

1st Symposium of NIFS International Sport Academy:

What is Olympic Legacy:

Towards the 2020 Olympic and Paralympic Games in Tokyo

Tokyo/Japan, March 7, 2015

Message from the European Sporting Society

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1. Introduction

I would like to thank you very much for the invitation to give a lecture as invited speaker. As some of you may know was I invited to come to the 2nd International Symposium on Development and Peace through Sport which took place on Dec. 13, 2014 also in Tokyo. Unfortunately I could not come because I became seriously ill the very night before I could start for Tokyo. But because I had sent my keynote speech to the organizers in time they could put it in the proceedings. The title is "Present and future trends in international development and peace through sport study in European countries". In this paper I discussed four aspects of the topic:

- Firstly, I went through the aspects of using sport as a tool especially through politics
- Secondly, I discussed some international initiatives and concepts in this field
- Thirdly, I gave some notes on the theoretical background of the topic
- Fourthly, I described the role of vocational and higher education in the field of development and peace through sport concepts.

Especially the last aspect dealt with a topic I want to discuss with you also later the day. So the structure of my presentation is the following:

- Short statement of what the Olympics have to do with Europe and summary of what Olympism is
- Description of what Olympic legacy and Olympic policy means
- Discussion of what the London 2012 experience is
- Discussion what kind of role education can play on the way to Tokyo 2020.

To start with I would like to quote President Fukunaga who said in his Opening Address of the First International Symposium on Global Human Resource Development in Physical Education and Sport in Tokyo 2013:

“With the coming of the Olympic and Paralympic Games to Tokyo in 2020, I foresee a new direction for sports in Japan. I believe that part of this mission will be to strive to promote sports throughout the country and to train our top athletes in order to help to realize the dreams and expectations of the people in Japan. Moreover, we will need to further nurture the traditions of Japan’s sport culture in order to promote the development of global human resources for active involvement in the international sports arena, and the future leaders of the international community. More specifically, for this new sport culture, it is essential that we cultivate innovators of sports for peace, experts in international sport organizations, regional developers of sport through the Sport for All movement and individuals capable of participating well in global sports industry”.

If you go through Fukunaga’s statement you will see that it has a clear vision:

- Firstly, it gives clear guidelines for athletes, officials and leaders as well as for politicians,
- Secondly, it talks about strategic planning and governance
- Thirdly, it claims experts to reach the goal
- Fourthly, it sees education as a one of the basic elements of action.

I would like to talk about these four aspects within the next 25 minutes to you. But first I want to discuss some general aspects dealing with my presentation and with the Olympics.

2. Olympia, the Olympics and Olympism

My lecture is titled “Message from the European Sporting Society” i.e. the European perspective of sport and the Olympics has to be looked at. To make it clear directly at the beginning: There is nothing in Europe that could be called “European Sporting Society”. All the sport systems in the European countries are different, have their own history and their own characteristics. And in many cases they do not correspond very well with each other. So it sounds greatly exaggerated to use the term “European Sporting Society”. Actually I will talk to you from a European background and use European documents, reports and opinions in my presentation.

To start with: Nevertheless it is fact that in world’s history Olympic sports started in Europe in ancient times. Today we know that many types of sport started also in other parts of the world and there are more than a little that can be located earlier than the Olympic sport activities (Egypt, Japan, China etc.). And what is also important to keep in mind: Modern Olympic sports covers not all types of sport and it depends on the place where Olympic Games are organized if new sports will be introduced. Nevertheless can be said that many core activities are nearly the same over the centuries.

To summarize what you should have heard in detail at the beginning of the seminar earlier this week:

- Olympia is a place in Greece located in the south of Europe. 776 BC the first games have been organized, since 650 BC sport events have been systematically organized - not only in Olympia, also in other places of the antique world.
- The ancient Olympic Games were by no means independent sport events but part of a religious feast which had been organized to honour Zeus, the highest god of the Greeks. This combined religious and sporting event based on rituals, conditions and sanctions and was therefore highly recognized by all Greeks for many centuries. The decline of the ancient Olympic Games occurred at the same time when Christianity conquered the old religion and basic values changed (Laemmer 2003, p.271).
- The Olympic ideals and principles of the modern Olympic Games have been developed in Europe. Pierre de Coubertin presented them on the Olympic Congress 1894 in Paris when it was decided to establish the modern Olympic Games. It is important to stress that this was actually not a revitalization of the ancient Olympic Games - it was something new, a new project (Wassong 2013, p.11).
- Today Olympia and the Olympics are symbols of modern sports (versus traditional sports e.g. in Asia), strongly influenced by European sports.
- More than half of the Olympic Summer Games and two thirds of the Olympic Winter Games have been organized in European countries, starting with Athens in 1896 and ending with London in 2012 in summer (Deutsche Olympische Akademie 2012, p.20) and starting with Chamonix in 1924 and ending with Sotschi in 2014 (Deutsche Olympische Akademie 2013, p.26).

Olympism deals with more than just the Olympic Games. It is quite obvious that a lot of people understand the Olympic Games to be the central point of the Olympic idea. Most of the people - especially the sport leaders - believe that the Games are more important than the idea itself. But if you follow the actual research in this area there is far more behind this.

In the last 120 years the Games turned from regularly celebrated regional sport festivals to global events that attract people all over the world. In the beginning of the modern Olympic Games they were not more than an add-on to the World Fairs (Expo). But the popularity of the Games today has exceeded the popularity of the World Fairs in many means. Due to this the Olympic movement of today is strongly influenced by modern social developments such as: pluralisation, individualization, commercialization, politicization etc. The Olympics attract broad interests. Out of this, a public demand of success in sports and the wish for more media coverage develops.

