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# EUROPEAN OLYMPIC ACADEMIES

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### **/// IMPRINT**

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"Solidarity fuels our mission to make the world a better place through sport. We can only go faster, we can only aim higher, we can only become stronger by standing together - in solidarity."

- Thomas Bach on the new Olympic Motto in 2021.



# */// CONTENTS*

# 1

## INTRODUCTION

- 1.1 President's welcome p. 7
- 1.2 Partners' messages p. 8

# 2

## 2021 IN REVIEW

- 2.1 Business report p. 13
- 2.2 Commission reports p. 17

# 3

## RECENT PROJECTS

- 3.1 Golden Memories p. 23
- 3.2 EMPLOYS p. 24
- 3.3 Communication update p. 26

# 4

## MEMBERS' SECTION

- 4.1 EOA Members p. 29
- 4.2 Meet our members p. 31
- 4.3 Selected activities p. 36

# 5

## ABOUT THE EOA

- 5.1 Overview p. 41
- 5.2 General Assembly p. 42
- 5.3 Executive Board p. 43
- 5.4 Commissions p. 44
- 5.5 Administrative office p. 45

# 6

## CONTACT US

p. 47



# */// INTRODUCTION*





## **/// PRESIDENT'S WELCOME**

*to the EOA Annual Report 2021*



MANFRED LAEMMER, EOA PRESIDENT

### **Dear members of the EOA, colleagues and friends in the Olympic Movement,**

I warmly welcome you to the Annual Report of the European Olympic Academies - the first of its kind - and invite you to take some time to browse the report and familiarise yourself with our organisational framework, activities and news from the last year and beyond.

The EOA witnessed a number of notable achievements in 2021. Firstly, January saw the General Assembly confirm the accession of four new members which raised the EOA's membership to 28. Operational activities could expand thanks to the hiring of an employee, Soenke Schadwinkel, who had already been actively involved with the work of the EOA in 2020. Constraints on travel meant focus shifted to establishing digital communication and we have now developed our communication channels accordingly, including a quarterly newsletter and a recently revamped website. A significant milestone for

the EOA was the development of a new logo and corporate design, which was successfully launched at the beginning of December. The new look reflects the growing presence of the organisation and solidifies its position within the Olympic family. Furthermore, physical encounters within the EOA and with its partners could finally be resumed, which served to consolidate the EOA network. Partnerships with two important organisations, ICSSPE and EFPM, became formalised recognised.

Tremendous credit goes to our financial supporters, the European Olympic Committees, with whom we collaborate closely since our founding, and the German Federal State of Hesse, where the EOA has its headquarters.

As in 2020, the Covid-19 pandemic continued to challenge the EOA to achieve its goals in 2021. Given these trying circumstances, we feel even prouder of our developments. We would also like to recognise how well our member NOAs have performed and continued their work with innovative ideas for coping with the crisis.

We now look forward with great hope to our next General Assembly in spring 2022 and further developments to follow.

Best wishes and stay healthy!

Prof. Dr. Manfred Laemmer  
President of the European Olympic Academies (EOA)



# 1.2 // PARTNERS' MESSAGES

from EOC, IOA, ICSSPE and EFPM

## **EUROPEAN OLYMPIC COMMITTEES (EOC)**

Message from EOC President Mr Spyros Capralos

On behalf of the European Olympic Committees, I would like to thank the European Olympic Academies for their dedicated work supporting the 28 National Olympic Academies across Europe.

Having just celebrated the third anniversary since its foundation in September 2018, we can already see the impact of the EOA's work. The production of this annual report highlighting the activities of the EOA in 2021 is a positive development and shows the great amount of work being undertaken in support of the Olympic Movement and its ideals across our continent.

During the European Games Minsk 2019, our two organisations collaborated on activities designed to promote the Olympic values and heritage, to share best practices and experiences, and to foster additional relationships within the European Olympic Movement, in alignment with the mission of the EOC.

The EOA is a valued partner of the EOC, and we look forward to continuing our collaboration with you to not only grow the network of the Academies across Europe, but also set



an example for our International Olympic colleagues to follow.

With EurOlympic Greetings,

Spyros Capralos  
President, European Olympic Committees (EOC)

## **INTERNATIONAL OLYMPIC ACADEMY (IOA)**

Message from IOA President Mr Isidoros Kouvelos

The International Olympic Academy has been cooperating and interacting with the EOA, since its establishment in 2018, within a common international framework where concerted efforts have been made to consolidate and promote Olympic Education in an increasingly dynamic situation of the Olympic Movement.

Humanity is standing at a new crossroads, facing unprecedented challenges. The fight against the pandemic, the economic recovery efforts of all nations of the world and addressing common challenges such as climate change, point the way to collegiality, solidarity and unity. We need to find common ground and work together in unity. History has shown that no country can stand alone.

The extension of the Olympic motto from "faster, higher, stronger" to "faster, higher, stronger - together" reflects the true character of Olympism, which is constantly evolving, improving and always relevant. It is difficult to predict the social, political and economic consequences of the pandemic in the long term. But what we can focus on is providing societies with the right tools to inspire young people to create a better world, a fairer world, with respect for nature and human rights, with strong and healthy people supporting each other and believing in humanity's potential. A humanity that has been hit by this unprecedented crisis but which has struggled to stand on its own feet, to adapt to new circumstances with uncertainty as its only guide, to comply with measures that seemed unthinkable, to say a brave farewell to those departed, to find hope even in the darkest hours. We have, however, succeeded through creativity, responsibility, cooperation and mutual support!



INTERNATIONAL OLYMPIC ACADEMY



Thus, in these challenging and difficult times, the concept of Olympic philosophy is more relevant than ever! The teaching of the Olympic values is the only alternative in an open society that must survive and emerge unscathed from this unequal battle. The institutions of the Olympic Movement, and especially the National Olympic Academies, which are the beacons of Olympic Education, need to send a strong message of assimilation of the Olympic values in our society's way of life and the importance of sport in the holistic approach to the human personality, whose integrity will lead to a better and healthier society and improve the daily life of citizens.

In the context of the IOA's reform, we are looking forward to the continuance and empowerment of our collaboration with the EOA in the forthcoming years!

Isidoros Kouvelos  
President, International Olympic Academy  
(IOA)

## **INTERNATIONAL COUNCIL OF SPORT SCIENCE AND PHYSICAL EDUCATION (ICSSPE)**

Message from ICSSPE President Dr. Uri Schaefer

Not too long after the foundation of your association, the global pandemic unexpectedly demanded adaptation to national and local hygienic measures in order to fulfil the purpose of your organisation, to collaborate, to share experiences, to promote Olympic Education and to provide incentives.

Despite our joint creative responses to the current challenges, we know how beneficial "real" encounters are. They are a necessity and the best way to overcome prejudices, to foster understanding, to develop respect and empathy. These values are key when we contribute to the development of sport and when we want to use sport to shape our society.

All your activities, including the promotion of Olympic values in and through sport, provide important opportunities to generate respect - between nations, cultures and individuals. They contribute to humanity across Europe, where peace has been challenged over centuries. Your work helps us to understand the



past, but it is just as important to secure the future for generations to come.

We thank you for being a part of the global ICSSPE family. Let us discuss and develop measures for how we, through education and policy development, can ensure that the Olympic values will be guiding principles in physical education and sport practice.

Yours sincerely,

Dr. Uri Schaefer  
President, International Council of Sport  
Science and Physical Education (ICSSPE)

## **EUROPEAN FAIR PLAY MOVEMENT (EFPM)**

Message from EFPM President Mr Philippe Housiaux OLY

It is a pleasure to address you as we embark on our relationship. Indeed, both of our organisations believe in education through sport to enable athletes to play a significant societal role. To embed this role, they must rely on the values and skills they acquire from practicing sport. We believe that Fair Play is the core sporting value from which these athletes can develop a lifetime involvement in society.

The objectives of the EFPM are to consolidate the role of Fair Play, reiterate the educational role of sport by emphasising the societal and inclusive dimension of sport, and defend and promote the values of sport and Olympism. Development of leadership skills, better understanding of the world, building the citizens of the world of tomorrow; these are the 'raison d'être' of the EFPM, with the particular aim of having a major impact on the younger generations.

