Groupe 1 francophone - Cycle A

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Question 1 : Quelles sont les difficultés rencontrées par les athlètes dans l'utilisation des outils numériques aux Jeux Olympiques ?

Afin de maîtriser sa communication et de diffuser ses valeurs, le CIO s'est emparé de la dimension numérique avec la création, par exemple, de l'Olympic Channel et de comptes officiels sur les réseaux sociaux. Pourtant, le mariage de l'olympisme et du numérique nous apparaît parfois contrarié, frustrant pour les athlètes et les abonnés, ainsi que nous nous proposons de le présenter ci-dessous.

L'ensemble des retours d'expériences d'olympiens ou de dirigeants sportifs présents dans notre groupe atteste d'une certaine rigidité du mouvement olympique dans le contrôle de sa communication sur les réseaux sociaux. En effet, de nombreux Comités Nationaux Olympiques (CNO) voient certains de leurs contenus censurés sur les réseaux sociaux par l'autorité régulatrice du CIO, parfois avec des motifs ressentis comme ambigus. Cette même régulation touche aussi les athlètes, dont la règle 50 de la Charte Olympique restreint en partie la prise de parole dans l'arène olympique. En dépit d'un assouplissement en 2021, elle reste une limite à la liberté d'expression si bien que les athlètes ne peuvent s'adresser comme ils le souhaitent à leurs abonnés sur les différentes plateformes, ne serait-ce que pour leur parler de la météo du jour ou du repas qu'ils ont mangé au restaurant du village olympique. Aussi, il semble exister une confusion dans le contrôle des vidéos sur les réseaux sociaux : certains contenus réalisés dans l'enceinte des Jeux étant censurés quand d'autres, similaires, restent en ligne. Au-delà de cette inégalité de traitement, n'y a-t-il pas un non-sens : les athlètes sont limités dans le partage de contenu à l'intérieur des Jeux, quand ils sont eux-mêmes filmés par des milliers de personnes libres de poster ce qu'ils souhaitent.

Finalement, il résulte de nos discussions que nos ambassadeurs et ambassadrices du mouvement olympique sont limités dans leur communication sur le lieu où ils sont le plus inspirants. L'athlète concède une partie de son image lorsqu'il est aux Jeux, laquelle appartient désormais au CIO. Ainsi, la pleine puissance des outils numériques, comme les comptes de réseaux sociaux des sportifs avec des millions d'abonnés, véritables leviers pour attirer de nouveaux publics vers la pratique sportive et promouvoir l'Olympisme, n'est pas utilisée. Nous espérons que le CIO accomplisse prochainement sa mue pour offrir à ses meilleurs ambassadeurs, les athlètes, le droit fondamental de communiquer par eux-mêmes, pour leurs fans, sans filtre.

Question 2 : Quelles solutions numériques pour démocratiser les Jeux Olympiques et promouvoir la pratique sportive ?

Messagers sans frontière portant les valeurs de l'olympisme auprès de millions d'abonnés, les athlètes olympiques demandent de nouveaux moyens de s'exprimer via les outils numériques. Ainsi, nous nous proposons d'étudier plusieurs leviers technologiques et sociétaux afin de repenser la place de l'athlète dans la communication globale du mouvement olympique.

Propriétaire des anneaux olympiques, le CIO dispose d'un cadre légal protégeant l'ensemble des contenus audiovisuels et de contrats avec des diffuseurs. En marge de ce fonctionnement qui a contribué à la renommée des Jeux Olympiques modernes, il pourrait s'agir d'inclure les athlètes en tant que producteur et diffuseur autonome de leurs contenus via les réseaux sociaux. Comme il est d'usage dans toutes les autres compétitions, les athlètes témoignent de leurs expériences par des messages attractifs et inspirants adressés directement au public, ce qui renforce le pouvoir performatif du texte et de la photo. Nous sommes conscients que le CIO a besoin de garder une certaine régulation pour garantir l'intégrité des messages postés. Ainsi, nous proposons la création de "Social Médias Zone" identifiées pour les différents réseaux sociaux (Tiktok, Instagram, Facebook…) au cœur des villages et des sites olympiques. L'idée est que l'athlète et le CIO co-produisent un contenu dans cet espace dédié qui atteint directement le public en étant posté sur le compte personnel de l'athlète. Le CIO pourrait créer un label qui certifie que le contenu est conforme aux valeurs olympiques d'universalité et de fraternité, offrant alors l'accord pour une publication sur un réseau social. Le partenariat du CIO avec le réseau social devrait également prévoir de redistribuer au mouvement olympique les gains financiers générés par ces publications afin de s'assurer que la communication olympique de l'athlète n'est pas à but lucratif.

D'autre part, le mouvement olympique est traversé par de nouvelles initiatives qui permettent d'ouvrir l'olympisme à un plus large public. Dernier exemple en date, le Club Paris 2024, qui propose à tous ses membres des challenges quotidiens afin de gagner une rencontre avec un athlète ou un ticket pour courir le Marathon Pour Tous de Paris 2024. Le Club Paris 2024 est organisé via un site internet et des mails sont envoyés aux membres (environ 400 000 personnes à ce jour) pour obtenir des informations sur Paris 2024 en avant-première. Le CIO pourrait-il, peut-être, s'inspirer de ce programme pour mandater des athlètes afin qu'ils proposent des défis quotidiens à leurs abonnés en échange d'accès aux Jeux Olympiques ou de voyage à Olympie ? Derrière cette idée, il y a la volonté de rajeunir la communication et de faire preuve d'originalité pour piquer la curiosité des profanes de l'olympisme et de la pratique sportive.

