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**“OLYMPIC STUDIES, OLYMPIC EDUCATION, ORGANIZATION
AND MANAGEMENT OF OLYMPIC EVENTS”**

**“The Youth Olympic Games in the service of protecting and
promoting World Cultural Heritage”**

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Photo/Source: Benjamin Raich, Innsbruck 2012 Winter Youth Olympic Games Ambassador, <http://www.flickr.com/photos/iocmedia/5960480656/>



Abstract

Singapore 2010 Closing Ceremony Speech

by IOC President, Jacques Rogge

Congratulations and thank you, Singapore, for a job superbly done.

*You rose brilliantly to the challenge of combining **elite sport, modern education and culture.***

*Throughout these 12 days, we all enjoyed the warm hospitality of the public authorities, of the very successful Organizing Committee and of the **20,000 wonderful volunteers.***

*These Games will leave **a great human legacy** in Singapore and around the world.*

These Games were full of innovation, creativity, joy and a sharing of Olympic values.

Dear athletes, you made us proud.

You have learnt what it means to be a true champion, not simply a winner.

You have shown us that a new generation is ready to embrace and share Olympic values.

*You thrilled us with your splendid performances. **But, more than that, you inspired us with your enthusiasm, your spirit and the sheer joy you brought to the task of competing, learning and living with fellow athletes from around the world.***

These were truly inspirational games.

*Dear athletes, you have now earned the title **Young Olympian.***

*And when, years from now, you reflect on your sports career, you will be able to say:
“I was in Singapore, where it all began.”*

The Youth Olympic Flame will go out tonight, but the spirit of Singapore will remain.



“The Youth Olympic Games in the service
of protecting and promoting World Cultural Heritage”

Karali Maria

The International Olympic Committee will continue to promote this spirit at the inaugural Winter Youth Olympic Games in Innsbruck, Austria, and at the second Summer Youth Olympic Games in Nanjing, China.

You, dear athletes, will keep this Singapore Spirit alive in your countries as true role models.

I now declare the inaugural Youth Olympic Games in Singapore closed, and, in accordance with tradition, I call upon the Youth of the World to assemble in four years' time in Nanjing, China, for the second Summer Youth Olympic Games.

Thank you.¹

¹ <http://www.olympic.org/content/youth-olympic-games/?articleid=97708>



Literature review

Ancient Greeks tried by all means to promote a certain way of life named “kalokagathia” and thus combine arête in body, mind and soul, to respect the Gods, the rituals and the deads. With “kalokagathia” ancient Greeks aimed to justify their competitive spirit and combine it with culture.

Aristotle considered “arête” something that was neither a practical nor a theoretical matter, but a way of leading an excellent and virtuous life. Further, all parts of the human- body, soul mind – were needed to practice “arête”. Hence, “arête” is not solely an attribute of the athlete.² Mind, body and soul must all be engaged, must all be conditioned to lead a life filled with “kalokagathia”. Athletics must be present, but not dominant, in the whole man³ and that was in general the spirit in the educational methods during the classical period and on.

According to Professor Weiler’s book “Der Agon im Mythos” (Darmstadt 1974) and other sources, parallel to the Olympic Games other contests were taking place as well, aiming to promote culture and the arts. These contests can be divided in 6 categories:

- a. Musical contests,
- b. Contests over beauty and arts,
- c. Poets’ contests,
- d. Athletic and equestrian contests,
- f. Contests in terms of “Philoxenia”
and finally, Funeral Contests.

The combination of all the Olympic Games with all the above contests were leading Ancient Greeks to the well known “kalokagathia” and were showing the close relation between sport and culture.

² S.G.Miller, 2004, *Ancient Greek Athletics*, 239

³ S.G.Miller, 2004, *Ancient Greek Athletics*, 240



Taking into consideration all of the above, as well as the first principle of the Olympic Charter⁴, which sets Olympism as a philosophy of life which blends sports with culture and education, I started searching the field of culture, the world cultural heritage and its protection, their relation to the Olympics Games and of course the promotion through them, furthermore via the latest tool that can be used, the Youth Olympic Games. Gladly had the opportunity to obtain a general aspect of the CEP of the Youth Olympic Games held in Singapore and Innsbruck and the ones coming in Nanjing in 2014. Great inspire gave me also the outcome of the V World Forum of Sport, Education and Culture held in 2006, in Beijing.

Based on the below bibliography, and especially on internet sources, this thesis provides a hands-on status report on the role of the Youth Olympic Games as a tool in the service of promoting and protecting World Cultural Heritage in today's evolving global society, by gathering information and providing guidance, proposals and recommendations to all constituents and other stakeholders of the Olympic Movement.

Later on this thesis the reader will have the ability to know what Youth Olympic Games is all about, what is their current connection with culture (that means he is going to review the Cultural and Education Program of the first Youth Olympic Games) and then go a step further and search the closer connection to the world cultural heritage, why this is important and how can it be achieved.

Youth Olympic Games offer enormous new insights into culture and should be looking to a legacy of promoting and protecting World Cultural Heritage unifying the Youth, showing its common future, and to the development of new educational approaches so as to mobilize young people in becoming involved in the protection and promotion of cultural heritage.

A main message for our youth would be “Shared Legacy, Common Knowledge- All of us together for the creation of a better and peaceful world”.

⁴ http://www.olympic.org/Documents/olympic_charter_en.pdf



Chapter 1.

Youth Olympic Games. A new tool.

As a young man, in 1892, Coubertin had the idea of renewing the ancient Olympic Games, which duly took place in Athens in 1896. Inspired by Pierre de Coubertin’s vision, President Jacques Rogge dreamed of the Youth Olympic Games (YOG) which finally took the first step towards becoming a reality on the 25th of April 2007, when the IOC Executive Board unanimously welcomed the President’s idea. At the 119th IOC Session in Guatemala City, the IOC members approved the project on the 5th of July 2007.

In February 2008, the IOC announced Singapore as the first host city for the Summer YOG. Singapore was selected over Moscow by 53 votes to 44. This first edition took place from 14 to 26 August 2010.

The first Winter YOG host city was elected on 12 December 2008: Innsbruck (Austria) was elected over Kuopio (Finland) in the final by 84 votes to 15. The first edition of the Winter YOG took place from 13 to 22 January 2012.

The second edition of the Summer YOG will take place in the city of Nanjing (China). Nanjing was elected on 10 February 2010 over Poznan (Poland) in the final by 47 votes to 42.⁵

A. The vision and key elements

The vision of the YOG is to inspire young people around the world to participate in sport, and to live by the Olympic values. They are a sporting event of the highest level for the youth, integrating education and culture and encouraging universal representation. The YOG are, within the Olympic Movement, a catalyst for sporting, educational and cultural initiatives for young people.

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http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



The YOG’s main objectives are the following:

1. to bring together the world’s best young athletes and to celebrate them,
2. to offer a unique and powerful introduction to Olympism,
3. to innovate in educating on the Olympic values and debating the challenges of society,
4. to share and celebrate the cultures of the world in a festive atmosphere,
5. to reach youth communities throughout the world to promote the Olympic values,
6. to raise awareness among young people of sport and the practice of sport,
7. to act as a platform for initiatives within the Olympic Movement,
8. to be an event of the highest international sporting standard for young people.⁶

At this point we should highlight the above objectives as they seem to be our guide for achieving our main target, setting the YOG in the service of promoting and protecting the World Cultural Heritage.

Following more information, the Summer and Winter YOG alternate every four years. More particular, the Summer YOG are staged in the years of the Olympic Winter Games and vice versa.

The organisational effort made by a city to host the YOG is lower than for the Olympic Games. The first edition of the Summer YOG gathered together around 3,600 athletes and 1,900 officials, compared to 10,500 athletes for a Summer Olympic Games. About 1,000 plus athletes have participated in their winter counterpart. The Summer and Winter YOG last a maximum of 12 and 10 days respectively. They are held at a time of year that fits in with sporting calendars and the climate in the host region. Furthermore, no new venues should be built to stage the YOG.

The participation of all 204 National Olympic Committees (NOCs)⁷ is the key factor in ensuring the universality of the Summer YOG. As such, “Universality Places” for

⁶ http://www.iocworldconferencenl2012.org/documents/the_youth_olympic_games.pdf

⁷ <http://www.olympic.org/national-olympic-committees>



NOCs are reserved to ensure that at least four athletes from each NOC have the possibility of participating in the Summer YOG.⁸

The universality plays a significant role in promoting and protecting the world cultural heritage as what makes the concept of World Cultural Heritage exceptional is its universal application as well. World Cultural Heritage belong to all the peoples of the world, irrespective of the territory on which they are located and should be protected and promoted by the whole humanity.

