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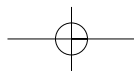
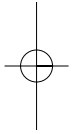
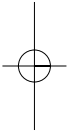
# INFORMATION LETTER

OF

THE INTERNATIONAL  
PIERRE DE COUBERTIN  
COMMITTEE



1/2004



## PRELIMINARY REMARK

The Information Letters of the past years show a large variety of topics dealt with in congresses, seminars or events of CIPC. A good deal of the contents is made up by reports, especially of Pierre de Coubertin Committees in the affiliated countries that help to keep up communication among all our members.

In this issue 2004 we tried to focus the contributions on a specific item: The CIPC Youth Forums, as they have turned out to be a strong link between the traditional members of our committee and young students of Coubertin Schools.

The revival of Olympic Games by Pierre de Coubertin had pedagogical intentions and was directed to encourage youth to live up to a harmonious unity of body, mind and soul. And the Youth Forums with their activities stress these intentions.

We do hope to stimulate participation in the Forums and in associated activities in all our member organisations.

Other contributions in this issue deal with the World Conference on „Women and Sport“ 2003 at Marrakech, further with the project of a „Coubertin Medal“ and finally with an interesting text on „Ethics and the Olympic Movement“.



Coubertin Youth Forum participants 1997 in the Castle of Mirville/France



## **GREETING OF THE PRESIDENT**

### **DR. NORBERT MÜLLER**

Dear CIPC members, dear friends from near and far!

Which goals did we from the board of the CIPC set ourselves last year, which matters of concern do I want to present to you today?

1) Since 2002 we have been represented by national Coubertin Committees who work in the Czech Republic und since 2003 in Slovakia,; so since November 2003 we have had a new Coubertin school in Pistany / Slovakia. Since 1999 one in Tabor/Czech Republic, which has taken part in our school forums.

Due to the active publicity work of our former General Secretary Mrs Wild we are represented quite well in Africa, especially in Cameroon and Togo.

Our CIPC is not represented in equal strength everywhere. Especially in Asia, Australia and North America we are in need of new members. With Professor Lamartine Da Costa (Brazil) we have as a corresponding member of the Bureau an important representative in Brazil, with John Lucas a protagonist in the USA, who now is strengthened by the Olympic Music-researcher Professor Guegold as a CIPC-member. Coubertin-researcher Mrs Dr. Junko Tahara is a corresponding member of the board in Japan beside Prof. Shimizu. Since not long ago we have had two Indian members and one from Bangladesh, all of them are in important positions in coach training and sports teacher training.

2) New members and active National Coubertin Committees on the one hand, the work content on the other.

With the new Coubertin textbook in English we could fill an important gap, now it is being translated into Spanish by Professor Poyan und Milan, 60% is finished and will appear completely on the internet next year at the latest.

Our most active work is dedicated to the two-year Coubertin Youth Forums for Coubertin schools. Now we have 20 schools („Gymnasien“) in our international network, altogether there are 15 countries represented.

Last year in September in Genoa the 4th International Coubertin Youth Forum took place with 9 schools and 120 participants. In September 2005 the next one will be in Austria, for which our Austrian member of the board Dr. Hermann Andrecs has taken over the initiative.

It is a fruitful and concrete offer for all national PdC-Committees to work actively together with their countries and to put their own projects into effect. Therefore we have introduced the Pierre de Coubertin Abitur prize, in which 1200 schools participate, first in Germany. This will also be realized in Austria and Slovenia.

Since 1997 we have introduced the Coubertin Performance Award, which has been conducted successfully at the Coubertin Youth Forums, in the Olympic Youth Camp in Sydney, at the Youth Camp at the Games of the francophone states Quebec / Canada 2001. We want to carry the performance award into the schools. But this is only possible through the national Coubertin Committees.

I consider it as very important as a central task to create connections to other international sports organizations, e.g. the International Fair Play Committee, the National Olympic Academies etc. On 26<sup>th</sup> June 2004, the CIPC General Meeting will take a vote on a project „Coubertin Prize 2004/2005“. This prize should be awarded to a Coubertin-related paper or a dissertation or just to an essay.

We offer all national PdC-Committees a 10-board Coubertin pupils' exhibition in English, French, Portuguese, Polish and Czech, which can be downloaded from our homepage. The CIPC board has appointed the Coubertin school in Erfurt with this task. The work under the leadership of our member of the board, Ines Nikolaus, is finished. At present this homepage is being improved and further extended. For the Portuguese language area Dr. Justiano has taken over responsibility, for the Czech language area the school in Tabor has done the translation.

IOC-President Rogge requests an active support in the ethical area of sports. In 2003, we passed a “declaration on peace“ on the general meeting in Paris. In Athens we will present a meaningful exhibition: „Coubertin and the Greek dream“. For two years our Vice-president Jean Durry has been working on the realization with all his competence and dedication. Dr. Christian Wacker, CIPC member and archaeologist, is working professionally and actively for the technical realization with his firm Soundgarden (Munich/GER). On 16<sup>th</sup> June 2004 it should be opened and can be visited until the end of the Olympic games in the museum centre Technopolis ([www.athens-technopolis.gr](http://www.athens-technopolis.gr)) of the city of Athens in the building Spiros Samara (composer of the Olympic hymn).

We have not yet been successful in our project: Junior Club for former graduates of the Postgraduate Seminars of the IOA.

We cooperate closely with the international Pentathlon association and lend our support for the preservation of the modern pentathlon at the Olympic Games as Coubertin's idea.

3) You will surely understand, that we – as an international committee – have to rely on every single one of our 250 personal members, especially on the activities of our national Coubertin Committee. Therefore I am pleased about every offer to actively work according to Coubertin's pedagogical visions in all of the 50 countries, in which we have members.

We are grateful to all National Coubertin Committees, if they inform us about their activities, so that we can regularly write about them in our information letter 2004. Dr. Andrecs has taken over the editing and is looking forward to your reports on the publication: am.spitz.8@aon.at

4) Mrs Ada Wild handed in her resignation on 1<sup>st</sup> April 2003 and kindly carried on her business until 1<sup>st</sup> July 2003. Over 10 years she has worked commendably and the CIPC is pleased to have had such an active General Secretary.

The board has distributed its work in a new way. We have a new powerful board with Professor Chappelet as General Secretary (also in charge of the homepage), lawyer Michel Renaud as treasurer and Jean Durry as Vice-President (exhibition Athena), to be added to by Professor Schantz (scientific publications) and Mrs Ines Nikolaus (youth activities such as the Coubertin exhibition in Internet, Coubertin Youth Forum). The budget of the CIPC which I am responsible for should exclusively serve our youth and education projects. I have reduced my expenses as the president of the CIPC to a minimum.

On behalf of the CIPC I want to give my thanks to our council-member of many years' standing Dr. Hermann Andrecs (Vienna/Austria) for his conceptional and editorial work on this newsletter. Several topics are mentioned in order to document the variety of the work of our members in the whole world. I also want to thank Mrs Eva Zacek (Vienna) for the successful layout.

Please all of you help to make the CIPC's future happy and full of satisfaction. I send my kind regards to you all.

Your Norbert Müller, President

## CIPC YOUTH FORUM

### **The Pierre de Coubertin Schools, or how it began**

In the nineties of the last century following a recommendation of CIPC the first Pierre de Coubertin Schools were installed in France and Germany. There were no strict regulations yet to be fulfilled to get the appellation Pierre de Coubertin for an existing school. The growing interest in these schools caused CIPC to discuss preconditions for the grant of the distinctive name.

A regulation was fixed in 1998 requiring that a candidate school should agree upon (head, teachers, parents' association and students' representatives) the name giving of PdC recognizing the merits of the outstanding personality of PdC as reformer of education in the 20<sup>th</sup> century. The above mentioned bodies of the school declare their willingness to promote Coubertin's pedagogical aims in the school considering body, mind and will in a good balance. Sports education will find special emphasis and is primarily directed to the development of character, however fine arts and social aspects should not be neglected. A Pierre de Coubertin School following the visions of its patron should show by its activities that olympic education must be realized in everyday life.

### **The International Youth Forum Pierre de Coubertin.**

The Congress of Le Havre in 1997 provided the opportunity for the organisation of an international Youth Forum for the Coubertin schools inspired by youth camps of the Olympic Games. One hundred students from seven Coubertin schools accompanied by a dozen teachers came together for this 1<sup>st</sup> Forum. Apart from interesting new impressions special dedication was given to the contest known to the participating students as the „Coubertin Award“.