Ainsi, notre raisonnement poursuit deux enjeux principaux pour la communication numérique du mouvement olympique : permettre aux athlètes de communiquer directement à leurs fans, mais également engager un large public, en leur donnant accès à ces athlètes pendant les Jeux Olympiques. En diversifiant son panel d'outils numériques, en faisant confiance aux athlètes, le CIO s'offrirait une communication sur mesure qui répond directement aux besoins du public, qui augmente la fréquence et la qualité des messages ou encore qui varie le discours et la manière de transmettre des valeurs intégrant ainsi la volonté du CIO de rajeunir son audience.

English Speaking Group 2 - Cycle A

Secretaries: Gyda WINTHER (NOR), Yuta YAMAZAKI (JPN), Agustin GUSMAN (ARG), Shoaib SHAFIQ (PAK)
Presenters: Preeda MUONGEE (THA), Matt MYUNG-SOK KWAK (GER)
Coordinator: Dimitrios REGALOS (GRE)

Why do Virtual Sports align with the Olympic Motto: Faster, Higher, Stronger, Together?

With the evolution of technology and mankind, the computer and gaming industry has grown exponentially. In light of the Covid-19 pandemic and people being confined to their homes, video gaming and esports became very prominent. This gain in popularity pushes the boundary as to what should be considered a sport in the Olympics. Sports are defined by Parry as "an institutionalised, rule-governed contest of human physical skill" (2018).

To simplify our task considering our time constraint, we have selected virtual cycling to evaluate if it aligns with the Olympic Motto. Virtual cycling increases accessibility by allowing players (Eathletes) to exercise and compete from the comfort of their home. It is also a cost-efficient method, promoting an ecological way for athletes to compete. If one were to compare the cost of travelling and the ecological footprint impact of traditional cycling has versus virtual cycling, we would expect digital sports to be more cost effective and have a greener impact.

To look at the alternative, we shall look at the Olympic Motto. Why is it not "fastest, highest, strongest and alone"? The main motivation of an Olympic athlete is considered to become faster, higher, stronger and to do it together with their entourage. The goal is not to be the fastest nor the strongest, but to constantly strive to push the boundaries to get faster and higher and stronger. In order to do this, we need to give an individual the opportunity. This opportunity needs to come with accessibility, which is something that virtual cycling provides, the ability to cycle from anywhere in the world. As with traditional cycling, virtual cycling also strives to become faster, higher, stronger and brings people together.

To conclude, depending on which specific digital sport one chooses to look at, it may be considered to align with the Olympic motto. Virtual cycling provides an easily accessible platform, a cost efficient and sustainable method of physical activity. It also allows individual athletes to strive to become faster, higher, stronger, together which does in fact align with the Olympic motto.

Why don't Esports align with the Olympic Motto: Faster, higher, Stronger, Together?

Esports in which solely a remote console is involved may be looked at with a slightly different philosophy than sports where physical activity is involved.

Let's take ebasketball for instance. There can be many negative social and health impacts. In the short term, some negative impacts may include a loss of participation and interaction with key individuals such as family members and friends. In the longer term, one may start to notice negative impacts on people's health.

With an increased number of the population staying sedentary, playing what is considered a sport may lead to muscle degeneration and obesity, not to mention negative osteo and cardio impacts on the human body. Our bodies require a certain amount of physical activity and movement over the span of a day for our systems to function properly.

The shift of funding is another possible impact. For instance, if Esports become prominent in a country and potentially more successful than physical sports, one may start to see a funding shift towards Esports, leaving key programs such as education, health and sport aside, vulnerable to added potential negative repercussions.

The hosting of major sport events virtually can lead to a lack of culture sharing and exchanging. The absence of in-person gatherings would add an additional restraint and inconvenience to international relations. On a different note, a certain governing body would need to be in place to prevent cheating. Thinking further ahead, referees, coaches, support teams, organizers, and so on may not have as important a role with the loss of interest in physical sports. This could potentially lead to a significant loss of jobs.

When looking at the Olympic motto and comparing it to Ebasketball, our chosen Esport, are we truly getting physically faster, higher, stronger and together? Physically no, but one's specific skills will improve by playing. Their character will move faster, and the reaction time will most likely be improved as well.

To finish, we cannot ignore the prevalent growth of esports. Like a child, it is there, and one must take it by the hand and guide it in today's reality. We have found that Ebasketball does not align with the Olympic motto, however moving forward, we suggest that like the Paralympics (which has a different motto), esports should be a separate entity.

Citations
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English Speaking Group 3 - Cycle A

Secretaries: Brianna LEWIS (COK), Winfred QUEK (SGP)
Presenters: Doha ZGHOUL (JOR), Winfred QUEK (SGP)
Coordinators: Angela STANESCU (ROM), Samantha MATAVATA (ZIM)

Question 1: How can the IOC implement sustainable balance between developing and underdeveloped nations pertaining to digital outreach strategies that promote Olympism?

In terms of development progress, countries are developing at different rates. Some may be developing much faster than others. With this in mind, we would like to suggest a few proposals to help the IOC bridge the divide by targeting developing and underdeveloped nations.

