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ANNUAL REPORT 2020

GERMAN OLYMPIC ACADEMY

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PREFACE

Dear Reader

Given the current challenging situation, I first of all hope that you are all well and can now end this highly unusual year 2020 as relaxed as possible.

With the 2020 Olympic and Paralympic Games in mind, we started excitedly and full of expectations into a year in which hardly anything was supposed to go as planned. Against this background, it is very pleasing that the German Olympic Academy (DOA) was nevertheless able to further develop its work in many respects in terms of content.

In June, the "Olympia ruft: Mach mit!" teaching materials Tokyo 2020 were published, which have also found a new home with the online platform olympia-ruft.de. With the Olympic Day Digit@l, the DOA broke new ground and sent an important signal for the values of sport. I am particularly pleased that a worthy setting was found to present the Fair Play Award for javelin thrower Bernhard Seifert after the cancellation of the Biebricher Schlossgespräch.

The DOA was also affected by personnel changes in 2020: Dr Gerald Fritz, Tobias Knoch's successor, has been in office since August, we already had to say goodbye to Robert Holtz at the end of April, and Michael Leyendecker will succeed Jan Holze on the board at the end of the year.

After this year's experiences, giving an outlook for the coming year seems very difficult. However, 2020 also showed that projects could be implemented with creativity and commitment despite difficult circumstances. Therefore, we look calmly and confidently to the future and hope you enjoy reading about it in the present!

Yours

Prof. Dr. Gudrun Doll-Tepper



INTERVIEW DR GERALD FRITZ

In dialogue with Dr Fritz

Dr Gerald Fritz has been in office since 17 August 2020. The successor to Tobias Knoch took office in a phase in which the Olympic movement, among others, is facing many new questions. Answers are also expected from the DOA.

Dr Fritz, to what extent were you able to familiarise yourself with the DOA projects and tasks in your first few months in this challenging phase for society as a whole?

Fortunately, surprisingly quickly. I found a small but mighty and well-functioning team that is very familiar with the structures and challenges of organised sport but also very open to new things. For example, in this year, which was characterised by Corona, many new ideas could be implemented through creative and digital approaches.

We also receive generous support from our board, which is excellently networked in various fields of organised sport - both in the academic and pedagogical area and in various national and international committees. This helps us immensely address these issues in our daily work and, above all, to enter into partnerships with other organisations to create win-win situations through respective expertise.

You have had an eventful career, with positions in different sports organisations as well as in academia. What was your specific motivation for joining the DOA?

Ultimately, I have always pursued two paths in my professional career that have fascinated me. On the one hand, there is the academic-pedagogical work in schools and universities. On the other hand, activities in voluntary and full-time sports organisations have also taken me abroad. I would like to pass on the experience I have gained here to younger people who will shape and mould organised sport in our country in the future. I see great potential in the DOA to realise these goals.



What is the importance of the DOA in your eyes for organised sport in Germany?

Olympic sport is based on elementary values that we want to convey and bring into society in all their diversity. This is a task that will play an essential role in the future, not only about possible German Olympic bids. Therefore, in my eyes, the DOA has a high status in German sport, which we must emphasise even more in the future.

To what extent can you contribute your professional experience, especially from the commercial sector of organised sport, to the work of the DOA?

As a non-profit association, we are only allowed to build up reserves to a limited extent. To some extent, we now lack these economic cushions in times of Covid-19. Given the question marks that the current situation brings with it, it is a task for us that we must increasingly position ourselves more broadly in the future. In this respect, it certainly helps to be able to incorporate creative marketing ideas and to be able to fall back on existing networks.

On the other hand, there are, of course, enormous structural differences. As an institution for the idealistic transmission of values in sport, there are clear limits regarding commercial marketing. Therefore, I see the expansion of strategic partnerships with other organisations and the joint implementation of projects as an essential cornerstone for the future.

After such a short time and given society's current situation as a whole, it is probably not yet possible to make detailed statements on content and programme. But where do you perhaps already see challenges for the work of the DOA in the coming years?

It will be crucial that we continue to sharpen the DOA's profile. Especially in the current challenging times, this provides essential orientation - both internally and externally. In this way, the crisis can also be an opportunity, an opportunity to realign our focus.

Another vital concern for me is the maintenance of our existing networks and the intensification of cooperation with our member organisations. In this context, digital education approaches are becoming more and more critical, and we would like to get more involved. We want to engage more intensively in bilateral exchange with our member organisations and create joint projects, such as digital offers or events, focusing on the teaching of values in sport, the Olympic movement and current - also critical - discussions about the Olympic and Paralympic Games.

Finally, is there a highlight in the DOA programme that you are particularly looking forward to?

This question is not easy for me to answer. It is precisely the overall package that makes the DOA and the work here so exciting.

But if I had to single out one project, it would be the joint organisation and hosting of the German Olympic Youth Camps (DOJL) Tokyo 2021 and Beijing 2022 with the dsj. A recent internal survey showed that 70 per cent of our youth camps' former participants remain with us as competitive athletes or in voluntary positions in organised sport. There is hardly a better instrument for young people's sustainable enthusiasm for sport in our country and the Olympic Movement!

