

THE INTERNATIONAL OLYMPIC TRUCE CENTER
**THE HISTORY OF THE OLYMPIC TRUCE:
FROM 2000 TO THE FUTURE**
BY VICKY KOKKINI & FRANCESCO FIORINI

INDEX:

INTRODUCTION

1. THE UN AND THE OLYMPIC TRUCE

1.1. The Millennium Declaration. Sport for Development and Peace

1.2. UN General Assembly resolutions on the Olympic Truce

2. THE TRUCE EXPERIENCE

2.1. The Truce and the Olympic Games

2.2. The Truce beyond the Olympic Games

3. THE FUTURE OF THE OLYMPIC TRUCE

3.1. Improving UN resolutions

3.2. The Truce and the Olympic Flame

3.3. The Role of NOCs

3.4. Athletes under the Truce Flag

3.5. The Olympic Partners. Partners for Truce

CONCLUSIONS

INTRODUCTION

The maintenance of peace has always been a main concern for humankind. Conflicts impede any kind of human activity and hinder progress. In Ancient Greece, those in power used athletics as a way to stop ongoing controversies between their city states. The creation of the Olympic Games under the protection of the father of the gods - Zeus - provided them with a pretext to stop conflicts during the period in which the games were held; a term referred to as the Olympic Truce. If in ancient times the notion of truce was the reason for the Olympic Games to be created, can the modern Olympics be the reason to revive the truce and the pretext to create a more peaceful world?

Also in modern times, the relationship between sport and peace is particularly relevant. The Olympic Games, since their rebirth, have been strongly related to political agendas at a local, regional and international level. It is an undisputed fact that sport is, to this day, generally used for diplomacy, ideology, and the promotion of national characteristics to an international audience. Moreover, in modern society the organization of the Olympic Games for a country, in addition to their symbolic character, can be interpreted as an enormous commercial benefit.

Also in modern times, the relationship between sport and peace is particularly relevant. The Olympic Games, since their rebirth, have been strongly related to political agendas at a local, regional and international level. It is an undisputed fact that sport is, to this day, generally used for diplomacy, ideology, and the promotion of national characteristics to an international audience. Moreover, in modern society the organization of the Olympic Games for a country, in addition to their symbolic character, can be interpreted as an enormous commercial benefit.¹ Also, the symbols of the Olympic movement remind us of peaceful feelings. The Olympic flag, designed by the father of the modern Olympic Games, Baron Pierre de Coubertin, in 1913, represents the colours of the flags of all the countries of the world,² while the doves, which are released during each opening ceremony of the Olympic Games, are the most universal and well-known symbol of peace.³ In 1936, during the Berlin Games, another power and long-lasting element was added to the Olympic symbolism: the Olympic torch which, through a relay, crosses state borders and links Ancient Olympia to the organizing city of the modern Games. Also, the Olympic Charter, in the

¹ See Quanz (1993), 4-5.

² At least one of the colors of the Olympic flag, i.e. the colors of the five rings plus the white background, is present on

² At least one of the colors of the Olympic flag, i.e. the colors of the five rings plus the white background, is present on the flag of every country of the world.

³ The doves symbolizing peace were released for the first time at the Olympic Games in 1920 in Antwerp, Belgium.

section dedicated to the fundamental principles of Olympism, deals with the relationship between sport and peace: “The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity.”⁴

Beside these theoretical elements, a more practical one was added to the relationship between peace and sport in 1993: thanks to the cooperation between the IOC and its president, Juan Antonio Samaranch, with the United Nations, during its 48th session, the United Nation General Assembly (UNGA), issued a resolution calling for the observance of the Olympic Truce during the 1994 Winter Olympics in Lillehammer.⁵ Since 1993, a UNGA resolution dealing with the observation of the Olympic Truce was issued before each edition of the Summer and Winter Olympic Games. The immediate outcome of UNGA resolution 48/11 was the possibility, for humanitarian operators, to visit the war-torn city of Sarajevo and to inoculate thousands of children thanks to the call for truce for the Winter Games in Lillehammer.⁶ This episode alone proved to the public that the truce could be applied.

Nowadays, the Olympics have become the most followed event in the world. Media coverage and sponsorship are key factors to each edition of the Games; in fact, it would be impossible to separate them from their economic and commercial partners. The IOC sees its partners not only as sponsors for the Olympic event itself, but also as carriers of the Olympic Values.⁷ following this point of view, Olympic partners could become representatives of the Olympic Truce and help the IOC in its application. Following this framework, Olympic partners could become representatives of the Olympic Truce and help the IOC in its application.

