



## Sport Mega Events and Sustainability :The Winter Olympics and Paralympics 2022

### 大型体育赛事和可持续发展: 2022冬奥会及残奥会

21. December 2021



#### Date & Time 日期和时间:

21. December 2021 CET 8:00-12:00 (CST 15:00-19:00)

**Registration 注册:** Due to the pandemic, this forum will be organized online (ZOOM). And early registration is strongly recommended to ensure your participation.

Registration via E-mail: [d.wu@dshs-koeln.de](mailto:d.wu@dshs-koeln.de)



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Sponsored by:



欧中体育发展协会  
Euro-China Sport Development Association e.V.

## Targets and Scope 目标及领域

On 4 February 2022, the opening ceremony for the 2022 Olympic Winter Games will take place at the Bird's Nest National Stadium in Beijing. Athletes will compete in a total of 109 events in seven sports and 15 disciplines. One month later, on 4 March 2022, Beijing will welcome around 600 Paralympic athletes to the 2022 Paralympic Winter Games. Beijing will thus be the first city to host both the Summer and Winter Paralympic Games.

Both the Olympic and Paralympic Games are met with high expectations, but also considerable challenges. China wants to use the 2022 Games to further underpin the country's continued growing global influence. As the country is not a classic winter sports nation, it has invested considerable resources in athletes and sports facilities. The sports facilities in Zhangjiakou and in Yanqing in Hebei province had to be rebuilt and connected to the high-speed rail network. At the same time, the ongoing pandemic makes increased security precautions necessary.

These general conditions provide the background for the 6th Sino-German International Academic Forum on Sport Development, which will be jointly organized by Beijing Sport University and German Sport University Cologne as an online event on 21 December 2021. Key aspects of mega sporting events will be presented and discussed in a total of six expert talks and a panel discussion. Special attention will be paid to the issue of sustainability. In May 2020, the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games (Beijing 2022) released the official 'Beijing 2022 Olympic and Paralympic Winter Games Sustainability Plan', which promotes Beijing 2022's vision of 'Sustainability for the Future' and reaffirms China's adherence to the 'sustainable development' strategy. From a transnational perspective, the conference will focus on the goals, preparations and potential effects of this major sporting event.

2022年2月4日, 2022年冬季奥运会的开幕式将在北京鸟巢国家体育场举行。届时, 运动员们将参与7个大项和15个分项, 共计109项的角逐。一个月后的2022年3月4日, 北京又将迎来约600名残奥会运动员参加2022年冬季残奥会。因此, 北京将成为第一个同时举办夏季和冬季残奥会的城市。

在奥运会和残奥会在被寄予厚望的同时也面临着相当大的挑战。中国希望利用2022年奥运会来进一步巩固该国持续增长的全球影响力。中国作为一个非典型的冬季运动国家, 为此次盛会也已在运动员和体育设施方面投入了大量资源, 如河北省张家口市和延庆市的体育设施必须重建, 并与高速铁路网连接等。同时, 正在全球流行的新冠危机也使得加强安全防范措施成为举办必要之举。

以上为第六届中德体育发展国际学术论坛提供了背景。本次论坛(线上)将于2021年12月21日由德国科隆体育大学和北京体育大学联合举办。届时, 六场专家讲座和一场小组讨论将集中探讨超大型体育赛事可持续发展的相关事宜。2020年5月, 北京冬奥会和冬残奥会组织委员会(2022)正式发布了"北京2022年冬奥会和冬残奥会可持续发展计划", 推动了北京2022年的"未来可持续发展"愿景, 重申了中国坚持"可持续发展"战略。本次论坛也将从跨视角重点讨论这一重大体育赛事的目标、筹备工作和潜在影响。

## Program and Agenda 活动及日程

#### Introduction 介绍 (Danlin Wu M.A.)

CET 8:00-8:05 CST 15:00-15:05

#### Opening Remarks 开幕致辞 (Univ.-Prof. Jürgen Mittag & Prof. Li Shengxin)

CET 8:05-8:15 CST 15:05-15:15

#### Keynote Speech Topic 1: Sustainable Development (Dr. Till Müller Schoell & Prof. Zou Xinxian)

##### 专题演讲主题1: 可持续发展

CET 8:15-8:45 Beyond Ecology: Political Aspects of Sustainability in Concept and Historical Experience of Olympic Games

CST 15:15-15:45 超越生态学: 政治学视角下的可持续性发展概念和奥运历史经验

CET 8:45-9:15 Sustainable Development of Winter Olympic Games and Winter Sports in China

CST 15:45-16:15 中国冬奥会与冰雪运动可持续发展研究

#### Keynote Speech Topic 2: Paralympics & Cultural Values (Univ.-Prof. Dr. Jürgen Mittag & Prof. Zhang Aihong)

##### 专题演讲主题2: 残奥会和文化价值

CET 9:15-9:45 Between Prestige and Caring: Paralympic Sports in Germany and China, and the 2022 Winter Paralympics

CST 16:15-16:45 声望与关怀: 德国和中国的残奥体育与2022年冬季残奥会

CET 9:45-10:15 Integration, Sharing and Sustainability: the Cultural Values of 2022 Beijing Winter Olympics

CST 16:45-17:15 融合、分享和可持续性: 2022北京冬奥会的文化价值

#### Keynote Speech Topic 3: Media Perspective (Dr. Jörg-Uwe Nieland & Prof. He Xinghui)

##### 专题演讲主题3: 媒体视角

CET 10:15-10:45 Sport Mega Events and the Media: Lessons from the Past and Perspectives for Beijing 2022

CST 17:15-17:45 大型体育赛事和媒体: 过去的反思和对2022年北京冬奥会的展望

CET 10:45-11:15 News Discourse and The Development of Inclusive Society in 2022 Beijing Winter Paralympic Games: a Content Analysis of the Coverage from the People's Daily

CST 17:45-18:15 2022年北京冬残奥会的新闻话语与包容性社会建设

#### Coffee Break 休息

CET 11:15-11:20 CST 18:15-18:20

#### Panel Discussion 专题讨论

CET 11:20-11:50 CST 18:20-18:50

#### Closing Remarks 全程结束语 (Univ.-Prof. Dr. Jürgen Mittag)

CET 11:50-12:00 CST 18:50-19:00