



INTERNATIONAL
OLYMPIC
COMMITTEE

Call for contributions to the 2009 Congress

Original text in French



Foreword

This document complements the **Olympic Congress Regulations** which were approved by the IOC Executive Board on 26 April 2007 and which govern all organisational aspects of the Olympic Congress, to be held in Copenhagen (Denmark) from 3 to 5 October 2009.

The aim of this document is to define areas of study in order to guide those called upon to contribute to each theme and sub-theme at the Congress.

At the first meeting of the 2009 Congress Commission, held on 21 June 2006, it was decided that the title of the Congress would be; "**The Olympic Movement in Society**".

The Commission then set out five main themes, each with three sub-themes.

Themes and sub-themes

Theme 1 : The Athletes

- 1.1 Relationship between the athletes, the clubs, federations and the NOCs
- 1.2 Health protection in training and competition
- 1.3 The social and professional life of athletes during and after elite competition

Theme 2 : Olympic Games

- 2.1 How to keep the Games as a premier event?
- 2.2 Olympic values
- 2.3 Universality and developing countries

Theme 3 : The Structure of the Olympic Movement

- 3.1 The autonomy of the Olympic Movement
- 3.2 Good governance and ethics
- 3.3 The relationships between the Olympic Movement and its stakeholders

Theme 4 : Olympism and Youth

- 4.1 Moving towards an active society
- 4.2 Is competitive sport still appealing?
- 4.3 Youth sport events

Theme 5 : The Digital Revolution

- 5.1 A new management of sports rights
- 5.2 How to increase the size of the sports audience?
- 5.3 Communication with stakeholders in the digital age



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1. Theme 1 : The Athletes

Theme 1	The Athletes
Sub-theme 1.1	Relationship between the athletes, the clubs, federations and the NOCs
Background of the sub-theme	Athletes are supported by a structure composed of various bodies, including clubs, national and international federations and NOCs. These bodies each have a number of key roles and responsibilities to the athletes and vice versa. The Olympic Movement should evaluate whether the existing structures are still satisfactory or whether adjustments should be made in order to better protect the interests of both the athletes and the various bodies involved in the support structure.
Focus of study	<p>Elite athletes What rights, roles and responsibilities do athletes have in relation to clubs, national and international federations and NOCs, as well as the sports events in which they participate?</p> <p>Roles and responsibilities vis-à-vis elite athletes In what areas do clubs, federations and NOCs have a responsibility towards elite athletes? Should the areas of responsibility that clubs, federations and NOCs have towards athletes be more clearly defined?</p> <p>Are elite athletes sufficiently represented within the management structures of clubs, federations and NOCs?</p> <p>Elite athletes, amateur athletes and individuals who participate in sport and physical activity (Sport for all) What are the roles and responsibilities towards individuals who participate in sport and physical activity?</p> <p>Communication between athletes How can communication between athletes be improved?</p>



Theme 1	The Athletes
Sub-theme 1.2	Health protection in training and competition
Background of the sub-theme	Athletes' health is one of the key concerns of the Olympic Movement. Issues for consideration in this area include education, information, treatment, prevention and anti-doping. The Olympic Movement should evaluate where improvements still need to be made in terms of the protection of athletes' health.
Focus of study	<p>The role of sports bodies Which sporting and non-sporting bodies are best placed to communicate with athletes on issues relating to their health?</p> <p>Athletes' health Should athletes receive continued education and training throughout their career regarding the implications of practising their chosen sport on their long-term health?</p> <p>Should the general approach to training and competition be reviewed, particularly where young athletes are concerned? What role should parents contribute?</p> <p>Athletes' bodies Should new technical rules and new technologies be subject to more in-depth risk assessments regarding their impact on athletes' bodies before they are introduced into a particular sport?</p>



Theme 1	The Athletes
Sub-theme 1.3	The social and professional life of athletes during and after elite competition
Background of the sub-theme	From the very start of their career in sport, athletes should be given the opportunity to prepare for life after elite competition. Athletes should be able to live life with as much continuity and stability as possible at both social and professional levels. The Olympic Movement should re-evaluate its position regarding the retraining of athletes.
Focus of study	<p>Athletes' life Should athletes receive specific support or assistance in achieving a level of stability or continuity (both social and professional) during and after elite competition?</p> <p>Agents' status What should be the role of an agent?</p> <p>Should agents be given a status that meets specific criteria before they are allowed to manage an athlete's career?</p> <p>Should agents be trained to strike the right balance between support for an athlete in "commercial" matters and support in the "social" sphere?</p> <p>The role of sporting and non-sporting bodies Which bodies are best qualified to provide athletes with continuity over the different stages of their social and professional life?</p> <p>To what extent should the different partners of the Olympic Movement, whether they are involved directly with sport or not, be more involved in the different stages of athletes' social and professional lives?</p>