A. Youth Olympic Games and the Olympic Chapter

As with the Olympic Games, the YOG are held in accordance with the Fundamental Principles of Olympism⁹ set out in the Olympic Charter, expressing the values and aspirations of the Olympic Movement.

The first principle has the same meaning with the ancient value “kalokagathia” and is what YOG should stand for; “Blending sport with culture”, a way of life.

⁸ http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf

⁹ 1. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

2. The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity.

3. The Olympic Movement is the concerted, organised, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world’s athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.

4. The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

5. Recognizing that sport occurs within the framework of society, sports organizations within the Olympic Movement shall have the rights and obligations of autonomy, which include freely establishing and controlling the rules of sport, determining the structure and governance of their organizations, enjoying the right of elections free from any outside influence and the responsibility for ensuring that principles of good governance be applied.

6. Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.

7. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.

http://www.olympic.org/Documents/olympic_charter_en.pdf, p 10-11/95



Apart from all of the above, we should take into consideration the bonding between Olympism and Youth, following also the 121st IOC Session & XIII Olympic Congress in Copenhagen in 2009. According to the Congress:

The youth of the world, from whom the athletes of the future are drawn, are equally at the heart of the Olympic Movement. Effective communication of the fundamental principles and values of Olympism to young people is essential and its benefits are overwhelming.

The Olympic Movement must strive to extend its remit and to increase its influence with young people across the world, using sport as a catalyst for their education and development. To ensure increased participation in physical activity and sport and to promote healthy life styles, governments should be encouraged to intensify their efforts to work with sports organisations and young people so that sports activities have a prominent place in schools, at all ages and at all levels.

To pursue the interests and aspirations of young people, it is proposed the IOC to design a comprehensive strategy promoting and responding to the needs and challenges faced by young people of all social milieux worldwide. In pursuit of this objective it is recommended the IOC to consider establishing the most appropriate forms of institutionalized and interactive dialogue.

The Youth Olympic Games are a unique opportunity in the history of the modern Olympic Movement to raise the bar worldwide in terms of the delivery of educational and sport programmes for all young people and to determine future action by the IOC and the Olympic Movement with regard to youth educational and sports programmes.

Finally, The Olympic Movement should use the opportunity of the Youth Olympic Games to disseminate information on educational and cultural programmes and initiatives aimed at inspiring the world’s youth to IFs and all other stakeholders.¹⁰

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http://www.olympic.org/Documents/Conferences_Forums_and_Events/2009_Olympic_Congress/Olympic_Congress_Recommendations.pdf



We should always take into consideration and keep in our minds the possibility the Youth Olympic Games have to follow a strategy designed by IOC, protecting and promoting the world cultural heritage, which identifies us as nations and unifies us as humanity.

B. Focus on education through sport

In addition to the sports competitions program, the YOG feature an extensive Culture and Education Program (CEP), which aims to introduce young athletes to Olympism and the Olympic values in a recreative and festive spirit, and to raise awareness of important issues such as the benefits of a healthy lifestyle, the fight against doping, global challenges and their role as sports ambassadors in their communities.

Young people who live the YOG experience could go on to become future Olympians and all will have the opportunity to become ambassadors for sport and the Olympic values, having learnt their relevance and meaning today.¹¹ Furthermore there is always space for cultural education and the chance to become cultural ambassadors.

C. Culture and education program

One of the most innovative elements of the YOG, alongside new sport formats, is the Culture and Education Program (CEP) where the objective is to share the Olympic values with the young athletes as well as with young people around the world, and to discuss important themes linked to the practice of sport as well as to global and societal challenges.

In autumn 2007, the IOC President set up a group of specialists in sports education from inside and outside the Olympic Movement. This “Culture and Education Consultative Group” met in Lausanne to first define the framework and themes of the

¹¹ http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



CEP and then to discuss the proposal for the Organising Committee for the YOG in Singapore (SYOGOC) to implement the Program in Singapore in 2010.¹²

Furthermore, the IOC met various international organisations known for their youth activities, such as the World Scout Organisation, in order to learn from their experience. The three central themes of the Program were: the Olympic and Sports Movement; athletes’ development; and their roles and responsibilities in sports practice and society.

This Program ran during the Games in the form of interactive workshops, forums and other various activities. Before and after the Games, the program was activated and spread further through social media platforms.

The CEP formed an integral component of Singapore 2010 and provided a memorable and inspiring experience for all participants. The CEP was based on five themes, seven formats and over 50 different activities. Most of the CEP activities were held within the Youth Olympic Village (YOY), while the Island Adventure and Exploration Journey formats were held outside the YOY, allowing the young Olympians to explore other parts of Singapore.

Through the CEP, athletes had the opportunity to:

- ✓ **learn** about important global and sports topics;
- ✓ **contribute** to the environment and society;
- ✓ **interact** and build friendships with other young people from around the world;
and
- ✓ **celebrate** the Olympic Movement and the diverse cultures of the world.

To this end, the CEP featured an exciting range of fun-filled activities to provide learning and development opportunities for the young athletes during the YOG. In order to facilitate athletes’ participation, the activities were integrated with the sports competition schedule and which was a huge success. For instance, over the duration of

¹²http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



the 12 days, almost all the 3,600 athletes visited the World Anti-Doping Agency and UNAIDS booths in the Youth Olympic Village.¹³

D. The Five Themes

1. Olympism: Activities reflecting this theme included the Olympic Gallery exhibition which traced the origin, philosophy, structure and evolution of the modern Olympic Games to the present day.

2. Skills Development: Interactive workshops were conducted for the young Olympians to reflect on various facets of a professional athlete’s career, including personal development and managing transitional phases in life.

3. Well-Being and Healthy Lifestyle: Beyond the interactive workshops and exhibitions that promoted healthy eating for the young Olympians, this theme also dealt with the issue of doping prevention in sport.

4. Social Responsibility: Young Olympians learned about their roles as responsible members of their own communities, and how they could be responsible global citizens by taking part in environment-related activities and workshops that supported sustainable development initiatives.

5. Expression: The young Olympians were treated to an exciting mix of musical performances, dance acts and inspirational Olympic-themed artwork during the evening festivals, as well as daily roving performances. These activities aimed to bring out the celebration of youth, cultures and friendships forged at the Games.¹⁴

¹³ http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf

¹⁴ http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



E. Seven CEP Formats

1. Chat with Champions: The young Olympians had the opportunity to get up close with role models, and hear them share personal and inspirational stories about the Olympic values of excellence, friendship and respect. Role models shared their personal experiences through dialogue sessions that were conducted in an entertaining talk-show format.

2. Discovery Activity: Through interactive exhibitions and workshops, the young Olympians explored topics relevant to their journey towards becoming champions in life.

3. World Culture Village: The World Culture Village, located in the Village Square, was a focal point for international visitors to interact with one another. There were cultural booths, hosted by young Singaporeans, representing some of the 204 participating NOCs and independent participants.

Hosts at each booth invited visitors to explore different cultures and take part in fun activities and traditional games. Each NOC also received a gift from their twinned schools at its respective NOC booth during designated times. In fact the IOA's booth in the Youth Olympic Games that took place in Singapore from the 14th to the 26th of August was a great success.



IOA's booth in the Youth Olympic Games¹⁵

¹⁵ <http://www.ioa.org.gr/doc/The+Youth+Olympic+Games+and+the+International+Olympic+Academy-37900>



More than 2.000 athletes and team officials visited the booth that was set up in the central square of the Olympic Village like the rest of the booths of other institutions. The five big screens that were set up inside the booth and were equipped with the system "touch and draw", were giving the visitors the opportunity, through several original interactive high technology programs, to visit different unities of Olympic content.

In the first and main screen the visitor was discovering through images and videos a series of useful information about the Olympic Movement, i.e. the Olympic values and the Olympic principles and the important personalities that contributed to their formation, the Olympic Movement history from the ancient times until today, minutes from all the Olympic Games, an approach to the notion of the Olympic Truce and a virtual tour to the Ancient Olympia.

The three central screens contained a series of smart games like quizzes, puzzles, drawings, and images' combination, through which the player was discovering details and elements of the Olympic Games and other activities of the Olympic Movement.

The fifth screen was dedicated to the International Olympic Academy and its activities. At the same time, in this screen, the visitor through a real time competition could vote the 10 most popular Gold Medalists, among 200 extremely distinguished athletes of summer and winter Olympic Games. Next October, the IOA will announce the winner of this competition, who will travel at IOA's expenses to the Ancient Olympia in order to participate to the 2011 International Session of Young Participants.

