a successful pathway for the Olympic Movement
- Los Angeles 2028 has its own strengths and weaknesses
- Over 200 countries and delegations find value in participating, despite political tensions, criticism, and power struggles
- Short-term future of the Olympic Movement is secured
- Unprecedented sustainability threats





ANNEX D

CHARLES UNIVERSITY | Faculty of Physical Education and Sport
Sport Ethics Research Centre

Transgender athletes and athletes with DSDs

Irena Martinková

25/6/2025 | Ancient Olympia, IOA, Greece

Sport and inclusion

Sport needs athletes

'Inclusive sport' = the idea of modern sport and the Olympic movement, i.e. sport being not just a *practice*, but a *social practice* with the 'Human Rights' imperative of the **inclusion of everyone**.

The more athletes a sport has, the better the sport can organize its competitions, because then:
thanks to categorization, more similar kinds of athletes can compete together in one event.
= fairer and safer sport

(Martinková 2023, 354)

The Sex Category and Sport

eligibility rules: the sex category
= result of the the nature of sports with respect to the human body

Sex – not about sex organs, but the result of sex on one's body
Sexes: female – intersex – male

NOT gender – women and men – **NOT** self-identification

(Martinková et al. 2022)

Understanding sport first (not who fits where).

We need a full picture of the nature of sport

The full picture: **SPORT ↔ ATHLETES**

Constitutive rules ↔ Eligibility rules

Constitutive rules

Rules that create the particular sport

They define:

- what the sporting tasks are and how (not) to achieve them,
- the spatial and temporal characteristics,
- permitted equipment and materials to be used,
- way(s) of ranking opponents,
- **number of participants.**

(e.g. Fraleigh 1984, 69; Cleaves 2014; Meier 1985, 63)

Eligibility rules

...determine who can take part in a particular competition and set criteria for the categorization of athletes.

- Creating the competition groups

<https://www.sportskeeda.com/football/history-football-squad-numbers-explained>

Eligibility rules Creating competition groups

- A complex issue
- Many different sports
- The sporting test advantages different kinds of athletes
- Differences of people
- Level playing field



<https://www.dailymail.co.uk/sport/article-2503375/Can-gender-sport-players-actually-belong.html>

Different kinds of sports (with respect to sex)

Female apposite sports - flexibility, balance, smaller body, aerodynamic shape of the body ...

Male apposite sports - strength, explosive power, bigger body ...

Unisex sports - balance of female + male capabilities + neutral capabilities
They do not need the sex category



(Martínková et al. 2022)

Summer sports

Female apposite
Male apposite
Unisex
Possibly unisex



https://en.wikipedia.org/wiki/2020_Summer_Olympic_programs

Winter sports

Female apposite
Male apposite
Unisex
Possibly unisex



<https://olympics.com/en/news/teasing-2022-winter-sports-program-to-welcome-the-new-year>

Different kinds of sports (with respect to sex)

Female apposite sports - a few

Male apposite sports - majority

Unisex sports - a few



(Martínková et al. 2022)

EXAMPLE: basketball



https://www.123rf.com/photo_13705513_male-and-female-basketball-players-studio-shot-over-white.html



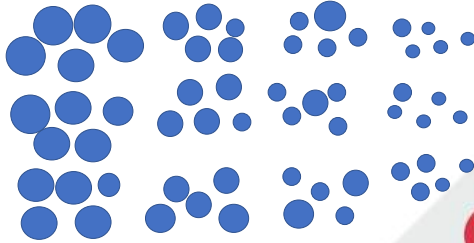
<https://www.quora.com/What-is-the-minimum-height-required-to-make-a-basketball-dunk>

dunk



<https://www.wonderpop.com/wonder/what-is-a-kate-dunk/>

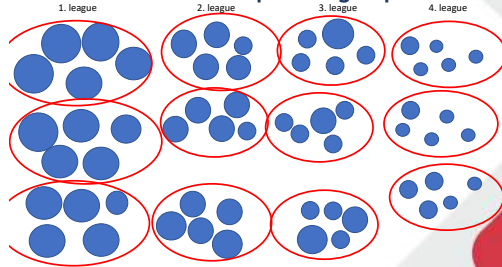
Basketball – competition groups



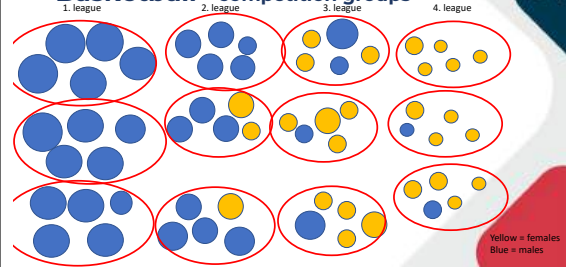
Categorizing athletes

- Level playing field
 - **Performance levels** (leagues, heats, waves ...)
- = result of a competition

