



**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 ROLE AND IMPORTANCE OF YOUTH OLYMPIC
GAMES: A SOCIAL AND CULTURAL APPROACH**

Paraskevi, Karakosta

Supervisor: **Konstantinos, Georgiadis**
Professor of University of Peloponnese

Sparta, June, 2016



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ABSTRACT

Sports and youth are an important combination to the daily lives of people around the world. That's why it is worth to study the educational and social dimension of sport and Youth Olympic Games, as this thesis does. The Olympic Movement needed an innovative event such as Youth Olympic Games, which was started by the initiative of former President of the International Olympic Committee, Jacques Rogge in 2010. The first Summer Youth Olympic Games was held in Singapore and the first Winter Youth Olympic Games was held in Innsbruck. This thesis analyses the concept of Youth Olympic Games and the two editions of Youth Olympic Games in Singapore and Innsbruck. The part that is most emphasized of this thesis is the social and cultural approach of the Games, which has important influence to the participants of the Games, not only during the Games but also after them. Studying the bidding process of Youth Olympic Games, anyone can detect that there are not many differences with the bidding process of Olympic Games. The main research question of this thesis is if the outcome of the Games is identified with the aims of International Olympic Committee defined during the planning of the organisation. Through this information we can conclude if it is true or not, but also if the organisation of Youth Olympic Games is accomplished in an ethical way or not.

DEVOTION

To the magical moments of sport that unite young people from all over the world to succeed towards a unique goal and share great passions and dreams.

To my Olympic Family, including the people from all over the world with whom I spent special moments in a loved and sacred place, the International Olympic Academy in Ancient Olympia.

CONTENTS

ABSTRACT	5
DEVOTION	6
PROLOGUE.....	8
LIST OF TABLES	9
INTRODUCTION.....	10
PURPOSE OF THE THESIS	12
REVIEW OF LITERATURE.....	13
METHODOLOGY	15
DEFINITION OF TERMS	15
DESCRIPTION OF CHAPTERS.....	16
EXPECTATIONS OF THESIS.....	17
THE EDUCATIONAL AND SOCIAL DIMENSION OF SPORT.....	18
OLYMPISM AND OLYMPIC VALUES.....	21
CONCEPT AND REASONS OF CREATION OF YOUTH OLYMPIC GAMES.....	24
BIDDING PROCESS OF YOUTH OLYMPIC GAMES.....	26
CHALLENGES AND OPPORTUNITIES OF HOSTING YOUTH OLYMPIC GAMES	29
YOUTH OLYMPIC GAMES AND OLYMPISM	32
CULTURAL AND EDUCATION PROGRAMME OF THE YOUTH OLYMPIC GAMES	39
THE ORGANISATION OF YOUTH OLYMPIC GAMES	44
FIRST (1 st) YOUTH OLYMPIC GAMES IN SINGAPORE.....	44
SECOND (2 nd) WINTER YOUTH OLYMPIC GAMES IN INNSBRUCK.....	47
LEGACY OF YOUTH OLYMPIC GAMES.....	50
RESULTS.....	52
DISCUSSION.....	55
CONCLUSIONS	58
SUGGESTIONS.....	59
BIBLIOGRAPHY	61
APPENDIX I.....	66
APPENDIX II.....	72

PROLOGUE

For the longest time that I have been trying to achieve one of my goals which has been writing this thesis, many people were by my side and helped me to achieve the goal of graduating from the Master Programme of University of Peloponnese and International Olympic Academy. Thus, I would like to acknowledge these people and thank them for everything they have done for me, in order to reach this important point of my life.

First of all, I would like to thank my family from the bottom of my heart, in which they have supported me from the beginning of my career as a student in Sparta at the University of Peloponnese and after in the Master's Programme in Ancient Olympia. My family was by my side through every part of my life, in joy and in sorrow. I hope this thesis and everything I worked to achieve will turn out successfully.

Secondly, I would like to thank Professor Kostas Georgiadis, Professor Dionyssis Gangas and Professor Cesar Torres who have helped me to every step of the way in the completion of my thesis. I appreciate the knowledge they have given me during my studies in the Master's Programme.

Finally, I would like to thank all the people from all over the world that I met during my studies in Ancient Olympia, who are good friends and to them I devote this thesis because of the incredible moments we spent together in the International Olympic Academy. This Master's Programme is a life experience for me and it has been engraved in my heart for the rest of my life. I would like to name three Greek friends of mine, who were not in the same year of the Master's Programme but they have a special place in my heart; Theo Kaimasidis, Christina Tsekeri and Sofia Papadopoulou.

LIST OF TABLES

Table 1: Sports at Summer Youth Olympic Games

Table 2: Sports at Winter Youth Olympic Games

Table 3: Venues at Summer Youth Olympic Games

Table 4: Venues at Winter Youth Olympic Games

Table 5: NOCs participated at Youth Olympic Games

Table 6: NOCs participated at Winter Youth Olympic Games

INTRODUCTION

Since ancient times, sports are one of the most important aspects of human life. First of all, the meaning of sport is referring to many domains, such as psychosomatic, mental, spiritual, ethical, social, etc. Specifically, sport ensures the mental and physical health of the human being, including the strength of physical forces of humans, the fitness and the development of harmonious physique. «A beautiful body is related to the clarity of thought». That's why sport is the privilege of every human being of the planet. The athletic ideal is «the set of principles and values to which the ancient Greek civilization enriched sports by fostering an average exercise of the body, cultivation of the spirit, the soul refining and tightening of human relations» (Konstantinakos, 2013).

Sport is close related to the Olympic Movement and the Olympic Values, as a global phenomenon. Sport and youth has an important meaning to the Olympic Movement and this will apply for many years to come. More attention is given to the sport among youth, which is a habit of leisure, from the official organizations, which are created many years ago.

Sport is a very important and popular leisure-time activity among youth all over the world, but there are included differences among youth from one country to another. These differences refer to the interests of youth, the culture of their country, the religion, their age and gender, their economic resources, their education etc. As a result, young people cannot be seen as a homogenous group and it is difficult to conclude empirical data from different resources. That's why with the revival of modern Olympic Games marked a new era in the Olympic movement for all people regardless the differences, which mentioned above and International Olympic Committee has been established for the organization of the Olympic Games. Every four years, Olympic Games are organized according to the values of Olympism. As a result, the Olympics are the most important and biggest sporting event in the world, which brings people from all over the world together for one good cause.

The election of each president of International Olympic Committee is an important reference point for the evolution of the existing conditions of the Olympic Movement. The term of each president is characterized by different elements and events that occurred over the passage of time. The most recent president of the International Olympic Committee, Jacques Rogge, left as his legacy the founding and establishment of Youth Olympic Games to the Olympic Movement. Youth Olympic Games is a new

innovative sport event, which has as purpose to offer to the young people new experiences and teach them the Olympic Values. This is an important reason to study about Youth Olympic Games, as this thesis does.

PURPOSE OF THE THESIS

The purpose of this thesis is the study of the role and importance of the Youth Olympic Games socially and culturally. This thesis addresses the concept of Youth Olympic Games (YOG) through their challenges, opportunities and legacy. The main question of this thesis is if the outcome of the organisation of YOG is associated with the aims of the International Olympic Committee that were originally stated during the creation plan of the YOG. The second research question is if the way of the organisation of the Youth Olympic Games shows an ethical dimension for all the participants, who take part in the Games. Through the literature review and the statements of important people who were related to Olympism for Youth Olympic Games, the main point of this thesis is trying to answer these two basic research questions.

REVIEW OF LITERATURE

The vision of International Olympic Committee aims to offer to youngsters, who do not have access to sport for whatever reason, the possibility of facing the benefits of sport.

The benefits for young people from sport include good health, communication and interaction with other people, well-being etc. In addition, sport has a significant role to the three domains of the children's personalities (Cholley, 2013).¹ These three domains are the following:²

- ✓ the cognitive domain, which refers to the attainment of sport's knowledge
- ✓ the affective domain, which refers mostly to the personal and social characteristics of children
- ✓ the psychomotor domain, which requires the involvement of children's body

The global challenges of the Youth Strategy refer to the human body which is designed to move. But in a short period of time, people have become inactive as a global population. Patrice Cholley also stated that since 2007, for first time in human history, the majority of world's population lives in urban areas and this percentage continue to grow. Unfortunately, 828 million civil citizens live in slum conditions worldwide. This situation could improve if the environment, they live, is better because environment factors, such as family, schools, parks etc, affect youth physical activity (Cholley, 2013).

Youth physical activity is characterized by the mission of International Olympic Committee, which is the reinforcement of the activities of the Olympic Movement and the development of new cooperative projects, depending on the needs. In order the mission to be succeeded, it is necessary to determine the objectives of this Youth Strategy. These objectives are designated by the values of advocacy, activation and education. Advocacy means the influence to the young people and their environment in order to create a positive change and activation refers to the pilot projects that are developed. Last but not least, education gives the chance to young people of sharing knowledge and good practises (Cholley, 2013).

These three objectives have some characteristics which are the following (Cholley, 2013). Advocacy refers to the sixty (60) existing sports and improves the relationships

¹ Cholley, P. (2013). *Proceedings from IOC Youth Strategy 2013: The 15th World Conference on Sport for All*. Peru, Lima: International Olympic Committee.

² Mountakis, K. (2012). *Olympic Pedagogy II*. Lecture, International Olympic Academy.

with key stakeholders, such as National Olympic Committees, sponsors, World Health Organisation etc. Through sports, advocacy raises the awareness to the young people about different topics and spread much information. Through activation, young people can identify the partners (e.g. Unicef etc) and it is not necessary to reinvent them. Advocacy secures the involvement of the inhabitants in a local level and develops many sustainable projects into the local populations. The development of performance indicators is very important in order to measure the impact of the activities. International Olympic Academy and the Olympic Museum are the main communities that use and spread knowledge about Olympic Values with aim to promote the education to young people all over the world (Cholley, 2013).

The objectives of the Youth Strategy addressed to young people, of course, but also to a bigger target group which includes the key influencers of young people, the key stakeholders and the public. The key influencers of youth are (Cholley, 2013):

- Parents
- Paediatricians, physicians, medical staff
- Teachers, educators, coaches
- Schools, colleges, universities
- Influential personalities
- Community leaders

In addition, the key stakeholders include the Olympic Movement stakeholders, Business leaders, political leaders, media, UN agencies, Non Governmental Organisations etc. The final expected result through this Youth Strategy is a change in the behaviour of, firstly, young people and after to their environment, including all the above that were mentioned.

METHODOLOGY

At this point, it is important to do a detailed study and present the methodological path that was followed in writing this thesis.

The writing of thesis is based on text analysis and comparative critical text analysis. The main sources that were used at this thesis are the material of existing literature, other material and various sites on the internet, the magazines, the newspapers and books.