The true Olympic values are sometimes not easy to be seen. Even in the fundamental principles of the Olympic Charta these true values are not clearly defined. The Charta understands Olympism as a special way of life that is based on

- the balanced development of body, will and mind
- the joy found in effort
- the educational value of being a good role model for others and
- respect for universal ethics including tolerance, generosity, unity, friendship, non-discrimination and respect for others.

Olympism blends sport and culture with art and education to create a balanced way of life combining the human qualities of body, will and mind (see Olympische Charta 2014, pp. 7f.).

Four aspects are especially mentioned in literature when talking about the Olympic idea: the holistic idea of man, the willingness to perform and self-fulfillment, fairness and co-operation and tolerance and international understanding are seen as the basic guidelines (Tokarski & Fischer 2008).

Excursus: *The holistic idea of man respectively the holistic education of man is essential for the Olympic idea. Many components have to be linked and connected when speaking about holism. In connection with human beings Western anthropology speaks of a triad of body, mind and soul - in other words: of motoric skills, cognitive and affective dimensions. The understanding of the Olympic Idea respectively the Olympic Movement already approaches the human being with this holistic-integrative idea. That means that the harmonic development of human beings is essential and not a one-sided physical training. This was already stressed by Coubertin, founder of the modern Olympic Games, who said: "To train muscles is not enough for human education". This conception of interaction is based on Greek philosophy and Christian reception and is different from the conception in other cultures. Through its holistic understanding of the world, sport is a good indicator for the overall interest in staying healthy in general.*

It is in the nature of man to fulfill a task – so to speak motivation can be defined as a fundamental anthropological category. To be in pursuit of excellence and performance was regarded in a negative way for a long time, basically because of wrong understanding of the terms. In the field of sport - but also in other areas of everyday-life - performance is still seen as the counterpart to fun and joy.

While bearing in mind terms such as commitment, dedication or determination, performance can also be seen as part of self-fulfillment. The pursuit of human perfection is a focal point for physical activities in the meaning of the Olympic idea. It is not only about simply being better than everybody else. The superior aim is to better oneself through physical activity. The pursuit of performance is an automatic consequence. To sum things up you can say that Olympic Education follows the

same patterns as other pedagogical standards: Performance has to be assisted but simultaneously demanded.

The terms fairness and co-operation were unknown in the early beginnings of the modern Olympic Movement. Pierre de Coubertin, the founder of the modern Olympic Games, only talked about courtesy. If we look at this in a simplified way we could reduce this aspect of the Olympic idea to the definition of and compliance with fixed rules. Only through guidelines and regulations contests can be made possible. Therefore we can say to agree with rules is a kind of co-operation.

The term fairness exceeds the simple compliance with rules. In this sense fairness manifests itself in three different categories:

(1) Fairness towards oneself – for instance: the self-protection of an athlete in regard of not taking any forbidden, performance enhancing drugs

(2) Fairness towards others

(3) Fairness towards nature and natural resources – especially sports that are exercised outdoors require a careful behavior.

Fairness plays a vital role in the Olympic Movement - we can say that sport in the Olympic sense is based on fairness. But fairness cannot be reached through simple teaching. The learning of fairness respectively moral behavior needs situations that require fair and respectful behavior and simultaneously puts these to the test. Following Coubertin these circumstances are only given in performance- and contest-oriented sports in which something is at stake that all participants are longing for but that can only be reached by one individual or one team.

Sport is international. Even before the United Nations were able to bring all nations together under their umbrella the international sport confederations already consolidated their national top level federations. While setting international valid standards sport was able to conserve the diversity of nations. The internationality of the idea of peace communicated through sports cannot be reduced to the global principle of the organization of its federations only. First of all it tries to be an internationally accepted code of morals and meanings.

The international oriented idea of peace was probably the most important principle for Coubertin. The analogy with the peace movement of his time in connection with sports was a totally new development. In Coubertin's mind it was not contrary to the performance- and contest-oriented principles of sport: It should show how people of different heritages and religions treat each other when they compete in sports. The basic condition and assumption is that they follow the rules, treat each other fairly and honestly and respect the diversity of each other even though they are trying to win the competition.

Nevertheless it is hard to expect nations that are on hostile terms to become friends over night. But through the Olympic Movement there are a lot of possibilities available to get to know each other. This can produce cornerstones for future tolerance and harmonization.

The compilation of values, such as fairness, respect, the compliance of rules, the development of one self, peacefulness and internationality can be seen as a guidelines for Olympic behavior. And these behavior patterns cannot be reduced to athletes only. They are also true for the other actors in the field of sport, especially officials and coaches.

Taking a look at the developments of the Olympic Games and other social areas we have to widen the area of responsibility that is connected with the Olympic values. Media, industries and last but not least politics have to be included. Modern media such as television and nowadays especially the internet have an enormous power to send information out. Industries sponsor sports more than ever and through this create desires and lust for power. The influence on sports that industry has is growing constantly. Since the beginning politics has been trying to exploit sports and to gain more influence in this area. So also these indirect actors of sport have to be aware of their responsibility and adjust their actions towards the Olympic Idea.

In the beginning Coubertin limited his perspective to sport, especially to competitive and performance sport. But as a pedagogue this approach was not enough for him. He longed for the transfer of his guidelines of the Olympic idea to other areas of everyday-life. Although this might be a very idealistic belief there are a lot of examples how this could be done. But: Since then Olympism must be seen as an ideal and its basic guidelines are permanently under pressure – by political, commercial and medial activities (Wassong 2013, p.23).

