

The Future of the Olympic Event in the Age of the Mega-Spectacle

Thirteenth International
Symposium for Olympic Research

Vitória, Brazil
July 30-31, 2016





<http://uwo.ca/olympic/activities/2016-symposium.html/>

Symposium Program

Friday, July 29

17.00 - 21.00 Registration

19:00 - 21:00 Wine and Cheese Welcome (Bristol Century Plaza Hotel Restaurant)

Saturday, July 30

07.00-09.00 Registration

8:00 - 8:15 Opening and Official Welcome

Otávio Tavares; Michael Heine; Provost of Research and Graduate Studies, Federal University of Espírito Santo

8:15 - 9:00 Symposium Opening Address

Barney, Robert K., Western University, Canada:
The Maple Leaf Forever: The Rise of Canadian Identity Through the Lens of the Nation's First Olympic Initiative

9:05 - 10:20 Session 01: Olympic Values and Education

Moderator: Richard **Loosbrock**

Hongwei Guan, Ithaca College, New York: Olympic Games from Beijing 2008 to Nanjing 2014

Schneider Todt, Nelson; **Scarton**, Alessandra Maria; **Kessler Merlin**, Gabriel, Pontifícia Universidade Católica do Rio Grande do Sul:
Content Validity of the 'Olympic Values Inventory'

Bogner, Maria; **Puig**, Nuria, Olympic Studies Centre, IOC, Lausanne:
The IOC Olympic Studies Centre and the Academic Community of Olympic Studies

— Discussion —

10:20 - 10:35 Refreshment Break

10:40 - 11:40 Session 02: The Olympic Games and Latin America

Moderator: Guy **Masterman**

Sotomayor, Antonio, University of Illinois: The Nationalist Movement and Colonialism in Puerto Rico's Olympic Sport

Silva dos Santos, Doiara: Federal University of Juiz de Fora, From Ideological Aspirations to Political Inclinations: Avery Brundage, Peronism, and the First Pan-American Games

— Discussion —

11:50 - 12:50 Lunch

12:55 - 13:40 ICOS 2016 Earle F. Zeigler Lecture

Pound, Richard, Doyen of the International Olympic Committee: What Does the Future Hold for the Olympic Games?

13:40 - 15:00 Session 03: Examining Bid Issues and Questions

Moderator: Antonio **Sotomayor**

Bakhsh, Jordan; **Potwarka**, Luke R., University of Waterloo: Exploring Toronto Residents' Support for Hosting the Olympic Games: Single and Multiple-Host City Bid Perspective

Masterman, Guy, Sheffield Hallam University: Winning Olympic Bids: The Critical Success Factors

Raspaud, Michel, Université Grenoble Alpes: National Policy Reasons for the Paris Bid for the Olympic and Paralympic Games 2024

— discussion —

15:05 - 15:15 Refreshment Break

15:20 - 16:40 Session 04: Business, Sponsorship and Organizational Issues

Moderator: Doiara **Silva dos Santos**

Nureev, Rustem; **Markin**, Evgeny, Financial University-Government of the Russian Federation; Russian State University of Physical Education, Sport, Youth & Tourism: The XXXIth Games Olympic Business Cycle

Ellis, Dana; **Leopkey**, Becca, Laurentian University; University of Georgia: The Coca-Cola Games: A 20-Year Retrospective

Loosbrock, Richard; **Conroy-Villarreal**, Vincent, Adams State University, Colorado: The Games That Saved The Games: Peter Ueberroth and the 1984 Los Angeles Olympics

— discussion —

Sunday, July 31

9:00 - 10:20 Session 05: Intangible Legacies of Rio 2016

Moderator: Robert **Barney**

Demetrio de Souza Petersen, Ricardo⁽¹⁾; **Bassoli de Oliveira**, Amauri⁽²⁾; **Engelman**, Selda⁽¹⁾, Universidade Federal do Rio Grande do Sul⁽¹⁾; Universidade Estadual de Maringá⁽²⁾: Segundo Tempo Program: A Legacy for the Olympic Games Rio 2016

Valdir Kirst, Flavio & **Tavares**, Otávio, Federal University of Espirito Santo: Investigating the Transforma Programme: The Educational Initiative of Rio 2016 Olympic Games

Bretherton, Paul; **Graeff**, Billy, Loughborough University; Universidade Federal do Rio Grande do Sul: London 2012 and Rio 2016: The Olympic Games and Physical Activity Promotion

— discussion —

10:20 - 1035 Refreshment Break

10:40 -11:55 Session 06: Citizen Participation, Organization and Surveillance

Moderator: Michel **Raspaud**

Li-Shuwang, Humanistic Olympics Studies Centre, Renmin University, Beijing, PRC: An Investigation and Study of Beijing Citizens Winter Sports Participation

Pedras, Loïc; **Taylor**, Tracy; **Frawley**, Stephen, University of Technology, Sydney: Institutional Complexity in Sport Organisations: The case of the Portuguese Triathlon Federation

Traganou, Jilly, The New School, New York City: Design, Dissent and Olympic Futures: Sociotechnical Action and Inclusionary Olympics

— discussion —

12:00 - 12:50 Lunch

13:00 - 14:20 Session 07: Discursive, Ethnic, Symbolic Participation

Moderator: Otávio **Tavares**

Barbon, Jennifer; **Barney**, Robert K., The University of Western Ontario: 'Captain Edward Archibald,' Canada's First Olympic Flag-Bearer

Curtis, Helen, Canterbury Christ Church University, UK: Future Olympic Athlete? Exploring Young People's Interpretations of an Olympic Athlete and Competing Consumption

Cathcart, Michael; **Heine**, Michael, The University of Western Ontario: A Thematic Analysis of Environmental Sustainability Narratives at the 2010 Vancouver Winter Olympics

— discussion —

14:30 - 15:20 Symposium Closing Address— The Mario Cantarino Ribeiro Filho Lecture

Reppold, Alberto, Federal University of Rio Grande do Sul: The Legacy of the Rio 2016 Olympics for Brazilian Sport and Physical Education

18:00 - 20:00 Symposium Closing Dinner

Presentation Abstracts

Bakhsh, Jordan; Potwarka, Luke

University of Waterloo, Ontario, Canada

Exploring Toronto Resident's Support for Hosting the Olympic Games: Single and Multiple-Host City Bid Perspective

Residents' support for the Olympic Games has been explored extensively in tourism and event management-related literature (Gursoy & Kendall, 2006; Zhou & Ap, 2009; Vetitnev & Bobina, 2015; Teigland, 1996; Ritchie, Shipway, & Cleeve, 2010; Kang & Perdue, 1994; Hiller & Wanner, 2015; Faulkner et. al., 2000; Deccio & Baloglu, 2002). However, research to this point in time has only focused on a single host-city bid arrangement. With recent stigmas associated to hosting the Olympic Games, such as negative economical and political impacts (Ritchie, 1984), less and less cities are willing to host and bid for an Olympic Games. Given these sources of resistance and declining bids in an age of global austerity, the IOC has changed their policy regarding host city structures to better attract bids. As a result of 'Recommendation 1' from the 'Olympic Agenda 2020', the IOC has moved its stance from solely allowing for single host-city bid arrangements to allowing for multi-host city bid arrangements. To date, no previous study has explored support in a multi-host city bid context.

