

A. Flanagan¹
A. Ohnystyi². <https://orcid.org/0000-0002-4748-1900>
K. Ohnista². <https://orcid.org/0000-0001-8636-6027>
A. Ohnysta³

THE TEACHER'S ROLE IN THE IMPLEMENTATION OF EDUCATIONAL AND SOCIAL PROJECTS OF THE INTERNATIONAL OLYMPIC COMMITTEE (IOC)

¹Personal Trainer, Doctor of Philosophy, Lancing, United Kingdom

²Ternopil State Pedagogical University after V. Gnatyuk, Ukraine

³The scientific and practical medical center of pediatric cardiology and cardiac surgery of the Ministry of health of Ukraine. Government institution (Ukrainian children's cardiac center (uccc))

Abstract. The publication reveals the educational and social programs of the International Olympic Committee and the possibility of involving teachers in these projects.

Keywords: International Olympic Committee, teacher, social and educational projects

In the 21st century, a teacher is valued not only for their knowledge, but also knowing how to apply it to solve problems that arise in a rapidly changing educational environment in particular, and in the world in general.

Currently, the IOC is engaged in the implementation of many educational and social programs and projects. At the moment, several areas of activity of the IOC can be distinguished:

1. Education, upbringing,
2. Olympic ideals, moral and ethical norms and principles.
3. Ecology.
4. Culture.
5. Gender equality.
6. Human rights.
7. Sustainable development.

All these directions of the modern IOC policy were laid down at the beginning of the creation of the Olympic Charter, but have not lost their relevance even now.

Today's Challenges! The Olympic Movement has a lot of modern challenges (problems). In conditions of military aggression, the role of their correct interpretation increases. The following can be considered as key factors:

- politicization,
- nationalism,
- racism,
- commercialization and professionalization,
- dope,
- masculinization,
- violence,
- discrimination in education and sports, etc.

This should be prevented by the educational activities of all those involved in the Olympic movement - from athletes, sports officials to spectators and teachers of educational institutions. Among the modern forms of educational activities of the IOC, one can especially highlight world forums dedicated to education, culture and sports. The Olympic movement should influence the lives of young people around the world, promoting the values of a healthy lifestyle and interest in sports, and contribute to the education of universal human values of equality, respect for cultural diversity, ecology and environmental protection among young people.

The IOC implements many humanitarian, educational and social programs in close cooperation with the UN, the most authoritative international organization, focused on humanitarian universal values and their protection. Joint IOC and UN programs are being developed in the fields of education, health care, combating environmental pollution, and the role of women in sports and society [6, 11].

Education remains an extremely important area of activity for the IOC [5].

Pierre de Coubertin's vision of sports pedagogy was reflected in the resolution of the 52nd plenary session of the UN General Assembly "Sport as a way of promotion education, health, and world development" [11].

An analysis of the decisions of the Olympic Congresses and IOC sessions shows, the problem of Olympic education is constantly in the field of view of the International Olympic Committee.

The IOC's educational and upbringing programmes are primarily aimed at children and young people, who constitute a significant

audience for the Olympic Games. In this case, such programmes focus on providing information about the ideals of Olympism, which correspond to universal humanistic values, promote cultural diversity and tolerance [6].

As part of social responsibility, the environmental direction in the IOC's activities continues to develop. Many Olympic Games of the late 20th and early 21st centuries were held and are being prepared under the motto of environmental safety.

A special role is assigned to Olympic athletes, who can and should take on a role in shaping a respectful attitude towards nature and the environment.

Through joint efforts, the UN and the IOC have established a special award - the Sport and Environment Award. The "Environmental Award" is awarded every two years to IOC members, international organizations or individuals for their special contribution to solving environmental problems through sport [6, 11].

The importance of environmental focus in the IOC's activities is also confirmed by the close attention paid to the construction process of Olympic venues. The UNESCO World Heritage Committee [12], the International Union for Conservation of Nature (IUCN) [10], Greenpeace [9] and other environmental organizations monitor this issue.

Today, environmental programs have become not only a significant part of sporting events, but also an important philosophical category of Olympism. However, despite the impressive successes of the sports community in solving environmental problems, in our opinion, the potential of sport has not been fully utilized.

Currently, there is a process of active formation of a set of norms regulating international relations in the field of sports. Of course, this is a new direction of the IOC's activity and fits into the concept of its social responsibility - after all, it is related to the problem of human rights.

As before, the problem of doping remains very important for the IOC and its social programs.

WADA initiated the adoption of the World Anti-Doping Code. In addition to the Code, WADA has developed international standards that contain technical and procedural provisions binding on anti-doping organizations regarding the prohibited list of substances,

therapeutic use exemptions, testing, laboratory activities, and the protection of privacy and personal information [8].

"Celebrating Humanity" is the first global campaign in the history of the IOC, the result of a strategic line that the IOC Marketing Department has been developing for several years. It is also an example of the continuity of the IOC's work in the social direction. The essence of this campaign is to bring to the attention of the maximum number of people the significance of the Olympic Games, the value that they represent for humanity. This direction of the IOC's social activities originated under Pierre De Coubertin, but it has not lost its relevance at the beginning of the 21st century. The campaign focuses on the best qualities that athletes demonstrate when performing in the Olympic arenas: physical perfection, mutual respect, a combination of strength of body and spirit, fair play and, of course, the joy of the achieved result. Television, radio and print are widely used in the development of the program.