Due to the unequal opportunities and contrast in access to technologies, each country faces a unique challenge when crafting digital outreach strategies to promote Olympism and the values it espouses. Our proposals will hopefully even the playing field between nations.

At the present moment, the IOC does not have a dedicated social media office to manage matters pertaining to social media and digital outreach strategies. Therefore, we propose the IOC create a Social Media Working Group to provide the overall direction of digital outreach strategies for the purposes of promoting Olympism. This will ensure two-way communication between NOCs and the IOC. NOCs should then take the drivers' seat and be responsible for the implementation of the digital outreach strategies with guidance from the working group. As each country is unique, NOCs can also, in close consultation with the working group, provide localised input and customise strategies to fit their local audience as we acknowledge that there is no one-size-fits-all solution. To support recommendations above, we propose that the IOC create an annual fund for the purpose of digital outreach for target nations. Uses for the fund can include, but are not limited to:

a. **Developing Countries:** The salarial costs and benefits for the position of one Social Media Manager per developing countries' (with high access to smartphones and data/internet) NOCs

b. **Underdeveloped Countries**: Purchase of IT equipment and coordinating outreach events with purchased IT equipment to engage the public.

Accreditation quotas are also an issue faced by NOCs. Currently, Social Media Managers are not an accredited role. In fact, most Press Attaché double-hat as the *de facto* Team Social Media Manager *(Estonian Olympic Committee during Lausanne 2020, Tokyo 2020 and Beijing 2022*). However, it is nearly impossible for one person to function as both requirements of each role are unique. Therefore, we propose that both roles be split, and an extra accreditation quota be provided for each NOC to allow a dedicated Social Media Manager to travel with the NOC to the Games. This will ensure that social media engagement

remains high and digital outreach strategies are actively implemented even during Games time.

Question 2: How should the IOC promote the practice of physical activity amongst youth from developed countries by means of digital platforms?

Youth in developed countries live a more sedentary lifestyle than their counterparts in developing and underdeveloped countries. COVID-19 has deprived our youth of physical activities due to pandemic-induced lockdowns. We believe that the best way to encourage our youth to live a healthier lifestyle is by promoting physical activities via digital platforms, which is a medium that they know and consume regularly.

      For engaging youth during modern times, we propose using TikTok, one of the most popular social media platforms to host a challenge that features an Esports athlete and an Olympian/Paralympian athlete participating in a dual-discipline challenge of their preferred sport and Esport. We believe this will capture the attention of both parties of followers while also exposing them to each other's sporting discipline and reinforcing the importance of physical activity to succeed in any sporting discipline. To make this project more meaningful, NOCs could also integrate their Olympic Day activities with this project spearheaded by the IOC to help raise more awareness about Olympic Day and bring it to the online realm.

      During Olympic Games, physical challenges can be integrated into the existing IOC app that is used for the Olympic Games via an option available on the app's front page. The challenge feature would have a points system, and prizes can be awarded for points gained. In order to maximise the reach of this challenge, we would propose the IOC join efforts with one of The Olympic Partners to co-brand the challenge (*e.g Samsung Virtual Workout Challenge)*. A virtual medal table could also be listed alongside the Games, giving the wider public and youth a greater reason to participate during the festivities of the Games and get active. To encourage more participation, we would feature selected participants to be featured on IOC social media pages.

      By adopting and welcoming non-traditional digital platforms, we believe we will be able to capture the attention of a much larger demographic of youth and instil in them the importance of engaging in physical activity.

English Speaking Group 4 – Cycle A

Secretaries: Pinelopi NIKA (GRE), Omar ZATER (JOR)
Presenters: Inés REMERSARO (URU), Benjamín FELICIANO (GEQ)
Coordinators: Laurel Brassey IVERSEN (USA), Mateus NAGIME (BRA)

Question 1: How are virtual sports related to the Olympic Movement?

Virtual sports can be defined as physical activity recorded by digital media and shared in a simulated virtual setting. Regarding this controversial topic, our group had very strong opinions and, at times, heated debates. Many of us did not understand the concept of virtual sports. Fortunately, some participants in our group have experience with digital sports and this has enabled us to have better discussions.

Living in the era of digital transformation when radical changes occur in every field of modern society, it is inevitable for the Olympic Games not to be affected. Since the popularity of virtual sports is increasing day by day, the idea of including them into the upcoming Olympic Games is starting to become more realistic. It is crucial to understand whether they fulfill the "requirements" in order to become an equitable part of the Olympic Movement.

The significant differences between existing Olympic sports and their virtual counterparts has caused an array of reactions as to whether they are compatible with the Olympic Movement or not. Do they encourage and promote *Excellence, Friendship and Respect,* the Olympic values?

Many aspects of virtual sports are compatible with Olympic movement. Virtual sports involve physical activity that can be compared to those required in traditional sports. They can be practiced both in individual and team sports. Furthermore, virtual sports are inspired by already existing traditional sports, such as football, basketball or cycling. This makes it easier for them to be accepted by the audience. Additionally, they are accessible to the majority of the population as they only require internet connection and an electronic device. Another crucial aspect is that they balance social inequalities as they do not require any travel or accommodation expenses in order to participate.

