



**UNIVERSITY OF PELOPONNESE
FACULTY OF HUMAN MOVEMENT AND
QUALITY OF LIFE SCIENCES
DEPARTMENT OF SPORTS ORGANIZATION
AND MANAGEMENT**

MASTER'S THESIS

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

The First Youth Olympic Games and the Portuguese Participation

Rita Nunes Ferreira

Supervisor: Karl Lennartz
Professor

Sparta, December, 2012



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Abbreviation list

AIOWF	Association of International Olympic Winter Sports Federations
ANOC	Association of National Olympic Committees
ARISF	Association of IOC Recognized International Sports Federations
ARM	Athlete Role Models
ASOIF	Association of Summer Olympic International Federations
CEP	Culture & Education Programme
EYOF	European Youth Olympic Festival
EOC	European Olympic Committees
IF's	International Federations
IOC	International Olympic Committee
JYOF	Journey of the Youth Olympic Flame
NOC's	National Olympic Committees
OCOG	Organizing Committees of the Olympic Games
OEP	Olympic Education Programme
OG	Olympic Games
SCP	Sport Competitions Programme
SIP	Sports Initiation Programme
SYOGOC	Singapore Youth Olympic Games Organizing Committee
YOG	Youth Olympic Games
YWG	Youth World Games

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1. Introduction

Sport has been always a very important part in my life. I grew up being a sportswoman, always practicing some sort of physical activities and sports.

With my degree on Sport Sciences I soon began to take an interest on the Olympic Games and the Olympic Values. I became member of the Portuguese Olympic Academy and after some years working with the administrative processes of the Portuguese elite athletes that were pursuing excellence, I decided to give a further step, deepen my studies in this area and start my Master degree on Olympic Studies.

The Youth Olympic Games is the most recent event created by the International Olympic Committee and it happens with the major purpose to increase awareness to the message of Olympism to young people in the whole world.

I decided to focus on this theme because I feel that in Portugal this message was not properly received, nor by the sports society and all youth athletes, nor by the general population, due to the small amount of information that was given to the Portuguese society; and because I strongly believe that young sportsmen can become better if they have the opportunity to learn with the Olympic values of “excellence”, “friendship” and “solidarity”, that we can have more and better sport, and that through sport we can build a better society.

Therefore in this research project it’s my intention to characterize this new concept of sport, cultural and educational event and provide some insight on the impact that the Youth Olympic Games as made so far in Portugal.

I’ll start by reviewing the available literature to identify and describe which organizations are responsible for planning and organizing the Youth Olympic Games in order to go further and analyze what are the Youth Olympic Games, how they were created and which are the main concepts. Through the official documents and reports of the organizing committee but also other documents, articles and reports of the National Olympic

Committee of Portugal and I will then analyze the first summer Youth Olympic Games and the Portuguese participation in Singapore from 16th to 24th August 2010.

At the end of this research project it's my intention to actively provide more information, through the Olympic Academy of Portugal, at sport congresses and seminars, sport clubs, sport federations and schools, about this new concept of Olympic Games targeted to young people that gathers sport, culture and education and emphasizes the values of the Olympic movement.

2. Literature Review

2.1 The International Organizations

The construction of the Youth Olympic Games has different types of organizations. The International Olympic Committee, (IOC), the International Federations (IF's), the National Olympic Committees (NOC's) and the Organizing Committees of the Olympic Games (OCOG's) are all of them part and each one have a different role to prepare and organize this event.

2.1.1 The International Olympic Committee (IOC)

The International Olympic Committee (IOC) is an international non-governmental nonprofit organization, of unlimited duration, in the form of an association with the status of a legal person, recognized by the Swiss Federal Council in accordance with an agreement entered into on 1 November 2000 (Olympic Charter, IOC, 8 July 2011, pp 28).

Founded in Paris, on 23rd June 1894 by the Baron Pierre de Coubertin, the IOC headquarters are located in Lausanne, Suisse, since 1915. The current President is Jacques Rogge, elected in 2001 for a mandate of eight years, and re-elected for a second term that consists of four years, on 9th October 2009.

The IOC is the supreme authority of the Olympic Movement and together with the International Sports Federations (IFs) and the National Olympic Committees (NOCs) forms the three main constituents of the Olympic Movement. In addition, and also part of the Olympic movement, are the Organizing Committees of the Olympic Games (OCOGs), the national associations, clubs and persons such as: athletes, coaches, judges, referees and other sports officials.

According to the Olympic Charter (Olympic Charter, IOC, 8 July 2011, pp 14-15), the mission of the IOC is to promote Olympism throughout the world and to lead the Olympic Movement. The IOC's role is:

1. To encourage and support the promotion of ethics and good governance in sport as well as education of youth through sport and to dedicate its efforts to ensuring that, in sport, the spirit of fair play prevails and violence is banned;
2. To encourage and support the organization, development and coordination of sport and sports competitions;
3. To ensure the regular celebration of the Olympic Games;
4. To cooperate with the competent public or private organizations and authorities in the endeavor to place sport at the service of humanity and thereby to promote peace;
5. To take action to strengthen the unity of the Olympic Movement, to protect its independence and to preserve the autonomy of sport;
6. To act against any form of discrimination affecting the Olympic Movement;
7. To encourage and support the promotion of women in sport at all levels and in all structures with a view to implementing the principle of equality of men and women;
8. To lead the fight against doping in sport;
9. To encourage and support measures protecting the health of athletes;
10. To oppose any political or commercial abuse of sport and athletes;
11. To encourage and support the efforts of sports organizations and public authorities to provide for the social and professional future of athletes;
12. To encourage and support the development of sport for all;
13. To encourage and support a responsible concern for environmental issues, to promote sustainable development in sport and to require that the Olympic Games are held accordingly;
14. To promote a positive legacy from the Olympic Games to the host cities and host countries;
15. To encourage and support initiatives blending sport with culture and education;
16. To encourage and support the activities of the International Olympic Academy (IOA) and other institutions which dedicate themselves to Olympic education.

Referring to the previous list, and as described in number 3, the IOC ensures the regular organization of the modern Olympic Games, the Summer Olympic Games, the Winter

Olympic Games, and most recently the Youth Olympic Games that are also held in Summer and Winter cycles, every four years.

Making an historical retrospective on the beginnings of these events, we can find that the first Summer Modern Olympic Games were held in Athens (Greece) in 1896 and the first Winter Olympics occurred in Chamonix (France) in 1924. Until 1992 both Summer and Winter Olympics were held in the same year but since then, the IOC shifted the Winter Olympics to an even happening in the years between Summer Games. Comparatively, the first Summer Youth Olympics were held in Singapore in 2010 and the first Winter Youth Olympics were held in Innsbruck (Austria) this year (2012).

In order to manage the IOC and ensures the respect for the Olympic Charter, the Executive Board was created in 1921. Originally composed by five members, nowadays counts with 15, having Jacques Rogge as a president, four vice-presidents and 10 members.

The current composition of the IOC Executive Board is the following:

- **President:**
Jacques Rogge
- **Vice- Presidents:**
Ser Miang Ng
Thomas Bach
Nawal El Moutawakel
Craig Reedie
- **Administration – Director General:**
Christophe De Kepper
- **Members:**
René Fasel
John Coates
Sam Ramsamy
Gunilla Lindberg
Ching-Kuo Wu
Patrick Joseph Hickey
Claudia Bokel
Juan Antonio Samaranch Jr
Sergey Bubka
Willi Kaltschmitt Luján

In order to evaluate the candidatures present by the various cities to organize the Olympic Games, the IOC Executive Board, through its president appoints a specific IOC Evaluation Commission to analyze the projects of the candidate cities. This Commission elaborates a report to submit to the IOC Executive Board and, based on this report, the IOC Executive Board will decide which short-listed Candidate Cities will be selected as finalist in order to be submitted to a postal vote by all IOC members.

2.1.2 The International Federations (IF's)

The International Sports Federations are international non-governmental organizations recognized by the International Olympic Committee (IOC) as administering one or more sports at world level, while each country has the national federations that comply in all aspects with both the Olympic Charter and the rules of the respective IF.

IFs also have the responsibility and the duty to manage and to monitor the everyday running of the various sports disciplines around the world. They are the major responsible entity to prepare and organize the sports competitions on the Olympic Games programme. The statutes, the practices and the activities of the IF's must be in conformity with the Olympic Charter and their mission and role (Olympic Charter, IOC, 8 July 2011, pp 52) in the Olympic Movement are the following:

1. To establish and enforce, in accordance with the Olympic spirit, the rules concerning the practice of their respective sports and to ensure their application;
2. To ensure the development of their sports throughout the world;
3. To contribute to the achievement of the goals set out in the Olympic Charter, in particular by way of the spread of Olympism and Olympic education;
4. To express their opinions on the candidatures for organizing the Olympic Games, in particular as far as the technical aspects of venues for their respective sports are concerned;
5. To establish their criteria of eligibility for the competitions of the Olympic Games in conformity with the Olympic Charter, and to submit these to the IOC for approval;

6. To assume the responsibility for the technical control and direction of their sports at the Olympic Games and, if they agree, at the Games held under the patronage of the IOC;
7. To provide technical assistance in the practical implementation of the Olympic Solidarity programmes.

In order to defend the common interests and to ensure close cooperation between them, the International Federations decided to form Associations. The Association of Summer Olympic International Federations (ASOIF) created on 1983 regroups the International Federations that are part of the Summer Olympic Games Programme, while the Association of International Olympic Winter Sports Federations (AIOWF) regroups the seven winter sports federations from the Olympic programme.

Concerning the Association of Summer Olympic International Federations (ASOIF) the following Federations are part of it and all recognized by the IOC:

- Association football: Fédération Internationale de Football Association (FIFA)
- Aquatics: Fédération Internationale de Natation (FINA)
Including: swimming, diving, synchronized swimming, water polo and open water swimming
- Archery: World Archery Federation (WA)
- Athletics International Association of Athletics Federations (IAAF)
Including: covering track and field, road running, cross country running and racewalking
- Badminton: Badminton World Federation (BWF)
- Basketball: Fédération Internationale de Basketball (FIBA)
- Boxing (amateur): International Boxing Association (AIBA)
- Canoeing: International Canoe Federation (ICF)
- Cycling: Union Cycliste Internationale (UCI / ICU)
- Equestrianism: Fédération Équestre Internationale (FEI)
- Fencing: Fédération Internationale d'Escrime (FIE)
- Golf: International Golf Federation (IGF)

- Gymnastics: Fédération Internationale de Gymnastique (FIG / IFG)
Including: rhythmic gymnastics, sports acrobatics, sports aerobics, trampolining and tumbling
- Handball: International Handball Federation (IHF)
- Hockey: International Hockey Federation (FIH)
- Judo: International Judo Federation (IJF)
- Modern pentathlon: Union Internationale de Pentathlon Moderne (UIPM)
- Rowing: Fédération Internationale des Sociétés d'Avion (FISA)
- Rugby union: International Rugby Board (IRB)
- Sailing: International Sailing Federation (ISAF)
- Shooting: International Shooting Sport Federation (ISSF)
- Table tennis: International Table Tennis Federation (ITTF)
- Taekwondo: World Taekwondo Federation (WTF)
- Tennis: International Tennis Federation (ITF)
- Triathlon: International Triathlon Union (ITU)
- Volleyball and Beach volleyball: Fédération Internationale de Volleyball (FIVB)
- Weightlifting: International Weightlifting Federation (IWF)
- Wrestling: Fédération Internationale des Lutttes Aociées (FILA)

In the Association of International Olympic Winter Sports Federations (AIOWF) there are the following seven Federations, also all of them recognized by the IOC:

- Biathlon: International Biathlon Union (IBU)
- Bobsleigh and Skeleton: Fédération Internationale de Bobsleigh et de Tobogganing (FIBT)
- Curling: World Curling Federation (WCF)
- Ice Hockey: International Ice Hockey Federation (IIHF)
- Ice skating International Skating Union (ISU)
Including figure skating, speed skating, and Short-track speed skating
- Luge: Fédération Internationale de Luge de Course (FIL)
- Skiing: Fédération Internationale de Ski (FIS)

Including Alpine, Nordic combined, cross country, freestyle, ski jumping and snowboarding

We can also find two more associations: the Association of IOC Recognized International Sports Federations (ARISF) and the SportAccord, which also includes other sports federations.