This paper deals with the history of the Olympic Truce in the 21st century and delves into its possible evolution. The first chapter articulates the documental basis of the modern Truce (i.e. the UNGA resolutions). The main commonalities between these resolutions will be taken into account and compared in order to underline their strengths, while highlighting specific aspects that could be improved in order to make the Truce more effective. The second chapter will provide a historical account of the Truce initiatives both within and beyond the context of the Olympic Games, starting from the UN Millennium Declaration issued in 2000 by the UN General Assembly until the last edition of the Winter Games in Sochi, 2014. Finally, in the third section, we will deal

⁴ *Olympic Charter*, Fundamental Principles of Olympism, Art. 2.

⁵ See UNGA res 48/11.

⁶ International Olympic Truce Centre (2004), 5.

⁷ IOC (2014), 10.

with the possible evolution of the Truce and the need to enforce it: we will argue that an enforcement of the Truce will be possible in the future with the involvement of all the parties that form the Olympic Movement.

1. THE UN AND THE OLYMPIC TRUCE

The UNGA resolution 48/11 officially introduced the Olympic Truce in the UN agenda. During the 1990s, as we will briefly show later, the resolution slowly evolved in order to include more and more elements and subjects of the Olympic Movement in engaging respect for the Truce. However, it was not until 2000, with the Millennium Declaration, that sport began to be fully considered as a means to bring and build peace.

1.1. The Millennium Declaration. Sport for Development and Peace

The Millennium Declaration (UNGA res 55/2) is a document in which the member of the General Assembly synthesized their intention to reaffirm the principles contained in the UN Charter and its importance for building a better future. In the “Values and Principles” section of the resolution, the member states affirm:

We, heads of State and Government, have gathered [...] at the dawn of a new millennium, to reaffirm our faith in the Organization and its Charter as indispensable foundations of a more peaceful, prosperous and just world.

We recognize that [...] we have a collective responsibility to uphold the principles of human dignity, equality and equity at the global level. As leaders we have a duty therefore to all the world’s people [...].

We reaffirm our commitment to the purposes and principles of the Charter of the United Nations, which have proved timeless and universal. Indeed, their relevance and capacity to inspire have increased, as nations and peoples have become increasingly interconnected and interdependent.

We are determined to establish a just and lasting peace all over the world in accordance with the purposes and principles of the Charter.⁸

The meaning of the Millennium Declaration for the Olympic Movement is three-fold. Firstly, for the first time in UN history, sport became part of a resolution that does not (only) have sport-related objectives; with the Millennium Declaration it can be argued that sport, by means of the Olympic Truce, officially became a recognized tool to ensure peace, security and disarmament. In fact, in section II.10 of the resolution, the General Assembly directly refers to the observance of truce and to the fundamental role that the IOC and the Olympic ideal have in the maintenance of peace.⁹

⁸ UNGA res 52/2, I.1-4.

⁹ See *Ibid.*, II.10.

Secondly, it can be affirmed that, even if no specific reference to sport-related issues is done in the resolution other than the one about the Truce, each one of the so-called Millennium Development Goals (MDGs) can be addressed in such a way to make sport a major tool to achieve them. In other words, a broad interpretation of the ways in which the General Assembly intends to address all the issues described in the resolution could definitely include sport amongst the most powerful tools to achieve the MDGs. Good examples of this broad interpretation could be represented by the focus on youth and equality in order to reach the “Development and Poverty Eradication” goal¹⁰ or the call to take measures “to eliminate the increasing acts of racism and xenophobia in many societies”¹¹ in the section dedicated to “Human rights, democracy and good governance.” UNGA resolution 58/5 indicates that this approach towards sport and the Millennium Development Goals is the right one by affirming that one of the goals of the International Year of Sport and Physical Education (2005) will be to

Ensure that sport and physical education is included as a tool to contribute towards achieving internationally agreed development goals including the Millennium Development Goals (MDGs) and the broader aims of development and peace.¹²

This broad interpretation was also confirmed by the head of the United Nations Office for Sport for Development and Peace (UNOSDP), Wilfried Lemke, at one of the sessions of the International Olympic Academy (IOA): “the last Sport for Development and Peace International Working Group,” Lemke affirmed, “has identified the contribution that sport can make to each of the Millennium Development Goals.”¹³

Lastly, and strictly connected with the previous points, the enhanced role of sport within the UN framework and operation has an indirect impacts in the period that immediately preceded and followed the Millennium Declaration. The former Secretary General, Kofi Annan, of the UNOSDP, the International Olympic Truce Foundation and the International Olympic Truce Center (IOTC), created an emblematic motto: “If we can have peace for 16 days, then may be, just may be, we can have it forever.”¹⁴ As Stelitano affirms, these initiatives by the UN seem to recall that the Olympic Truce, “observed in the past for twelve centuries, in facts, revealed itself as the most long-lasting peace project in history.”¹⁵

¹⁰ See *Ibid.*, III.20.