Basketball – competition groups



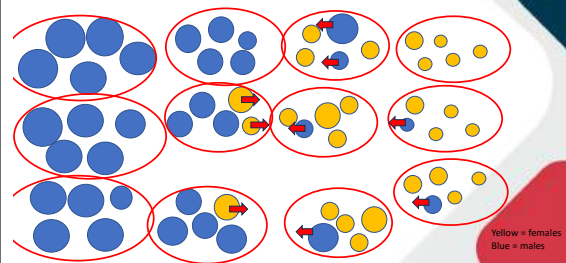
Basketball – competition groups

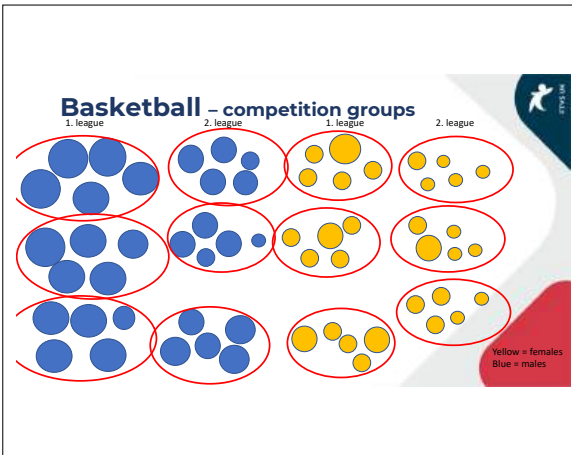


Categorizing athletes

- More level playing field
 - **Performance levels** (leagues, heats, waves ...)
 - **Relevant bodily characteristics** (age, weight, sex, disability)
- Categorization based on stable characteristics of bodies that athletes cannot control + that are relevant for the sport (Loland 2002)
- **sex**, age, weight, dis/ability

Basketball – competition groups





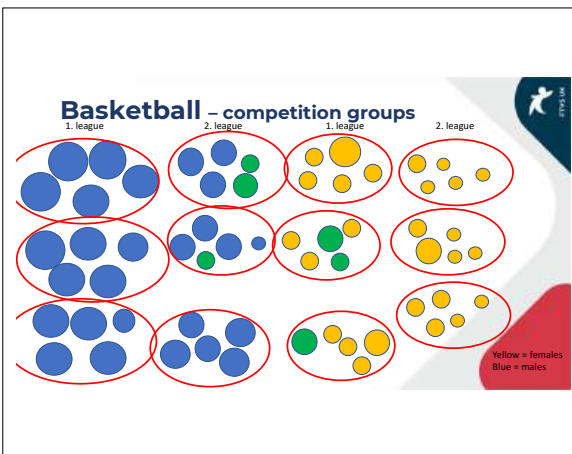
Creating the competition groups

- Relevant bodily characteristics

- Sex category:
 - sub-categories: male (or open)
 - female – protected category (in most sports)
 - intersex/transgender

Inclusion into one sub-category brings **exclusion** from another

≠ exclusion from sport (that is why an **open category** is important)



Inclusion of transwomen and athletes with DSDs

Problematic sports: male apposite sports

Not all sports are problematic for their inclusion:

- Female-apposite sports (??)
- Unisex sports

Strategies:

- examine possible unisex sports
- create new sports/disciplines with the unisex logic

(Martínková 2020b)

Contemporary sports

- Different sports (not just basketball)
- Sporting challenge in different sports
- Different athletic bodies

Solutions?

Creating sports for females

- *Female sports*, e.g. English (1978), Boxill (1993)
- *Female versions of traditional sports*, e.g. Sailors (2016a)
- Most sports test abilities in which males dominate females – so we need more 'women's sports' (female sports)
- **FOR:** Female sports give female athletes an option of participation in sports in which they are comparable or superior to male athletes.
- **AGAINST:** this approach circulates the binary. It creates problems for males taking part in these sports.



08.07.2025

25

Mixing athletes in sports

- **Integrated sport** for all sexes - YES, where possible
- But we cannot just remove the binary
- Presently, in most sports (male apposite sports), elite female athletes are dominated by male elite athletes ('the muscle gap')
- Necessary to distinguish conceptually: **mixed sports** and **unisex sports**

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26

Mixed sports

- Sports with an **allocated position** for a number of males and females
- e.g. Mixed doubles in tennis
- **FOR:** They provide female athletes with the same/similar conditions as males have (training, accessibility, conditions of participation, etc.).
Males and females are in one team.
- **AGAINST:** This strategy circulates (reinforces) the binary.



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27

Mixed sports

„The Working Group supports the IOC objective to include **mixed-gender team events** in the Olympic programme.“ (p.9)

from 9 mixed events in Rio 2016 **to 18** in Tokyo 2020 and **22** in Paris 2024

from 5 mixed events in PyeongChang 2018 **to 9** in Beijing 2022



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28

Unisex sports

Sports suitable for the participation of athletes of all sexes **based on merit**.

The challenge is fair for all sexes.

- 1) Some sports are unisex already, being already recognized as such,
- 2) Some others could become unisex without any necessity for change (since there is no unfair advantage for either of the sex categories),
- 3) Most sports would need some modification (most contemporary sports).

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29

Creating unisex sports

Constitutive rules modifications

1. **'balance of abilities/skills logic'** = seeking a balance of *female + male + sex-neutral* abilities/skills to be included in the sporting challenge;
2. **'complexity logic'** = to test for a wider spectrum of abilities/skills.