2.1.3 The National Olympic Committees (NOCs)

The National Olympic Committees (NOC's) are the national constituent of the worldwide Olympic movement. The mission of each NOC is to develop, promote and protect the Olympic Movement in their respective country, in accordance with the Olympic Charter.

The promotion of the fundamental principles and values of Olympism through Olympic education and the participation of its nation in the Olympic Games are two of the main purposes of each NOC.

According to the Olympic Charter (Olympic Charter, IOC, 8 July 2011, pp 57-58) each NOC must include all IOC members in their country, if exists any; all national federations that take part on the programme of the Olympic Games; representatives of athletes (who have represented the country in the Olympic Games), but also can include other national federations that make not part of the Olympic Games programme and other multi-sports groups or organizations.

Actually there are 205 (ANOC website: acnolympic.org) National Olympic Committees over the five continents and all of them are members of the Association of National Olympic Committees (ANOC) that was constituted in 1979, in San Juan, Puerto Rico. The ANOC is composed by five Continental Associations:

- Africa: Association of the National Olympic Committees of Africa (ANOCA), with 53 members;

- America: Pan American Sports Organization (PASO), with 41 members;
- Asia: Olympic Council of Asia (OCA), with 44 members;
- Europe: European Olympic Committees (EOC), with 49 members;
- Oceania: Oceania National Olympic Committees (ONOC), with 17 members.

The importance of existing a space as ANOC is all the NOC's have the opportunity to exchange information and experiences in order to consolidate the role within the Olympic Movement, as well discuss and learn with each other's issues related with their geographical area, during the meetings of the different geographical associations.

2.1.4 The Organizing Committees for the Olympic Games (OCOGs)

In order to organize the Olympic Games, the IOC delegates this responsibility to the National Olympic Committee (NOC) of the country of the city that won the candidature process, as well the host city itself.

It is then the responsibility of this NOC to constitute the Organizing Committee for those Games. By the rules of the Olympic Charter (Olympic Charter, IOC, 8 July 2011, pp 69), the OCOG executive body includes: the IOC member or members in the country, if exists; the President and Secretary General of the NOC; and at least one member representing, and designated by, the host city. In addition it generally includes representatives of the public authorities and other leading figures.

As time passes the OCOG, which starts by having few people, grows up to thousands of people until the Games time. During these seven years prior to the Games, the OCOG is required to follow the Olympic Charter, the Contract signed with the IOC and between the NOC and Host City, as well as the instructions of the IOC Executive Board.

Through the IOC website (Olympic.org) we can have a complete idea about the main tasks of the Organizing Committees for the Olympic Games. Thus, all the OCOGs have these nine main tasks:

1. To give equal treatment to every sport on the programme and ensure that competitions are held according to the rules of the International Sports Federations (IFs);
2. To ensure that no political demonstration or meeting is held on Olympic sites;
3. To choose and, if necessary, create the required installations: competition venues, stadiums and training halls; to arrange for the required equipment;
4. To lodge the athletes, their entourage, the officials;
5. To organize medical services;
6. To solve transportation problems;
7. To meet the requirements of the mass media in order to offer the public the best possible information on the Games;
8. To organize cultural events that are an essential element of the celebration of the Olympic Games;
9. To write the Final Report on the celebration of the Games in the two official languages and distribute it within two years after the end of the Games.

2.2 The Youth Olympic Games

The Youth Olympic Games (YOG) were created by the International Olympic Committee (IOC) as a new elite sporting competition for young people with ages between 14 and 18 years old.

But this new IOC event is not just about sport and victories. It is also about interacting and connecting, sharing and learning about sport, cultural and global issues. The Youth Olympic Games is about expressing the Olympic values in everyday life. They have their own unique identity and spirit, represented by the YOG DNA label which is stamped on everything related with these Games.



Figure 1 – YOG DNA. The spirit of the Youth Olympic Games

As a major global event that brings the worlds youth together, the YOG offers a unique opportunity to inspire the new generations to practice sport and adopt a lifestyle according to the Olympic values.

2.2.1 The beginning

The IOC President, Mr. Jacques Rogge had the idea to create an international event that gathers sport with education, since his first election, in 2001. In fact, his attention to the youth generation started some years early, when he was head of the European Olympic Committees and, in 1992, established the European Youth Olympic Festival, an event also aimed to the younger.

The idea was to create an event that could go further than the sports competition, and add an extra layer of educational activities to young athletes based in the Olympic values, healthy lifestyle and social responsibility.

On 25th of April 2007, when this project was presented by the IOC president to the Executive Board, it was welcomed unanimously and, on July 5th, during the 119th IOC Session in Guatemala City, Jacques Rogge formally announced the IOC project to create a new sporting event to educate, engage and influence young athletes, inspiring them to play an active role in their communities.

Along with this project, some goals to the YOG were also presented: bring together the world's best young athletes, give them one introduction about Olympism, present new forms of education and promote debates about Olympic values.

“The Youth Olympic Games will become a reality” announced Jacques Rogge, after the decision of the 111 IOC members that approved the project, foreseeing the first editions for the Summer Youth Olympic Games in 2010 and for the Winter Youth Olympic Games in 2012.

The reactions were almost immediate and cities like Algiers, Athens, Bangkok, Belgrade, Debrecen, Guatemala City, Kuala Lumpur, Moscow, Poznan, Singapore and Turin showed intentions to be candidates to organize the first edition of YOG. However, Algiers and Belgrade didn't finalize their candidacy and at 19th November the Expert Panel, created by IOC, selects the five candidate cities to host the inaugural Youth Olympic Games: Athens, Bangkok, Moscow, Singapore and Turin.

The IOC President appointed an IOC Evaluation Commission for the 1st Summer Youth Olympic Games to further analyze the applications, make a report and submit it to the IOC Executive Board. On the basis of this report, the IOC Executive Board decided which short-listed YOG Candidate Cities would then be selected as finalist of YOG Candidate Cities and submitted to a postal vote by all IOC members.

The IOC Evaluation Commission was composed of the following persons:

- Mr. Sergey BUBKA (IOC Member and Chairman of the Commission);
- Mr. Frank FREDERICKS (IOC Athletes' Commission representative);
- Mr. Guido de BONDT (NOC representative);
- Mr. Andrew RYAN (IF representative);
- Mr. Gilbert FELLI (Olympic Games Executive Director);
- Mr. Essar GABRIEL (Head of the Youth Olympic Games).

In January 2008, the IOC Evaluation Commission submitted the report to IOC Executive Board and the candidates were reduced to just Moscow and Singapore.

Finally, on 21st February 2008, after the election by IOC members through secret postal ballot, Singapore was declared host of the inaugural Youth Olympic Games 2010 via live telecast from Lausanne, Switzerland, winning by a tally of 53 votes to 44 for Moscow.

2.2.2 The YOG Vision and Mission

The Vision of an organization outlines what it wants to be. It is a long-term view and concentrates on the future being most of the times a source of inspiration. It is like a picture of what you want for the future and encompasses the mission, the values, the goals and the objectives of the organization.

YOG Vision:

"The vision of the Youth Olympic Games (YOG) is to inspire young people around the world to participate in sport and adopt and live by the Olympic values." (Olympic.org)

As for the Mission, it defines the fundamental purpose of an organization, why it exists and what it does to achieve the Vision. This Mission is related with the present to lead to its future.

YOG Mission:

"Organize an event to educate, engage and influence young athletes inspiring them to play an active role in their communities" (Patrick Stalder, IOA, May 2009, pp 40)

2.2.3 The YOG Objectives

When the YOG was implemented by the IOC, a set of main objectives (Factsheet YOG, 2012, pp 1) were drawn, based on the fundamental principles of excellence, universality, friendship, respect and sustainability:

1. To bring together the world's best young athletes and celebrate them;
2. To offer a unique and powerful introduction to Olympism;
3. To innovate in educating and debating Olympic values and 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 Olympic values;
6. To raise sports awareness and participation among young people;
7. To act as a platform for initiatives within the Olympic Movement; and
8. To be an event of the highest international sporting standard.

2.2.4 Participation

The Youth Olympic Games are defined to be shorter than the 'regular' Olympic Games. The IOC determined that the summer version will be less than twelve days, while the winter version will have less than nine days.

For the YOG summer editions it was forecasted (Olympic.org) the participation of more than 200 countries and approximately 3.600 participants from 14 to 18 years old, placed in three age groups 14–15 years, 16–17 years and 17–18 years and 1.450 officials. For the Winter Youth Olympic Games approximately 1.000 athletes and 500 officials were expected.

The qualification system to participate in the Youth Olympics is determined by the IOC in conjunction with the International Federations and, to ensure that all nations are represented, the IOC instituted the concept of *Universality Places* that allows that every nation will be able to send at least four athletes (two men and two women) regardless of qualifying marks. Moreover, there is a cap of two teams (one 'boys' and one 'girls') per nation and is not allowed to enter more than 70 athletes in individual sports per nation.

The young athletes will then participate in high-level sports competitions and also in the Culture and Education Programme (CEP).

Along with the Youth Athletes there are more participants in the YOG. They are the YOG Ambassadors, Young Reporters and Athlete Role Models. All of them will also participate with the young athletes in CEP activities.

The YOG Ambassadors are several high-profile athletes that help to promote the YOG to young people around the world through communications campaigns while offering key advice to young athletes in the run-up to the Games. The IOC invited a number of NOCs to select a young person aged 18 to 25 years old to be an Ambassador and promote the CEP to the young participants at the Games.

Also, from all five continents, 29 young people aged between 18 and 24 years, studying journalism or that had recently started their careers in this field, are chosen to take part in the YOG.

Finally, the Athlete Role Models (ARMs) that are, as the name implies, a specie of mentor to the young athletes, are chosen. The ARMs have the mission to spend time with the athletes and take part in the activities of the CEP, visit the Youth Olympic Village and participate in the “Chat with Champions” forums where share their personal dreams and experiences.

2.2.5 Programmes

For the Youth Olympic Games there are two different programmes, the Sports Competition Programme (SCP) and the Culture and Education Program (CEP). All the athletes must participate in both programmes and so all of them must remain in the Olympic village for the entire period of the Games.

“You will learn the difference between winning and being a champion. To win, you merely have to cross the finish line first. To be a champion, you have to inspire admiration for your character, as well as for your physical talent.”

Jacque Rogge, IOC President

2.2.5.1 Sport Competitions Programme (SCP)

The sports programme for the Youth Olympic Games features the same sports that are found on the programme for the Olympic Games, but with a reduced number of events and disciplines (26 sports in more than 200 events in summer and seven sports in more than 60 events for winter).

However, some of the events are completely different. Some of them have mixed-gender teams and teams with members from different National Olympic Committees competing together. All these technical aspects are under the responsibility of the International Federations (IFs).