This distinction, developed by the CIPC, was first presented in this forum and has ever since become a fixed part of the program. The award shows four disciplines:

Category 1 – Sports Tests: These tests are designed in true Olympic spirit to promote participation. All students should have the opportunity to succeed with the appropriate amount of effort.

Category 2 – Olympic Knowledge Test: Each student will complete a short test about the Olympic Movement. Questions on the ancient and modern Games, the life of Pierre de Coubertin, Olympic Games venues (summer and winter) will all be included.

Category 3 – Arts Performance: All students, in groups or as individuals, are expected to perform to the rest of the participants and guests. Dance, drama, musical items should be suitably formal in their nature and also well rehearsed.

Category 4 – Community Service: All students must undertake in their own country an activity which benefits their community. Working with elderly people, coaching groups of young children in sports and voluntary service are considered acceptable. The Head of the school must confirm each student's successful participation.

For a successful participation in the Forums students need to be selected for their ability to contribute to a range of tasks. They should be multi-skilled and sporting excellence should not be the only criteria for selection. The Forum aims to give young people the opportunity to experience different cultures in the spirit of friendship and co-operation. Participation in „The Coubertin Award“ adds a focus to the week and should ensure commitment from all.

The success of the 1<sup>st</sup> Forum convinced CIPC to continue with this event in a biennial step. Therefore the 2<sup>nd</sup> Forum was organised in 1999 at Much Wenlock/ England hosted by the William Brooks School. In 1850 Dr. William Penny Brooks created a kind of Olympic Games at Much Wenlock and thus became a forerunner of Pierre de Coubertin who succeeded to install Olympic Games on international level some forty years later. The participants of the 2<sup>nd</sup> Forum became acquainted with these still existing Games and the special sportive spirit of the students from Much Wenlock.

The 3<sup>rd</sup> Youth Forum in 2001 took place in Lausanne/Switzerland the longterm seat of the International Olympic Committee. The advantage of having the Olympic Museum in this city had great impact on the programme of the 3<sup>rd</sup> Forum.

The latest Forum of 2003 in the region of Genova in Italy is dealt with in a separate report.



## LIST OF PARTNERS 2004

Lycée Polyvalent Pierre de Coubertin Bolbec (France)  
Lycée Pierre de Coubertin Calais (France)  
Lyzeum Pierre de Coubertin Pallini (Greece)  
Lyzeum Pierre de Coubertin Pyrgos (Greece)  
William Brookes School Much Wenlock (Great Britain)  
Liceo Scinetifico Sportive „Pierre de Coubertin“ Genoa (Italy)  
Don-Bosco-Gymnasium Unterwaltersdorf (Austria)  
Coubertin-Lyzeum St. Petersburg (Russia)  
Gymnazium Pierra de Coubertina Tábor (Czech Republic)  
Lycée Sportif Pierre de Coubertin d' El Menzah Tunis (Tunisia)  
NOC Australia (Winner of the Australian Coubertin-Award)  
Gymnazium Pierra de Coubertina Piestany (Slovakia)  
Ulemürne Gymnasium Tartu (Estonia)  
Coubertin-Gymnasium Berlin (Germany)  
Coubertin-Gymnasium Erfurt (Germany)

## THE LATEST NEW PDC SCHOOL SLOVAKIA

A short report by Don W. Anthony, Honorary Member of CIPC, on the ceremony at Piestany where the school was named the Pierre de Coubertin Gymnasium of Piestany: A nice ceremony attended by the Ministry of Education, the NOC, the PdeC National Committee and the press. I presented a medal which we have for special occasions - a CIPC Medal - graciously received. Piestany has all that Coubertin hoped for in „some sort of Olympic mecca“ (1918) „Sport arts science and hygiene will all mingle: the three generations will meet: the master will be sport but mind will be welcomed like an honoured guest muscular joy will reign supreme. and all in a situation of natural beauty with air, sun, and water therapy....“ („Olympic Idea Carl Diem Institute“) I said I hoped the gymnasium would be the new agency which would make the whole greater than the sum of the parts. The small town has superb facilities for games, athletics, swimming, gymnastics, cycling, walking and winter sports of all kinds with a wide range of water sports and equestrianism.

## **THE INTERNATIONAL NETWORK OF COUBERTIN SCHOOLS**

At the moment 15 schools from three continents work closely together in the network of Coubertin - Schools, which is growing faster and faster.

Due to Coubertin's ideas of international friendship, fight for peace in the world, fair play and tolerance the students regularly exchange experiences and participate in joint projects.

Every two years representatives of those schools meet in an international Youth Forum of Coubertin Schools. This is always a wonderful highlight with unforgotten events in the Olympic spirit.

The first Forum was held in Le Havre (France) 1997, followed by Much Wenlock (Great Britain) 1999, Lausanne (Switzerland) 2001 and Genova- Arenzano (Italy) 2003. During one week the youths fight for the Coubertin-medals donated by the CIPC (International Pierre de Coubertin Committee).

But, of course, there is also the possibility for workshops, discussions and excursions in order to learn more about the country and its people.

## **AN EXCITING WEEK: THE 4<sup>th</sup> INTERNATIONAL PIERRE DE COUBERTIN SCHOOL FORUM IN GENOA, ITALY**

**(Speech held by participants on the occasion of the 10<sup>th</sup> anniversary of Pierre de Coubertin Gymnasium Erfurt, Germany)**

We are the participants of the 4<sup>th</sup> Coubertin School meeting: Katja, Elena, Ricarda, Lydia, Kevin, Christoph, Paul and Anna. Today you can see all of us very proud with the Coubertin-medals, but for this we had to do much work. That's just why it was necessary for us to prepare thoroughly at first. In a project week we acquired the necessary knowledge about Pierre de Coubertin and Olympic History, prepared our school presentation and a stage play. The Pierre de Coubertin Award consists of 4 categories. The medal can only be reached, if social, athletic and cultural achievements, as well as tests about the knowledge concerning the Olympic Games and the life of Coubertin are done.

As a social achievement we organised a sports day for disabled children and youths of an orphanage. At the beginning of the meeting the 12 to 19 years old people fought man versus man at basketball, table tennis and goal shooting for the triumph or the best prize. A joint relay race finished the successful afternoon. The hours filled with life and laughter were rounded by a common meal. The party was a big pleasure not only for the youths of the orphanage, but also for us, the sport students.

From September 20<sup>th</sup>-27<sup>th</sup> 2003 the 4<sup>th</sup> International Forum of Coubertin Schools was held in Genoa-Arenzano in Italy.

This year the participants came from 3 different continents. 12 delegations out of 10 countries: Austria, Australia, Czech Republic, Estonia, Germany (2 teams), Great Britain, Greece (2 teams), Italy, Slovakia and Tunisia.

The first friendships were made in the harbour of Genoa where the official opening ceremony was held. Afterwards we visited the world's second largest aquarium which made a deep impression on us.

The topic of our Forum this year was „Sports and Environment“. So the Museum Muvita in Arenzano gave us a perfect atmosphere for our meetings nearly every day. On Monday we had to write our knowledge test about the work of Coubertin, the Olympic history and the dangers for the Olympic movement nowadays. Well prepared, our team was able to answer the questions without difficulties.

On Tuesday the culture contest- the third condition of the Coubertin medal- stood was the program. The topic of the play was freely selectable, should however, be in connection with the Olympic Games. While Austria, Australia and Italy chose the Special

slogan of this year „Sports and Environment“ all the other delegations represented scenes of the Olympic history. The quality and variety of the presentations were thereby in relation to the previous years of overwhelming level. With concise optical and acoustic effects the Berlin and Australian delegations succeeded. Other delegations impressed with wonderful choreographies, complex costumes or excellent text passages in English, which was for the largest part of the participants a foreign language. Despite initial nervousness we confirmed our „Olympic curiosities“ with bravura.

Unanimously the jury placed firmly that it was impossible to name a winner because each team presented the topic differently either by dance, music or humorous scenes. An art contest of the special kind which will remain us in memory for a long time. Of course, we also had the opportunity to become acquainted with the host country Italy. On our excursion day on Wednesday a trip to the „Grotte di Toirano“ awaited us as well as a stop in a small medieval town. After an hour and a half by bus we had to go on by foot. First of all we had a look at a small museum, where we admired an oil mill. After that we strolled through the small town, discovered a beautiful old church and an ice-cream parlor. A big pizza buffet awaited us to fortify ourselves.

More climaxes of our youth forum were a rock concert and a meeting with former Olympic winners in judo and modern pentathlon. We were really impressed by the encounter with the champions. We got exclusive information and had the possibility to talk with them about ideals and principles of the Olympic Games. Thursday was the great day of sports competitions, the last category for the Coubertin medal.