Our common goal is to expand the promotion of the Olympic values, which can only be accomplished by reinforcing our alliances, ensuring that we are able to reach the diverse range of sports communities in the most appropriate way by providing them with innovative initiatives which focus on learning by doing.



You can count on the EFPM to cooperate with you on the development of common activities what has been formalised in our Memorandum of Understanding. Thank you once again for the commitment you continue to demonstrate, ensuring a continuous development of the Olympic values by building a multi stakeholders' environment.

With the best regards of the EFPM community,

Philippe Housiaux OLY  
President, European Fair Play Movement (EFPM)



***/// 2021 IN REVIEW***





# 2.1 // BUSINESS REPORT

*An overview of all EOA activities in 2021*

The EOA's 2021 activities commenced with the postponed 2020 General Assembly, which had originally been intended to be held in Sochi, Russia and was hosted digitally from 29th to 30th January 2021. The agenda for the convention was agreed by the EOA Executive



THIRD EOA GENERAL ASSEMBLY IN JANUARY 2021

Board. The General Assembly welcomed four new members - Armenia, Belarus, Belgium and the Netherlands - and elected Dionyssis Gargas as EOA Good Governance Officer. The active participation of all 28 National Olympic Academies was seen by EOA President Prof. Dr. Manfred Laemmer as a positive development for the collaboration of NOAs on the European level. Numerous Olympic Academies reported on their activities, projects and solutions to challenges posed by the Covid-19 pandemic. Welcoming addresses were given by the EOC Acting President Niels Nygaard, IOA President Isidoros Kouvelos and the Chair of the EOC Working Group "Olympic Academies" Prof. Dr. Gudrun Doll-Temper.

In February 2021, the EOA announced the launch of the Erasmus+ research project EMPLOYS, which aims to understand and eval-

uate the employment relations of athletes in different European countries and to develop policy recommendations in this respect. A more detailed outline of this project can be found later in this Annual Report.

In May 2021, the EOA Executive Board convened again to evaluate the Third General Assembly and to discuss the feasibility of hosting the next General Assembly in person. Plans to draft a strategy for EOA Honours and Awards were also initiated.

Furthermore, a new internship programme was launched in May to enable young students to gain an insight into the structure and activities of the European Olympic Academies.

On 9th June 2021, the 6th International Congress of Exercise and Sport Sciences took place at the Academic College at Wingate in Israel. This virtual event was co-organised by the Olympic Committee of Israel, and the European Olympic Academies assisted with the Olympic section of the event programme. The "Olympic Day" webinar hosted during the congress attracted many participants and panel



OLYMPIC DAY WEBINAR BY THE OLYMPIC COMMITTEE OF ISRAEL

speakers from the National Olympic Academies in Europe. EOA President Manfred Laem-

mer chaired the „Tokyo Olympic Games" webinar which was also part of the programme.

The annual Olympic Day took place on 23rd June 2021. Despite varying pandemic related restrictions, some member NOAs were able to host physical events whilst others adapted to the challenging circumstances and facilitated digital activities.

June 2021 also saw the launch of the much anticipated EOA project „Golden Memories – Tokyo 1964". The online gallery – originally planned as a travelling gallery for the Tokyo 2020 Olympics – was produced thanks to great cooperation between the Czech Olympic Academy and the EOA Olympic Heritage Commission, led by Zdenek Skoda. Numerous NOAs and NOCs in Europe retrieved photos from their archives, enabling the website to offer visitors an impressive glimpse behind the scenes of the Tokyo Olympic Games 57 years ago. The online gallery was published in 11 thematic categories in the run up to the Tokyo 2020 Olympic Games starting in July 2021. In July 2021, the project partners of the second

Erasmus+ project FB-LS with the participation of the EOA met in an online session to discuss the first steps.

Several delegates from EOA member organisations travelled to Tokyo for the postponed Games of the XXXII Olympiad, which took



TOKYO 2020 OPENING CEREMONY, 23RD JULY, 2021

place from 23rd July to 8th August 2021. Despite the postponement, the Tokyo 2020 Olympic Games did not fail to deliver a fantastic event. In total, 40 European countries were awarded medals including the historic Olympic gold for Israeli rhythmic gymnast Li-

## GOLDEN MEMORIES



### Section 01: Olympic Flame Lighting Ceremony



01: The Olympic flame lighting ceremony in Ancient Olympia. Featuring Greek actress Aleka Katseli. - Historical Archive of the Hellenic Olympic Committee

THE FIRST SECTION OF THE GOLDEN MEMORIES ONLINE GALLERY, WHICH IS FREELY ACCESSIBLE ON ITS WEBSITE

noy Ashram, who became Israel's first female gold medallist.

In September 2021, the EOA had to announce the second postponement of the General Assembly and Conference in Sochi, which had previously been rescheduled for October 2021. The in-person event has now been completely pushed back to 2023 in order to allow sufficient planning time and monitoring of the epidemiological situation.

On the beautiful shores of Lake Bled in Slovenia, the official opening of the European Week of Sport took place on 23rd September 2021. As the current Presidency of the European Union Council, Slovenia hosted representatives from EU Member States, partner countries and organisations, as well as sports officials at the celebration. President Manfred Laemmer and Treasurer Ales Solar attended on behalf of the EOA.



MANFRED LAEMMER AND EFPM PRESIDENT CHRISTIAN HINTERBERGER IN VIENNA

On 24th September 2021, the Presidents of the European Olympic Academies and the European Fair Play Movement (EFPM) signed a Memorandum of Understanding in Vienna. The agreement sets out a framework for a close partnership in the spirit of sport, tolerance and fair play with cooperation on joint activities as well as regular exchanges.

Between 17th and 18th October, the IOA cele-



REOPENING CEREMONY OF THE INTERNATIONAL OLYMPIC ACADEMY. FROM LEFT TO RIGHT: SPYROS CAPRALOS (HOC), THOMAS BACH (IOC) AND ISIRODOS KOUVELOIS (IOA)

brated the opening of its renovated buildings in Olympia, Greece. The event was scheduled to coincide with the Lighting of the Olympic flame for the Beijing 2022 Olympic Winter Games and several members of the EOA Executive Board were in attendance.

On 22nd October 2021, the first Multiplier Sport Event of the EMPLOYS project took place in Cologne, Germany. The objectives of this first public conference were to present the preliminary study findings and discuss these with the participation of athlete representatives and transnational stakeholders.

At the start of December 2021, the EOA revealed its new visual identity by launching an updated logo, website and corporate design. The release marked the culmination of a 9-month development strategy. The time spent working online during the Covid-19 pandemic was used extensively to develop a new visual image and digital presence to fulfil the EOA's function as a communication platform for its members and partners.

The EOA's annual activities drew to a close with the second conference of the EMPLOYS project, which was hosted in Lisbon on 17th December 2021.

While 2021 saw the return of some events to their usual physical format, planning uncer-



BEIJING 2022 - HANDOVER CEREMONY OF THE OLYMPIC FLAME

tainty cast a shadow over many EOA activities, and stalled some opportunities for development and expansion.

Nevertheless, the EOA Executive Board is confident that through ongoing adaptation to the current epidemiological situation and the enhanced EOA communication system, the

organisation will be able to continue its engagement on a number of new projects in the new year and progress with its development as previously planned. Looking to 2022, the online EOA General Assembly is planned for early 2022 and hopes remain strong to hold a smaller, separate conference in-person later in the year.



# 2.2 // COMMISSION REPORTS

*An overview of the work of the commissions in 2021*

## **COMMUNICATION COMMISSION**

Report by Alexandra Nikiforova, Commission Responsible

In 2021 the Communication Commission conducted four general meetings online. Smaller meetings also took place between individual members working on specific projects of the commission. An EOA Communication Strategy was developed by the Communication Commission, which outlines both short-term and

formation presented was also vastly improved. Twitter and LinkedIn profiles were created for the EOA in addition to preexisting Facebook page. The social media channels are updated regularly with news from the EOA and its members. The Commission continues to work on developing the EOA social media presence

"We used the time during the pandemic extensively to improve our visual identity and digital presence."

