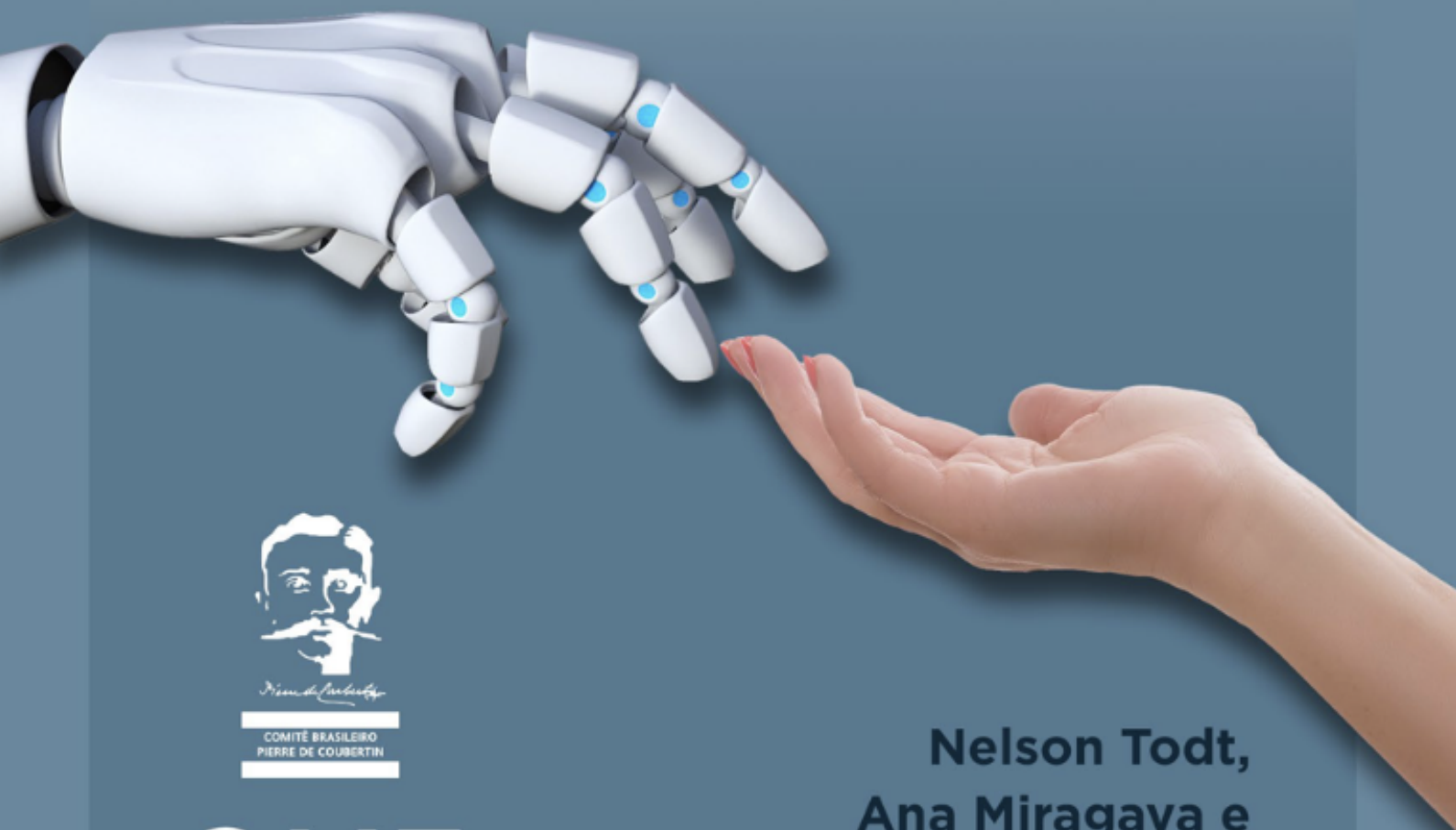


# REINVENTANDO O ESPORTE E OS JOGOS OLÍMPICOS APÓS COVID-19:

retorno a Pierre  
de Coubertin

## *REINVENTING SPORT AND OLYMPIC GAMES AFTER COVID-19:*

*return to Pierre  
de Coubertin*



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## **“Reinventing sport and the Olympic Games after COVID-19: return to Pierre de Coubertin”**

In mid 2020, the eMuseum of Sport, a digital sports museum, and the Pierre de Coubertin Committee in Brazil (CBPC) organized an open-to-all virtual international exhibition, seeking to provide a historical basis for current debates on the reinvention of sport and the Olympic Games in a post-Pandemic era.