The questionnaires and interviews were not used to this thesis because it was not easy to contact with athletes and organizing staff of Youth Olympic Games. The only interviews that are included in this thesis were with officials, who are members of International Olympic Committee, Hellenic Olympic Committee and Malawian Olympic Committee.

DEFINITION OF TERMS

Sport, Olympism, Olympic Values, Youth Olympic Games, Culture and education programme, Legacy

The word sport comes from the Greek root poros, which means «passing» and from Latin root portare, which means «allow to pass» and by extension «to bring to fruition», «to fulfill». Sport can be defined as a series of motor activities, which are developed and structured into an institutional context for achieving an individual or common outcome, based on the idea of competition with one's self and/or partners (Hebert, 1925; Jeu et al. 1985; Jeu, 1994; Parlebas, 2003).

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». ³

Olympic Values reflect the notion of «sport as a school of life», as Pierre De Coubertin stated and they are Excellence, Friendship and Respect. ⁴

³ Retrieved from <http://www.olympic.org/olympism-in-action>, at August 2012.

⁴ IOC, (2008). The Olympic Values Education Programme. Retrieved from http://www.olympic.org/Documents/Reports/EN/en_report_1376.pdf at August 2012.

The Youth Olympic Games are «a sporting event for the youth balancing sport, education and culture and within the Olympic Movement, a catalyst for sporting, educational and cultural initiatives for young people» (IOC, 2009).

Culture and education programme (CEP) is «the activities, which are included and take part in the Youth Olympic Games and it is based on the five main themes: Olympism, Social Responsibility, Skills Development, Expression and Well-being and Healthy Lifestyles». ⁵

Legacy is the «lasting benefits that the Olympic Games have the power to leave which can considerably change a community, its image and its infrastructure. As one of the world's largest sporting events, the Games can be a tremendous catalyst for change in a host city with the potential to create more things than just good memories once the final medals have been awarded». ⁶

DESCRIPTION OF CHAPTERS

Starting with this Youth Strategy of IOC World Conference, this thesis focuses on the relationship between youth and sport at the 21st century, analysing mostly the new concept of IOC, the Youth Olympic Games.

The first chapter analyses the educational and social dimension of sport, which is a general subject, and the second chapter includes Olympism and Olympic Values, which are the basis of the Olympic Movement for all people around the world.

In addition, the third and the following chapters focus on the specific topic of this thesis, which is Youth Olympic Games. The idea and the reasons of creation of Youth Olympic Games are included at the third chapter with the chronological order that happened. The fourth chapter presents the bidding process of Youth Olympic Games, trying to compare with this of Olympic Games.

Moreover, it is very important to study the challenges and the opportunities that accrue for the hosting cities and the participants of Youth Olympic Games. The fifth chapter analyses the organisational details of this mega sport event, such as the vision and mission, the general objectives and its description.

⁵ IOC, (2007). What is Youth Olympic Games? Retrieved from <http://www.olympic.org/news/what-is-yog/195805> at August 2012.

⁶ IOC, (2012). Olympic Legacy. Lausanne, Switzerland. Retrieved from http://www.olympic.org/Documents/Olympism_in_action/Legacy/Olympic_Legacy.pdf, at October 2014

Furthermore, the Culture and Education programme of Youth Olympic Games is followed with all details, which are the most important part of this mega sport event. Also, it is necessary to study the first Summer Youth Olympic Games in Singapore 2010 and the first Winter Youth Olympic Games in Innsbruck 2012, which are analysed at the ninth and tenth chapters, respectively.

Last but not least, the legacy of Youth Olympic Games is the most remarkable part of this mega sport event before, during and after the period of the Games.

Finally, the conclusion and the results of this project ascertain if the outcome of Youth Olympic Games is in coordination with the aims of International Olympic Committee, that were determined at the preparation of this new concept, comparing the expectations with the reality.

EXPECTATIONS OF THESIS

The reason of writing this thesis was the analysis of a new global sporting event in the Olympic Movement. Youth Olympic Games were established at 2007 and there was no material written by analysts and researches. That's why it is so interested to study about this subject and exact some results. The results refer to the resonance of Youth Olympic Games to the youth athletes, people related to the organisation of YOG and the fans of Games.

It is a quite controversial discussion about the benefits and the challenges of Youth Olympic Games, according the perspective that researchers are studying the Games. My personal perspective refers to the educational and social dimension of Youth Olympic Games, which has only positive effect to the young athletes and to the people related to the organisation of YOG. The organisation of YOG can leave important legacy to the youngsters, to the country that host the Games and to the Olympic Movement generally.

THE EDUCATIONAL AND SOCIAL DIMENSION OF SPORT

The sensible objective of the social dimension of sport study and examine the timeless and ongoing quality improvement of social relations of people through physical and sports activities (Spais & Konstantinacos, 2008).

Sociology refers to the systematic observation and explanation of actions through experimental methods to detect the causes of which are derived. The social dimension of sport, according to Horn, is a subsystem of social phenomenon (analog economy, politics, religion). For example, the emotions of people for sport, the consequences of events etc.⁷

There are different categories of sport, which considered as a special sociological phenomenon and they are the following (Horn, 2013):

1. sport of young people (preschool, school children and adolescents)
2. sport for improving or maintaining health
3. sport of disabled people
4. adventure sports
5. highly competitive sports/ «media sports»

In this chapter, we will focus more on the categories to sport for young people and to Youth Olympic Games.

First of all, the category about sport of young people, which include preschool, school children and adolescents. This category is separated in three parts because of the age and these parts are the preschool children, the sport of children with age between 1 until 10 years old and the sport of adolescents with age between 11 until 18 years old. The sport of adolescents (11 – 18 years) has some special characteristics, which are coming of empirical studies. It is usual that sport for young men is more important than young women and the youngsters who start sport at the age of 14, have less interest in sport (Horn, 2013).

⁷ Horn, A. (2013). *Olympic Pedagogy II*. Lecture, International Olympic Academy.

In addition, the way of living of young people and of society in general is characterised by a development towards including sports, activity and sports equipment, while traditional kinds of sport are less popular than modern and new kinds of sport.

The pedagogical consequences of sport to young people offer opportunities for their personalities' development and have some results to the way of living of young people with more positive and optimistic thinking and better management to the balance of efforts and skills. Last but not least, sport effect to live a better life with more fitness, in prevention of diseases, and with more social contacts in natural surroundings (Horn, 2013).

The second category, which is analyzed to this chapter, is the highly competitive sports, which are called also as media sports and they are the sports that fill the athletic programme of Youth Olympic Games.

The definition of «highly competitive sports» is the kind of sports that takes place in international championships and the athletes of this kind of sports give the maximum of their effort to their training, in order to succeed an achievement and world records, which sometimes opposed by the records of the past. The highly competitive sports have a strong interest to the people around the world and they are combined with politics, the media and the economy. The question that arises from this combination is if the highly competitive sports related to politics, media and economy are suitable for the children aged 14-18 that compete in YOG. This question is trying to be answered below through the approach of the highly competitive sports.⁸

The highly competitive sports are performed between two or more individuals or between teams through a competition or a game. They are based on very high and specialized physical and psychological abilities of individuals or teams and in combination with tactics, maximum of effort, the result that arises is the win or lose. In addition, winning or losing has to happen only by some criteria of sport, referring to the equality of athletes and their same chances, the reputation of athletes, who are not seen as poor or rich, and there is no meaning of the emotions and the conflicts that might be caused by political external events (Horn, 2013)

It is known that there are special systems of qualification that allows taking part in (inter-)national competitions, where the fair play is an indispensable principle. The nations send their delegations of athletes to the competitions because of their high

⁸ Horn, A. (2013). *Olympic Pedagogy II*. Lecture, International Olympic Academy.

interest with the purpose of achieving a record from the athletes / teams and their successful presence at the competitions. This is the way how sports and politics are related (Horn, 2013).

Finally, highly competitive sports are related to the media. The first attempts for TV coverage became at 1930, the time that the first steps were made towards the development of national television networks in the United States, Japan and some European countries, including Germany. The 1936 Olympic Games in Berlin were the first that were covered by television, although the coverage was more experimental and as a result, limited (Ime.gr, n.d.). Since then, the interest of media about sports is very high and a lot of money is spent to gain the broadcasting rights of international competitions.

OLYMPISM AND OLYMPIC VALUES

«Olympism is an ethical value and loaded concept that is not disputed», Cesar Torres said.⁹ The definition of Olympism arises from the Olympic Charter, which says:

«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 and respect for universal fundamental ethical principles»¹⁰

Further on:

«The goal of Olympism is to place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity».¹¹ In order this goal to be succeeded, global activities have been promoted by the International Olympic Committee. These activities aim to build a better world through sport and they have the following subjects (Olympic.org, 2014):

- ✓ Sport for All
- ✓ Development through Sport
- ✓ Women and Sport
- ✓ Education through Sport
- ✓ Peace through Sport
- ✓ Sport and Environment

As Gert Potgieter stated at the Arete Newsletter of International Olympic Committee Participants Association (IOAPA), Olympism is a notion with its roots in Ancient Greece and has education as its main purpose. Pierre de Coubertin said: «Olympism tends to bring together as in a beam of light all those moral principles which promote human perfection». Ancient Greek philosophers believed that physical beauty and strength should be combined with mental and moral values. Today Olympism blends sport with culture, environment and education to promote a way of life based on:¹²

- ✓ balanced development of body, mind and soul

⁹ Torres, C. (2010). International Olympic Committee's Olympic Studies Centre Postgraduate Grant Selection Committee. New York.

¹⁰ International Olympic Committee,. (2013). *Olympic Charter* (11th ed.). Lausanne Switzerland: International Olympic Committee.

¹¹ International Olympic Committee,. (2013). *Olympic Charter* (11th ed.). Lausanne Switzerland: International Olympic Committee.

¹² Potgieter, G. (2013). Similarity between the Olympic Games, Olympism, Ubuntu and Nelson Rolihlaha Mandela. *Arete Newsletter International Olympic Academy Participants Association*, (Summer Issue).

- ✓ joy found in effort
- ✓ being a true role model
- ✓ respect for universal ethics, including tolerance, freedom, generosity, unity, friendship, non-discrimination, equality and respect for others

Sport and the values of Olympism are significant tools to develop and supplement education with the right foundation. Without these values, education is only a book material, words or just a process. There is a need for an education system that brings together young minds in an arena based on values such as respect, friendship, excellence, participation, equality, unity and knowledge. These values should have a core presence in the educational system of every country. ¹³

For example, the quote of United States of America (USA) National Olympic Committee about Olympism is very important for the people who deal with Olympism and Olympic Games. This quote refers that «Here it's not every four years... it's every day!». Olympism is an everyday case and deals with key principles which people should be motivated to live by them. ¹⁴ Olympism gives the motive to people to catch the higher point into their lives. The pursuit of excellence in the effort and the dedication to succeed the best not only to the field of games but also to their personal lives, is as significant as the balance between body, spirit and mind to achieve objectives. In addition, Olympism supports the development of people mentally and physically, either personally or in group level, producing role models in leadership, unity, respect and human dignity for all people around the world (Murphy, 2010: 188).