The programme to Summer Youth Olympic Games is composed by the following 26 sports, in a total of 201 events:

- Aquatics: Diving and Swimming
- Archery
- Athletics
- Badminton
- Basketball
- Boxing
- Canoe/Kayak: Head to Head
- Cycling
- Equestrian: Jumping
- Fencing
- Football
- Gymnastics: Artistic and Rhythmic
- Handball
- Hockey
- Judo
- Modern Pentathlon
- Rowing
- Sailing
- Shooting
- Table Tennis
- Taekwondo
- Tennis
- Triathlon
- Volleyball
- Weightlifting
- Wrestling

Comparatively, the programme of the Winter Youth Olympic Games is composed by seven sports and one combined discipline Cross-country/Biathlon, with a total of 63 medal events:

- Biathlon
- Bobsleigh: Bobsleigh and Skeleton
- Curling
- Ice hockey
- Luge: Artificial Track
- Skating: Figure Skating, Short Track and Speed Skating
- Ski: Alpine, Cross-country, Freestyle, Nordic Combined, Ski Jumping and Snowboard

2.2.5.2 Culture & Education Programme (CEP)

In the Culture and Education Programme, that runs parallel to the sporting competition, athletes, non-athletes, youth communities worldwide, local youth, coaches, parents and educators will have the chance to participate in an extensive range of activities organized for them to live together, and learn and understand more about the following five key themes:

- **Olympism:**
History of Olympic Movement
Olympism and Olympic Values
- **Skills Development**
Sports context
- **Well-Being and Healthy Lifestyle**
Risks in Sports
Well-Being and Healthy Lifestyle

- **Social Responsibility**

Community involvement and Environment

- **Expression**

Digital Media initiation and development and Evening Festivals at the Village (YOV)

This program is based, according to Patrick Stalder, IOC head of Creative Services, Culture and Education, on the UNESCO report - International Commission on Education for the 21st Century with “4 pillars” of education (Patrick Stalder, IOA, May 2009, pp 42) – as showed on the following picture:

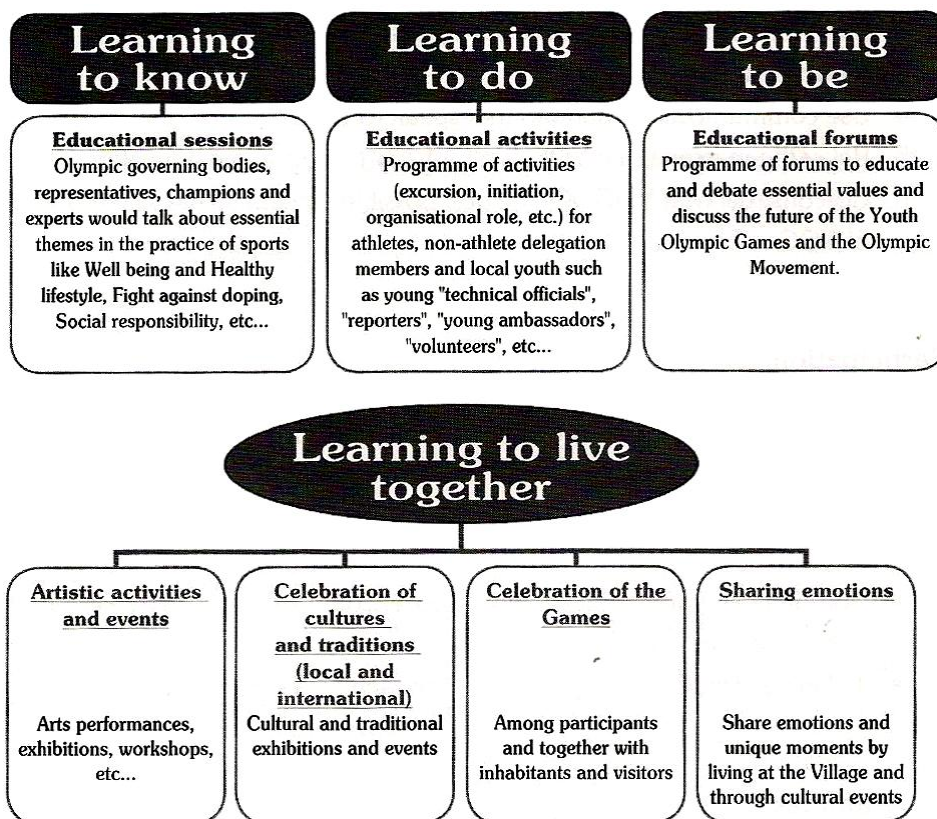


Figure 2 – The 4“pillars” of education of the CEP Programme

With this new format of event was also launched a pilot programme for the Youth Ambassadors. It's supposed that this young people nominated by the National Olympic Committees (with ages between of 18 and 28 years) are able to promote the Youth Olympic Games in their regions and communities before the Games and facilitate the CEP to the athletes during the Games.

3. Thesis Objective

The above literature review has allowed us to characterize and better understand this new Olympic event that gathers sport, culture and education. It also allowed us to precise our research question as follow:

3.1 Research Question

- How to characterize this new Olympic event and the Portuguese participation: the first Youth Olympic Games?

4. Research Approach

In order to collect information and analyze the first summer edition of the Youth Olympic Games and the Portuguese participation we will use a qualitative methodology based on content analysis and semi-structured interviews.

Quantitative content analysis will be also used. By measuring the visibility (the news space used in centimeters) occupied by this event in all Portuguese daily sporting newspapers during YOG edition (from 14th to 26th August 2010), and by reference to last edition of the Olympic Games, London 2012, we will be able to do a comparative analysis of the impact of this event in Portugal in terms of media coverage.

4.1 Content analysis

The content analysis is a methodology in the social sciences for studying the content of books, articles, websites and other sources. In this research project we will use qualitative content analysis of the official books and reports of the SYOGOC, the report of the Chef of Mission of Portugal, as well other sources such as books and articles written about the first edition of the Youth Olympic Games.

In other hand the quantitative content analysis will be used to understand how the Portuguese media gave importance to this event. We will analyze the news published in the three daily sporting newspapers “A Bola”, “Record” and “O Jogo” during the Singapore Youth Olympic Games 2010, comparing with London Olympic Games 2012.

Because new media, such as webpages, are increasingly important and because these new tools are fundamental to promoting this event, we will quantify all the news that a reference Portuguese sporting webpage “sapo.pt” published during the year of the two different games. The National Olympic Committee of Portugal Webpage will also be used to reach the final conclusions.

4.2 Semi-structured interviews

The use of semi-structured interviews, where the questions are pre-defined but the possibility to go further through the answers that we are collecting exists, seemed to us the best method to obtain first-hand information.

We will interview the President of National Olympic Committee of Portugal, Mr. José Vicente Moura, the Chef of Mission and the Coordinator of the Youth Olympic Games, Mr. Mário Santos and Ms. Catarina Monteiro that were the responsible for the Portuguese participation in Singapore YOG 2010.

5. The Youth Olympic Games Singapore 2010

The first edition of the Summer Youth Olympic Games was held in the city-state of Singapore, from 14th to 26th August 2010.

From the date of announcement (21st February 2008) Singapore had only two and half years to organize the inaugural Youth Olympic Games.

The Singapore Youth Olympic Games Organizing Committee (SYOGOC) worked together with the IOC, the 26 International Sports Federations, 204 National Olympic Committees and different stakeholders to build these Games.

5.1 The Singapore Youth Olympic Games Organizing Committee (SYOGOC)

The Singapore Youth Olympic Games Organizing Committee (SYOGOC) was the organization in charge of organizing the first ever edition of Youth Olympic Games. This Organizing Committee started to be constituted just after the bid result announcement and, on 24th March 2008, the Committee was announced.

The minister for Community Development, Youth and Sports, Dr. Vivian Balakrishnan has appointed Mr. Ng Ser Miang, International Olympic Committee Executive Board Member in Singapore, as Chairman of the Singapore Youth Olympic Games Organizing Committee (SYOGOC). This Committee had the heavy responsibility to stage the Games in just under two-and-a-half years.

The organization chart for this first edition of the Youth Olympic Games was composed by more than one simple structure. As it is possible to see in the next figure, the Board was aided by a Panel of Advisors and supported by the Inter-Ministry Committee. The Youth Olympic Games Organizing Committee, as well five more Committees were directly connected from the Board.

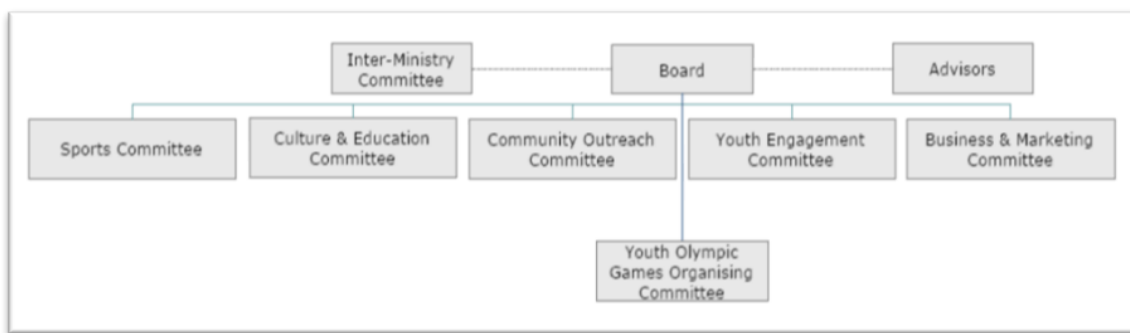


Figure 3: SYOGOC Organization Chart

(MCYS Media Release no. 27/2008, 24/03/2008, Ministry of Community Development, Youth and Sports)

The Panel of Advisors was constituted by these four elements (MCYS Media Release n° 27, 24/03/2008):

- Mr. Teo Chee Hean,
Minister for Defence and President of the Singapore National Olympic Council
- Mr. Tharman Shanmugaratnam,
Minister for Finance and Minister for Education;
- Dr. Vivian Balakrishnan,
Minister for Community Development; Youth and Sports and Second Minister for Information, Communications and the Arts;
- Mr. Teo Ser Luck,
Parliamentary Secretary to the Minister of Community Development, Youth and Sports (MCYS).

This Inter-Ministry Committee established to support the work of SYOGOC was chaired by the Permanent Secretary of MCYS, Mr. Niam Chiang Meng. This Committee also comprises senior civil servants from different Government agencies, including the Ministry

of Finance, Ministry of Education, Ministry of Home Affairs, Ministry of Defense and the Ministry of Information, Communications and the Arts.

To further support other stakeholders, five Committees were structured in the areas of Sports, Culture & Education, Community Outreach, Youth Engagement and Business & Marketing.