Thus, the purpose of this study is to explore factors that influence Toronto resident's overall support to hosting the 2028 Summer Olympics in Toronto. Specifically, this study will explore factors that influence Toronto resident's support to host the 2028 Summer Olympic Games as part of a multi-host city bid arrangement, and as a single host city bid arrangement. The factors (i.e. antecedents) of resident support employed in the present investigation are consistent with Gursoy and Kendall's (2006) model of residency for mega-sport event. These factors/antecedents include: Perceived Benefits/Costs (economic, social, and cultural), Community Concern (environment, schools, crime, recreation, culture, economic development, and roads/transportation), Community Attachment (sense of belonging to the community), Eco-centric Attitude (orientation to sound environmental practices).

A quasi-experimental survey design will be used in the present investigation. Toronto residents will be asked to complete a brief questionnaire in four strategic locations throughout the city. Residents will be randomly assigned to one of two hypothetical bid arrangements:

1. The City of Toronto; single host-city bid for the 2028 Summer Olympic Games
2. The City of Toronto and the City of Montreal; multi-host city bid for the 2028 Summer Olympic Games

Empirically validated scales will be used to assess each construct proposed in the Gursoy and Kendall model as outlined above. As well, consistent with previous research (Zhou & Ap, 2008; Vetitnev & Bobina, 2015), this study will add a measure of overall resident's support for hosting a mega event to more robustly assess overall resident support for each arrangement.

Our findings will shed insights on how support (and the aforementioned antecedents/factors) might differ between single and multiple-host city bid arrangements. Our study will help determine if resident support is greater for multiple-host city bid arrangements, and what particular factors are driving greater, or lesser, support. Implications for research and practice will be explored. A better understanding of residents' support for hosting mega-sport events is critical for elected officials and bid stakeholders.



Barbon, Jennifer & Barney, Robert K.

Western University, London, Canada

Standard-Bearer: 'Captain' Edward Archibald, Canada's First Olympic Flag-Bearer

In the summer of 1908, Canada mustered its first Olympic team and sent it off to the Games of the 4th Olympiad in London, England. That delegation, arranged by a fledgling "thrown-together" Canadian Olympic Committee, federally financed, and cross-Canada represented, stands out as the first embellishers of Canada's initial international experiment in replacing the omnipresent Royal Ensign (Union Jack) with the red Maple Leaf as the national Canadian signifier. The Olympic team leader of that

delegation was Edward Archibald, chosen by his teammates and management as “team captain” and assigned the role of leading the Canadian contingent at London’s Shepherd Bush stadium in the opening ceremony parade of nations. Archibald, whose specialty was the pole-vault event, graduated from the University of Toronto in 1907, following which he became a member of the talented West End YMCA (Toronto) track and field team. Older than most of his 1908 Olympic team cohorts, he had previously participated in the Intercalary Games in Athens, Greece in the spring of 1906. He was a distinguished all-around athlete, excelling in gymnastics, the pentathlon, swimming, and team sports. By virtue of these qualifications he was a unanimous choice to preside over the team’s elected Executive Council.

This study details the life and times of Edward Archibald within the context of a rising tide of Canadian nationalism following the nation’s participation in South Africa’s Boer Wars of 1888-89 and its preparation for participating in its first major international sporting event. The sources underpinning the study are drawn from the descendent Archibald family archives collection; materials dealing with 1908 Olympic matters found in the National Archives of Canada located in Ottawa; Montreal, Toronto, and Ottawa newspapers contemporary to the times examined; and available secondary sources. The methodology employed is history’s traditional narrative/analysis/interpretation approach, an approach that is largely reliant on primary source evidence. This study provides an important contribution to the story of Canada’s historical march forward from a British imperialist environ towards world recognition as an independent entity in the world’s community of nations.



Bogner, Maria & Puig, Nuria

The Olympic Studies Centre, IOC, Lausanne, Switzerland

The IOC Olympic Studies Centre and the Academic Community of Olympic Studies

The objective of this paper is to present the IOC Olympic Studies Centre (OSC) and its role in supporting researchers and students interested in the study of the Olympic Movement, its history and ideals, and the

impact of the Olympic Games on the various aspects of contemporary society and culture. This role is part of our mission of sharing Olympic knowledge through providing information, giving access to our unique collections, enabling research and stimulating the intellectual exchange related to Olympism in its largest sense.

We hope that the presentation will provide an interesting snapshot from the IOC perspective as to the growth and global reach of Olympic Studies in this day and age and provide useful information on our collections and services but also in regards to research funds and network opportunities available.

Today the OSC is part of the of the Olympic Foundation for Culture and Heritage and is the result of a long journey that started with Pierre de Coubertin, the founder of the IOC and the modern Olympic Games, who shortly before his death said “I have not been able to carry out to the end what I wanted to perfect. I think that an Olympic Studies Centre would aid the preservation and progress of my work more than anything else”. The OSC was finally created by President Samaranch, and after some years of being mainly an information provider, we have now moved to being an essential service and knowledge provider for the Olympic Movement and the academic community.

Due to our unique and rich collections of archives and publications and being an integral part of the IOC, we are the recognized source of reference for Olympic knowledge. This knowledge is about information, facts and figures, rigorously checked that tells the story of the Olympics of the past and can be used to shape the future. It is also about expertise of a team that helps all sorts of people in their search for the most up-to-date Olympic information.

The OSC works closely with a vast and global network of academics that contribute with their expertise to specific projects and to enrich Olympic knowledge in general. This helps us to point our users to even wider and deeper sources of information. It assists the network members as well to enrich their contacts and follow the several worldwide Olympic studies initiatives.

We create bridges between academics and professionals. Specifically, our two grant programmes are important means for strengthening

exchanges between the academic community and the IOC and to enrich Olympic knowledge.

Through the PhD students Research Grant Programme we support early career researchers and encourage them to include in their PhD thesis analysis on the Olympic phenomena.

The Advanced Olympic Research Grant Programme aims to encourage established researchers to conduct projects in IOC priority fields of research.

In fact, all our services and programmes share the objective of promoting Olympic related research. This is because we strongly believe that high quality and relevant academic analysis can and should inspire Olympic Movement professionals and play a very important role in enriching the dialogue between the Olympic Movement and society.