The IOC President, Dr. J. Rogge visited the booth twice and he expressed his full satisfaction for the IOA's overall work during last year. He was happy with the content of the program and with the methodology that was chosen for the best educational approach of the young people who participated to the Games. The rest of the IOC Members who visited the booth underlined the same points while the representatives of the Winter Youth Olympic Games, and the representatives of the next Summer Youth Olympic Games, asked from the IOA to participate with a similar booth to their respective Olympic Villages.



IOA's booth in the Youth Olympic Games¹⁶

In general, all the visitors of the booth thought that the high technology that was tested in Singapore together with the easy and entertaining educational approach of the young people regarding the facts of the Olympic Movement and its values, is one more step from the IOA towards the propagation of Olympism mainly to the youth, an action that is the main responsibility of the International Institution.

For the preparation of the unities that were presented, the IOA staff cooperated with the relevant IOC departments and more specifically with the department of Images and the department of International Cooperation & Development.

The program of "Discovering the Olympic Movement and its Values" visited afterwards the HOC premises in Ancient Olympia, where the IOA is hosted, for permanent installation. There, all the visitors and the students have the opportunity to enrich their knowledge about the Olympic Movement through this interactive electronic encyclopedia in a pleasant and technologically perfect way.¹⁷

4. Community Project: The young Olympians and local community organisations came together to participate in fun activities like drumming and circus arts. Through these activities, the young Olympians made friends with the beneficiaries, learnt about social responsibility and were encouraged to give back to their own communities.

¹⁶ <http://www.ioa.org.gr/doc/The+Youth+Olympic+Games+and+the+International+Olympic+Academy-37900>

¹⁷ <http://www.ioa.org.gr/doc/The+Youth+Olympic+Games+and+the+International+Olympic+Academy-37900>



5. Arts and Culture: The young Olympians were treated to an exciting mix of musical performances, dance acts and inspirational Olympic-themed artwork during the evening festivals. These activities aimed to bring out the celebration of youth, cultures and friendships forged at the Games.

6. Island Adventure: In the sports arena, the young Olympians competed against one another; here, they worked together in teams to go through confidence-building courses, water activities and physical challenges, which brought out the values of teamwork, mutual respect and friendship. These activities were held at one of Singapore’s offshore islands – *Pulau Ubin*.

7. Exploration Journey: The young Olympians embarked on a green experience in the half-day Exploration Journeys to HortPark and Marina Barrage, two of Singapore’s newest environment-themed attractions. At HortPark, the young Olympians participated in a terrarium workshop and garden tour.

The terrarium workshop taught the importance of our ecosystem by providing the young Olympians with materials to create a mini-garden in a glass bottle that mimics our ecosystem. The young Olympians also learned about environmental issues at two themed gardens, where they had the opportunity to reflect and discuss environmental issues and green initiatives in their home countries.

At Marina Barrage, the young Olympians learned about sustainable water management through three different activities. Here, they enjoyed a breathtaking view of the Marina Bay waterfront and Singapore’s city skyline. ¹⁸

¹⁸ http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



F. More programs

Young Ambassador Program

For the first edition of the YOG, the IOC launched – on an experimental basis - a new program entitled “Young Ambassadors” to encourage and motivate young athletes to participate in the YOG in particular in the cultural and educational activities. Twenty-nine NOCs were invited to select a young person aged 18 to 25 years old. The Young Ambassador was required to promote the Culture and Education Program to young people, particularly among those athletes qualified from his/her NOC.¹⁹

Three-time Olympic gold medallist Usain Bolt became the latest high-profile athlete to sign on as a Youth Olympic Games Ambassador, joining a star-studded list that also included Olympic champion swimmer Michael Phelps and pole vaulter Yelena Isinbayeva.

Bolt, the Jamaican sprinter who holds the World and Olympic records in the 100m, 200m and 4x100m-relay events, as all Young Ambassadors encouraged and motivated young people around the globe to become more active in sport in his role as Ambassador for the Youth Olympic Games in Singapore.²⁰

Young Reporter Program

This is an initiative that was an integral part of the Culture and Education Program. Twenty-nine young people aged between 18 and 24 from the five continents were chosen to take part. They were either journalism students or people who had recently started their careers in this field. This initiative provided the budding reporters with a cross-platform journalist training program and on-the-job experience during the YOG.

The program encouraged the Young Reporters to blog about YOG topics from their own regions in the run-up to and during the first YOG. The training and assignments during Games time were driven by highly qualified and renowned

¹⁹

http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf

²⁰ <http://www.olympic.org/content/yog/news/yog-news/>



professionals in the fields of broadcast and print journalism, social media and photography. The IOC Young Reporters Training Project is a unique initiative aligned to the YOG’s cultural and educational themes.²¹

Under the Culture and Education Programme these talented young journalists embarked on an incredible cross-platform media training programme whilst taking in the experience of the Youth Olympic Games.²²

Athlete Role Models

The Athlete Role Models (ARMs) were in Singapore to mentor the young athletes who attended the YOG. Among other activities, the ARMs spent time with the athletes and participated in activities during the Culture and Education Programme. YOG athletes were encouraged to engage in conversation with the ARMs, who attended the competitions, visited the Youth Olympic Village and featured in “Chat with Champions” forums designed to inspire and educate the participants with personal accounts of their own dreams and experiences, and the challenges they have overcome.²³

Many legendary names from the world of sport have been appointed as role models by the International Federations taking part in the Youth Olympic Games and by the IOC Athletes’ Commission.

Below is the list of ARMs of Singapore 2010 Youth Olympic Games:

Archery	Wietse van Alten	NED
Athletics	Wilson Kipketer	DEN
Badminton	Poul Erik HoyerLarsen	DEN
Badminton	Xu Huaiwen	GER
Basketball	Andrew Gaze	AUS
Basketball	Oscar Schmidt	BRA
Basketball	Alexandar Djordjevic	SER
Basketball	Michele Timms	AUS

²¹

http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf

²² <http://www.olympic.org/content/yog/news/yog-news/>

²³

http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



“The Youth Olympic Games in the service
of protecting and promoting World Cultural Heritage”

Karali Maria

Boxing	Domenico Valentino	ITA
Canoeing	Tony Estanguet	FRA
Cycling	Frédéric Magné	FRA
Equestrian	Lisen Bratt	SWE
Fencing	Valentina Vezzali	ITA
Football	TBC	TBC
Gymnastics	Jani Tanskanen	FIN
Judo	Ruben Houkes	NED
Handball	TBC	TBC
Hockey	Andrew Smith	AUS
Modern Pentathlon	Georgina Harland	GBR
Rowing	Lenka Wech	GER
Sailing	Michael Gebhardt	USA
Shooting	Matthew Emmons	USA
Diving	Guo Jingjing	CHN
Table Tennis	Jean-Philippe Gatién	FRA
Taekwondo	Daniel Trenton	AUS
Tennis	Ai Sugiyama	JPN
Triathlon	Hamish Carter	NZL
Weightlifting	Pawina Thongsuk	THA
Wrestling	Daniel Robin	FRA
IOC Athletes' Commission	Robert Balk	USA
IOC Athletes' Commission	Claudia Bokel	GER
IOC Athletes' Commission	Sergey Bubka	UKR
IOC Athletes' Commission	Charmaine Crooks	CAN
IOC Athletes' Commission	Hicham El Guerrouj	MAR
IOC Athletes' Commission	Rania Elwani	EGY
IOC Athletes' Commission	Frank Fredericks	NAM
IOC Athletes' Commission	Barbara Kendall	NZL
IOC Athletes' Commission	Yumilka Ruiz Luaces	CUB
IOC Athletes' Commission	Dae Sung Moon	KOR
IOC Athletes' Commission	Adam Pengilly	GBR
IOC Athletes' Commission	Alexander Popov	RUS
IOC Athletes' Commission	Angela Ruggiero	USA
IOC Athletes' Commission	Rebecca Scott	CAN
IOC Athletes' Commission	Peter Tallberg	FIN
IOC Athletes' Commission	Pedro Yang	GUA
IOC Athletes' Commission	Yang Yang	CHN

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²⁴ <http://www.olympic.org/content/yog/news/yog-news/>



Youth Olympic Village

A Youth Olympic Village (YOV) with a capacity of around 6,000 beds (2,000 for the Winter YOG) is provided. The YOV design can include existing, refurbished or new urban developments, a residential housing project, campus style villages, or a block of hotels.