However, there are aspects of virtual sports that do not reflect Olympism. Virtual sports lack physical contact and interaction, which makes it more difficult to adopt the principles of fair play, friendship and respect, as well as mutual understanding and cultural differences. Moreover, virtual sports lose important factors that can determine the outcome of the result, such as physical contact, weather conditions or other environmental factors. In virtual sports, athletes miss the support of spectators, which could make it less enjoyable. Last but not least the beauty of the game is lost, since virtuality destroys the aspect of unity. Instead of having an Olympic city such as London 2012, Rio 2016 or Tokyo 2020 hosting one big international event, the competitions are spread all over the world.

Virtual sports bring together people from all over the world in a different, digital way that attracts a younger audience, which is one of the goals of the Olympic Movement. Including virtual sports in the Olympic Games can be a challenge, when at the same time it can be an innovative way to encourage physical activity. Although virtual sports promote aspects of Olympism, the group has not reached a conclusion whether they deserve to be a part of the Olympic Games.

Question 2: How can the IOC's digital strategy promote the IOA?

During the 62nd International Session for Young Olympic Ambassadors of the International Olympic Academy (IOA), we discussed how the educational messages of Olympism can be integrated into the International Olympic Committee (IOC)'s new digital strategy, spreading Olympic education to a larger audience as well as promoting the role of the Young Olympic Ambassadors. It is important for the IOC to adopt structures in order to generate and distribute its valuable content on the main Olympics channels, similar to other digital platforms and programmes such as the IOC Refugees Team or the IOC Young Leaders.

Recommendations:

1. **The role of the IOA Young Olympic Ambassadors is to:**
Create digital content to spread the Olympic values beyond their participation at the session, in collaboration with the IOA and the IOC.
2. **The role of the IOA Young Olympic Ambassadors Session is to:**
Produce quality digital content (such as interviews of the ambassadors) during the Young Olympic Ambassadors session and distribute it on a larger scale through their own social media channels.
3. **The role of the IOC's digital strategy in promoting Olympic studies and education is to:**
   • Promote the IOA Educational Programmes through their digital platforms in order to spread them to a larger audience.
   • Provide supporting content to YOA to use in their promotion of the Olympic values.
   • Share IOA Educational Programs, ongoing events, and highlights.
   • Share innovative and creative ideas by Young Olympic Ambassadors through their different multimedia platforms.

English Speaking Group 5 - Cycle A

Secretaries: Fatema MASVI (IND), Emma SCHIECK (USA)
Presenters: Yilmaz SUNGUR (TUR), Raffiq RADZI (MAS)
Coordinators: Rafael MENDOZA (MEX), Yauheniya YAKALUEVA (BLR)

Question 1: What are the pros and cons of artificial intelligence in the Olympic Movement and Sport?

Artificial intelligence (AI), is the reproduction of human processes through new technology. In recent years, AI has been introduced into the world of sport at a growing rate. While the role of AI in both the Olympic Movement (OM) and sport is ever changing, we are able to identify uses of AI that are both harmful and beneficial.

One common use of AI is real-time referee assistance. By using technology rather than a human referee, we are able to access multiple vantage points with high-quality video. Using AI this way allows for us to replay moments of action to evaluate decisions and ensure accuracy. If used properly in refereeing, AI has the capacity to remove the variability of referees from sport.

Potential positive uses for AI also expand outside of game time into training sessions. Using AI, we are able to evaluate human performance at a high level. Evaluating human performance will allow athletes to break records and captivate audiences like never before. Technology such as wearable devices, barbell velocity measurements, and other measurement devices are constantly improving, and athletes are able to improve at the same rate.

We are also able to prevent injury using AI. In the case where injury is unavoidable, AI will lead athletes to a faster and more effective recovery. Injury prevention is important for the sake of human health and also the preservation of sport's popularity. Once AI has been used to keep athletes healthy, maximize training and unlock the fullest potential of elite athletes, we will see an overall increase in athletic performance, making sport as exciting as possible.

While it may sound like the use of AI is largely beneficial, there are also many potential downsides that we discovered in our conversation. By nature, AI is a replica of human behaviors, but when these behaviors are carried out by machines they lack the empathy and consciousness that is associated with the "human touch." Humanity is at the center of the OM, so by removing the empathy and consciousness from sport, we risk falling out of touch with what sport is meant to be. Replacing humans with technology has negative impacts that expand beyond the loss of empathy and consciousness, such as the loss of jobs. By replacing statisticians, coaches, referees, and others who work in sport with AI, we will negatively impact the lives of many workers who rely on those positions.

In addition to all of these disadvantages, the ever-changing nature of technology means that there will be a constant need to update and upgrade both the software and hardware of technology. If not kept up-to-date, the technology may be more susceptible to hacking and manipulation. This will be associated with a high cost to an already expensive venture. One of the key intentions of the OM is maintaining an equal level of play. Once we introduce AI into sport, some countries who are unable to afford AI will face difficulty in remaining at the same level as those who can afford it creating great disparity in the world of sport.

In its totality, we believe that AI has the capacity to make great positive change in sport and the OM as long as it is used with intentionality and in consideration of the potential negative effects.

Question 2: What are the impacts of Social Media on the Olympic Movement?

The Olympic Movement (OM) is the concerted, organized, universal and permanent action, carried out under the supreme authority of the International Olympic Committee (IOC), of all individuals and entities who are inspired by the values of Olympism (IOC, 2022). Social media (SM) is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration (TechTarget, 2022).

The world is advancing at a fast pace and if we want the values of the OM to reach all the corners of the earth, it is a necessity to digitize communication. We must use the latest platforms to communicate with and educate the young leaders of the future.