Excerpts from Dr Fritz's curriculum vitae

- Professor of Sports Management and Campus Director at the University of Applied Management (HAM) Berlin
- Research assistant and sports marketing lecturer at the Johannes Gutenberg University (JGU) in Mainz
- Doctorate at the Chair of Sports Economics at JGU in Mainz and the University of Florida (Gainesville/USA)

Many years of professional experience in marketing, communication, sponsoring and event organisation in sports, e.g. Qatar Stars League, Frankfurt Galaxy, Organising Committee FIFA World Cup 2006, Deutscher Motor Sport Bund e. V.



EVENTS

The central concern of the DOA is to inspire enthusiasm for the Olympic idea and to address the developments surrounding the Olympic Movement. With its versatile event formats, the Academy addresses different target groups.

In 2020, events were most affected by the Covid 19 pandemic. The German Olympic Youth Camp (DOJL) had to be postponed, the Olympic Day in its usual form as a face-to-face event was cancelled, as was the Biebricher Schlossgespräch. With new concepts for the digital space, these cancellations could be compensated for at least in part.

OLYMPIC DAY DIGIT@L

With the Olympic Day Digit@l, the DOA broke new ground and set an important signal for movement and the Olympic values with the virtual Olympic Day Run during the Covid 19 pandemic.

On 23 June, the founding day of the IOC, Olympic Day and with it, the values of sport are celebrated worldwide - in Germany traditionally a highlight in the DOA year. Due to the pandemic, which unfortunately made a face-to-face event with thousands of children and young people impossible this year, a digital alternative was implemented for the first time via the social media channels and the DOA homepage.

Olympic Day Week from 22-26 June

Under the international motto "MOVE, LEARN, DISCOVER", the DOA initiated a digital "Olympic Day Week", focusing on one of the three aspects each day. The kick-off on Monday was dedicated to the history of Olympic Day. One of the DOA's concerns was to inform about the background and development of the worldwide celebrated Olympic Day. With the German Sport & Olympia Museum's support, a sports history quiz was also organised. Team Germany Athlete Talk, which was streamed on Facebook on Wednesday, also

focused on the topic of Olympic Day. The siblings Selin and Timur Oruz (hockey) and Theresa and Amelie Stoll (judo) were guests of presenter Frank Busemann during the Olympic Day Week Special. They exchanged views on healthy nutrition in sport, among other things. On Thursday, the contents and backgrounds of the DOA teaching materials were presented, which were designed for the Olympic and Paralympic Games in Tokyo. The action week ended with exercise offers that can also be implemented under pandemic-related restrictions and were provided by the clubs, associations and organisations that are otherwise involved in the event.

Olympic Day Run: Running together with distance

The centrepiece of the week was the virtual Olympic Day Run. Under the motto "Running together at a distance", the route was tackled from the Olympic Day's original venue in Germany, the German Sport & Olympia Museum in Cologne, to the Olympic Stadium in Berlin. All Olympic enthusiasts were called upon to participate by running a total distance of 530 km from Monday to Friday. Runners of all ages submitted their kilometres via social media post or email to the DOA, which collected them. Athletes from Team Germany - the beach volleyball team Laura Ludwig and Maggie Kozuch and rower and Olympic silver medallist Hannes Ocik - also supported the campaign with calls to join in via social media and also participated in the joint effort by running a few kilometres. The result: probably the longest Olympic Day Run ever!



Resonance

The Olympic Day Run, in particular, was well-received online. The campaign was publicised on social networks and on the websites of many member and partner organisations. Viola Torliene from the German Disabled Sports Association (DBS): "You were super present in our social media - a cool idea with the Olympic Day Digit@l."

In addition to the DBS, the DOSB or even the NRW state government, each of which shared a few calls via their channels, NADA was also on board: "Even in this difficult year for all of us, it was a matter of course for NADA to participate in DOA's Olympic Day. In June, we brought the values of clean sport into focus digitally for the first time," said Dr Andrea Gotzmann, Chair of NADA.

The digital version also brought a premiere: for the first time, people all over Germany could participate in Olympic Day, and since a minimum number of kilometres was not prescribed, they did so across all age groups and distances. From 2 kilometres to half marathons, everything was represented.

Some participants stood out. For example, a fire brigade group used the challenge as a special motivation for their training during the Covid 19 pandemic. Almost an entire office laced up their running shoes for this campaign, and individual "exotics" even reported running kilometres from the Adriatic coast in Croatia or from

the Congo. The week sent a clear message that it is possible to celebrate and spread the Olympic values even in times of contact restrictions and without major sporting events.

"The Olympic Day Digit@l was a great idea and proved the innovative capacity of our team. To face this situation and the restrictions due to the pandemic in this way and to go new ways is impressive, gives courage and is certainly also exemplary for other sports organisations," said Prof. Dr. Gudrun Doll-Teppe.

Supporters

Together with the DOSB, which accompanied the campaign in its development and implementation on its digital channels "Team Deutschland" and "Sportdeutschland", the Olympic Day was again successfully implemented this year and reached many people. "Even though we naturally missed the Olympic Day in physical form at the German Sport & Olympia Museum in Cologne, the digital Olympic Day Week was a good alternative. In good cooperation between DOA and DOSB, we got Sportdeutschland moving via the digital Olympic Day Run, and the athlete talk also reached even more people via the digital route. Perhaps we will take up some digital approaches again next year," summarised Jens Behler, Head of Digital Communication at the DOSB. The DOA's social media channels alone reached over 90,000 individuals during the Olympic Day Week. In total, the content was shown to users over 250,000 times.