¹¹ *Ibid.*, V.25.

¹² UNGA res 58/5. See also UN Inter-Agency Task Force on SDP (2003).

¹³ Lemke in IOA (2011), 121.

¹⁴ The IOTC website.

¹⁵ Stelitano (2012), 69.

1.2. UN General Assembly resolutions on the Olympic Truce

Origins of the Olympic Truce

The 48/11 GA resolution recalls the origins of the Olympic Truce, by quoting the “ancient Greek tradition of *ekecheiria*.”¹⁶ The reference to the *ekecheiria* is present in all the following resolutions on the Olympic Truce as well. It is important to remember here that, besides all the myth on the ancient Olympic Truce, this agreement between the Greek city states did not necessarily mean the end of hostilities between them: in fact, the truce was only meant to allow the Games in Olympia to take place regularly without being influenced by external events. As Parry points out, the ancient Truce was mainly based on three terms:

- The neutrality and inviolability of the city of Elis and its territory, on which the sanctuary of Olympia was situated;
- The safe travel of athletes and of all other people that somehow participated in the Olympics (priests, officials, spectators, etc.) from their home-towns to Olympia, from one month before the beginning of competition to one month after their end;
- The prohibition of death penalties.¹⁷

Another element that needs to be kept in mind was the basically religious character of the ancient Olympic Truce: ancient athletic contests were part of larger religious ceremonies and festivals. Therefore, the Truce was more an instrument to let these festivals take place rather than the expression of peaceful feelings by the Greek city-states. Moreover, the religious element was also the way by which the Truce was enforced. In fact, the fear of being punished by the might of Zeus, to which the Games in Olympia were dedicated, discouraged many cities to breach the Truce: this does not mean that breaches of it did not take place, but they were not numerous and, generally, not relevant.¹⁸

Practical elements of the resolutions: what actually means the modern Truce (terms and duration)

The terms and duration of the Olympic Truce represent one of the most controversial elements of UNGA resolutions on the Olympic Truce. In fact, all resolutions simply ‘urge’ member states to

¹⁶ UNGA res 48/11.

¹⁷ See Parry (2009), 44.

¹⁸ See Miller (2004), 216-225.

observe the Olympic Truce for the period in which the Olympic Games take place.¹⁹ The terms and duration of the Olympic Truce represent one of the most controversial elements of UNGA resolutions on the Olympic Truce. In fact, all resolutions simply ‘urge’ member states to observe the Olympic Truce for the period in which the Olympic Games take place.”²⁰ Thus, if this was the Truce that the General Assembly keeps in mind in issuing the resolution, then the Olympic Truce would actually be, if enforced, not only a message of peace, but also an effective means to ensure peace, at least for a short amount of time. However, if the intention of the General Assembly is to refer to the Truce as a copy of the ancient Truce, and thus a kind of protection for the people that participate (with different roles and tasks) to the Olympic Games, then the modern Olympic Truce would only represent a message of peace, but would not have a relevant effect on world peace. The ambiguity in the intention of the UNGA stems from the fact that, although many intend the Truce in its modern meaning, the words of the resolutions go towards the opposite direction (i.e. towards the affinity with the ancient Truce). As we already mentioned, the origins of the Olympic Truce in the ancient *ekecheiria* are clearly cited in the resolutions, but may confuse the reader of UNGA resolutions about the real practical purpose of the Olympic Truce. For example, the fact that in some of the UN papers it is specified that the Truce needs to “ensure the safe passage and participation of athletes at the Games”²¹ illustrates this idea. The Millennium Declarations and the UN papers on Sport for Development and Peace (SDP) that followed it have confirmed that the Olympic Truce has to be intended in its modern meaning and not in the reductive old one. However, a better definition and description of it within the next UN resolutions could represent a step towards its future enforcement.

Importance of the Olympic ideals and affinity with the UN Charter

As mentioned in the introduction, the relationship between sport and peace is a very old one; however, peace is not the only ideal promoted by the Olympic Movement. In fact, the Olympic Movement has its philosophical basis in Olympism - the sport-inspired philosophy of Baron Pierre de Coubertin - which is based on a set of different values. In order to understand what Olympism is, it is sufficient to open the first section Olympic Charter, dedicated to the Fundamental Principles of Olympism. The first article affirms that

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will

¹⁹ Since UNGA res 60/8, 1 december 2005, also the period of the Paralympic Games is included in the Olympic Truce.

²⁰ Definition by *The Free Dictionary*.