According to the Olympic Charter, rule 50.2 (page no. 94) says: "***No kind of demonstration or political, religious or racial propaganda is permitted in any Olympic sites, venues or other areas***". The rule doesn't say anything about propaganda in SM. Currently there is no established governance regarding SM platform usage for the OM. Therefore, it is a loophole where the influencer or ambassadors can manipulate it.

No invention is good or bad by itself. It is the use that makes it so. SM can play an integral part in disseminating information about the OM. Today it is the bedrock of all communication, especially between two different generations.

Sports has been a tool to unite people irrespective of races or religions. Globally, there are many vulnerable groups facing discrimination such as women, transgenders, and people of color. SM has been a great platform for them to raise awareness.

SM like the OM can be a great tool to unite people globally. It can give voice and power to the people who have none, including the stakeholders of the OM. It is the power of SM that can help start relevant conversations and bring about substantial change. It is one source that transcends boundaries and reaches the last mile thereby ensuring that the Olympics and its values reach the last person in the mile.

On the other hand, the top-level athletes are responsible for what they post on SM regardless of the platform, which can impact them adversely. In addition, at the grassroots level the heavy usage of SM might affect their performance and progress in sports. They too can be easily influenced or manipulated by irresponsible parties.

In conclusion, we do agree certain rules and governance need to be established to ensure any athletes' postings on social media are in line with the Olympic values and do not tarnish the credibility of the Olympics' objectives.

English Speaking Group 6 - Cycle A

Secretaries: Britt COX (AUS), Jeyhun RAHMANOV (AZE), Gaurav DWIVEDI (IND)
Presenters: Lucia ABADIA (GUA), Filipa TEIXEIRA (POR)
Coordinators: Mr Anidev SINGH (IND), Ms Bogusia SMOLAREK (POL)

Question 1: How can social media be used to communicate the values of Olympics to young people?

Olympism is a philosophy; a way of life based on the enjoyment of effort, the value of setting a good example, and having respect for universally accepted ethical principles. Olympism is summarized in the three Olympic values of "excellence, friendship, and respect", everyday life and are emphasized by the Olympic movement through the universal language of sport. The impact of social media has moved from the role of simply being an entertaining addition to one's social life to being a fully integrated part of nearly every aspect in the daily lives of a majority of people, including Olympians. Thus, the educational value of a positive demonstration of the Olympic Values through social media cannot be underestimated.

Social media is a collective term for a variety of interactive communication platforms to share both personal and collaborative content. Social media provides opportunities to capture the attention of masses to instil these Olympic values in others. Social media use is particularly pertinent to younger generations, such as millennials and generation z, who spend the majority of their leisure time on social media. These platforms provide us with opportunities to capture the attention of the masses and instill the Olympic values in others by encouraging excellence, emphasize the importance of having faith in each other, and to show support and respect regardless of one's nationality, religion, color etc.For example, following the Tokyo 2021 Olympic Games Rayssa Lea was recognized as the athlete who most represented the Olympic values during the Games. Lea flooded the social media feeds of audiences from all over the world becoming an instant sports celebrity gaining 5.8 million followers on Instagram. Not only did this social media content display excellence in the form of her athletic prowess and attainment of an Olympic silver medal at the ripe age of 13, but also friendship and respect in her pure joy for the sport and practice of good sportsmanship. In order to achieve maximum results, it is important to take advantage of the variety of social media platforms available, and equally important to design content that is appropriate for the design and audience of each platform. For instance, Instagram is primarily used by younger generations who are more engaged with audiovisual content. Instagram was an effective platform for the communication of Olympic values to young people through audiovisual content. Hence the communication of Olympism through Lea's social media accounts can be attributed to the relevance of her content to the young demographic of the platform. Twitter, on the other hand, is predominantly used as a source of news and is therefore more suitable to text based, informational content such as results and statistics.
The effects of social media vary from person to person, but when we understand how to communicate or promote specific causes, it connects the audience and motivates them to be part of the cause and put it into practice in their daily lives.

Hence, social media can be the most useful tool to instill olympic values in the youth.

Question 2: What are the most significant challenges posed by social media for the Olympic movement?

The digital era provides new challenges to the Olympic movement that were not present with traditional forms of media. The nature of social media as a platform for user generated content and two way communication places the Olympic movement in a vulnerable position with regards to the effective spread of Olympism and the Olympic values. Furthermore, the expansive reach of social media as a means of global communication compounds the effect of such content.

Examples of content that can be distributed via social media that counter the Olympic values include:

- Misinformation (fake news): promotion of products and practices that are detrimental to the health of the individuals.
- Trolling: Many social media accounts of athletes, as well as associations of the Olympic movement, experience aggressive and insulting messages and comments pertaining to their performance, appearance, race, cultural heritage, gender and even sexual orientation. For example, a pair of table tennis athletes received harsh DMs and an onslaught of hate comments on their social media accounts after winning a gold medal in the Olympic Games. Some athletes have even been trolled for not achieving victory.
- The compulsive use of social media and lack of attention: the compulsive need to be posting material at any cost to enhance the audience and being constantly checking for updates could be affecting the performance of the athletes consequently the Olympic movement. For example, the american gymnastic gold medalist at Tokyo Olympic Games Suni Lee suggested her disappointing bars performance was related to social media distractions.