The Olympic Day's long-time premium partner, EDEKA, also supported the DOA in going digital in this special year. We would also like to thank the clubs, associations and organisations that provided impulses for sporting activities in Corona Time with their practical ideas for sporting exercise.

Outlook

In the Olympic year 2021, Olympic Day will again be celebrated on 23 June. All information on a planned event or alternative formats will be announced in good time at www.olympicday.de and via the DOA's social media channels.

www.olympicday.de

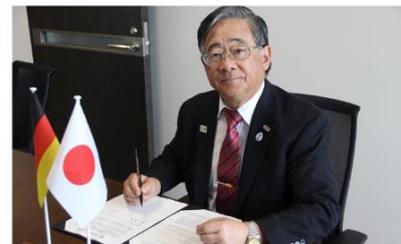
DEUTSCHES OLYMPISCHES JUGENDLAGER (GERMAN OLYMPIC YOUTH CAMP)

With the postponement of the Olympic and Paralympic Games in Tokyo by one year, the German Olympic Youth Camp (DOJL) could not occur as planned and is now to be made up for in 2021.

After consultation with the Japanese partner organisation, the Japan Junior Sports Clubs Association (JJSA), the boards of the Deutsche Sportjugend (dsj) and the DOA have decided to postpone the German Olympic Youth Camp (DOJL) until 2021, analogous to the Olympic Games. The youth camp, which is to be held bilaterally for the first time with 50 German and 50 Japanese young people, is now scheduled for 21 July to 5 August 2021.

This adjustment was formally confirmed at the end of July by signing a new agreement, even though it took place on different continents. "For the entire Olympic family, the postponement of the Olympic and Paralympic Games is a major challenge. We are all the more pleased that we can now realise a joint youth camp with our partners from Japan next year – a great sign of friendship between the two nations and a notable example of international understanding in the sense of the Olympic idea," said Prof. Dr. Gudrun Doll-Teppe, Chair of the DOA.

The places for participation will remain and will not be advertised again. The participants come from all sixteen federal states (28 female and 22 male participants) and are active in more than 20 different sports, some of them competitive. The leadership team, which has already held a first preparation meeting together virtually, will remain in place for 2021.



Despite all the hope that the DOJL can occur, all participants' safety is, of course, paramount. "The health of our young participants, all those involved, and the entire population is our top priority. We hope that we will overcome the crisis together and in solidarity in the spirit of Olympic togetherness and, of course, that the situation will stabilise worldwide in the coming months," says Kirsten Hasenpusch, member of the dsj board and head of the DOJL.

www.olympisches-jugendlager.de

YOUTH OLYMPIC GAMES LAUSANNE



The Youth Olympic Games (YOG), as one of the few and probably last major sporting events, could take place in Lausanne at the beginning of the year. Both Director Tobias Knoch and DOA Chair Prof. Dr. Gudrun Doll-Tepper visited the dsj academy camp on site.

After the Winter Youth Olympic Games in Innsbruck 2012 and Lillehammer 2016, the YOG 2020 entered the third round. From 8 to 23 January 2020, the dsj offered young volunteers between the ages of 18 and 26 the opportunity to experience the Olympic values, gain international experience and thus develop personally.

The DOA has been involved from the very beginning and, as with the first two editions of the Winter Youth Games, will again be present in Lausanne.

Olympic Values & the YOG

Tobias Knoch, Director of the DOA, started the academy camp programme with a workshop that focused on the Olympic Movement. Among other things, he explained the basics of the Olympic idea and the development of the Olympic Games to the participants. He dealt with the Olympic values and their implementation in society. The group also had a lively discussion about the development of the Winter Youth Olympic Games since 2012 and their mission.

The working group phases focused on the topics: Competition Programme of the YOG, Learn & Share activities at the YOG in Lausanne and the transmission of Olympic values at the Youth Olympic Games. The day was rounded off with a joint visit to the Olympic Museum in Lausanne.

Exchange with DOA Chairperson Prof. Dr Doll-Tepper

Later in the programme, the participants had the opportunity to ask Prof. Dr. Gudrun Doll-Tepper, DOA Chairperson and Vice President of the DOSB, questions. She talked about her work at DOSB, in the IOC commissions and as a professor at the Free University of Berlin.

FAIR PLAY PREIS DES DEUTSCHEN SPORTS (FAIR PLAY AWARE OF GERMAN SPORT)

This year's winner of the Fair Play Award of German Sport, javelin thrower Bernard Seifert, had to wait a long time for his honour after the cancellation of the presentation event. A worthy setting was found in the form of the "aktuelle sportstudio".

The Biebricher Schlossgespräch, which in previous years had been a fringe event for the awarding of the Fair Play Prize of German Sport, had to be cancelled in 2020, but in August, the award ceremony could at least be held digitally.