(Martínková 2020b)



Unisex sports

- it is difficult to balance female and male abilities/skills and to make sure that neither of the sexes has an unfair advantage – so, it is useful to add another strategy in order to ensure that more skills/abilities tested such as those sex-neutral ones = adding an aspect of **complexity**, it does not matter so much if the balancing is not 'just right'.

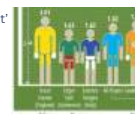
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31

Add complexity into sports...

- Sports that test a wide range of human abilities/skills
- **Complexity logic** – if more abilities are tested, then a wider range of athletes can participate and succeed as a result of various combinations of abilities/skills (in line with Loland's (2006) 'sustainable development' of sports)

- **Example:** football accommodates different types of players with respect to size/shapes of the body (unlike basketball)



<https://theresingraph.wordpress.com/2014/06/24/18-the-world-cup-the-players-series-their-heights-tallest-shortest-player-team-position-infographic/>

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32

Creating unisex sports

Modification of existing sports

- Increasing the balance and complexity of the tested abilities/skills in favour of the existing non-comparable group

New sports

- Creating sports with balanced abilities for all sexes (complex or specialized)

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33

Just sporting conditions

- including females in a just way
- Including intersex + transgender athletes without thinking it is unfair
- Including more people with light disabilities
- Improved media coverage, coaching opportunities for females etc.

Source articles

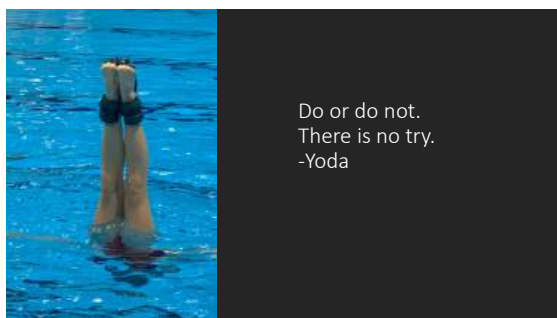
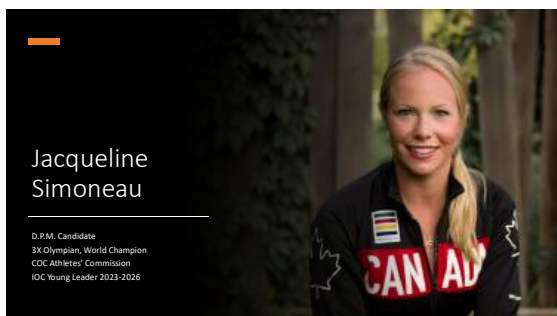
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Kontakt

Irena P. Martinková
martinkova@ftvs.cuni.cz

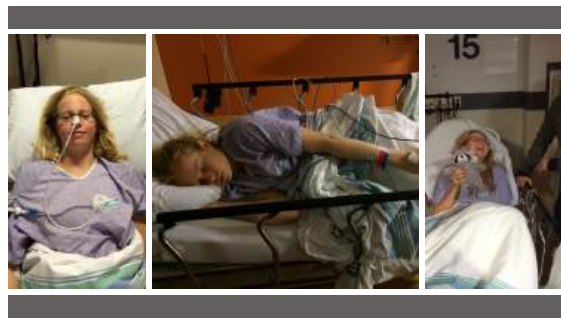


ANNEX E



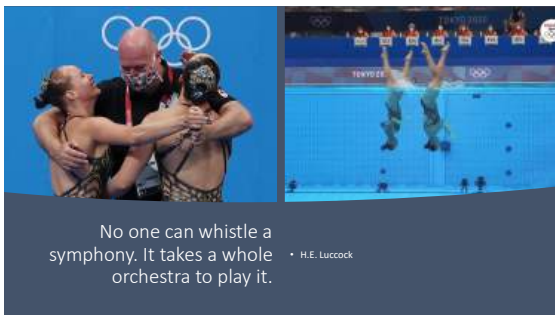
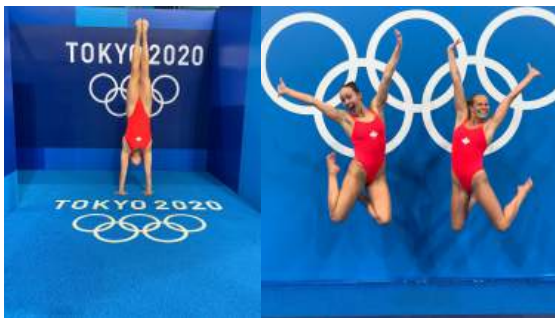
"The first and best
victory is to conquer
self"
- Plato