2. Theme 2 : Olympic Games

Theme 2	Olympic Games
Sub-theme 2.1	How to keep the Games as a premier event?
Background of the sub-theme	Athletes, referees, judges, spectators, organisers, volunteers, the media, commercial partners and members of the public experience the Olympic Games as an extraordinary event. Since the first Olympic Games of the modern era were held in Athens, Greece in 1896, the Olympic Movement has consistently worked to improve the organisation of the event, taking into account all aspects of the environment in which it is held.
Focus of study	Olympic Games By which criteria do we measure the Olympic Games as a premier event? Development of the Olympic Games What initiatives are necessary in order to ensure that future Games continue to be viewed as a premier event?



Theme 2	Olympic Games
Sub-theme 2.2	The Olympic values
Background of the sub-theme	<p>One of the fundamental principles of Olympism is that Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of leading by example and a respect for fundamental universal ethical principles. The Olympic Movement should evaluate whether the Olympic Games still help to promote the Olympic ideals and whether the Olympic values continue to contribute to the success of the Olympic Games.</p>
Focus of study	<p>Awareness of the Olympic values Are the Olympic Games still in the service of Olympism, a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind? To what extent does Olympism still blend sport with culture and education?</p> <p>Promotion of the Olympic values What is the best way of promoting Olympic values?</p> <p>Other performance criteria Should performance criteria other than victory itself be taken into consideration and rewarded?</p>



Theme 2	Olympic Games
Sub-theme 2.3	Universality and developing countries
Background of the sub-theme	<p>The principle of universality is based on the ability of a maximum number of countries in the world to participate in all the major sports events organised by the members of the Olympic Movement. This principle largely depends on the success of the Olympic Family assisting with the design and implementation of policies which promote universality in developing countries.</p>
Focus of study	<p>Universality What does the notion of the "universality of the Olympic Games" mean?</p> <p>What characterises the universality of the Olympic Games? What are the criteria of universality?</p> <p>How can it be improved?</p> <p>The roles and responsibilities of the Olympic Movement What are the roles and responsibilities of the bodies that comprise the Olympic Movement as far as international development is concerned?</p>



3. Theme 3 : The Structure of the Olympic Movement

Theme 3	The Structure of the Olympic Movement
Sub-theme 3.1	The autonomy of the Olympic Movement
Background of the sub-theme	<p>One of the fundamental principles of the Olympic Charter is that the administration and management of sport must be controlled by independent sport organisations. Moreover, part of the role of the IOC is to take measures aimed at strengthening the unity and protecting the independence of the Olympic Movement. At the same time, the IOC collaborates with competent public or private organisations and authorities to place sport at the service of humanity and thus promote peace. The Olympic Movement should determine whether satisfactory conditions are in place to guarantee its independence, whilst ensuring that this process does not harm relations with the competent public or private organisations and authorities.</p>
Focus of study	<p>Autonomy What does the notion of the "autonomy of the Olympic Movement" represent?</p> <p>Autonomy with regard to the different stakeholders (commercial partners, media, etc.) From whom and in relation to what should the Olympic Movement be autonomous?</p> <p>Autonomy within the Olympic Movement What limitations do the bodies that comprise the Olympic Movement face in terms of protecting their autonomy?</p> <p>To what extent does the political, legal or financial dependence of the bodies that comprise the Olympic Movement vis-à-vis other bodies limit their autonomy?</p> <p>Collaboration with governments and governmental organisations How can the Olympic Movement cooperate best with different governments and supranational governmental organisations?</p>



Theme 3	The Structure of the Olympic Movement
Sub-theme 3.2	Good governance and ethics
Background of the sub-theme	The principles of good governance and ethics should be an integral part of the organisation, administration and management of sport. Transparency and integrity are essential values which must be embraced by all bodies associated with the Olympic Movement.
Focus of study	Good governance What does the notion of "good governance" mean in the context of the Olympic Movement? Ethics What does the notion of a code of "ethics" for the Olympic Movement mean? Training Are sports administrators sufficiently trained in the disciplines of governance and ethics?



Theme 3	The Structure of the Olympic Movement
Sub-theme 3.3	The relationship between the Olympic Movement and its stakeholders
Background of the sub-theme	As well as its component bodies, the Olympic Movement has dealings with various sporting and non-sporting organisations. The Olympic Movement works in close collaboration with governments, media and different commercial and non-commercial partners. The Olympic Movement should evaluate whether its current relations with these organisations are satisfactory or whether there is room for improvement.
Focus of study	Stakeholders Are the relations between the Olympic Movement and its various stakeholders (governments, media, commercial partners, public opinion, etc.) working effectively to deliver the objectives of the Olympic Movement? Rights and obligations Are the rights and obligations of the different stakeholders in relation to the Olympic Movement always respected and vice versa?