4. Olympic legacy and Olympic impact

The terms ‘legacy’ and ‘impact’ are used, often interchangeably, by those who are today studying this subject and its link to the Olympic Games.

The term ‘impact’ is commonly used to describe the effects of a policy, programme or project on ecosystems, society in general and / or on the economic system. ‘Impacts’ are more often regarded as implying an adverse effect or a damaging or destructive result.

In contrast, the term ‘legacy’ is more often used when presenting positive effects. ‘Legacy’ also tends to be used in association with those effects that are of longer duration.

Cultural, social, and political legacies and impacts encompass the practices by which society is governed and organized as well as the behavioural and attitudinal changes that can occur based on inspiration derived from hosting the Olympic Games. Olympic Games related subthemes include:

Arts Programmes

Employment

Education

Youth

Volunteerism

Health Care Services

Housing

Sports Programmes / Development

Community / National Pride

Cultural Awareness

Environmental legacies and impacts encompass everything as sociated with the environment related management, techniques and technologies that surround anorganism or organisms, including both natural and human built elements. Related subthemes include:

Sustainability / Sustainable Development

Environment / Environmental Development

Green Venues

Air Quality

Waste Management

Economic legacies and impacts encompass all the economically related investment, spending and revenue generation effects of hosting the Olympic Games on the Host City, region and country. Related subthemes include:

Tourism

Employment

Business Opportunities

Real Estate / Housing

Event Management

Global Image of the City/ Country

Urban legacies and impacts encompass a city's buildings, landscape, transport and service infrastructures as well as certain infrastructures through which a city forms a network with surrounding towns, cities and the countryside. Related subthemes include:

Demography

Venues

Transport

Transportation Infrastructure

Technology (telecommunications, information systems, etc.)

Sporting legacies and impacts encompass the legacies and impacts of the Olympic period that facilitate the promotion and development of sport in the Host City, region and country. Related sub themes include:

Venues

Event Management

Sports Programmes / Development

The list makes clear that Olympic Games have the power to deliver lasting benefits which can considerably change a community, a region and even a society, its image and its infrastructure. As one of the world's largest sporting events, the Games can

be a tremendous catalyst for change in a host country with the potential to create far more than just good memories once the final medals have been awarded.

Each edition of the Olympic Games also provides significant legacies for the Olympic Movement as a whole, helping to spread the Olympic values around the world. Each host city creates exciting new chapters in the history of the Olympic Movement by playing host to unforgettable sporting moments and giving birth to new champions, generating powerful memories that will live on forever.

To take full advantage of the opportunities that the Games can provide, a potential host city must have a strong vision and clear objectives of what the Games, and even bidding, can do for its citizens, city and country. The International Olympic Committee (IOC) is on hand from the outset to help cities focus on what staging the Games can do and to encourage them to reflect on their goals and objectives at an early stage.

We have to distinguish between legacies or impacts and the principles of Olympism and the Olympics. These principles are written down in the Olympic Charter and consist of 6 chapters with 61 rules dealing with (Vedder & Laemmer 2013):

- the Olympic Movement (e.g. IOC, Olympic Congress, Olympic Solidarity, Olympic rights, symbol, flag, hymn, torch etc.),
- the IOC (e.g. status, members, organization, commissions, languages etc.)
- the international associations (e.g. NOC's, members, flag etc.)
- the Olympic Games (e.g. bidding process, venues, committees, Olympic village, cultural programme etc.)
- participation in Olympic Games (e.g. programme, technical responsibility, youth camp, reports, publication, advertising etc.)
- protocol (e.g. accreditation, use of the flag, ceremonies, medals and certificates etc.)
- sanctions and disciplinary processes (e.g. compulsory measures, settlement of disputes etc.)

Types of Olympic legacy

To come back to the Olympic legacies and impacts: The Games can leave an array of legacies within a host city, covering not only sport but also social, economic and environmental gains. Some benefits can be experienced well before the Opening Ceremony even takes place while others may not be seen until years after the Games have ended.

Olympic legacies generally fall into five categories – sporting, social, environmental, urban and economic – and can be in tangible or intangible form. Tangible Olympic legacies can include new sporting or transport infrastructure or urban regeneration and beautification which enhances a city's appeal and improves

the living standards of local residents. Intangible legacies, while not as visible, are no less important. For instance an increased sense of national pride, new and enhanced workforce skills, a “feel good” spirit among the host country’s population or the rediscovery of national culture and heritage and an increased environmental awareness and consciousness.

Sporting Legacy

By playing host to one of the world’s biggest sporting events, Olympic host cities have the opportunity to provide lasting sporting legacies that help promote and develop sport not only in the host city itself, but also in the host region and host country.

Permanent venues, built or refurbished for the Games, can be used extensively for sport once the Games have finished, delivering a lasting sporting legacy. Organisers do, however, need to ensure that the venues are functional, sustainable and adequately scoped for legacy use.

For example, the Stockholm Olympic Stadium, which was built for the 1912 Olympic Games, is still in use today and has played host to numerous major events throughout its 100 years history. It was also used to host the equestrian events during the 1956 Olympic Games, when Australia’s quarantine regulations meant the events could not be held in Melbourne. The venues for the Lillehammer 1994 Olympic Winter Games have also provided a long-term legacy for the city. The sports arenas, which are available for public use as well as for elite athletes, have been used for several other major sporting events, as well as concerts and other cultural and commercial meetings. In 2016, the venues will be used for the second edition of the Winter Youth Olympic Games.