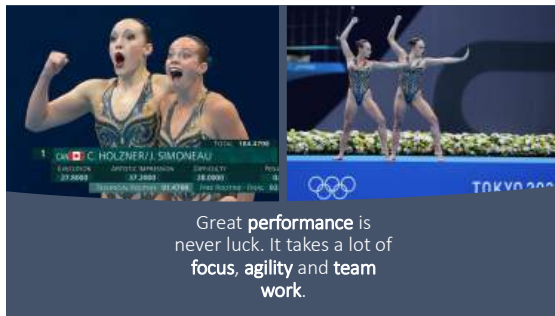




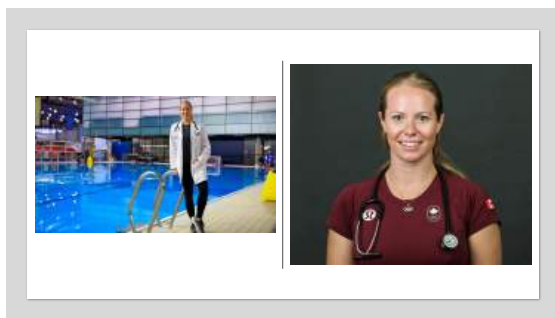
$4+4=8$
 $2+6=8$
 $7+1=8$
 $5+3=8$







The fastest way to get there is not always a straight line.





Merci! Thank you!



@jacqueline_simoneau
@Jackie_simoneau

ANNEX F

THE CHAIN OF VALUE

Spread the values of Olympism through generation

Project By: Dinkey Bandara (SRI)

"Olympism is a philosophy of life that seeks to inspire and unite individuals through the values - a vision this project aims to share with young minds in Sri Lanka's rural communities."

TARGET AUDIENCE

Physical Education Teachers

School Children (Adolescents)

Parents

THE IDEA OF THE PROJECT

This project aims to introduce and spread the concept of Olympism in rural areas of Sri Lanka. While many PE teachers are familiar with the Olympics and the Olympic Games, they often lack a deep understanding of Olympism and its values.

With limited facilities and resources, PE teachers typically focus on the core subject matter, overlooking the essential values of Olympism. Therefore, before engaging students, it's crucial to first inform and educate PE teachers, who are ideally positioned to instill these values among children.

Given the cultural context in Sri Lanka, PE teachers have close connections with students, making them effective conduits for imparting Olympism's principles and practical examples.

In the initial stage, I plan to organize workshops and practical programs for PE teachers at two pilot schools (Hapugala Maha Vidyalaya, Hanguranketha & Dolugala Maha Vidyalaya, Rikillagaskada), with other interested teachers invited to participate.

After the first stage, a second workshop will be held for both teachers and students, where the ideas will be communicated by the teachers trained in stage one. My role will be as a resource provider and supporter, while teachers will lead fun, practical, and leadership-oriented sessions to convey the values of Olympism.

To assess impact, evaluations will take place during each stage to identify teachers who effectively communicate Olympism to students.

These teachers, along with their students, will then help expand the program to other schools across Sri Lanka. The project will unfold in three stages, with the final stage contingent on the success of the initial phases.

HOW THIS WILL WORK

CURRENT INVOLVEMENT AND PROGRESS

The initial discussions and school selections for this project are now complete. I have already conducted two visits to meet with principals at the selected schools, both of whom were enthusiastic and fully supportive of the initiative. The schools have committed to providing their best assistance in facilitating the program.

As this will begin as a pilot project, I plan to draw from my experiences and knowledge gained at the International Olympic Academy and my Bachelor's in Physical Education from Sabaragamuwa University. Additionally, I aim to involve my fellow IOAPA members, graduate peers, and even facilitate some online sessions to inspire teachers, students, and parents alike.

Everyone involved is eagerly anticipating the project's launch. I plan to officially begin next year, pending approval from the IOAPA, as I will be conducting this initiative in my capacity as the IOAPA Country Coordinator for Sri Lanka.

RESOURCE PROVIDERS

- Myself, an Olympic Studies graduate
- My mother, a PE teacher with 35 years of service and a degree in Physical Education
- My husband, a coach and project specialist who conducts national-level leadership programs for sports clubs and schools
- Two experts from the National Olympic Committee of Sri Lanka for future stages
- Experts from the IOAPA
- IOA MSc. colleagues

RESOURCES FOR STAGE ONE AND TWO

- OVEP Resources (OVEP Toolkit by the IOC)
- Computer and projector (using personal equipment)
- Gifts for teachers and children (donations provided by my father)
- Some sports and activities equipment (From the School and from coaches)
- Transportation to rural areas (family vehicle)
- Program venue (school has agreed to provide space for sessions and practical activities)
- Food and beverages (arranged by the school principal and parents)
- Accommodation for resource providers (currently under



BUDGET

For the first and second stages, I will cover the primary costs myself, with generous support from my family and friends, who have agreed to contribute resources as needed. With these contributions, the financial requirements for resources are minimal, as various parties have also committed to supporting the project.

As an Olympic Studies student and IOAPA Country Coordinator for Sri Lanka, I am honored to lead this initiative to promote Olympism. The selected schools face significant challenges due to their remote locations, which require some travel on foot after reaching by vehicle. By contributing my knowledge and skills to these schools, I aim to motivate others to join in promoting Olympism worldwide.

Starting this as an individual effort demonstrates the potential for even greater impact as a collective effort.



FUTURE INITIATIVES

- The exact project date is currently being discussed.
- Activity cards and information sheets are in preparation.
- Photography and videography support is under discussion with media experts.
- Deliverables such as sessions and presentations are in progress.
- Approval from the IOAPA and Zonal Education Departments is underway.