Bretherton, Paul & Graeff, Billy
Loughborough University, UK & Universidade Federal do Rio Grande, Brazil
London 2012 and Rio 2016: The Olympic Games and Physical Activity Promotion

Following the formal addition of legacy to the *Olympic Charter* in 2002 (International Olympic Committee, 2013), there is now an unprecedented expectation that hosts of the Olympic Games must demonstrate that the event will leave a positive social legacy after it has finished. This requirement is increasingly approached in part by drawing upon the event's perceived capacity to increase physical activity (PA) participation in the host nation, primarily under the assumption that the elite sport on show during the event will encourage - or 'inspire' - more people to become permanently involved in regular exercise or sport participation. However, a range of social factors suggest mass participation-based PA legacy objectives of this nature to be particularly problematic. These include the respective roles and responsibilities of the multitude of different organizations and actors that must co-operate in order to increase PA participation, the practical difficulties that must be overcome in order to encourage previously inactive individuals to

turn to exercise, and the empirical challenge of proving the effect of the Games on PA conclusively.

This work provides a critical examination of the PA participation legacy policies and rhetoric employed in relation to London 2012 and Rio 2016—the first two summer Olympic host cities to be selected following the formal incorporation of legacy into the Olympic Charter in 2002. The interaction between the practical factors discussed above and the respective social and cultural contexts of the UK and Brazil therefore offers a useful vantage point from which to consider an increasingly prominent aspect of contemporary rationales for hosting the Olympic Games - as well as the broader implications that the case of PA participation legacies may have for all forms of legacy that are emphasized by contemporary Olympic hosts.

Following this introduction, the work is therefore organized into two main parts. First, the PA participation legacy of London 2012 is reviewed, starting with the bidding and preparation stages and finishing with the three years that have passed since the staging of this event. Second, the same approach is taken in relation to the way PA has been articulated and approached in the lead-up to Rio 2016. Finally, the concluding section draws these two cases together in order to demonstrate the broader significance of these approaches to PA legacy strategies in relation to both the broader concept of Olympic legacy as well as the need to consider the specific cultural and political dimensions of different host cities and nations.



Cathcart, Michael & Heine, Michael
Western University, London, Canada

A Thematic Analysis of Environmental Sustainability Narratives at the 2010 Vancouver Winter Olympics

The issue of environmental sustainability has taken on increasing importance in the legitimization of international sports festivals over the past fifteen or twenty years. On the one hand, the increasing urgency of political debates around the issue of ecological sustainability as a political priority on a global scale has led to contested policy

declarations such as that of Paris 2016. This political context, on the other hand, has added to the political pressures brought to bear on the organizers of large-scale international sporting events such as the International Olympic Committee, likewise to develop policies geared towards managing, inter alia, the environmental effects brought to bear on the temporary hosting environments by virtue of the Olympics's scale as a mega event.

Explicit policy initiatives on part of the IOC in response to those challenges, and in the wake of the United Nations's Agenda 21, first became visible during the 1994 Lillehammer Olympic Winter Games, when the organizational implementation of the Games sought to adhere to the precepts of, *Our Common Future*, a policy implementation statement developed in the context of Agenda 21. In consequence, the IOC's initial fundamental policy statement on the issue, devoted several chapters to the definition of its understanding of environmental sustainability.

In implementing such policies, a strategic issue is constituted by the functional necessity to articulate a discourse on environmental sustainability to the varying local contingencies of the host community, on the one hand, and to the representational — 'branding' — requirements of its sponsors, on the other. Added to this discursive configuration is the fact that the IOC and Olympic Movement's own motto ('*citius - altius - fortius*') implies in its own way a processual rationale that points towards expansion rather than sustainability. These divergent discursive elements have to be mediated within the discursive space offered by the specific hosting community and polity.

Taking this discursive configuration as its starting point, this paper investigates major discursive alignments invoking 'sustainability' that were in circulation in the context of the Vancouver 2010 Winter Olympic Games. Drawing on qualitative data gathered from dominant media production sites, we argue that three dominant thematic domains structured the discourse on Olympic environmental sustainability at the Vancouver Games. These dominant themes invoked the natural scenery of the host city and province; the sustainability initiatives purportedly organized by major sponsors; and the discourse on Olympic performance itself, placed in the service of a narrative validating Olympic sustainability.



Curtis, Helen

Canterbury Christ Church University, UK

Future Olympic Athlete? Exploring Young People's Interpretations of an Olympic Athlete, and of Competing Consumption

The mediated growth of the Olympic Games has impacted the representation and consumption of competing identities. It is important to examine young people's understanding of Olympic athletes, since consumption of sports media is an important resource as they develop identities (Bruce and Lines, 2000). Traditionally, the perception of sports heroes has been dominated by masculine virtues and social ideals (Lines, 2001). This paper explores how young people perceive and respond to Olympic athlete identification.

Drawing on theoretical perspectives of gender and identification, the feminist concept of intersectionality is utilised to examine how identities are multi-faceted. Intersections of Olympic, athletic and social identity are examined. Focus groups were conducted with young people, aged eleven to eighteen years of age. Participants were asked to describe an Olympic athlete and detail their perceptions and preferences.

Qualitative content analysis was conducted to examine the construction of participants' meanings and descriptors. This provided an opportunity to explore young people's competing definitions of Olympic athlete identification and how that impacts their feelings towards the subject. Results indicated that athletic competence intersected with Olympic athletic identity, in conjunction with tactical skill. However awareness and emphasis of feminine/heterosexuality intersected with identification of sportswomen as Olympic athletes. Young people's competing perceptions and preferences of Olympic athletes are value laden. It provides opportunities to reinforce, negotiate and resist stereotypical definitions of athletic identity and competence. It is vital to address broader notions of Olympic athlete identification and consumption.



Demetrio de Souza Petersen, Ricardo¹, Bassoli de Oliveira, Amauri² & Engelman, Selda¹

Universidade Federal do Rio Grande do Sul¹ & Universidade Estadual de Maringá², Brazil

The Segundo Tempo Program: A Legacy of the Olympic Games, Rio de Janeiro 2016

This presentation discusses the Olympic values that define the pedagogical principles of the Programa Segundo Tempo (PST). Devised by the Ministério do Esporte (ME), it functions as an important tool of Olympic education in Brazil. The educational sports offered by the PST aims to democratize access to the practice and culture of sport in order to stimulate the development of children and adolescents, as a factor of both citizenship formation and general improvements in the quality of life, primarily in areas of social vulnerability. The PST has been offered to municipalities and/or states through various agreements made over the past two years.