In Germany, several venues that were used for the Munich Games in 1972 were part of the city’s bid to host the 2018 Winter Games, including the Olympic Stadium, which would have been used for the ceremonies, and the Olympic swimming pool, which would have been adapted into a curling venue.

Previous Olympic venues have also been converted for alternative use once the Games have finished, including the speed skating Oval that was constructed for the Vancouver 2010 Olympic Winter Games, which was converted into a multi-sport and wellness facility, providing an ongoing recreation legacy for community health and sport development.

Innsbruck, which hosted the inaugural Winter Youth Olympic Games in 2012, also made use of previous Olympic venues, which were used during the Winter Games in 1964 and 1976, while London’s Wembley Arena, which was used during the 1948 Olympic Games, was a key venue during the 2012 Games, playing host to the badminton and rhythmic gymnastics events. London’s newly-built Olympic venues were also designed with legacy in mind, and most will be available for both elite and community sporting events.

The Olympic Stadium will host the World Athletics Championships in 2017, while the Aquatics Centre will reopen with a reduced seating capacity and will be used by local clubs, schools and the general public, as well as elite athletes. The Copper Box, which hosted the handball competition during London 2012, will now become a multi-use sports centre for the community, as well as a venue for elite training and competition, while Eton Manor, which housed temporary training pools for participants in aquatics events during the Games, will now become a major community sports centre, featuring football pitches, tennis courts and a hockey centre. The purpose-built Lee Valley Water Centre, meanwhile, was already open to the public ahead of the Games, providing a world-class facility for the local community. It will also continue to host elite competitions, such as the 2015 Canoe Slalom World Championships. A number of training venues either built or refurbished for the London Games will now greatly benefit local communities boost to sport.

In addition to new and upgraded venues and facilities, the interest generated by hosting the Olympic Games presents the host city with a unique opportunity to increase the popularity and uptake of sport across the entire host country.

By boosting interest in sport and engaging schools and local sports clubs, hosting the Games can also help implement new training programmes for coaches, as well as providing better facilities and new equipment, all of which can help nurture the next generation of champions. Statistics from the Olympic Games in Barcelona in 1992 show that the proportion of the population doing some kind of physical or sporting activity at least once a week rose from 36% in 1983 to 51% in 1995.

In the build-up to the Los Angeles 1984 Olympic Games, the organizers became aware that Californian youngsters faced problems accessing sport, particularly as a result of the lack of suitably qualified coaches and adequate facilities in disadvantaged neighbourhoods. In response to this, funds were raised for sports activities aimed at young people during the Olympic period. Part of the operating profits from the Games were subsequently invested to create a foundation that continues to provide support for associations promoting sport in California. Aimed to help disadvantaged youngsters in particular, the funds go towards training coaches and creating programmes encouraging people to take up sport.

To ensure a legacy from the Salt Lake City 2002 Olympic Winter Games, the Utah Sports Commission was set up to develop both public recreational and elite sport in the state. Since, Utah has hosted over 50 World Cups events or major sports championships. An increase in sports participation from young people was also noted, with sports such as bobsleigh, skeleton, snowboarding and freestyle and mogul skiing all seeing an upsurge in interest.

The London 2012 Olympic Games were also used to help people connect to sport and give young people better access to sport facilities, competition, coaching and sporting events. As a result of the Games, a new curriculum for UK schools was introduced, requiring every primary school student to participate in a competitive

sport, while a new youth sport strategy was also launched, which aimed to invest GBP 1 billion in youth sport in the five years following the Games, as well as creating 6,000 new community sports clubs.

Sport England's GBP 135 million Places People Play initiative also funded upgrades for sports venues and invested GBP 20 million in grassroots sports clubs to benefit 377 community sports projects across England, while London 2012's International Inspiration programme also shared the joy of sport with young people all over the world, engaging 12 million young people in 20 countries.

Social Legacies

Culture and education have always been an integral part of the Olympic Games. Indeed, the fundamental principles of Olympism embrace education, respect for ethical principles, human dignity, mutual understanding, the spirit of friendship, solidarity and fair play, while rejecting all forms of racial, religious, political and gender discrimination.

The Olympic Games provide a unique opportunity to promote these areas and inspire behavioural and attitudinal changes in the host city and beyond, which can provide lasting cultural, social and political legacies.

The Olympic Games cultural programme includes the opening and closing ceremonies, medal ceremonies and the Cultural Olympiad. The programme provides visitors with an overview of the host city's culture, its customs and history, and its way of life. This enables the inhabitants to openly celebrate and embrace their culture, promoting national pride, inclusivity and a sense of belonging.

In the 1980s, for instance, the republic of Korea was an emerging nation relatively unknown in international circles. The creation of cultural programmes led to a profound reappraisal of South Korean culture and its integration into the wider world. The interest foreign visitors took in many aspects of their national culture gave the people of South Korea renewed confidence in their dealings with the rest of the world and aroused a desire for more openness through, for example, the organization of other international events.

Likewise, the Sydney 2000 Olympic Arts Festival, entitled the Harbour of Life, expressed Australia's place in the world as it approached the twenty-first century. Australia's rich indigenous heritage and contemporary Aboriginal and Torres Strait Islander culture was also celebrated, together with the multicultural nature of Australian society. In addition, an important aspect of the cultural programme was a commitment to create long-term benefits for Australian artists and arts companies.

The Organising Committee of the Vancouver 2010 Olympic Winter Games signed formal protocol agreements with the First Nations in whose Traditional Territories the Games were held. The agreements provided the Lil'Wat, Musqueam, Squamish and

Tsleil-Waututh First Nations – known collectively as the “Four Host First Nations” – with a formal role in decision-making related to the Games.