The Olympic Values have been defined by the International Olympic Committee and they are the core of the Olympic Movement. The Olympic Values are the following: ¹⁵:

- ✓ Joy of effort
- ✓ Fair play
- ✓ Respect for the others
- ✓ The pursuit of excellence
- ✓ The balance between body, will and mind

¹³ Abdulrahman Al-Thani, S. (2009). Sport and education, Olympism and Youth. In *The Olympic Movement in society* (p. 388). Copenhagen: International Olympic Committee- XIII Olympic Congress Contributions.

¹⁴ Murphy, A. (2010). *The Olympic Movement-A platform for peace*. Presentation, 50th International Session for Young Participants, International Olympic Academy.

¹⁵ Binder, D. (2007). *Teaching Values-An Olympic Education Toolkit*. Lausanne Switzerland: International Olympic Committee.

The Olympic Values are the Educational Values of Olympism and come from the Fundamental principles. It is known that these values incorporate the three domains of learning, cognitive, affective and kinesthetic, which was analysed at the introduction of the thesis (Binder, 2007: 9).

The joy of effort can be felt by young people through physical activities, movement, play and sport. Young people challenge themselves and each other by developing physical, behavioural and intellectual skills into these activities (Binder, 2007:10).

Fair play is a sports concept but it is implemented around the world in different ways. This helps people to adopt fair play, in order to reinforce and develop fair play behaviour in the daily life and community (Binder, 2007: 11).

Many young people live in a multicultural world and it is necessary to learn to accept diversity and respect the others applying peaceful behaviour personally. By this way, they promote peace around the world and international understanding (Binder, 2007:12).

The pursuit of excellence can lead young people to succeed their best in whatever they do making good and healthy choices (Binder, 2007:13).

Balance between body, will and mind refers to learning that takes place not only in the mind but in the whole body. Physical education and learning through movement supply to the progress of both moral and intellectual learning. This idea became the foundation of Pierre de Coubertin's interest in the revival of Olympic Games (Binder, 2007: 14).

The research question after the study of this chapter is the unrealistic hypothesis that «Olympism» can be taught in a highly-commercialized, competitive, performance-focused atmosphere like the YOG, especially if the coaches themselves did not transmit this value-based teaching to their athletes.¹⁶ This question can be answered to this whole thesis but more specifically when the outcome of the organisation of YOG is in coordination with the aims, which IOC initially defined.

¹⁶ Judge, L., Petersen, J. & Lyndunn, M. (2009). The Best Kept Secret in Sports: The 2010 Youth Olympic Games. *International Review for the Sociology of Sport* 44, no. 2-3, 173-191. Reviewed by Megan L. Popovic.

CONCEPT AND REASONS OF CREATION OF YOUTH OLYMPIC GAMES

Some would say that athletes competing at a top professional level have already made their choices and formed their values long before they get to the top of their sport. It is time to focus on a different target group, as sport shaping changes and need something more brilliant. This is one of the reasons the International Olympic Committee and other major Games organizers introduced Youth Olympic Games. The aim of the organisation of Youth Olympic Games is to reach this age group and to start introducing the Olympic Values to hug change and promote sport with fair play.¹⁷

Another reason of creation of Youth Olympic Games is that youth, aged 14-18, is a very important target group in the society, although the youngsters of today are more different than those in the past. That's why the youngsters, today, are more informed about different subjects through the accessibility of information, and can influence change easier. The role of youth is simultaneously to be messengers, trend setters, economic leaders and decision makers. Thus, WADA organised to develop a program targeted for youth. It is an opportunity to capture the leaders of tomorrow, inspire values and make them believe to a culture of sport which promotes well being, consciousness and ethical values (Koehler, 2008).

Youth Olympic Games, started by the IOC, are considered as a massive new program to inspire youth around the world. The sport competition, in association with an educational and cultural programme, offers new opportunities to attract young people.¹⁸ Thus, as IOC President Jacques Rogge articulated, «These Youth Olympic Games should not be seen as mini-Olympic Games, the main goal is not competition as such, but it is to give the youngsters an education based on Olympic values». ¹⁹ In other words, the YOG were imagined as a large and special Olympic pedagogical framework, which implement projects combining sport, education and health. ²⁰ International Olympic Committee announced that «the YOG would be loyal to the vision that the

¹⁷ Koehler, R. (2008). Education Youth and the Youth Olympic Games. In *8th International Session for Educators and Officials of Higher Institutes of Physical Education* (1st ed., pp. 73-79). Ancient Olympia: International Olympic Academy.

¹⁸ Doll-Tepper, G. (2009). *Olympism and Youth*. Presentation, IOC's Olympic Studies Center Postgraduate Grant Selection Committee..

¹⁹ Wade, S. (2007). *No kidding: Teens to get Youth Olympic Games*. *USATODAY.com*.

²⁰ Gallien, C. (2008). Youth Olympic Games, Health-Prevention-Well-Being. In *8th International Session for Educators and Officials of Higher Institutes of Physical Education*. Ancient Olympia: International Olympic Academy.

young people are educated with the sport values». ²¹ This is at the centre of the goal the Olympic Movement has admitted for itself throughout its history. ²² To fulfil their vision, the Cultural and Educational Program (CEP) and the Competitive Program (CP) of the YOG were given equal value. ²³

In the last two decades, Olympic officials are more and more interested in developing a major international event, such as Youth Olympic Games. Rogge was the driving force behind the initiative and he declared that «The Youth Olympic Games is a project I've had at the back of my mind since being elected IOC President in 2001». ²⁴ In addition, Rogge commented that «The first ever Youth Olympic Games will be an important moment for the Olympic Movement. It is the first time we have launched a new event since the first ever Winter Games in 1924». ²⁵

Rogge backdated his interest in the creation of this kind of international sport event for young people back to the early 1990s. Under his leadership, the European Youth Olympic Festival started in 1991 by the European Olympic Committees, which is an event for young athletes and last two years. ²⁶ Mr. Rogge finally presented his project to create the Youth Olympic Games, the IOC studied its practicability, and its Executive Board approved it during a meeting in Beijing at 2007 (Oxford Brookes University, 2010).

²¹ Wong, D. (2011). The Youth Olympic Games: Past, Present and Future. *The International Journal of the History of Sport*, vol. 28 issue 13, pages 1831-1851. <http://www.tandfonline.com/doi/abs/10.1080/09523367.2011.594687?journalCode=fhsp20#.VJK1kNKsU5A>

²² International Olympic Committee, (2013). Olympic Charter, 13. Lausanne, Switzerland.

²³ Slater, M. (2009). Youthful Outlook. *Olympic Review*, no. 71, 26.

²⁴ Slater, M. (2009). Youthful Outlook. *Olympic Review*, no 71. 33.

²⁵ Oxford Brookes University (2010). Case study: The Youth Olympic Games. UK: HEA Hospitality, Leisure, Sport and Tourism Subject Centre.

²⁶ The event was originally called European Youth Olympic Days. See the European Olympic Committees's website at the <http://www.eurolympic.org/>. Another predecessor of the YOG were the World Youth Games organized in 1998 in Moscow with the patronage of the IOC.

BIDDING PROCESS OF YOUTH OLYMPIC GAMES

The host city election process includes a specific way, which International Olympic Committee determines. The IOC members elect the city which they consider is most appropriate to host the YOG, during the IOC Session. For this, the National Olympic Committee (NOC) of the candidate country must submit to the IOC a complete file, using the document entitled «IOC Candidature Procedure and Questionnaire» which outlines what is required of the YOG Candidate Cities, as well as the procedures, rules and deadlines to be respected. It also contains a detailed questionnaire which provides the structure of the candidature file to be submitted to the IOC by each Candidate City. The following 15 topics are covered: ²⁷

- ✓ Concept and legacy
- ✓ Political and economic climate and structure
- ✓ Legal aspects
- ✓ Customs and immigration formalities
- ✓ Finance
- ✓ Marketing
- ✓ Sport
- ✓ Culture, education and ceremonies
- ✓ Youth Olympic Village
- ✓ Medical services and doping control
- ✓ Security
- ✓ Accommodation
- ✓ Transport
- ✓ Technology
- ✓ Media operations

The assessment of the Candidate Cities by the IOC Evaluation Commission is based on the File and other documents provided. This Commission is appointed by the IOC President and consists of representatives of the Olympic Movement. The Evaluation Commission produces a report for the IOC Executive Board, which frame the list of finalist Candidate Cities for the last phase. Once a city is elected by the IOC Session, the respective roles and responsibilities of all parties involved in the organisation of the

²⁷ *International Olympic Committee Factsheet 1 of 4*. (2014). Lausanne. Retrieved from http://www.olympic.org/documents/reference_documents_factsheets/the_youth_olympic_games.pdf

YOG are formalised through the signing of the Host City Contract by representatives of the IOC, the elected city and the NOC concerned (IOC, 2014).

The next step after the election of the host city is by the IOC President, who appoints a Coordination Commission. The role of the Coordination Commission is to observe and help the Organising Committees. It manages and implements the working relationships between the Organising Committee of Olympic Games, the International Federations and the National Olympic Committees (IOC, 2014).

In order to help Candidate Cities in replying to the IOC Questionnaire, the International Olympic Committee gives some services and they are the following:²⁸

- ✓ Youth Olympic Games Event Manual which outlines the key principles as well as the obligations relating to the organisation of the Youth Olympic Games. As an appendix to the YOG Host City Contract, the Event Manual contains conventional requirements.
- ✓ A workshop held in Lausanne, which has the aim to brief the cities on IOC requirements and to assist them in understanding the concept and scope of organising the Youth Olympic Games.
- ✓ Access to the IOC's Olympic Games Knowledge Management database which holds detailed information and statistics on previous editions of the Olympic Games.

Following a first meeting of the Evaluation Commission, each Candidate City is required to submit answers to a number of questions addressed by the IOC to the bid committee together with any new guarantees acquired. All three Candidate Cities submitted their answers to the IOC questions within the deadline set by the IOC. After that, the Commission meet for a second time to analyse the additional material submitted by the Candidate Cities and to hold video conference calls with each of the cities before finalising its report (IOC Evaluation Commission, 2010).

The Commission base its analysis on the information contained in the candidature files and other documents submitted by the Candidate Cities and evaluate the cities on the basis of a number of themes including, but not limited to, guarantees & legal matters, general infrastructure, sport, culture and education, venues, Youth Olympic Village, transport, security, accommodation and finance (IOC Evaluation Commission, 2010).

