



The Olympics, Global Sport Development and Local Politics

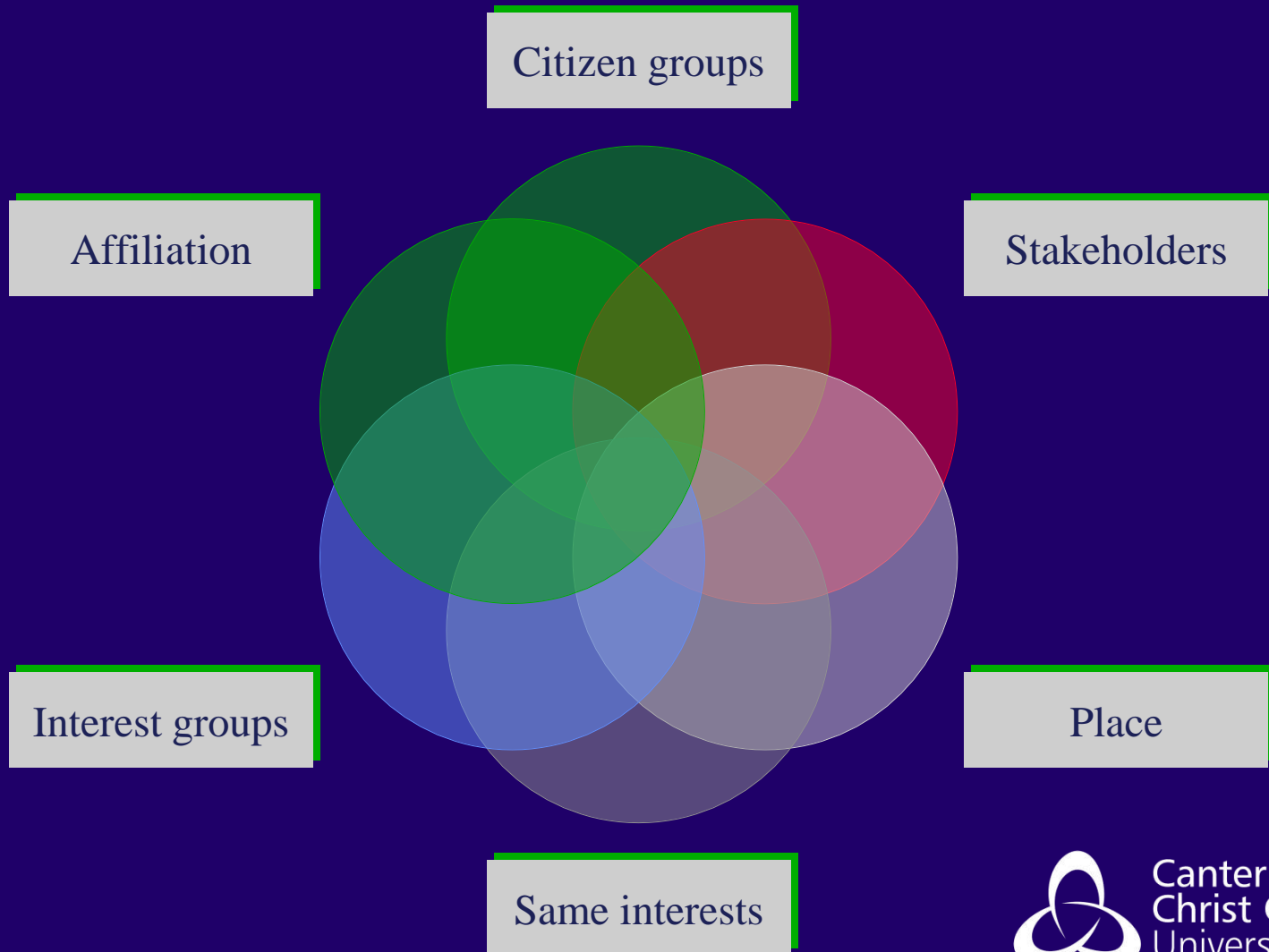
Community Engagement
through Culture and Education?



