THE OLYMPIC MUSEUM

The Olympic Movement

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Olympism and values

Olympism is a life philosophy which draws together **sport, culture and education** in the aim of creating a harmonious balance between **body, will and mind**. Originally promoted by Coubertin, this philosophy is an essential element of the Olympic Movement and the celebration of the Games.

For today's Olympic Movement, Olympism is constructed around three core values : **excellence**, **friendship** and **respect**.

EXCELLENCE

In the Olympic ideal, this value refers to giving one's best, on the field of play or in life, without over-emphasising comparative performance yet still being determined to reach one's personal objectives. It is not only about winning, but also participating, making progress against personal goals, striving to be and to do our best in our daily lives and benefiting from the healthy combination of a strong body, mind and will.

FRIENDSHIP

Men and women are at the centre of the Olympic Movement, which encourages links and mutual understanding between people. This value refers to building a peaceful and better world through solidarity, team spirit, joy and optimism in sport.
The Olympic Games inspire people to overcome political, economic, gender, racial or religious differences and forge friendships in spite of those differences. For athletes, this means forming life-long bonds with their team-mates, as well as their opponents.

RESPECT

This value represents a principle which should inspire all those who take part in Olympic programmes. Respect for oneself and one's body, respect for one another, for the rules as well as for the environment. It refers to the fair-play attitude that athletes should have, and to their commitment to avoid doping.

The Olympic spirit is all this and more !

These values are powerfully conveyed at the moment of **the Olympic Games**.
Even between editions of the Games, however, the Olympic Movement
continues to be spread through the on-going work of the members of the Olympic Family.

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The Olympic Family

The philosophy of Olympism is shared by all members of the Olympic Movement.
The IOC governs the Movement's and acts as its supreme authority.
Next come the organisations recognised by the IOC which conform to the principles of Olympism and follow the rules of the IOC as set out in the Olympic Charter:

- **International Federations (IFs)**
- **National Olympic Committees (NOCs)**
- **Organising Committees for the Olympic Games (OCOGs)**
- **National associations and sports clubs**
- **Sports officials, coaches and administrators**

And, of course, there are the **athletes**!

INTERNATIONAL OLYMPIC COMMITTEE = Comité International Olympique (CIO). The IOC's official languages are French and English.

The structure of the family

THE IOC, THE DECISION-MAKERS

The IOC is an **international non-governmental non-profit organisation** which receives no public money. Its revenues come mainly from the sale of television rights for the Olympic Games and marketing programmes. It owns the rights to the Olympic Games and the symbols of the Olympic Movement.
At least once a year, the members meet at the general assembly called the **Session**. It is on the occasion of the Sessions that important IOC decisions are taken on matters such as the election of future Olympic Games host cities, the composition of the sports programme for the Games, and the recruitment of new IOC members.

The IOC currently has a **maximum of 115 active members**. In addition to independent individuals, members include sports administrators and Olympic athletes chosen from amongst the Olympic Family.
Members are recruited by the organisation itself and are considered representatives of the IOC in their respective countries rather than as their countries' representative to the IOC.
The members elect the President of the IOC, for a term of eight years, renewable once only for a further four years.

THE IFs , THE EXPERTS IN OLYMPIC SPORTS

The **International Federations** govern their sport at a global level. They ensure the promotion and development of sport and the development of the athletes who practise it, at all levels.
During the Olympic Games, the IFs are responsible for the practical organisation of the sports events on the programme. All the **technical aspects of a sport** are their responsibility: **the rules, equipment, venues, judging,** etc.

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Here are some examples of Olympic federations:

Summer sports

- International Association of Athletics Federations (IAAF)
- International Gymnastics Federation (FIG)
- International Cycling Union (UCI)

Winter sports

- International Ski Federation (FIS)
- International Skating Union (ISU)
- International Ice Hockey Federation (IIHF)

THE NOCs, THE REPRESENTATIVES OF OLYMPISM

There are currently **205 National Olympic Committees**, whose role is to spread Olympic values at a national level.