At last, the Board of the Youth Olympic Games Organizing Committee (YOGOC) was constituted by these 22 people (MCYS Media Release n° 27, 24/03/2008):

- Chairman:
Ng Ser Miang
International Olympic Committee Executive Board member in Singapore

- Dy Chair:
Niam Chiang Meng
Permanent Secretary, Ministry of Community Development, Youth and Sports

- Advisor :
Kelly Fairweather
Chief Executive Officer, Sport Performance Institute, Stellenbosch University
Former Director (Sports), International Olympic Committee

- Members:
Alex Chan
Chairman, Singapore Sports Council

Chris Chan
Secretary-General, Singapore National Olympic Council

Ms Chang Hwee Nee
Deputy Secretary (Policy), Ministry of Education

Patrick Daniel
Editor-in-Chief, Singapore Press Holdings Ltd

Kenny Eng
Business Development Manager, Ngee Phoe Group Director, Gardenasia

Noel Hon
Chairman, Singapore Kindness Movement

Koh Seng Leong
Olympic sailor

Kwek Leng Joo
Managing Director, City Developments Limited
Vice Chairman, Singapore Business Federation

Asst. Prof C Kunalan
Secretary, Singapore National Olympic Council Anti-Doping in Sports Commission

Low Teo Ping
President, Singapore Sailing Federation
Vice-President, Singapore National Olympic Council

Oon Jin Teik
Chief Executive Officer, Singapore Sports Council

Michael Palmer
Member of Parliament (Pasir Ris-Punggol GRC)

Partner, Harry Elias Partnership

Ms. Annabel Pennefather

President, Singapore Hockey Federation

Vice-President, Singapore National Olympic Council

Shaun Seow

Deputy CEO (News, Radio, Print), MediaCorp

Sim Gim Guan

Deputy Secretary (Information & Corporate Management)

Ministry of Information, Communications and the Arts

Dr. Benedict Tan

Chairman, Singapore National Olympic Council Athletes' Commission

Dr. Tan Eng Liang

Vice-President, Singapore National Olympic Council

Mrs. Josephine Teo

Member of Parliament (Bishan-Toa Payoh GRC)

Assistant Secretary-General and Director (Youth Development), National Trades

Union Congress

Zainudin Nordin

Member of Parliament (Bishan-Toa Payoh GRC)

Mayor, Central Singapore District

Besides these structures we can also find the Organizational Structure assembled for the Games:

- Chief Executive Officer:
Mr. GOH Kee Nguan

- Deputy Chief Executive Officer:
Dr. Francis CHONG

- Chief Operating Officer:
Mr. Eric TAN

- Directors with Operational Areas:

Ms. Maureen GOH NOC Relations & Services	Ms. HAN Liang Yuan Communications & Public Relations
BG ISHAK Ismail Ceremonies & Functions	Mr. Alvin KOH Logistics & Finance
Mr. LEE Pak Sing Culture & Education Programme	Mr. Patrick LEE Sport & Venues
Ms. LIM Bee Kwan Technology	Ms. Sheryl LIM Youth Olympic Village
Mr. NG Eng Soon Sports Development Division	Mr. SAJID Hanifa Protocol & International Relations
Ms. Alice Tan Marketing & Sponsorship	Ms. Amy TAN Workforce
Mr. Richard TAN Corporate Planning	Mr. WONG Meng Keh Operations & Games Services

5.2 Emblem, Vision, Mission and the Core Values

In order to inspire all to express the Olympic spirit and celebrate the first-ever Youth Olympic Games the organizing committee of the YOG decided to create an emblem constituted by three different elements: the red flame, the purple star and the green/ blue crescent. This emblem according the SYOGOC (singapore2010.sg), evoke the Singaporean sense of confidence and progress.



Figure 4 – Emblem of Singapore Youth Olympic Games

The intense red flame represents the passion to learn and the power of positive thinking and red is also the national color of Singapore. The rich purple star symbolizes excellence and the pride of representing one's nation. The crescent line reflects dynamic youth, full of promise and the lush green and light blue are colors of a tropical island city.

The core Values for this YOG are based in the core values of the Olympic Movement. Excellence, Friendship and Respect are considered to be an inspiration, but it evolved to an interpretation as a form of signature of the SYOGOC for this Olympics.

The Vision of this first edition of YOG (singapore2010.sg) is “to lead to more Singaporeans playing sports, pursuing Excellence in sport competition and extending the spirit of sportsmanship to express the values of Friendship and Respect in all spheres of life”.

And to achieve this, the Mission (singapore2010.sg) is “to create the inaugural Youth Olympic Games with a memorable experience integrating sport, culture and education –

involving and inspiring Singapore and the world's Youth to embrace the Olympic values of Excellence, Friendship and Respect”.

5.3 The Mascots

Nowadays one of the most prominent visual ambassadors of the Olympic Games is the figure of the mascot. For Singapore Youth Olympic Games 2010 two mascots were created: Lyo and Merly.

They were presented on 21 November 2009 by Dr. Vivian Balakrishnan, Minister for Community Development, Youth and Sports after their names had been chosen from a list of 375 suggested by people from more than 20 countries.

According to the SYOGOC (YOG Official Report, 2010), “**Lyo** is short for ‘Lion of the Youth Olympics’. A sports lover, he is fun-loving and hopes to inspire young people to keep fit and enjoy sport for life. He symbolizes young people’s boundless energy, their determination to live life to the fullest and zeal to strive for excellence”, (singapore2010.sg).

The second mascot, “**Merly**, got her name from ‘mer’ (meaning the sea) and ‘ly’ stands for liveliness and youthfulness. A passionate advocate of environmental protection, Merly believes that everyone has a role to play in working towards a sustainable future. She also wants to encourage young people to play an active role in their communities and promote respect for one another”, (singapore2010.sg).



Figure 5 – Youth Olympic Games Singapore 2010 Mascots

Other than Lyo and Merly importance on the merchandising revenues and image of the YOG Singapore 2010, they have also appeared in several moments and events (before and during the Games) to help to create excitement especially among young people.

They were also used as an additional prize for the youth athletes that won gold, silver or bronze medals on the Sport Competition Programme.

5.4 The Journey of the Youth Olympic Flame (JYOF)

The IOC Executive Board had given approval to the idea of the SYOGOC for the Flame of the YOG travel across the five continents and spread the spirit of youth.

The JYOF seeks to connect youth around the world to the Olympic Movement by inspiring them to embrace, embody and express the Olympic values of Excellence, Friendship and Respect.

“A simple flame passed hand to hand
Not by the fastest or the strongest,
But by people whose greatest gift is what they give of themselves
Because, it’s not just what you do for the record books,
It’s what you do for others”
The vision of the Olympic Torch Relay
(singapore2010.sg)



Figure 6 and 7 - Youth Olympic Flame in Olympia (Greece) and in Singapore

As usual, the flame was lit on 23rd July in the archeological site of Olympia (Greece) and started its route. Berlin (Germany), Dakar (Senegal), Mexico City (Mexico), Auckland (New Zealand), and Seoul (Republic of Korea), were the cities that received the flame and represented the five continents.

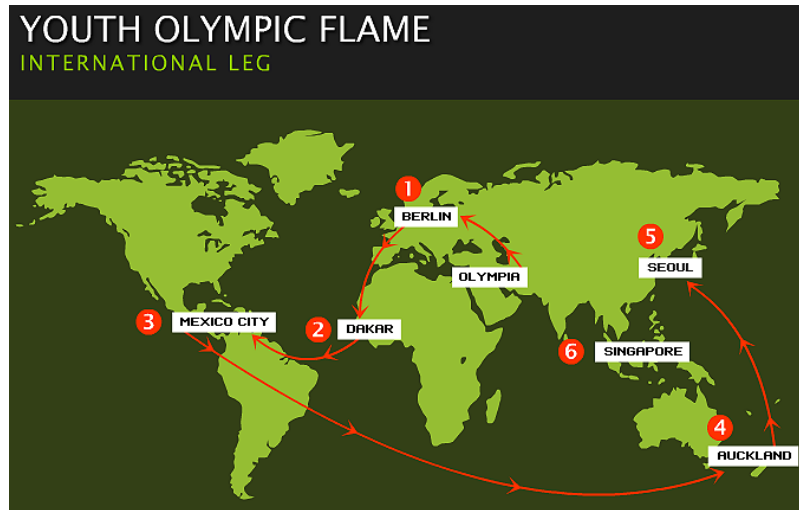


Figure 8 – The Journey of the Youth Olympic Flame – International Leg

After hundreds of thousands of youth and people around the world have participated and watched the Journey of the Youth Olympic Flame, on 5th August, the flame arrived at Singapore to endure on a six-day torch relay.

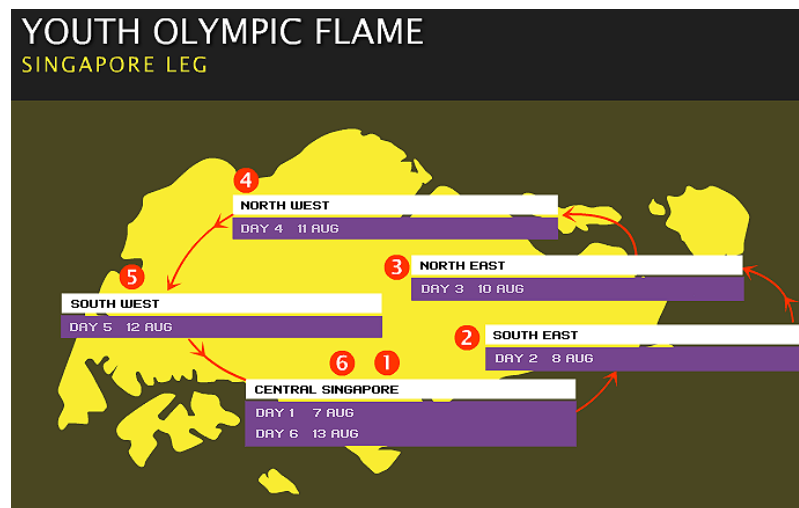


Figure 9 – The Journey of the Youth Olympic Flame – National Leg

From August 7th to August 13th, during the torch relay in Singapore through all its five community districts, 2.400 torchbearers with ages between 11 to 82 years had the honor of carrying the first Youth Olympic Flame and cover 305km. That represents six times the length of Singapore.

Following the tradition, this flame was used on August 14th to light the cauldron and mark the beginning of the first edition of the Youth Olympic Games. Once lit, the Youth Olympic Flame continued to burn brightly throughout the 12 days of the Games until the Closing Ceremony on 26th August 2010.

5.5 The Olympic Village

The Olympic Village was located on the green zone of the Technologic University of Naniang. This venue was divided in two distinct zones, the Residential Zone (RZ) with several services and with a relax atmosphere and the Village Square (VS).

The Residential Zone was composed of 10 residential halls, several training facilities for the athletes, dining hall, a Digital Media Centre, Medical Clinic with a pharmacy, dental services, X-ray and pathology, and doping sample collection spaces.

The Village Square (VS) was at the heart of the Youth Olympic Village and there took place musical performances, concerts, cultural and educational programmes, dialogue sessions with Champions and the World Culture Village exhibition where the cultures and the history of all the participating NOCs were performed.

5.6 Programmes

Taking into account the decisions of the IOC to the Youth Olympic Games, Singapore implemented two programs which integrated sports, educational and cultural elements to connect the young people with the Olympic values. The next section will help understand

the different sports and the different activities that composed these programmes on Singapore 2010.

5.6.1 Sport Competitions Programme (SCP)

The sports programme of the first edition of the summer YOG was composed by all the 26 sports on the programme of the XXX Olympiad. Nevertheless, the number of disciplines and events were reduced and some took a different format with different rules, mixing sometimes gender and nationalities to build up a team.

The most interesting fact in the SCP, and almost a brand mark of this event, is the numerous mixed gender or mixed nationalities team events. Archery, Athletics (medley relay), Cycling (combined: BMX - Mountain Bike and Road Event), Equestrian, Fencing, Judo, Modern Pentathlon (relay), Swimming (relay), Table Tennis, Tennis and Triathlon (relay) are examples of these.

The pictograms adopted for the 26 sports present at the Youth Olympic Games Singapore 2010 are represented below:



Figure 10 – Sport Competitive Programme (singapore2010.sg)

According to Mr. Goh Kee Nguan, Chief Executive Officer of the SYOGOC, “the sport pictograms, as graphic symbols of all the Singapore 2010 sports, will provide instant recognition and connection to the YOG. The dynamic graphic style of the pictograms will serve to inspire youthfulness, adventure, openness and fun – virtues embodied in ‘the Spirit of Youth’ emblem”, (AsiaOne, May 20, 2009).

5.6.2 Culture and Education Programme (CEP)

The Culture and Education Programme provided diverse initiatives to different target groups. From the athletes to the public, from the schools to the youth Ambassadors, all of them had specific activities before and during the Games.

5.6.2.1 Friendship Camp

This was the first activity of the Singapore 2010 Culture and Education Programme. The Singapore Friendship Camp (SFC) was held from 8th to 12th December 2009 with the goal of promoting the Olympic values.