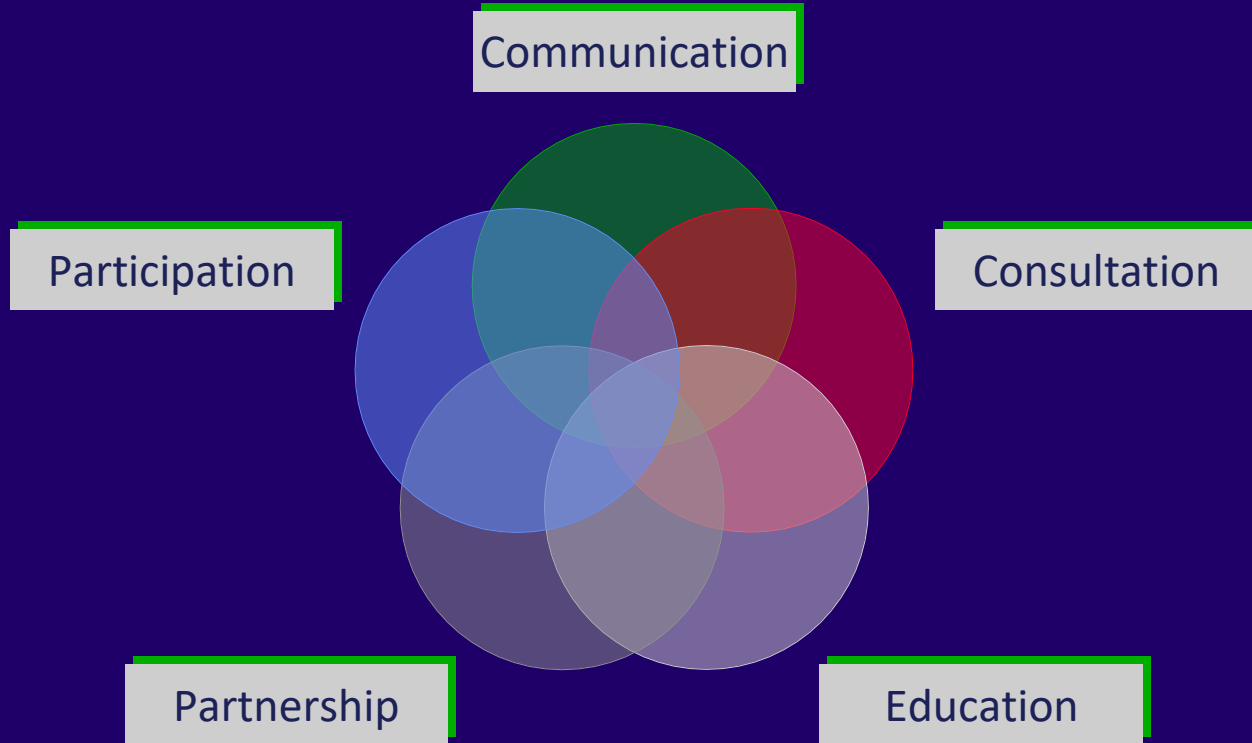
Aims of this presentation:

- What means “community engagement”?
- Can the Olympic Ideals be used to leverage *community engagement* in relation to London 2012 through *culture and education*? How?

Communities



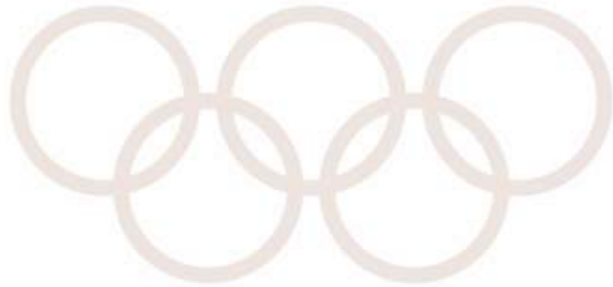
Engagement



Community engagement

'Community engagement' is therefore a planned process with the specific purpose of working with identified groups of people, whether they are connected by geographic location, special interest, or affiliation or identify to address issues affecting their well-being

Cavaye 2001



2012 Candidature Procedure and Questionnaire

Games of the XXX Olympiad in 2012

Theme	See Page
Theme 1 - Olympic Games concept and legacy	69
Theme 2 - Political and economic climate and structure	73
Theme 3 - Legal aspects	77
Theme 4 - Customs and immigration formalities	81
Theme 5 - Environment and meteorology	85
Theme 6 - Finance	93
Theme 7 - Marketing	119
Theme 8 - Sport and venues	131
Theme 9 - Paralympic Games	155
Theme 10 - Olympic Village	163
Theme 11 - Medical and health services	169
Theme 12 - Security	175
Theme 13 - Accommodation	179
Theme 14 - Transport	195
Theme 15 - Technology	211
Theme 16 - Media operations	215
Theme 17 - Olympism and culture	219

Theme 17 – Olympism and Culture

Overview

Aim of the theme

Theme 17 seeks to establish a Candidate City's plans regarding culture and education, including the ceremonies and events associated with the sports competitions, to ensure that the blend of sport and culture expresses the true nature of the Olympic Games.

Whilst the details of such programmes will be determined between the IOC and the OCOG, it is important to begin planning in the candidature stage.