The most important aspect of the IOC's social activities at the present stage remains the problem of gender equality. A significant step in this direction was the adoption of a special Action Plan (The Dead Sea Plan of action), which became the basis for the new IOC policy in the field of gender equality. In accordance with this plan, the IOC should strengthen its work in the field of collecting and analyzing information on the participation of women, both those who participate in sports competitions and those who are in administrative positions in the sports industry. At the same time, the importance of involving the media in the field of covering gender issues is emphasized.

But there is a problem with the participation of women in sports management, because there are very few of them among those who hold high positions in sports organizations.

The IOC carries out many projects related to the socio-economic development of the poorest countries in the world. In this direction, active cooperation is taking place with the United Nations Development Program, the purpose of which is to fight against poverty through the implementation of sports projects, development at the local level. This program is aimed at creating special sports schools, organizing sports competitions, implementing children's and youth educational programs, teaching tolerance, respect, and peaceful conflict resolution. All this should

lead to a significant reduction in the level of crime among young people.

In addition, new subjects have appeared in schools that teach about the values of Olympism.

The IOC also collaborates with the World Food Programme [7]. This programme helps to provide food to schools, and the IOC, in turn, provides schools with sports equipment and organizes special clubs.

Joint projects of the IOC and the International Committee of the Red Cross are being implemented. These projects are aimed to create safe areas equipped with sports equipment for youth and children.

It is important today to create equipped sports rehabilitation centers for disabled people who suffer from injuries and wounds received as a result of mine explosions or as a result of military operations. For such people, basketball, football, tennis are especially important, because, those sports not only contribute to the restoration of physical health, but also contribute to the reintegration of such people into society. With the help of such a project, the legal aspects of the life of people's lives with disabilities and their social protection are raised and actively discussed.

In recent years, special attention has been paid to disabled people and their inclusion in public life. Physical education and sports are recognized as an important condition not only for maintaining health and rehabilitation of people with disabilities, but also for their socialization. For these purposes, the Paralympic Games were created. These games are similar to the Olympic Games, they are also divided into winter and summer and are held every 4 years. The IOC also holds special Deaflympics for people with hearing impairments and the Special Olympics for people with intellectual disabilities.

Aid to people affected by armed conflicts is an important part of the IOC's activities. Sport, within the framework of their joint programs, is seen not only to improve physical fitness and leisure, but also to establish a dialogue with local residents.

The IOC and the UNHCR are implementing a special program at the Summer Olympic Games (Giving is Winning) [2]. As part of this initiative, NOCs, International Sports Federations, sponsors, and athletes collect donations in the form of sports and casual clothing. The UNHCR distributes the collected items among people who have been forced to leave their places of permanent residence.

The IOC implements one of the basic principles of Olympism, laid down by Pierre de Coubertin, according to which "sport must be placed at the service of the harmonious development of humanity." [5].

Sport helps to get rid of boredom, mindless pastime and idleness, to find friends, to form endurance and, willpower and sport helps to understand, that, those universal values that constitute the essence of Olympism are defined in the Olympic Charter: "The goal of Olympism is to put sport everywhere at the service of the harmonious development of man.

The Olympic Games, as an international mega-event, attract a huge number of people from all over the world as participants and spectators. In this regard, the IOC has the opportunity to influence society by promoting a healthy lifestyle, solving environmental problems and ensuring sustainable development. Sport is the link that unites people around the world.

Today, the IOC carries out a number of projects aimed at creating a better future for future generations. One of the most powerful sports organizations calls for the fight against all kinds of discrimination by proclaiming tolerance, solidarity and friendship between peoples. The IOC advocates for raising public awareness of regional and global environmental disasters and directs funds to improve the environmental situation in the world. The Olympic Movement aims to improve the situation of women at all levels and in all countries; provides financial support to developing countries; counteracts the commercial exploitation of the spirit of sport and athletes, and much more.

History has shown that the ideals underlying Olympism are attractive to all generations. Therefore, the dissemination of knowledge about Olympism, the promotion of its values, Olympic education today, is one of the most effective tools of education. Even the founder of the modern Olympic Games, Pierre de Coubertin, emphasized the need to ensure a high place for sports in the educational programs of different countries. Therefore, the issue of Olympic education is constantly in the focus of attention of the International Olympic Committee, because people involved in the development of Olympism must be armed with maximum knowledge [5].

Pierre De Coubertin considered sport as a multifaceted factor that influences personality. He believed that sports should be combined with culture and education, should be accessible to

everyone, and not only to those who are able to show high results. He emphasised great importance to noble competition, in which the main thing is not to win, but achieve victory over oneself, a an importance for self-improvement [5].