There are NOCs throughout the world:
From Morocco to South Africa: 53 NOCs in **Africa**
From Chile to Canada: 42 NOCs in **America**
From Syria to Japan: 44 NOCs in **Asia**
From Iceland to Russia: 49 NOCs in **Europe**
From Australia to the Cook Islands: 17 NOCs in **Oceania**

The NOCs carry out many different functions in their respective countries, from the development of sport at all levels, to the creation of educational programmes, to the continued training of sports administrators. They are also responsible for **sending a delegation of athletes** to the Olympic Games.
The NOCs ensure that all the programmes carried out at a national level conform to the principles of the Olympic Charter.

THE OCOGs, THE ORGANISERS OF THE GAMES

People often think that the IOC is responsible for organising the Olympic Games. In fact, the IOC has more of a supervisor's role, entrusting the organisation of the Games to the elected host city and the NOC of the country in which the Games will take place. It is this locally-based **Organising Committee for the Olympic Games** which manages the practical aspects of the Games preparation. At present, the OCOGs for the future Games are: Beijing 2008, Vancouver 2010, London 2012 and Sochi 2014.

The **OCOG's task** is enormous. From the moment when the city is selected to host the Games, there are only **seven years** left to put in place all the necessary arrangements.

Based on the plans proposed in their candidature file, the Organising Committee must create or update the **competition venues, stadiums, training halls and the Olympic Village as well as provide all of the organisational infrastructure necessary for the smooth running of the Games**. To do this, the OCOGs work closely with the IFs.

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The problem of **transport** is one of the parameters that the organisers have to take into consideration: a good road network and alternative transportation options such as trains, subways and airports are needed to allow the athletes and spectators to arrive in the host city of the Games and easily reach the venues.

Medical services must be set up on site in order to look after everyone's health, not just that of the athletes, but also of all those working at the Games and the spectators at the Olympic venues.

Another of the OCOG's missions is the establishment of a **cultural programme**. Concerts, plays, ballets and exhibitions held leading up to and during the Olympic Games make them different from most other sports events.

The OCOG has to **inform the public** of all the preparations and respond to questions posed by **the media.**

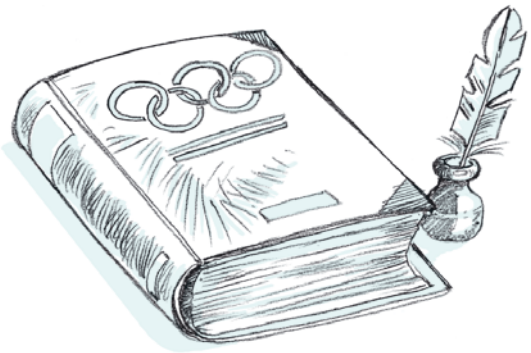
The OCOG benefits greatly from the assistance of thousands of **volunteers** who contribute to the success of the Games. The OCOG recruits, then trains people from the host country and also from abroad. The volunteers' activities vary widely: from transporting athletes to hospitality and administration, to give just a few examples. The talents and experience of each individual are taken into account when allocating jobs.

After the Games, the final task of the OCOG is to compile the **Official Report** of the Games.

THE OCOG CHALLENGE !

At the 2004 Olympic Games in Athens (Greece) the ATHOC was faced with:

- 10 568 athletes
- 39 494 accredited volunteers
- over 5 200 accredited journalists and photographers
- over 11 200 accredited rights-holders broadcasting staff



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The IOC's missions

The mission of the IOC is not limited to ensuring the celebration of the Olympic Games: it also promotes Olympism around the world, seeks to advance sport in society and gives support to sports organisations. Many of its programmes reflect the values of friendship and respect, protecting athlete's health, guaranteeing equality between men and women, ensuring that athletes from all over the world can train and participate in the Games, promoting peace, education and culture through sport, and so on.