Bernhard Seifert received the prize for an exceptionally fair gesture in the run-up to the World Championships in Athletics in Doha 2019. The javelin thrower had already fulfilled the nomination criteria early in the season and thus secured a starting place for the World Championships. However, he then fell into a crisis of form, which finally prompted him to give way to his colleague Julian Weber a few weeks before the competitions. The latter had started the season with an injury but had shown strong performances at the German Championships and the European Team Championships in August. "I would not have been comfortable with

the idea of going to a World Championships and knowing that there is someone at home who has better form," Seifert said.

This selfless behaviour impressed the jury. "He put his interests aside in favour of a teammate and thus demonstrated team spirit in a special way. That deserves our great respect," said Prof. Dr. Gudrun Doll-Tepper, as DOSB Vice President a member of the jury. Alfons Hörmann, one of the two prize donors as President of the DOSB representative, emphasised the exemplary effect of the award: "Bernhard Seifert has lived all these values in a particularly exemplary way and thus reminded children, young people and the whole of sporting Germany of what the true value of sport should and must be."



EDUCATIONAL OFFERS

All DOA measures in the field of education aim to communicate the Olympic idea, which the IOC demands as a fundamental task of every National Olympic Committee. Different target groups are addressed with materials and projects.

Olympic and Paralympic Games traditionally provide the hook for the DOA's "Olympia ruft: Mach mit!" educational materials. Despite the postponement of the Games, these were published in 2020. While the same name's nationwide education and physical activity programme came to an end this year, existing cooperations with "Jugend trainiert" or NADA were expanded, and new activities were launched in the context of the Special Olympics World Games. The DOA will expand its spectrum of content with an anthology on "Educational Potentials of the Olympic Idea".

TEACHING MATERIALS TOKYO 2020

2020, the "Olympia ruft: Mach mit!" teaching materials were published for the first time on the new homepage olympia-ruft.de. Work on the materials for Beijing 2022 has also already begun.

The publication of the "Olympia ruft: Mach mit!" teaching materials Tokyo 2020 was announced for March of this year. The working groups of the primary and secondary levels had already been working on the new content since autumn 2018. Despite the changes in responsibilities at DOA following Isabel Flory's departure, the teaching materials were completed on time.

However, the general situation necessitated a post-ponement of the publication, as the Olympic and Paralympic Games had been postponed shortly before the planned publication date. On 23 June, however, both brochures - online and printed - were published on the occasion of Olympic Day.



From practice - for practice

As in the past, the different subject areas were developed by experienced teachers in voluntary working groups. The materials offer a wide variety of content and can be used both in subject lessons and in all-day lessons, in individual lessons or project weeks.

Prepared for different age groups, the contents range from exercise and sports activities and healthy nutrition to a comic about the Olympic Games, a quartet with the stars of Team D and Team D Paralympics or various handicraft instructions to a business game, a link between manga drawing and Latin or the game development of the Japanese popular sports softball or baseball. Of course, topics such as sustainability, doping prevention and Japanese culture are not neglected either.

New structure

In the current edition, the structure of both primary and secondary editions has been changed so that the content for teachers and students is now more clearly separated. On the one hand, this ensures a better overview, and on the other hand, the respective target groups can be addressed even more precisely.

Also, teachers now receive an overview of the key points of the content, temporal and methodological framework conditions and didactic considerations right at the beginning of the chapters.

With the publication of the "Olympia ruft: Mach mit!" teaching materials Tokyo 2020, the presentation form of the teaching materials was also redesigned. On the website olympia-ruft.de, teachers can now find all DOA offers for schools and, thanks to the functional enhancements, can find the content they need for their lessons more quickly via various categories and keywords.

www.olympia-ruft.de

Sketch notes on the teaching materials:

An overview of the contents of the teaching materials and the basic knowledge is provided by short explanatory videos, so-called sketch notes, which have been made available on the DOA homepage since this year.

Sketch notes basic knowledge: https://olympia-ruft.de/wp-content/uploads/2020/11/Sketchnotes_Basiswissen_16-9.mp4

"OLYMPIA RUFT: MACH MIT! "("OLYMPIA CALLS: JOIN IN!")

This year, the education and physical activity programme "Olympia ruft: Mach mit!" (Olympia calls: Join in!), which had significantly shaped DOA's work in the past years, came to an end.



After almost four years, the programme "Olympia ruft: Mach mit!", which linked the topics of the Olympic and Paralympic Games with the promotion of a healthy lifestyle within the framework of the Prevention Act, came to an end at the end of April 2020. Even though the Covid 19 pandemic brought it to an early end - the programme, which was carried out together with symbioun e.V., an association for health prevention, was a complete success, as not only the bare figures prove.

Based on the DOA's teaching materials of the same name, which also represented the core content of the programme, the participating institutions were able to put together a plan from the following contents according to the modular principle:

- Moving lessons
- Fair Play & Team Building

- Global Learning
- Health Promotion
- Inclusion & Paralympics

This content was taught in workshops and further training for teachers and educators, action weeks with children and young people, and sports and family celebrations.

„JUGEND TRAINIERT“ (“YOUTH TRAINS”)

The action day "Moving Together" was a complete success and underlined the importance of school sport and exercise throughout Germany, especially in a lockdown.