The London 2012 Organising Committee created the London 2012 Festival as the finale to its successful four-year Cultural Olympiad. Showcasing Great Britain’s vast cultural heritage, the 12-week long Festival was the largest cultural event in the country’s history, featuring more than 25,000 artists from 204 countries in 13,000 events and performances at 1,200 venues across the country. In total, participation at London 2012 Festival events topped 19.8 million, with 160 world and UK premieres taking place and a legacy of 176 permanent artworks excellence friendship and respect.

Education is also an integral part of Olympism and the Games provide the perfect platform from which to teach the Olympic values of excellence, friendship and respect. In the lead-up to the 2008 Olympic Games in Beijing, the Organising Committee partnered with China’s Education Ministry and the Chinese Olympic Committee to launch a joint Olympic education programme, which reached 400 million Chinese children by integrating Olympic education into the existing curriculum of over 400,000 schools.

The London 2012 Organising Committee’s education programme, Get Set, saw 85 per cent of schools across the country take part in a host of activities linked to the Olympic Games and being inspired through sport and the Olympic values.

The Olympic Games can also lead to the creation of a new culture of volunteerism – in Beijing over 1.1 million people applied to be volunteers. 29 and help change perceptions of the disabled and disadvantaged members of the community.

The London 2012 Games also saw over a quarter of a million people apply for one of the 70,000 “Games Makers” volunteer positions - 40 per cent of whom were volunteering for the first time.

Environmental Legacy

Over the last 20 years, sustainability has become an increasingly important consideration when staging the Olympic Games. In 1994, the IOC adopted the environment as the third pillar of the Olympic Movement and created a Sport and Environment Commission to advise the IOC Executive Board on policy positions regarding environmental protection and sustainable development.

The IOC and the United Nations Environment Programme (UNEP) hosted the first biennial World Conference on Sport and the Environment in 1995 in Lausanne, and in 1999 the IOC developed Agenda 21 for Sport and the Environment in collaboration with UNEP. The Olympic Movement’s Agenda 21 aims to encourage members of the Olympic Family to play an active part in the sustainable development of the planet. It

sets out the basic concepts and general actions needed to ensure that this objective is met.

As the Olympic Movement's most significant event, it is important that the Olympic Games follow these principles. Through proper planning and management, the environmental impacts of the Games can be minimised and organisers can work closely with public authorities to use the Games as an opportunity to enhance areas of the host city and introduce new sustainability programmes, which can create a lasting environmental legacy once the Games have finished.

In the short term, these initiatives help provide the best possible environment for the athletes to compete in, while the long-term benefits will be felt by the inhabitants of the host city and region.

Urban revitalisation

Some of the most tangible legacies of this nature are the regenerated and enhanced sites within the host city. In a number of cases, abandoned or derelict urban areas are reclaimed and rehabilitated to provide land for the development of Olympic venues. Often these sites are revitalized with the creation of public parks and green spaces around the venues for community enjoyment.

The Olympic Games in Sydney in 2000, for instance, led to the restoration of approximately 160 hectares of badly degraded land and the creation of one of the largest urban parklands in Australia. This included the enhancement of wetlands and forest and the conservation of native flora and fauna.

In Atlanta, the 1996 Olympic Games saw nearly 2,000 trees planted in the city's downtown area alone, while Centennial Olympic Park and several other urban parks in the metropolitan area were also redeveloped.

The London 2012 Games, meanwhile, set new standards for sustainable construction and development practices by integrating sustainability goals into all aspects of Games preparations. The Olympic Park was planned from the start to serve as a blueprint for sustainable living after the Games.

For the first time, an independent commission was established to monitor and publicly evaluate sustainability efforts. The Commission for a Sustainable London 2012 rated the overall effort "a great success", with London also using the 2012 Olympic Games as an opportunity to transform a former industrial landsite into 100 hectares of parklands to create the largest new urban park in Europe for more than a century. The Olympic Park is now providing new habitats for wildlife, including wetland areas, open riverbanks and grasslands. The design of the Park incorporated all habitat and wildlife features listed within the Biodiversity Action Plan and built ecology into an accessible and usable space for the community.

New energy sources

Hosting the Games can also lead public authorities to introduce more for the Olympic Games in Beijing in 2008, the authorities invested USD 22 billion in air quality improvements alone, with 60,000 coal-burning boilers being upgraded to reduce emissions and more than 4,000 public buses being converted to run on natural gas – more than any other city in the world.

Sustainability is also a key consideration during the design and construction of new venues for the Games. Renewable energy sources and recycled or reclaimed materials can be used to help make facilities as energy-efficient as possible. In Sydney, the Olympic venues were designed with a strong focus on energy and water conservation, pollution control and waste management, and were built using sustainable materials. Renewable energy was also used extensively across Sydney Olympic Park, which has since developed environmental education, interpretation and research programmes.

The solar energy projects that were launched for the Olympic Games in Sydney included the installation of solar panels on 665 roofs in the Olympic Village, as well as on the Sydney Super Dome, the water pumping station in the Millennium Parklands and on 19 lighting towers along the Olympic Boulevard. Through the opportunity provided by the Olympic Games, energy innovation is showcased and implemented by the Host City, which has, in part, enabled many of these initiatives to become mainstream practices.

The Vancouver 2010 Olympic Winter Games were also a catalyst for the broader introduction of sustainable construction practices, with the two Olympic Villages – in Vancouver and Whistler – both using renewable energy created by heat recapture from nearby sewage and water treatment facilities. In addition, so-called “green roofs”, which are partially or completely covered with vegetation, accounted for 50% of the total building footprint of the Vancouver 2010 Olympic Village, providing natural insulation and reducing storm-water run-off, as well as creating a natural habitat for wildlife and opportunities for rooftop gardening once the Games were over.