EQUAL OPPORTUNITIES FOR THE POOR AND THE RICH, FOR WOMEN AND MEN

The **Olympic Solidarity Commission** and the **Women and Sport Commission** both work towards more equality in sport

Olympic Solidarity seeks to ensure that all athletes have the same chance of participating in the Games. It awards scholarships to athletes so that they can access high-level sports facilities, benefit from a specialised coach or undergo an adapted medical test. The Commission also also financially supports improvements to sports infrastructures in various countries and to train sports leaders and coaches.

The **Women and Sport Commission** began working for gender equality in 1995 and became a fully-fledged commission in 2004.
Its goal is twofold:

- to make access to sports in general and the Olympic Games easier for female athletes;
- to increase the number of women in sports administration and management, by offering regional seminars to women sports administrators, coaches, technical officials and journalists focused on leadership, competences and management and by granting scholarships to young female athletes and coaches.

Since 1996, world conferences on women and sport are held every four years in order to analyse the progress made in the field as well as recommend new strategies and commitments.

Since 2000, six IOC "Women and Sport" trophies (one per continent, and one at world level) are awarded every year to a person or institution for their remarkable contribution to the development of women's participation in sport or in administrative structures of sport.

In 2004, the world trophy was awarded to the FIFA Women's World Cup and in 2006, to the Argentinean tennis player Gabriela Sabatini.

WHAT THE CHARTER SAYS ABOUT WOMEN...

"Today, the IOC's role is to encourage and support the promotion of women in sport at all levels and in all structures, with a view to implementing the principle of equality of men and women." (Olympic Charter, Rule 2, paragraph 7)

WOMEN IN THE IOC

In 1981, the first woman was elected as an IOC member. In 2007, there are 15 women among the 113 active IOC members (13%).

EVOLUTION OF WOMEN'S PARTICIPATION IN THE OLYMPIC GAMES

In Paris 1900, 22 women out of 997 athletes (1.6%) competed in 2 sports: tennis and golf. In Athens 2004, 4 306 women out of more than 10 568 athletes (40.7%) competed in 26 sports.

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PROTECTION OF ATHLETES' HEALTH

The Olympic Movement takes its responsibility to protect the rights, health and well-being of athletes very seriously.

The **Medical and Scientific Commission** was originally created to deal with the fight against doping; today, it shares this responsibility with **World Anti-Doping Agency (WADA)**.

The Medical Commission's educational mission also includes the efforts of **prevention** made to inform both elite and amateur athletes of the disastrous health consequences of doping.

The other main goal is to support sports medicine, biomechanics, sporting physiology, and nutrition research that are designed to protect the health of the athlete.

EDUCATION AND CULTURE THROUGH SPORT

Coubertin believed that sport contributed to the harmonious and well-balanced development of the body, the character and the mind.

As such, interaction between sport, education and culture is encouraged by the **Commission for Culture and Education**. Its aims are to promote Olympism and Olympic ideals throughout the world and reinforce the cooperation with educational institutions and NOCs with projects especially targeting young people. Through Olympic education, they are encouraged to maintain their interest in sport and physical activity.

In collaboration with the NOCs, the Commission organises different activities which aim to promote exchanges between the sports world and different areas of artistic activity such as literature, painting, sculpture and theatre. The festival of the arts, or cultural programme, offered during the Olympic Games is examined and approved by the Commission.

PROMOTION OF PEACE

The **International Olympic Truce Foundation (IOTF)** was established in **2000** by the IOC who decided to revive the concept of the **Olympic Truce** in close interrelation with the United Nations and its General Secretary. The IOC wants to contribute to the search for peaceful and diplomatic solutions and spread the idea that sport and peace are a "winning pair".

To meet its objectives, the IOTF has established an **International Olympic Truce Centre** (IOTC) based in Athens, which is responsible for implementing projects related to the worldwide promotion of a culture of peace through sport and the Olympic ideal.

In addition, conferences on Sport and Peace are organised, where NOCs of different countries present their projects using sport as a tool to promote peace between countries in conflict.

THE OLYMPIC TRUCE

This tradition of the "Olympic Truce" was established in Ancient Greece in the 9th century B.C by three kings who signed a treaty of peace for the duration of the ancient Olympic Games to guarantee safe travel and peaceful games for the athletes and the spectators.