After months in which exercise was inevitably scarce in Germany's schools and some highlights also had to be cancelled at "Jugend trainiert", the German School Sports Foundation (DSSS), as the sponsor of the world's largest school sports competition "Jugend trainiert", called on the Ministries of Education and Cultural Affairs of the federal states and the sports associations involved in the competition to hold a joint day of action on 30 September 2020 to draw attention to the need for sport and exercise even during the Corona pandemic.

"Value education through sport and the promotion of school sport is vital to us as the German Olympic Academy. The nationwide action day 'Youth trains' - moving together brings sport back to our schools. After the many Corona restrictions, this is a great opportunity for our students to do sport together again and to shape the day actively," says DOA Director Gerald Fritz.

As a cooperation partner of "Jugend trainiert", the DOA participated in this campaign with practical sports suggestions from its "Olympia ruft: Mach mit!" teaching materials. Nationwide, more than 235,000 pupils from 1,273 schools took part.

"It is a challenge to take responsibility in a turbulent time when the Jugend trainiert für Olympia & Paralympics competition has come to a complete standstill," said Dr Poller. "Together with a strong team, I want to work to ensure that school sport and the competition are a motivation for pupils with and without disabilities to do sport themselves. The action day is a first small step out of the Corona restrictions. I am pleased about the generous support and the extraordinary commitment of the schools all over Germany.

SAMMELBAND ZUR OLYMPISCHEN IDEE (ANTHOLOGY: OLYMPIC IDEA)

At the beginning of the year, work started on an anthology on "Educational Potentials of the Olympic Idea" to bundle different perspectives on the Olympic Movement. The publication is planned in the run-up to the 2021 Olympic Games.

The idea for this anthology was born and initiated in Olympia (Greece) within the Sports Science Olympic Seminar 2019, with Prof. Dr. Stefanie Pietsch (University of Regensburg) as the driving force from the very beginning. "The aim of our anthology 'Educational Potentials of the Olympic Idea' is to offer a new and broader educational perspective to all readers* interested in the Olympics through a mixture of expert contributions and experiences of those who have been involved in the Olympic Games in various ways. I am delighted that we are implementing this project together," says Pietsch. Together with the former DOA Director Tobias Knoch, initial ideas were still being launched at the end of 2019, which were also pursued after his departure.

In the first two major blocks, both historical, pedagogical and sociological foundations will be laid and current issues discussed. Proven experts from academia and practice will be responsible for the contributions. In the third block - indeed a unique feature of the volume - protagonists who have participated in various ways in the Olympic and Paralympic Games and Special Olympics or Deaflympics will have their say. Athletes are given a forum here as well as representatives of the official level or Olympic chaplains.

Due to the genesis of this anthology, it is no coincidence that Prof. Dr. Stefanie Pietsch, Dr. Petra Tzschoppe and Dr. Ansgar Molzberger, three authors who have regularly participated in the Sports Science Olympic Seminar in Greece in recent years, are involved. Prof. Dr. Gudrun Doll-Tepper, Prof. Dr. Manfred Lämmer and Prof. Dr. Holger Preuß from the DOA Board are represented with their contributions. Prof. Dr. Annette Hofman contributed intensively to the planning, especially in the conceptual phase.

COOPERATION WITH NADA

With the signing of the cooperation agreement, a formal basis for the cooperation between the National Anti Doping Agency (NADA) and the DOA was created.

After both institutions had intensified and expanded their cooperation in the past years, this step was the logical consequence: In April, the DOA joined the JOINT AGAINST DOPING NETWORK, thus underlining the importance that doping prevention has in the various DOA projects.

"Doping prevention is a central issue for us and the Olympic Movement as a whole. The fight against doping plays a significant role in the credibility of sport. After we have already been able to implement joint activities with NADA in the past in many different and extremely constructive ways, I am very pleased that we are now also putting this cooperation on a formal basis," said Prof. Dr. Gudrun Doll-Tepper.



Since 2018, NADA has been involved in the "Olympia ruft: Mach mit!" teaching materials with its chapter. Following the teacher training in 2018, focusing on doping prevention, the first joint training for teachers was implemented in 2019. Following its successful launch, this event should be held on an annual basis in the future. A project that fell victim to the Covid19 pandemic in 2020 will be taken up again in 2021.

"We are pleased to welcome the DOA as a member of our "TOGETHER AGAINST DOPING" network since 2020 and to intensify our close cooperation in the field of doping prevention. Together, we support the teaching of values in sport in schools with the various measures," says NADA Chairwoman Dr Andrea Gotzmann.

In 2021, there will again be a joint teacher training course, and work has already begun with NADA on teaching materials for the Beijing 2022 Games.

ACTIVITIES WITH SPECIAL OLYMPICS

Now that Berlin has won the bid for the Special Olympics 2023, all eyes are on this event in particular. But there are also close contacts with Special Olympics Germany, for example in the context of the National Winter Games.

National Winter Games

In the context of the National Winter Games of Special Olympics Germany (SOD), a meeting of Master's students from the Faculty of Sport and Health Sciences at the Technical University of Munich was initiated with experts from different disciplines on the topic of inclusion in sport. The chairperson Prof. Dr. Gudrun Doll-Tepper took part in this exchange on behalf of the DOA.