In 2007, the Sports Ministry through its National Educational Sport Secretariat (SNELIS), signed an agreement with the Universidade Federal do Rio Grande do Sul, in order to structure a sport educational proposal, and to apply it to the PST, as well as to maintain a process of continuing education for all professionals involved in the program. The program was structured to systematically track the development of initiatives in the PST cores, throughout the country. The proposal focused on the core principles of participation, tolerance, adversity, fair play, enjoyment, mental well-being, interaction, social inclusion and the exercise of citizenship—most, if not all, of these are in line with the principles proposed by Olympic Education. This educational structure is the basis for the training of Physical Education teachers who are the Core and Pedagogical Coordinators. Their educational output is available to the entire population, consisting of seventeen books with over 180,000 copies distributed throughout the country. The entire material is also available online through the ME website. So far we have trained over 29,000 teachers in on-location courses. Over the past two years, we have also introduced distance education training combined with on-location segments. In addition, the project follows up on-location 20% of all agreements of all groups who develop the PST in the country.

To secure continuous improvements of organizational structures, the program maintains a process of pedagogical and administrative evaluation that are supported by the ME and SNELIS according to their weaknesses and strengths. In order to make advance in the issue of social inclusion a new evaluative action is being proposed and should be applied from 2016 on. Therefore, this Program is meant to be a legacy of the Olympic Games 2016 in Brazil.



Ellis, Dana & Leopkey, Becca
Laurentian University, Canada & University of Georgia, U.S.A.
The Coca-Cola Games: A 20-year Retrospective on the Marketing Legacies of the Atlanta Olympic Games

Mega-event legacies in areas such as infrastructure (e.g. Searle, 2002), economic impact (e.g. Kasimati & Dawson, 2009), sport participation (e.g. Girginov & Hills, 2008), and social outcomes (e.g. Minnaert, 2012) have been extensively examined, to date however, little research has focused directly on event management-related legacies. The 1996 Games in Atlanta (and the years leading up to the Games) represented a turning point in the commercial orientation of the Games from various perspectives. While arguably a commercial success, the Games have been heavily criticized for their overly commercial nature (Pound, 2004). As a result it can be suggested that any perceived paradox between Olympic values and commercialism would have been emphasized in the minds of consumers. Also during this time, the IOC undertook a brand audit, suggesting organizers (i.e. IOC, Organizing Committees) were developing an understanding of the value of the Olympic Games as a brand and therefore an increasing comprehension of the importance of strategically growing, managing, and protecting their brand. Furthermore, with the TOP program in its third cycle, both sponsors and ambushers had the experience to recognize the power and pitfalls of Olympic sponsorship. Moreover, with the Games taking place in sponsor-rich United States for the first time since the introduction of TOP, there was an abundance of sponsor and ambusher opportunity. With these issues in mind the objective of this research is

to identify long-term marketing legacies of the 1996 Olympic Games. More specifically, it seeks to understand legacies related to marketing expectations during the bidding process, marketing capacity, ambush marketing practices and management, consumer perceptions, and brand management.

This research employs a qualitative case design (Yin, 2013). The case is being built from a detailed document analysis using historical and contemporary sources. Types of data include: official reports, bid documents, personal communications and memoirs, meeting minutes, hosting manuals, and newspaper clippings, among others. Data has been collected from various sources including the Olympic Studies Centre and Archives, the Kenan Research Center at the Atlanta History Center, and the Special Collections Library at the University of Georgia. Data analysis will consist of content analysis using ATLAS.ti qualitative analysis software. As data is collected and created, it is analyzed following strategies described by Miles, Huberman and Saldana (2014) and Yin (2013). These approaches aid researchers in identifying recurring themes from the data. Following the identification and classification of initial codes, researchers will undertake axial coding to provide a deeper understanding of the coded data (Corley & Gioia, 2004). This will facilitate the grouping information from initial coding into higher-order themes.

This research aims to understand how Olympic marketing can be impacted by the input, events, and circumstances of individual Games. Furthermore, it seeks to expand knowledge and understanding of event management-related legacies. This will aid in the planning and execution of such legacies and hopefully encourage a more balanced and rational approach to the growth of marketing knowledge and capacity within the Olympics specifically, and within the appropriate scope of such generalizations, mega-events more broadly.



Hongwei Guan

Ithaca College, Ithaca, New York, U.S.A.

Olympic Games from Beijing 2008 to Nanjing 2014

After the inaugural 2010 Youth Olympic Games (YOG) in Singapore, the 2nd summer YOG was successfully held in Nanjing, China in 2014. China

also hosted a spectacular summer Olympic Games in Beijing 2008. There were a total of 204 National Olympic Committees (NOCs) that sent athletes to both Beijing Olympic Games and Nanjing YOG. Both events were established by the International Olympic Committee (IOC), however, compared with the Beijing Olympic Games, the Nanjing YOG was in a much smaller scale and did not receive as much attention from the world. Is the YOG just a miniature of the regular Olympic Games? What is the YOG's unique value and how it should be promoted? As a coordinator of a global service learning program for the Beijing Organizing Committee for the Olympic Games, I also served as an Expert for the Culture and Education Program (CEP) of the Nanjing YOG. This paper is based on official reports and observations of both Beijing Olympic Games and Nanjing YOG from the educational point of view.

Initiated by former IOC President Jacques Rogge, the vision of the YOG is to inspire young generation to participate in sport and to learn about Olympism and the Olympic values. In addition to participate in sport competition, an equally important part of YOG is for the young athletes to participate in the Culture and Education Program (CEP) and learn about social responsibility, healthy lifestyle and mutual respect to different cultures, a unique spirit born with YOG DNA.

For the Nanjing YOG, 3808 athletes stayed together for a full 12 days and take part in 4837 CEP events including Discovery Activity, Chat with Champions, World Cultural Village etc. created especially for them. A total participation counted to over 1,230,000 times. Different from Beijing where "Faster, Higher, Stronger" was emphasized, healthy behavior, participation and collaboration were promoted in Nanjing. The CEP program activities were well participated and appreciated by the young and talented people from all over the world. Such mega event like YOG is a timely call to address the challenging issues including the decline in physical activity and increase in obesity among young people, as well as global issues related diversity and world peace. The Nanjing YOG Organizing Committee also co-hosted the World Youth Forum on Sport, Culture and Peace with the United Nations Educational, Scientific and Cultural Organization (UNESCO). The IOC and UNESCO has partnered to urge governments and educational planners to invest in the quantity and quality of physical education across the world. YOG is a great plat-

form for educating our young generation and be prepared as future responsible global citizens. From Beijing's "One World, One Dream" to Nanjing's "Share the Games, Share Our Dreams", YOG is bringing the original concept of Olympic Games. It is critically important for both IOC and educators to seize opportunities and create transformative learning experiences for more young generations in the future, and make the YOG a sustainable event.