There it was not aimed at to run new records, but to compete actively by respecting the rules of fair play.

All students took part in the following disciplines: long jump modern style and ancient Greek style using weights, discus and javelin throwing and 100m sprint. Some of these sports we had never done before. So, if we were still weak at the new techniques, we tried to compensate that with strength. In that way, we were able to finish all the disciplines successfully. But others, less-talented in sports did not pass every time.

A cross country race in the wonderful park of Arenzano Castle was the last event that morning. Our Kevin left all the other runners far behind him and won the race! Of course, the sport played an important role in our forum. Every day was started by jogging, where our delegation was always numerously represented. By sport and game, for example climbing a climbing wall, in the basketball or volleyball competition, we found a lot of new friends. On Thursday afternoon, we finally had some free

time and so we were able to go to the beach of Arenzano. Having wonderful weather and ca. 23°C water temperature, nothing could stop us, to dive into the floods.

On Friday we concentrated once again on our topic „Sports and Environment“: In four workshops of mixed coloured nations, we discussed questions and problems of an environmentally friendly training of water sports, mountain biking, skiing and climbing. A highlight were the final creative workshops in which we illustrated what we had learnt about the topic during the week.

For the closing ceremony in the afternoon we dressed elegantly. Our Berlin friends and the Italian hosts presented their theatre play a second time. It was so fascinating that we nearly got goose-pimples. After some closing speeches, the time had come for handing over the Coubertin medals. With this, a week full of new experiences was ending. In spite of an excitement at the beginning of the Forum, we found a common language and lots of new friends very fast. That was a week we will not forget!

Maybe and hopefully we made you, younger students, curious about the next „youth-forum“. You are the ones who can proof and strengthen the friendship between our schools.

## **SPORTS AND ENVIRONMENT**

**was the main topic of the 4<sup>th</sup> forum. Excursion to the Olympic Venues Torino 2006, Wednesday, 24<sup>th</sup> September 2003**

**Participants:** Jorg Textor (Geography/PE teacher, Berlin), Father Dr. Meier (Head, Don Bosco Gymnasium Unterwaltersdorf, Austria) Marc Buchwalder (Student, Olympic Research Team, University of Mainz) Ines Nikolaus (Teacher, Coubertin-Gymnasium Erfurt, CIPC)

**Aim:** Interview with representatives of TOROC (Torino Organizing Committee XX Olympic Winter Games 2006) on the subject Environment and Sports; Interview with managers, engineers and future hosts of the Olympic Venues for detailed information on this subject.

**General impression:**

- of course, each building of a sports area will have a certain impact on the environment, compromises have to be done
- but: we were deeply impressed by the environmentally friendly projects which are and will be constantly controlled by the IOC (Model concepts regarding the IOC ideology, esp. Charter 21, to guarantee the image of the IOC)

**I. PRAGELATO 1.600m above sea-level)**

- there the ski jumping events will take place
- for the first time in the world: a new hydraulic system is used with the help of which the speed of the jumpers can be influenced
- a part of the mountain was removed, trees had to be cut off reason: protect the ski-jumpers from strong wind
- but: new trees have already been planted and will be planted venue will be used as a training area, perhaps for future World Cups etc. —> not only a block of concrete and steel in the nature use of temporal seating for spectators which can be taken off after the Games (like in Salt Lake City 2002: nets under the seats in order to protect the environment); installations of the spectator's area and containers for the media can be removed, too; it is planned that the grandstand crosses the little river by two bridges
- the water for the snow cannons will not be taken from this river but from the water reservoirs of the community; chemical additives for this purpose are not allowed in Italy
- no special Olympic village will be installed —> hotels and guest houses which already exist can be used; parking lots outside the venues —> especial shuttle buses for spectators; new motorway planned, already in construction; some streets are widened —> inhabitants are very happy about this because some of the streets are still very narrow and there is difficult traffic, especially in winter
- cooperation with ecologist groups (about 40 smaller associations) —> no direct protest movement against the construction of the venues or the Games in general

**no mass tourism is planned in order to respect the nature and to preserve this wonderful landscape there**

**Mission for young people:**

engineer: „It is possible to plan projects which are environmentally friendly.“

**2. SESTRIERE- ALPINE SKI AREA**

Fortunately: new venue had already been built before the World Cup in 1997 —> can be used as Men's course for slalom and Super G (on the right) —> nearly no changes, no new impact on the nature necessary - on the left: Ladies' course- still under construction

**3. SAN SICARIO 1.700m above sea-level)**

There all bobsleigh, toboggan and skeleton events will be held.

total costs: about 60 million €

the competition track, to be newly built, will have three competition starts and three recreation starts („Junior“, „Tourist“, „Kids“)

—> will remain as a training and competition facility

—> integrated in a „Snow Park“ together with an Alpine Course and an ice-rink which shall be built right after the Games using the ammoniac produced there for cooling

—> combined use of restaurants and spectator facilities

—> use also in summer (out of only for tracks in the world, e.g. Oberhof)

—> tourist attraction /recreational sport

here: construction of the track with 19 bends: first test: World Cup in February 2005, but ready soon nearly no deforestation necessary because of the high altitude; 2% of the costs for environmental issues; use of temporal seating and installations of the spectator's area

**Message for young people:**

future host: „This venue is especially to be used by the younger generation: kids of our region and tourists.“

**4. TOROC**

- established on 27<sup>th</sup> of December 1999

- responsible for organising the sports events and opening and closing ceremonies of the XX Olympic Winter Games

- also responsible for running the Olympic villages which will host athletes and officials, the media villages and, the Main Press Centre and the International Broadcasting Centre, as well as co-ordinating transport and medical services and for planning and promoting the cultural programme

- from the interview with a responsible person of the TOROC Environmental department
- two self-organized parts:

**Turin 2006 Organising Agency**

- governmental sponsoring
- responsible for building the venues
- wider responsibility, also for environmental aspects (esp. long term impacts)

**TOROC**

- different sponsors from the private sector
- responsible for the organisation of the events
- responsible for the single sites and all temporal -facilities (e.g. for spectators, media)

**environmental monitoring programme: 16 indicators which are constantly controlled some examples for environmentally friendly projects:**

- focus on waste prevention —> more recycling (80%)
- catering: biodegradable plastics
- ski-jump in Pragelato: 10 times more has to be restored than cut down (not only in the same area, maybe in the same region)
- offer park and ride possibilities in Oulx and Pinerolo (great challenge)

**Message to young people:** „Sport has to be performed in a sustainable way. This aspect has to be more and more integrated in the programmes of the Games.“



One of the Olympic venues 2006 in construction



## **PREVIEW „THE 5<sup>th</sup> YOUTH FORUM AT RADSTADT/AUSTRIA“, SEPTEMBER 18<sup>th</sup> – 24<sup>th</sup> 2005**

As from the 1<sup>st</sup> Forum Austrian schools participated in all programmes, though not directly named PdC schools however familiar with the intentions of Olympic education, it was the wish to host the 5<sup>th</sup> Forum in Austria.

Radstadt situated in the very center of Austria about 50 km south of Salzburg has best conditions to organize the event. There is a secondary school to be integrated in the activities. The Federal Youth hostel „Tandalier“ well equipped with sports and leisure facilities can house 100 students and 20 teachers under one roof which will help in the communication and cooperation of the students. 8 –10 students with two accompanying teachers of all PdC schools are expected to participate. The working language of all participants will be English.

One of the main goals of the 5<sup>th</sup> Forum is to engage students stronger in the programme and in the managing of various activities (sports, discussions, the four disciplines of the PdC Award).



The 400 years old castle Tandalier at Radstadt

## THE ELABORATION OF THE EXHIBITION „PIERRE DE COUBERTIN - LIFE AND WORK OF A HUMANIST“

by pupils of the Pierre de Coubertin Gymnasium Erfurt, Germany

This exhibition is the result of an interdisciplinary project on Olympic Education including the following subjects: English, French, history, art, computer studies and sports theory.