²¹ UNGA res 56/75, 10 January 2002 and UNGA res 60/8, 1 December 2005;

and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.²²

The articles that follow explain in detail these fundamental ethical principles among which we find peace, friendship respect and non-discrimination.²³

The universal ethical principles described in the Olympic Charter also represent the basis of the UN Charter, which in its first section, dedicated to its purposes and principles, affirms:

The Purposes of the United Nations are:

1. To maintain international peace and security, and to that end: to take effective collective measures for the prevention and removal of threats to the peace, and for the suppression of acts of aggression or other breaches of the peace, and to bring about by peaceful means, and in conformity with the principles of justice and international law, adjustment or settlement of international disputes or situations which might lead to a breach of the peace;
2. To develop friendly relations among nations based on respect for the principle of equal rights and self-determination of peoples, and to take other appropriate measures to strengthen universal peace;
3. To achieve international co-operation in solving international problems of an economic, social, cultural, or humanitarian character, and in promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language, or religion; and
4. To be a centre for harmonizing the actions of nations in the attainment of these common ends.²⁴

Because of the common values shared between the Olympic Movement and the United Nations, it is easy to understand why the institution of an Olympic Truce is an issue that interests both the IOC and the UN.

It is important to notice that the UNGA resolutions on the Olympic Truce reinforce the relationship between the UN and the Olympic movement also by quoting other shared initiatives: first and foremost, the inclusion in the UN Millennium Declaration of the concept of Olympic Truce.

Secondly, and strictly connected to the Millennium Declaration, is the role of the UNOSDP. This office can be considered as the executor and observer of that part of the Olympic Truce resolutions which affirm that the UNGA “urges Member States to take the initiative to abide by the Truce, individually and collectively, and to pursue in conformity with the purposes and

²² Olympic Charter, Fundamental Principles of Olympism, art. 1.

²³ See *Ibid.*, artt. 2-5.

²⁴ UN Charter, art. 1.

principles of the Charter of the United Nations the peaceful settlement of all international conflicts”²⁵ also beyond the period of the Games. In fact, as mentioned previously, the goal of the United Nations is to develop a series of initiatives which transcend the practical meaning of the Truce and encourage to use sports as a tool for peace-building and peace-keeping in war-torn societies. As Dienes affirms, “the range and form of sport’s uses are as diverse as the environments in which the projects are operating in and the targets that they aim to achieve.”²⁶ Lastly, the relationship between the United Nations and the Olympic movement is also represented by the material presence of the UN flag at the main venues and facilities of each edition of the Olympic Games. This element was highlighted in every UNGA resolution on the Olympic Truce since 2000.²⁷

²⁵ UNGA res 48/11 and following.

²⁶ Dienes (2013), 47.

²⁷ See UNGA res 54/34, 18 January 2000 and following.

2. THE TRUCE EXPERIENCE

In practical terms, we can divide the Truce experience from 2000 onwards into two broad groups. On the one side, the activities and initiatives that directly involved subjects which are part of the Olympic Movement or that happened during the Olympic Games. On the other side, we should include that by broadening the concept of Olympic Truce, all activities and initiatives fall under the category of SDP, even if they may not be directly related to subjects which are part of the Olympic Movement.

2.1. The Truce and the Olympic Games

The main actor in the activities related to the Truce pursued by members of the Olympic Movement is the International Olympic Truce Center (IOTC). IOTC can be considered the operative branch of the International Olympic Truce Foundation. In order to raise awareness about the Truce among the Greek²⁸ and the international population, and to attract the attention of national and international institutions, the Center allows any citizen or organization to subscribe the Olympic Truce project.²⁹

As Stelitano highlights, the IOTC operates on the basis of three main concepts:³⁰ firstly, the *Global Truce Forum*, which unites representatives of different and diverse organizations from all over the world to discuss about topics related to the Olympic Truce.³¹

Secondly, the Truce educational program named *Imagine Peace*, that consists of a series of activities carried out by the IOTC: “the program is built on four pillars – lectures and workshops, online activities, field trips and literature.”³² *Imagine Peace* targets young generations, since “the world will, in turn, learn valuable lessons from the younger generation who so often have a clearer view.”³³

Thirdly, the *Truce Building* program, which consists in a continuous cooperation with national and international organizations and institutions in order to carry out humanitarian activities in war-torn regions.

Furthermore, activities related to the Olympic Truce were carried out during many of the last editions of the Olympic Games: during the opening ceremony of the Sydney 2000 Olympic Games,

²⁸ The IOTC headquarter is located in the Greek capital, Athens.

²⁹ See the Olympic Truce website.

³⁰ Stelitano (2012), 70.

³¹ See IOTC website for details about the last forum.

³² IOTC website.