Each NOC was invited to send two athletes with ages between 15 and 17 years old (1 girl and 1 boy) to participate in team building games, workshops, dialogues with Olympians, community projects, youth concerts and social nights.

5.6.2.2 CEP Seminar

The CEP Seminar took place in Singapore from 20th to 25th March 2010. This activity was targeted to youth that had played active roles in their countries, cities, communities and schools and that had also displayed leadership qualities and initiative to promote the Olympism.

Thirty Young Ambassadors and sixty CEP Champions had the opportunity to experience and familiarize themselves with a wide range of CEP activities and get prepared for their role during the YOG, this meant: to encourage athletes participation in the CEP activities.

5.6.2.3 Reaching out to Youth

This ‘Reaching out to Youth’ was composed of three different parts: ‘Friends@YOG’, ‘Olympic Education on Schools’ and ‘Singapore 2010 CAN!, Festivals’.

Friends@YOG: Endorsed by the International Olympic Committee, this digital platform allowed young people to be connected over the internet, share their experiences, learn about different cultures and build friendship. Also using this platform, all the Singapore schools had the goal to connect, and straighten relations, with two schools from other countries, from the different 205 nations that already had inform about their participation on the first edition of YOG.

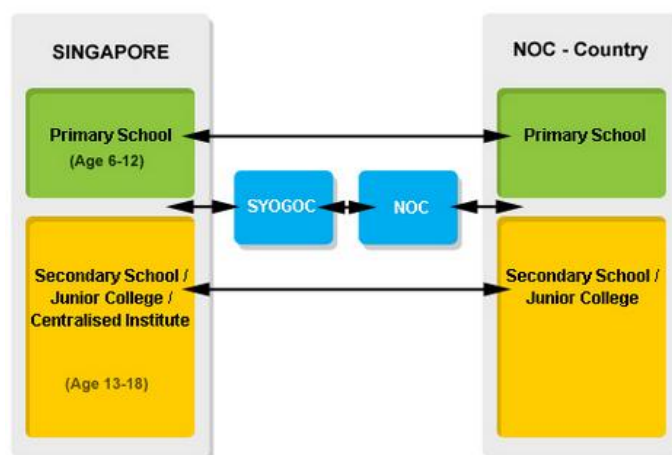


Figure 11 – Diagram of “Friends@YOG” (singapore2010.sg)

Olympic Education on Schools: A ‘Youth Olympic Games Event Starters Kit’ was created in order to facilitate the schools, professors and students to celebrate the YOG.

The SYOGOC in collaboration with the Ministry of Education implemented an Olympic Education Programme (OEP) to students aged between 7 and 19 years old. This OEP were differentiated to students at the Primary, Secondary and Pre-University levels.

The objectives of the OEP programme were defined to give more information about the Olympic Movement, Olympic values and increase awareness about various issues related to sports, anti-doping and healthy lifestyle.

As part of these programs, the SYOGOC also created some events for Schools as Photo Art Competition, Sports Quiz or Dance Works, using creative ways and fun moments to promote Olympism and Olympic values.

Singapore 2010 CAN! Festivals: On the theme: “*You CAN! Create Action Now for Singapore 2010*” young people and community partners created some festivals to celebrate and be part of the first edition of YOG. Some festivals of Culture & Heritage, Digital Media, Environment and Arts were held.

5.6.2.4 CEP for Athletes

Based on the five themes referenced on the last section, the CEP for Athletes contained 50 different activities split in the following seven groups:



Figure 11 – Culture and Education Programme (singapore2010.sg)

Similar to what happens with the sport pictograms, these CEP pictograms are also derived from ‘the Spirit of Youth’ which is the official Singapore 2010 emblem.

Chat with Champions: In a format of talk-show, the young athletes 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.

Discovery Activity: Through interactive exhibitions and workshops, the young Olympians explored topics relevant to their journey towards becoming champions in life. They could learn more about the history of Olympism, careers on sport, health and nutrition matters.

World Culture Village: Located at the heart of the Youth Olympic Village Square, was a central point for international visitors to interact. There were cultural booths, hosted by young Singaporeans, representing each of the 204 participating NOCs and independent participants. Visitors could explore different cultures and take part in fun activities and traditional games.

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

Arts and Culture: Here athletes had the opportunity to show and observe a mix of musical performances, dances and artwork during the evening festivals.

Island Adventure: With a slogan: “Spend a day outdoors and enjoy what the Island Adventure can offer” the youth athletes, contrary to what happens in the sports arena, need to work together in teams to go through confidence-building courses, water activities and physical challenges. Values of teamwork, mutual respect and friendship were developed under the guidance of trained instructors during a day in Pulau Ubin.

Exploration Journey: was a half-day exploration journeys to HortPark and Marina Barrage, two of Singapore’s newest environment-themed attractions. Participants had the opportunity to reflect and discuss environmental issues and green initiatives to replicate in their home countries, as well to learn about sustainable water management. They also could build mini gardens enclosed in glass bottles.

5.6.2.5 CEP for Public

These activities were organized from 12th to 25th August 2010 in order to integrate the youth and the local community as well the visitors as part of the YOG.

Different types of activities were accessible for free. Different exhibitions about stories of Excellence, Friendship and Respect, the Olympic Games Torches or Healthy Lifestyles; Performances by artists from Singapore and the Sports Initiation Programme (SIP) were other activities that people could choose on a daily basis.

This SIP had the goal of promoting Olympic sports to the public during the Singapore Youth Olympic Games, through physical involvement and cultivating an active, healthy and sporting lifestyle.

Spaces as the *Noise Singapore house* or the *Suntec Galleria Foyer* were always waiting for visitors.

5.7 Participation

A total of 205 National Olympic Committees participated in this first edition of the Youth Olympic Games. On top of the 204 regular participations, Kuwait athletes participated as an independent nation, since the Kuwait NOC was suspended at that time.

In Singapore, 1.678 women and 1.846 men participated, in a total of 3.524 youth athletes, on the 201 events of the 26 different sports that made up the Sport Competitive Programme.

On the Culture and Education Programme, besides the athletes, were also included 29 young reporters, 29 youth ambassadors and 47 athlete's role models, as well the YOG ambassadors: Michael Phelps, Yelena Isinbaeva and Usain Bolt.

In terms of the organization, 1.871 officials and 1.768 media from different countries were accredited, as well as 20.000 volunteers who helped make this event (Factsheet YOG, 2012, pp 5).

In terms of spectators and world coverage, over 230.000 tickets were sold, and the television coverage reached 160 different territories around the world, with an estimated audience of 247 million of people.

The new technologies, specially the World Wide Web, played a key role in spreading the YOG spirit during the Games. Numbers as high as six million visits on the official Singapore 2010 website, seven million views on the IOC's Youth Olympic Games

YouTube Channel, and also a huge impact in the popular social networking sites such as Facebook or Twitter, reveals the grandiosity and the success of this first edition of the Youth Olympic Games.

6. The Portuguese Participation in Singapore 2010

The Portuguese delegation to the first Youth Olympic Games was constituted by 34 people. Nineteen of them were athletes. The Chef of Mission was Mr. Mário Santos, member of the executive board of the Olympic Committee of Portugal.

The involved Portuguese sport federations were responsible for the athlete's preparation in order to qualify and prepare the athletes, and the role of the NOC of Portugal was just the validation of the qualifications and the inscriptions of the athletes and officials.

The Portuguese delegation was represented at the 'Chef of Mission Seminar' held in March 2009, in Singapore, by Mr. Mário Santos in order to receive all the information about the Games and therefore be able to prepare all the Portuguese participation in this new Olympic Event.

Before the travel, the NOC of Portugal organized several meetings with the sports federations and the qualified athletes in order to transmit all the information regarding the mission. During that time and according to the information that kept coming from the IOC, and afterwards from the SYOGOC, the NOC of Portugal prepared a Newsletter to give periodically all the information to the federations/ athletes.

A meeting with all the athletes was also held, but this one with the goal of allowing them to know each other and get some knowledge about the YOG, the Olympic history, Olympic values, and to create a group spirit and straighten friendship bonds. During this meeting (two days before traveling to Singapore) the athletes were also informed about the cultural and educational activities that they would have the opportunity to participate in.

This event counted with the presence of the Portuguese Olympic Champion, gold medal at the Women's Olympic Marathon in Seoul 1988, Mrs. Rosa Mota, considered being one of the best marathon runners of the 20th century, and one of the most preeminent Portuguese sport figure.

As usual in this type of national representation, the Portuguese delegation held a public presentation at 24th July in the NOC headquarters and, later, was also received by the Secretariat of State of Sport and Youth, Mr. Laurentino Dias.

6.1 The travel

All the elements of the delegation travelled together. On a long trip they left on 9th of August at 15:40 towards Paris and then, on a direct flight, to Singapore, where they have arrived at 18:05 on the 10th of August.

6.2. The Portuguese delegation

The Portuguese team consisted of 19 athletes competing on 10 sports: Aquatics, Athletics, Canoeing, Cycling, Gymnastics, Rowing, Sailing, Table Tennis, Taekwondo and Triathlon.



Figure 12 – The Portuguese Delegation for the 1st Youth Olympic Games

- Carlos Nascimento - Athletics
- Christina Pedroso - Canoeing
- João Silva - Canoeing
- Rafael Reis - Cycling
- Magda Martins - Cycling
- João Leal - Cycling
- Rodrigo Gomes - Cycling
- Filipa Choon - Gymnastics
- Ana Rodrigues – Aquatics
- Maria Rosa - Aquatics
- Alexis Santos - Aquatics
- Gustavo Santa - Aquatics
- Patricia Batista - Rowing
- Mário Silva - Taekwondo
- Maria Xiao - Table Tennis
- Miguel Fernandes - Triathlon
- Raquel Rocha - Triathlon
- Gonçalo Pires - Sailing
- Inês Sobral - Sailing

For each sport the Portuguese delegation was allowed to include one official (10 in total) and one medical staff. As the organization had a Medical Centre to support all the delegations, Portugal chose to include a physiotherapist to work directly with the physical recovery of the athletes.

The rest of the delegation was completed with one Chef of Mission, one Coordinator and the NOC president and NOC General-secretary that were present one week each one.

The Portuguese delegation, as well all the other delegations and SYOGOC structure, were accommodated on the Olympic Village. All the rooms were double rooms and the Portuguese delegation divided the elements using some criteria, such as: by sport, by function (athletes/ officials) and by gender.

6.3 The participation

Along with the Portuguese delegation referred above, the first edition of the Youth Olympic Games also counted with the participation of two Judges directly invited by the International Federations of Judo and Gymnastics, and at least one Volunteer that contacted SYOGOC directly and was affected to the Modern Pentathlon sport competition.




Despite some invitations from the Olympic Committee of Portugal to the major sport newspapers in Portugal none showed availability to accompany the Portuguese team.

We will be now presenting the analysis related to the Portuguese participation according to the two different programmes, the Sport Competitive Programme (SCP) exclusively for athletes and the Culture & Educational Programme (CEP).

6.3.1 Sport Competitive Programme

Portugal returned from the first ever Youth Olympic Games edition with three medals: one gold, one silver and one bronze. The medals were won by the athletes in individual disciplines (Swimming and Taekwondo) and also in a mixed country team (Triathlon).