**Occasion:** preparation of the „European Year of Education through Sports“ and the „Year of Physical Education in Thuringia“ 2004

**Purpose:** elaboration of 14 boards (as a permanent exhibition in our new school hall) to be used for an extended Olympic education – in honour to Coubertin; simultaneous conception as touring exhibition to be able to present the results of the whole project to a larger Thuringian and German audience; elaboration of an English and a French version, which we would like to lend to other schools of the International Network of Coubertin schools or on occasion of international meetings in the year of the Olympics in Athens

**Participants:** 50 pupils of the 11<sup>th</sup> form (17 year old students) under the guidance of 6 teachers

**Duration:** School years 2002/2003 and 2003/2004 (ca. 20 months)

**Pedagogical aims:** to place great emphasis on the original ideals of the Olympic Movement established by Coubertin and the analysis of imminent dangers to it nowadays (e.g. doping, increasing politicisation and commercialisation); development of knowledge in foreign languages, general knowledge, technical know-how, team spirit and self-confident acting

**Stages of the project work:**

**1. Stage (Collection of material):**

- ca. 800 pages original text (English /French) were translated by the pupils ( from 3 to 20 pages by each student according to his abilities)
- the complete translation as well as its summary were typed into the computer
- all results were corrected, evaluated and marked by the course teachers

**2. Stage (Sifting of material):**

- the students of each project group (8 in total) gathered all individual results and chose interesting
- facts and figures for their boards; then the German texts were written in team work
- afterwards a first draft of the layout was worked out, suitable photos and graphics were chosen

**3. Stage (Symposiums)**

- within 8 symposiums the pupils of each working group presented their results in front of all 50 participants of the project in order to get a better understanding of

the whole work done by Coubertin and to obtain the necessary far-sightedness for the individual subtopic the team worked on

- their rhetorical ability and technical know-how (use of modern techniques for visualisation) had to be shown

#### **4. Stage (Artistic and creative work/Looking for an appropriate layout for the subtopic)**

- work on the computer: all collected facts were artistically embedded; the groups had to find an idea for each of the boards (14 working groups)

#### **5. Stage (Coordination of the layout)**

- a jury ( one pupil- representative per group, all accompanying teachers of the project, head of school) under the leadership of the arts teacher and the teacher for computer studies decided about the best layout which should serve as a standard sample for all boards; coordination of the type size and the type face as well as the coloration

#### **6. Stage (Translation)**

- translation of the German texts into English or French (team work of the different French and English basic courses)

#### **7. Stage (Revision of the texts)**

- supported by the language teachers and language assistant the texts had to be corrected and revised in all the three languages
- the final versions were completed and typed into the computer

#### **8. Stage (Printing)**

- large-print by Neues Erfurter Werbebüro, a local agency

#### **Results and first success:**

- in the meantime the permanent exhibition has been installed in our new school building, all three touring exhibitions (German, French and English version) have been printed in large size
- friends of the International Network of Coubertin Schools translated it into Portuguese and Czech languages for the use in their countries
- the exhibition is being translated into 5 other languages at the moment ( Spanish, Slovak, Russian, Italian and even Arabic)
- on the base of this exhibition pupils created a Power Point Presentation which was shown at the Thuringian Symposium on "The importance of Olympic Ideals for Education" for the first time in March 2004
- printing as a brochure for Olympic Education throughout our region Thuringia
- was shown: at the 1<sup>st</sup> Symposium of the German Coubertin Committee in Leipzig in September 2003; at the Symposium „Media and Sports“ in Erfurt in November 2003; World Championships of Modern Pentathlon in Moscow in Mai 2004

## **3<sup>rd</sup> IOC WORLD CONFERENCE ON WOMEN AND SPORT, 7<sup>th</sup>-9<sup>th</sup> MARCH 2004, MARRAKECH, MOROCCO**

### **More women into decision-making positions of the IOC and International Sports Federations**

„You get what you ask for“- those were the words the IOC-President Dr. Jacques Rogge welcomed the more than 650 participants coming from 134 countries of the world on the morning of the International Women's Day in Marrakech's Conference Hall.

For the first time in history a Conference on Women and Sport was held in an African country, in an Islamic region.

About 200 Moroccan women had the chance to take part in this outstanding conference and could demonstrate this way that a huge progress has been made in the integration of women on the African continent during the last years. So Africa had sent most of the delegates: 38 % in total. Europe was represented by 25%, America by 16%, Asia by 13% and Oceania by 8% of the participants, most of them women.

Recalling that the goal of Olympism is to place everywhere sport at the service of the harmonious development of human beings, with a view to encouraging the establishment of a peaceful society, the conference recognized the effort made by all entities and persons involved with the promotion of Women in Sport. Nevertheless, it stated the awareness of all the challenges which lay ahead to be taken up in order to attain the projected objectives.

In several sessions of the Conference, including more than 40 presentations on various topics of the integration of women in all fields of sport, and numerous discussions the participants exchanged experiences, set up first possibilities for solutions and encouraged others in their struggle for gender equality.

As a speaker on The History of „Male“ Olympics during the first session I personally tried to show the long way of women's integration into the Olympic Games. Although the number of female competitors in the Olympic Games has gradually increased and will reach about 44% in Athens, the already 100 years lasting struggle for equality did not come to an end and a lot of things have still to be done in many fields of „Olympic emancipation“.

Thus the main result of the 3<sup>rd</sup> World Conference on Women and Sport was the reaffirmation of the targets established in 1996 for the International Olympic Committee, International Sports Federations and National Olympic Committees to have at least 20% women on their executive boards and legislative bodies by 2005.

Looking at our CIPC- which always would like to see itself as the conscience of the IOC and promoter of the veritable Olympic ideals established by Pierre de Coubertin- of course, no member would support Coubertin's strict attitudes towards the partici-

pation of women in the Olympics any longer or even consider them to be „impractical, uninteresting, ungainly improper.“

Thus a lot has already changed, Coubertin’s ideas have been „modernized“ according to requirements of today’s society.

However, being the only female Board member at the moment I would like to address to all CIPC-members: Let’s „open the doors of the Temple...“ to admit more women to our committee, to profit from their experiences, to get new inspiration in our daily work in Olympic education and in the permanent struggle for the defence of the veritable Olympic ideals threatened nowadays by several dangers like increasing commercialisation, politicisation or gigantism.

On the other hand I would like to encourage those women who have already been supporting CIPC-activities for several years now - especially in preparation of our Youth Forums - to follow President Rogge’s request to apply for more responsibility and join our committee.

Ines Nikolaus, CIPC Board member



Ines Nikolaus visiting a local school (Lycee Ibn Sina)

## **AN OASIS ON THE FRONTIERS OF THE DESERT, A JEWEL AT THE FOOT OF THE ATLAS MOUNTAINS**

### **Marrakech welcomed on March 7<sup>th</sup> – 9<sup>th</sup> 2004, the 3rd IOC World Conference on Women and Sport.**

According to the existing image of the role of women in the society of the 19<sup>th</sup> century, the Olympic Games were considered to be a male preserve. Based on his noble education, referring to the model of Antiquity and the Middle Ages, Pierre de Coubertin throughout his life and work was against the participation of women in Olympic competitions. He even thought that: „... this feminine semi-Olympiad is impractical, uninteresting, ungainly and, I do not hesitate to add, improper.“

In fact, he only succeeded once in excluding women totally from the Games. This was in Athens 1896. From the next Games in Paris a few women competed in Olympic events too. First in typical upper - class sports, such as tennis and golf, sometimes in mixed teams.

The history of the Olympic Movement shows a slow but steady increase in the involvement of women at all levels since their first participation in the II Olympiad in 1900.

IOC has adopted a deliberate and comprehensive policy that has placed the issue of gender equality, the needs of women and the specificity of their role in sport and the special needs of girls and their education through sport, at the top of the sporting community's agenda.

3<sup>rd</sup> IOC World Conference on Women and Sport under the high patronage of HM King Mohamed VI reviewed the past and charted the way forward of the implementation of the gender equality policy in sport.

The information provided in the reports clearly highlighted that the IOC policy for women's advancement has led to positive thinking, positive measures and positive initiatives on a sport global scale.

In organising this conference, the IOC recognised the need to keep the pressure on. The IOC recognised its leadership role and the need to take on board the whole sporting community and external but relevant partners who also share this ideal.

The programme of the conference reflected the complexity of the issue. It was not just about placing women in executive chairs or inviting the same number of female com-

petitors as men. It was also about addressing cultural and business bigotry. It was about addressing outdated beliefs that women are inferior. It was about righting the wrongs about prize money and access to facilities, training opportunities and funding. It was as much about television and media exposure as it was about addressing men's and society's general attitude.

Although the number of female participation has gradually increased, the woman's chance of competing in the Olympic Games depends to a large extent on her nationality, social, religious and cultural constraints. In many developing countries women's sport is confronted with numerous difficulties: lack of physical education for girls at schools, lack of opportunities for practising leisure time sports or religious constraints e.g. having to cover body in public or not being able to participate in joint sporting events with men.

This does not mean that there do not exist sports facilities for women at all. On the contrary, we also can state an increasing interest in women's sport in Islamic countries which prove the holding of the Islamic Women's World games in Teheran in 1993 and 1997.