²⁸ International Olympic Committee Evaluation Commission,. (2010). *2nd Summer Youth Olympic Games in 2014*. Lausanne: International Olympic Committee Evaluation Commission.

Last but not least, the Commission's assessment of each of the three Candidate Cities for the 2nd Summer Youth Olympic Games in 2014 follows. Before entering the body of the report which is organised city by city, the Commission makes a number of general comments concerning all cities and identifies some of the elements taken into consideration in its assessment (IOC Evaluation Commission, 2010).

The Commission takes into consideration some key elements in the candidature file of each candidature city for Summer and Winter Youth Olympic Games. These key elements are Sport, the Culture and Education Programme (CEP), the Youth Olympic Village (YOV), the General Infrastructure, Transport Operations, Accommodation, Security and Finance (IOC Evaluation Commission, 2010).

CHALLENGES AND OPPORTUNITIES OF HOSTING YOUTH OLYMPIC GAMES

Youth Olympic Games, as a new project in the Olympic Movement, introduce many challenges and opportunities to the participants (Houlihan, 1994): «While it is easy to challenge the Olympic Movement's willingness to operate by values described in the Olympic Charter, the success of the movement in becoming a global reference point for sport organizations and culture remains undeniable». ²⁹

Many researchers studied the challenges and opportunities that are presented from Youth Olympic Games. According to Jim Parry, ethical challenges derive from the sports programme, the cultural and educational programme and the 1st Youth Olympic Games in Singapore. Analysing each one of the topics above, sports programme is divided into seven sub-categories, which create many questions that should be answered. First of all, the participation of young children, aged 14-18 years old, is a controversial issue, as there are not separate age groups, including the 14 years old children. The age limitation and the equality of children's opportunity refer to two birth years but for football in YOG it is one birth year (1995).

Secondly, the question about the selection of sports for the programme is if all sports are suitable for children. This question arises because boxing is too violent, weightlifting, triathlon and modern pentathlon are too demanding, shooting creates some ethical objections for the messages that emit to the children, sailing and equestrian are too expensive sports and it is unknown if the families of the children can afford them.

In addition, the combination of age and fitness arise some differences from child to child. The growth of the children is not the same for everyone regarding the height, size, speed, and strength and beard development so there are huge differences between the ages 14-18 and some of them have an advantage at the competition (Parry, 2013).

Regarding the immaturity and harm, some sports favour the children who mature slowly, such as gymnastics. But this brings harm because of the many hours of training from the age of 6 (20-35 hours training per week).

In addition, the talent ID and early specialisation hide danger of increasing when competition tries to «create» winners. However, there are more dangerous issues except

²⁹ Houlihan, B. (1994). *Sport and international politics*. New York: Harvester Wheatsheaf.

the creation of winners, such as overuse trauma, growth consequences, nutritional absences and psycho problems (Parry, 2013).

Another ethical challenge, according to Parry, is the exploitation of the young athletes across different parties, which have their own aims and ambitious, something that is not always good for the athletes, such as nationalism, coaches (professional ambition), parents (achievement by proxy), overtraining (injury, breakdown), psychological pressure (stress), lifestyle prescription, dietary regimen (anorexia, bulimia), obligatory or unaware drug use and forged ID documents.

After the above challenges a specific question is raised referring to the preservation of Olympic Values, «how to preserve the fairness and moral integrity of the Games against the above challenges».

The second sub-category is sports, which are divided into these categories:

- ✓ Sport Rules (Modifications), which refer to e.g. the court size, the play-time, the equipment and the rules-of-play and it is worth to wonder if the 3v3 basketball, the four events in “pentathlon” and the limitation of gymnastics are suitable for the children.
- ✓ Losing

The athletes that compete in Olympic Games are 10,000 approximately and only a few win a medal and some of them may compete only for a few seconds/ minutes. This fact is unfair regarding the equality of participation, not only to OG athletes but also to YOG athletes and the age of them is more sensitive. Of course, losing is part of sport, but its effects can be mitigated or not at this level?

- ✓ Winning

Victory might become so important for some NOCs, coaches, parents that there arises a serious difference between the official Olympic aims, and what actually happens in the gym or pool, or at the track, something that is a problem at all levels. From this challenge, an opportunity is appeared for the IOC to review the issue.

Jim Parry refers mostly to the Educational Programme and not so much to the Cultural. The Educational classes happened during the YOG have not so much intention to a full mandatory curriculum because this can not be possible according to the timetable of competition and training. The language differences and the educational levels create a terrific inequality among the youth.³⁰

³⁰ Parry, J. (2013). *Ethical Challenges for the Youth Olympic Games*. Presentation, International Olympic Academy.

As the first summer Youth Olympic Games took place in Singapore and they were the inaugural YOG, they are by themselves one challenge as YOG organized for first time.

The YOG in Singapore 2010 included these kinds of challenges:

- ✓ Age Falsification with Chinese Gymnasts, Bolivian Footballers and problems of contest-limited (or contest-restricted) sport
- ✓ Religion, Culture, Politics. The combination of them is not so successful because of some particularities, such as football and the hijab, cultural exceptionalism, authentic universalism, coherence and Ramadan.
- ✓ Politics between Iran and Israel, as a long-standing unfriendliness continues, and a wrestler withdrawn from the final. The politics make more intense some issues of dishonesty (maybe a fake injury), the power of the athletes, who might ask repetition of the sport, the exploitation (of athlete), or a contest refusal.
- ✓ Youth Sport, referring to FIBA about the 3v3 basketball on half-court with one basket and shooting which requires laser pistols.
- ✓ Mixed Teams (Gender, Nation). Is it a good idea? Examples of YOG Singapore is at fencing when Bangladesh and Spain competed against Turkey and Singapore, at triathlon with continental teams and at archery with mixed gender teams
- ✓ Youth Inclusion, because of the fact that Liberian swimmers had never entered to a swimming pool before the Games. There are also programmes for presenters/journalists and for Olympic Ambassadors.

Another challenge and opportunity, simultaneously, is the doping. The question, which is created here and it will not be developed to this thesis, is if Youth Olympic Games has a preventative effect at doping. According to Koehler (2008), YOG prevent doping and spread another way for detection and deterrence effects to the youth, and this is one of the reasons that YOG were created by IOC, as it was mentioned at the beginning. Also, another general and difficult challenge of the 21st century is the education of youth in a consumerist and high technology-based society, which sometimes has not full success (Gallien, 2008).

YOUTH OLYMPIC GAMES AND OLYMPISM

For YOG, the IOC has created a platform to communicate to Youth under the label “YOG DNA, Spirit of Youth Olympic Games” (IOC, 2012). The Youth Olympic Games breathe new life into the Olympic Movement, something that is very important as the last change made into Olympic Movement was at 1924, when the Olympics was broadcasted to the media for first time. ³¹

The vision of the Youth Olympic Games is to inspire young people around the world to participate in sport and adopt and live by the Olympic values. The mission of Youth Olympic Games is to organize an event to educate, engage and influence young athletes inspiring them to play an active role in their communities. ³²

The objectives of Youth Olympic Games are the following (IOC, 2009):

- ✓ Bring together and celebrate the world’s best young athletes
- ✓ Propose a unique and powerful introduction to Olympism
- ✓ Innovate in educating and debating Olympic values and societal challenges
- ✓ Share and celebrate the cultures of the world in a festive atmosphere
- ✓ Reach youth communities throughout the world to promote Olympic values
- ✓ Raise sport awareness and participation among the youth
- ✓ Act as a platform for initiatives within the Olympic Movement
- ✓ Organize an event of the highest sports international standards

The format of the Youth Olympic Games is every four years with the first inaugural Games in Summer 2010 and in Winter 2012. The Summer YOG lasted for 12 days, year of the Olympic Winter Games and the Winter YOG lasted for 10 days, year of the Olympic Summer Games and there are three age groups: 15/16, 16/17, 17/18 (IOC, 2008; IOC, 2014). ³³

Regarding the participation, there are minimum of four «universality places» guaranteed for each NOC (summer edition) and managed by Tripartite Commission and non-athlete youth participation also encouraged, with the role of officials, reporters and organisers. There is a limit at maximum 70 athletes per NOC and limited number of athletes per

³¹ Paris 1924 Summer Olympics-results & video highlights. (2016). Retrieved 4 June 2016, from <https://www.olympic.org/paris-1924>

³² *International Olympic Committee-Youth Olympic Games*. (2013). Lausanne.

³³ Georgiadis, K. (2008). The Youth Olympic Games. In *8th International Session for Educators and Officials of Higher Institutes of Physical Education* (1st ed.). Ancient Olympia: International Olympic Academy.

NOC per sport. At the Summer YOG can participate 3,500 athletes and 875 team officials, and at the Winter YOG 1,000 athletes and 500 team officials (IOC, 2008).

The innovations in the Sports Programme for the Youth Olympic Games can be grouped into three categories: the mixed-gender relays and the relays with athletes from different NOCs and mixed genders as well as innovative competitions that have never before been part of the Olympic Programme (IOC, 2011b).³⁴ For 2010 and 2012 YOG, all sports of 2012 and 2014 Olympic Games are included, but with a limited number of disciplines. The records are not registered and it is given more focus on achievement and excellence (IOC, 2008).

In addition, the infrastructures, that IOC requires are (IOC, 2008):

- ✓ Youth Olympic village
- ✓ Hotel accommodation with 3,000 rooms at Summer Youth Olympic Games and 2,000 rooms at Winter Youth Olympic Games
- ✓ Sport venues that it is not necessary to be new
- ✓ Transport with a single common shuttle service
- ✓ Regarding the finance of the YOG, IOC funds the travel and accommodation of NOC delegations, the Ifs' International Technical Officials and the production of daily TV highlights (OBS).

The sports included at the Youth Olympic Games, are presented to the following tables (IOC, 2008). The symbol (M-W) means no difference in terms of gender.

³⁴ Schnitzer, M. (2012). *Evaluation of the Innovative Elements of the WYOG 2012 Sports Programme with Particular Emphasis on the Media and Spectators*. Innsbruck: 2012 Post Graduate IOC- Olympic Studies Center Grant.