The full results are showed in the following table:

SPORT	ATHLETES	DISCIPLINE	RANKING
 Athletics	Carlos Nascimento	100 metres	9th
 Canoe-Kayak	Christina Pedroso	K1 Sprint K1 Slalon	11th 11th
	João Silva	K1 Sprint K1 Slalon	11th 9th
	PORTUGAL		9th
	- Rafael Reis	Time Trial Road Race	1st 2nd
 Cycling	- Magda Martins	Cross Country BMX Race Time Trial	10th 19th 21st
	- João Leal	Cross Country Road Race	22th 28th
	- Rodrigo Gomes	BMX Race Time Trial	25th 41st

The first Youth Olympic Games and the Portuguese Participation

SPORT	ATHLETES	DISCIPLINE	RANKING
 Gymnastics	Filipa Choon	Individual all-around	29th
		Beam	26th
		Floor	25th
		Uneven bars	32th
		Vault	24th
 Aquatics	Ana Rodrigues	50m breaststroke	3rd
		50m freestyle	20th
		100m breaststroke	24th
		200m breaststroke	18th
		50m freestyle	36th
 Aquatics	Maria Rosa	100m freestyle	30th
		100m breaststroke	26th
		200m medley	17th
		100m freestyle	37th
 Aquatics	Alexis Santos	200m freestyle	34th
		400m freestyle	20th
		50m backstroke	6th
 Aquatics	Gustavo Santa	100m backstroke	15th
		200m backstroke	13th
		200m medley	19th
		Single Sculls	20th
 Rowing	Patricia Batista	Single Sculls	20th
		Byte CII	10th
 Sailing	Gonçalo Pires	Byte CII	10th
		Inês Sobral	Byte CII
 Table Tennis	Maria Xiao	Singles	9th
		Mixed Team	9th
 Taekwondo	Mário Silva	-63 kg	2nd

SPORT	ATHLETES		DISCIPLINE	RANKING
 Triathlon	Miguel Fernandes		Individual	4th
			Mixed Team Relay Europe 1 (HUN / POR / ISR / AUT)	1st
	Raquel Rocha		Individual	18th
		Mixed Team Relay Europe 5 (BEL / UKR / POR / ESP)	10th	

6.3.2 Culture & Education Programme

The different types of activities developed for the different targets will be analyzed according to the information collected.

6.3.2.1 CEP Seminar/ Chef of Mission Seminar

The Chef of Mission of the Portuguese Delegation Mr. Mário Santos was present in the Chef of Mission Seminar held from 22nd to 24th March 2010 in Singapore.

Since this was the very first YOG, this presence was very important in order to collect information about the new format. Everyone present had the opportunity to assist a briefing from the SYOGOC functional areas and completed a venue tour of the Youth Olympic Village.

6.3.2.2 Reaching out to Youth – Friends@YOG

Portugal also participated in the Friends@YOG project. The Emidio Navarro Secondary School (Escola Secundária Emidio Navarro) was the school that represented Portugal and the Portuguese culture. This school with a group of 19 students and 4 professors conducted an exchange with the CHIJ St. Theresa's Convent, before, during and after the Youth Olympic Games.

Other than the activities held at distance, students and professors from Singapore had the chance to come to Portugal from 17th to 22nd March 2009 and the Portuguese students and professors went there on 2011, from 27th February to 7th March.



Figure 13: Portuguese participation in the Friends@YOG (www.esen.pt)

The participation in this project developed by the NOC of Singapore in partnership with the Singapore schools and the other 204 NOCs allowed the exchange of ideas, experiences and cultures from countries around the world.

6.3.2.3 CEP for Athletes

Analyzing the Report of the Chef of Mission and all the news published on the website of the Olympic Committee of Portugal we cannot find any reference about the participation of the Portuguese athletes in this programme or these activities.

However through the interviews conducted with the Coordinator of the Mission, Ms. Catarina Monteiro, it was possible to understand how this participation happened.

Assumed by the mission, is the fact that the first priority was the participation on Sports Competitive Programme (SCP). The athletes were only allowed to participate in other activities after finishing their sport competition or if the competitions was not scheduled to take place in the next two or three days and did not influence the preparation program.

This decision took into account the fact that athletes were qualified through a very strict sport qualification system, where only the best youth athletes from around the world could guarantee their presence in this first edition of the Youth Olympic Games.

The Portuguese delegation split these activities in Mandatory and Optional. The Mandatory activities were the Ceremonies (Opening and Closing) and the visit of the CHIJ St. Theresa's Convent.

This last activity was the final link in the works of the Friends@YOG programme. This visit happened at 18th August and all the athletes that were not competing in that day, or doing a training session, went to visit this school.

Related to the optional activities, every day, the Coordinator received from the SYOGOC a form with the activities available. This form was then filled by the athletes according to their wills and the available slots to each NOC.

Besides what have been written so far, we didn't had access to concrete information about the athletes' participation on the CEP since this program is not contemplated in the final report document. The information provided from the NOC of Portugal is that close to one third of athletes participated in these activities. We also know that the activities most participated by the Portuguese were the "Chat with Champions" and the "Exploration Journey" where more than one athlete from each country can participate together.

7. The role of the Media

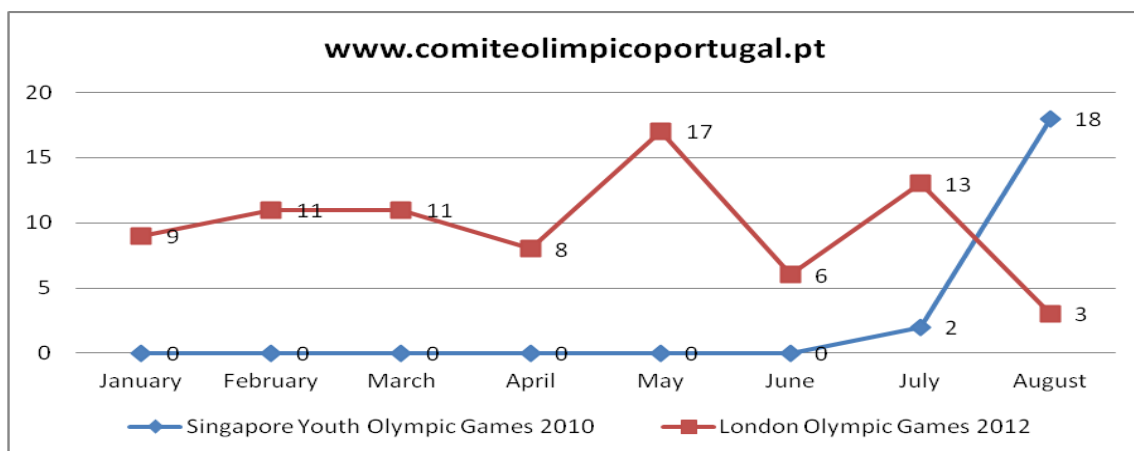
In order to understand the impact that the first edition of the Youth Olympic Games made in Portugal, we decided to analyze the role of the media, as being the first line of contact from event to the generic public. For this study we will focus on the analysis of the most relevant websites and newspapers.

7.1 Websites

Not only because nowadays the websites are one of the most powerful tools of communication but also because the way of youth communication is, most of the times, through virtual connections, we decided analyze the National Olympic Committee of Portugal website (comiteolimpicoportugal.pt) and the most popular generic sport website in Portugal (desporto.sapo.pt).

7.1.1 National Olympic Committee of Portugal ('comiteolimpicoportugal.pt')

For this channel we measured the number of the news related to the YOG and OG published from the months of January to August, 2010 and 2012 respectively.



As the graphic show us, overall, the number of news aren't very high, it is possible however to identify two different communication strategies.

For the Singapore Youth Olympic Games the news was published only in dates very close to the Games. The news was focused on information about the presentation of the Portuguese delegation and the traveling to Singapore. Later, during the Games, news was published daily with information about what have happened in the day before and the schedule for the next day.

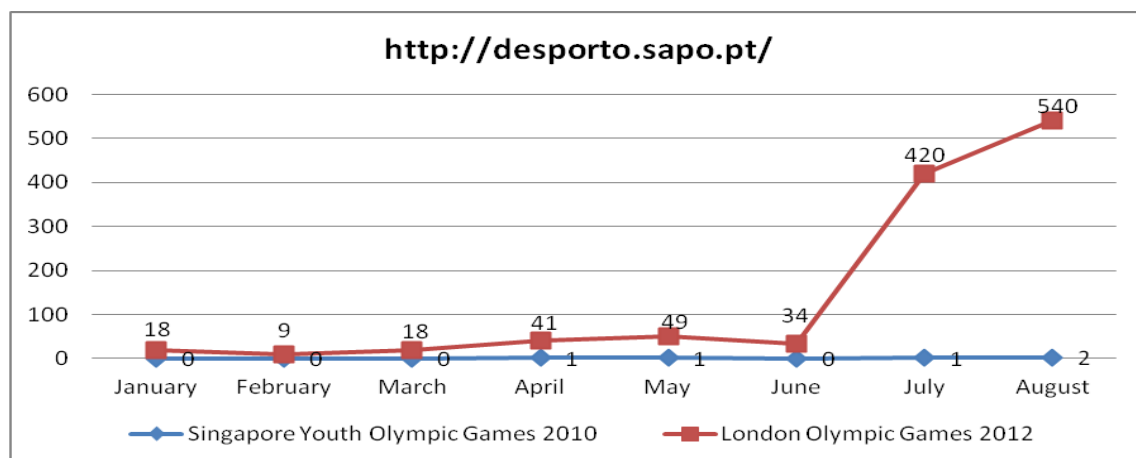
Through the interview that we've conducted with the coordinator of the Portuguese delegation it was also possible to understand that the communication strategy of publishing daily news during the YOG in the Portugal NOC website, was due to the fact that no Portuguese journalists was present at the Games in Singapore.

In the other hand, related to London 2012, and prior to the Games, the news was being published in order to give information related to the Games preparation, the qualifications, and athlete's injuries and about the final Portuguese delegation constitution.

Based on the content analysis of the news, and also according to the interviews, was possible to get to know that during the Olympic Games the NOC of Portugal didn't felt necessity to publish news because all the Portuguese media were present in London and that several daily news was being published in the media.

7.1.2 Online media - 'desporto.sapo.pt'

A deep analysis on what was being published in the most popular sport Portuguese website we can also find two different realities.



By having only five news published during this eight months period, Singapore Youth Olympic Games 2010 hardly occupied any space on this media, while London Olympic Games 2012 started to have several news long before the opening ceremony and then a great amount of news on a daily basis. It was even possible to read new information from the Olympic Games and from the Portuguese participation almost every hour during the day.

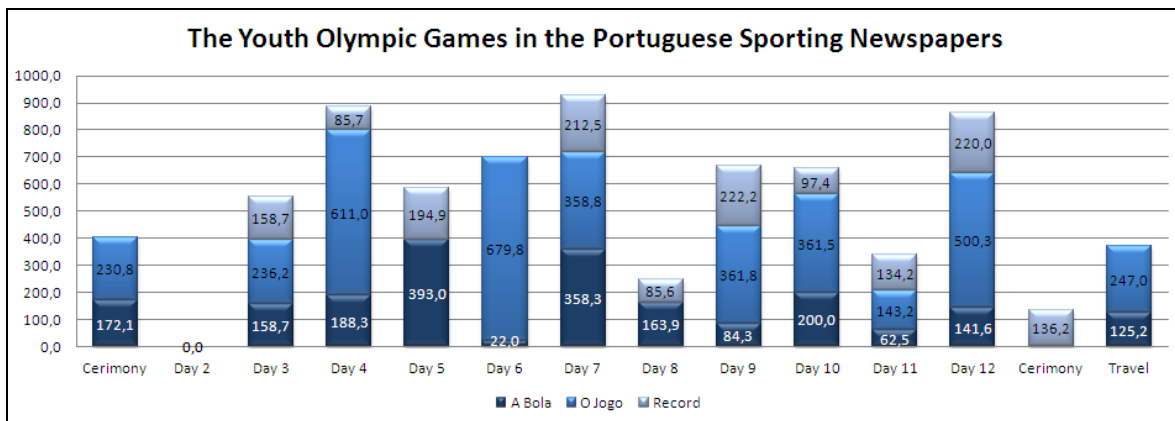
7.2 Newspapers

In Portugal there are three daily sport newspapers covering the Portuguese reality: “A Bola”, “O Jogo” and the “Record”. For a reference purpose, during the first semester of 2012, the newspapers “O Jogo” and “Record” had 41824 and 96203 of printing quantities respectively (database from the website of the Portuguese Association for the control of Circulation – APCT: www.apct.pt). The printing of the newspaper “A Bola” is not controlled by APCT but it was possible to know through the newspaper that the figures are around 97.500.