Urban Legacy

The Olympic Games is the biggest event that a city is ever likely to stage and host cities therefore require significant infrastructure in order to successfully manage the large influx of visitors that the Games attract, with transport, accommodation and the overall look of the city among the priorities for organizers and public authorities. As a result, host cities often decide to invest in infrastructure prior to staging the Games, sometimes by fast-tracking pre-existing development plans. By making the host city a more attractive place to live in and to visit, the Games can help cities achieve long-term goals to create a higher quality of life for residents and increase the city's appeal.

One example of this is the renewal and beautification of urban areas that often results from a city staging the Games. As well as regenerating existing urban areas, the Games can provide the catalyst for the construction of new urban areas on industrial wasteland, disused docks or derelict railway yards. For instance, an organisation called “New Look for Athens” was established prior to the 2004 Olympic Games with the aim of beautifying the city by overseeing the refurbishment of decaying building facades and the construction of pedestrian walkways linking many of the city’s ancient sites, such as the Acropolis and the Plaka.

30 kilometres of the Vancouver shoreline, connecting parks, neighbourhoods and the downtown core. The city of Vancouver also invested heavily in social housing initiatives in the years leading up to the Games in order to address homelessness in the city, and initiated a multi-pronged strategy to ensure that inner-city residents and businesses, as well as other traditionally under-served urban populations, were included in the economic opportunities created by the Games.

In Barcelona, more than 100 hectares of what had been industrial land was redeveloped to incorporate residential housing (the former Olympic Village) and public facilities. As part of the city’s long-term vision, the seafront was cleaned up and major ring roads and other transport infrastructure were also developed for the Games.

Meanwhile in London, preparations for the 2012 Olympic Games led to the largest urban regeneration project in Europe, with the Olympic Park being constructed in what was previously one of the most deprived areas of the city. After the Games, the newly constructed sports facilities were adapted for use by sports clubs, the local community, and elite athletes, while playing fields located alongside the facilities were adapted for community use. The Olympic Village has been converted to provide approximately 2,800 new homes – while transport improvements now link the area to other parts of the city. In addition, riverside housing, shops, restaurants and cafes provide new amenities for the local community.

Transport infrastructure is one of the key considerations for a host city, as the Games require reliable, rapid and safe transport networks, capable of dealing with the large numbers of people attending the Games. Staging the Games can therefore act as a catalyst for the development of new transport infrastructure, with support from public authorities providing much-needed new networks.

In Vancouver, for example, both the regional and national government provided financial support for the construction of a new light rail link between downtown Vancouver and the airport, which has proved extremely popular since its inception.

In Beijing in 2008, authorities invested heavily in the city’s transport system enabling several significant projects to be initiated, such as the construction of a new terminal and runway at the city’s international airport.

The investment also led to a complete expansion of the Beijing main road network and a massive extension and renovation of the Beijing metro, with the addition of several new lines. In preparation for the 2012 Olympic Games, Transport for London invested GBP 6.5 billion in transport infrastructure across the city, with ten railways lines and 30 new bridges continuing to connect London communities after the Games.

At least 60 Games-related projects also promoted greener travel, including a GBP 10 million investment to upgrade pedestrian and cycling routes across London. A fleet of 200 electric vehicles also transported Olympians and members of the Olympic family during the Games, supported by 120 charging stations that created the UK's largest network of recharging points. The charging stations now provide a legacy of emission-free travel.

Economic Legacy

With a potential global audience of billions, the Olympic Games are one of the biggest events in the world and, as they have grown in popularity and expanded in reach, the Games' economic importance has increased too.

Increased economic activity

One of the most significant economic impacts of staging the Olympic Games is the increased level of economic activity and production, or the increase in GDP (Gross Domestic Product), that host cities have witnessed. In the case of Sydney, the 2000 Olympic Games were estimated to have brought about a GDP uplift of between AUS 6-7 billion (USD 6.2-7.2 billion), creating over 100,000 new jobs and boosting the number of tourists by approximately 1.6 million per year.

Atlanta, which hosted the 1996 Olympic Games, also reported a USD 5 billion economic impact as a result of the Games, while an Oxford Economics study commissioned by the Lloyds banking group estimates that the London 2012 Games will generate GBP 16.5 billion for the British economy from 2005 to 2017, factoring in pre-Games construction and other early Games-related economic activity.

There are many ways that staging the Games can, indirectly or directly, increase the level of economic activity in a host city, region and country, and many different types of businesses can benefit, including contractors, suppliers, service providers and licensees, as well as local and regional businesses who may enjoy a "ripple" effect when the Games are held.

For the London 2012 Games, for instance, thousands of businesses from all across the UK contributed to the construction of the city's Olympic Park, with around 240 companies involved in the construction of the Olympic Stadium alone. About 98 per cent of the GBP 7 billion worth of Games-related contracts went to UK-based companies, two-thirds of which were small or medium-sized businesses, with about

94 per cent of the London 2012 Organising Committee's GBP 1 billion worth of contracts going to UK businesses.

The Games can also generate new job opportunities – both directly, through Games planning and operations, and indirectly, through increased economic activity before, during and after the Games. For example, the 1994 Winter Games in Lillehammer created work for 600-1,900 people over a four-year period, which was an important economic boost for an inland area that was struggling to keep pace with the resource-rich coastal areas of Norway.