³³ *Ibid.*

the delegations of South Korea and North Korea marched together into the Olympic stadium under the same flag. In 2002, in occasion of the torch lighting ceremony for the Salt Lake City Winter Games, a collection of signatures by relevant personalities was launched to support the truce: hundreds of people from the political, religious, artistic and sport milieus signed the document.³⁴ In occasion of the Athens 2004 Summer Olympics, the participation of war-torn countries such as Iraq and Afghanistan was favoured by the IOC.³⁵ During the 2006 Winter Games in Turin, athletes and coaches were encouraged to sign the *Truce Wall* situated in the Olympic villages.³⁶ Right before the opening of the 2010 Winter Olympics in Vancouver Michaelle Jean, Governor General of Canada, met the young leaders of the world in an event named the *Olympic Truce Youth Dialogue: Promoting Mutual Understanding*; during the meeting she affirmed: “I believe that sport, like art, has the power to unite us, and that peace is always possible and can be built by seemingly simple gestures [...]. This dialogue will engage Canadians from coast to coast to break down the walls of prejudice and injustice, and to work together on building mutual understanding for a stronger Canada and a better humanity.”³⁷ Finally, in the beginning of 2012 Lord Michael Bates, member of the House of Lords, walked 3000 miles from Ancient Olympia to London, where the Olympic Games would have been held the next summer, in order to celebrate and promote the Olympic Truce and to invite countries’ leaders to implement it.³⁸

2.2. The Truce beyond the Olympic Games

The difference we make here between Truce through Olympic subjects and Truce beyond the Games can be compared with what Dienes define as macro and micro level of SDP. In fact, he affirms that if the macro level relates to international relations and big events,

on the micro level, sport is mainly employed as an instrument to support peace-building in its various facets at the community level, i.e. to (re-)build social relationships, advance reconciliation, tackle prejudices and stereotypes and teach non-violent conflict resolution, social and life skills in programmatic interventions. Particularly in post-conflict situations sport is systematically used as a

³⁴ *Ibid.*

³⁵ Stelitano (2012), 71.

³⁶ *La Repubblica*, “Torino, un giorno all’inaugurazione. Ciampi: ‘non rubate la tregua’”, online article, 10 February 2006, <http://www.repubblica.it/2006/b/dirette/sezioni/sport/olimpiadi/torino2006/index.html> (last retrieved 24 May 2014).

³⁷ Governor General of Canada website, “Governor General to Host Dialogue in Celebration of the Vancouver 2010 Olympic Winter Games”, 4 February 2010, <http://www.gg.ca/document.aspx?id=13508> (last retrieved 24 May 2014).

³⁸ See Walk for Truce website.

“door-opener” to, *inter alia*, bring together former opponents, rebuild trust and re-humanize negative perceptions and reduce stereotypes that have fuelled the conflict.³⁹

Therefore, when we talk about Truce beyond the context of the Olympic Games, we mean all those kind of activities carried out by people or organizations that are not to be considered directly as members of the Olympic Movement; these activities do not need or imply the visibility and celebrity of major sport events because they target subjects that are not (or not yet) involved in high level sports. In fact, the target of the micro level SDP are people that are probably not even aware of the existence or of the relevance of major sport events, but can find in sports a relief from heavily compromised social conditions as those found in war-torn societies and a means to (re-)build a sort of community conscience. As Wilfried Lemke affirmed,

Because sport is so often a common denominator, especially among youth, it can help rehabilitate post-conflict societies and integrate ethnically diverse communities by bringing people together in a shared joyful experience. For example sport is used to re-integrate ex-combatants, especially child soldiers, back into communities. It can help heal psychological wounds, break down stereotypes and prejudices, and reconcile former enemies.⁴⁰

Because of this grassroots target of the Truce beyond the Olympic Games, the UNOSDP cooperates, in this respect, with all the specialized agencies of the UN. For example, in 2008, the Food and Agricultural Organization (FAO) organized, together with the Confederation of African Football (CAF), a program to raise awareness among the public opinion about the lack of food in the African continent.⁴¹ Although this paper will not go deeper into this aspect of SDP it is important to keep in mind that, beside the activity of the UN specialized agencies, a huge contribution to micro level SDP comes sport-related NGOs.⁴²

³⁹ Dienes (2013), 45.

⁴⁰ Lemke in IOA (2011), 125.

⁴¹ For more information about SDP through the UN specialized agencies see Stelitano (2012), 115-128. See also Dienes (2013), 47-49.

⁴² For a deeper insight in NGO-related SDP activities see Gilbert & Bennet (editors).

3. THE FUTURE OF THE OLYMPIC TRUCE

After having analyzed the Truce resolutions and the factual history of the Truce since 2000, in this chapter we tried to synthesize a series of possible development that would enable the future enforcement of peace through the Olympic Truce.

