

NEW eCOUBERTIN APPROACHES TO OLYMPIC STUDIES' DEVELOPMENTS

Pierre de Coubertin was the first Olympic entrepreneur to establish the International Olympic Committee focused on innovation and technology in addition to values-led ethical principles. At the end of the 19th Century, after the first edition of the Olympic Games, he requested “So much for the past, what about the future?”. Not surprisingly, in 1905 he granted the first Olympic Diploma to Santos Dumont, the Brazilian pioneer of sport aviation and technology.

The values Pierre de Coubertin experienced as he developed the International Olympic Movement can be clearly identified in the 40 Recommendations of Olympic Agenda 2020, issued by the International Olympic Committee in 2014, as they encourage the cultivation of values-led education that can lead to innovation and technology. This now seems to be especially true, when the world is going through the new coronavirus pandemic. In 2018 the International Olympic Committee published a complement to Olympic Agenda 2020, The New Norm, with detailed recommendations in a package of 118 ambitious reforms, whose overall goals are to simplify the candidature process and to develop Games which are more flexible, easier to operate and less expensive. Through both of these guiding documents, Olympic Agenda 2020 and The New Norm, it is possible to identify many directions to project the future, regarding Coubertin’s precious legacies. Moreover, these past to future propositions may be named “eCoubertin approaches”, as Leonardo Cunha did in a recent study on sport technology.

In view of the previous background information, this presentation aims to update Olympic Agenda 2020 and The New Norm putting the focus on fast growing dominance of technology in present days, invading all sports activities clearly enough exemplified by innovation-driven wearable devices or by digital platforms for sport management. To begin, this contribution will transfer the rationales of The New Norm to the concept of ecosystem framing delivery and values claims into the combination of people, tools and process. From this interchange, it will be able to appreciate new eCoubertin approaches to technological developments, taking into account future advances of the Olympic Studies.

Today, the digitalization of life, of sport activities and of management has been concentrated in two major and interchangeable approaches, ecosystem and innovation. Nowadays, both are often put into work by startup initiatives, which constitute a new

business or an emergent institution that innovates to solve update problems. By and large these setups are now defining the state of the art of technology in sport, as often reported by specialized sources with specific or combined assessment of those three elements. Thus far, a more detailed definition of ecosystem comes out as a digital assemblage of diverse elements with mutual relationships interacting people, organizations and nature equally sharing the available resources.

Having established a set of ongoing and close relationships of ecosystem, innovation and startups, the challenges facing Olympic Agenda 2020 and the New Norm may become clearer. In this concern, the upcoming renovation of Olympic Studies Centers adopting digital upgrade may become soon ecosystem-based initiatives in agreement with the overall development of technology. In order to appraise this perspective, the Olympic Studies Research Group from Rio de Janeiro State University created a joint project of a book with the Brazilian Pierre de Coubertin Committee. This publication is now available in English and in Portuguese with free access and it can be downloaded from the home page of the eMuseum of Sport at www.emuseudoesporte.com.br, under the title “Technology, Innovation and Startups in Sport – Olympic Agenda in Practice”. The new volume is a collective academic enterprise with 20 authors and four editors (Miragaya, DaCosta, Gomes and Turini), incubated in the Rio de Janeiro State University. The initial chapters of the publication put together a diversity of theoretical positionings in line with the IOA and Olympic Studies traditions. The second part displays a collection of practical cases with focus on Sports Tech adherences. Overall, the objective of the book now coming into existence is to find out new and necessary ways to recreate innovation, technology and startups, respecting the longstanding positive values of sport and of Olympic ethics traditions. Therefore, this presentation will sum up the practical approaches in which my participation took place, having as a starting point the profile of startups selected by the book. In the 10 Sport Tech Startups presented in the book, the following common characteristics prevailed in their descriptions: Focus on Ecosystem, Digital technology, Low fixed costs, Innovation, Bold Strategy, Private, University & Gov’t incubation, Dream projects and Mentorship & Network.

According to the book under scrutiny, in Brazil, there are 150 Sport Tech Startups which were identified by a mapping survey made in 2019. These active enterprises were also identified by their focus of intervention and ecosystems. However,

for keeping in mind the delimitation on Olympic Studies, the mentioned publication makes an examination of five university-related startups in addition to five other startups more connected into business. The eMuseum of Sport (eMuseu do Esporte – www.emuseudoesporte.com.br), since 2017, has been a startup initiative incubated by Rio de Janeiro State University – UERJ, through which cognitive and virtual interaction modes are supportive to the ecosystem defined by relations between history, exhibitions, collections, archives, online repositories etc. In operational terms the eMuseum is a virtual platform for free access, which brings together collections of athletes, collectors, sport fans, universities, museums, sponsors etc., constituting a memory center for socio-cultural and educational purposes.

The financing of the eMuseum's activities is based on the triple propeller model that integrates financial transactions with the operational possibilities of universities, companies and government entities. The ecosystem of the eMuseu do Esporte has been built stepby-step in the last three years combining digital technology with innovation and the startup way of acting in the academic environment, in negotiations with sponsors and in the search for support with government entities. Today the eMuseum works with the purpose of generating exhibitions and knowledge on sports, Olympic and Paralympic, including master disciplines.

The main option of eMuseum in its achievements has been to associate with the national sports federations and the Brazilian National Olympic Committee. The sport museum has progressed with present and future perspectives by growing international associations. In this sense the following objectives are now being pursued in each eCoubertin contracted exhibition: 1. To rescue and preserve the memory of sport, operating with innovative technologies; 2. To gather in just one place all of collected memories of sport; 3 To support partners to create their own virtual gallery; 4. To create a connectivity platform for the engagement of athletes, collectors and fans; 5. To promote a network of exchange with private and public institutions, from Brazil and abroad, which have functions related to the memory of sport; 6. To publish international eBooks with the memory of main exhibitions with additional texts from invited authors; 7. To organize international expositions with collaborators from all continents.

Book: Reinventando o esporte e os jogos olímpicos após covid-19: retorno a Pierre de Coubertin.