- Soenke Schadwinkel, Communication Commission member

long-term goals. The main goals of the Communication Strategy are to increase the EOA's recognition, promote the Olympic values and stimulate research and discussion in the field of Olympism. The general motto is "informing, educating, celebrating". The Communication Commission implemented the internship programme which enabled young individuals to contribute to commission projects (newsletter, website, social media etc.) and the overall EOA communication strategy. Aaron Gallagher from Ireland worked as the first intern from July to September 2021. The current intern Claudia Southwell is from the UK and joined the EOA in October 2021 for a three-month placement.

Major improvements were made to the EOA website. The website address was changed to [eoaolympic.org](http://eoaolympic.org). The website's structure and interface became more accessible and visually coherent. The quantity and quality of the in-

formation presented was also vastly improved. Twitter and LinkedIn profiles were created for the EOA in addition to preexisting Facebook page. The social media channels are updated regularly with news from the EOA and its members. The Commission continues to work on developing the EOA social media presence and strengthening connections with EOA partners and related organisations online. The quarterly newsletter "The EOA Deep Dive" was launched in September. The newsletter follows the structure previously developed by the Communications Commission and strives to inform and connect the EOA members as well as serve as a way to increase EOA recognition and promote the Olympic values.

A new logo was developed based on the vision and contributions of Communication Commission members. The logo, representing the Panathenaic Stadium, was formally launched on 6th December 2021. In addition, a new corporate design was introduced, which can be seen across EOA social media channels and on the new website.



Contact Commission

## **DEVELOPMENT AND COOPERATION COMMISSION**

Report by Julien Buhajezuk, Commission Responsible

Despite the obstacles imposed by the pandemic such as the lack of meetings in person, the Development and Cooperation Commission has nevertheless arranged online meetings to continue its work and propose a timeline for the development of a strategic plan for the EOA.

### **EOA strategic plan**

The creation of a strategic plan is a project which stands at the crossroads of most of the EOA stakeholders, both internal and external. With that in mind, the primary action of the Development and Cooperation Commission has been to develop a questionnaire to be completed by EOA members as a first step to identify the members' visions and expectations.

### **Stakeholder analysis**

In addition, the Commission has assessed the EOA stakeholders in order to best utilise the organisation's network when drawing and implementing its plan for the coming years, both in terms of policy and activity.

### **EOA-wide survey**

After consulting the Executive Board and other commissions, the next steps will be to circulate the questionnaire with the EOA membership to collect data from the National Olympic Academies, and organise a webinar for the member organisations to discuss their expectations for the EOA's development. Once the results of the questionnaire have

been aggregated with the qualitative feedback from the webinar, the Development and Cooperation Commission will facilitate the joint production of a first draft of the strategic plan to which the EOA commissions and Executive Board will contribute. The draft will then be submitted to the EOA General Assembly for approval.

### **Implementation**

The EOA strategic plan project will then be implemented jointly by all bodies of the EOA, and constantly monitored, assessed, and adapted during the coming years.

Needless to say that due to the ongoing pandemic, the Commission intends to continue its work using the same methods as in 2021 with the hope to be able to meet in person when conditions allow once again. In 2021, the Commission met online three times and utilised digital tools to maintain continuous contact and development of the ongoing projects throughout the year.

The Development and Cooperation Commission thanks the Executive Board for its continuous support and will continue to develop of the organisation by building partnerships and cooperating to achieve the EOA's mission and aims.



Contact Commission

## **OLYMPIC EDUCATION COMMISSION**

Report by Sasa Ceraj, Board Representative in the Commission

Due to the Covid-19 pandemic, the activities of the Olympic Education Commission were limited in 2021. The unfortunate postponement of the EOA General Assembly affected the Commission as the General Assembly previously offered the best opportunity to meet and discuss key topics. As was seen in recent Olympic Education projects of the National Olympic Academies, work continued although developments were restricted by the pandemic.

Two official meetings have been held online by the Olympic Education Commission in 2021, during which the Commission elected Yarden Har Lev to be responsible for contact with the

explored options for mutual cooperation and the continuation of NOA activities and projects with ongoing Covid-19 related restrictions.

It should be noted that in addition to two official meetings of the Commission, members have continued to collaborate regularly on a variety of projects and activities throughout the year. Work focused especially on the promotion of the Olympic values, development of Olympic education programmes and integration of the Olympic values across all initiatives.

The Olympic Education Commission has expressed concern about the consequences of

"The Commission has expressed concern about the consequences of the global Covid-19 pandemic."

- Sasa Ceraj, Board Representative in the Olympic Education Commission

EOA Development and Cooperation Commission and discussed the EOA Communication Commission's new "Olympic Person of the Month" project. The members also presented and shared experiences of conducting programmes on behalf of their respective NOAs during the Covid-19 pandemic and discussed the possibility of creating an EOA Olympic Education manual. Furthermore, they elected the new joint manager of the Commission and

the global Covid-19 pandemic but also hoped that the situation would soon stabilise so that the National Olympic Academies and other key organisations in the Olympic Movement could begin to start working at full capacity and resume traditional meetings.



Contact Commission

## OLYMPIC HERITAGE COMMISSION

Report by Zdenek Skoda, Commission Responsible

The postponement of the Olympic Games to 2021, the responsibilities of the commission members within their respective NOAs and NOCs and, of course, the impact of the Covid-19 pandemic were all challenges faced by the Olympic Heritage Commission in 2021. Despite this, the commission members made a significant contribution to the project initiated by the Czech Olympic Academy, which resulted in the launch of the online exhibition "Golden Memories – Tokyo 1964" commemorating the 1964 Tokyo Olympics.

### Golden Memories - Tokyo 1964

12 European countries took part in this online exhibition. Olympic Heritage Commission member Zdenek Skoda was a coordinator and author of this project and produced the content with the generous help of other members of the Olympic Heritage Commission and colleagues from different NOAs who provided photographs and historical details. The exhibition was divided into 11 thematic categories that brought the atmosphere of the 1964 Olympic Games back to life and was launched at the end of July 2021. This online

gallery made it possible to show some previously unpublished photographs. Owing to the pandemic, it was a good alternative to an offline exhibition and allowed access to people

### Exhibition Activities

Olympic Tokyo 1940/1964/2020 - authors: Burian, M. & Lomicek, J. & Swierczekova, L. & Skoda, Z. (Opened 4th May to 31st December 2021, Prague, National Museum) – mutual cooperation with the Slovak Olympic Museum was planned for this project but was unfortunately prevented by the Covid-19 pandemic situation. However, the texts were also available in English and Japanese and the official movie from the Olympic Museum in Lausanne was shown. The project was supported by Olympic Solidarity. The Estonian Sports and Olympic Museum in Tartu, founded in 1963, was modernised in 2020. The Estonian Sports Hall of Fame was created in October 2020 with the first 50 members being selected amongst individuals whose competitive careers ended before 2000. From 2021 onwards, new members will be added annually.

### Cooperation

Czech Republic and Slovakia: A Memorandum of Cooperation between the Czech Olym-

#### Publications:

Skoda, Z., ed. *Antwerp 1920: under the Czechoslovak flag for the first time at the Olympics*. Prague: Czech Olympic Committee, 2021. 165 p. (in Czech)

Kolar, F. et al. *Encyclopedia of Olympians: Czech and Czechoslovak athletes at the Olympics*. Prague: Euromedia, 2021. 439 p. (in Czech). Supported by Olympic Solidarity.

The Latvian Olympic Committee finished the long-term project *Encyclopedia of the Olympic Movement*. The first volume was published in 2016. (in English)

pic Committee and the National Museum in Prague was signed and the National Museum also works closely with the Slovak Olympic Museum.

Russia: The Central Olympic Academy of Russia is developing the Russian International Olympic University (RIOU) which was established following the Memorandum of Understanding signed between the International Olympic Committee (IOC), the Sochi 2014 Or-



THE RUSSIAN INTERNATIONAL OLYMPIC UNIVERSITY  
IN SOCHI

ganising Committee and the Russian Olympic Committee. RIOU is the world's first university dedicated to sport business education, offering unique programmes embracing Olympic values and experiences. RIOU's activities

concentrate on training specialists in sports management for the Russian and international sports industry, and the Olympic and Paralympic movements. The University's educational programmes cover the core themes of sports education.