The Village is the heart of the YOG and a privileged place for participants to rally and share their experiences and cultures among themselves and also with their relatives and youth communities through digital means of communication located in digital media centre. Most of the CEP activities are featured in the Village, at the centre of the athletes' life.²⁵

²⁵http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



Chapter 2.

Cultural heritage- its importance

The term ‘cultural heritage’ has not always meant the same thing. Recent decades have seen the concept of heritage —much like that of culture— undergoing a profound change. Having at one time referred exclusively to the monumental remains of cultures, heritage as a concept has gradually come to include new categories such as the intangible, ethnographic or industrial heritage. A noteworthy effort was subsequently made to extend the conceptualization and description of the intangible heritage. This is due to the fact that closer attention is now being paid to humankind, the dramatic arts, languages and traditional music, as well as to the informational, spiritual and philosophical systems, upon which creations are based. The concept of heritage in our time accordingly is an open one, reflecting living culture every bit as much as that of the past.²⁶

All in all, cultural heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural heritage is irreplaceable sources of life and inspiration. Places as unique and diverse as the wilds of East Africa’s Serengeti, the Pyramids of Egypt, the Great Barrier Reef in Australia and the Baroque cathedrals of Latin America make up our world’s heritage.

What makes the concept of World Heritage, and more particularly of World Cultural Heritage, exceptional is its universal application. World Cultural Heritage sites belong to all the peoples of the world, irrespective of the territory on which they are located.²⁷

Moreover, cultural cooperation and intercultural dialogue is to be pointed out, as their importance has become more and more visible over the years. The number of cultural conflicts worldwide – ie those in which culture is an issue - has exceeded the number of non-cultural conflicts since the mid -1980’s.

²⁶ http://portal.unesco.org/culture/en/ev.php-URL_ID=2185&URL_DO=DO_TOPIC&URL_SECTION=201.html

²⁷ <http://whc.unesco.org/en/about/>



By not protecting and thus destroying the cultural expressions and the heritage associated with a specific identity hampers those people who claim that identity from uniting and, in the long term, preventing the group from expressing itself and from fulfilling its potential as a global citizen.

The expression of diversity (cultural, ethnic or religious) is not impediment to development, but rather adds to the wealth of a country and a community in the face of globalization, both in terms of competitiveness and attractiveness.

Heritage is indeed a source of local development and specific traditional activities. It can be a constructive element which helps to find common ground for all members of the community and in our case for all participants of the Youth Olympic Games. To promote cultural heritage in all its diversity improves self image and confidence in the shared future, increases well being and reinforces the social cohesion on which a common vision of the future can be constructed and implemented for a peaceful and prosperous society.

Heritage, and more specifically world cultural heritage, is understood both as an expression of the identities that must be respected in order to establish a dialogue between communities and for building tolerance, as well as a factor for development, allowing communities to express their social vision and to project it into the future.²⁸

It is important to recognize that historical districts are not fixed in history. Centres of encounter and exchange, these socially and architecturally rich districts are not just the living testament of a single culture's history, but a record of the intersections of diverse peoples, ideas, cultures, politics, goods and services.

Historical districts are, first and foremost, inhabited districts, whose populations are actively linked to urban spaces and buildings. The challenge, then, of revitalization projects in historical districts, is ‘how to address the numerous problems without destroying the living culture and dislocating the very people who are its custodians’.

²⁸ <http://www.consilium.europa.eu/policies/council-configurations/education,-youth-and-culture.aspx?lang=en>



In its ongoing efforts to analyse the current trends in cities and historical districts, to encourage dialogue among diverse urban stakeholders and to work towards the development of more socially, culturally, economically and environmentally sustainable environments, UNESCO convened a range of urban experts to participate in a Round Table on the subject of ‘Social Sustainability in Historical Districts’. This Round Table, held on 13 September 2004, was organized on the occasion of the Second UN-HABITAT World Urban Forum in Barcelona.²⁹

Youth Olympic Games can be such a tool, to guide the youth to explore, express and create a great united vision and project it into the close future.

²⁹ <http://www.unesco.org/new/en/social-and-human-sciences/themes/social-transformations/urban-development/historical-districts/>



Chapter 3.

International Olympic Committee and Unesco

At that point it is really necessary to point out the partnership between IOC and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called the *Convention concerning the Protection of the World Cultural and Natural Heritage*, adopted by UNESCO in 1972.

UNESCO's World Cultural Heritage mission is to:

- ✓ encourage countries to sign the World Heritage Convention and to ensure the protection of their natural and cultural heritage;
- ✓ encourage States Parties to the Convention to nominate sites within their national territory for inclusion on the World Heritage List;
- ✓ encourage States Parties to establish management plans and set up reporting systems on the state of conservation of their World Heritage sites;
- ✓ help States Parties safeguard World Heritage properties by providing technical assistance and professional training;
- ✓ provide emergency assistance for World Heritage sites in immediate danger;
- ✓ support States Parties' public awareness-building activities for World Heritage conservation;

and more importantly:

- ✓ encourage participation of the local population in the preservation of their cultural and natural heritage;
- ✓ encourage international cooperation in the conservation of our world's cultural and natural heritage.



“The Youth Olympic Games in the service
of protecting and promoting World Cultural Heritage”

Karali Maria

Without the support of other countries, some of the world’s outstanding cultural sites would deteriorate or, worse, disappear, often through lack of funding to preserve them. Indeed, all countries have sites of local or national interest, which are quite justifiably a source of national pride,³⁰ and the Youth Olympic Games should be another tool to protect and promote them as being the world cultural heritage.

UNESCO has for several years contributed and provided considerable content and effort to Forums, Congresses, the Olympic Games and so on, in terms of its partnership with the IOC. Now that Youth Olympic Games have been founded they should be one more step towards the preservation of the aspects of the Games’ Legacy, the protection and promotion of the World Cultural Heritage.

³⁰ <http://whc.unesco.org/en/about/>



Chapter 4

The Commission for Culture and Olympic Education

The Commission for Culture and Olympic Education advises the IOC on the promotion of culture and Olympic education and supports the IOC programs and activities related to the education of youth through sport and played its own role in the creation of the Youth Olympic Games.

A sporting and cultural dimension

Inspired by this tradition of gathering cultural and sporting events, the modern Games became the opportunity for an exchange between cultures and Olympic education. The IOC has acknowledged its particular responsibility in terms of promoting culture and Olympic education, and regards culture as the second dimension of Olympism, alongside sport.

Advice and support

The Commission for Culture and Olympic education was created in 2000 by the merger of two existing Commissions:

- *The Cultural Commission*
- *The IOC Commission for the International Olympic Academy and Olympic Education*

Its role is to advise the IOC Executive Board on what policy the IOC and Olympic Movement should adopt in terms of the promotion of culture and Olympic education and, through its members, supports the IOC programs and activities in this field.

Promoting cultural exchange and diversity of cultures

The IOC has played an important role in the development of the culture and Olympic education agenda, by establishing a policy that seeks to provide greater resources to their promotion in and through sport at national, regional and international level, and particularly at the Olympic Games.



This policy has two main objectives:

- It strives to develop the link between sport and culture in all its forms, encourages cultural exchange and promotes the diversity of cultures.
- It also aims to promote Olympic education and supports other institutions which adhere to the values of Olympism.³¹

³¹ Once more the fundamental principles enshrined in the Olympic Charter play a significant role:

- Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.
- The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.



Chapter 5

Cultural Olympiad

Several other Olympic events for youth, like the European Youth Olympic Festival are held every other year with summer and winter versions and have proven successful.³² The Youth Games were indeed modelled after these sporting events.

Another nice example for the Youth Olympic Games to follow would be the Cultural Olympiad. More particularly and in order to be as updated as possible it would be interesting to find out some things about London 2012 Olympic Games and their way to serve the cultural heritage.

The 2012 London Games were not just about sport – they were an opportunity to enjoy and participate in a major cultural celebration. Launched in 2008, the Cultural Olympiad is a four year program of cultural activity. It includes national and local projects.

Three annual Open Weekends have been held, the first two of which attracted almost 2.5m people. Over 350 cultural projects have been accredited as part of the Inspire Program. LOCOG estimated that over four million people attended or took part in an Inspire event, and nearly £50 million had been generated.

National projects launched included:

- Artists Taking the Lead, major cutting-edge art works or installations across all the UK’s nations and regions
- Stories of the World, showcasing the best of our museum, library and archive collections
- Unlimited, a celebration of arts, culture and sport by disabled and deaf people
- Film Nation: Shorts, giving young filmmakers a chance to shine
- Discovering Places, exploring the best of our natural, built and historic landscapes.