Related document

✕

- Technical Manual on Protocol

Guarantees summary

Candidate Cities are not required to obtain any guarantees for theme 17.

Q 17.1

X

"Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles."

Olympic Charter – Fundamental Principles

The OCOG must organise a programme of cultural events which shall be submitted to the IOC Executive Board for its prior approval no later than three years before the Olympic Games.

There are four types of ceremonial events to be organised before or during the Olympic Games:

- Opening and Closing Ceremonies
- Welcome ceremony at the Olympic Village
- Medal ceremonies
- Olympic Torch Relay

IOC protocol must be respected for all these events, in accordance with the Olympic Charter and the Host City Contract. Please note that further details concerning all the above-mentioned ceremonial events can be found in the IOC Technical Manual – Protocol.

Briefly describe your plans for the programme of cultural and ceremonial events to take place during the Olympic Games.

Q 17.2

According to the IOC's standard for venue gross capacities, the gross capacity of the venue for the Opening and Closing Ceremonies is 60,000.

The details of all ceremony programmes must be approved by the IOC, prior to the Olympic Games.

Describe the intended venue for the Opening and Closing Ceremonies of the Olympic Games (location, dimensions, seating capacity etc.) and indicate whether the venue already exists or has yet to be built.

If the ceremonies are not taking place in your main athletics stadium, please give the location of the venue on maps A and B.

Q 17.3

Briefly describe the educational programmes intended to be set up in schools during the years leading up to the Olympic Games in order to promote the Olympic Ideal.

The Olympic Ideals

Different layers:

- personal/ individual

- collective

- culture-specific, British interpretations

philosophy of life
balance/ harmony
strength/ perseverance
competitiveness
participation
excellence

peace
universalism

body and mind (*mens sana in corpore sano*)

‘brotherhood’ and ‘fraternity’
multiculturalism/ interculturalism
cosmopolitanism

multiculturalism
pluralism/ diversity
continuity (past – present – future)
environmentalism

involvement of youth
teamwork

health and well-being
youth

Britain: From Past to Present

- London as a global capital
- From imperialistic and colonial power to a pluralist, diverse and multicultural society
 - Differing worldviews and epistemologies
 - Forum of cultural exchange
 - Consensus around the values of Olympism

Olympism in the British discourse *TODAY*

- Multiculturalism/ diversity
- Involvement of youth
- Teamwork
- Physical activity for all
- Tradition and modern

Chatziefstathiou, 2008

“London has gone for...the themes that are the obvious ones are multiculturalism, a Games for the young, capturing the imagination of the young, the link between the tradition and the modern...

There is an unconsciously expressed set of values...it is expressed unconsciously by having a group from a multicultural school which expressed youth, multi-cultural nature, teamwork etc. []...that is also expressed linguistically, London as a global city has the largest and the most diverse linguistic patterns of any city”.

Ian Henry, Director of COS&R

Multiculturalism/ diversity



Teamwork



- “London Games are on their way...Physical Education should be regenerated...it has been left out from the country’s priorities for years”

Don Anthony, Trustee of the Olympic Idea

- “Much Wenlock Society does not have the ambition to become part of the Olympic Games...what we want is to encourage young people to do sports, to play and have fun.

...we would also like to see a trophy for an elite athlete who has achieved personally the most...and not in terms of records”.

Helen Cromatry, Press and PR Secretary, Much Wenlock Society

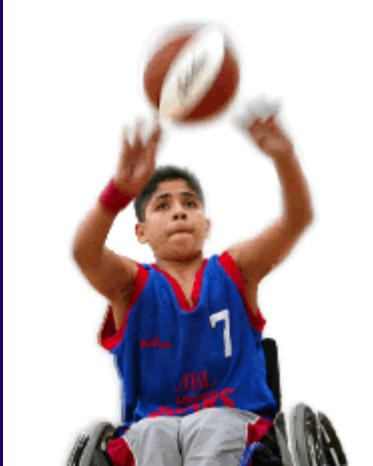
Physical activity for all





ON YOUR
MARKS!

GET SET...





Kent Schools 20 in 12 Learning Programme

Using the 2012 Olympic and Paralympic Games to inspire the delivery of the Curriculum

- Home
- Overview
- Latest News
- Themes
- Resources
- The Forum
- Contact Us

Themes

- 1 The Olympic & Paralympic Values
- 2 5 Rings, 1 World
- 3 Creativity, Innovation & Movement
- 4 Challenges, Records & Personal Bests
- 5 The Olympic & Paralympic Legacy



Latest News

[See all news >>](#)



One Day Conference - The London 2012 Olympic & Paralympic Games: Regional Implications & Strategies
 Friday 20th February 2009 at Salomons Centre, Tunbridge Wells.