### Short-term tasks moved to 2022-23

(1) To cooperate within the network of Olympic Museums in Europe. (2) To help and support EOA members with publications, exhibitions or academic/historical research, lectures and seminars. (3) To make links to Olympic memorial institutions available on the EOA website. (4) To research archives across all the EOA member organisations to find out whether they exist, how they are organised, how they work and how they are being used. (5) To start to cooperate with the International Society of Olympic Historians and the International Pierre de Coubertin Committee.



Contact Commission



***/// RECENT PROJECTS***





# 3.1 // GOLDEN MEMORIES

*Online Gallery of the Tokyo 1964 Olympics*

In June 2021, with less than a month to go until the opening of the Games of the XXXII Olympiad in Tokyo, the EOA launched the exhibition "Golden Memories – An Online Gallery on the Olympic Games in Tokyo 1964."

## GOLDEN MEMORIES

Previously unpublished images of athletes, sports facilities and certificates were retrieved from archives across Europe to create an exciting online exhibition. The photographs were released in 11 themed sections throughout summer 2021 on a dedicated website and across EOA social media channels.

"Despite the difficult times we find ourselves in, Olympism lives on. We have delved through our archives and brought to life exclusive and almost forgotten moments that can now be

relived and marvelled at. With this year's Olympic Games also taking place in Tokyo as in 1964, we are very pleased to have created a relevant and valuable contribution to Olympic commemoration with this online gallery," said EOA President Manfred Laemmer on the launch day of the project.

The online exhibition "Golden Memories – Tokyo 1964" commemorates moments not only from the field of play, but also from the games preparation, everyday life in the Olympic Village and the opening and closing ceremonies. 12 EOA members actively contributed to the project and the photographic series enjoyed a positive reception in Europe and beyond. In total, the virtual exhibition attracted visitors from 50 countries across the globe.



/// Visit the gallery



A YOUNG FAN TAKES A PHOTOGRAPH AT THE TOKYO 1964 OLYMPIC GAMES



# 3.2 // EMPLOYS

*Erasmus+ project on athletes' employment relations*



Co-funded by the  
Erasmus+ Programme  
of the European Union



The concept of the EMPLOYS project is to understand the diverse socio-political landscape of athlete employment relations, evaluate current practices, and formulate concrete policy recommendations for key stakeholders to improve athlete employment relations.

EMPLOYS receives funding from the EU Erasmus+ programme under the lead of the German Sport University Cologne. The project partners include five academic institutions: German Sport University Cologne (GER), University of Rijeka (CRO), Universidade Europeia (POR), Edge Hill University (GBR) and the Institute for Sport Governance (POL). The European Olympic Academies and EU Athletes are partners for stakeholder involvement.

In 2021, the project team conducted a comprehensive and pioneering comparative analysis on the current situation of employment relations of athletes in the 27 EU countries plus the UK and Norway. On 22nd October 2021, the first Multiplier Sport Event of EMPLOYS took place in Cologne, Germany. The objectives of this first public conference were to present the preliminary study findings and discuss them with the participation of athlete representatives and transnational stakehold-

ers. Delegates from a variety of organisations were present, including the EOC, IOC, EU Athletes, Athletes Germany, German Olympic Sports Confederation and non-sport organisations such as the International Labour Organization, the Council of Europe, the German Government and the German Ministry of the Interior, the Ministry of Sport in Luxembourg and several European universities.



FIRST MULTIPLIER SPORT EVENT IN COLOGNE

Project leader Prof. Juergen Mittag (German Sport University Cologne) praised the abundance of data that the national experts had compiled so far. Thus, it was possible to obtain data for 29 European countries on national sports systems, the legal status of Olympic athletes and the roles of key actors in connection with athletes. Other topics such as sponsorship, health, safety, participation and bargaining are assessed in the study, which is available on the project website.

The numerous statements from the participants and subsequent debates reflected the diverse and unique context of each European country. A consensus emerged on the relevance of this study, which was stressed by athletes, sport governing bodies and political



SECOND MULTIPLIER SPORT EVENT OF EMPLOYS IN LISBON

stakeholders.

The second conference on 17th December in Lisbon gave the project team another opportunity to share the results of their study with stakeholders. Delegates from key sports organisations in Portugal, European athlete representatives and sports lawyers all commented on the findings in two panels, one with a special focus on the Portuguese context and the other from a comparative perspective of Western and Southern European countries.

In 2022, the project will move on to the next phase which will focus on the question of

good governance. There will be four additional conferences to further discuss what constitutes good governance in athlete employment relations and to foster mutual learning by bringing together key stakeholders from different levels of sports governance and public administration. The project will then culminate in a final report proposing recommendations for policy changes to improve good governance in athlete employment relations in Olympic sports in Europe.



/// Visit the website



**Deutsche  
Sporthochschule Köln**  
German Sport University Cologne



Sveučilište u Rijeci  
University of Rijeka



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Europeia**

**INSTITUTE**  
for Sport Governance

**Edge Hill  
University**



## 3.3 // COMMUNICATION UPDATE

*Introducing the new logo, corporate design and website*

As the international umbrella organisation which unites the National Olympic Academies on the European continent, communication is of vital importance to sustain the European Olympic Academies and achieve its aim of promoting and facilitating collaboration. The organisation has developed significantly since its foundation in 2018, when temporary communication systems were implemented until the opportunity arose to establish a comprehensive communication plan. Much progress was achieved in 2021, not least due to the contribution of the Communication Commission members and the employment of a new Communications Manager and intern assistants. This led to the creation of a new communication strategy focused on the key pillars of informing, educating and celebrating. The EOA will inform its audience of ongoing activities, educate about the Olympic Movement and its history and celebrate Olympism and related sporting events.

### Regular news sharing

In order to fulfil its role as the go-to news hub for European NOAs, the EOA is using its communication channels to share a broad range of relevant information. The EOA publishes press releases and reports on its own projects, and also shares news items and project reports from member NOAs. Informative features about NOAs, Board Members and key figures in the Olympic Movement educate readers and Olympic heritage is celebrated in formats such as Golden Memories and Olympic Person of the Month.

### New logo

The EOA's new logo was revealed in Decem-



THE PANATHENAIC STADIUM IN ATHENS, VENUE OF THE 1896 OLYMPIC GAMES, INSPIRATION FOR THE NEW EOA LOGO

ber 2021 following an extensive consultation process with designer Marlon Herde. The new design, which features the iconic Panathenaic Stadium, blends traditional elements of the Olympic Movement with the three running tracks representing the Olympic values: excellence, friendship and respect. The shape of the logo disappears into infinity which serves as a sign of the development of sport and the Olympic idea to which the European Olympic Academies is dedicated.

### Corporate design

To complement the new logo, the EOA has launched a corporate design which can be seen on the EOA's new website and across all EOA social media channels. This design shares many elements found in the logo, such as the

three running tracks which symbolise the Olympic values and the colour blue which represent the European continent. By establishing a more coherent corporate design which is visible across all communication platforms, the EOA now has a more recognisable visual identity.

outline of current projects and links to the latest news updates.

### "The EOA Deep Dive" newsletter

A key development in the EOA's communication strategy in 2021 was the introduction of a new quarterly newsletter, which was launched

"The new look incorporates both the tradition of the Olympic Movement and the vibrancy of sport."