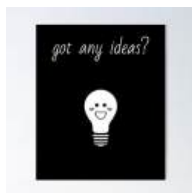


SELECTED SCHOOLS



LET'S DEVELOP THIS ?

YOUR IDEAS ARE MORE IMPORTANT



THANK YOU

Disney Bandura (BSc.MSc.MBA)



ANNEX G

CAMPAIGN AGAINST GENDER BASED VIOLENCE (GBV) IN SPORT IN UGANDA



PRESENTED BY
Joseph OLUKA (UGA)
JUNE 23, 2025

Presentation Overview



- Introduction
- Background
- Stakeholders to be involved
- Execution of the Project
- Expected outcomes of the Project
- Previous Projects
- Conclusion
- References

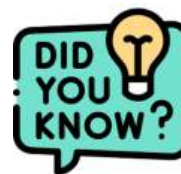


Introduction



Off the hook due to GBV

- Girls, Boys, Women and Men are all affected by gender-based violence in and out sport.
- Athletes, Coaches, Support Community are all affected by GBV.



Background

Uganda's 2019 National Policy on Eliminating GBV outlines several forms of abuse, demonstrating how deeply entrenched it is in society.

Some athletes especially female report GBV cases.

GBV manifests in several forms that are usually neglected by majority Ugandans.



Stakeholders to be involved

- NOC Uganda
- UOC Athletes' Commission
- UOC GED Commission
- SWANS Rugby Club
- Athletes
- Athletes Support Community
- Schools
- Community/ Public



Execution of the Project



Expected Outcomes



Increased awareness on the several forms of GBV.



Rejection of Norms that indirectly encourage GBV.



Have athletes that are aware of their Rights.



Previous Projects

Game Connect Project: <https://www.youtube.com/watch?v=Cq0aHoivYIU>

Here 4 you: <https://www.youtube.com/watch?v=ia1o5v9TxFs>

Every One Can: <https://www.youtube.com/watch?v=OuOC-2jgSa4>

Sharing Olympism Forum: <https://www.youtube.com/watch?v=kxyiO2m5JZQ&t=6s>
<https://www.youtube.com/watch?v=IsgBwgPGPc>

<https://www.youtube.com/watch?v=ZBD3ax8yzoA&t=36s>



Conclusions



In conclusion, the campaign against GBV in sport in Uganda aims to raise awareness on GBV, and empower athletes, utilizing extensive stakeholder involvement and a multifaceted approach through media and education to reduce GBV cases in Uganda.



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Game Connect Project: <https://www.youtube.com/watch?v=Cq0aHoivYIU>

Here 4 you: <https://www.youtube.com/watch?v=ia1o5v9TxFs>

Every One Can: <https://www.youtube.com/watch?v=OuOC-2jgSa4>

Sharing Olympism Forum: <https://www.youtube.com/watch?v=kxyiO2m5JZQ&t=6s>

<https://www.youtube.com/watch?v=IsgBwgPGPc>

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THANK YOU



ANNEX H

 INTERNATIONAL OLYMPIC ACADEMY The evolution of challenges to women's participation in international competitions and the limiting role of clothing Ana Luísa dos Reis de Almeida	Introduction  INTERNATIONAL OLYMPIC ACADEMY • Women's always have faced challenges socially; • Connection between Sportive History and World History – development and changes; • Only from Berlin OG 1936, some female athletes could officially take part in the Games; • Cold War period: gender verification and doping tests began to be organized for female competitors; • End of the 70's, television began to sexualize women to increase male's audience; • How do uniforms influence the female athletes athletic participation around the world? • Empowerment x Media Sexualization • Sportive Performance x Practical and Comfortable Uniforms x Modest Options
 INTERNATIONAL OLYMPIC ACADEMY • What can the International Federations do to adjust the female uniforms to include in the dress code rules, options that are able to fit the needs of most of the women worldwide, or at least to set rules that enable different cultures to do so? (Result); • If the dress code of female Olympic sports can be more or fully inclusive, what are the possible changes the world will face in the next years? (Impact); • What can be the social legacy Olympic sport can bring to each and for the global community with these changes? (Legacy).	Historical and Social Challenges  INTERNATIONAL OLYMPIC ACADEMY • Historic exclusion from the OG in Ancient Era, contributed to discourage the participation of women; • The lack of representation in some sports, made it more difficult for women to receive the same treatment as men, in relation to sponsor and partnerships; • Lack of opportunities due to gender prejudice and stereotyping, lower salaries and prizes; • Women's specific biological needs: pregnancy, menstrual cycle and female athlete triad(disordered eating, amenorrhea and osteoporosis); • Feminist Movement Contribution -"A movement to empower women by challenging male hegemony".
Media Sexualization  INTERNATIONAL OLYMPIC ACADEMY • Focus on women's bodies, not on women's performance; • Different broadcast approach – different type image content production; • Focus on the male audience and what "they would like to watch"; • During some important Games, women are "elected" Muses , and for men athletes, only their performance matters; • Even women on the stands watching the competitions are sexualized.	Dress Code Rules and Social Context  INTERNATIONAL OLYMPIC ACADEMY Olympic Games – Relevant Aspects: • Western creation • Transnational Event • Due to the dress code limitation some women cannot take part • Until 1952, uniforms for men and women were basically the same

Gymnastics

OG Debut: Athens 1896
Women debut: Amsterdam 1928

Dress Code Summary: men can wear loose trousers, while women are required to use tight uniforms, such as leotards and unitards.