³² <http://eurolympic.org/en/component/redevent/categoryevents/7-eyof.html>



- Music, encouraging new music and new voices in new places³³

As the culmination of the Cultural Olympiad, in which 18 million people participated in cultural projects in the lead up to 2012, the London 2012 Festival ran from 21 June – 9 September and offered an opportunity for people across the UK to participate in events programmed to celebrate the London 2012 Olympic and Paralympic Games.

This UK-wide celebration brought together more than 25,000 artists from across the world and the very best of the UK to deliver an unforgettable summer of culture as part of the Olympic and Paralympic experience. From landmark countdown events to the 12 full weeks of the Festival, millions of people from all over the UK enjoyed over 12,000 events and performances from Shetland to Cornwall, from theatres to outdoor pop concerts to pop up comedy on rooftops, bringing the spirit of the Games closer to everyone.

The explosion of arts and creativity during the Games drew more than 19.5 million attendances at Festival events, with 16.5 million participating in free events, including 2.9 million who joined in with Martin Creed’s All the Bells on the opening day of the Olympic Games, and 3 million attendances at paid events. Highlights of the programme includes performances and exhibitions as part of the World Shakespeare Festival, collections of works by Lucian Freud, Tracey Emin, Damien Hirst and David Hockney, pop-up events such as Surprises: Streb and Piccadilly Circus Circus, which turned central London into a circus for a day, and Unlimited – the largest ever commission of art by disabled and deaf artists during the Paralympic Games.

By passing the cultural baton to Derry-Londonderry, the UK city of Culture 2013, Glasgow 2014 and Rio 2016, the spirit of the London 2012 Festival cultural programme will continue well into 2013 and beyond.³⁴

Cultural Olympiad can certainly contribute as a great example to making the Youth Olympic Games another successful tool to the service of protecting and promoting World Cultural Heritage.

³³ http://www.culture.gov.uk/what_we_do/2012_olympic_games_and_paralympic_games/3430.aspx

³⁴ <http://www.london2012.com/join-in/festival/>



Chapter 6

IOA- International Session for Young Participants

YOG could additionally be modelled by the contribution of the IOA (International Olympic Academy) to the Olympic Movement. The IOA, undoubtedly provides a unique opportunity for students, academics, athletes, artists and officials from all over the world to exchange ideas and share Olympism in Ancient Olympia.

The wide variety of educational sessions, academic programmes and in depth research studies that are offered, all aim towards serving the vision of the IOA for the new century: to explore and enhance the contribution of Olympism to humanity.

The wide variety of educational sessions, academic programs and in depth research studies that are offered, all aim towards serving the vision of the International Olympic Academy for the new century: to explore and enhance the contribution of Olympism to humanity.³⁵

Nevertheless, during the sessions and several programs, the participants, coming from all over the world, do share with each other through small festivals, long dialogues, group sessions and several special moments their own culture and indeed gain the invaluable experience of living in a multicultural environment, which enhances international understanding and acceptance, forging in the meantime lifelong friendships among the participants.

More connected to the Youth Olympic Games would be the International Session for Young Participants, a two week annual session, traditionally held in June or July, is designed as an introduction to Olympism and the Olympic Movement.

During the particular session, the IOA brings together a large international group of young people who are primarily students, Olympic athletes, and people active in sport, teaching or active in their respective NOCs or NOAs. The aim of the IOA is to educate, but more importantly, to motivate young people to use their experiences and

³⁵ <http://ioa.org.gr/en/ioa-information/the-vision>



knowledge gained from the Session productively in promoting the Olympics Ideals and educating others in their own countries.

The main topic of this Session is Olympism. Every year however, a special subtopic is chosen that is then developed by university professors, Olympic champions, IOC members and sports experts, who are invited to lecture in the Academy.

The Session is structured so as to include lectures, question and answer sessions, group discussion meetings, presentations by the participants, field trips to archaeological sites and museums, and research in the library. The conclusions of the group discussions form a consolidated report at the end of the Session.

Each year, the IOA publishes the Session’s report together with the lectures, and a summary of the proceedings is presented to the annual session of the IOC by the Dean or the President of the IOA. An integral and invaluable part of this Session are the extracurricular activities, which include sports tournaments, games, art, song, dance, poetry and literature workshops, and numerous social events and activities.

This structure allows the participants to be introduced to Olympism and its Ideals and increase their knowledge of Olympic issues not through stagnant learning, but through the dynamic interaction and the dialogue with others in the culturally diverse community of participants, Faculty and Group Discussion Coordinators of this Session. The IOA provides an international forum for free expression and exchange of ideas, as well as a stimulating multicultural academic environment, where Olympic Ideals can be nurtured.³⁶

Let us now actually examine the first three CEP of Youth Olympic Games in Singapore, Innsbruck and Nanjing.

³⁶ <http://ioa.org.gr/en/educational-programmes/young-session>



Chapter 7.

Singapore 1st Summer Youth Olympic Games, 14th till 26th August 2010

Singapore hosted the inaugural Youth Olympic Games (YOG) from 14 to 26 August 2010. The Singapore 2010 Youth Olympic Games received more than 5,000 athletes and officials from the 204 National Olympic Committees (NOCs), along with estimated 1200 media representatives, 20,000 local and international volunteers, and more than 370,000 spectators. Young athletes - aged between 14 and 18 years - competed in 26 sports and took part in the Culture and Education Programme.

The Singapore 2010 Youth Olympic Games aimed to inspire youth around the world to embrace, embody and express the Olympic values of Excellence, Friendship and Respect. It created a lasting sports, culture and education legacy for Singapore and youths from around the world, as well as enhanced and elevated the sporting culture locally and regionally.³⁷

The whole plan of Singapore 2010 Youth Olympic Games regarding culture and education had five different approaches.

A. CEP Seminar

The Singapore 2010 Culture and Education Program (CEP) Seminar took place from 20 to 25 Mar 2010, where Singapore played host to an international group of 30 Young Ambassadors and 60 CEP Champions. This group of youths are individuals who have played active roles in their fraternities, schools and communities, and have displayed leadership quality, drive and initiative.

At the Singapore 2010 CEP Seminar, the Young Ambassadors and CEP Champions got the opportunity to experience and familiarise themselves with a wide range of CEP activities. Their role was to encourage athletes' participation in CEP during the Games.³⁸

³⁷ http://www.singapore2010.sg/public/sg2010/en/en_about_us.html

³⁸ http://www.singapore2010.sg/public/sg2010/en/en_culture_education/en_cep_seminar.html



B. Friendship Camp

The Singapore 2010 Friendship Camp (SFC) was a special part of the Singapore 2010 Youth Olympic Games (YOG) with the goal of promoting the Olympic values among participants and providing them with a unique experience and the opportunity to form life-long friendships.

As the first Friendship Camp for the inaugural Youth Olympic Games, the Camp occupied a special place in the history of the YOG. Through the Camp, participants had the opportunity to participate in some of the Culture and Education Program (CEP) activities for the YOG in anticipation of the full CEP next year.

C. Friends@YOG

Friends@YOG was a ‘twinning program’ endorsed by the International Olympic Committee. It offered a platform where young people of the world could come together to connect to the Olympic Movement, learn about each other’s cultures and build lasting friendships.

D. Olympic Education Program (OEP)

The Singapore Olympic Games Organising Committee (SYOGOC) had developed an Olympic Education Program (OEP) for all students in Singapore to connect the young people in Singapore to the Olympic movement.

The objectives of the OEP Program were to provide platforms for students to:

- learn more about the Olympic Movement
- embody, embrace and live out the spirit of Olympism and the Olympic Values of Excellence, Friendship and Respect prior to, during and beyond the Singapore 2010 Youth Olympic Games
- increase their awareness of the various issues related to Sport (e.g. careers in sports, anti-doping, well-being and healthy lifestyle)³⁹

³⁹ http://www.singapore2010.sg/public/sg2010/en/en_culture_education/en_reachout_youth.html



It would be perhaps a nice suggestion to add one more objective, and that would be to increase their awareness of the world cultural heritage.

Youth Olympic Games Events for Schools

As part of the Olympic Education Program (OEP), the Singapore Olympic Games Organising Committee (SYOGOC) also organised a series of Youth Olympic Games (YOG) events with various partners. Such events afforded young people an experiential learning platform to embody, embrace and live out the spirit of Olympism and the Olympic Values in creative ways and to have fun whilst connecting to the Olympic movement.

Youth Olympic Games Event Starters Kit

The Youth Olympic Games Event Starters Kit was created to inspire young people and organisations to celebrate Youth Olympic Games by starting their own events.