Let's have a look at the last Summer Games in Sydney 2000. New women's sports introduced into the Olympic programme were: modern pentathlon, weightlifting, pole vault, taekwondo and triathlon.

However, the already 100 years lasting struggle for equality did not come to an end in Sydney. A lot of things have still to be done in many fields of „Olympic emancipation“.

Women need to speak the same language. A start has been made. It is the momentum that needs to be maintained.

Defended by its immense ochre – coloured ramparts, Marrakech, a dazzling and superb city of Southern Morocco is still capable of inspiring wonderments. The atmosphere of the 3<sup>rd</sup> IOC World Conference on Women and Sport belongs to one of them.

Elena Malikova  
CIPC Member, President of the Slovak Pierre de Coubertin Committee

## **PIERRE DE COUBERTIN PRIZE (SCHOOL AWARD A-LEVEL)**

### **General Information**

In accordance with the Ministry of Education of Rhineland - Palatinate the confederation of sport of this region has donated an award for the subject physical education open to be competed for all A-level candidates. For the first time this award was donated at the graduation celebration of the school year 2001/2002. This award should also be donated at every high school with a-level examination. The award consists of a medal with 9 cm in diameter and a certificate with the name of the winner. On the backside of the certificate a summary of Pierre de Coubertin's life and work is printed.

This Pierre de Coubertin Award of Rhineland - Palatinate is named after the French sports pedagogue and founder of the modern Olympic Movement Pierre de Coubertin (1863-1937). The medal was created by the sculptor Karl Heinz Oswald. The International Pierre de Coubertin Committee and Monsieur G. de Navacelle de Coubertin as a representatives of the family have totally agreed with this idea and with the rules for awarding the medal. Next to this the medal itself with a picture of Coubertin's head on the one side and with his educational motto „voir loin, parler franc, agir ferme“ (speak afar, speak frankly, act firmly) on the other side has been approved.

### **Rules for awarding**

1. The Pierre de Coubertin medal is awarded to students of Rhineland-Palatinate who have passed their A-levels. The respective pupils should have excellent achievements in sport/physical education and should be a personality willing to honour the Olympic ideals.

2.

2.1. Per school and per school year the pupil who fulfils this qualifications is awarded the medal. In the physical education courses leading to the A-level the candidate must have excellent achievements. An average score of 13 pts in each term is necessary. A score of 11 or 12 points can be compensated by a score of 13 points achieved either in Music or French. This is in accordance with the educational ideas of Pierre de Coubertin.

2.2. The pupil should demonstrate his engagement in extracurricular sport.

2.3. The pupil should be of a character which comes close to the sport pedagogical intentions which are implicated by the motto „voir loin, parler franc, agir ferme“. This



means that the pupil has committed himself to the doctrine of fair play, that he is willing to take over various positions in his school, i.e. adviser, tutor, or class spokesman, that he is engaged in extracurricular athletic, musician and artistic activities or that he takes part in an international exchange program.

3.

It is the responsibility of the school to select the best candidate and to submit the official application formula to the Sport Association of the Land Rhineland Palatinate. The deadline is to be respected. After the evaluation both the medal and the certificate will be send to the school. It is expected that the winner of the medal is honoured at the graduation celebration.

#### **Aims of the medal**

1. By the donation of this medal the following aims should be achieved:

1.1. the demand for an education of the whole personality should be stressed.

1.2.the meaning of sport/physical education within the school community and in public should be demonstrated

2. By the name of this award we want to stress our relationship to both France and the Olympic Idea with its educational value which is worthwhile to e followed in sport and physical education.

Stamp of the School

Date

Address of the regional Sport Confederation

Email:  
Fax::

**RE:** Recommendation for the „Pierre-de-Coubertin-Medal" as the A-level award of the regional Sport Confederation

(Please Print)

Name of the pupil: .....

First Name.....

Major subject (Sport)

Minor subject (sport)

A-level grades in sport/physical education    Term 1            Term 2            Term 3

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A sport class which was graded with 11 or 12 pts is replaced by a class in..... (course taken from the field of fine arts or French).

A-level grades in this course:            Term 1            Term 2            Term 3

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Further achievements, i.e. activities in school sport, fair play in sport, engagement in extracurricular activities, tutor, adviser, spokesman of the class, achievements in arts and music etc.:

.....

The pupil named above fulfils all the qualifications necessary for the award of the "Pierre de Coubertin Medal".

Chair of School Committee on Sport

(Seal)

Principal

## A DECLARATION OF PEACE

*The Board of CIPC aware of the intentions of Pierre de Coubertin has worked out a declaration which after extensive discussion was unanimously accepted by the General Assembly at Paris. It was handed on to all major press agencies as well to the IOC and the international sports federations.*

Obligated to the spiritual heritage of the founder of the Olympic Games of our times the International Pierre de Coubertin Committee (CIPC) is striving to continue Coubertin's ideas of sports education and Olympism as an orientation for the sports world of today.

Among the main principles of Olympism the idea of peace is of great importance.

Coubertin was convinced that no other field of human life could offer comparably better conditions for successful peacework than international sports. It was the intention that led him to the renewal of the Olympic Games. They would be an effective, though indirect factor, to secure world peace.

In the difficult times of today and with the probability of further conflicts in the future threatening the survival of parts of mankind by exploitation of natural resources, by starvation of millions and by armed conflicts CIPC supports all measures for the prevention of war and violence, for the protection of „freedom“ and the avoidance of poverty.

Meeting today at the Coubertin Foundation near Paris, the General Assembly 2003 of CIPC with members in all continents therefore makes an urgent appeal to all people engaged in any field of sports and sports education (Competitors, coaches, officials, media, spectators and teachers) to work in full conviction, and with all efforts, to obtain and preserve peace in their field of influence and also to set an example in this regard by their own behaviour.

Paris-Chevreuse, March 30<sup>th</sup> 2003  
International Pierre de Coubertin Committee



Bust of Pierre the Coubertin in the Olympic Museum Lausanne  
(created by Karlheinz Oswald)

## **ETHICAL REFLECTIONS ON THE FUTURE OF THE OLYMPIC MOVEMENT**

An Ethics Commission with internal and external members has been charged with drawing up guidelines and ethical standards for the IOC on the basis of the Olympic Charter.

The following reflections should be seen as a contribution to this task, raising questions and problems, and pointing out possible solutions for reform. The more thoroughly the current problems are dealt with and approved by the IOC, the sooner the concept of the Olympics will again have a credible future.

One of the results must be to make the enduring values of the Olympic philosophy and movement more concrete and more detailed, and to incorporate them in the Olympic Charter. There seems to be a deficiency in this area with respect to the Olympic philosophy, education and ethics. The modernisation of the Olympic concept should not primarily follow public opinion, but a thorough study by the IOC of an educationally justifiable concept of sport and the Olympic tradition.

However, in the final instance the moral integrity of each individual IOC member is the only, and the strongest weapon the IOC has with which to face the future as the world's number one sport organisation.

### **1. The IOC and the tasks of an Ethics Commission**

There are three basic questions that need clarification by an Ethics Commission:

- What is meant by ethics?
- What is meant by the ethics of sport?
- What is meant by Olympic ethics?

#### **a) What is meant by ethics?**

Ethics (=moral philosophy) is the philosophical and scientific discipline of human good behaviour: bonum faciendum, malum vitandum est -to do good is to avoid doing evil. Man's conscience presents him with this challenge.

Reason enables us to recognise both good and bad values, and to establish standards. However, a great deal of expert knowledge is required to draw up concrete standards. It is often necessary to consider quality, and give priority to the higher value.

The basic elements of any ethical rules are:

- the compulsory commandments in many religions (the Ten Commandments, for example),
- the Golden Rules, and
- the categorical imperative.

With the aid of these general rules, we need to analyse in detail a circumstance (such as sporting behaviour, the Olympic ideals) so as to be able to find moral (=ethical) answers to concrete situations and problems. The following aspects make any objective moral finding difficult, but not impossible:

- our historical perspective (our viewpoint is not detached from time),
- the subjectiveness and perspectivism of our finding (our cultural background, prior knowledge and understanding, and degree of intelligence), and
- our freedom of choice (moral standards can also be rejected).

The basic and intrinsic nature of any moral value is its absolute validity, regardless of advantage or success. We must do good because it is our mandate as a human beings to act in this way (that is, to follow our conscience, without having a mind for any advantages).

The origin of moral value lies in the existence of man, who is a purpose in himself, and thus deserves dignity and absolute respect (human dignity, human rights).