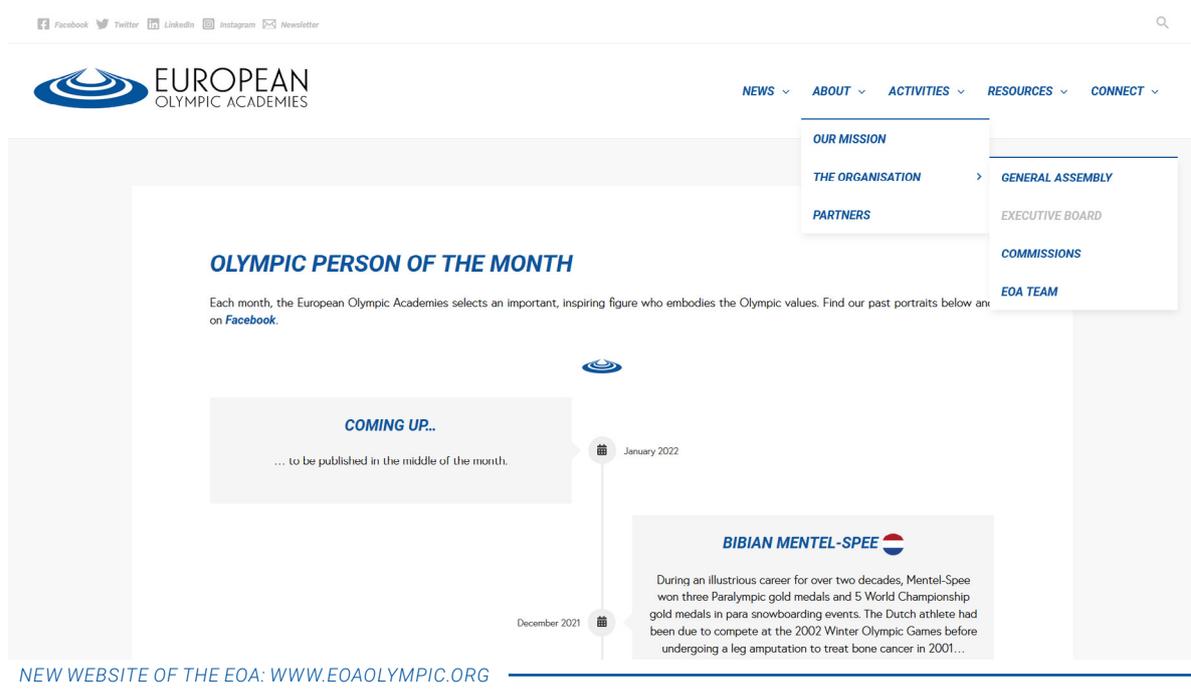
- Marion Guigon-Lacroix, EOA General Secretary

### New website

Alongside this new visual appearance, the website has a new domain and has been revamped to offer substantially more content. Visitors will now find more information about the EOA, a new member directory and additional features such as NOA and Olympic Person portraits. To discover more about the EOA's members, readers are highly recommended to visit the new member directory which provides a comprehensive summary of each NOA, including a factsheet, brief history,

in September. The newsletter is aimed at everybody who is interested in the Olympic Movement and seeks to inform readers of the latest EOA projects and the exciting work being done by the National Olympic Academies.

For more regular updates from the EOA, Facebook, Twitter and LinkedIn are used to share news of projects and upcoming events. The EOA encourages members to share their latest news for publication on these communication channels.





***/// MEMBERS' SECTION***





## 4.1 **EOA MEMBERS** *National Olympic Academies in Europe*

EOA members make up the General Assembly, the supreme governing body of the EOA. Each country may be represented by one organisation: either the National Olympic Academy, recognised by their respective NOC, or alternatively, the NOC's Commission entrusted with the implementation of Olympic Education. Joining the EOA is a simple process and offers great new opportunities to network with other Olympic organisations and to access events and conferences.

As of 2021, the EOA counts 28 members in countries located in every corner of the European continent. After 24 members founded the EOA in 2018, four more joined by the beginning of 2021.

The EOA is always excited to welcome new members and to facilitate collaboration between them. The process for joining the EOA is outlined below.

1

### **Meet eligibility criteria**

According to the EOA Statutes, the following institutions can become members: National Olympic Academies, recognised by their respective NOC or in the absence of an NOA, NOCs' commissions entrusted with the implementation of Olympic Education. Each European country may be represented by one organisation only.

2

### **Send formal application**

Membership applications should be submitted in writing to the Executive Board. The application letter should contain key information about the institution, including contact details and board members.

3

### **Receive approval from General Assembly**

The General Assembly decides on the admission of new members proposed by the Executive Board. It convenes annually and candidates for membership will be invited.

4

### **Pay the membership fee**

Each member is required to pay an annual contribution of €300.



# 4.2 // MEET OUR MEMBERS

An interview series by the EOA

The EOA has recently been conducting virtual visits to its members which have resulted in detailed and informative reports that will provide a comprehensive overview of each member NOA. The interviews focus on each NOA's historical development, organisational structure, staff, funding, relationship to the NOC and other partners, and academic and pedagogical activities.

ing and offers a good variety of organisations to discover.

"Meet our members – an interview series by the EOA" is being published incrementally on the EOA website and shared across social media channels. This Annual Report features the published interviews with the four newest members who were approved at the last General Assembly.

Factors such as cultural diversity, sporting policies and developments in political and Olympic structures mean that European NOAs are all distinct, which makes for interesting read-





EUROPEAN MAP WITH ALL CURRENT EOA MEMBER COUNTRIES

- |                                      |   |
|--------------------------------------|---|
| Albanian Olympic Academy             | Hungarian Olympic Academy               |
| National Olympic Academy of Armenia  | Olympic Committee of Israel             |
| Austrian Olympic Academy             | National Olympic Academy of Italy       |
| Azerbaijan National Olympic Academy  | Latvian Olympic Academy                 |
| Belarusian Olympic Academy           | Lithuanian Olympic Academy              |
| Belgian Olympic Academy              | National Olympic Academy of Netherlands |
| National Olympic Academy of Bulgaria | National Olympic Academy of Portugal    |
| Croatian Olympic Academy             | Romanian Olympic Academy                |
| National Olympic Academy of Cyprus   | Central Olympic Academy of Russia       |
| Czech Olympic Academy                | Olympic Academy of Serbia               |
| Estonian Olympic Academy             | Slovak Olympic Academy                  |
| National Olympic Academy of France   | Slovenian Olympic Academy               |
| German Olympic Academy               | Royal Spanish Olympic Academy           |
| Hellenic Olympic Academy             | Olympic Academy of Ukraine              |

## NATIONAL OLYMPIC ACADEMY OF ARMENIA



2,985 km lie between the EOA headquarters in Frankfurt, Germany and Yerevan, the capital of Armenia, one of our four newest member countries. In November 2021, this distance was bridged when the EOA paid a virtual visit to the Armenian NOA (ArmNOA) to discover more about its structures and latest developments. We spoke to President Davit Khitaryan, Vice President Anzhela Nushikyan, Scientific Secretary (Dean) Harutyun Babayan and Academy Coordinator Armine Sargsyan, the latter of whom translated for us.

The Armenian NOA was established in 1990 on the instructions of the NOC, which was also founded in the same year. The organisational structure of the NOA is best described as a sub-division of the NOC and is also affiliated to the Armenian State Institute of Physical Culture and Sport (ASIPCS), which carries out all NOA activities. Armine Sargsyan explains that the Academy is accountable to the NOC and its leadership is elected and appointed by the NOC Executive Commission however the NOA also benefits from the framework of ASIPCS, whose infrastructure and staff it draws upon.

The NOA leadership consists of a President (Davit Khitaryan), Vice President (Anzhela Nushikyan) and Scientific Secretary/Dean (Harutyun Babayan). In addition, it has three working groups of former IOA Session participants: the "Organising Committee", the "Olympic Ideology, Education and Propaganda Commission" and the "Scientific Methodological Activities Commission".

The activities of the ArmNOA include the regional and national propagation of the Olympic idea - which is promoted via media platforms and seminars at educational institutions - and scientific engagement with the Olympic Movement. Moreover, the Armenian NOA is active at various events, as for instance the Pan-Armenian Games, which celebrates the participation of Armenia in the ancient Greek Olympic Games.

The most ambitious project at the moment is the introduction of a special school subject called "Physical Culture" to the national curriculum. The subject will be taught to students from the 2nd to the 12th grades and topics will include the Olympic origins, sport and fair play.

ArmNOA maintains close relations with the NOA of Belarus and Ukraine, both of which mutually invite each other to scientific congresses and maintain regular contact. ArmNOA joined the EOA in 2020 to expand its network and establish dialogue with other National Olympic Academies in Europe.



[View full NOA profile](#)

## BELARUSIAN OLYMPIC ACADEMY



Speaking from the striking Belarus NOC headquarters in Minsk (pictured), Belarusian Olympic Academy (BOA) staff members Natalia Aponchuk and Ekaterina Garusova joined us via video call in November 2021 to take the EOA behind the scenes of their organisation. The NOA of Belarus was founded in 1992 as a result of the development of sports organisations following the founding of the Republic of Belarus in 1991. The BOA is registered as an independent, public, non-profit organisation and became an EOA member in 2021.