Sports	Disciplines	Events	Number
Basketball	3 on 3 Basketball	20 team tournaments (M&W)	2
Football		6 team tournaments (M&W)	2
Handball		6 team tournaments (M&W)	2
Hockey		6 team tournaments (M&W)	2
Volleyball	Volleyball	6 team tournaments (M&W)	2
Aquatics	Diving	Individual springboard (3m), platform (10m) (M&W)	4
	Swimming	16 events (M&W)	32
		Mixed Relays	2
Archery		Recurve Individual (M&W)	2
		Mixed Team (Gender and NOC)	1
Athletics		15 events	30
Badminton		Singles (M&W)	2
Boxing	Men only	8 weight categories (M)	8
Canoeing	Flatwater	K1 and K2 (M&W), C1 (M), C2 (M)	6
Cycling		Mixed Team Combined BMX – Mountain Bike – Road	2
Equestrian	Jumping	Individual, Team competition (M-W)	2
Fencing		Sabre, Epée, Foil individual (M&W)	6
		Mixed Team	1
Gymnastics	Artistic	Individual all-around (M&W)	14
		Individual apparatus finals (M&W)	
		Trampoline (M&W)	
	Rhythmic	Individual all-around, Group Competition (W)	2
Judo		4 weight categories (M&W)	8
		Continental Team (M&W)	2
Modern Pentathlon		Individual (no equestrian) (M&W)	2

		Mixed Relay (no equestrian)	1
Rowing		Single sculls, Pairs (M&W)	4
Sailing		Windsurfing, 1 person dinghy (M&W)	4
Shooting		Air rifle 10m, Air pistol 10m (M&W)	4
Table tennis		Singles (M&W)	2
		Mixed Team	1
Taekwondo		5 weight categories (M&W)	10
Tennis		Singles, Doubles (M&W)	4
Triathlon		Individual sprint distance (M&W)	2
		Super sprint Continental Team relay (M&W)	2
Weightlifting		6 weight categories (M), 5 weight categories (W)	11
Wrestling	Olympic format	Greco-roman, 7 weight categories (M)	7
		Freestyle, 7 weight categories (W)	7
	Beach format	2 weight categories (M&W)	4
			199

Table 1: Sports at Summer Youth Olympic Games

Sports	Disciplines	Events	Number
Biathlon		Sprint, Pursuit (M&W)	4
		Mixed NOC Relay (M&W)	2
Curling		Mixed Team and Doubles	2
Ice Hockey		5 team tournaments (M&W)	2
Bobsleigh	Bobsleigh*	Two-man bob race (M&W)	2
	Skeleton*	Individual (M&W)	2
Luge	Artificial track**	Singles (M&W)	2
		Double, Team Relay, Sprint (M-W)	3
Skating	Short Track	Limited number of events based on the Olympic programme (TBD)	TBD
	Speed Skating*		
	Figure Skating		
Skiing	Alpine	Slalom, Giant slalom, Super G, Combined	TBD
	Cross-country	Short distances, Sprint	
	Freestyle	Moguls, Ski Cross	
	Nordic Combined*	Individual competition	
	Ski Jumping*	Individual competition	
	Snowboard	Half pipe, Showboard Cross	

Table 2: Sports at Winter Youth Olympic Games

* If Infrastructure exist

** If an artificial Luge track does not exist, a natural Luge track may be used as a substitute, (M-W) no difference in terms of gender

At the following tables, the venues for Summer and Winter Youth Olympic Games are presented.

Sports	Minimum Capacity
Aquatics	1500 / 2500
Archery	500
Athletics	10000
Badminton	1000
Basketball	3000
Boxing	1000
Canoeing	1000
Cycling	Open / 2000

Equestrian	1500
Fencing	1000
Football	3000 / 10000
Gymnastics	2000
Handball	1500
Hockey	1000
Judo	1000
Modern Pentathlon	Variable
Rowing	1000
Sailing	Open venue
Shooting	500
Table Tennis	1000
Taekwondo	1000
Tennis	2000
Triathlon	Open venue
Volleyball	1500
Weightlifting	1000
Wrestling	1000

Table 3: Venues at Summer Youth Olympic Games

Sports	Minimum Capacity
Biathlon	Open venue
Bobsleigh	Open venue
Curling	500
Ice Hockey	3000
Luge	Open venue
Skating	3000
Skiing	Open venue

Table 4: Venues at Winter Youth Olympic Games

The phases for the Games include three stages and are shown at the following figure (Georgiadis, 2009:39):



Pre-games time approach: NOC involvement

In this phase, it is included the information, the engagement and the federate national sports community (NFs, Olympians, athletes, clubs) as well as public authorities around YOG vision and concept. Also, it is necessary to lead and coordinate YOG related initiatives involving all parties (Georgiadis, 2009:39).

Games time approach: «4 pillars» of Education

The «4 pillars» of Education is based on UNESCO, International Commission on Education for the 21st Century and it is analysed at the Cultural and Educational Programme chapter (Georgiadis, 2009:39).

Post-games time approach: Network creation

At this phase there are three parties involved and they are the athletes, the NOCs/IFs and Youth Olympic Games Organising Committees (YOGOCs). For the athletes, there is a farewell plan with Games' time educational material and they use an intranet network platform (Georgiadis, 2009:40). The NOCs and IFs gather the best practises, which are included to a written publication and to the internet library online. Also, the plan with the Educational material is made and it is available to everyone. Last but not least, the YOGOCs transfer the knowledge that obtained during the Games, to the public (IOC, 2008).

CULTURAL AND EDUCATION PROGRAMME OF THE YOUTH OLYMPIC GAMES

The Cultural and Education Programme (CEP) is the first Olympic initiative planned to promote education. The «teaching toolkit» was created by Deanna Binder at 2007 in order to spread education at the primary and secondary schools worldwide (Doll-Tepper, 2011). Education is generally comprised of two parts: teaching and learning. While observing the teaching aspect of the CEP, it is noticed that the educational stands, workshops, and activities formed an environment that fostered approaches different from teaching methods found in classrooms of formal school systems.

CEP shares the Olympic values with young athletes and youth of the world and that's why it constituted an entire ingredient of YOG in Singapore, Innsbruck and Nanjing. The concept of CEP include different actions for the athletes, where they have the opportunity to learn about global and sports topics, to contribute to the environment and society, to interact and build friendships with other young people from around the world, and last but not least, to celebrate the Olympic Movement and the various cultures in the world (Doll-Tepper, 2011).

At the core of the YOG's CEP was the attempt to familiarize athletes with Olympism and its values «in a fun 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»³⁵The CEP was developed by the IOC with the assistance of international groups, such as the World Organization of the Scout Movement, known for their involvement and work with the youth.³⁶

The Cultural and Educational Programme includes interactive and innovative workshops and forums, artistic activities and events, celebrations of cultures and Games and its idea is to create a community of «ambassador sportspersons in society» (IOC, 2008).

The concept of the CEP itself was in development for over two years before its implication. It was based on two documents, the International Olympic Committee – Youth Olympic Games (IOC-YOG) Culture and Education Concept (2007) and the

³⁵ Torres, C. (2010). *The Youth Olympic Games, Their Programs and Olympism*. Presentation International Olympic Committee's OSC Postgraduate Grant Selection Committee (2010 meeting).

³⁶ Doll-Tepper, G. (2011). *Different Perspectives on the Culture and Education Programme of the Youth Olympic Games: Nonformal and Informal Learning*. IOC's OSC Postgraduate Grant Selection Committee (2010 meeting).

Singapore Youth Olympic Games Organising Committee (SYOGOC, 2008) bid document, which proposed the four pillars of «Education» by UNESCO (Martin, T. & Cowan, J., 2008):

1. Learning to know
2. Learning to do
3. Learning to be
4. Learning to live together

In the end, the structure of the CEP was based on five themes: ³⁷

1. Olympism, which focused on the origin, philosophy, structure, and evolution of the modern Olympic Games.
2. Skills Development which reflected on various views of a professional athlete's career (including personal development and managing passing phases in life).
3. Well-Being and Healthy Lifestyle. This theme related to concerns such as healthy eating habits and the prevention of doping in sport.
4. Social Responsibility, which rotated around the young Olympians' responsibilities as members of their own communities as well as global citizens.
5. Expression. The last theme included learning, interacting, and celebrating through the method of digital media.

To accomplish its goal, and inspired by these five themes, the CEP offered activities in seven different formats,³⁸ which in my opinion are the most important part of CEP. These formats give the opportunity to the youth participants convert the theory into the action, a fact that help the youth athletes to enjoy more this experience:

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, 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, featuring each of the 205 participating

³⁷ Slater, M. (2009). Youthful Outlook. Olympic Review. 71

³⁸ Slater, M. (2009). Youthful Outlook. Olympic Review. 71

NOCs. Hosts at each booth invited visitors to explore different cultures and take part in fun activities and traditional games.

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 got to make friends with the beneficiaries, learnt about social responsibility and were encouraged to give back to their own communities.

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: the young Olympians 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.

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 workshop and garden tour. The 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 environment. The young Olympians also learnt 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 learnt about sustainable water management through three different activities.

Most of the activities of the CEP were held within the Youth Olympic Village to facilitate athletes' participation. Similarly, such participation was also facilitated by coordinating the CEP with the Competition Programme (CP). Clearly, this coordinating effort was meant to materialize the IOC's message that «The Cultural and Educational programme is critical to the success of the Youth Olympic Games».³⁹ Moreover, the IOC tried to create a unique educational experience. Patrick Stalder (2010), a member of the IOC's YOG department, explained that the development of events and experiences is not focused to create a school or college environment because the goal is not a traditional education but the engagement of athletes in a different way that they

³⁹ Rogge, J. (2008). Foreword by Jacques Rogge. Olympic Review. No 75, 7.

can learn by doing and sharing.⁴⁰ The CEP turned out to be a huge success which means that the success of one of the goals of IOC was attained.⁴¹

At this point of thesis, it is worth studying the relation of Youth Olympic Games with environment, as the Cultural and Educational Programme creates the question if the Youth Games are environmentally friendly. The environment and sport performance related closely while a research analysed that exercise behaviours show that currently there is little support for either biologically or environmentally deterministic perspectives on elite athletic performance and consequently the performance of youth athletes (Davids & Baker, 2012).⁴² The first Youth Olympic Games in Singapore showed that they were environmentally friendly as the green cover was at 50% before the games and the organising committee used environmentally friendly ways, such as world's first ecological landfill and recycled drinking water. So the conclusion is that Youth Olympic Games should be friendly to the world environment.⁴³

In the attempt to equip the YOG with their own unique identity, the IOC decided that the events of Competitive Programme would consist of the same 26 sports that will be included in the London 2012 Olympics with fewer disciplines and events but with some innovative and significant modifications. As Rogge admitted, «the creative approach to the sports competition at the YOG helps to give the event its own identity».⁴⁴ Behind the innovative look at the YOG's CP was both the integration of youth-relevant sports and disciplines into the Olympic programme and making urban culture part of the cultural programmes of the Olympic Games.⁴⁵

International organisations such as WADA, which focused mainly on anti-doping prevention, the IOA, which focused mainly on Olympism, UNICEF, which focused mainly on children's rights and responsibilities, UNEP, which focused mainly on climate change and biodiversity, IFRC, which focused mainly on first aid, blood donation, and accident prevention, CIFP which focused mainly on fair play, UNAIDS which focused mainly on HIV/AIDS education and prevention had stands at the World

⁴⁰ Stoneman, M. (2010). Welcome to the Olympic Family. *Olympic Review*, no. 76, 33.