This is why „know-how“, or „knowing the ropes“ is never sufficient in dealing with an ethical question. This always involves a question of conscience: „What shall I do?“ What should I do, what must I do?

Good behaviour therefore means:

- having esteem and respect for one another,
- caring for and helping one another, and
- tolerance for and solidarity with one another.

A person who does not have this attitude will scarcely be capable of acting ethically and humanely. An honest examination of one's conscience (=checking one's knowledge of good and evil) can give one an indication of one's attitude.

#### **b) What is meant by the ethics of sport?**

The ethics of sport are applied ethics, which presuppose an extensive, differentiated knowledge of this area. The ethics of sport are always a combination of general ethical elements and the elements inherent in sports. They need to be backed by institutions, organisations, rules and ideals, but also by the personal, innermost attitudes of both athletes and sport authorities.

The most important problem in this context will be the elaboration of a philosophical and pedagogical concept of sports that is also in line with the Olympic ideal. In other words, what is meant by good, meaningful, humane sports? Another chapter attempts to arrive at such a definition.

**c) What is meant by Olympic ethics?**

There are two matters that need clarification in this context:

1. What are the objectives of the current IOC?
2. What rules of behaviour can be derived from them for members of the IOC and those in positions of responsibility?

In other words, what are the requirements for correct behaviour within the IOC and for the IOC itself?

1. The objectives of the IOC are so generally and comprehensively formulated that they do not have much meaning.

For instance:

- Respect for universal fundamental ethical principles (cf. 1997 Olympic Charter, p. 8, no. 2).

What exactly are these?

- The harmonious development of man, with a view to encouraging the establishment of a peaceful society concerned with the preservation of human dignity (cf. 1997 Olympic Charter, p. 8, no. 3).

Is there anyone in the world who would not agree to this principle? However, what does „human dignity in sport“ actually mean, or „humane sport“ in view of the many inhumane trends? What does science have to say about the possibilities for the development of peace?

- To contribute to building a peaceful and better world with a spirit of friendship, solidarity and fair play (cf. 1997 Olympic Charter, p. 9, no. 6).

Isn't today's top-class, professional sport more of an obstacle to fair play without consistently enforced ethical standards?

- Opposes any commercial abuse (cf. 1997 Olympic Charter, p. 11, no. 10). Is this item of the Olympic Charter in line with reality?

- The Olympic Games are competitions between athletes and not between countries (cf. 1997 Olympic Charter, p. 15, no. 9.1).

Why, then, is there so much chauvinism and the medals ranking league?

The Olympic motto is: Citius, altius, fortius. How true! For Coubertin, however, this was an educational principle, whereas today it is a principle of records. This contradiction needs an explanation. Once again, the objectives of the IOC, i.e. the Olympic philosophy, is so generally, briefly and vaguely formulated in the Olympic Charter that it can scarcely continue to serve as a common denominator for all IOC members.

2. The rules of behaviour will also be dealt with here, initially from the viewpoint of „institutional ethics“, in other words as a social and ethical question.

An institution represents values, while organisations are executive bodies depending on the work of their members, who, however, often have their own, personal goals in mind alongside those of the institution. The more their own goals prevail, the weaker the institutional goals become. This becomes ethically problematical when the members' own interests start to predominate.

An example: whenever there is excessive commercialisation, a gap starts to form between the financial interests of people and organisations and their institutional objectives. Conflicting interests are the result!

Is there not also a deep gulf within the IOC between its institutional objectives and organisational actions? The institutional objectives serve higher, educational ideals, whilst the organisation serves victory, success, records, business. This gulf must be overcome!

In order to achieve widespread popularity for sport as a whole, it will be necessary to work out ethical standards and educational objectives / ideals jointly between the IOC and the divisions of the Olympic movement.

Finally, a couple of well-known quotations on the phenomenon of what is ethically acceptable:

*„As far as objectives are concerned, everything has either a price or a dignity. If a thing has a price, something else can be used in its place as an equivalent; on the other hand, a thing which is above any price cannot be replaced by any equivalent, and is imbued with dignity.“ (Immanuel Kant)*

*„Do unto others as you would expect them to do unto you!“ (Golden Rule: Mt 7,12)*  
*„There is no material gain that can replace a moral loss.“ (Johannes Bosco)*

*„The striving for money, prestige, victory and success in sports can never justify the infringement of moral values such as honesty and fairness.“ (Adapted by the author to the situation of modern sport)*

## **2. The IOC and the background to its Olympic traditions**

Pierre de Coubertin was a philhellene and philanthropist, and it was as an eclecticist that he gave birth to his „Olympic idea“. Coubertin's Olympism lies between education and ideology.

He considered an Olympic education to be:

- the education of the person as a whole,
- a striving for human perfectionism by means of supreme achievement,



- the promotion of ethical principles such as fair play and equality of opportunity,
- the ideal of amateurism, and ;
- the concept of peace and understanding between peoples. An education towards peace was Coubertin's starting point in encouraging international encounter in sport (the spirit of internationalism).

Coubertin was full of idealism, but left some of the aspects of reality out of consideration (with respect to the above-mentioned ideals). He even spoke of a religio athletae, a quasi religious, exaggerated cult ideology.

Coubertin's ideals still exist today, but his idealism does not. On the contrary, pure self-centred success and material greed are coming to the fore. The Olympic medal podium deflects our gaze from the central concepts of the Olympic idea. Is there not a danger of the IOA as an Olympic educational institution becoming a fig leaf for a commercially oriented Olympic imperialism?

Potent sponsors, media giants and political pressure groups are using every possibility to influence the so-called independence of the IOC in the choice of venues for the Olympic Games.

#### **Proposals for positive future development**

The Olympic ideology should be given a new, concrete and more realistic basis with the aid of the sports sciences, a philosophical anthropology, a philosophical and scientific ethos and scientific research into the peace process.

The Ethics Commission by itself is too restricted. A programme commission would be just as important to a contemporary Olympic philosophy.

An example of a somewhat more concrete peace education:

- the results of scientific peace research must be incorporated;
- the increasing aggression arising from contestants' exclusive orientation towards success must be reduced by suitable rules, and
- fairness as a central virtue in sports must be encouraged, both from an individual ethical point of view and with respect to social ethics (rules, association principles, etc.).

Any strategy for peace must be implemented:

- at an individual level (willingness to see others without prejudice, etc.),
- at the level of social groups (elimination of hostile concepts, etc.),
- at the level of individual nations (encouragement of democratic structures, importance basic values and rights, etc),

- at an international level (through better means of conflict settlement, more intensive promotion of international law, etc.),
- in sports, by means of a thorough, differentiated study of the situations conducive to peace or leading to „ersatz“ warfare (i.e. extremely specific to the type of sport).

### 3. The IOC and its concept of sports

If the IOC wishes to be the number one world sport organisation, it must define a concept of sports alongside its organisational and financial concerns. What is the essence of sport, what is the meaning of sport, and what sport does the IOC stand for? Without finding an answer to this question and implementing it, the IOC loses its right to use the designation „Olympic“. The IOC needs a primarily educational concept of sports, not a commercial one. „Olympic“ still stands for „a philosophy of life“! We must therefore fight to prevent the complete de-ideologization of sport by commerce and the media!

The great majority of sportsmen and -women indulge in popular sports. The IOC represents only a relatively small sector of the sports arena, albeit a sector with tremendous exposure in the media. This is high-performance, top, professional sports. In other words, this is a special form of sports (see scheme below)!



In many areas, this special form of sport has become evaluative sport (media, business) and show sport (due to sensation, risk, ballyhoo, entertainment). It is subject to two principles which, from an ethical point of view, have severe consequences: a total striving for success (success is all that matters), and a striving for records. Citius, altius, fortius are present: success and records, but we no longer find subjectively optimal performance and other educational values.

There is a tendency to remove this special form of sport from mass sport. If this should prove possible, we would no longer be able to refer to sport, and this special

form of sport would be in danger of becoming merely a circus performance (=entertainment industry).

**What is the so-called essence, the gist of sports?**

According to the general opinion of sport scientists, sport is:

- contest, and
- takes the form of a game with rules.

Any contest conceived as a game with rules makes fair play and fairness possible, since in principle it has no consequences (such contests are not a matter of life and death).

However, the rule of fairness is extremely endangered, since, in professional sports winning or losing are, financially at least, no longer without consequences. Mere lies the great ethical dilemma of modern professional sport. In the contest for money and prestige, the game of sport becomes financial crisis sport.

The original, primary motives of personal best achievement, pleasure in the game, contesting with one another, physical training and many other motives decline sharply in significance.

It transpires that supreme achievement is a marketable commodity, awakening the interest of the public. Secondary motives come to the fore.