E. Singapore 2010 CAN! Festivals

“Singapore 2010 CAN!” brought young people together for the Singapore 2010 Youth Olympic Games (YOG). It encouraged young people to create, act, celebrate and be part of the world’s first Youth Olympic Games on the spot. The Festivals that took place in terms of ‘Singapore 2010 CAN!’ had different themes like: culture and heritage, digital media, environment and art.

F.CEP for Athletes

Among a variety of cultural and education activities for the young athletes during the first Youth Olympic Game, the below ones should be pointed out:

- Discovery Activity.

Participants explore topics relevant in their journeys towards becoming champions in life. Through free-and-easy interactive exhibitions and workshops, participants can learn interesting facts about the history of Olympism, find out more



about important health and nutrition matters, careers in sport, and learn about key global issues.

- World Culture Village

The World Culture Village was at the heart of the Youth Olympic Village Square. Visitors to the World Culture Village met with one another and with Singaporean youths hosting cultural booths featuring each of the participating National Olympic Committee. Each booth gave visitors the chance to explore different cultures and take part in fun activities like face painting and traditional games.

Truly a nice example supporting that YOG can be an important tool of protecting and promoting World Cultural Heritage.

-Community Project

Participants and local beneficiaries got to do different fun activities together like drumming and circus acts. Through doing these Community Projects, participants got to make friends with the local beneficiaries, learned about social responsibility and were encouraged to contribute back to their own communities. A Community Project related to cultural heritage either local, depending on the host city, or worldwide, could give the opportunity to the participants to learn new things and contribute in their own way in the promotion of worldwide cultural heritage. The project should be with pictures and not using a specific language as it is not certain that all participants speak a common language, eg English, so it is needed to use other forms of communication as well.

- Arts and Culture

Participants got to enjoy an exciting mix of music performances, dance acts and inspirational artworks. Residents of and visitors to the Youth Olympic Village could join in the fun during evening festivals and got to appreciate different Olympic-themed art installations. These Arts and Culture activities brought out the celebration of youth, cultures and friendships made at the Games.



- Island adventure

Spending a day outdoors, participants worked in teams to go through confidence-building courses, took part in water activities, and overcame physical challenges. Teamwork, mutual respect and friendship were essential in overcoming these challenges under the guidance of trained instructors. Perhaps treasure hunting over worldwide cultural heritage would be a nice suggestion to the next YOG on a nice island or other beautiful landscape or important monument of the Host City of the coming YOG.

- Exploration journey

Participants could embark on a green adventure in the half-day Exploration Journeys to HortPark and Marina Barrage, two of Singapore's newest environment-themed attractions. Participants got a chance to build mini gardens enclosed in glass bottles and enjoy spectacular views of the city and Singapore's waterfront, the Marina Bay. Visiting monuments and promoting local cultural heritage is one step further closer to our main target.

G.CEP for Public

Three different programs were created also for the public named:

- - *Blazing The Trail*, an exhibition featuring stories of Excellence, Friendship and Respect, Olympic Games Torches from 1936 to the Singapore 2010 Youth Olympic Games Torch, and a "What Kind of Athlete Are You" exhibit;
- The *Healthy Living* exhibition by the Health Promotion Board where you can check out your health level and how to improve it;
- Daily performances by artists from Singapore Street Festival, Singapore HeritageFest, Singapore Youth Festival and Noise Singapore;

Perhaps at that point there could be organized more cultural initiations for the public. A great example was the unique Singapore Friendship Fabric created by



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Singapore students to celebrate the diverse cultures of the athletes coming from the 205 National Olympic Committees.⁴⁰

⁴⁰ http://www.singapore2010.sg/public/sg2010/en/en_culture_education/en_cep_public.html



Chapter 8. Innsbruck Jan 13th – 22nd. First Winter Youth Olympic Games

Foreword

INNSBRUCK, Jan 13 - International Olympic Committee (IOC) President Jacques ROGGE (BEL) has expressed his support for the Innsbruck 2012 Winter Youth Olympic Games while speaking at a press conference at Congress Innsbruck on Friday.

"I am very confident that we will have an excellent Youth Olympic Games here in Innsbruck," he said.

"We have seen in Singapore [2010 Youth Olympic Games] that allying elite sport with education appeals to young people."

"Singapore's influence was a positive one."

"The concept was embraced by athletes and officials and one of the results was that we put even more emphasis on the Culture and Education Program."

On the subject of his original vision to have no national anthems or symbols at the Youth Olympic Games, ROGGE was philosophical. "I have no regrets. My original idea was to have a Games without national anthems and flags. However, my stakeholders had different opinions and who am I to resist 204 NOCs?" "They had their ideas, I had mine and in the end I had to go with the majority."

With a number of new events making their debut at Innsbruck 2012, ROGGE expressed a wish to continue with such a program and for the Games to be rejuvenated by new events. "The Olympic programme needs to adapt to the needs and wishes of the youth and not be too conservative." ⁴¹

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http://www.innsbruck2012.com/en/newsroom/ioc_president_rogge_hails_inaugural_winter_youth_olympic_games



Following the 1st Summer YOG in Singapore in 2010, Innsbruck was elected to be responsible for staging the 1st Winter YOG from 13 to 22 January 2012. A Coordination Commission was appointed by the IOC President to assist Innsbruck throughout the three years of preparation.⁴²

Approximately 1,050 athletes and 500 officials attended the Winter YOG. The results of these Games for promoting and protecting the world cultural heritage will be shown way after their official end. Despite this it would be useful for the reader of this paper to get to know their activities.

The vision for the Youth Olympic Games (YOG) is of an event integrating sport, culture and education. The **Culture & Education Program (CEP)** formed the counterpart to the sport events and was an important element in the Youth Olympic Games concept for Innsbruck 2012.

This Program will be a memorable and inspiring experience for all participants. The CEP, which had been planned in detail with the target group of young people in mind, intended to engage and inspire participants to be true champions and to embrace, embody and express the Olympic Values of Excellence, Respect and Friendship.

Through interactive, fun and educational activities, the CEP aimed to inform about the Olympic Values and encourage the athletes to reflect on their behaviour and on how they might integrate the Olympic Values into their daily lives.

In order to turn their vision into reality and to make the CEP a success, the Innsbruck Commission had developed a concept consisting of learning, contributing, interacting and celebrating:

- learning more about global issues, the Olympic Movement, Olympism and sport;
- contributing to a positive impact on the environment and tackling global issues with

⁴²



the motivation and energy of the CEP;

- interacting with other athletes and developing respect and friendships;
and exceptionally
- celebrating the Olympic Values and the diversity of the world’s cultures while experiencing the Olympic Spirit’s power to unite different cultures and peoples.⁴³

According to the above objectives Youth Olympic Games in Innsbruck seem to be one step closer to our main target, the protection and promotion of the world cultural heritage.

Apart from the Youth Olympic Games Media Lab, the Youth Olympic Games Sustainability Project and the Youth Olympic Games Competence Project the rest of the activities are strongly connected to culture and can be examined below.

Youth Olympic Games World Mile

In the **World Mile**, school classes from across Tyrol presented all the nations participating in the Games. Each country had its own dedicated area in Congress Innsbruck, displaying its most characteristic features. Pupils presented around eight countries every day, providing information on the following topics:

- history and geography;
- traditions in art, sport and music;
- culture and lifestyles;
- typical clothes and language;
- national celebrities, etc.

The World Mile also showcases the unique and diverse cultures of the expected participating NOCs and also feature stands hosted by several international organizations:

- CIFP - International Fair Play Committee
- IFRC - International Federation of Red Cross and Red Crescent Societies

⁴³ http://www.innsbruck2012.com/en/culture__education/culture_and_education_programme



- IOA - International Olympic Academy
- UNEP - United Nations Environment Programme
- UNICEF - United Nations Children’s Fund
- WADA - World Anti-Doping Agency

The YOG World Mile was a unique platform to meet the local youth and athletes from around the world, to find out more about the traditions and cultures of the participating countries and learn about global issues, which was presented in the centre of the Village Square in terms of celebrating the Olympic Spirit!⁴⁴

A splendid activity to promote different cultures around the world, cultural diversities and promote the world cultural heritage, highlighting the global greater unity, so as the mutual respect and understanding.

Youth Olympic Games Art Project

Participants were led to feel part of the Olympic Movement and were insighted to express this feeling and show their rhythm and moves in one of the dance and music workshops. Participants were prompted to share common experiences with athletes and young people from all around the world and get united.

Youth Olympic Festival 2012

Keeping the same atmosphere, Youth Olympic Festival was another attempt to bring youth closer and getting over any kind of cultural diversities through fun and lots of activities.