⁴¹ International Olympic Committee (2014). *Youth and Olympism*. Olympic Studies Centre Content Package.

⁴² Davids, K. & Baker, J. (2012). *Sports medicine*, (11), 961.

⁴³ Tan, R. (2010). *Singapore 2010- An Environmentally- Friendly Youth Olympic Games- Blazing the trail*. Presentation, Nairobi..

⁴⁴ Shokoohi, K. (2010). *Games They Can Call Their Own*. *Olympic Review*, no. 75, 29.

⁴⁵ International Olympic Committee (2010). *1st Summer Youth Olympic Games in 2010*. Lausanne: International Olympic Committee.

Culture Village to help fulfil the CEP's well-rounded educational themes in nonformal ways (Doll-Tepper, 2011).

The IOC also manages youth-focused programmes such as the Young Ambassadors and the Young Reporters programmes. For Nanjing, 104 Young Ambassadors have been selected by their respective NOC and are tasked with the responsibility of encouraging as many athletes as possible to participate in all Learn & Share activities. In addition, thirty four (34) Young Reporters have been selected and are being mentored by experienced Olympic Games journalists and media experts (IOC, 2014).

THE ORGANISATION OF YOUTH OLYMPIC GAMES

FIRST (1st) YOUTH OLYMPIC GAMES IN SINGAPORE

The first Youth Olympic Games in Singapore was a magic and inventive opportunity but it is only a beginning of a new concept in the Olympic Movement.⁴⁶ On July 5, 2007, the IOC approved the creation of the YOG during its 119th Session held in Guatemala City and decided that the first edition would take place in 2010. In October, nine cities submitted their bids to host the inaugural YOG. Early in 2008, Singapore was elected the host over Moscow by 53 to 44 votes.⁴⁷

A brand new integration of sport, culture and education where participants embrace, embody and express the Olympic Values of Excellence, Friendship and Respect at 14 to 26 August 2010 in Singapore, with 5000 athletes & team officials, twenty six (26) sports and 205 NOCs. The Games were followed by 3000 Olympic Family Members, 1,900 Media, 20,000 volunteers and 370,000 tickets were sold. The 5% of the athletes was mixed-gender and mixed-NOC teams events happened in Singapore. There were thirteen (13) existing facilities upgraded and five new constructions moved forward for the Games.⁴⁸

Lyo the lion cub, and Merly the merlion cub, were the two mascots of the Singapore 2010 Youth Olympic Games. Lyo (pronounced as "Leo"), the "Lion of the Youth Olympics", is a lion cub with a mane as fiery as his passion for life. Merly got her name from "mer" (meaning the sea), while "l" and "y" stand for liveliness and youthfulness.

The Singapore 2010 Youth Olympic Games emblem 'Spirit of Youth' celebrates Singapore 2010 with an adventurous, open and fun way. It evokes the Singaporean sense of confidence and progress. The three distinct elements of the emblem were the Flame of Passion, the Star of Champions and the Crescent of Tomorrow.

⁴⁶ Anthony, D. (2008). The Role of the National Olympic Academies in the Organisation of the Youth Olympic Games. In *8th International Session for Educators and Officials of Higher Institutes of Physical Education* (1st ed., pp. 42-47). Ancient Olympia: International Olympic Academy.

⁴⁷ The cities were Athens, Greece; Bangkok, Thailand; Debrecen, Hungary; Guatemala City, Guatemala; Kuala Lumpur, Malaysia; Moscow, Russian Federation; Poznan, Poland; Singapore, Singapore; and Turin, Italy. See International Olympic Committee, Youth and Olympism. Olympic Studies Centre Content Package, 6.

⁴⁸ Tan, R. (2010). *Singapore 2010- An Environmentally-Friendly Youth Olympic Games- Blazing the trail*. Presentation, Nairobi..

Malay, Mandarin, Tamil and English were the four official languages in Singapore. English was the language of administration as well as the way of instruction in schools and other educational institutions ('99 Facts on Singapore 2010 Youth Olympic Games and the host city of Singapore', n.d.)

As IOC decided to establish the programme for young ambassadors, thus Singapore YOG had thirty young ambassadors. This new engaged 30 young people nominated by their National Olympic Committees to help promote the YOG in their regions and communities and support the athletes before and during the Games as well as during their participation in the Culture and Education Programme (CEP). The Young Ambassadors were 18 until 28 years old and come from a variety of backgrounds, from former Olympians to scholars, and represent countries from Australia to Zimbabwe. The role of the Young ambassadors is to connect and engage with youth from their countries around the world, in order to get the athletes excited about the Games.

Last but not least, the Culture and Education Programme for athletes who participated in the Singapore Youth Olympic Games contain fifty enjoyable, interactive activities constructed by the 5 educational themes of Olympism.⁴⁹ As part of the SYOGOC bid, Olympic education was introduced into the school curriculum in Singapore. There was also the school "Twinning" programme called «Friends @ YOG», in which Singaporean schools created partnerships with schools from other countries. Some CEP workshops were organised as planned sessions and included official instructors (Doll-Tepper, 2011, Fay & Ivan, n.d.).

During the Cultural and Educational Programme of Youth Games in Singapore, the Million Deeds Challenge was held in order to persuade the youth participants to make a good deed for someone online to connect the global audience. The International Friendship Camp in 2009 was attended by 200 youth people from all over the world. Also, the Young Reporters Camp was held in Singapore and thirty youth reporters from around the world had the chance to work their review capacity. Last but not least, the International Olympic Committee install as Global Youth Olympic Games Young Ambassadors, 30 people from around the world in order to help the youth to spread the Cultural and Educational Programme back to their home. However, although all these cultural and educational activities were held in YOG in Singapore 2010, in the

⁴⁹ 99 Facts on Singapore 2010 Youth Olympic Games and the host city of Singapore. Retrieved 9 September 2013, from http://www.fifa.com/mm/document/tournament/competition/01/27/19/28/99facts_for_singapore2010.pdf

beginning of the preparation of the first YOG, Ivan & Fay commented that there were not instructions or concrete expectations how CEP could be implemented, with an significant absence to focus at the peace education (Fay & Ivan, 2009).

<ul style="list-style-type: none"> • Algeria • American Samoa • Armenia • Australia • Azerbaijan • Bangladesh • Bhutan • Botswana • Brazil • Cameroon • Canada • Cayman Islands • Central African Republic • Croatia • Cyprus • Djibouti 	<ul style="list-style-type: none"> • Dominica • Equatorial Guinea • Ghana • Ethiopia • Egypt • Finland • FYR Macedonia • Georgia • Hong Kong • Indonesia • Israel • Jamaica • Kenya • Lesotho • Libyan Arab Jamahiriya 	<ul style="list-style-type: none"> • Liechtenstein • Malaysia • Maldives • Mali • Monaco • Mongolia • Myanmar • Namibia • Nepal • Norway • New Zealand • Philippines • Poland • Russian Federation • Seychelles • Slovakia 	<ul style="list-style-type: none"> • Sri Lanka • Sweden • Switzerland • Syrian Arab Republic • Tanzania • Thailand • Trinidad & Tobago • Tunisia • Tuvalu • Uganda • Ukraine • United Arab Emirates • USA • Vanuatu • Zimbabwe
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Table 5: NOCs participated at YOG

SECOND (2nd) WINTER YOUTH OLYMPIC GAMES IN INNSBRUCK

The first Winter Youth Olympic Games, Innsbruck 2012, was a huge chapter in the lives of many of its participants, whether athletes, young ambassadors, volunteers or reporters. Each one of them contributed to the success of the Games and had an unforgettable experience. It is important that there is progress of some athletes, who participated in Innsbruck YOG, as they continued their careers in the world of sport, both on and off the field of play.⁵⁰

In its bid to stage the first Winter Youth Olympic Games, Innsbruck won the final decision against Kuopio (Finland) with 84 votes to 15 (IOC, 2011b). The first Winter Youth Olympic Games took place in Innsbruck from 13th to 22nd January 2012. In Innsbruck a total of 14 new competitions were included in the Sports Programme. In the biathlon and curling, a mixed gender relay was introduced. The mixed NOC and mixed gender competitions took place in the figure skating, curling, luge and short track events. Thus, in the Curling NOC Doubles Competition, Germany/Switzerland and Korea/Norway met in the final, with each team included a male and a female athlete (Innsbruck 2012, 2012b).⁵¹

At the Youth Olympic Games in Innsbruck, 1,021 young athletes from 70 nations stayed at the Olympic Village in Innsbruck. The athletes were between 14 and 18 years old and participated in 63 disciplines and 15 sports (Schnitzer, 2012).

Yoggl was the Innsbruck 2012's mascot and it was presented to the public at the opening of the Youth Olympic Games Snow Festival in the centre of Innsbruck. The name Yoggl is based on the rustic nickname "Joggl" for Jakob, which is a traditional and very common Tyrolean name, adjusted with a "Y" at the beginning. The name contains the abbreviation "YOG", making the mascot part of the Youth Olympic Games (Olympic.org, 2012).

The Cultural and Educational Programme of Innsbruck YOG included six activities with the following topics: (Olympic.org, 2012)

⁵⁰ Olympic.org. (2014). *Youth Olympic Games... the story continues!*. Retrieved from <http://www.olympic.org/news/youth-olympic-games-the-story-continues/231305>

⁵¹ Schnitzer, M. (2012). *Evaluation of the Innovative Elements of the WYOG 2012 Sports Programme with Particular Emphasis on the Media and Spectators*. Innsbruck: 2012 Post Graduate IOC- Olympic Studies Center Grant. Retrieved from https://doc.rero.ch/record/30990/files/Schnitzer_report_2012.pdf

- ✓ Arts project, where the participants shared their lifestyles through dance, music and arts. The programmes comprehended three main topics, dance, drumming and arts
- ✓ Competence project, which included some presentations, panel discussions and workshops in details. The Competence Project prepared the participants for their future careers as professional athletes. It was based on four workshops, which are «Meet the role model», «Be the Chef! Cook Healthy, Stay Fit», «Act on Your Time / Balance Your Act» and «Prepare to Compete»
- ✓ Media Lab, which is an experience for the youth to get involved with the five workshops about technology and they are the video, TV, photography, web lab and social media
- ✓ Youth Olympic Sustainability project, which include two main workshops about the respect and importance of the environment and sustainable development, the Green Youth Olympic Village and the Mountain Awareness
- ✓ World Mile, which focused on the unique and various cultures of the countries expected to participate in the Games, presenting the arts and culture experience at the Village Square. Booths hosted by children from Tyrol presented each of the countries attending the Games. Some of the themes that covered were: history and geography, traditions in arts, sport and music, culture and lifestyles, clothing and language, famous personalities. In this activity, some international organisations informed the young athletes about different issues and these organisations were: CIFP(the International Committee for Fair Play), IFRC(the International Federation of Red Cross and Red Crescent Societies), IOA(the International Olympic Academy), UNEP(The United Nations Environment Programme), UNICEF(The United Nations Children's Fund), WADA(The World Anti-Doping Agency),
- ✓ Youth Festival, which offered to athletes the opportunity to meet each other and enjoy the Games, in addition to the programmes and workshops of the CEP.