The CBPC identified and invited internationally renowned experts in the field of the Olympic Movement and Pierre de Coubertin to present their findings, trends and positioning based on past experiences lived by Pierre de Coubertin, in which crises and conflicts of interest occurred in the frequent actions of adaptation that the Olympic Movement had to deal with when facing major challenges such as those of today.

At a time when the planet is facing the uncertainties caused by the new coronavirus pandemic, Coubertin's lessons seem even more up-to-date: it is, therefore, pertinent to return to the values of the past to organize the present in line with the future one wishes to build.

Another justification for a return to Pierre de Coubertin is the unfinished sense he gave to his work, making the phrase: “Olympism is only part of my life's work, approximately half in fact”, a classic saying. Coubertin started writing his memoirs entitled ‘The Unfinished Symphony’ in 1936, but today, very frequently, his work is still associated, in a prevailing way with the work in progress.

Although they represent barely a tenth of his published work, Coubertin's writings on Olympism are certainly the best-known works. They had and still have a considerable impact into the world of sports. However, as Otto Schantz (an expert on Coubertin) points out, it would be unfair and reductionist to diminish the many facets of Coubertin's work with only Olympic ideas.

It is necessary to put them in a broader and current perspective, which involves his educational, historical, political and psychological conceptions. Under these circumstances, the proposed objectives for the development of this collective book were inspired by the two exhibitions that preceded it and they follow hereunder:

- (1) To establish reference points and associative mechanisms to understand the major issues of the upcoming debates on the new era of sports as a result of the COVID-19 pandemics, which now affect the five continents.
- (2) To recover the narratives from Pierre de Coubertin's writings that bear some resemblance to current issues that are related to sport and the Olympic Games.
- (3) To update the ongoing IOC 2020 Olympic Agenda, emphasizing recommendations for change and renewal in which underlying views of Pierre de Coubertin can be identified and retrieved as historically based advice.

So as to guide the installation of the two seasons of the international exhibition, which reached, in a short time, more than 4,000 visits to the eMuseum of Sport, the initiative was supported by an editorial committee composed of Ana Miragaya, Nelson Todt and Lamartine DaCosta, the curator of the eMuseum. This very team, right after the positive achievement perceived at the beginning of the project, soon defined that the exhibitions would be just a

starting point for something that would naturally deserve a new step. Hence, the proposal for this book, as can be seen in the chapters hereinafter.

As in the two exhibitions, this initiative has the support of the Pierre de Coubertin International Committee, which supports the idea of the global reach of the work, characterized by the five continents, here represented through 25 authors who were divided into six themes: (1) The Context of the Pandemic and Expectations of Changes; (2) Management Strategy; (3) Values-based Actions; (4) Innovation, connectivity and videogames; (5) Sport, Peace and International Unity; (6) Education in New Era.

On behalf of the Editors and Authors of this book, I hope its content will serve as source of information, reflection and action, in order to contribute to the work of the different actors and institutions involved with Sport and the Olympic Movement.

Follow the links of the exhibitions :

<https://expo3d.emuseudoesporte.com.br/temporaria5/h/en-us/index.html>

<https://expo3d.emuseudoesporte.com.br/temporaria4/h/en-us/index.html>

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1Project “Reinventing sport and the Olympic Games after COVID-19: return to Pierre de Coubertin”. Direct and free access to the Virtual Exhibition - e-Museu do Esporte (emuseudoesporte.com.br) (1st season) and e-Museu do Esporte (emuseudoesporte.com.br) (2nd season) and eBook - reinventando-esporte.pdf (coubertinbrasil.com.br).

The full version of this book is available at

<https://expo3d.emuseudoesporte.com.br/downloads/Baixa%20Coubertin.html>