**Secondary motives:**

- public recognition,
- financial reward,
- greater prestige,
- marketable benefits (interest of sponsors), and
- political representation.

These secondary motives can acquire a dynamism of their own, growing increasingly independent. Success becomes the decisive, and virtually only „credo“ of this attitude towards sport. The consequences are:

- compulsion to succeed,
- dependence on success,
- pressure of success, and
- premiums on success (which once again transforms the game of „sport“ into a serious matter).

The original concept of sport (game, contest, desire to perform, health, pleasure in achievement, etc.) is reduced to winning and records. Virtually any means of achie-

ving these objects is considered acceptable: doping, cheating, bribery, undermining the rules and fairness, hate and violence, egoism, lack of consideration, serious impairment of the sporting partnership, since one's opponent merely becomes a means to an end (in contrast, the human contestant is an end in himself, a being that has dignity, and not a thing that can be treated or used as an inanimate object).

The important thing is that secondary motives should not be rejected out of hand. However, they must be subordinated to the fundamental principles of sports (fairness, rules, primary motive: humaneness!!!).

**Discourse: the ethos of top sportsmen - an ethos at its limits**

Wherever man is not satisfied with the average, endeavouring instead with all his might to attain a particularly ambitious goal, philosophy refers to this as „bonum arduum“, the difficult, steep, outstanding good. Man is capable of wresting from himself a singular, extreme existence. The ethos of the high-performance athlete does indeed remain an ethos at its limits, and everything cannot be expected to succeed in harmony.

However, this does not by any means condone carelessness and irresponsibility. Unnecessary risks and predictable, unreasonable damage should not therefore either be played down or trivialised. It is not possible to justify anything and everything that happens. The high-performance athlete and his coach must at all events be responsible for what they do. If they really know this, then the self-imposed labour of sport training, with all its impositions, hardships and risks, is justified.

In all this, the decisive insight for the athlete is certainly that the attractive „citius, altius, fortius“ cannot be pursued indefinitely, and that in this sport, too, it is also true that the progress of the future will be not maximisation, but optimisation. However, optimisation does not detract from whatever may actually be possible and achievable for that person. It seeks not to even out, but to search out in all things that unsurpassable best performance appropriate to him and suitable for the complexity of the demands made of him. Of course this cannot be found, either in life or in sports, in view of the brokenness of everything human without scars. (Based on W. Korff).

However, there are extremely wide differences even in this special form of top and professional sport. The following „professional sport pyramid“ (see next page) is an example of a differentiated viewpoint, and thus also of a differentiated ethical assessment.

The further up the pyramid we get, the more extreme the exposure, the higher the earnings, and the more one-sided the publicly steered interest. A virtual importance is

built up by the media, collapsing like a house of cards when real questions and problems are encountered in life.

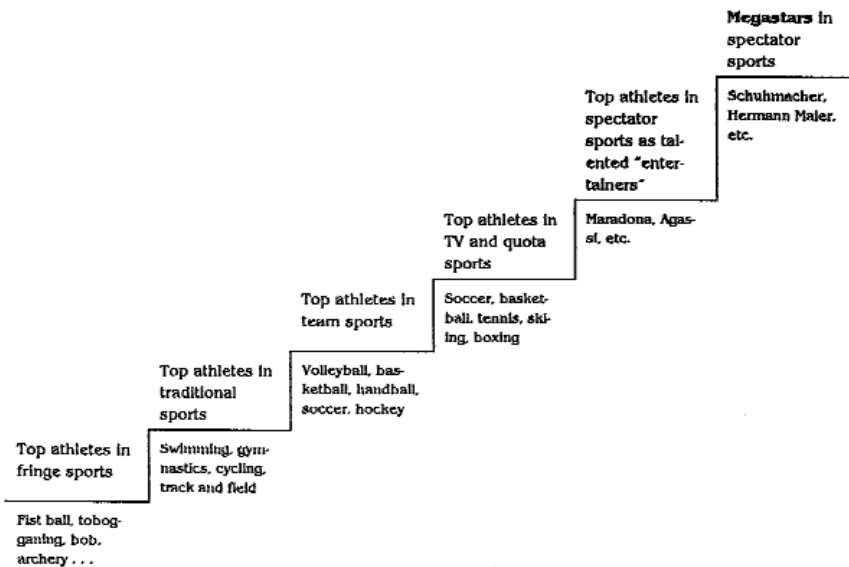
In all these branches of sport, there are top athletes. Financial circumstances in these kinds of sport vary considerably, and are even completely different within one and the same sport: there are „poor“ and „rich“ athletes. If the IOC does not learn to differentiate here and find a balance, it only really takes a stand for commercially exploitable entertainment sport.

The Ethics Commission of the IOC must experience the anthropological and educational meaning of sport with extensive differentiation, i.e., the meaning of sports and the widely different types of sports for the human condition.

Counterproductive trends must be identified and combated: hate, threats, mania, violence, intrigue, drug abuse ... It is only against such a background that the IOC can act responsibly as the world's number one sport organisation.

**Professional sport pyramid:**

The pyramid must be studied from the bottom up, and is designed to illustrate the widely differing conditions in the top branches of sport.



#### 4. The IOC and its relations with the media

The media want to, and indeed must, market themselves: entertainment is one of the main things that can be marketed. Only top sport suitable for the media brings in the money (lots of it): the IOC receives the television rights.

Trend: „more of the same“. Only a few types of sport benefit. Instead of professional, constructive reporting, it is entertainment that predominates almost entirely. This leads to a „boulevardisation“ or „McDonaldisation“ of the media.

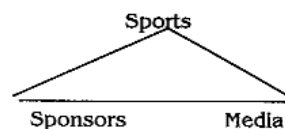
Ethically this is not reproachable as long as:

- the sports and athletes not as suitable for the media are not any less highly esteemed,
- the media suitability of a sport does not determine sports policy,
- media suitability is not taken as an indicator for the cultural value of this sport,
- the IOC implements a balance between „rich“ and „poor“ sports,
- quotas do not determine the value of the sport,
- the emphasis is not only on success, but chiefly on achievement, and
- responsible journalism prevails over sensationalism.

The IOC needs to maintain healthy relations with sport journalists based on its concept of sports and its sport ethics. It should also cultivate its own high-quality journalism in order to present its own values transparently, professionally, interestingly, and in the right sport educational and sport ethical light.

#### 5. The IOC and its relations with business and sponsors

In this context we refer today to a magic triangle:



It is scarcely possible to finance the expense of top sports without sponsors. Sponsoring is a precise calculation (do ut des), whereby initially there is no objection to this.

However, moral problems arise for both the IOC and sport when:

- the sponsored athletes become increasingly dependent,
- the sponsors dictate one-sided conditions without giving sufficient consideration to sporting questions,

- the athletes used for advertising purposes are relentlessly quantified, being held high only as long as they perform, and dropped as soon as they fail to deliver the goods,
- types of sport and athletes are selected in such a way that only commercially attractive athletes are subsidised with advertising, and
- the sponsors' own interests are enforced as effectively as possible without any moral scruples.

The IOC must be aware of the fact that not only strategic, but also ethical criteria are essential when sponsoring agreements are concluded.

The IOC is called upon to examine, clearly define and give priority to values in sport that are without any purely economical basis (e.g., how much time must an athlete spend and should he spend for the contests and for regeneration, even if this is not optimal for other partners?).

What are the concrete indicators that the IOC regards sport primarily as a cultural phenomenon, and only secondly and thirdly as an economic one? Economics can be used to define effective marketing measures, but not to draw up sporting objectives and values.

Economic and sporting rules are not always in harmony with one another. The guideline for an ethically acceptable economics of sport

must be its compatibility with sport. The IOC needs experts who have the necessary experience to assess this situation from a sport ethics point of view.

Compatibility with sport means:

- health of the athletes (even against their wish!),
- formal and informal fairness (close observance of rules, and noble attitude),
- promotion of peaceful encounter and not triggering ersatz warfare (e.g. excessive brutality before and after the contest),
- equality of opportunity and safety for visiting teams. Strict punishment for any danger or disadvantage to visiting teams, and
- actions that promote solidarity among sports opponents instead of deepening rifts between them (especially after defeats).

Economics must not be allowed to become the supreme objective, since it has a useful function. Notwithstanding the intervention of its sponsors, sport needs at least a relative autonomy and independent administration. Sports organisations must remain fundamentally independent. There is an interpretation inherent in sport that must remain impervious to any outside intervention (such as a purely rational calculation of advantage).

Total commercialisation can wear down morality (helpfulness, selfless love of others, trust). This is why economic rationality must be linked to an external morality.