3.1. Improving UN resolutions

Report on the observance of the truce

As explained in the previous sections, the UNGA resolutions on the Olympic Truce contain many useful and interesting elements that allowed the Olympic Truce to be revived and to become an essential part of each edition of the Olympic Games. However, as already mentioned, some points of the resolutions could be improved in order to better allow the Truce to function. We already talked about the need for a more precise definition of the Olympic Truce and its terms and duration. A further improvement should refer to the report and guarantee system: in fact, the UNGA resolutions do not provide any element to verify if breaches to the Truce happened during the period in which it should have been observed. Most of the directives included in the resolutions can almost being considered as depending on the will of the Member States: the most used verbs are, in fact, 'to call upon' or to 'welcome' the cooperation of the Member states, in order to ensure the success of the Truce itself and of the initiatives linked with it.

An interesting element that could be immediately introduced without major difficulties, in the next resolutions, could be the request to an established UN organ to report on the success of the Truce, by highlighting suspect or manifest breaches; this task could be assigned to the UNOSDP. A guarantee and report system would bring to two main consequences: firstly, it would allow the GA Member States to isolate and identify those states that breached the provisions contained in the resolutions on the Olympic Truce. Secondly, it would allow the General Assembly to begin studying measures in order to safely and effectively enforce the Truce.

Enforcement

For what concerns the enforcement of the Olympic Truce, however, the General Assembly does not have much power: given its advisory character it could, in fact, study different possibilities to enforce the Truce; however, these possibilities must then be discussed and verified by the Security Council that as the UN Charter says, have "primary responsibility for the maintenance of peace

and security.”⁴³ Therefore, one of the next challenge to be achieved for a successful future of the Olympic Truce is to involve the UN Security Council (UNSC) in its enforcement: only a Security Council resolution could, in fact, bring effective results, in terms of sanctions or other measures, to be applied to those countries that breached the provisions of the Truce resolutions. However, the involvement of the UNSC presents numerous difficulties, the main ones being the political weight carried by any sanction applied to a specific country and the particularity of the voting system within the Security Council, i.e. the ‘veto’ power of five major countries.⁴⁴

3.2. The Truce and the Olympic Flame

The meaning of the Greek word *ekecheiria* is “I have hand”;⁴⁵ Thus, it could be assumed that the Olympic Truce logo could have been related to this and represent, for example, people holding hands. However, the Olympic Truce is symbolized by the dove of peace in the background of the traditional Olympic torch over the Olympic rings. Symbolically, the flame is made of brightly colored items and refers to events in celebration of the human spirit. These elements symbolize people of all races coming together to observe the Truce⁴⁶.

The dove as symbol of Olympic peace has its roots in the 1920 Antwerp Olympic Games, which took place after the First World War and presented many innovations; the main aim of the Belgian organizers was to convey a message of optimism to the world: in this occasion, the Olympic Flag was raised for the first time and twenty-nine Belgian veterans of World War I released pigeons in the sky in different direction.⁴⁷

The first Torch Relay of the modern Games was realized in 1936, in occasion of the Olympic Games hold in Berlin. The peace-bearing travelers of the Apollonian light received the flame in Ancient Olympia and carried it by means of a Torch Relay to Berlin. The relay was proposed to Hellenic Olympic Committee by the organizing committee of the Berlin Games, and received an enthusiastic response.⁴⁸ The initial Greek idea, however, was to create a relay that, instead of the torch, would have seen the runners carrying an olive stick as a symbol of peace and friendship.⁴⁹ The pigeon of Truce is caring a stick of olive tree.

⁴³ UN Charter, art. 24.1.

⁴⁴ *Ibid.*, art. 27.

⁴⁵ Definition by Wiktionary.

⁴⁶ See UNRIC website, http://www.unric.org/el/index.php?option=com_content&view=article&id=24&Itemid=21 (last retrieved 20 march 2014).

⁴⁷ Phillips (1998), no page number.

⁴⁸ Skiadas (1997), 2-13.

⁴⁹ See Bora Einai website, <http://boraeinai.blogspot.gr/2009/08/1-1936.html> (last retrieved 13 March 2014).

The Olympic flame itself is a symbol of peace:⁵⁰ the prayer of the High Priestess before the lighting and handing over of the torch to the torch-bearer is, among others, a call to Zeus for world peace; as mentioned earlier, the fear of Zeus was an important deterrent for the Greek city-states to respect the ancient Truce.