Led by the current Chair, Irina Guslistova, the Belarusian NOA has two employees who work alongside an executive board comprising eleven voluntary members from the sport and education sectors. The Chair is elected every four years by NOA members at an annual conference. The current Chair also serves as Dean of the Belarusian University for Physical Culture, highlighting a close cooperation between the university and NOA on academic events such as conferences and student forums.

The BOA, which neighbours the Belarusian State University of Physical Culture, is largely

funded by the NOC of Belarus, which also offers advice, technical support and facilities to the organisation. Olympic education projects in Belarus can be grouped into three categories including educational projects aimed at all educational levels, regional resource centres and academic and scientific research activities. The NOA of Belarus also sends representatives to the IOA youth program sessions annually and has recently entered a candidate for the Master's program.



HEAD OFFICE OF THE BELARUS NOC IN MINSK

Our discussion informs us that Russian is the working language of the BOA which is an enabling factor for successful cooperation with other East European countries. Partnership agreements with other NOAs are in progress, with collaboration most active with NOAs in neighbouring countries, specifically Baltic and CIS-states, such as an online camp for children which was hosted with participation from the South Russian Olympic Academy and the NOA of Ukraine. The Belarusian NOA demonstrates how membership of the EOA serves as a chance to create and foster new partnerships in Europe.



View full NOA profile

## BELGIAN OLYMPIC ACADEMY



To discover more about one of the EOA's most recent members, Matthias Van Baelen from the Belgian Olympic Academy spoke to the EOA to explain how the Belgian Olympic and Interfederal Committee (BOIC) organises the Olympic Academy of Belgium. Matthias Van Baelen is the External Affairs Manager and responsible contact person for the BOIC. In an online discussion, the EOA found out about the Belgian NOA's unique organisational setup and recent developments of its primary Olympic Education project.

Although it only recently joined the EOA, the NOA of Belgium has in fact existed since 1981, when it was formed jointly by the BOIC, Ghent University and University of Louvain. Whilst the NOA legally falls under the remit of the BOIC, the partnering universities are responsible for the organisation and provision of a longstanding Master's program in Sport Management, which is the NOA's primary project. Matthias Van Baelen, himself an alumnus of this well-established course, explains that the Olympic Academy Master's program is financed by a combination of university fees, Olympic Solidarity funding and research grants.

The Olympic Academy of Belgium is led by a steering committee which consists of Prof. Dr. Thierry Zintz of the University of Louvain, Prof. Dr. Annick Willem of Ghent University and Philippe Vander Putten, the CEO of BOIC. The committee is responsible for leading the Academy and for overseeing the Master's course. This interinstitutional model demonstrates how a wide-reaching sports network can be created and also lays strong foundations for other successful projects in the future.

The renowned Master's programme, which nowadays targets managers of sports organisations, has proven a successful medium to teach students about the Olympic Movement



A COHORT OF THE BELGIAN OLYMPIC ACADEMY STUDY PROGRAMME DURING THEIR VISIT TO LAUSANNE

and many alumni now hold a variety of positions within the Belgian sport system. Currently, the course has a format whereby students congregate every three months for residential sessions and teaching is conducted in Dutch, French and more recently in English too.



[View full NOA profile](#)

## NATIONAL OLYMPIC ACADEMY OF NETHERLANDS



The NOA of the Netherlands, formally represented by NOC\*NSF (Dutch Olympic Committee\*Dutch Sports Federation), was one of four institutions to join the EOA in 2021. From the NOC\*NSF, Sport Heritage Curator Bernard Hilgers joined the EOA for an online discussion to introduce his organisation and outline ongoing projects. Although the NOA only recently joined the EOA network, the NOC\*NSF has actively promoted Olympic education for the past two decades and now hopes to develop the NOA by connecting to other NOAs in Europe.

As explained by Bernard Hilgers, the NOA is operated as a department of the NOC\*NSF and is managed by the Corporate Affairs team which is responsible for Olympic education and heritage. As such, the NOC\*NSF is responsible for decision making on behalf of the NOA. One fulltime employee is responsible for the activities of the NOA and they are

supported by an Education Officer and International Relations Officer as well as additional staff from the NOC\*NSF.

Current projects are focused on children aged 4-12 and are delivered in primary schools. The NOC\*NSF has an Olympic Education programme which schools can follow and booklets about each Olympic games are distributed to over 3500 schools with the aim of raising awareness of and engagement with the summer and winter games respectively. An additional project is the Olympic heritage pop-up museum curated by Bernard Hilgers himself. The collection, which includes images and memorabilia from previous Olympic games, was previously exhibited in Rotterdam and can now be transported to different venues.

Looking to the future, a key priority for the NOC\*NSF is the development and formalisation of an initiative where Olympians make visits to schools. This will include the provision of comprehensive training to Olympians involved with the programme to enable them to deliver impactful sessions in a more professional manner to schoolchildren. They also hope that this introduction text will lead to contact with other NOAs who would be interested in networking and collaboration.



[View full NOA profile](#)



## 4.3 // **SELECTED ACTIVITIES** of the National Olympic Academies in Europe

### **FUTURE COURSE SET FOR FURTHER DEVELOPMENT OF SLOVAK OLYMPIC ACADEMY**

The Slovak Olympic Academy (SOA), led by Director Elena Malikova, has been reorganised according to a new strategic plan for the future of the NOA. The twelve-page document defines the basic elements of the SOA, taking into account the challenges and opportunities the SOA will face over the next nine years. The SOA's goal is to become one of the most prestigious and effective Olympic academies in the world. The plan outlines medium and long-term goals that will guide the SOA to realise this vision.

Elena Malikova, who took up the position of Director at the beginning of this year, said, "The Strategic Plan for the development of the SOA is in line with the visions of the Slovak Olympic and Sports Committee (SOSC), the



HEAD OFFICE OF THE NOC OF SLOVAKIA IN BRATISLAVA

EOA and IOC and it reflects the directives of the IOC's 'Olympic Programme 2020+5'. The plan was submitted to the SOSC in March 2021 and approved in April 2021.

An English translation has been produced and is available for all interested parties to access. It provides a detailed insight into the Academy's structure and plans for the further development of the Slovak NOA. The EOA supports the SOA as one of its members and welcomes the extraordinary achievement of preparing this thorough and ambitious guide.



[View full document](#)

### **BELARUSIAN NOA CONTRIBUTES TO NATIONAL "VYTOKI" FESTIVAL OF CULTURE AND SPORT**

The Belarusian Olympic Academy co-organised the Vytoki festival which took place across Belarus with the final celebration in the capital Minsk. The festival provided an extensive cultural and educational programme with exhibitions, seminars, a singing competition and a children's drawing competition, as well as a unique organ concert. The main event was the Olympic quest, where children could test their strength in various sports, complete tasks and win prizes. The Belarusian Olympic Academy developed trivia questions, competitions and crosswords to help children and their parents expand their knowledge of the Olympic Movement and Belarusian Olympic history.

Within the framework of the festival, the Belarusian Olympic Academy also organised a workshop on how the Olympic Movement can contribute to value orientations and na-

tional identity among children. The workshop was aimed at teaching staff and directors of pre-schools and secondary schools and over 200 people attended. The participants shared their experiences of organising Olympic education activities and reflected on how to integrate Olympic education into pedagogical practices.



— VYTOKI, THE NATIONAL FESTIVAL OF CULTURE AND SPORT —

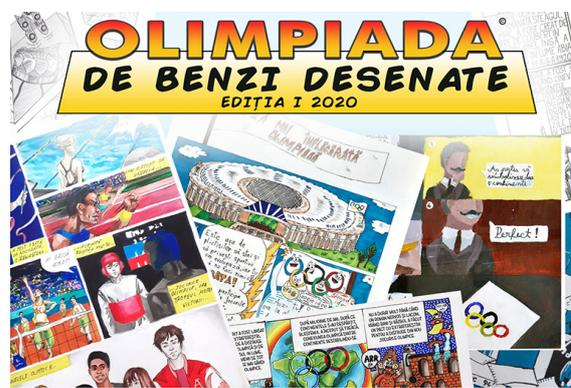
An evening gala with well-known Belarusian artists was the culminative event of the festival. In total, seven Belarusian cities hosted the festival from May to August 2021. The other organisers of the Vytoki festival included the National Olympic Committee of Belarus, the Trade Union Federation of Belarus, companies Arthaos and BelBrandAudit, and regional Executive Committees.