In London, independent experts have revealed that preparations for the 2012 Games were a major factor behind a 1.2 per cent reduction in the city's unemployment rate in early 2012, while the Games are also expected to create 17,900 additional jobs per year between 2012 and 2015.

There can also be significant economic benefits with regards to infrastructure. Major construction projects, lead to increased economic activity and the creation of jobs, while urban rehabilitation projects can provide new areas for economic activity. Construction of London's Olympic Park saw approximately 46,000 workers employed in total, with around 10 per cent of these in unemployment prior to working on the Olympic site. The transformation of the city's East End is also expected to become a key economic catalyst for the wider area, with the potential to provide thousands of new jobs. The buildings will be converted for office and commercial use, bringing opportunities to the local community and providing more than 80,000 square metres of employment space.

By staging the Olympic Games, a city can also demonstrate its ability to hold other major events, leading to further opportunities and increased investment in the future, while host cities are also widely promoted around the world. The Games can also provide economic legacies with regards to the development of new skills through training programmes and the accumulation of event experience that staging the Games requires.

The "showcasing" of a city can also lead to significant growth in the tourism sector, with visitor numbers increasing as a result of staging the Games – before, during and after the event. Turin, for example, used the 2006 Winter Games to shed its industrial image and promote itself as a new tourist and business destination by showcasing its rich history, culture and high-tech industry to the world. The city witnessed a considerable upturn in visitor numbers after it hosted the Games, with an estimated increase of between 100,000 and 150,000 visitors in the year after the Games. The venues used for the Games have also allowed the region to play host to several other large-scale events.

By maximising the exposure that the Games provide, a host city can effectively put itself "on the map" and initiate long-term plans for tourism growth through promotional campaigns and investment in tourist infrastructure, such as hotels and attractions. Around 6,000 new hotel rooms were added to Atlanta's hotel stock when it hosted

the Games in 1996, increasing capacity by 9.3%, while the city also saw more than USD 1.8 billion worth of hotels, office premises, residential buildings and entertainment venues constructed in the 10 years after it hosted the Games.

Similarly, hotel space in Barcelona grew by 38% between 1990 and 1992 as a result of hosting the 1992 Olympic Games, with the city's regeneration projects also enabling it to broaden its appeal to potential overseas visitors, leading to a substantial increase in tourism and significant economic gains.

Notably, just ten months after the Vancouver 2010 Winter Olympic Games, Canada was named the world's number one country brand in the FutureBrand 2010 Country Brand Index (CBI), thanks in large part to the 2010 Winter Games – proving beyond doubt the benefits of hosting a major international sporting event such as the Games. The accolade was the culmination of an ambitious and far-reaching tourism strategy that was launched to coincide with the Games, and which set out to refresh Canada's tourism brand in anticipation of the country having a prominent presence on the world stage in 2010. The Canadian Tourism Commission (CTC) recognised that an enduring legacy of the Games would be to provide more interest in Canada as a travel destination, and ultimately attract more visitors, and seized the once-in-a-generation opportunity provided by the Games to showcase Canada's tourism brand internationally.

As a result of the London 2012 Games, meanwhile, the UK is expected to welcome four million additional visitors by 2015, creating as many as 14,000 new tourism jobs. International visitors are expected to spend GBP 2.7 billion in the three- year period following the 2012 Games, resulting in a GBP 1.4 billion increase in economic output, on average, each year.

For future Olympic Games IOC President Thomas Bach presented some proposals which are published under the title "20 plus 20-Recommendations for the future of the Olympic Movement". The proposals will be discussed on the next General Meeting of the IOC in spring 2015. I will not present all the 40 recommendations but there are some which could be interesting for Tokyo 2020:

- Sustainability of all aspects of the Games
- Cooperation with organizers of other sport events
- Cooperation with organizers of sport events for the handicapped
- Cooperation with professional leagues
- Equality of the sexes (gender)
- Introduction of a global Olympic tv-channel
- Better communication of Olympic values
- Better connection of sport and culture
- Increasing transparency (finances)
- Strengthening contacts between sponsors and NOC's
- Better integration of the sponsors into the rules of Olympisms
- Better dialogue with societal forces.

If you go through the list of proposals you see that the IOC is going to act more and more in the sense of good governance in sport - a meanwhile incalculable societal area (Tokarski, Petry & Jesse 2006). In the European Union perspective good governance is regarded as the fulfillment of guidelines which set agreed standards in following categories (see also EU White Paper 2007):

- Democracy
- Transparency
- Accountability in decision making
- Representation of the stakeholders
- Athletes involvement
- Following ethical standards
- Fair play
- Security of data
- Fair employment.

5. The London Experience

Sport and Healthy Living:

- Increase in funding for elite sport for the four years leading to Rio 2016, 7% for Olympic athletes and 45% for Paralympians. The overall increase is 13%.
- Investing £27 million to bid for and host more than 70 of the world's most prestigious sporting events in the UK over four years – including 36 World and European Championships.
- 1.4 million more people are playing sport once a week since we won the bid in 2005, and £1 billion has been invested over four years into youth and community sport.
- £150 million a year for primary school sport for two years, starting in September 2013.
- 15 million people in 20 countries involved with International Inspiration

Regeneration of East London:

- An accelerated process of urban regeneration has taken place in East London during the past decade.
- The future of eight out of eight retained Olympic Park venues has been secured within one year of the Games.
- Queen Elizabeth Olympic Park is re-opening to the public between summer 2013 and spring 2014.
- iCity has been confirmed as the occupier of the Press and Broadcast Centre with tenants including BT Sport, Loughborough University and Infinity.