In ancient times

Ekecheiria was respected and observed by the Greek city-states, from the seventh day prior to the opening of the Games until the seventh day after the closing of the Games. [...] Coubertin did not want to create a historical copy of the ancient Olympic Games, on the contrary, he wanted to create something new, something unique which would only follow in structure the ancient Games but would allow the modern sport to find its realization in modern Olympic Games.⁵¹

Thus, what if in the modern Games Olympic Truce was “imposed” from the day of the lighting of the flame in Ancient Olympia until the day of the handing over and depart from Greece? This way, if sanctions or other measures were to be applied by the United Nations in the evolved enforcement framework described above, there would be enough time to apply them before the beginning of the Games. In the next section we will go deeper in verifying the applicability of this option.

3.3. The role of NOCs

According to the IOC “the mission of the National Olympic Committee’s (NOC’s) is to develop, promote and protect the Olympic Movement in their respective countries”.⁵² Their role is to promote the fundamental principles of Olympism and select the athletes that will represent the country in the Games. Only the NOCs can select the athletes that will participate to the games.⁵³

⁵⁰ “Ιερά σιωπή! Να ηχήσει όλος ο αιθέρας, η γη, η θάλασσα και οι πνοές των ανέμων. Όρη και Τέμπη σιγήστε. Ήχοι και φωνές πουλιών παύσατε. Γιατί μέλλει να μας συντροφεύσει ο Φοίβος, ο Φωσφόρος Βασιλεύς. Απόλλωνα, θεέ του ήλιου και της ιδέας του φωτός, στείλε τις ακτίνες σου και άναψε την ιερή δάδα για τη φιλόξενη πόλη της ... (όνομα της διοργανώτριας πόλης). Και συ, ω Δία, χάρισε ειρήνη σ’ όλους τους λαούς της Γης και στεφάνωσε τους νικητές του Ιερού Αγώνα.” See Ολυμπιακή Φλόγα on Wikipedia Greece.

⁵¹ Keim (2009), 77-89.

⁵² The IOC website.

⁵³ *Ibid.*

<i>Olympic Quadriennium</i>	<i>Broadcast Revenue via Olympic Solidarity (million)</i>	<i>TOP Program Revenue* (million)</i>	<i>Total Revenue to NOCs (million)</i>
Albertville/Barcelona 1989-1992	US\$ 51.6	US\$ 35	US\$ 86.6
Lillehammer/Atlanta 1993-1996	US\$ 80.9	US\$ 57	US\$ 137.9
Nagano/Sydney 1997-2000	US\$ 118.7	US\$ 93	US\$ 211.7
Salt Lake/Athens 2001-2004	US\$ 209.5	US\$ 110	US\$ 319.5
Torino/Beijing 2005-2008	US\$ 233.6	US\$ 139	US\$ 372.6
Vancouver/London 2009/2012	US\$ 663	US\$ 156	US\$ 819

Table 1: Olympic Marketing Revenue to NOCs

* Separate reporting is conducted with regard to TOP revenue contributions to the NOC of the United States (USOC) and of the host countries for each quadriennium. The figures presented above do not include the contributions to the USOC and the host country NOCs.

Source: IOC (2014), 8.

As shown in Table 1, the NOCs receive financial support for training and development of the Olympic teams and athletes. This financial assistance comes through the revenues created by The Olympic Partners (TOP) Programme⁵⁴ and is distributed to each of the 205 NOCs worldwide.

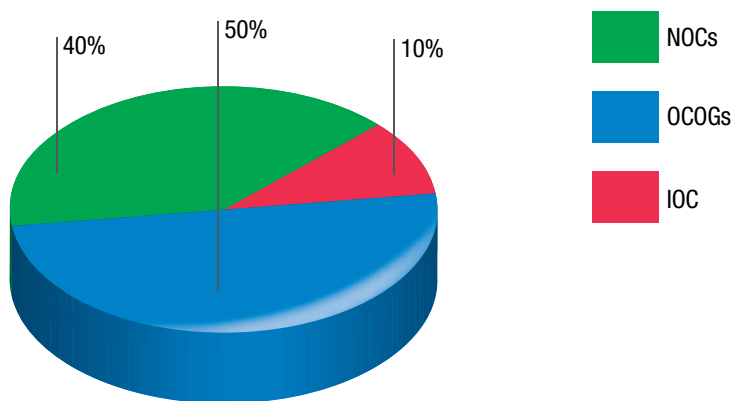
The Top programme was created in 1985 in order to create partnerships that would help and support the Olympic Games.

As Table 2 shows, 40% of the Olympic revenue is distributed to the NOCs: one of the sanctions that could be applied to NOCs of countries at war could be represented by the cut of these funds.

⁵⁴ "The Olympic Games are one of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories throughout the world. Support from the business community is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement. Revenue generated by commercial partnerships accounts for more than 40% of Olympic revenues and partners provide vital technical services and product support to the whole of the Olympic Family. Each level of sponsorship entitles companies to different marketing rights in various regions, category exclusivity and the use of designated Olympic images and marks." The IOC Website.