Li-Shuwang

Renmin University - Beijing, PRC

An Investigation and Study of Beijing Citizens' Winter Sports Participation

The Beijing and Zhangjiakou joint bid for the 24th Olympic Winter Games is a major strategic decision made by the CPC Central Committee and the State Council. Promotion of ice and snow sports and the development of mass ice and snow sports are the core purpose of the two cities hosting the Winter Olympics. In this context, this study investigated the perceived popularity of ice and snow sports among the population of Beijing.

The Humanistic Olympics Studies Centre completed an empirical survey, with a total of 4,096 valid questionnaires returned. The survey determined that in the wake of the 2008 Summer Olympic Games, Beijing's hosting of the Winter Olympics has very strong public support, but several problems remain and require improvements, in particular: the low public profile of mass ice and snow sports; low frequency and levels of participation in ice and snow sports that do not offer grounds for optimism; and lastly, improvements are required to sports facilities, sports scientific research support, professional talent identification and training, and general media mobilization.

Through in-depth discussion and research, in this paper, we propose a new concept of social mobilization, principles and mechanisms, to remedy these issues. Optimization of ice and snow sport projects construction, and of software and hardware development are some of the promising avenues for investigation.

Loosbrock, Richard & Conroy-Villarreal, Vincent
Adams State University, Colorado, U.S.A.

The Games That Saved the Games: Peter Ueberroth and the 1984 Los Angeles Olympics

This paper examines the financing and marketing of the Los Angeles Olympics. After the financial disaster of the 1976 Montreal Games, and the troubled Moscow games it appeared that the Summer Olympics may have become too expensive and complicated for cities to host. Peter Ueberroth became the chair of the Los Angeles organizing committee, and the group took a completely different approach in financing the games.

The Los Angeles Games were the first privately financed Olympics, and resulted in a profit of \$250 million that was used to set up a foundation to fund future youth sporting activities in California. Additionally, the committee utilized existing venues that were refurbished, and found existing housing to reduce costs. To fund the games, corporate sponsorships were sold, products endorsed, and television and media revenues used. The LA games, of course, encountered a major problem with the Soviet Union and its client states boycotted the games. In part, this was retaliation for the 1980 boycott of the Moscow games. Nonetheless, the Games were a huge success in the US, buoyed by an inflated medal count that was relished by a nationalistic American audience. The LA games have also drawn criticism for the “selling” of the Olympic movement and the crass commercialism of those games.

For his exceptional organizing skills, Ueberroth was named *Time's* Man of the Year for 1984 and was appointed commissioner of Major League Baseball

Evidence and Significance: This paper will utilize research in the publications of the period, particularly the Los Angeles Times, and with interviews and correspondence with Peter Ueberroth. It will also compare the finances of the 1984 Games to other summer Olympics of the era. It will assess the impact of the 1984 Games in changing the financing and marketing of future Olympics, for better and for worse.



Masterman, Guy
Sheffield Hallam University, UK
Winning Olympic Bids: The Critical Success Factors

The purpose of this paper is a consideration of the critical success factors that were involved in winning the 2012 Olympic and Paralympic Games for London. This paper looks at how London won its bid for the 2012 Olympic and Paralympic Games. The analysis draws on a number of documents, texts and primary data collected including three interviews; with Sir Craig Reedie, former Chair of the British Olympic Association (BOA) and an International Olympic Committee Executive Group member, Mike Lee, former Director of Communications and Public Affairs for the London bid and Richard Caborn, former Minister of Sport in the UK Government at the time of the bid.

Olympic Games bids and their environment are shrouded in mystery and the London bid remains an enigma to this day. How did the city beat Paris, indeed how did it come to win from seemingly third place in that race? With the media hotly tipping Madrid and Paris in particular, the thoughts at the time were that the influential presentation by the London team in Singapore was the critical factor that won the day.

This paper provides some insight into this question using revealing in-depth interviews with key players. It shows that while the presentation to IOC members was important and delivered well, it was the culmination of many years work and strong decision making that won this bid. As Sir Craig Reedie says, "You could never win the Games by a presentation but you could lose one with a bad presentation" (Masterman, 2013). There were a number of critical success factors, the personnel involved unified by a team ethic, a vision that put sport at its heart, clearly defined competitive differential that was communicated well, and last but by no means least, a number of key personalities with incomparable work ethic and sense of winning knowhow.

The strategy that was devised for the days spent in the bid event city Singapore provided the opportunity to bring this altogether. The London team got there early and camped in another hotel but had a clear plan to work the main event venue, carefully deploying key players, including Tony and Cherie Blair. This followed several years of lobbying by a very successful trio of Sir Keith Mills, the bid's chief executive,

Sir Craig Reedie and Lord Sebastian Coe. A planned, rehearsed and inclusive approach via all of these key factors was how London won.



Nureev, Rustem & Markin, Evgeny
Financial University-Government of the Russian Federation & Russian
State University of Physical Education, Sport, Youth & Tourism, Russia
The Business Cycle of the XXXI Olympic Games

The role of sports mega events for the economic and political life of nations has increased significantly. In this paper, we investigate the political business cycle and its place in the Olympic movement. Special attention is paid to the Olympic business cycle, its unity and difference from the classical business cycle and political business cycle.

The following methods and instruments were used: formal economic-mathematical models, comparative analysis, content-analysis, multi-factor analysis, public choice methods.

The decision-making process of Olympic capital selection has several features at different stages. The International Olympic Committee has developed a special system of Applicants and Candidate Cities estimation. The Candidature Acceptance Procedure included eleven indicators during the Bid procedure of 2009, when Rio de Janeiro was selected. All these indicators are summarized in a Final Matrix, which is used as a basis for candidate cities definition. The example of Rio is used in order to describe these indicators, detect their advantages and disadvantages, and analyze their importance for the determination of the final score. International sport analytical agencies (“Games Bids” and “Around the Rings”) also have their own ratings built on the indicators which influence the final indexes and shape public opinion.

Special attention is paid to the voting procedure in the final part of the decision. The analysis showed the preferences of IOC members in selecting the capitals of the Olympic Games applicant cities, and also examines predictors of informal relations in the decision-making process. — Three basic models of administration and financing can be applied to any Olympic Games:

1. the model of public administration and financing (the share of public participation being greater than 67%);

2. the mixed model of administration and financing (the share of public participation ranging from 33% to 67%);
3. the model of private administration and financing (the share of public participation being smaller than 33%).

They were divided by the value of public and private funding with regard to incomes and expenditures.

The cost-benefit analysis allows us to define when expenditures are greatest, and when revenues are highest during the Olympic business cycle. The mechanisms of administration play an important role during the Olympic business cycle. High-quality, effective management and planning makes it possible to achieve profitable and successful Olympic Games. Special attention is paid to the structure of Rio de Janeiro 2016 expenditures, examining: general infrastructure, Olympic venues, accommodation, administration, security, environmental policies, etc.