The **Mountain Snow & Fun** camp at Innsbruck’s Nordkette ski resort saw many new friendships grow during team-building activities such as building igloos or mini-bob races. The camp opened twice a day through Games-time. Among the

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http://www.innsbruck2012.com/en/culture__education/culture_and_education_programme/world_mile_presented_by_dow



activities being organised in order to promote the value of team building the Snow Art Workshop should be pointed out.

The Snow Art Workshop and Exhibition Area

Working together to create something unique, long-lasting and special in a very short time was the main target of snow art workshop. Starting off with nothing more than a huge heap of snow, the participants formed teams comprising participants from across the globe to carve, drill, shape and sculpt with a range of different tools, creating a unique piece of art for the 1st Winter Youth Olympic Games, which was then displayed in the Snow Art Exhibition Area. Each team gave their creation a title and a description to tell visitors the story behind their amazing piece of art.⁴⁵

Concerning more specifically Arts, the Youth Olympic Games in Innsbruck were offering a very nice Arts Project. The Youth Olympic Games Arts Project gave the participants a stage to express themselves through dance, music and modern art. A well-known dance instructor and choreographer from Innsbruck, offered two **YOG Dance** courses per day, visitors had the chance to try their hand on the big African Djembes in the **Drumming** Workshops, the international athletes got a taste of real Tyrolean culture and enjoyed a performance of the traditional ‘**Schuhplatteln**’ dance or tried it out themselves. This workshop showcased regional dance culture. During this workshop the Tyrolean dance culture was presented to the participants.

Moreover, the **Wall of Fame** awaited all visitors of the Culture & Education Program on the 3rd floor of Congress Innsbruck for everyone to leave their individual YOG message on its eight-metre-long marble surface. The basic idea was for the participants to write on the wall rather than paint, turning the wall into a huge message board.

During the Wall of Fame, participants worked together to construct a temporary wall where everyone involved in the Youth Olympic Games could leave a personal

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http://www.innsbruck2012.com/en/culture__education/culture_and_education_programme/olympic_youth_festival_2012



message or statement. The resulting piece of art reflects the spirit and the enthusiasm of the Youth Olympic Games.⁴⁶

End of Innsbruck Youth Olympic Games 2012.

The First Ever Winter Youth Olympic Games Exceeded Expectations

The inaugural Winter Youth Olympic Games (YOG) came to an end on the 23rd of January 2012 in Innsbruck, Austria, with a memorable Closing Ceremony watched by an enthusiastic crowd at the Medals Plaza on the city’s famous Maria-Theresien-Straße.

The Ceremony brought a close to 10 days of world-class sporting competition and cultural and educational activities specifically designed for the 1,000-plus athletes aged 15 to 18 who participated in the Games.

“By all measures, the first Winter Youth Olympic Games exceeded expectations and established a solid foundation for future Youth Games,” International Olympic Committee President Jacques Rogge said during his closing remarks, later declaring: “They were superbly refreshing Games.” Addressing the athletes directly, he added: “You are role models for your generation. You have started something special in Innsbruck. And no matter what happens in your sports career from this point, all of you are equipped to become future leaders.”

The athletes helped to make Olympic history by participating in a number of events that appeared for the first time on an Olympic program in Innsbruck ahead of their inclusion in the Sochi 2014 Olympic Winter Games.

Seventy countries participated in the Winter Youth Olympic Games. “There were so many firsts at these Games, so many incredible moments for the athletes and everyone involved in staging this event,” added President Rogge, who had special praise for the 1,400 volunteers at the Games. “Innsbruck was a terrific continuation of the excellent work done at the first Summer Youth Olympic Games in Singapore in 2010, and it bodes very well for the future of the Youth Olympic Games.”

⁴⁶ http://www.innsbruck2012.com/en/culture__education/culture_and_education_programme/arts



Innsbruck 2012 also incorporated an exciting Culture and Education program (CEP) designed to help educate the young athletes on how to live by the Olympic values both on and off the field of play through engaging workshops held at Congress Innsbruck.

The CEP also included the Young Ambassador program, which saw 33 exceptional young people on hand to guide the athletes through their YOG experience, and the Athlete Role Model program, which involved over 30 Olympians passing on their advice to the athletes.

Another hit at the Games was the innovative, interactive USB key known as the Yogger, which was given to every athlete and official. In addition to providing the athletes with essential information in a paperless format, the Yogger acted as a virtual business card, allowing users to share information such as names and email addresses simply by touching their keys together. Swiping the keys against the various CEP booths allowed the athletes to collect electronic material about the activities. In total, an impressive 138,000 Yogger interactions have been made.

Media interest in the Youth Olympic Games was strong, with highlights broadcast in more than 60 territories, and over 15,000 articles worldwide. The IOC also brought the action to 8.5 million fans on Facebook, Twitter, YouTube and Sina Weibo, as well as via its website, www.olympic.org.

The next edition of the Winter Youth Olympic Games will be held in Lillehammer, Norway, while the second Summer Youth Olympic Games will take place in Nanjing, China in 2014.⁴⁷

⁴⁷ IOC Media Relations Team: Tel: +41 21 621 6000 e-mail: pressoffice@olympic.org, or visit our web site at www.olympic.org (distributed press release on the 22nd of January 2012)



Chapter 9. Nanjing 2014 Second Summer YOG

Last example, but not least, Nanjing (China) will host the second edition of the YOG in 2014. Nanjing was elected during the 122nd IOC Session held in Vancouver, Canada, in February 2010.

Around 3,800 athletes ranging in ages from 15 to 18 are expected to compete at the 2nd Summer YOG in Nanjing in 2014, which will feature competitions in 28 sports, as rugby and golf have officially been added to the YOG programme. The Nanjing programme will thus contain the same sports as the Rio 2016 Olympic Games.⁴⁸

Cultural and Educational Program

Compared with the Olympic Games, the Youth Olympic Games (YOG) is more focused on cultural and educational activities for young people.

In Nanjing, a city full of love, youthful vigor and a rich culture, YOG hope to deliver an exciting next round. Their concept fully embraces the Olympic Values of Excellence, Respect and Friendship, with diversified sports, education and culture programs to inspire young people to develop healthy lifestyle and a sports spirit, and to promote the integration of cultural and educational programs and sports competitions. With creative workshops, forums, arts and sports festivals they aim to encourage the youth of the world to take part in many activities in tandem with the Games.

The NYOG hopes to inspire young people to respect others, to be friendly to each other, to share in the outstanding cultural achievements of mankind, to create a better world and to contribute their time and energy to the Olympic Games.

Concept

Based on the concept of the YOG from the International Olympic Committee (YOGOC), the 2014 NYOG will take advantage of new media to attract the youth of the

⁴⁸http://www.olympic.org/Documents/Reference_documents_Factsheets/The_Youth_Olympic_Games.pdf



world to participate in the YOG, and promote the concept of cultural and educational exchange, and sports competitions.

The culture and education exchange plan are designed by young people, for young people and are focused on presenting the characteristics of young people. These plans will combine knowledgeable, interesting and interactive things together, which give all of the participants not only the feelings of learning, responsibility, sharing, happiness and growing up, but also consistency and promotion of the development of the Olympic spirit.

Elements

The 2014 NYOG will be complemented by a series of cultural and educational activities for young people, focusing on elements of the Olympic Games, technological development, overall happiness, healthy lifestyles and social responsibility.

Three sections

Before the YOG : Laying the Foundation

The Nanjing Youth Olympic Games Organization Committee will put every effort into seeking support and participation from local society. It will organize activities promoting the Olympic concepts and sporting events in various arenas, such as schools and youth organizations.

It will also use new media to create NOC interactive programs, in order to inspire passion and awareness for the YOG in the whole of society. These activities will lay a solid foundation and create a favorable environment which will ultimately contribute to the success of the NYOG.

During the YOG: A Festival of Youth

The competition days themselves represent a wonderful opportunity for greater unity and shared celebration for the young people of the world. Young people will be able to show off their passion and dynamism fully during the competition. The YOGOC will do its utmost for young people and youth communities around the world to build an



interactive platform where friendship can be promoted, the Olympic spirit can be passed on and further developed, and cultural exchange can be accelerated on the basis of mutual respect.

Three programs themed Healthy Growth, Cultural Experience and Youth Carnival will be designed according to different principles and scheduled to alternate with competitions, helping the participants to make easier choices according to their own timetables and preferences. The participants in each program will receive a special gift as an incentive.