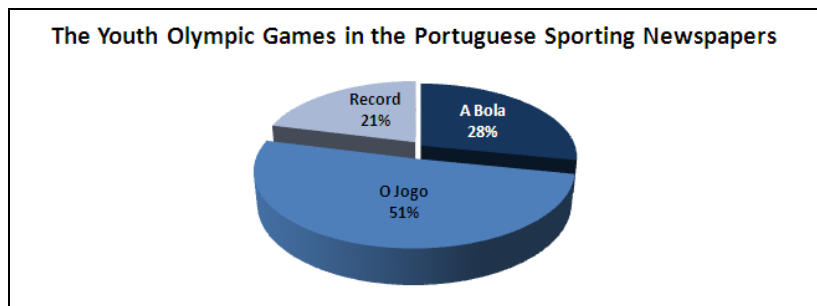
To get to know the space used to promote this event we measured (in centimeters) all the news published during the Youth Olympic Games, from 14th to 26th August 2010.

The first Youth Olympic Games and the Portuguese Participation

The three newspapers have the same size (28cm x 37cm) in a total of 1.036cm² each page. As we can see in the graphic, even if we sum all the news published per day on the three newspapers they will never occupied a full page.



Analyzing the newspapers we can see that the newspaper “O Jogo” was the newspaper that gave more attention to the event, publishing approximately fifty percent of the totality of the news.



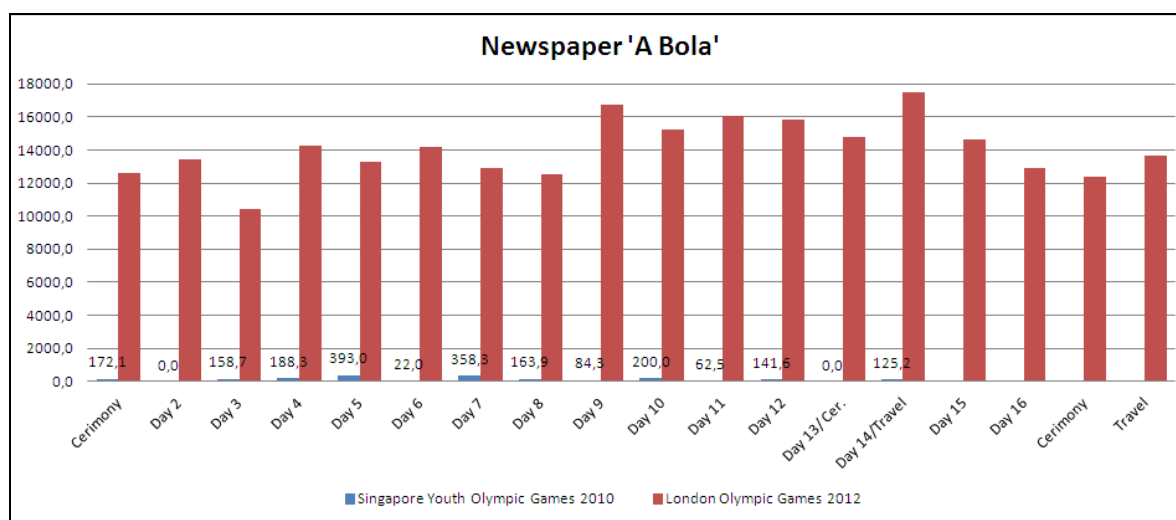
In the next steps we will go further in analyzing the newspapers and we will now continue by comparing the London Olympic Games and the Singapore Youth Olympic Games presence in this media.

It's important to remember that the events were different lengthwise. While YOG had only 13 days of event, the OG lasted for 17 days. This factor will be considered to make the conclusions. We will also consider for media analysis the day after the closing ceremony.

7.2.1 'A Bola'

The next graphic show us the measures taken from the news related with these two events published in this newspaper.

As we can see the reality is completely different. The number of centimeters occupied with news related with YOG and OG are very far from each other. For instance, on the first day of the events the area was 172,1 cm² and 12.614 cm² respectively.



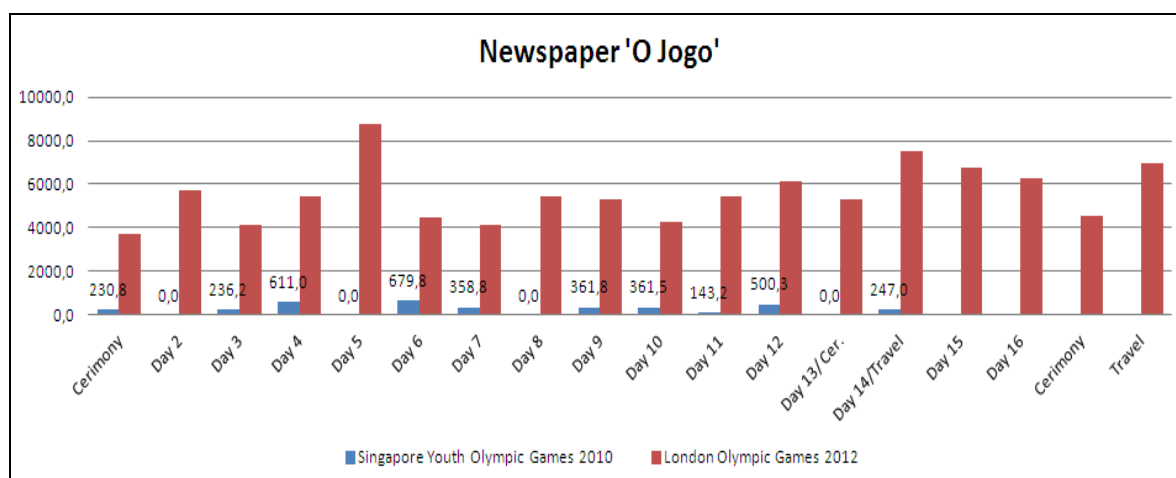
If during the Youth Olympic Games the space with information about the event was, on average, 14% of one single page, during the days the Olympic Games was taking place the space was, on average, thirteen pages and a half.

Considering the fact that this newspaper has a total of 40 pages, we can now understand that the YOG, in average, used only 0.36% of the newspaper and that the OG used 34% of the newspaper each day.

7.2.2 ‘O Jogo’

Besides the fact that this newspaper is the one that gave more coverage to the YOG, is also true that it gave less coverage to the OG. Nevertheless the relation between the coverage of the two events is similar, meaning that the differences in exposition are very pronounced.

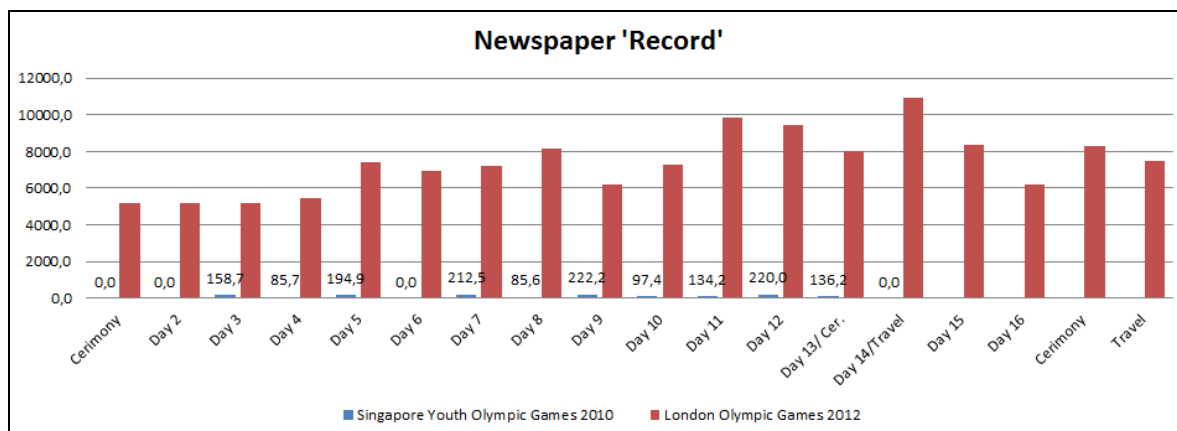
On average the ‘O Jogo’ used daily 26% of one page to give information about the Youth Olympic Games, while using 5,4 full pages to make the coverage of the London Olympic Games. Per edition, ‘O Jogo’ used 0,64% of the full newspaper to promote YOG, and 13,5% of the newspaper to promote OG.



7.2.3 ‘Record’

In the ‘Record’ newspaper the trend is similar. The space used to promote and give information about the Youth Olympic Games was very small every day, with a daily average of 11% of one page, and during the Olympic Games in London the newspaper released approximately seven full pages daily.

The first Youth Olympic Games and the Portuguese Participation



By analyzing the graphic we can see that 'Record' have used, during the days of these two Olympic events, 0.27% and 17.8% of the newspaper respectively.

8. Conclusions

We strongly believe that the Youth Olympic Games are the legacy of the actual president of the International Olympic Committee, Mr. Jacques Rogge, inspired in the EYOF, created when he was president of the Europeans Olympic Committees. This new Olympic event gathers for the first time ever sport, culture and education.

According to Mr. Vicente Moura, president of the NOC of Portugal, in the interview we've conducted for this Thesis, this event was also inspired on the Youth World Games (YWG), held only once, in Moscow, from 11th to 19th July 1998. In the research we've conducted afterwards, we were unable to find written information to corroborate this idea.

But given the differences between the YWG, that are in all equal to the Olympic Games with the unique difference to limit the ages to less than 17 years old, and the YOG, with a complete Cultural and Educational programme, we find acceptable to say that Mr. Rogge's idea surpasses the one from Mr. Juan Antonio Samaranch, COI president at the time the YWG took place.

But the YOG are not a mini Olympic Games or an Olympic Games for young people. They are different. As explained earlier in this thesis, this event is based on two pillars: Sport competition (SCP) and Culture & Education (CEP). It also puts to practice different formats of competition, gathering different countries in the same team, or summing different event results to find a winner country/team. Some moments are, however, quite similar: it has all the Olympic Symbols, the Olympic Anthem, the Olympic Flame and the Journey of the Flame, the opening and closing ceremony and the podium ceremonies with the flag and national anthems.

Of course some of these moments have few adjustments that make it a unique event in the family of Olympic Events. For instance in the opening ceremony the athletes' parade together, and not by country, while the officials stay in the stands. But once again, this changed rituals aim to further develop the underlying pillars of the Olympism on the young participants.

In terms of sports, there is a clear strategy to limit the size of this Olympic Event. Allowing only a participation of around 5.000 persons, divided between athletes (approximately 3.600) and officials (approximately 1.400). Meaning that the qualifications are very restrictive and only the best young athletes of each continent can obtain these marks or rankings. Also we can't forget that the choice of the athletes to participate in the YOG is a responsibility of the national sport federations, following the international high standards of qualifications developed by the IF's.

From the Portuguese sport results standpoint, and with only 19 athletes representing the national colors, we can say that this was the best participation of Portugal ever in an Olympic event. Portugal won one gold, one silver and one bronze medal and this is an excellent participation.

The president of the National Olympic Committee had the opportunity to give his opinion about these Games. He considers that YOG are interesting, but they are not yet important for the Olympic movement. In his opinion the model of these Games are not one hundred percent correct and need some adjustments. In his opinion it's important to decide if the medals are important or not. If they are important, is necessary that all sports have the same recognition. Example of this was the Portuguese athlete that won the Time Trial and was 2nd on the Road Race, but because this event had a different format to find the winning country, the Portuguese didn't receive any medal.