Dr. Daniela Schwarz and Elke Langbein, lecturers at the TU Munich, who have already attracted attention several times with their inclusive teaching-learning settings, accompanied the 20 students to the SOD National Winter Games.

In addition to Prof. Dr. Gudrun Doll-Tepper, athlete spokespersons Werner Wiedmann and Markus Protte from Special Olympics Bayern (SOBY), among others, took part in the discussion. Also represented were:

- Hartmut Augustin (Journalist)
- Maureen Clarke (Special Olympics Europa/Asien)
- Amanda Dimech (Special Olympics Malta/Universität Malta)
- Matthias Kolley (SOBY)
- Prof. Dr. Manfred Wegner (Universität Kiel/Präsidium Special Olympics Deutschland)

The students could exchange ideas with the experts in small groups during a quick meeting, ask questions and talk about their future career paths.

After the exciting discussion, the participants were able to watch the competitions. More than 900 athletes competed in various sports from alpine skiing to floorball under the motto "Strong together".

Special Olympics World Games

The first talks between DOA and Special Olympics Germany were already started in 2019 on whether and how joint projects could be implemented in the coming years on the World Games.

After the tragic death of SOD Deputy Managing Director Timo Schädler, who had been in charge of promoting the exchange, the talks were nevertheless continued and have since been expanded to include a Youth Working Group, in which other organisations from the sports sector and civil society are represented in addition to the DOA.

World Games 2023

On 13 November 2018, the Special Olympics World Games 2023 were awarded to Berlin. Since then, the organisational team has been planning at full speed. Among other things, an extensive accompanying programme is designed throughout Germany, leading up to the event and being continued in subsequent years.

INTERNATIONAL

Worldwide exchange and international encounters are cornerstones of the Olympic idea. A cornerstone that could not be implemented as usual in a year with travel and contact restrictions. It is encouraging, however, that even in these times, the exchange in the digital space continued.

For example, the International Olympic Academy (IOA) Sessions, the recognised study centre of the Olympic Movement, took place exclusively digitally this year. The activities of the IOA and the work in Erasmus+ projects could also only be implemented to a limited extent. In contrast, the Corona pandemic made participation in an international format of the Malaysian NOA, which was implemented digitally, possible in the first place.

IOA SESSIONS

This year, the IOA again selected participants for various sessions of the International Olympic Academy. German representatives were Henrietta Weinberg, Fabio Wagner and Prof. Dr. Manfred Lämmer.

Due to the ongoing Covid 19 pandemic worldwide, this year's sessions at the International Olympic Academy (IOA) took place online and with a significantly reduced number of participants. The various sessions on important issues facing the Olympic Movement were initially scheduled to occur in May this year but were rescheduled for September 2020 due to the global health situation.

The central theme "Olympism and Humanism" was the basis of all three sessions of the IOA and was worthily discussed employing interactive online offerings and complementary leisure programme, resulting in valuable international knowledge exchange.

SESSION FOR YOUNG PARTICIPANTS

Henrietta Weinberg participated for the IOA in the 60th Young Participant Session, focusing on "Olympic Games: Human Rights, Diversity and Inclusion in Sport". The student in the Master's programme "Applied Sport Psychology" in Halle/Saale is involved in projects against discrimination in sport and reported on informative discussions with the young participants from other nations.

From 4 to 10 September, the 63 participants aged between 20 and 35 dealt with current topics and trends in the Olympic movement. In addition to the lecture's focus, the "Protection of Athletes" and the "Influence of the Olympic Games on Local Communities" were the contents of the group seminars. In addition to thematic contributions, a cultural and sports programme was also offered, including cultural sessions. The participants gained a first insight into each other's cultures despite the physical distance.

Henrietta, who has already participated in several international projects of the DOA and the dsj, was particularly impressed by the 61 participating countries' diversity. Her working group included participants from Turkey, Lithuania, Uruguay, San Marino, Portugal, Grenada, Pakistan, Saudi Arabia, Greece and Lebanon. Henrietta found cooperation with them and the intercultural exchange particularly exciting.

27TH INTERNATIONAL SEMINAR ON OLYMPIC STUDIES FOR POSTGRADUATE STUDENTS

From 21 to 27 September 2020, the IOA organised the Postgraduate Seminar for the 27th time. The event was aimed at doctoral students from all over the world and had to take place online for the first time.

This year, the focus was on "The Olympic Games and the Olympic Movement: Past, Present and Future - An Analysis from the Historical, Philosophical and Social Perspectives". The German representative Fabio Wagner studied international sports management and is currently working on his doctorate on regulatory mechanisms in the world of sport, focusing on national and international professional football at the Johannes Gutenberg University (JGU) Mainz.

In particular, the discussions on the topic of "Ethics in Sport" left a lasting impression on Fabio. In working groups with participants from 16 other countries, he dealt with whether a reform of the competition rules regarding gender segregation was conceivable in the future. Besides, the participants reported on their current research priorities.

16TH INTERNATIONAL SESSION FOR PRESIDENTS OR DIRECTORS OF NATIONAL OLYMPIC ACADEMIES

From 11 to 17 September 2020, 57 academies participated in the 16th Directors' Session. The DOA was represented by its Vice-Chair, Prof. Dr Manfred Lämmer.