In recent years, the role and place of Olympic sports have changed - it has become very important, due to its significance and focus of activity, has gone beyond the closed purely sports system, uniting a limited circle of interested people. Now the Olympic movement is a global phenomenon in the world's community. It covers a huge range of different processes and inner politics. It is confirmed, by the huge amount of sports spectacles - more than 3.5 billion spectators follow Olympics; the financial strength of the Olympic movement; respect for it from political and state figures of different countries. If we challenge the Olympic movement, history we can see that, has turned into the most stable movement in the world. And the Olympic system, which encompasses the IOC, national Olympic committees, international sports federations and other components, is constantly increasing its stability and influence on the world's community life

But "Are there problems in Olympic sports?" It would be naive to think that there aren't any.

The most problematic challenge is politicization. The key issue in education and understanding is how to correctly convey this problem and the position of our state to the minds of Ukrainian citizens.

Baron Pierre de Coubertin adhered to the concept of "Sports outside politics", but as the practice of holding the Olympic Games shows, politics has always interfered and will interfere in sports. According to the Olympic Charter, the Olympic Games "... unite amateur athletes of all countries in fair and equal competitions. No discrimination on racial, religious or political grounds is allowed against countries or individuals" [6].

The IOC has been trying to adhere to this principle for many decades. At the same time, in recent years, the IOC's activities have gradually become politicized, which leads to an ambiguous interpretation of the Olympic principles. This is evidenced by Thomas Bach speeches at various events, during which he stated the following: "...Sport should be politically neutral, but sport cannot be outside politics. Therefore, the Olympic Movement must have, at the same time, both autonomy and partnership with politics." "... This can be achieved through dialogue and mutual

respect between the Olympic Movement and state authorities at all levels"... [1], "The threat of a boycott of the Olympic Games, which, according to our information, is currently being considered by the NOC of Ukraine, contradicts the foundations of the Olympic movement and the principles that we defend. In this regard, the NOC of Ukraine certainly does not have the support or solidarity of the vast majority of participants in the Olympic movement. And as history has shown, previous boycotts failed to achieve their political goals and served only to punish athletes boycotting the NOC" [1].

The politicization of sport is also evidenced by the Resolution adopted by consensus and supported by 173 Member States at the 76th session of the United Nations General Assembly in New York on 3 December 2021, entitled "Building a more peaceful and better world through sport and the Olympic ideals" [11]. The Resolution called for the observance of the Olympic Truce for the Olympic and Paralympic Games for seven days before the start of the Olympic Games and for seven days after the end of the Paralympic Games.

Pierre De Coubertin emphasized, "Today, as in the past, the influence of sports can be both positive and negative, depending on their use and direction of development. Sports can evoke both the noblest and the most base feelings; they can develop selflessness and greed; they can be generous and corrupt" [5].

The NOC of Ukraine quite rightly pointed out to the world sports community the "neutrality" of athletes from the aggressor country. After all, the IOC flag is white and neutral. That is why athletes from a country waging military aggression against a peaceful country cannot compete under the IOC flag.

This flag should only be used when countries unite or secede peacefully, or when they provide shelter to Olympic refugees.

All this has led to the fact that at present there is a process of active formation of a set of norms regulating international relations in the field of sports under the prism of aggression of an IOC member country towards another country. Of course, this new direction of the IOC's activity fits into the concept of its social responsibility - after all, it is connected with the problem of human rights. In the scientific literature there is no unity of this problem and the solution of this issue in the legal system. It can be considered as a complex direction of interstate cooperation in its essence. Western international lawyers propose to use the term "international sports law" to denote a complex array of contractual norms and norms of "soft law" in the sports sphere. Specialist in

sports law Nafziger (USA) suggests understanding this term as "a more or less definite set of rules, principles, and procedures [4].

One of the most complex problems, along with politics and sports, is doping. The current anti-doping regulations introduced by WADA [8] practically limit the use of the latest achievements of pharmacology in sports. But sports are an extreme activity that has no analogues, and the use of certain drugs is simply necessary to preserve the health of athletes. Not all pharmacological drugs for stimulating performance and adaptive reactions are dangerous to health and unacceptable for use from the point of view of moral and ethical principles. Today, the anti-doping fight is not devoid of double standards, and the contradictions in this activity can be overcome by directing it into an educational direction, creating alternative programs and increasing the role of international federations.

The environmental aspect of the IOC's activities appeared in response to a message calling for the principles of development to be incorporated into its activities. Ecology was recognized as the "third pillar" of the Olympic movement, in addition to sport and culture, and the Olympic Charter was supplemented with separate changes.

Summarizing the above, we note that at present, sport can be presented as a symbol of the standard organization of a person, the harmony of spiritual and physical forces, where the athlete's mental, intellectual, biological, somatic and other abilities complement each other and vary depending on the characteristics of his or her personality.

The possibilities of the body, mind, and will are united into a harmonious piece and exalted to the forefront. Olympism sets itself the goal of forming a way of life that will be based on values in the upbringing of a good example, on the joy of effort, respect for public ethical principles and combines sports with education and culture. Olympism puts sports at the service of sustainable development of society, harmonious development of man with the aim of preserving a peaceful society in caring for the dignity of all mankind. Thus, Olympism, thanks to its great humanistic potential, can serve as an ideological and moral basis for the concept of upbringing and education of youth.

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