Olympic Games have a great impact on the host country's economy. This influence is investigated by focussing on the major macroeconomic factors. A dependence exists between the chosen model of administration and the financing of the Olympic Games and economy and sport development in SR and LR. The impact on Olympics host country economies can be characterized by examining the general factors: production growth; employment growth; the growth of tourism; the expansion of the banking sector; value of tax revenues; an increase in effective demand, etc.

The paper also systematized international experiences in organizing and hosting the Olympic Games, with special attention given to the preliminary socio-economic results of the Olympic Games of Rio de Janeiro 2016.



Pedras, Loïc; Taylor, Tracy; Frawley, Stephen
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Institutional Complexity in Sport Organisations: The Case of the Portuguese Triathlon Federation

Being at the epicentre of organised sport, National Federations (NFs) face numerous professional, commercial and governmental pressures

from a complex set of stakeholders. NFs strive to deliver a dual mission of developing both participation and elite sport, which requires strategic choices about resource investment. With few exceptions, they are also highly dependent on public funding, thus vulnerable to the State's policy priorities that mostly concentrate on elite sport, rewarding 'medal' results over participation (Green & Collins, 2008; Green, 2005, 2007; Houlihan & Green, 2008, 2010; Phillips & Newland, 2013). In many countries talent identification programs and high performance initiatives therefore receive the majority of the funding (Green, 2007; Houlihan & Green, 2008; Oakley & Green, 2001; Phillips & Newland, 2013).

Questions have been raised about the return on public investment (De Bosscher, De Knop, Van Bottenburg, & Shibli, 2006; Green, 2007; Houlihan & Green, 2008), the distortion caused by concentrating on a narrow band of priority sports, often with small popularity and participation levels, and the lack of public funding of NFs who do not meet the performance benchmark and/or are not priority sports (Australian Institute of Sport, 2015; De Bosscher & Van Bottenburg, 2010; Girginov, 2008; Oakley & Green, 2001). Challenges arising from elite/mass agendas are key to NF's legitimacy and effectiveness (Phillips & Newland, 2013). However, it is crucial to understand how NFs respond to such pressures so that they can be more successful and, therefore, sustainable into the future (Washington & Patterson, 2011).

Through the lenses of institutional theory, utilising the institutional logics perspective (Thornton, Ocasio, & Lounsbury, 2012) and building on the work of institutional complexity (Greenwood, Raynard, Kodeih, Micelotta, & Lounsbury, 2011), the research aims to identify how NFs deal with these different priorities and the strategies they use to maintain long-term viability. A longitudinal case study was undertaken using the Portuguese Triathlon NF due to their performance in financial autonomy, high performance results and participation rates. The ongoing data collection comprises the period between 1989 (NF foundation) and 2015, and it includes interviews with the Secretary of State and the head of the sport institute, as well as with NF's president, CEO and heads of the different departments. It also includes document analysis such as annual reports, strategic plans, job descriptions, press

releases and social media. Policy analysis covers legislation, regulation and contracts. Implications for sport management research, practice, and education are discussed.



Raspaud, Michel

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National Policy Reasons for the Paris Bid for the Olympic and Paralympic Games 2024

France is an important historical place in the international Olympic movement, due to the tutelary figure of Baron Pierre de Coubertin, founder of the renovation of the Olympic Games, and co-founder of the International Olympic Committee. Moreover, the French remains one of the four official languages of the IOC.

France has also contributed to the reputation of the event by getting several times the organization of the Summer Olympics (Paris, 1900, 1924) and Winter Olympics (Chamonix 1924; Grenoble 1968; Albertville 1992), and it was defeated candidate many times. Despite or because of five recent failures (Summer Olympics 1992, 2008, 2012 with Paris, and 2004 with Lille; 2018 Winter Olympics with Annecy), France is once again a candidate to host the Olympic and Paralympic Games, those of summer 2024 again with the city of Paris.

The purpose of the communication is to analyze the reasons for such insistence, the arguments justifying such application, and the strategies put in place, despite several failures over the past three decades:

Is it the legacy of Pierre de Coubertin which encourages the National Olympic Committee to propose a French national application?

Does the State which, for reasons of national prestige, wants the presence of France in the international sports news?

Are the applications of cities from the spontaneous local initiatives?

To try to answer these questions, taking as example the case study of the future Paris bid for the 2024 Olympics and Paralympics, we will analyze five interrelated aspects:

The evolution of the situation of the national economy in the global competition and the consequences within the national territory;

The government's desire to develop the arrival of foreign tourists to stimulate the economy and create jobs, major international events as part of this strategy (sports, cultural, international exhibition);

The complementarity between the Olympic and Paralympic Games and the bid for Expo 2025;

The stakes of these two bids are the development of the territory of the Grand Paris, a new territory bringing together 7,000,000 inhabitants;

And last but not least, the strong symbolic desire for revenge in the international competition for the organization of major European or World events high impact in terms of image and high potential in terms of tourists attraction (football Euro 2016; summer Olympics 2024; Expo 2025).



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Content Validity of the 'Olympic Values Inventory'

This study justified itself by the encouragement of using procedures for evaluating results, through the Olympic Values Inventory (OVI) as a fundamental tool for a full development of programmes based on Olympic Education (OE). The OVI is an instrument that measures the Olympic Values: Friendship, Respect and Excellence. There are 41 items, divided into blocks. Each item is to be answered using a Likert scale type. The general objective is to test the metric principles defined in content validity of the OVI. Following guidelines from the literature (Pawlowski, Trentin & Bandeira, 2007; Cronbach 1988; Dassa 1999; Balbinotti, 2005) we can state, that only starting from valid and reliable instruments, it is possible to move forward in the study of values. Therefore, it is necessary to prepare an instrument that follows psychometric guidelines, well defined methodological steps and rigorous procedures, and has content validity as its initial objective. Thus we used a validation method known as Content Validity Coefficient (CVC), established by Hernandez-Nieto (2002). It was created for watching over more adequately to the specific needs of validation of a given content (Cassepp-Borges, Balbinotti & Teodoro, 2010).

The first, qualitative, phase of this study was composed of five evaluation participants—Masters or Doctors with wide-ranging knowledge in the Olympic Studies area in Brazil. The evaluators were asked, as per the recommendations of the relevant literature, about the clarity and the relevance of each item. Therefore, from these procedures and established correlations between the responses of the evaluation participants, it became possible to assemble a collection instrument with valid content data. This Inventory was twice sent for evaluators' analysis. The feedback received during the first evaluation indicated a need for adjustments to some items. The subsequent second analysis of the OVI and the results of the CVC with regard to relevance and clarity were satisfactory, considering that, to be a valid instrument at the point of view of content, it is necessary to reach a desired score (≥ 0.8).