[goto news item >>](#)



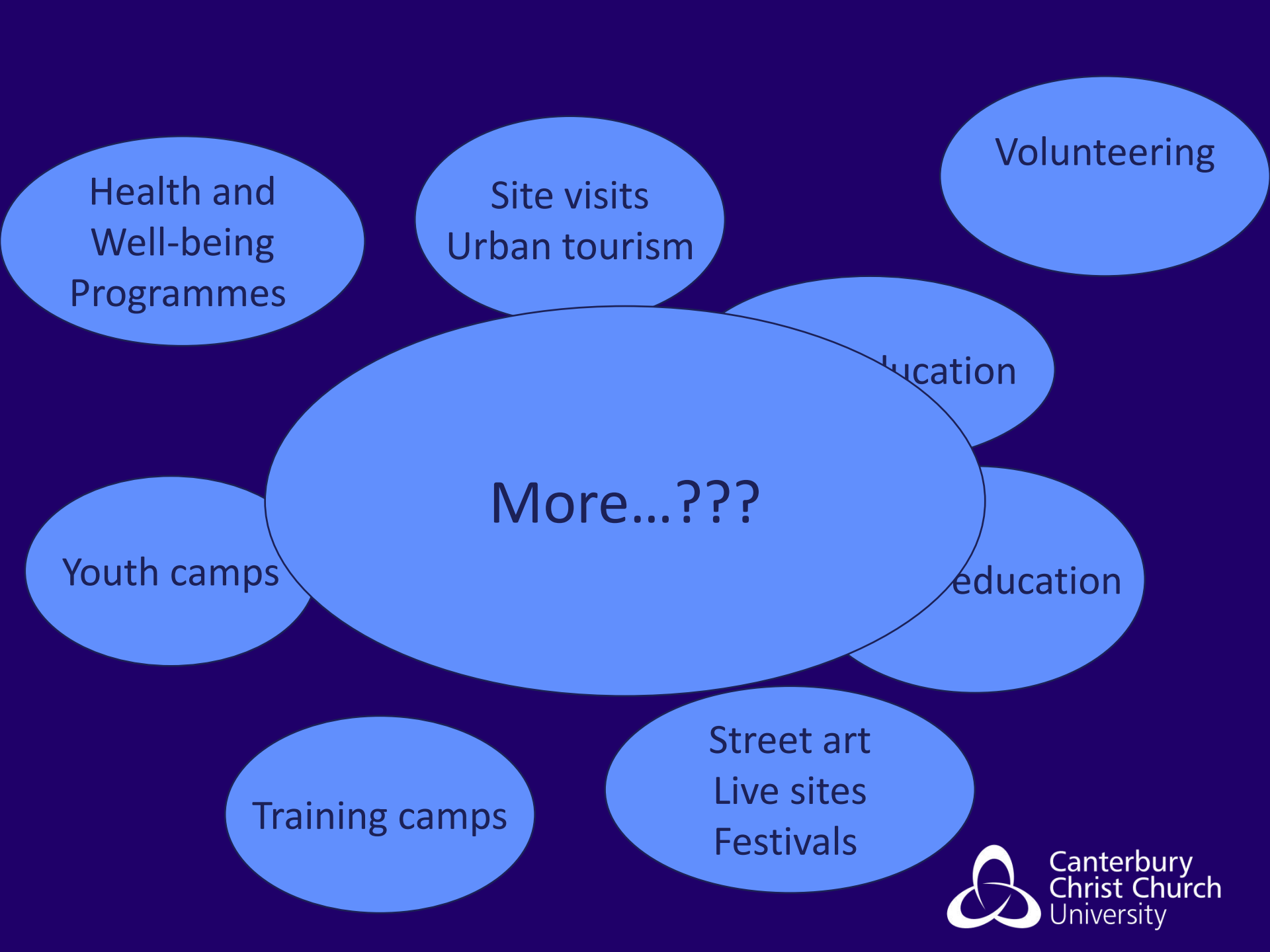
National Design Competition for Secondary Schools.
 Get Set, the National Olympic Education programme have launched a competition in conjunction with the

[goto news item >>](#)



This Year's Themes
 Find out about current themes for the Kent 20in12 Education Programme >>

The Forum
 See what other partnerships are up to and share what you are doing! more >>



Health and Well-being Programmes

Site visits
Urban tourism

Volunteering

Education

More...???

Youth camps

Education

Training camps

Street art
Live sites
Festivals

Tradition and modern



Olympic ideals and community well-being

Olympic ideals as a source of inspiration for:

- better health/ lifestyle
- cooperation/ teamwork
- regeneration
- can-do mindset/ achievement