Innsbruck is the first city to host three winter Olympic events, having previously hosted the 1964 Winter Olympics and the 1976 Winter Olympics. The countries, which participated at YOG 2012, were 70 and they are presented to the following table (Wikipedia, n.d.).

Andorra	Great Britain	Nepal
Argentina	Greece	Netherlands
Armenia	Hungary	New Zealand
Australia	Iceland	Norway
Austria	India	Peru
Belarus	Iran	Philippines
Belgium	Ireland	Poland
Bosnia and Herzegovina	Italy	Romania
Brazil	Japan	Russia
Bulgaria	Kazakhstan	San Marino
Canada	South Korea	Serbia
Cayman Islands	Kyrgyzstan	Slovakia
Chile	Latvia	Slovenia
China	Lebanon	South Africa
Croatia	Liechtenstein	Spain
Cyprus	Lithuania	Sweden
Czech Republic	Luxemburg	Switzerland
Denmark	Macedonia	Chinese Taipei
Eritrea	Mexico	Turkey
Estonia	Moldova	Ukraine
Finland	Monaco	United States
France	Mongolia	Uzbekistan
Georgia	Montenegro	
Germany	Morocco	

Table 6: NOCs participated at Winter Youth Olympic Games

LEGACY OF YOUTH OLYMPIC GAMES

The legacy of Youth Olympic Games doesn't include only what the organisation left to the participants and to the host country. The legacy starts before the Games, continues during the Games and after the Games. The legacy before the Games examines the behaviour of the included parties and if their behaviour changes to a better degree and promote the value of organisation of the Youth Olympic Games. The most important legacy is during the Games and after them. This legacy is what remains to heart and life of the participants and host city.

The YOG legacy must be taken into account throughout the planning and operational phases. The YOG provide a platform for the athletes to compete, learn and share. They can also serve as a catalyst and produce a number of long-lasting benefits in the areas of sport (number of young people who join local clubs), healthy lifestyle and enhanced fitness level or knowledge management (skills development among local young people). A number of sustainable approaches and technologies can also be applied throughout the organisation. These can range from ethical sourcing and sustainable supply methods or other sustainable solutions applied to food and drink or licensing. Organising an event of this size requires maximum attention and a real vision to deliver a sustainable legacy to the city and its young people (IOC, 2014).

Singapore's legacy refers to the awarding of the Singapore Youth Olympic Scholarship to support young athletes around the world to study in the island state's Singapore Sports School. For the inaugural Youth Olympic Games (YOG), six scholarship places provided at each Summer Youth Olympic Games. The scholarship, which is in line with the YOG's objective to give an integrated sport and education experience for athletes, includes an integrated sport training and education, specialised coaching, full board accommodation and language establishment for non-English speaking candidates. ('99 Facts on Singapore 2010 Youth Olympic Games and the host city of Singapore', n.d.).

The tuition for the scholarship was \$ 25.000 per year for foreigner students and the students attended the Singapore Sport School for four to six years. The competition was open to all 205 NOCs without discrimination (Fay & Ivan, n.d.).

The first Winter Youth Olympic Games, Innsbruck 2012, gave a progress of many of the Innsbruck 2012 'graduates' as they continued their careers in the world of sport, both on and off the field of play. The next chapter for many was Sochi 2014, where

some familiar faces made their following step into the Olympic arena (Olympic.org, 2014).

Generally, the Youth Olympic Games highlight the sports with the different categories and provide an efficient platform in order to activate young people to be more active and connected to the Olympic spirit. The host city has a good chance to present itself to the world during the YOG as the Olympic Youth Capital. It is important for the host city to shape its image as a youth-friendly city which offers various places and events for the people to visit and admire (International Olympic Committee, 2008).

RESULTS

Before the opening of the YOG, Rogge declared that «There is a lot we carry over from the Olympic Games to the YOG, Olympic symbols such as the podium, the flame, and the values, but the YOG have their own unique identity». ⁵²

Through the use of social media, digital initiatives and engaging our stakeholders, the IOC aims to reach young audiences to inspire them with the Youth Olympic Games. The IOC also draws upon the support of Youth Olympic Games Ambassadors, top-level athletes who help raise the profile of the event through media, social media and appearances (IOC, 2014).

In recent years, the Sports Programmes of both the Youth Olympic Games and the Olympic Games have spread to the public. Meeting the objectives of the Olympic Movement and in consideration of the dynamic needs and realities of society, the results showed that the IOC is heading in the right direction (Schnitzer, 2012).

The success of the Cultural and Educational Program of the three Youth Olympic Games, which held from 2010 until 2014 showed that the expectations of International Olympic Committee are close to the reality, but this fact can be continued to the future. With the involvement of so many people around the world, the full success of the Games is not so easy and every new experiment requires enough time to show progress. The International Olympic Committee defined some goals of Youth Olympic Games and most of them were attained, but the important fact is the maintenance of the success of these goals to the future.

The youth participants of Youth Olympic Games should adopt the Olympic Values and live regarding them in order to create a better world. The Olympic Values and Olympism are the main basic elements of Youth Olympic Games and the participants should spread them more and more around the world. In this way the mission and vision of Youth Olympic Games can be the top expectations.

The best way of offering duty to a glorious past is obviously to learn from its teachings in order to prepare for the future, as Pierre de Coubertin commented. ⁵³

The XII Olympic Congress in Copenhagen 2009 (IOC, 2009) identified «Olympism and Youth» as an area of development, and many participants of that section of the

⁵² Torres, C. (2010). *The Youth Olympic Games, Their Programs, and Olympism*. Presentation, International Olympic Committee's OSC Postgraduate Grant Selection Committee (2010 meeting).

⁵³ IOC, (2000). *Olympism—Selected Writings*. Lausanne: International Olympic Committee.

Congress agreed that the Olympic movement needs to keep up with interests and trends of our younger generation (Doll-Tepper, 2011). The concerns about youth and the future of sport are strongly related to another area of development identified by the IOC and addressed at the Congress, which is the impact of the “Digital Revolution” on sport and the Olympic movement (Doll-Tepper, 2011).

Youth Olympic Games has a lot to offer firstly to the participants but also to the public audience around the world. A tremendous popularity will be given to the YOG in the future, while the Summer and Winter YOG in Singapore, Innsbruck and Nanjing that completed showed that the aims of IOC and the whole event encourage the youth to live with the values and programmes that they taught during the Games.

There is no data available yet on what impact the Youth Olympic Games may have on participation. This should be researched in the future as it would be helpful to know how the Games will influence at these domains: ⁵⁴

- ✓ Beginning of training
- ✓ Sporting career
- ✓ Athlete’s health
- ✓ Physical, psychological and educational development
- ✓ Social and cultural awareness
- ✓ Retirement from high-performance sport
- ✓ Out-of-sport-career of the athlete
- ✓ Athlete education and training (non-sport)
- ✓ Impact of role models on children and adolescents

The collaboration between school and the sport system needs more attention. Though physical educators resist the idea that physical education classes may be used for intentions that lie mainly outside the holistic development of individuals, just like any other school subject, physical education classes should be understood as a place to experience learning as well as a place to prepare students for a responsible role in society (Doll-Tepper, 2009).

On an international level, it is suggested that global organisations such as the International Council of Sport Science and Physical Education (ICSSPE) and the International Olympic Committee explore, in collaboration with other partners such as

⁵⁴ Doll-Tepper, G. (2009). Olympism and Youth. Paper written in the framework of the IOC’s OSC Postgraduate Grant Selection Committee.

the United Nations Educational, Scientific and Cultural Organisation (UNESCO), options for a global move to convince national sport bodies and UNESCO member states to collaborate more closely (Doll-Tepper, 2009).

DISCUSSION

At the beginning of thinking the structure of this thesis, I thought that it would be suitable to this chapter to mention the opinion of significant people related to Olympism about the Youth Olympic Games. Thus, quotations had been searched through internet and interviews had made to some people, such as Mr Isidoros Kouvelos, IOA President and Board Member of the International Olympic Truce Foundation and Mr Oscar Kanjala, President of Malawi Olympic Committee, who experienced the Youth Olympic Games in Nanjing 2014.

Mr Kanjala answered to some questions about his experience and he spent most of his time at official meetings. For the competition part, Mr Kanjala gave me some information through the Association of National Olympic Committees' questionnaire on the NOC's preparations for participation in the Youth Olympic Games in Nanjing. His general opinion is that the outcome of Nanjing YOG is entirely in coordination with the aims of IOC, but there are some issues, which is worth discussing. The facilities, both training and competition venues were very good. The cultural and educational programme was applied to a high percentage with the educational displays but there were some shortcomings, such as some cultural displays were less than true adaptations. For example, every participating country had a cultural stand and unfortunately for Malawian stand, he noticed that what was on the display was irrelevant to Malawian culture and tradition, except for the National flag. However, at the ANOC questionnaire the cultural and educational programme has more resonance because of the great educational stuff and the athletes' role model program inspired the Malawian athletes. The general opinion by the ANOC questionnaire is that Nanjing did the best of its ability, but verbal communication was worse of all.

On a lighter note, the stand of Olympic education, led by Prof. Kostas Georgiadis, was very well organised and looked well supported to the young athletes. Regarding the way of organisation, it was difficult for him to judge. He focused more to the restrictions by the state, which are the limited access to the internet and some applications. According to Mr Kanjala, this fact was a mistake as facebook, whatsapp are very strong communication and social media channels for youth. From the opening ceremony, he noticed some ethical evidence for the ethical way of organization of YOG, especially from the themes and the disciplines through which the displays were conducted. In addition, the challenge he noticed is the age of participation, which has not yet been

addressed. Most athletes can compete only in one YOG in their lives and YOG can not be regarded as a developmental event. Furthermore, Mr Kanjala considered the transformation of Nanjing as the legacy of YOG. A complete new city looks huge and clean, with its residents feel proud about their culture. The organization of the Games will bring economic increase for Nanjing as much as the sporting culture and Nanjing looks more attractive than other cities in China.

The interview of Mr Isidoros Kouvelos focused to his general opinion about Youth Olympic Games, contrary to the interview of Mr Oscar Kanjala because of their different positions. Mr Isidoros Kouvelos believes that Youth Olympic Games introduced something new and more hopeful to the general Sport Movement. The fact that the main purpose of the Games is **not** the record achievements but the cultural approach of sports to the contemporary society is important for the creation of a new model of an athlete, an athlete ready to combining the pursuit of excellence in sports with the Olympic education and both of them as a way of life. That gives great hopes to the next generations.