Nowadays, the Olympic Truce is symbolised by the dove of peace, with the traditional Olympic flame in the background. It represents the IOC's ideals and challenges to build a peaceful and better world through sport.

Exemple of peace projects

- The NOC of Haiti initiated "Games for Peace" with its neighbour, the Dominican Republic;
- India and Pakistan organised regional championships with teams from each country;
- African countries also commit to trying to use sport as a way of resolving conflicts.

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THE ENVIRONMENT AND THE GAMES

Since the early 1990s, environmental protection has been a major concern of the IOC. Created in **1995**, its **Sport and Environment Commission** works towards the promotion of sustainable development and **environmental responsibility**. During the construction of Olympic venues for the Games, an environmental advisor ensures that the environment is respected by critically examining the choice of materials, recycling choices, energy conservation options and so on.

The objectives set are many:

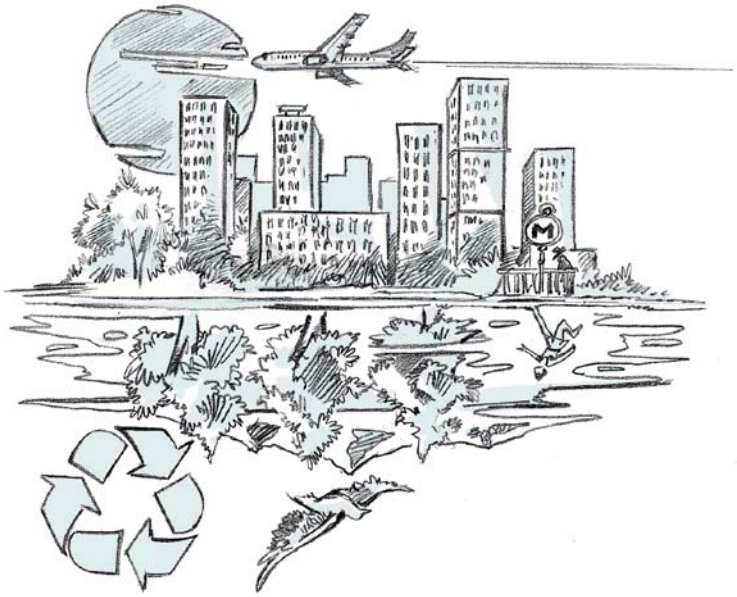
- to ensure that the Games will not have a negative impact on the environment;
- for the Olympic Games to be a motor to develop and improve the environment in and around the host city, and to leave a green legacy;
- to promote awareness on the importance of a healthy environment.

ECOLOGICAL INITIATIVES:

– **Lillehammer 1994**
The Organisation Committee concentrated on educating the public by printing environmental protection information on the Games tickets.

– **Nagano 1998**
The volunteers' uniforms were made using recycled materials.

– **Sydney 2000**
Four millions trees were planted across the Australian continent.



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The IOC through time

AN HISTORIC DATE

The IOC was founded in Paris on **23 June 1894**, by Baron Pierre de Coubertin. To commemorate this date, the IOC decided in 1948 to introduce an Olympic Day, a sort of "birthday" of the Olympic Movement. Originally celebrated by just 9 countries, Olympic Day is now an event held around the world each 23 June. In many countries, the celebrations take the form of fun runs.

EIGHT PRESIDENTS IN OVER A CENTURY OF OLYMPISM

Contrary to popular belief, Pierre de Coubertin was not the first IOC President! The IOC's original idea was that the country in which the Games were to be held should also take on the presidency. It was thus a Greek **(Dimetrius Vikelas)** who was chosen to be the first IOC President up until the first Games in Athens in 1896. The idea was quickly abandoned, however, and **Pierre de Coubertin** not only became the second President of the IOC, but carried on in the role for nearly 30 years, from 1896 to 1925.
To date, the IOC has had eight presidents. **The current President is Jacques Rogge**, elected in 2001 for a mandate of eight years.