The transparency of the digital prevents the ability of the Olympic movement to control the publishing of content that denies Olympism. As young Olympic ambassadors, we believe it is our responsibility to ensure that any social media content that we publish is in alignment with the Olympic values. We also propose that it is our duty to serve as gatekeepers of Olympism on these platforms which are highly engaged by our peers. This involves taking both a proactive approach as well as monitoring and calling out content that contradicts the Olympic values and also promote controlled use related to the time we spend on the networks.

Secretaries: Bryce MACKINNON (USA), Eliza TAN (SGP)
Presenters: Allai Abou-CHAKER (DEN), Bruno SAPIENZA (PAR)
Coordinators: Divya SAINI (IND), Tebogo G GERDA (BOT)

Question 1: How can we get the young generation to embrace and find relevance in the Olympic Movement through digitalization?

There is a principle in sports marketing known as the "Frequency Escalator" (FE). The principle conceptualizes fan engagement and a sports organization's ability to monetize that engagement, using an escalator as a model. In this principle, sports marketers focus on moving consumers of sport up the escalator, increasing their participation in the sport organization (Mullin, Hardy, Sutton, 2007). There are five components of the FE: non-consumers, indirect consumers, light users, medium users, and heavy users. In practice, sports marketers try to push customers up the escalator, turning light users into heavy users (LaFleur, 2015).

This principle can be utilized as a framework for building an understanding of Olympic values and of Olympism, by improving existing social media content and entering spaces not currently occupied by the IOC, therefore helping the young generation to embrace and find relevance in the Olympic Movement.

Since the Olympics are a global event, we do not need to focus on the non-consumer category of individuals when referring to the FE. We assume that the younger generation is primarily sitting on the indirect user level, as they only occasionally consume Olympic content when they see the Games on TV every two years. Social media should be used to engage the younger generation with the Olympics and Olympism beyond just watching the Games on TV.

In that regard, we suggest the following: to improve content on existing social media platforms, hoping to attract new audiences to the Olympic Movement; to create an online presence on social media in places the IOC is not already present.

In order to move younger people up the escalator, the IOC should produce better and more interesting content. This includes videos, pictures and stories that are designed to interest younger generations, escalating them from an indirect user to a light user as they consume more Olympic media content. Once drawn in by this media, they can be encouraged to subscribe to and follow the new channels, continuing the escalation.

The IOC should then provide additional resources to increase the understanding of the movement and the principles of Olympism. For example, posting links to educational resources like lectures, interviews, podcasts, historical documents, allowing those individuals intrigued by the new content found on the social media pages to explore the broader concepts of Olympism, and learn how to apply the principles to their everyday lives.

At this point, we can move these medium users to heavy users, by further encouraging them to become active participants and advocates of the Movement, by promoting not only organized sporting and other events, but also volunteer and educational opportunities that are tailored specifically to local communities around the world. By mimicking the FE principle, the IOC can strategically utilize social media to gradually push the younger generation up the escalator and promote the Olympic

values to a group of individuals who currently may not understand their depth or importance in everyday life.

Question 2: How can Esports contribute to Olympism in this digital era?

The International Olympic Committee (IOC) is showing signs that they will be associating the sports and the video gaming community into the Olympic Movement. Esports communities are steadily growing in numbers every year (ezoo, 2018). The following are in progress:

- Recommendation 9 of Agenda 2020+5: *Encourage the development of virtual sports and further engage with video gaming communities. (IOC, 2021)*
- The formation of a virtual sports department at the IOC (IOC, 2022).
- The organisation of the next virtual sports series in 2023 hosted in Singapore (IOC, 2022)

Therefore, the group feels the focus of this report should be on the benefits that Esports could bring to Olympism and suggest the following initiatives:

Gathering Consumer Data & Analytics from Esports community
It is very clear that data management and data analytics has become an emerging business and a really important tool for companies to give insights to marketing departments and decision makers, through research and development. Having access to data coming from the gaming industry is one important benefit for the Olympic Movement for the development of a strategic road map for the near future, a new marketing campaign, or simply searching for trends or insight to adjust an existing strategy.

Integration of Virtual and Physical Sports/Activities
In order to advance in the sports' rankings, Esports gamers must be encouraged to participate in online activities as well as outdoor physical activities. In video games like FIFA, players must practice some sports outside their homes in order to unlock higher levels of those games. Gamers must play video games with digital accessories like smartwatches or digital fitness equipment in order to track the workouts. The idea to maintain the essence of the Olympic Movement through the promotion of practicing sports could be possible through b2b partnerships. With assessments of sport experts and technology gaming developers could find ways to integrate physical activity in order to be able to access a video game.

Promoting the Messages of Olympism
Olympic Games Tokyo 2020 - The Official Video Game is an Olympic video game developed and published by Sega. Such games could integrate messages of Olympism by having characters named after Olympic Values. The upcoming 2022 Marseille Fédération Internationale de l'Automobile (FIA) Motorsport Games event has introduced a new digital category, placing environmental responsibility as a priority. The message of environmental sustainability by minimizing carbon emissions is aligned with the Olympic Charter (FIA, 2020).
In conclusion, Esports and virtual games are becoming a reality. Therefore, instead of resisting this change, we need to embrace it. By continuing to keep initiatives and partnerships relevant, digitalization can maintain the essence of the Olympic Movement for the years to come.

English Speaking Group 8 - Cycle A

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Presenters: Ivanna KOROBEINIKOVA (UKR) and Munashe DANGARE (ZIM)
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Question 1: How can we promote the idea of togetherness through digital platforms?