### COMICS OLYMPICS

When the Tokyo Olympics were postponed in 2020, another type of Olympics took place. 100 years after the first official presentation of the Olympic flag, the author and professor of comics Mihai I. Grăjdeanu proposed to mark this historical moment by initiating the first ever Comics Olympics, a unique national comics competition which promoted the Olympic spirit and awareness of national, European and international cultural values to Romanian school students.

2021's Comics Olympics was launched online on 5th March 2021 and had the theme 'Heroes of Romanian Sport'. The project was run by the Romanian Olympic and Sports Committee, in partnership with the Romanian Olympic Academy and the Museum of Bucharest. With the support of the County Library "George Baritiu" Brasov through the Center of Excellence for Children and Youth, public and school libraries across the country participated in the project, which enabled hundreds of children across Romania to discover the 9th art.

"Why do children need this Olympic education? Because here we are talking about values which will be essential throughout their whole lives. We talk about fair play, national pride, respect, excellence, and these values must guide us throughout our evolution. That's what the Olympic spirit does", says Mihai Covaliu, President of the ROSC.



— COMIC OLYMPICS —

"Comics are a universal language. They transmit messages which can transcend any boundaries. As an author, comic book teacher and someone with unique experience in Romanian schools, I was inspired to initiate a national competition entitled Comics Olympics", says Mihai Ionut Grajdeanu, Professor of Comics, initiator of Comics Olympics.

"I really liked the spontaneity of those in the

second and third grade. You can see the joy of childhood, their unburdened imagination. They do not create in favour of direct interest, they do not have any material stimulation. They do it for the sheer pleasure of expressing themselves through this artistic means", says Valentin Tanase, comics author and President of the Comics Olympics Jury.

### **JAPANESE KIMONOS AND GOLD MEDALS ON DISPLAY IN NEW 'OLYMPIC TOKYO' EXHIBITION IN PRAGUE**

A unique exhibition that featured Japanese kimonos and original Olympic gold medals from the 1964 Summer Games in Tokyo was unveiled by the Czech Olympic Committee in 2021.

Entitled 'Olympic Tokyo,' the exhibition celebrated the three Olympic Games which were awarded to the city of Tokyo in 1940, 1964 and the postponed Games of the XXXII Olympiad which took place in summer 2021. Tokyo is just the fifth city in history to be awarded the Olympic Games on three occasions.

The exciting display, available at Prague's National Museum in 2021, also showcased historic gymnastic equipment from the late 1930s. Visitors were able to compare the bike of the track cyclist and 1964 gold medallist Jiří Daler with today's high-end model. 'Olympic Tokyo' featured a range of Czech Olympic medals, including Daler's gold medal, which the Czech cyclist received after winning the men's individual cycling pursuit 57 years ago.

Also included in the exhibition were previously unpublished photographs from Karel Novák who captured images of Czechoslovakian athletes in 1964. He took photographs of their athletic performances, and of everyday life in Tokyo, the atmosphere of the Olympic Village and the arrival of the Czech athletes.

There was also a screening of the official film of the International Olympic Committee from that time, which featured rare archive footage filmed by Czech Television.



THE OLYMPIC EXHIBITION IN PRAGUE

Visitors could discover a fascinating array of memorabilia from Japan and the Czech Republic, with notable items including three original kimonos belonging to the family of the Japanese Emperor and personal and official documents from the event.

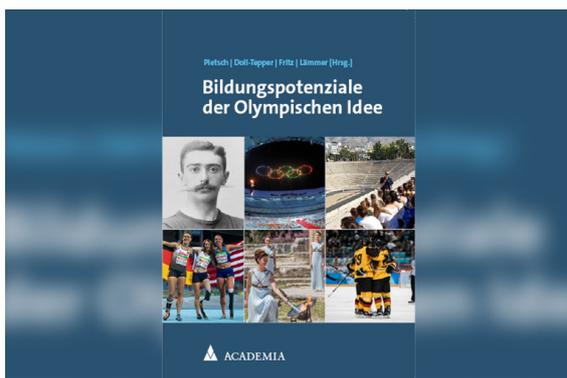


View museum website

### **NEW PUBLICATION FROM THE GERMAN OLYMPIC ACADEMY (DOA) - "THE EDUCATIONAL POTENTIAL OF THE OLYMPIC IDEA"**

The Olympic movement has been challenged by the Covid-19 pandemic and debates on topics such as Beijing's selection as the host of the Winter Olympic Games in 2022 remain divisive. "The Educational Potential of the Olympic Idea" seeks to offer objective examinations of different aspects of the Olympic movement, which until now have not been widely available. The NOA of Germany hopes that this relevant and engaging text will introduce readers to a range of topics concerning the Olympic movement.

Readers of "The Educational Potential of the Olympic Idea" will find the articles within the book divided into three main sections. These include Olympic Basics, Olympia Today and Inside Olympia. The anthology features a diverse range of topics which will appeal to dif-



THE NEW PUBLICATION OF THE GERMAN OLYMPIC ACADEMY CAN BE ACCESSED ONLINE

ferent readers, such as a piece from a coach's perspective, a debate on the advertising of the Olympic Games and a commentary on the diversification of the Olympic Games through the growth of the Paralympics, Special Olympics and Deaf Olympics. Alongside these topics, a section at the end of the book is dedicated to the German NOA itself and offers a brief overview of its projects and initiatives.



View book online

### **OLYMPIC CHAMPION AND CONCENTRATION CAMP SURVIVOR VIKTOR CHUKARIN CELEBRATED BY NOA OF UKRAINE**

In November 2021, the NOA of Ukraine celebrated the centennial anniversary of the birth of Ukrainian gymnast Viktor Chukarin. Born on 9th November 1921 in Krasnoarmeyskoye,

Chukarin survived imprisonment as a prisoner of war in 17 Nazi concentration camps during the Second World War, before becoming an Olympic champion in 1952. At the 1952 and 1956 Olympic Games, he won a total of 11 medals including seven gold medals and the individual all-round title on both occasions. With these medals, the gymnast was the most decorated athlete at the 1952 Olympics. In 1954, Chukarin also became the all-round world champion.

As part of a series of events organised to commemorate his life and achievements, the NOA of Ukraine hosted commemorative seminars at specialist higher education institutions in Kyiv, Lviv, Dnipro and Kharkiv. In addition, leading Ukrainian gymnasts including Olympic and world champions gathered at the Educational and Scientific Olympic Institute to pay their respects to Chukarin in memorial ceremonies.



A STATUE OF VIKTOR CHUKARIN IN KYIV

The 11-time medal winning gymnast has also been celebrated in a biographical film which has been produced by the Olympic Academy together with the NOC of Ukraine. This film will enable people in Ukraine to learn more about Olympic heritage and the story of Chukarin's remarkable achievements.



*/// ABOUT THE EOA*



## 5.1 // OVERVIEW

### Organisational structure

The European Olympic Academies is the umbrella organisation of National Olympic Academies on the European level. It was founded in 2018 in Ljubljana and is a registered association under German law with a non-profit purpose. It has grown steadily since then and counts 28 members as of 2021. Its head-

quarters are in the House of German Sport in Frankfurt, Germany.

The primary mission of the EOA is to promote Olympic values, philosophy and ideals. More specifically, the mission is defined by four objectives:

1

**To collaborate** by acting as a link between the National Olympic Academies in Europe with the European Olympic Committees (EOC), the International Olympic Academy (IOA) and other European and international organisations.

2

**To promote the exchange** of experiences between the members.

3

**To promote Olympic Education** from a practical point of view with particular consideration for the respective cultural and systematic characteristics of the member countries.