NAMES OF THE PRESIDENTS

Demetrius Vikelas
(Greece) 1894 – 1896

Pierre de Coubertin
(France) 1896 – 1925

Henri de Baillet-Latour
(Belgium) 1925 – 1942

J. Sigfrid Edström
(Sweden) 1946 – 1952

Avery Brundage
(USA) 1952 – 1972

Lord Killanin
(Ireland) 1972 – 1980

Juan Antonio Samaranch
(Spain) 1980 – 2001

Jacques Rogge
(Belgium) 2001 –

THE IOC IN LAUSANNE

Although Lausanne, on the shores of Lake Geneva, has never hosted the Games, it has been **the headquarters** of **IOC** since **1915**. It was Coubertin who chose this quiet city, in the midst of the First World War.
After having occupied various buildings in Lausanne, the IOC headquarters finally found their definitive home at the Château de Vidy in 1968. This is where the President's office is situated.
Up until 1980, the IOC had only a few employees. Now, it has close to 400. Its development over the last 30 years has led to significant growth in its administration and expansion in its premises.

In recognition of the long history that unites the IOC and Lausanne, the city received the title of Olympic Capital in 1993.

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The Olympic Museum

HISTORY

The idea of an Olympic Museum goes back to Pierre de Coubertin himself. At the beginning of the 20th century, the founder of the modern Olympic Games hoped to create a museum which would gather and preserve the legacy of the Games. Some years after the IOC headquarters had been set up in Lausanne, Pierre de Coubertin established an early Olympic Museum (Villa Mon-Repos). It closed its doors in 1970. In the 1980s, President Samaranch picked up on Coubertin's idea. A provisional museum was opened in another part of Lausanne. The current Olympic Museum project began to get underway, with construction work starting in Ouchy in 1988. The inauguration took place in 1993, on the **23 June**, a symbolic date in the history of the Olympic Movement.

The Museum celebrated its tenth anniversary in 2003, having welcomed over 2 million visitors in this time!

THE ARCHITECTS

Pedro Ramirez Vazquez (Mexico): creator of many large constructions, such as the National Museum of Anthropology in Mexico City in 1964.

Jean-Pierre Cahen (Switzerland): creator of several school sites and large constructions in and around Lausanne.

ACCESS TO THE MEMORY OF THE GAMES

A storehouse of memories, the Museum holds the IOC's and the Games' historical archives of written documents, photos and films. Accounts of the Games of Antiquity, sports equipment used from 1896 to the present day, medals, posters, mascots, and many other souvenirs of the Games make up its collections.

Through the exhibitions, visitors can discover a great number of these treasures. Bringing together the public and the legacy of the Olympic Games makes the Museum a lively and dynamic place.

JUAN ANTONIO SAMARANCH SAID :

"The Olympic Museum is for all those who have a passion for sport and the Olympic Movement, all those who are interested in history, culture and art, and all those who are not indifferent to the future of our society."

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LINK BETWEEN THE IOC AND THE PUBLIC

Few people are familiar with the IOC's undertakings outside the Olympic Games. The role of the Olympic Museum is to act as a window on the institution and to encourage external contacts, at both regional and international levels.

While the IOC strives to strengthen the Olympic Movement through specific programmes, the Museum offers its contribution by promoting **knowledge of the Olympic Movement** amongst the general public. It gives the visitors the opportunity to reflect about sport and Olympism in various ways :

- a permanent exhibition about the history of Olympism and the evolution of the Games, as well as temporary exhibitions featuring themes linked to sport ; educational programmes, publications for teachers, visits and workshops, as well as an Olympic Week.
- cultural events ranging from concerts to lectures, festivals to performances.

It also encourages **multicultural exchange**. Like the athletes from every country who attend the Games, the Museum's visitors come from five continents. From children to elderly persons, all demonstrate the worldwide interest in the Games and underline the wide appeal of the Museum.

A LABORATORY OF SORTS

The activities led by the Museum help to develop competences that can be further used by external partners in various projects around the world.

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