Individuals are craving interaction and connection with others more than ever. Before we dive into ideas to create togetherness via digital platforms, we will ground ourselves in a few fundamental thoughts.

First, **togetherness** is the state of being close to another person or other people (Oxford Languages). Lastly, **digital togetherness** is a sense of belonging and identity that is based on sharing personal and private experiences (Marino, 2015).

Challenge: Infusing the two definitions above, how can we create a digital environment of togetherness that connects and inspires communities around the world? We will explore two categories to promote togetherness.

1. **Building community:** We understand the importance and desire for individuals to feel each other's presence. This is a basic human need. To feel the emotions of loved ones and to share in personal experience. Together, we are better, and as the Olympic Motto would state: Faster, Higher, Stronger - *Together*. We see value in rallying communities together to share experiences and create connections. Some examples are:
   - Connecting with others (FaceTime, WhatsApp, Zoom, Skype, etc.).
   - Challenges with family and friends (e.g., Apple Fitness +).

2. **Shared experiences:** At its core, community is the idea that shared experiences promote deep and lasting connections between individuals. Social platforms have a special place in the digital age, where people spend a lot of time during the day. They have become an effective and convenient way to communicate. Social media is a great tool to create an environment for shared experiences to build friendship and respect among communities. Some of our ideas are as follow:
   - Shared social fundraising events.
   - Social media live events (sport broadcasts, Instagram live, etc.).
   - Virtual Entertainment VR sporting events viewings, live musical concerts, etc.).

Online interactions can improve the process of participation and engagement when consumed within a space that stimulates the circulation of solidarity and ties based on trust and reciprocity (Marino, 2015).

Question 2: How can athletes and ambassadors use their social platforms to promote physical activity?

First, we will define "physical activity" (PA) in this scope. While PA and exertion are great, we will focus our scope more broadly (sport, dance, art, etc.). We will encourage our communities to go beyond physical exercise and sports activities and consider a full range of activities. Below we will evaluate the role of the athlete and the ambassador and how they can utilize their social platforms to promote activity:

The Role of the Athlete: Inspire and encourage. Invite fans and friends to participate in PA alongside them. Utilize social media and their unique access to their position in the sports world. Our activation tactics are shown below.

1. A Day-In-The-Life: giving fans and friends a behind-the-scenes glimpse into their daily activities as they train at the elite level.
2. Promote the ideals of Olympism through Vlog content.
3. Participate in a social media activity challenge.

The Role of the Ambassador: To share and amplify. Ambassadors are encouraged to identify their unique voice and to embrace sharing their ideas and amplifying Olympic and Paralympic information across their digital platforms. See activation tactics below.

1. Participate in or help organize virtual sporting events.
2. Digital toolkit: create a toolkit of assets for athletes and ambassadors to use to promote Olympism.

Athletes and Ambassadors work in harmony to promote the ideals of Olympism, engaging audiences across the world to participate in Paralympic Sports and be inspired to be active in the Olympic and Paralympic Movements.

In conclusion, we are all interconnected and we all have a role. No matter the size of your audience, we each have the influence and opportunity to spread positivity and encourage participation in our communities.

English Speaking Group 9 - Cycle A

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Presenters: Asiani VAGI (PNG), Rodrigo IDEUS (COL)
Coordinators: Nalini SINGH (IND), Vasileios SGOUROS (GRE)

Question 1: How should the International Olympic Committee (IOC) approach the promotion of virtual sports in the developing world?

Virtual sports can be an institutionalised, rule-governed, virtual contest of human skill. IOC Agenda 2020+5 refers to "a need for greater solidarity […] and the growth in digitalisation, while keeping in mind the need to expand digital capability to the currently digitally underserved". This report will present a comparison of virtual sports in developing and developed countries, offering suggestions on the IOC's strategic roadmap for success.

The primary concern lies in the incohesive governance of virtual sports. For example, how can they establish a structure that supports the governance among national and virtual organisations? The IOC and IFs of the respective virtual sports, should collaborate to create national structures for the governance. These can be based on nation-specific demographic barriers. Virtual sports could be adopted by building partnerships with local professional organisations.

Accessibility poses a significant challenge in developing countries due to economic and social-cultural factors. Such factors include IT and utility infrastructure inequalities. In order to address this issue, the IOC has to focus on narrowing these gaps by supporting the inclusion of virtual sports organised by regional or continental competitions while still attracting private and public support globally.

Developed nations may also face obstacles regarding inclusivity. This may be related to minimal education and awareness towards virtual sports. One way to establish strategies to challenge the lack of inclusivity in developed nations, is finding country-relative social platforms and educational programs which support the promotion of virtual sports through associations that may motivate the population.

In general, for both developed and developing nations, there may be health issues concerning the physical and mental conditions of players. A study published in BMJ Open Sport & Exercise Medicine has found that excessive screen time is detrimental to sleep as well as cognitive and socioemotional development. Further research is needed in finding the right balance to maintain good health in virtual sports.

All in all, finding key promotional and educational strategies will help increase awareness and engagement in virtual sports in the developing world.

Question 2: How does the involvement of AI impact the human values of the Olympic Movement?

Artificial Intelligence (AI) is disrupting the core human values in the Olympic Movement of fair play, respect, excellence, balance between body will and mind and joy of effort.