Commercial interests increase the pressure on an athlete to perform, since there is a demand for more and more contests (as the league of champions may be seen to burn out football professionals and associations).

The IOC's approach used to be solely from the viewpoint of sport, whereas today it has become fused with the „spirit of sponsorship“. The IOC no longer appears to be independent, but to have become a plaything of its sponsors. (The golden rule of ethics may under no circumstances be interpreted as „he who pays the piper calls the tune.“)

#### **6. The IOC and its relations with international federations**

The IOC has a decisive effect on world sport. With its Olympic tradition, the IOC has something special and fascinating to offer the world of sport, a priceless heritage which now needs to be revitalised. Even today, taking part in the Olympic Games is the crowning moment of an athlete's career. However, people are already saying that Olympia is now just a accumulation of world championships.

The IOC must redefine the word Olympia: together with the sport organisations, it must elaborate a joint, educational concept of sports.

The elaboration of joint sport ethics, the rules of sport, a defence of the independent values of sport with respect to secondary interests, and the IOC's independence as a sport organisation must be done in co-operation with all the other sport organisations. The IOC must define and implement the Olympic philosophy, its set of rules and the visualisation of the Olympic values in collaboration with the IOA, but on the other hand, must also do so independently.

Further important elements of this partnership must be sport science, and above all sport education, sport philosophy (sport ethics), sport anthropology, sport history and sport medicine. In close co-operation and consultation with sport scientists, it will be possible to develop a list of criteria for (new) types of sport whose inclusion in the Olympic Games either makes sense, or does not make sense (any longer).

Unfortunately the IOC must hear the reproach that today it is sport scientists rather than the IOC and the sport organisations that maintain the values of sport and the Olympic tradition, since the latter have in many instances succumbed to the one-sidedness and impetus of this special area of sports.



## **7. The IOC and the selection of its members**

Each IOC member must become more professional and better qualified with respect to his / her knowledge of the Olympic philosophy and an educational and ethical concept of sport!

Either an IOC education commission should give new members a basic knowledge of Olympia, etc., or each new IOC member should have to provide evidence him- or herself of a special Olympic qualification:

- with respect to the Olympic history, education and philosophy,
- with respect to the concept of sport and the guidelines of the IOC,
- with respect to his / her own plausibility and (financial) independence, and qualification as a sportsman or -woman (perhaps in the form of evidence at a hearing), and
- with respect to his / her independence of sport organisations, or political and economic functions incompatible with the independence of the IOC.

The selection of new members must be made exclusively by the IOC, its president and its committees, all of whom must be committed to the above demands and set a good example.

It would be worth considering whether each IOC member should be obliged to take part in at least one IOA seminar on the Olympic philosophy and sport ethics in the interests of his / her further education.

With a view to profiling the Olympic idea, in future the IOC should consist of a good mixture of sports professionals - sport scientists, sport ethicists, sportsmen and -women, leading personalities who are (de-monstrably) close to sport and the Olympic concept, experts in economic, legal, political and diplomatic matters (all with an expert knowledge and close ties to the realities of sport).

Every IOC member should have to appear before an incompatibility commission which would be able to investigate independently and submit the new member to an appropriate hearing.

These proposals should be seen as an incentive to ensure that the IOC is better qualified to carry out its difficult and demanding activities as the world's most important sport organisation.

## **8. Summary**

The primary Olympic objective must be to serve educationally and ethically acceptable conditions in sport and the growing together of the community of nations.

However, the rules and conditions that will make possible a reasonably humane high-performance contest system and an ethos for top athletes can be created only by a

sport organisation that acts and thinks in a morally acceptable manner. A high-performance athlete is under the pressure of his own financial existence and that of his organisation, and so is always open to the temptation of achieving success using unfair, brutal means. In order to temper this reality in sport, it is up to the officials to construct sport and contest structures in such a way that fairness remains possible despite the pressure of success.

What is required is an ethos (a moral basic attitude and frame of mind - in this case in the field of sport) for functionaries based on:

- strict observation of all rules out of personal conviction,
- priority to ensuring the humane meaning of contests and games,
- practice of the virtue of fairness, derived from a social attitude of loving one's neighbour,
- appreciation of sporting achievement, not just sporting success,
- rejection of any absolute priority for motives relating to success, money and prestige; the supreme value is human dignity,
- subjugation of one's own interests with respect to sport objectives; this is principally a matter of selfless service to sport,
- rejecting any attempt to strive simply for power through sport,
- taking a stand so that organised sport (financing, honorary functions, social and cultural significance, etc.) receives public recognition and consideration, and becomes educationally meaningful to young people thanks to its fair organisation,
- striving to ensure that top sport remains humane, so that sportsmen and -women have the opportunity to set their (temporary) athletic careers in the context of their lives as a whole, and are protected from excessive demands (due to contest programmes, sponsor obligations, etc.), and
- contracts to ensure that sport reporting fulfils its obligation to keep the public informed about all areas of sport and all kinds of sport, and to describe the background to sporting events and developments in sport and sport policy.

Sport functionaries must:

- make a stand to ensure that the dignity of athletes is maintained, even with respect to such groups as may have excessive expectations and exert unreasonable coercion,
- ensure that they themselves respect the prescribed statutes, orders, rules or conditions without looking for loopholes in them that might produce competitive advantages, but would be unfair,
- actively fight against any form of manipulation and intrigue (including functionaries amongst themselves), and
- assess the performances of athletes and those who organise and implement sport in a differentiated and fair manner, and only to make constructive criticism.

The sport functionary bears the main responsibility for an ethically founded quality in the practice of sport, and for the creation and maintenance of sport structures and conditions such as will ensure that athletes are able to further their entire personal development freely and voluntarily. This is linked to the obligation to fight against (secondary) interests (of athletes, coaches, sponsors, parents, doctors, the public, media and other functionaries, etc.) that may be detrimental to the objectives of sport through instrumentalisation.

Naturally the functionary should make a maximum effort to achieve success, but must act with maximum responsibility to ensure that the intrinsic values of good, fair sport are not watered down with interests from outside the field of sport. This presupposes a supreme professional and moral quality.

For their own personal protection, every IOC member should undertake to declare absolutely all gifts and favours, and to fill out a questionnaire developed by the IOC after every inspection trip.

Finally, on the subject of „functionaries’ ethos“, it is worth repeating once more: in the final instance the moral integrity of each individual IOC member is the only, and the strongest weapon the IOC has with which to face the future as the world’s number one sport organisation.

One of the most noble and important tasks of the IOC president is to ensure that the voice of sport ethics and the Olympic tradition receives regular and detailed scrutiny within the IOC:

Today the magnificent idea of Olympic sport appears to be at a crossroads. Will the commercial background of today’s top sport pervade the organisation entirely? In other words:

- will Olympia become a purely commercial sporting undertaking, or
- will a reform be achieved that will bring Olympia back closer to the original educational, humanistic ideas of Coubertin?

Despite the pervasion of professionalism, in a true sense adapted to today’s conditions, sport must remain „the finest and most important pastime in the world.“

Bernhard Maier

*Father Dr. Bernhard Maier has been spiritual adviser of the Austrian Olympic Teams for more than 20 years. He is head of the Don Bosco Gymnasium Unterwaltersdorf participating in the Youth Forums 2001 und 2003.*



Dr. Bernhard Maier (left) announcing an Olympic Day Run at his school



Pierre de Coubertin Prize (School Award A-Level Prize)  
Ceremony 2004 in Landstuhl (GER)

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## APPEAL

*The reader will note the unequal importance of the above news and above all the absence of news coming from many countries where we are present and where there are certainly interesting events. It is for this reason that we launch an urgent appeal to all members that they furnish for the edition of this information Letter" these items worth bringing to the attention of our readers when they pertain to an action or an event related to Pierre de Coubertin and to his work.*

Friends of the Olympic Movement, create National Pierre de Coubertin Committees. We are at your disposal to send you our brochure instructions and suggestions for the creation of a National Pierre de Coubertin Committee".

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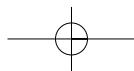
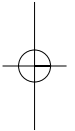
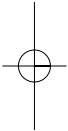
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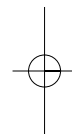
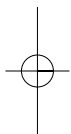
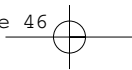
CH-1001 Lausanne-Suisse

Fax (41.21) 694 06 09

e-mail: jean-loup.chappelet@idheap.unil.ch

Homepage: www.Coubertin.ch





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[www.Coubertin.ch](http://www.Coubertin.ch)  
[info@Coubertin.ch](mailto:info@Coubertin.ch)*