4. Theme 4 : Olympism and Youth

Theme 4	Olympism and Youth
Sub-theme 4.1	Moving towards an active society
Background of the sub-theme	In many countries, there is a sharp decline in physical activity and an increased rate of obesity. Sports participation amongst young people is in decline, with a major dropping out of sport during teenage-years.
Focus of study	<p>Sport and physical activity What are the reasons of the decline in physical activity and sport participation in young people? What measures can be addressed to reverse this trend?</p> <p>What does physical activity mean to young people? How can young people be encouraged to participate in sport and physical activity?</p> <p>Does sporting competition amongst young people help them to resist the ills and temptations that are endemic in today's society?</p> <p>Sport and education What role should sport play in the education system?</p> <p>Which sporting values should be promoted within the education system?</p> <p>Should the educational values of sport be right at the centre of the education system?</p> <p>In educational terms, should participation be given greater importance than winning in sport? Why?</p> <p>The world of multimedia To what extent can the multimedia world influence the involvement of young people in sport?</p> <p>Are sporting video games a means of encouraging young people to become more active? If so, how and why?</p>



Theme 4	Olympism and Youth
Sub-theme 4.2	Is competitive sport still appealing?
Background of the sub-theme	Young people's expectations are different to those of the older generation. Many different organisations are trying to meet the diverse needs of young people. The Olympic Movement should decide what it can do to ensure that competitive sport remains appealing.
Focus of study	Young people and sport What is the appeal of competitive sport? Are clubs and federations able to attract and keep young people in competitive sport? How to achieve that? Is there an effective administrative framework in place to support the involvement of young people in competitive sport? Which sports are currently most appealing to young people and why? How does the Olympic Movement best foster competitive sport for all?



Theme 4	Olympism and Youth
Sub-theme 4.3	Youth Sport events
Background of the sub-theme	The current format of sports events meets the expectations of certain types of audience. The Olympic Movement should organise sports events that meet the highest expectations of young people in order to promote physical activity and competition, and to highlight the personal and societal benefits that it can bring.
Focus of study	Young people's interest in sport events What motivates young people to watch and participate in sporting events? Through competition, what measures must be taken to respect the physical, mental and social development of a young person? How will Youth Olympic Games and World Championships develop and mature in the future? Should the Olympic Movement create and organise events for young people, whether sports-related or not? If so, how? If no, why?



5. Theme 5 : The Digital Revolution

Theme 5	The Digital Revolution
Sub-theme 5.1	A new management of sports rights
Background of the sub-theme	Technological advances in general and the digital revolution in particular continue to affect the way in which images of sport are transmitted. The Olympic Movement should consider whether the current model for managing media rights is still suitable, bearing in mind both the technological advances and the way in which the public interacts with sporting events.
Focus of study	The digital revolution To what extent has the digital revolution already changed the way rightsholders broadcast the Games? What are the benefits and dangers of the digital revolution, particularly in relation to the current model? How should the IOC consider reviewing its management of sports rights?



Theme 5	The Digital Revolution
Sub-theme 5.2	How to increase the size of the sports audience?
Background of the sub-theme	The current digital revolution offers great potential for development of the way in which images are transmitted, as well as for greater diversification of content to different audiences. Bearing in mind the development of new media, the Olympic Movement should decide what content could be offered to image producers and broadcasters in order to reach a growing audience and consider the wider consequences.
Focus of study	<p>Service diversification How should the Olympic Movement develop new ways of ensuring that the majority of television viewers and Internet users can access the Olympic Games?</p> <p>Should the IOC plan new Games-related content in order to increase audiences? If so, what kind of content?</p> <p>Digital media To what extent can new media help to increase audience sizes?</p> <p>How can digital media help to increase airtime in order to give television viewers and Internet users greater access to the different events that take place during the Olympic Games?</p>



Theme 5	The Digital Revolution
Sub-theme 5.3	Communication with stakeholders in the digital age
Background of the sub-theme	Digital media provide greater and varied opportunities for communication with the different bodies that comprise the Olympic Movement. The IOC, IFs, NOCs, athletes, OCOGS, commercial and non-commercial partners and media should evaluate the advantages they can gain from the methods of communication that are now available to them.
Focus of study	<p>Digital media How should the Olympic Movement take advantage of the digital revolution in order better to serve the different stakeholders?</p> <p>What should be the Olympic Movement's position in relation to virtual communities?</p> <p>Convergence of content production How is the printed press going to position itself in relation to moving images, bearing in mind the fact that it is increasingly relying more and more on new technologies and digital media for the dissemination of its content?</p> <p>Is the convergence of content production going to wipe out the specific characteristics of the various media (news agencies, printed press, moving images, Internet)? How should the IOC respond to this situation?</p>