- £6.5 billion of transport investment has supported development across London.
- 11,000 homes are planned and more than 10,000 jobs will be created on the Park – conversion of the Athletes' Village into homes is well advanced and developers are preparing to start building on Chobham Manor.

Economic Growth:

By 2020 the economic impact is estimated to be £28 billion to £41 billion in Gross Value Added (GVA) and 618,000 to 893,000 years of employment.

- So far £9.9 billion in international trade and inward investment has been won because of the Games and Games-time promotional activity – with more being announced.
- 70,000 jobs for workless Londoners.
- £120 million of contracts already won by UK companies from the Brazil 2014 World Cup and Rio 2016 Olympic and Paralympic Games.
- More than 60 contracts won by UK companies for the Sochi 2014 Winter Olympics and Russia 2018 World Cup.
- 1% increase in international visitor numbers to the UK and 4% increase in visitor spend (in 2013, tourist spend is expected to exceed £19 billion for the first time).

Bringing Communities Together:

- Increase in volunteering during 2012–13 (both formal and informal), halting the steady decline seen since 2005.
- Join In is aiming to get 100,000 new volunteers involved in sport and community activities during the summer of 2013.
- Team London Ambassadors continue to be present at major London sites and events during 2013.
- Big Lottery Fund 'Spirit of 2012' Trust established to allocate money returned from the sale of the Athletes' Village.
- Lessons being adopted from sustainability and transport.

The Legacy from the Paralympics:

- 81% of people surveyed thought that the Games had a positive effect on how disabled people are viewed by the British public.
- Disabled people's participation in sport is increasing
- Increased funding for Paralympics GB through to Rio 2016.
- Increased funding to support access and participation in sport at community level.
- Increased accessibility on the transport system, in venues and in other environments.

- Paralympic Legacy Advisory Group established to support the Cabinet Committee.

6. The role of education: Sport, vocational education and higher education

It is clear that the development of programmes mentioned above in international or national perspective needs top experts and professionals in different sport and sport related areas. As Tetsuo Fukunaga said in his last year's opening of the 1st Symposium and as it is the aim of the new NIFS International Sport Academy: Globally-minded human resources have to be developed for those who can work in the sporting world and for the future development of the Olympic education programmes. The time between today and the Olympic Games 2020 should be used to make Japan a real sporting nation on all levels and the citizens, politicians as well as the economic and cultural leaders fit for Olympia 2020.

To educate experts and professionals for the sport and sport related field needs: Special education programmes for leadership training with special curricula and special contents, national and international networks to cooperate, joint efforts on all levels, practical research, student internships and adequate job opportunities. This will be mainly a task for educational programmes of education institutions with reference to vocational education and training and higher education.

In analyzing vocational education and training in the European member states the European Sports Workforce Development Alliance (ESWDA) identified already in its so-called VOCASPORT report 2003 a clear need to raise the qualification levels of those working in the large and dynamic sport sector. Furthermore the ESWDA emphasizes (2007, pp. 2f.):

“Sport is a people-facing sector where the engagement of others, whether this is at grass roots or high performance end of the spectrum, is paramount to its success. Moreover, sport is ingrained across communities, affecting a large percentage of the population, and is used to address wider government agendas including health, social inclusion, regeneration and education. If we are to meet these challenges it is imperative that those working or volunteering in face to face roles, at the delivery end of the sector are equipped with the necessary skills through fit for purpose qualifications”.

A number of projects were started to develop and give recognition to a transparent vocational education and training system for sport by the European Commission. One project was to pilot a new European Qualification Framework (EQF) specific sport areas. Another project was to develop and implement a European credit system for qualifications within the EQF and to develop a vocational credit system analog the system for higher education (Petry, Froberg, Madella & Tokarski 2008).

In the context of higher education for development and peace the universities play an important role. Because of their expertise in teaching and research, their objective stance, their more critical approaches, their independence and academic freedom they are more and more recognized as promoters of human and social development in disadvantaged regions, communities and international cooperation (Keim 2011, p. 76). Because development is mainly promoted through knowledge production, knowledge transfer, training, providing evidence based recommendations and acquiring new knowledge through research (op. cit. pp. 76f.) they play a key role in the field.

Talking about sport-in-development and the role of education – vocational education and/or higher education - it has to be discussed what kind of role this can be. The following list gives some ideas what can be done by institutions of higher education (see also Petry & Weinberg 2011, pp. 99ff.):

- take action to analyze the quantitative and qualitative situation of the resources, structures and programmes of the education systems in general and in sport in particular
 - map the current situation and conditions
 - evaluate the situation
 - compare intercultural and benchmark
 - define educational goals and define reference points and frameworks
 - define the demands that have to be met
 - develop adequate programmes, special curricula and special contents
 - set up quality assurance systems
 - build up networks
 - facilitate and encourage learning
 - run adequate programmes on all needed levels with reference to the particular themes that are dealt with: high performance sport, sport for all, health, youth welfare etc.
- + general knowledge of sport, sport systems and sport-in development
 - + specific knowledge according to the particular profile of the
 - + research methods
 - + ethics
 - + human and social development

- + political and historical knowledge
- + intercultural understanding
- + language skills
- + soft skills.

However positive legacy does not simply happen by itself. It needs to be carefully planned and embedded in the host city's vision from the earliest possible stage and integrated within the project at every step. Delivering legacy also requires strong partnerships between city leaders, the Games organizers, regional and national authorities, local communities, commercial partners and, of course, all members of the Olympic Family.

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Sport and development Tokyo 2015a/Tokarski/08.02.2015