Within the lectures, discussions, and workshops, the focus was on the topic of "Human Rights in Olympic Education Programmes" and the protection of children and young athletes and the promotion of sport for children with disabilities. Dealing with artificial intelligence in sport was, therefore, another aspect that occupied the participating directors. The academies were able to present their work and current projects in online videos.

NOA YOUNG PARTICIPANTS SESSION

The Covid 19 pandemic has prevented many meetings this year. However, the increased experience with digital formats allows for expanding existing formats and facilitates international dialogue.

In the week of 23-27 November, the 23rd NOA Session for Young Participants of the Olympic Council of Malaysia took place, and Wiebke Arndt and Matthias Thaler, DOA officers, participated.

After a ceremonial opening in the IOA Sessions style, each day was divided into two large blocks. The first block focused on presentations by international and Malaysian speakers, followed by an extended question and answer session. The second block consisted of guided discussions in small groups. A daily social media challenge rounded off the methodological spectrum.

In terms of content, different focal points were set each day. From the basics of Olympism and human rights to the "Rule 50" and sexualised violence in sport, Paralympics or eSports, very different but highly topical

issues were dealt with. As always with international sessions, it was especially the participants' different experiences and everyday references that enlivened the discussion.

Even though a face-to-face event naturally generates a different dynamic, it was exciting to see how the participants from three continents developed a sense of togetherness via the screens. Besides representatives of various sports organisations and associations from Malaysia, international guests from Japan, Bulgaria, Laos, Thailand, Indonesia, China, Hong Kong, Myanmar, and Taipei were present. The participation of many former and current Olympic athletes, who brought fascinating perspectives to the discussion, should also be emphasised.

EUROPEAN INITIATIVES

European cooperation is becoming increasingly crucial for the DOA, which is also reflected in its participation in Erasmus+ projects. The work of the European Olympic Academies (EOA) was slowed down by the pandemic but not suspended.

Values Education Through Sports: OVEP 2.0

At the end of January 2020, a one-week international training on Olympic Values Education took place in Druskininkai/Lithuania.

The DOA was involved as a partner in this Erasmus+ project under the leadership of the National Olympic Committee of Lithuania. Besides the 28 participants from Lithuania, Estonia, Poland, Portugal, Slovakia, Slovenia, Northern Macedonia, Czech Republic and Israel, three German representatives also participated. The DOA sent Daniel Matthias Barbist (Working Group on Teaching Materials), Dr Stefanie Pietsch (University of Regensburg) and Leonie Schauer (Working Group on Teaching Materials) to Lithuania.

The focus of the training was the practical examination of Olympic values education. Team-building measures and cooperation games were as much part of the programme as group work and creative tasks. But also the confrontation with one's values or the reflection of the lifeworlds and challenges of growing people today were thematised. How the different countries and organisations approach the topic of Olympic values education became apparent in presenting the participants' national projects.

The content was based on the Olympic Values Education Program (OVEP) 2.0, a methodological concept of the IOC that offers interdisciplinary and not only for the school context suggestions for the practical implementation of Olympic values education.

Athletes Friendly Education

Under the leadership of Slovenia and with the participation of partner organisations from Belgium, Croatia, Portugal and Macedonia, and EUSA (European University Sports Association), DOA is involved in another Erasmus+ project focusing on dual-career cooperation. Together, a mechanism will be developed on how to launch a European label for athlete-friendly educational institutions.

After the project started in 2019 with a joint conference in Ljubljana/Slovenia, many scheduled activities could only be implemented online. However, the project duration extension until the end of 2021 was approved this autumn to finish the project next year.

European Olympic Academies (EOA)

After the second General Assembly of the European Olympic Academies (EOA) in Nicosia (Cyprus) in November 2019, the best conditions seemed to be in place to further develop the EOA in the Olympic year 2020. A secure foundation was created through start-up funding for the new association based in Frankfurt by the Federal Government and the State of Hesse and the European Olympic Committees (EOC). Four commissions for Communication, Development and Cooperation, Olympic Education and Olympic Heritage started their work.

On 12 March 2020, the Executive Board, led by its President Prof. Dr Manfred Lämmer, adopted the catalogue of measures for 2020 in Prague. However, implementation was severely limited by the Covid 19 pandemic restrictions that began immediately afterwards. Almost all planned EOA events and projects had to be cancelled under the prevailing conditions. This also affected the 16th IOA Session for Presidents and Directors of the National Olympic Academies in Olympia in early May, during which the second annual meeting of the EOA Board usually takes place.



Preparations for the third EOA General Assembly, scheduled for 12 -16 October 2020 at the International Russian Olympic University in Sochi, initially continued into the summer, but in the end, our Russian colleagues had to stop their work. However, the Russian Olympic Committee has assured us that the funds will also be available for the event, which has been postponed to 2021.

Despite the difficult situation, the NOAs at both the national and European level have developed special activities and maintained contact with each other during this challenging period. Several exhibitions and projects of the NOAs of Lithuania, Belarus and the Czech Republic, for instance, were launched.