Recent improvements for LA2028: headcovering allowed



Figure 2: 1928 Debut of Women's

Beach Volleyball

OG debut: Atlanta 1996 (men and women)
Obs.: Barcelona 1992: demonstration sport

Improvements: bikinis until 2012, from when these athletes began to be able to choose whether they wanted to play in bathing suits, leggings or shorts, combined with t-shirts (short or long sleeved). Possibility of additional equipment to be used upon request.



Beach Volleyball
Lopez / Fernandez - 2012/2013

Swimming

OG debut: Stockholm 1912 (men and women)

One-piece body costume for both genders, slightly loose and covering the torso.

For the 2000 Sydney Games the swimsuits covering the full body were reintroduced, but in a tight version.

Due to the contact with water and the need to not provide advantage because of the material of different uniforms, a choice that can fit all cases is more difficult to solve. On the other hand, the previous covered swimsuit allowed in 2010, could be reintroduced as it would allow some females from certain cultures and religions to compete and cover their head. If everyone used the same technology, there would be no issue concerning new records or equal competition for these athletes.



Figure 3: Swimmers, audience in 1912 Olympics, when these uniforms began to gain shape. Its first ones were not very similar to modern designs.

Tennis

OG debut: Athens 1896
Women debut: Seoul 1988

The IF does not impose a dress code, nor does it make any distinction between female and male uniforms.

In the beginning of the 20th Century: skirts and long sleeves.

In 1920, records show Suzanne Lenglen, playing still in a shorter and light-weight skirt and with shorter sleeves blouses, that allowed her to move better on court.

After 2000's, some athletes decided to innovate and to compete in shorts or bodysuits.



James Blake, Wimbledon C 2017

Clothes are symbols of status and identity, playing an essential role in the identity politics of the societies. For better or for worse, often groups are identified by their attire, taking into account the norms of what is acceptable, what is not acceptable and also stereotypes.

In several International Federations, Women's Commissions or Committees were created with the purpose of trying to find the best alternative for female athlete needs in each discipline, as it is the case of IOC's Gender Equality, Diversity and Inclusion Commission. Moreover, it can be noticed that some IF have already made some small dress code updates, including some more options for women.

The athletes are not the ones to define the rules which are decided by the Technical Committee of the International Federation.

These Women's Committees have very recently only, been able to count with the Participation of Athletes' Representatives in their decision-making process. In the case of FIG, for example, they have separated Technical Committees, one for female and one for male's Artistic Gymnastics, which is good on one hand, as having the same gender to make some decisions, might be helpful, at least nowadays.

Thank you!

ANNEX I

An Olympic Mexico

A personal vision of Olympism as a philosophy of life accessible to all Mexicans, transforming communities through its fundamental values.



2.- Community Involvement

How to actively engage local communities in the creation and execution of the project through collaboration and active participation.

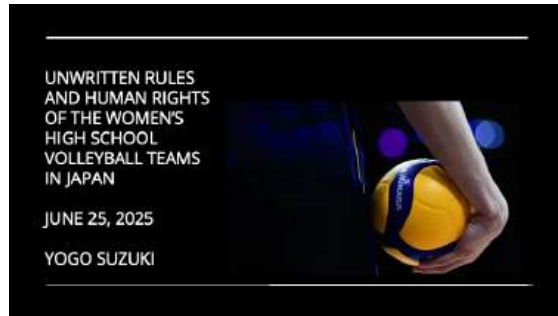


3.- Virtual Olympic Festivals Network

Proposal to create a national network of virtual Olympic festivals that connect communities across Mexico, offering sports and educational experiences.



ANNEX J



GIRLS' HIGH SCHOOL VOLLEYBALL IN JAPAN

Every summer and winter, There are two major all Japan high school tourneys. The one in summer is played by 51 high schools that represent each prefecture (there are 47 prefectures in Japan) Some prefectures with a big population such as Tokyo, Kanagawa, and Osaka have multiple representatives to the tourneys. Girls' Volleyball is one of the most popular high school sports in Japan. Female students registered in the high school federation of volleyball in Japan are more than 58,000.

2

HAIR STYLE



BEFORE WWII



STEREOTYPE ON HAIR STYLE

7



UNWRITTEN
RULES

SENIORITY

9

SPORTS ONLY STUDENTS

10

SCHOOL TRANSFER

11

WHAT THESE COACHES SAY

12

WHAT THE VOLLEYBALL FEDERATION LAWYER SAID

13



REFERENCES

<https://morcea.net/AIondra%20Tapa%20wins%20crown%20in%20japan-%20MVP%20and%20honor%20student.htm>
<https://youtube.com/shorts/GnpaxotK5g?si=An3VZ5ebYfGSmO->

ANNEX K

Smarter Sport: Leveraging AI Tools for Impact in the Olympic Education Administration

- Anfisa Kasyanova
- IOAPA Member, IOAPA EC member 2013-2016
- Education & Project Manager, UIPM
- IOC Athletes365 Career+ Educator

Prompting



Prompt template

- Goal + output format (e.g., 3 bullets, 1 slide)
- Context (audience, purpose, deadline)
- Sources (docs/emails/links + time range)
- Constraints (tone, language, etc.)
- Ask for actions + risks

Writing Reports, Funding Applications, Generate Strategies

- Tool: Copilot, ChatGPT

Use AI to draft strategic documents, grant applications, and official reports quickly and professionally.