These results show that as far as the clarity and appropriateness of content items is concerned, the OVU is an instrument ready to applied. This will enable a better understanding of the populations examined (that is, individuals older than twelve years who participate in sportive-social projects). This instrument is now intended to be applied to the referenced population and therefore verify their difficulties in understanding the items. This step will be useful for the quantitative phase of the project, in order to calculate the exploratory factor analysis (reducing items and evaluating how items fit to the factors) together with the Cronbach's alpha. In Cronbach's alpha calculation, all of the correlations between each item score and the total score of other items are calculated, so that items not heavily correlated with the others can be eliminated from the measure in order to increase overall reliability (Martins, 2006; Pasquali, 2001; Hill, 2008).



Silva dos Santos, Doiara

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From Ideological Aspirations to Political Inclinations: Avery Brundage, Peronism, and the First Pan-American Games

The sports administrator Avery Brundage played a decisive role in the founding of the Pan-American Games. Following initial enthusiasm for

inaugurating Pan-American Games in the 1930s and 1940s, the idea finally materialized in 1951, in Argentina. Brundage's idealistic view of sports and the Olympic Movement was implicated in the foundation of the hemispheric event along with diplomatic interests of enhancing Inter-American relationships. He saw in the Pan-American Games an opportunity to promote the Modern Olympic Movement's rules and ideals throughout Latin America.

The World War II context and its political outcome made international sports contests increasingly attractive to national governments. Observant of the political implications of sports, many countries in the world asserted direct governmental control over their National Olympic Committees and other sport organizations. Latin Americans throughout Central and South America came through the control of military and dictatorial regimes that placed sports directly under the aegis of governments. It was within that context that the Pan-American Games materialized and developed.

This paper aimed to explore the implications of the political environment in the Peronist Argentina for the inauguration of the Pan-American Games in 1951 as well as the specific actions, interventions, and interactions that characterized Brundage's position before those events. The research material was mainly drawn from primary sources, most importantly, those found in the Avery Brundage Collection at Western University, Canada. In general, this research demonstrated that Brundage's thoughts that politics should be removed from sports contrasted to president Juan Domingo Perón's view that athletes were important agents to project a positive image of Argentina abroad. Perón, over the course of his presidency, secured ways to control sports by appointing political cronies in sport federations and organizations.

The data gathered in this study provides evidence suggesting that although Brundage had clear signs of the government's direct participation in the preparations of the Pan-American Games in Argentina, he did not take any action aimed at minimizing the government's intervention in the preparations for the event. The overall success of the first Pan-American Games strengthened the aspirations of sport authorities to host the Olympics in South America. A precedent was established: successfully hosting the Pan-American Games boosted the interest and

confidence of sport and political authorities of cities aspiring to host the Olympic Games. On the other hand, the Games served International Olympic Committee authorities as an assessment of the Olympic Movement and amateur sport progresses in that region of the world.

Over the course of time, Latin America's attention to the Modern Olympic Movement has advanced from merely participating to hosting different types of Olympic events. Investigating historical events that have influenced the configuration of the relationship between Latin America, the Modern Olympic Movement, and its Games, is crucial for understanding how they are perceived, and scrutinized within the contemporary sporting culture of the region.



Sotomayor, Antonio

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The Nationalist Movement and Colonialism in Puerto Rico's Olympic Sport

Puerto Rico became a colony of the United States in 1898, yet Puerto Rican nationalists actively advocated for independence throughout the twentieth century, most predominantly by the Partido Nacionalista of the 1930s and the Movimiento Pro Independencia of the 1960s. At the height of Puerto Rican nationalist activity, and contextualized in a Latin American movement to define national identities, Puerto Ricans began participating in the Olympic movement by attending the Central American and Caribbean Games (CACG) in 1930. Thus, Olympic sport became a key component in the development of a national identity, albeit under colonialism in a process called "colonial Olympism." During the 1930s and 1940s, the nationalists viewed the Olympic delegation (and U.S. sports in general) as an imperial tool of Americanization, given that Puerto Rico at these Games represented the United States. By the 1950s, and with the establishment of the Estado Libre Asociado (Commonwealth) of Puerto Rico in 1952, the nationalists faced fierce repression while Puerto Rico's Olympic movement negotiated the thin line between cultural nationalism and political nationalism. In this regard, it was permissible under the Commonwealth to

celebrate the Olympic delegation as an expression of Puerto Rican culture, but not to use it to demand political emancipation. Recognizing the power of the Olympic movement in the struggle for national liberation, the nationalists by the 1970s fully used Puerto Rico's national Olympic delegation as the embodiment of the occupied nation in need of freedom, while the pro-Commonwealth/autonomy advocates cheered the delegation to argue that the nation existed and competed without the need of independence. A prominent figure in this study of the shifting meanings of Olympism for decolonization is Juan Juarbe Juarbe, a nationalist-athlete and flag bearer (U.S.) for Puerto Rico during the 1930 CACG. Juarbe Juarbe became a leading figure among the nationalists, serving as Secretary of Foreign Relations for the Partido Nacionalista after the 1940s, and displaying anti-colonial acts during Puerto Rico's Olympic participations.

This paper will analyze the role that the Olympic movement played in Puerto Rican nationalists' freedom struggles, in the construction of Puerto Rican national identity, and in the broader process of decolonization. From rejecting American sports as cultural tools of U.S. imperialism and ignoring Puerto Rican Olympic participation during the 1930s, by the 1970s a new generation of nationalists welcomed sports and celebrated the Olympic delegation as an expression of the Puerto Rican nation. I will argue that the Olympic movement is another site to observe issues of imperialism, decolonization, and competing notions of nationalism. By allowing Puerto Ricans (as one example in a larger group of similar non-independent nations) to participate in Olympic competition, the Olympic movement fostered cultural nationalism and undermined political independence. Using educational journals, newspapers, memoirs, pamphlets, bulletins, unpublished manuscripts, U.S. Federal Bureau of Investigation (FBI) files, personal and official correspondence, and photographs this paper analyzes the shifting meanings of Olympism and sport in the creation of a Caribbean nation. It will underscore the ways in which Olympic sport played a key part in anti-colonial struggles, ultimately serving as a tool to legitimize both colonialism and nationalism.



Traganou, Jilly

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Design, Dissent and Olympic Futures: Sociotechnical Action and Inclusionary Olympics

The Olympics today are in a juncture. A rising wave of concerns regarding the way the Olympic Games are implemented in the socio-spatial environment of a host city indicates the fragility of the social contract between the Olympics and its constituents. Based on the study of the role of design/sociotechnical action in Olympic dissent from the 1960s to the present, and focusing on selected cases such as those of the Vancouver 2010 and the London 2012 Olympics, this paper will map possibilities for the Olympics evolving into an inclusive operation, open to the participation of all its stakeholders. The purpose of this paper is neither to assert the type of political action that is most suitable for the proposition of alternatives or improvements, nor to propose the content of such a negotiation. Rather, drawing from the history of Olympic dissent, the aim is to entertain three plausible, and potentially overlapping, scenarios of political contestation that might guide the future of the Olympic Games, and speculate on the role of design and sociotechnical action in these processes.