On 1 December 2020, the new EOA website went online, which now serves as a central platform for exchanging information and experiences among members. The 2020 General Assembly will be held digitally on 29/30 January 2021.

SERVICE & PUBLIC RELATIONS

A year marked by cancelled events and contact restrictions poses challenges for public relations - and this is also the case for DOA in 2020. But especially in a year in which live events are few and far between, it is all the more important to get one's message out there.

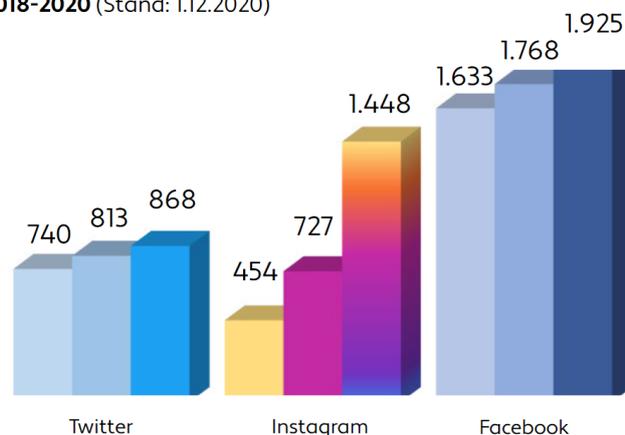
The core task of the DOA is to spread the Olympic idea in Germany. Therefore, the area of public relations is naturally of great importance, be it in accompanying relevant public discourses or in reporting on its projects and events.

With its various communication channels, the DOA pursues different goals, which also differ partly from platform to platform. A critical component is the provision of information on its offers and projects and calls for proposals. Besides, it is also about transporting the Olympic values and their implementation in events and projects and making them tangible through positive stories and examples. In particular, this area, which in the past was often realised through reporting on our events, needed a new concept in 2020. Finally, it is also about maintaining contact with target groups such as teachers, athletes or DOA multipliers.

Distribution to channels

The chart opposite clearly shows that the focus has clearly shifted to social media channels. In addition to the channels listed below, the DOA also operates the DOJL homepage, its own YouTube channel and the homepage olympia-ruft.de.

Entwicklung der Follower-Zahlen
2018-2020 (Stand: 1.12.2020)



Increase in frequency

In 2020, the frequency of contributions via the various channels could be increased significantly. While a total of 446 individual contributions were published in the Olympic year 2018 and 388 in 2019, this number was almost doubled last year with 737 contributions.

Development of user numbers

The continuous increase in the number of users of social media channels continued in 2020. The largest increase of almost 100 per cent was recorded on Instagram. It was no longer possible to consistently document the homepage's user numbers after the changes in data protection in the past years.

Cooperation with DOSB

Even in times of lockdown and home office, the DOA was able to intensify its cooperation with the colleagues of the DOSB. A firmly institutionalised weekly exchange in the form of an in-house editorial round of the DOSB, dsj, DSM and DOA is vital here.

At the Olympic Day Digit@l, it was possible to transport content in this way jointly. The series "Olympedia", originally based on the DOA poster series "Fascination Olympia", is a regularly published joint format. The

DOSB's Sportdeutschland channels also made it possible to present the teaching materials to an even broader public.

Exchange with member organisations

DOA affiliates were also brought on board where possible. Many federations complied with the request for an exchange to coordinate measures in the field of public relations at the beginning of the year.

For example, information on the DBS campaigns, the dsj, NADA or Special Olympics were published via the DOA channels. Especially in the Olympic Day context, several member organisations also shared the DOA content via their own channels and thus helped reach an even larger target group. The result was a win-win situation in a year in which many public relations officers lacked content for contributions due to a lack of events. The Olympic Day Digit@I was a welcome platform that was extremely well received.

Outlook

A further expansion of activities to channels such as Tiktok is currently not planned. Instead, the question is whether a concentration on selected platforms could increase the impact of public relations work. Educational offers in the digital field, such as podcasts or online seminars, make it clear how the boundaries between content and reporting will continue to dissolve in the future. Finding its way between serious information and engaging content and emotional appeal to the target groups will be an essential task for the DOA in the coming years.

Deutsche Olympische Akademie (DOA)

DOA headquarters: Frankfurt am Main

Foundation: 4 May 2007

Legal form: registered association

Register of Associations: Amtsregister Frankfurt am Main, Registerblatt VR 13494

Authorised to represent (acting jointly in twos, in the sense of § 26 BGB): Prof. Dr. Dr. h. c. Gudrun Doll-Tepfer (Chairperson), Prof. Dr. Manfred Lämmer (Vice-Chairperson) and Prof. Dr. Holger Preuß (Treasurer)

Statutory tasks: The purpose of the association is to promote education and public education as well as sport,

focussing on the communication of the Olympic idea in the sense of the statutes of the German Olympic Sports Confederation and the Olympic Charter. By carrying out the tasks mentioned above, the association exclusively and directly pursues charitable purposes within the meaning of the section "Tax-privileged purposes" of the German Tax Code.

Sponsors: DOSB, State of Hesse

Link to the statutes: <https://bit.ly/2D7OKOj>

Link to the Code of Ethics: <https://bit.ly/2D7OKOj>