Example (sport admin)

- Draft a 1-page grant application for an athlete education webinar (goals, outcomes, budget headings)
- Turn notes into a strategy objectives + initiatives (1 timeline + KPIs)
- Create 3 versions: internal memo, board summary, public post

Recording Meeting Minutes and Transcriptions

- Tool: Microsoft Copilot, Fireflies.ai, Otter.ai

Automate transcription and summary of online or in-person meetings with action points.

Example outputs

- Meeting minutes in 3 sections: Decisions / Actions / Owners / Deadlines / Open questions
- Draft a follow-up email with next steps
- Action tracker table (owner, due date, status)
- Tip: inform attendees before recording

Research and working with large amounts of information

- Tool: Perplexity

Often faster than Google for targeted questions (and can cite sources).

- Tool: NotebookLM

Upload PDFs, websites, YouTube videos, audio files, Google Docs, or Google Slides.

NotebookLM summarizes them and helps connect topics.

Example questions

- Compare recent safeguarding guidance across 3 countries (with source links)
- Summarize a 40-page report into 10 key points + risks
- Create an athlete FAQ from uploaded PDFs (travel, venue, schedule)

Creating Social Media Content

Written content tools:

- Copilot
- ChatGPT
- Claude.ai

Copyright-free images tools:

- ChatGPT (paid version 5.2 Thinking)
- Midjourney
- Mage.space (free)

Also: Generate inclusive captions, hashtag suggestions, and daily content calendars.

Example content

- 7-day content plan for an athlete education campaign (post idea + caption + hashtags)
- Rewrite the same post for 3 audiences: athletes / coaches / public
- Generate inclusive alt-text and bilingual captions

Building Simple Websites and Event Pages

- Tool: v0.dev

Create professional one-page websites for workshops or events—no coding required.

Example page sections

- Hero + registration button
- Agenda, speakers, dates/times, location/zoom
- FAQ, accessibility, testimonials, testimonials
- Contact + privacy notice

Image and Video Generation

- Tool: MidJourney, Mage.space, CapCut

Use AI to create visuals, clips, and promotional videos tailored to your campaigns.

Tip:

Keep brand assets (logos, colors, fonts) ready, and always check usage rights before publishing.

Example assets

- Poster/flyer for an anti-doping workshop (your colors + logo space)
- Animated quote card for athlete stories
- CapCut: auto-captions + remove filler words + reuse for 30/60/90s

Executive Presentations and Speaker Prep

- Tool: Microsoft 365 Copilot

- Gamma AI (Gamma App) – if not possible to have Microsoft

Design slide decks with outlines, speaker notes, and even simulated Q&A practice, easy to prompt and intuitive interface

Example prompts

- Create a 5-slide deck: problem, solution, benefits, plan, risk → ask.
- Write speaker notes (30–60 seconds per slide).
- Generate 10 tough Q&A questions a board might ask + suggested answers.

Data Analysis and Visualization

- Tool: Copilot with Python/Excel

Upload datasets for trends, charts, and predictive insights—ideal for athlete performance or engagement metrics.

Example dashboards

- Course completion rates by country / sport / age group.
- Event registrations over time + forecast next month.
- Campaign impact: reach, clicks, sign-ups → explain what changed.

Ethical Use of AI in Sport

- Respect data privacy, validate sources, and ensure AI is a tool—not a decision-maker—in all sport applications.

Practical checklist

- Don't paste personal/medical data → anonymize first.
- Use trusted sources, ask for citations.
- Check bias & fairness: audit & re-prompt.
- Keep a human decision owner: document AI use.

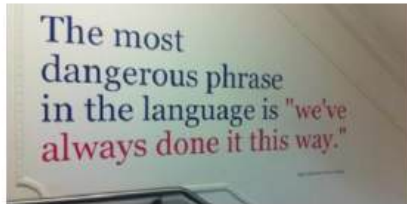
Call to Action

- Explore tools, apply AI in daily work, and share learnings within the Olympic community. Your AI journey starts now!

Try this next week

- Pick 1 task (minutes, report, or post).
- Use the prompt template, compare AI vs manual.
- Share 1 before/after example with your team.
- Save the best prompts as a small library.