4

**To create incentives** for young generations to spread the Olympic values and to unite the Olympic community.

The main body of the EOA is the General Assembly. In this forum, the members - National Olympic Academies in Europe - meet annually to decide on basic issues. The General Assembly also elects members of the EOA Executive Board every four years, which is empowered to lead the organisation during its term of office. The Executive Board consists of the President, two Vice-Presidents, General Secretary, Treasurer and two other Board Members.

In addition, there are commissions whose

members are appointed by the General Assembly for the purpose of advising the Executive Board. The four current commissions are the Communication Commission, Development and Cooperation Commission, Olympic Education Commission and the Olympic Heritage Commission.

The structure of the EOA is based on the Statutes, which were adopted at the First General Assembly in Ljubljana and amended at the Second General Assembly in Nicosia.



## 5.2 /// GENERAL ASSEMBLY of the European Olympic Academies (EOA)

The General Assembly is formed by delegates from EOA member organisations, who meet annually at a conference to approve key decisions for the EOA. Each member organisation is entitled to one vote in elections.

Prior to the beginning of the Covid-19 pandemic, the EOA successfully held two physical General Assembly meetings which enabled crucial decisions on the management of the organisation to be made. At the First General Assembly, held in Ljubljana in 2018, the EOA's statutes were approved and Prof. Dr. Manfred Laemmer was elected the first President of the Association alongside an elected Executive Board made up of six additional members. The following year saw the Second General Assembly held in Nicosia, during which the EOA's Commissions were established. These included the Communication Commission, Development and Cooperation Commission, Olympic Education Commission and Olympic Heritage Commission.

Whilst the Covid-19 pandemic has hindered the EOA's activities and prevented NOA members from engaging with each other at physical conferences, the EOA was still able to host its Third General Assembly online from 29th to 30th January 2021. A strong turnout from all 28 NOAs and the approval of a further four members demonstrated the increasing significance of the EOA and pointed towards a promising future ahead.

During the two-day conference, delegates reflected on the challenges of the past year and comprehensive plans were made to continue the development of the EOA. Whilst the EOA looks forward to meeting NOAs personally again in the future, the virtual conference format enables collaboration to continue in the meantime.

The EOA will hold its Fourth General Assembly online in spring 2022.



THE EOA GENERAL ASSEMBLY AT ITS FOUNDING DAY IN LJUBLJANA IN 2018



## 5.3 // EXECUTIVE BOARD of the European Olympic Academies (EOA)

The EOA Executive Board acts as the executive and steering body and is elected every four years by the General Assembly. According to the statutes of the EOA, the Executive Board's main task is to make decisions on the strategic direction of the EOA and its content. The current EOA Executive Board was elected for a four-year term until 2022 at the First EOA General Assembly. The current members are briefly introduced below.

### **Prof. Dr. Manfred Laemmer, President**

Professor at the German Sport University Cologne, Deputy Chairman of the German Olympic Academy, Editor of STADION (International Journal of the History of Sport), Co-Founder and Board Member of the German Sports and Olympic Museum in Cologne

### **Prof. Maria Bulatova, Vice President**

Director of the Ukrainian Educational and Scientific Olympic Institute in Ukraine, President of the Olympic Academy of Ukraine, Vice-President of the National Olympic Committee of Ukraine, Member of the IOC Commission "Culture and Olympic Heritage"

### **Prof. Lozan Mitev, Vice President**

Director of the National Olympic Academy of Bulgaria

### **Marion Guigon-Lacroix, General Secretary**

Board Member of National Olympic Academy of France



THE EOA EXECUTIVE BOARD IN FRANKFURT IN 2019.  
FROM LEFT TO RIGHT: IVANS KLEMENTJEVS, MARIA BULATOVA, MANFRED LAEMMER, LOZAN MITEV, MARION GUIGON-LACROIX, ALES SOLAR, SASA CERAJ

### **Ales Solar, Treasurer**

Director of the Slovenian Olympic Academy and EU Project Office in the National Olympic Committee of Slovenia

### **Dr. Ivans Klementjevs, Board Member**

President of the Latvian Olympic Academy, Member of the Saeima (Latvian Parliament), three-time Olympic canoe sprint medallist

### **Prof. Sasa Ceraj, Board Member**

Director of the Croatian Olympic Academy, Member of the Editorial Board of „Olimp“, the official magazine of the Croatian Olympic Committee, Member of Commission on Information and Publishing of the Croatian Olympic Committee



## 5.4 // COMMISSIONS of the European Olympic Academies (EOA)

According to the EOA Statutes, the General Assembly may appoint commissions for specific topics or areas of activity. The commissions advise the Executive Board and the General Assembly on issues relating to their area of expertise and may submit proposals for review. The remits of the four current EOA commissions are outlined below:

### **Communication Commission**

The aim of this commission is to promote the EOA. The commission is responsible for the corporate image of the EOA, coordination of campaigns and development of a communication strategy. The commission members use a variety of mediums to communicate including the EOA website, newsletter, social media channels, media and the press. The purpose of this commission is also to provide corporate communication tools and expertise to other EOA commissions. The commission members are Marion Guigon-Lacroix (Board Representative, FRA), Alexandra Nikiforova (Responsible, RUS), Boryana Toncheva (BUL), Erodotos Miltiadous (CYP), Alexandr Kliment (CZE), Revo Raudjaerv (EST), Alexandra-Maria Grispou (GRE) and Soenke Schadwinkel (GER).

### **Development & Cooperation Commission**

The aim of this commission is to foster partnerships and cooperation with National Olympic Academies from Europe and other European and international institutions. In addition, it is responsible for the production of strategic plans for the growth and development of the EOA. The commission members are Ales Solar (Board Representative, SLO), Julien Buhajezuk (Responsible, FRA), Aghajan Abiyev (AZE), Jana Janotova (CZE) and Vassiliki Balta (GRE).

### **Olympic Education Commission**

The aim of the Olympic Education Commission is to advocate the promotion of Olympic values in an educational context and to provide strategic guidance on EOA Olympic Education programs. The responsibilities of the Olympic Education Commission are to advise on the development and implementation of an education strategy which is based on the Olympic values and how to incorporate an educational focus into EOA projects. The commission members are Sasa Ceraj (Board Representative, CRO), Petra Robnik (Responsible, SLO), Enkelejda Caushi (ALB), Danira Bilic (CRO), Reelee Remmelkoo (EST), Denise Panagopoulou (GRE), Lilla Szijj (HUN), Yarden Har Lev (ISR), Antra Gulbe (LAT), Asta Sarkauskiene (LTU), Claudia Santos (POR), Simona Tabara Amana (ROU) and Maria Koreneva (RUS).

### **Olympic Heritage Commission**

The aim of this commission is to celebrate Olympic heritage and to initiate projects which will bring the history of the Olympic Movement to life for future generations to experience. The commission is responsible for historical research, making recommendations on the preservation of Olympism and promoting Olympic ideals as widely as possible through these activities. The commission members are Ivans Klementjevs (Board Representative, LAT), Zdenek Skoda (Responsible, CZE), Kalle Voolaid (EST), Vassiliki Tzachrista (GRE), Vitaly Melnikov (RUS) and Frantisek Seaman (SLO).

Reports from each of the commissions are available earlier in the Annual Report.



## **5.5** // **ADMINISTRATIVE OFFICE** *in Frankfurt, Germany*

In spring, the EOA hired its first employee. Soenke Schadwinkel, who previously worked on EOA projects including the installation of a temporary website and the administration of the Third EOA General Assembly, is now a part-time employee and based near our business office in Germany.

During the summer of 2021, a new ongoing internship programme was launched. Through this initiative, the EOA hopes to offer young students an insight into the Olympic sports structures and the working methods of Olympic Academies. The focus for the first intern-

ships so far has been to help develop the EOA's communication channels. This year, Aaron Gallagher and Claudia Southwell were able to gain first-hand experience of and contribute directly to the EOA's new communication strategy.

The EOA Administrative Office in Frankfurt is completed by a student assistant, Katrin Wallmann from the German Sport University Cologne. Her responsibilities include administrative work and assistance in the President's Office in Cologne.



EOA HEAD OFFICE IN THE HOUSE OF GERMAN SPORT IN FRANKFURT



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The EOA Head Office is situated in the House of German Sport (Haus des Deutschen Sports) in Frankfurt.

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