The utilisation of AI affects the **joy of effort in sport** by removing barriers and allowing for worldwide interaction and fostering of relationships. Additionally, AI may enhance performance and create improved results. While in the current environment there is a mix of human and artificial decisions, these can also generate conflict and frustration between the parties involved.

AI impacts the human value of **fair play** in positive ways, playing an important role in the digitalization era. The use of technology has continued to ensure the existence of platforms that allow interactions and engagement among people, improved data analysis on performance, and accurate analysis of drug tests. Whilst AI has brought innovation and continues to influence sport, it also has negative impacts on fair play such as technological doping, increasing pressures on a "win at all costs" mindset and it contributes to the challenge of accessibility to technology between nations.

Limited face to face interactions can increase barriers to human relationships and can reduce **respect** in the field of play. Education focused on human qualities of relationships through virtual mediums needs to be at the forefront of the Olympic Movement.

Virtual sports occur more often than in-person sports. They provide more opportunity for practice, competition and therefore improve **excellence** in performance. The integration of AI may place more emphasis on winning rather than the joys in the pursuit of excellence.

AI can help raise the potential of the athlete and support fair play, nevertheless these technologies may also further accessibility and competition between developed and developing nations. Even though times have changed, the main goal remains the same, to find the **balance in body will and mind** throughout sport across the world.

English Speaking Group 10 - Cycle A

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Question 1: What is the impact of Esports on health, and does this align with Olympism?

Definition of Key Terms:
- **Health**-A state of complete physical, mental, and social well-being (World Health Organization)
- **Esports**-Competitive video games performed in a stationary manner (International Esports Federation)
- **Olympism**-The philosophy of life that involves the balance of body, will and mind (International Olympic Committee)

We will examine both potentially positive and negative impacts of Esports in order to determine whether Esports aligns with Olympism.

Positive Impacts:
Esports can contribute to **improved *attention span, hand-eye coordination, and precision***. In addition, Esports fosters **critical thinking and problem-solving skills, such as strategy, tactics, and decision-making**. This aspect of Esports resonates with the *Olympic Value of Excellence.*

The joy of effort is also displayed, as players devote their time to improving their game characters and rankings. Most players are self-taught, as there is not yet a culture of having a coach or formal training regimen, indicating a level of independence and drive.

From a socialization perspective, Esports provide a platform for athletes, coaches, and fans to **interact and play together online, showing the Olympic value of Friendship**. The 2019 Esports World Championships held in Seoul (KOR) brought together 500 participants from 46 countries.

Negative Impacts:
- **Sedentary Lifestyle**-establishing Esports as an Olympic event may encourage sedentary behaviour. Participants spend many hours sitting in front of a screen to train and compete. Potential negative health effects include increased risk of cardiac disease, diabetes, hypertension, as well as mental health disorders (WHO).
- **Cyber-bullying-**as online environments are largely unregulated, they often become toxic with spamming hate speech. Communication in Esports happens through unmoderated channels leading to the potential risk of verbal abuse.
- **Addiction-**video games have a highly addictive nature. Unlike traditional sports, where bodily exertion will limit the length of activity time, Esports can be played for hours at a time. Thus, players may neglect their health or social obligations to continue playing. Furthermore, there are generally no coaches or psychologists to support and guide players.

The question of whether Esports align with Olympism is complex. While the Olympic value of Excellence can be seen in the intellectual training of Esports, the negative issues of sedentariness, addiction, poor lifestyle, and cyberbullying are **contrary to the core Olympic principles of friendship, respect, and health.**

Question 2: How can the dissemination of Olympism be maximized through digital platforms?

As representatives of our sports communities, we acknowledge the importance of digital progress, which affects the Olympic Movement and its stakeholders. By using digital tools, NOCs and Young Olympic Ambassadors can contribute to growing global awareness of Olympic values. The power of digital platforms lies in its potential to spread information quickly and en masse, providing an excellent method to disseminate Olympism.

A digital platform is an electronic tool for communication including desktop, mobile, social and email software that covers websites and social media, such as Twitter, Instagram, YouTube, etc.

The Young Olympic Ambassadors could run a webinar series on Fundamental Principles of Olympism via video conference platforms for athletes to learn about the value of respect and its application in their lives. Another option would be to create content, such as photos and videos, during national level events, which can then be posted on social media platforms with a befitting caption that resonates with the values.

The YOAs could also take pictures of athletes from different teams laughing together and shaking hands can then be used as content to disseminate the value of friendship as an example. Education combined with entertainment is another option. Known as Edutainment, it can be achieved through games and quizzes on a website or mobile app. The Ambassador is then responsible for creating appropriate content on the different Olympic values and principles.

National Olympic Committees (NOCs)

Digital platforms are diverse in nature and they provide a great opportunity for Young Olympic Ambassadors and NOCs to disseminate Olympic Values. This can be done in various ways for specific audiences depending on the content itself and access to resources. We highly recommend the use of digital platforms in the Olympic Movement in the following ways:

- Sharing stories of athletes on their Olympic journey through social media platforms. Through the athlete's story, the values of excellence, friendship and respect can be expressed and subsequently taught to the audience.
- Spread the social media awareness of Olympic Values Education Programme (OVEP). Inviting NOCs to implement OVEP into their own action plans through promotional videos on social media.
- NOCs connection with the Olympic Channel where the Channel is a "teaching" institution and the NOCs are implementing modern strategies and new approaches, in an attempt to promote Olympism of the new digital era.