ANNEX L



Michael Thomas Kwiatkowski. IOAMA2



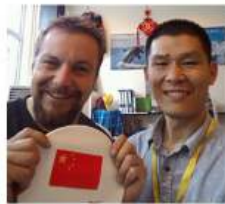
3 Phases

- 1 My Short Journey
- 2 LA28 / Lacrosse / Haudenosaunee
- 3 NAIG 2027 –





IOAMA COLLABORATION





2

Official name of
HAUDENOSAUNEE NATIONALS
LACROSSE



• <https://www.youtube.com/watch?v=fg9MSQo-VrE>

3 - NAIG 2027

The North American Indigenous Games (NAIG) Council is the INTERNATIONAL GOVERNING BODY for the NAIG exercising exclusive jurisdiction, either directly or through its affiliate members or committees, over ALL MATTERS pertaining to the Games. It ensures the purposes and philosophies ARE reflected in all aspects of the games.

The NAIG Council works in a manner which is consistent with the cultural, spiritual and traditional values of the peoples it is representing. In their activities they promote and encourage holistic individual development that assures mental, physical, emotional and spiritual growth.



CALGARY 2027

• What the NAIG means

- The North American Indigenous Games help us realize the collective potential of our bodies, minds, spirit and of our people - our hopes and dreams - The Spirit Strong, Brave & True.

<https://www.cbc.ca/player/play/video/9.6694103>

Moments in Time - Time to make one:
"TOGETHER"



THE SPIRIT
STRONG • BRAVE • TRUE

ANNEX M

DIPLOMACY AND FUTURE CHALLENGES FOR THE OLYMPIC MOVEMENT

By Srimal Wickremasinghe

Sri Lankan Diplomat

Deputy Head of Mission – Vienna (2009–2015)

High Commissioner to Seychelles (2022–2025)

Dear friends and fellow Olympians,

It's a real privilege to address a room full of people who have walked the sacred grounds of Olympia — people who, like me, believe that the Olympic ideal is more than a slogan. It is a vision. And it is also, in this day and age, a fragile one.

As a diplomat, I've seen the ideals of peace, unity, and cooperation play out across global institutions — and sometimes collide with the hard edges of political interest. The Olympic Movement, too, is increasingly navigating this same tension: between idealism and realpolitik.

I speak to you today not only as a representative of Sri Lanka, but as someone who has witnessed — in Vienna (Eroupe) and across Africa — how diplomacy can sustain fragile systems. And I believe the Olympic Movement, more than ever, needs that kind of diplomatic resilience.

Let's be honest: the Olympic Movement is at a crossroads.

It is admired — yes. But it is also contested. It is global — but not immune to nationalism. It claims neutrality — yet finds itself drawn into the conflicts of our time.

The truth is, the Games have never existed in a vacuum. From Berlin 1936 to Tokyo 2021, geopolitics has always been in the background — and sometimes very much in the foreground.

Today, that reality is more complex than ever.

We are now confronted by a new set of diplomatic dilemmas:

- Should athletes be excluded because of their governments' actions? The debate over Russian and Belarusian participation post-Ukraine invasion has tested the limits of Olympic neutrality.
- What do we do when host nations fall short of human rights norms? Can the Olympic Movement simply look away and call itself apolitical?
- What happens when cultural values clash with Olympic values? Inclusion, gender equality, freedom of expression — these are not universally accepted, and yet they are core to what the Games claim to stand for.

These are not theoretical questions for us. They are real, urgent, and, I would argue, inescapable.

What role, then, can diplomacy play in answering them?

Diplomacy in the Olympic context is not about protocols or receptions. It is about moral negotiation. It's about finding common ground between irreconcilable positions — and doing so without compromising the core values we all pledged to uphold in Olympia.

Let me suggest three areas where diplomacy must urgently step in:

1. Mediate between competing visions of fairness.
Western democracies and non-Western societies often have fundamentally different views on justice, identity, and expression. Rather than allowing the Games to become another theatre of cultural conflict, we need a new diplomatic ethic — one that seeks shared principles without erasing difference.
2. Champion smaller voices.
The Olympic Movement is often dominated by the powerful — economically, politically, and culturally. But smaller states, like mine, often bring a clarity of vision. We don't carry heavy ideological baggage. We can be honest brokers — and we must be given space to do so.
3. Help the Movement evolve without losing its soul.
Whether it's the rise of e-sports, AI in performance, or climate-responsible hosting — we are heading into uncharted territory. Diplomacy can help steer this evolution in a way that protects what is sacred, while welcoming innovation.

And there's one more thing — and it's personal.

Having served in multilateral diplomacy and then in smaller island nations like Seychelles and Mauritius, Madagascar, and the Comoros Islands, I've seen both the grandeur and the vulnerability of global institutions. The Olympic Movement reminds me of both.

It has the grandeur of an idea that can inspire generations.

But it also has the vulnerability of an ideal that can be hijacked — by politics, by money, by ego.

Our role — as Olympians, as diplomats, as citizens — is to guard that ideal. Not sentimentally, but courageously. Not by retreating into slogans, but by engaging with the world as it is — flawed, divided, complex — and still believing that sport can speak across those divides.

I'll close with a memory.

When I visited Olympia for the first time in 1986, I was struck by how peaceful it felt. But it was not a peace born of silence. It was a peace built from conversation—debate, even, across difference. That, to me, is the Olympic spirit at its most real.

Let's continue that conversation — diplomatically, passionately, and above all, together. Thank you.