After the YOG: Continuing Influence

The pursuit of the Olympic and Youth Olympic spirit will continue, and the exchange of culture, education and sports among nations will be perpetuated all along. Young people can continue to surpass themselves in continuous innovation. The development of the Olympic spirit can be sustained, and a rich cultural heritage will be forever left to Nanjing and the world.⁴⁹

In case Athens manages to be the Host Olympic City for Summer YOG 2018 I hope to be present of a great event blending perfectly sport, education and culture.

⁴⁹ http://www.nanjing2014.org/en/culture_education/



Chapter 10

The Cultural Legacy of the YOG

Aristotle considered *arête* something that was neither a practical nor a theoretical matter, but a way of leading an excellent and virtuous life. Further, all parts of the human- body, soul mind – were needed to practice “*arête*”. Hence, “*arête*” is not solely an attribute of the athlete.⁵⁰ Mind, body and soul must all be engaged, must all be conditioned to lead a life filled with “*kalokagathia*”.

Athletics must be present, but not dominant, in the whole man⁵¹ and that was in general the spirit in addition in the educational methods during the classical period and on. We should not forget this principle currently during the Olympic Games, more specifically during the Youth Olympic Games, in order to train and educate the Youth, our future, according to the ancient “*νοῦς υγιεῖς ἐν σώματι υγιεῖ*” and “*καλοκαγαθία*”.

Sport is not the only winning act of YOG. Music, art, performances and programs can and do rivet hundreds of thousands of onlookers who are gathering in official venues and on city streets to enjoy Olympic-inspired culture.

We should never take out of our mind that in terms of protecting and promoting World Cultural Heritage we promote multiculturalism, respect to the history and education, knowledge of civilizations, learning of values and unifying the youth. We give to the youth the chance to experience the places and activities that authentically represent the stories and people of the past and present, including numerous cultural monuments.

Youth Olympic Games can be such a tool, to guide the youth to explore, express and create a great united vision and project it into the close future.

During my participation in one of the Young Participants Sessions in 2009 in ancient Olympia organized by the National Olympic Academy, my group dreamt of

⁵⁰ S.G.Miller, 2004, *Ancient Greek Athletics*, 239

⁵¹ S.G.Miller, 2004, *Ancient Greek Athletics*, 240



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ways to imagine a better world. At that time a big part of our discussions were also YOG and their contribution to the Olympic Movement and the world.

“You may say I am dreamer,
But I am not the only one,
I hope some day you will join us,
And the world will follow...”
This is Olympism in action!!



Comments and Recommendations

Message from the President of the International Olympic

Committee, Dr Jacques Rogge

“Education and culture are at the heart of the Olympic Movement. And the challenge of our Movement is to make the education of youth through sport as relevant today as it was when Pierre de Coubertin revived the Olympic Games and founded the International Olympic Committee over 100 years ago.

It is for this reason that the IOC Commission for Culture and Olympic Education, under the leadership of He Zhenliang, in close cooperation with the Beijing Olympic Organising Committee (BOCOG) and our United Nations partner, the United Nations Education, Scientific and Cultural Organisation (UNESCO), organised the 5th World Forum on Sport, Education and Culture in Beijing, under the main theme “Sport and a world of harmony: the role of Olympic education and culture”. I wish to take this opportunity to express my gratitude to all of them for their collaboration and for the successful organisation of the Forum.

Held for the first time outside Europe in a country which will host the Olympic Games, bringing the Olympic values to the most populous of nations, this 5th Forum resulted in the unanimous expression of will by more than 700 experts, from the worlds of sport, education and culture, to move forward in encouraging efforts to make the teaching of universal ethical values a preoccupation, and in promoting physical education and sport so that it holds a key place in education systems.

The declaration adopted at the end of the Forum will provide the vision for the Olympic Family’s work over the next two years and for how the Olympic Movement can best pool resources and tackle important issues.

As we look at the unique opportunity offered by the 2008 Beijing Games, the IOC is more convinced than ever that the Olympic Games and sports events in general



are ideals platforms to inform and showcase the art and cultural talents of host countries to the world, and thus should have an overall educational impact on the people of the world, in particular the youth of the world.”⁵²

From the First Cultural Olympiad held in Athens in 2004, till the YOG held in Innsbruck in 2012 and from the 5th World Forum on Sport, Education and Culture in Beijing till the planning of the YOG in Nanjing 2014, the education and culture were always the main theme.

Blending Culture with Sport, is not currently only one of the fundamental principles of the Olympic Movement, but a non-stop target and challenge of the Olympic Movement. That would be to make the education of youth and the protection of the world cultural heritage through sport as relevant today as it was when Pierre de Coubertin revived the Olympic Games and founded the International Olympic Committee over 100 years ago leading the youth in a more united and peaceful world.

After having examined in this paper the whole mentality and philosophy that created the Youth Olympic Games and lots of examples of sport events and movements which added strongly culture in the Olympic Movement, it is important to say that great steps have been taken.

In autumn 2007, the IOC President set up a group of specialists in sports education from inside and outside the Olympic Movement. This “Culture and Education Consultative Group” met in Lausanne to first define the framework and themes of the CEP and then to discuss the proposal for the Organising Committee for the YOG in Singapore (SYOGOC) to implement the Program in the very same city in 2010 aiming to achieve combining both Sport, Culture and Education in the heart of the Olympic Movement.

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http://www.olympic.org/Documents/Conferences_Forum_and_Events/Sport_Culture_and_Education/Final_Beijing_Forum_Report-eng.pdf



Dr. Jacques Rogge proudly saw his efforts flourishing not only in Singapore, but greatly also in Innsbruck this year setting the expectations for the YOG to come even higher and with greater impact to our world and its population.

To continue pursuing the interests and aspirations of young people, some more additions to the Culture and Education Programs could be added in the comprehensive strategy promoting and responding to the needs and challenges faced by young people of all social milieux worldwide.

First of all, through the various CEP, athletes will have the opportunity not only to:

- ✓ **learn** about important global and sports topics;
 - ✓ **contribute** to the environment and society;
 - ✓ **interact** and build friendships with other young people from around the world;
 - ✓ **celebrate** the Olympic Movement and the diverse cultures of the world;
- and also**
- ✓ **protect** and **promote** the World Cultural Heritage

Suggested activities would be several Interactive workshops, forums and other various activities connected to culture, its protection and promotion but let us see some in a glance:

- ✓ **Community Project:** Participants and local beneficiaries get to do different fun activities. Through doing these Community Projects, participants get to make friends with the local beneficiaries, learn about social responsibility and are encouraged to contribute back to their own communities. A Community Project related to cultural heritage either local, depending on the host city, or worldwide, could give the opportunity to the participants to learn new things and contribute in their own way in the promotion of the worldwide cultural heritage. The project should be full of pictures handed to the participants and optionally not by using a specific language, as it is not certain that all participants speak a common language, eg English, so it is needed to use other forms of communication as well.



- ✓ A special section in the Social Media e.g in the YOG Group in Facebook connected to culture giving the opportunities to the youth to express their one ideas about their culture, upload photos of monuments having visited or want to visit, an administrator giving some more information on several issues coming up concerning cultural monuments etc
- ✓ Give the opportunity to become a Cultural Ambassador of your country. They would invite visitors to explore different cultures and take part in fun activities and traditional games. Each NOC can also provide a traditional gift from their country to be distributed to the visitors.
- ✓ Create a Handbook/ Toolkit concerning the protection and promotion of world cultural heritage in cooperation with UNESCO and the Commission for Culture and Olympic Education.
- ✓ The Young Reporter Program, should be an initiative providing the budding reporters with a cross-platform journalist training program and on-the-job experience during the YOG not only related to sport, but also to culture. There could also run a competition of the best cultural article.
- ✓ The Friendship Camp would be a great opportunity for young participants to present elements of their country such as traditional dances and songs, art, history, mythology and so on. That could be formed as cultural nights including story telling.
- ✓ The Friendship Camp could also host and Cultural Photo Exhibition of monuments all over the world or even more a Cultural Interactive Exhibition, like an E-Culture Fair.
- ✓ Visiting cultural landscapes as well of course several monuments of the Host city in terms of the activities of Exploration journey and Island adventure. Perhaps treasure hunting over worldwide cultural heritage would be a nice suggestion to the next YOG on a nice island or other beautiful landscape or important monument of the Host City of the coming YOG.
- ✓ T-shirts with designs of different monuments with a small description on should be shared to the young athletes, visitors and so on.
- ✓ With every “Happy Meal” provided by the restaurants inside the facilities, a picture of a monument with a small description could be given to the visitors.



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Supervisor: Georgiadis Kostas, Professor

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Georgiadis Kostas
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Athens, December 2012



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