But there is was also a focus on the other facet of the character building of the youngsters and a new way of communicating the Olympic values, The Cultural and Education Program. This program was constituted by different activities, to different targets (athletes, public and schools) and happened not only during the YOG but also before and after games. Five educational themes of: Olympism, Skills Development, Well-Being and Healthy Lifestyle, Social Responsibility and Expression were the basis of the different activities, and were introduced, not to rival with the sport competition, but to be a complement.

Besides the youth athletes, other participants took part in this event: youth ambassadors, youth reporters, athlete role models and YOG ambassadors such as: Michael Phelps, Yelena Isinbaeva and Usain Bolt. Together they developed and led some of the activities with the athletes. Portugal unfortunately hasn't had any representative in these groups.

Questioned about the Portuguese participation on the CEP, the members of the NOC of Portugal answered that the first priority of the Portuguese participation was the Sport competition. That's why only athletes that had already finished their competition, or if they would not compromise their competition or training, were allowed to choose and participate on the 50 different facultative activities. As explained before, the Ceremonies and the visit to the CHIJ St. Theresa's Convent, was considered mandatory for the Portuguese athletes.

Also from the interviews it was possible to learn that all the Portuguese athletes participated on one or more CEP activities, that the most participated one was the chat with champions and musical festivities, and that the rest of the activities were less participated. The Portuguese Chef de Mission also stated that this was due to the fact that the Portuguese delegation was constituted mainly by 17/18 year old athletes that didn't identify themselves with those activities.

It is our belief that Portuguese Olympic Movement would benefit from investing more efforts in this programme. Creating ways of involving the young participants in these activities and straightening links between Sport and Culture, as proposed by Mr. Jacques Rogge.

With no Portuguese journalists present at Singapore, the communication strategy of the NOC of Portugal was based on the website and the press releases sent daily to the newsrooms of the Portuguese newspapers.

In spite of the three medals won, this event and the Portuguese participation didn't attract much interest in the media. The news being published was, most of the times, based on the

press releases issued by the headquarters of the NOC of Portugal and also from the news published on the website.

On the post-games inquire from IOC to the NOC of Portugal, made available to the author, the Media coverage in Portugal during the Games was considered as “satisfactory”. However, taking into account the success and the promotion of the Youth Olympic Games around the world, with television coverage to 160 countries with an estimated audience of 247 million of people, six million visits on the official Singapore 2010 website and seven million views on the IOC YOG YouTube Chanel, it is our understanding that Portugal stayed aside of this reality.

In terms of media coverage, the newspapers, online or printed ones, also gave little importance to the YOG in comparison to the OG. It’s not expectable, of course, to have such high impact as the Summer Olympic Games, but the difference between both is significant and, probably, reflects the effect the YOG had on the nation. On average, national sport newspapers provided between 0.27% and 0.64% of one newspaper daily, and only for two times the newspaper “O Jogo” published a little more than a half of page with information about the YOG (the number of pages of each newspaper is 40).

Another think that we consider also important is the promotion through the athletes of their experience, what they have learned and what they think about the importance of participating in the YOG.

Thinking on the future we think that the media coverage is a way of getting the society involved, creating visibility to the young athletes and their deeds, to the different cultural programmes and helping bring forward the Olympic values.

This first edition of the YOG left, of course, a positive legacy. From the nineteen participating athletes, most of them continue their sports career and Ana Rodrigues, that won the bronze medal in swimming on the YOG, was also competing this year at the London Olympic Games 2012. Other athletes as Miguel Fernandes, gold medal on the

Triathlon team competition, as well as Mário Silva, silver medal on taekwondo, are still high hopes on national sport.

We also believe that this event and the experience of these young athletes, in the sport competition programme and in the Culture and Education Programme, along with efficient media coverage, can and should inspire the new generations to use the Olympic values as excellence, respect and friendship in sport, but also in their lives.

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Attachments

- Interview – Questionnaire (English)/ Questionário (Português)



 **QUESTIONNAIRE** /  **QUESTIONÁRIO**

Youth Olympic Games - Singapore 2010

Jogos Olímpicos da Juventude – Singapura 2010

This questionnaire was created within the Master Degree on Olympic Studies developed by the International Olympic Academy and the University of Peloponnese with the goal to gather more information about the first edition of the Youth Olympic Games held in 2010, in Singapore.

In order to better structure the information about the constitution and preparation of the Portuguese Delegation and also about the participation in sport competition and also at the culture and education activities, this questionnaire was split in three different periods: before Games, during the Games and after Games.

Este questionário foi criado no âmbito do Mestrado em Estudos Olímpicos desenvolvido pela *Academia Olímpica Internacional* e pela *University of Peloponnese* e tem como objectivo recolher mais informações sobre a primeira edição dos Jogos Olímpicos da Juventude realizados em Singapura em 2010.

No sentido de melhor estruturar as informações sobre a constituição e preparação da Delegação de Portugal e a participação, quer na vertente desportiva, quer na vertente cultural, dividiu-se este questionário em três períodos distintos: o período anterior aos Jogos; durante os Jogos e o período após a realização dos Jogos Olímpicos da Juventude.

BEFORE GAMES / ANTES DOS JOGOS

1. The Chef of Mission Report states that NOC of Portugal was present on the Chefs of Mission Seminar. Who was present? Which type of information was given?

O relatório da chefia de Missão refere que o COP esteve presente no Seminário de Chefes de Delegação. Quem esteve presente? Que tipo de informações foram passadas?

2. According with to your experience in Olympic Games, do you consider that YOG are different? In which aspects?

Tendo em conta a sua experiência em Jogos Olímpicos, considera que os Jogos Olímpicos da Juventude (JOJ) são diferentes? Gostaria de realçar alguns aspectos?

3. Did you expected to find a YOG like the one you've attended or were you surprised by the differences (comparing with the OG)?

Esperava ver uns Jogos Olímpicos da Juventude como os que assistiu ou considera que foi surpreendido com as diferenças (em relação aos JO)?

4. The selection/ qualification process was directly processed by the national federations according the criteria of the international federations. Which was the role of the NOC of Portugal?

O processo de selecção da Delegação Portuguesa foi feito directamente pelas federações nacionais através das respectivas regras das Federações internacionais. Qual foi o papel do COP?

5. You organized a Mission meeting in *Rio Maior* before traveling to Singapore. How was that moment? What type of information was given for the athletes and officials?

Houve um momento de trabalho com todos os elementos da Delegação em Rio Maior. Como foi estruturado este momento. Que tipo de actividades foram realizadas?

6. Which type of information about the YOG was given to the athletes? They were elucidated about the Cultural and Education Programme (CEP) as well as the Sport Competitive Programme (SCP)?

Que tipo de informações sobre os JOJ foram passados para os atletas? Os atletas foram elucidados para o facto de terem um Programa Cultural e de Educação Olímpica para além do Programa Desportivo?

7. Besides the Portuguese delegation, the NOC of Portugal had knowledge about more Portuguese in the YOG, such as: officials, referees/judges, volunteers,...?

Para além da Delegação o COP teve conhecimento da participação de mais portugueses, por exemplo nas funções de: Oficiais, Árbitros/Juízes, Voluntários,....

DURING THE GAMES / DURANTE OS JOGOS

8. All the Portuguese Delegation members of were accommodated on the Olympic Village.

How were they distributed in the rooms? (by sport, athlete/athlete, official/official,...)

Todos os elementos da Delegação Portuguesa ficaram alojados na Aldeia Olímpica? Como foram distribuídos os elementos por quarto? (por modalidade desportiva, atleta/atleta, oficial/oficial)?

9. Do you know how teams with different countries were constituted? Were the individual results of the athletes used for that purpose?

Como foram formadas as equipas constituídas por vários países? Foi através das prestações individuais dos atletas?

10. The Portuguese athletes had the opportunity to participate on the CEP activities?

Os atletas portugueses tiveram oportunidade de participar nas actividades do Programa de Cultura e Educação?

11. How the management of the athletes' participation on the CEP activities was conducted? Did you had to establish some rules?

Como foi feita a gestão da participação dos atletas nas actividades culturais/ educativas? Houve estabelecimento de regras?

12. The athletes were 100% focused on the sport competition or were 50% focused on the sport competition and 50% on the CEP activities?

Os atletas estavam em 1º lugar focados na sua prova desportiva, ou estavam a 50% focados no desempenho desportivo, 50% nas actividades culturais/ educativas?

13. As you didn't have Portuguese journalists available to follow the Portuguese participation at Singapore, do you think that NOC website was one key vehicle to promote this YOG and the Portuguese participation?

Não havendo jornalistas disponíveis para acompanhar a Delegação Portuguesa aos JOJ, considera que o site da COP foi um veículo fundamental para a divulgação destes Jogos e da participação Portuguesa nestes JOJ?

14. Who loaded the news on the website and sent the press-releases to the newspapers?
Was it a task of the structure of the Portuguese delegation on Singapore?

Era a estrutura presente nos Jogos Olímpicos da Juventude que emitia os comunicados de imprensa diariamente e colocava as notícias no site do COP?

15. Comparing to the Olympic Games, is there also the worry to publish news everyday on the website, or, as several Portuguese journalists are available on the major event, the NOC of Portugal don't have this task?

Fazendo uma comparação com os Jogos Olímpicos, também existe esta preocupação ou, como existem vários jornalistas portugueses acreditados, o COP não tem esta preocupação (colocação diária de notícias no site do COP)?

AFTER GAMES / DEPOIS DOS JOGOS

16. According to your background, do you think that these Games were an important/defining moment to the lives of these youth athletes?

Tendo em conta a sua experiência acha que este foi um momento marcante na vida destes jovens atletas?

17. There are no references on the 18 news published on website, and at the Chef of Mission Report, about the Culture and Education Programme. Which is the reason? Do you consider that besides the Sport Competitive Programme the CEP was also important?

Não existe nas 18 notícias publicadas no site do COP, assim como no Relatório do Chefe de Missão, qualquer referência ao programa de cultura & educação dos JOJ. Existe alguma razão? Considera que para além do Desporto este programa foi importante?

18. Do you think that NOC of Portugal have done a good promotion of the YOG?

Acha que o COP fez uma boa divulgação deste evento?

19. Do you think that Portuguese Media have done a good promotion of the YOG?

Acha que os media portugueses fizeram uma boa cobertura destes JOJ?

20. And related to the Civil Society, do you consider that the message of the YOG and the Portuguese participation was received and valorized?

E relativamente à Sociedade Civil, considera que a mensagem dos Jogos Olímpicos da Juventude e a participação portuguesa foi perceptível e valorizada?

21. Do you think that more activities could have been organized to promote the Portuguese participation and also this new Olympic event?

Acha que poderiam ter sido realizadas mais iniciativas para divulgar, quer a participação portuguesa, quer este novo evento desportivo?

22. Was some promotion action of the Olympic Values done with the athletes that were at the YOG, or do you know if someone organized one?

Foi feita ou tem conhecimento de alguma promoção (ou campanha) dos valores olímpicos através dos atletas que estiveram presentes nestes JOJ?

23. The next participation of Portugal is being coordinated by the NOC? Is there some type of following for these youth athletes, or all this work is done by the national federations?

A próxima participação de Portugal está a ser coordenada pelo COP? Existe algum acompanhamento dos jovens atletas, ou tudo isso passa pelas Federações Nacionais?

24. If you knew what you know today, would you change something in the periods: Before Games, During the Games and After Games?

Se soubesse o que sabe hoje, mudaria alguma coisa nos períodos: Anterior aos JOJ, Durante os JOJ, Após os JOJ?