Regarding his opinion about the ethical effect to the participants from the Games Mr Kouvelos believes that it **should** have. The problem is how to express what every engaged participant really expect from Youth Olympic Games. The managers are searching for the new Olympic heroes among the Youth Games participants. The sponsors are waiting to see the results in order to discover the new Bolt, the new Coby Briant, and the new Pyros. Moreover, Mr Kouvelos believes that the strong message of the Games, namely the harmonic combination between sports and education should be communicated much more firmly. This is of course a job for the IOC and the National Olympic Academies to accomplish if they want to pass the right message to the young students around the world. He also hopes that they have realized the challenges they face and that they will react in the right way.

IOC Member Lambis Nikolaou said that «If young people learn to respect each other thanks to sport, they will be ready to accomplish their task: Helping to establish a better society... We cannot change the world, but, thanks to sport, we can create better citizens». ⁵⁵

⁵⁵ Nikolaou, L. (2010). *Representative of the IOC President Dr Jacques ROGGE at the Opening Ceremony of the 50th International Session for Young Participants of the International Olympic Academy*. Speech, Hill of Pnyx.

Finally, a good statement of Craven which worth to mention at this thesis is that: «sport development must be placed at the top of each sports organisation's agenda. The second proposal is to develop partnerships with organisations that can benefit from this resurgence of mass participation in sport. I immediately think of governments as Ministries of Education, Health and Sport have many common interests. ..Finally and maybe most controversially, for men at least, I believe that more women are required in sports administration and in key positions» (Craven, 2009).

CONCLUSIONS

Youth Olympic Ambassador and Olympic champion Alpine skier Lindsey Vonn stated that «Set high goals. I've always wanted to be an Olympian since I was nine years old and everyone thought I was insane, but you have to believe in yourself and work hard. Believe me hard work does pay off» (Olympic.org, 2014). It constitutes a strong message to the youth participants to succeed their dreams in an ethical and cultural way. This is one of the results of Youth Olympic Games which is also one of the goals that were determined from International Olympic Committee.

On the other hand, many believed that the YOG could raise problematic issues, such as damaging high school sports, the lack of qualified coaches, and the mental and physical pressures on young athletes involved in elite levels of competition. However these issues could help to benefit the organisation of Youth Olympic Games with different ways which various from helping to advertise and promote the event, to having general meetings with leaders from all sports, to educating coaches and to the encouragement of the countries to participate in the YOG (Judge et al., 2009).

With the completion of writing this thesis, it is worth to mention that Youth Olympic Games is a rising international sporting event, and its aims defined by the IOC should spread to the people around the world. The success of the three YOG in Singapore, Innsbruck and Nanjing is undeniable and it is important that youth have an active role during the Games and in their daily life.

The design and preparation of organising the Youth Olympic Games were held in a mature and organised way by International Olympic Committee. The goals that were defined in 2007 refer to a new sport event which creates a new model of athlete at the age from 14 to 18. This new model was designed to be educated with the Cultural and Educational Programme and not only to be Olympian and the record achievements. The International Olympic Committee prepared a sporting event of a new era to the Olympic Movement which really needs to help the youth participants to their daily lives.

In addition, Olympic education for authors like Kidd (1985), Gessman (1992), or Grupe (1996) is an ethical education which is held in the context of physical education and sport, more focused on fair play and intercultural understanding. Olympic Education creates some pedagogical challenges and opportunities, as it was analyzed to the chapter above. The Cultural and Educational Programme of the Youth Olympic Games faces these pedagogical challenges, something that should be eliminated if the challenges

have a negative influence to the Cultural and Educational Programme and the Youth Olympic Games (Fay & Ivan, n.d.).

SUGGESTIONS

All members of the Olympic Movement have a key responsibility in encouraging and offering access to sport and to competitive sport for all ages and groups. Coordination between all sport organisations and governments is required to achieve this target.

A significant suggestion that everyone should follow is to endorse the relating parties of promoting the Olympic Values and participating to the Youth Olympic Games. It is known that Youth Olympic Games are not as popular around the world as Olympic Games are. So if everyone tries to help to this with their own way, the results will be brighter.

Perhaps the most important consideration and recommendation for the Olympic Movement and other sporting bodies at the international and national levels, according to Doll-Tepper, is to not only consider data that is collected on youth, but to involve and empower youth to contribute to intergenerational opportunities.⁵⁶

As Youth Olympic Games started at 2010, there are a lot of things that someone can suggest so that the program of the games to be innovative and to have variety and diversity. These things depend on the imagination and inventiveness of the youth and people who either participate at the Youth Olympic Games or belong to the Olympic Family and they are interested in YOG.

Some innovations were made at Youth Olympic Games at Nanjing 2014 and sport climbing skateboarding, roller sports and wushu were introduced at the sports programme.⁵⁷ In addition to the Summer Youth Olympic Games, it is recommended future innovations at the next Winter Youth Olympic Games in Lillehammer 2016 and after, to be valued so that the Olympic Programme can be in cooperation with the aims of the IOC and thus also the youth (Schnitzer, 2012), as the result to the chapter above was proved.

⁵⁶ Doll-Tepper, G. (2009). *Olympism and Youth*. Presentation, IOC's Olympic Studies Center Postgraduate Grant Selection Committee.

⁵⁷ Olympic.org.. (2014). *The only way is up! Sport climbing comes to Nanjing 2014*. Retrieved 18 July 2014, from <http://www.olympic.org/news/the-only-way-is-up-sport-climbing-comes-to-nanjing-2014/235258>

In addition, a better presentation of the stands of each National Olympic Committee with more careful way at the Olympic Village, where the athletes live during the Games can help to the development of the Youth Games. This accrued by the interview of Mr Kanjala, who said that the Malawian stand was not so representative to the reality.

Moreover, the sport programme should remain stable with a few changes to every Summer or Winter Youth Games, in order not to confuse the participants. However, the cultural and educational programme should be improved step by step in order to have a more active and important role at the Youth Games and keep steady the interest of the youth athletes.

Last but not least, regarding the study of Youth Olympic Games, a future research with questionnaires and interviews with a specific sample of athletes and other participants can be a significant feedback in order the Games to have improvements. In this way, many important results can be accrued to help the researchers.

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APPENDIX I

Questions of the interview of President of Malawian Olympic Committee, Mr Oscar Kanjala.

1. Which are the challenges and the opportunities of YOG in Nanjing that you noticed through your experience?
2. Did the Cultural and Education programme of YOG in Nanjing have success? Which was the reaction of the young participants (Athletes, coordinators etc) at the CEP?
3. The way of organization of YOG was ethical or not?
4. Is the outcome of YOG in coordination with the aims of IOC, regarding your opinion?
5. Which do you think is the legacy of YOG in Nanjing?

**ANOC QUESTIONNAIRE ON THE NOCs' PREPARATIONS FOR AND
PARTICIPATION IN THE YOUTH OLYMPIC GAMES IN NANJING - 16-28th
AUGUST 2014**

To be returned before 26th September 2014 to:	ANOC Chemin des Charmettes 4 1003 Lausanne E-mail : info@anocolympic.org
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Dear NOCs,

Many thanks for taking your time to answer this questionnaire which will help the preparation for future YOG. This is a digital Word document, so please write your answers directly under the corresponding questions in each box; the box will automatically adjust its size.

Many thanks for your kind assistance.

Gunilla Lindberg

ANOC Secretary General

NOC of (MALAWI):

Name of the person answering this Questionnaire:

Function in the NOC: EXECUTIVE MEMBER (CHEF DE MISSION)

1. CONTACTS WITH NANJING 2014

Were you satisfied with the technical information you received from Nanjing 2014?

a) Before the Games:

b) During the Games:

2. QUALIFICATION RULES AND QUOTA PLACES

a) How did the qualification system in the different sports work for your NOC?

b) How did the system with the wild cards work for your NOC?

c) How did you find the cooperation with the NFs/ IFs?

d) Proposals for the future?

3. ACCREDITATIONS

a) Were you satisfied with the accreditation system from the technical point of view?

b) How did the quota of officials work for your team?

c) Proposals for the future?

4. TICKETS FOR THE COMPETITIONS

- a) Were you satisfied with the allocation of tickets to your NOC?
- b) How did the system with complimentary tickets for your athletes work in the YOG Village?

5. SPORTS PROGRAMME

- a) How did you find the new disciplines and events introduced for the YOG in Nanjing?
- b) Proposals for the future?

6. ATHLETES PREPARATION AND FOLLOW-UP

- a) How did you prepare the young athletes before leaving for Nanjing?
- b) Will your NOC have a program to follow up the young athletes for the coming years?

7. CULTURE AND EDUCATION PROGRAMS

- a) How did the culture and education programs work for your athletes and coaches?
- b) Proposals for the future?

8. ATHLETES ROLE MODELS PROGRAM

1. How did the athlete's role models program work for your team?
2. Proposals for the future?

9. LOGOS, TRADEMARKS AND RULES 40 AND 50

- a) Did you receive information about the rules?
- b) Did you have any problems in implementing them?

10. SPONSORS FOR TEAM CLOTHING

- a) Did your NOC have a sponsor for team clothing at the YOG? If so, which one?

Did the sponsor provide you with all clothing for free (including

11. YOUTH OLYMPIC VILLAGE

- a) How did you find the accommodation and offices at the YOG Village in Nanjing?
- b) Were you satisfied with the dining halls and the food?
- c) Did your NOC rent extra accommodation outside the Village for officials?

12. SPONSORS AND GUESTS

Did your NOC bring any sponsors and VIP-guests to the YOG in Nanjing?

13. TRANSPORT

- a) How did transport work for your NOC?
- b) What is your opinion about the YOG Transport System?
- c) Did all your athletes and officials arrive at the same time and did they stay for the whole period of the Games?

14. TRAINING FACILITIES AND VENUES

- a) What was the opinion about the training facilities and competition venues?

15. OPENING AND CLOSING CEREMONIES

- 1. What was the experience from the athletes' point of view regarding the opening and closing ceremonies?
- 2. Proposals for the future?

MEDIA RELATIONS AND PRESS ATTACHES

- a) How did the media relations work for your NOC?

- b) Did your country send any media to Nanjing?

17. DOPING CONTROLS AND ANTI-DOPING WORK

How did the doping control system work?

*18. OTHER PROPOSALS AND COMMENTS REGARDING PREPARATIONS FOR
AND PARTICIPATION IN THE FUTURE YOUTH OLYMPIC GAMES*

APPENDIX II

Questions of interview of Mr Isidoros Kouvelos, IOA President and Board Member of the International Olympic Truce Foundation.

1. Do you think the Youth Olympic Games introduced a new era in the Olympic Movement?
2. Does the organization of Youth Olympic Games have an ethical effect to participants?