The first scenario arises from the demands-based approach common in today's oppositional politics surrounding the Olympics. This form of action extends demands for improvement of the Olympic city and its operation during the Games but also sets new standards for the post-Olympic era.

The second scenario, based on the idea that the values of liberal democracy can change the Olympics from within, presents a process of "agonistic pluralism" (Chantal Mouffe) as a participatory template for building the Olympic city. Within this paradigm, design is the medium that rearticulates signifiers into new symbolic forms that simultaneously establish the democratic and the liberal pluralistic frameworks to which Olympism aspires. The model sees the Olympics as an opportunity to instill a necessary tension among the demos of the Olympic host city and those challenging it, to account for sub-national communities and groups that might be neglected or considered as outsiders, as well as to revisit the national narrative.

The third scenario ultimately resists the current nation state-based framework of the Olympics, and is mobilized by affinity groups that work either autonomously or in solidarity. Based on prefigurative politics, this model uses direct action to construct alternatives to the Olympics, or to envision new types and spaces of sport events. For both, design in its wider definition can play an important role, as a means of imagining and prototyping a different Olympic future, or for developing new proposals that depart radically from the idea of Olympism.

In speculating on the potential future topography of the Olympics, the paper advocates more inclusive processes of participation in the Olympic making that take into account the realm of contestation that is activated by local and transnational groups. Whether the Olympic city will claim one permanent home, rotate globally in a supersized or downsized version, or prefigure a model of an agonistic, equitable, ethical urbanity is a decision that should be assigned to the wider socio-political milieu.



Valdir Kirst, Flavio & Tavares, Otávio

Federal University of Espírito Santo, Brazil

Investigating the Transforma Programme: The Educational Initiative of the Rio 2016 Olympic Games

Sport is widely understood as a means for education in values. In this context, it arises as an axiological metalanguage (DaCosta, 2012). One of several formats and possibilities in values education through sport is the so-called Olympic Education. One can define Olympic Education as a set of educational proposals through sport which we take the Olympic Movement, its values, symbolism, history, heroes and traditions as reference points. According to Naul (2008), there are four distinct approaches to Olympic education: The “knowledge-oriented” approach seeks to explain Olympic values by means of its historical and educational legacy. The “experience-oriented” approach emphasizes participation in “Olympic” festivals and competitions. The “physical achievement-oriented” approach focuses on the idea that individual and social development occurs through performing and competing in fairness and mutual respect. Finally, the “lifeworld-ori-

ented approach “links the Olympic principles to children’s and young people’s own social experience in sport with their experiences in other areas of their lives” (2008, 119). However, some scholars have pointed to the lack of conclusive evidence of the effects of education through sport, while recognizing their educational potential (Bailey, 2005; Stegeman, Janssens, 2004; Stigger, Thomassim, 2013). Regarding the educational legacy of mega events, Graver et al. (2010: 20) concluded that because of a lack of consistent evaluation, it is difficult to precisely quantify the level of educational benefit delivered by any particular event.

Recently, the lack of assessment and sound evidence concerning the effects of education and development through sport became part of the concerns of the International Olympic Committee in relation to the legacy of the Olympic Games. Such concerns have led to some of the goals defined in Agenda 20+20.

The official Olympic Education program of the Rio 2016 Olympic Games is the *Transforma* (Transform) Program. Its stated educational aims are:

- Experiencing the Olympic and Paralympic values
- try new sports and
- become connected with the Olympic Games

Transforma offers pedagogical materials through the web and training educators, students and tutors. In addition, the program organizes challenges and school festivals for student experimentation in Olympic and Paralympic sports. According to available data, *Transforma* reached 5000 schools in five states of the federation. It intends to expand its reach, reaching four million students across the country by the Games.

The aim of this paper is to critically examine *Transforma*, questioning the program’s theory and mechanisms. To achieve this goal, we will take the four approaches to Olympic education proposed by Naul and the pedagogical principles of education in values proposed by Puig (1998) as references. Our hypothesis is that the mechanisms adopted by the programme are contradictory to the declared pedagogical theory and that such phenomena would limit their educational legacy.



Arete, Centre of Olympic Studies— Federal University of Espírito Santo, Vitória, Brazil

ARETE - Olympic Studies Centre at Universidade Federal do Espírito Santo is one of the leading research groups on Olympic Studies in Latin America. Created in 2006, ARETE has been distinguished by its performance in research and expertise to civil society organizations and local governments. Since its inception, its members have published a number of scholarly papers and book chapters in Brazil and abroad. ARETE has developed partnerships with researchers from several universities in Brazil (Universidade Federal de Sergipe, Univ. Estado do Rio de Janeiro, Univ de São Paulo, Pontifícia Universidade Católica / RS) and abroad (University of Western Ontario, Universität Mainz, Universität Münster, Universität Koblenz-Landau), as well as with the Brazilian Olympic Academy and the Brazilian Pierre de Coubertin Committee.

The International Centre for Olympic Studies — Western University, London, Canada

The International Centre for Olympic Studies (ICOS) was established in 1989. Supporting Olympics-related research, ICOS has since 1992 produced its annually published peer-reviewed journal, *Olympika: The International Journal of Olympic Studies*. Also since 1992, the Centre has regularly staged its biennial International Symposium for Olympic Research, publishing, on each occasion, its scholarly *Proceedings*. The Centre also organizes a Public Lecture Series involving leading scholars from across the world who speak on subjects dealing with Olympic socio-cultural matters.

The Earle F. Zeigler Lecture

The Earle F. Zeigler Lecture was established by the Faculty of Kinesiology at Western University, in 1991, to recognize the work and career of Earle F. Zeigler, the Faculty's first Dean. His broad range of scholarly interests spans sport philosophy, sport history, and sport administration, and the Zeigler lectures, likewise, have been given by distinguished

professionals from diverse fields. In 1998, responsibility for hosting the Zeigler Lecture was placed in the hands of the International Centre for Olympic Studies.

The Mario Cantarino Ribeiro Filho Lecture

On the occasion of the thirteenth International Symposium for Olympic Research in Brazil, Arete decided to organize the *Mario Cantarino Ribeiro Filho* Lecture to pay tribute to one of the pioneers of Physical Education in Brazil. Professor Ribeiro Filho worked at the Federal University of Espírito Santo and in two of the most prestigious Brazilian universities. In addition to being a great developer of athletics in Brazil, Professor Ribeiro Filho made a decisive contribution to the sports literature in the country. His personal library is now a special collection at the library of the Federal University of Espírito Santo.

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