It should, however, be observed that such a sanction could bring to two main negative consequences: firstly, the reduction of funds for the athletes coming from countries at war; secondly, the funds cut could be seen by those countries as an attempt to exclude them from the Olympic Movement. Solutions to these possible outcomes will be proposed in the next sections.

Table 2: TOP Contributions to the Olympic Movement



Notes on TOP Contributions of goods and services

1. Goods and services contributions in the TOP programme occur in the form of products, services, technology, expertise and personnel deployment. These contributions are assigned a value in terms of U.S. dollars, and these values are included in the TOP revenue figures presented in this document.
2. Goods and services are essential for the daily operations of Olympic Movement organisations and for the staging of the Olympic Games. The distribution of goods and services is based on the needs of each organisation. The OCOGs traditionally receive the greatest percentage of goods and services for their operational responsibilities in staging the Games.
3. The actual distribution of TOP resources may vary, as contributions of goods and services are delivered to fulfil the specific technical and operational needs of the OCOGs for the Olympic Games and Olympic Winter Games.

Source: IOC (2014), 12.

3.4. Athletes under the Truce flag

In order not to hinder the participation of athletes to the Olympic Games because of the cuts to the NOCs funding, the solution that we propose is two-folded: first of all, participation to the Games does not directly relates to countries, but to NOCs;⁵⁵ therefore, if the NOC officials of a country at war, together with all the athletes who are supposed to participate in the Games,

⁵⁵ Olympic Charter, Art. 44.

would sign a declaration in which they dissociate from their country's war policy, the participation of that NOC and of the signatory athletes should be encouraged and assured.

However, because NOC are often closely related to national politics, the solution proposed above might not be a viable one; thus, a second possibility for the athletes not to be excluded from competition could be the following: the TOP revenue percentage of the NOCs of countries at war should be used to fund a new programme: a sort of Truce Funding Programme (TFP hereafter). This programme would become operative thanks to the cooperation between the IOC, the UN and the IOTC, its purpose being the participation of athletes coming from states at war, not under their NOC flag, but under the Olympic Truce flag.

3.5. The Olympic Partners. Partners for Truce

There is no doubt that the power of the Games depends on their popularity, which can only be achieved if the show provided for the public is extremely enjoyable. This is one of the goals that the IOC is trying to achieve through the TOP programme.

The choice of the Olympic sponsors and partners has often been severely criticized on the basic assumption that the companies supporting the Olympic Games are based on principles which are not compatible with the fundamental principles of Olympism.⁵⁶ Coubertin himself was afraid of the result that the commercialization of the Olympic Games could have:

My friends and I have not worked in order to hand over to you the Olympic Games so that you convert them into a museum or a cinema piece nor the commercial or electronical interests should snatch them off from our hands; by reviving an institution twenty-five centuries old, we wanted to be able to make of you the initiators of the religion of sport, exactly in the way that our great ancestors had conceived it. In today's world, a world of great potential and of wonderful possibilities, threatened, however, by disastrous degradations, Olympism can become a school of moral nobility and purity, as well as of physical endurance and activity. Yet, this shall be accomplished only on condition that you will be continuously elevating your conception of athletic honour and amateur spirit to the same degree you have developed your muscles. The future depends on you.⁵⁷

However, it is impossible nowadays to imagine the Olympics without their partners and sponsors: it would even be impossible to conceive and organize an edition of the Games without the funding

⁵⁶ *Ibid.*, Fundamental Principles of Olympism.

⁵⁷ Coubertin's words from his speech in Ancient Olympia (17 April 1927) quoted by Filaretos in IOA (1987), 25.

coming from them. Moreover, according to the IOC the partners programme benefits the Olympic Movement in many different ways beyond the financial support:

- Sponsorship provides valuable financial resources to the Olympic Family.
- Sponsors provide support for the staging of the Olympic Games and the operations of the Olympic Movement in the form of products, services, technology, expertise and staff deployment.
- Sponsors provide direct support for the training and development of Olympic athletes and hopefuls around the world, as well as essential services for athletes participating in the Games.
- Sponsors provide essential products and services for broadcasters, journalists, photographers and other media.
- Sponsorship activation enhances the Olympic Games experience for spectators and provides the youth of the world with opportunities to experience the Olympic ideals at the global and local levels.
- Sponsorship support contributes to the success of the educational, environmental, cultural and youth-oriented initiatives of the Olympic Movement.
- Sponsors develop advertising and promotional activities that help to promote the Olympic ideals, heighten public awareness of the Olympic Games and increase support for the Olympic athletes.⁵⁸

In order for the Olympic Partners to contribute to create the basis to enforce the Truce, their cooperation with the IOC should go a step further; the link between the partners and the Truce would benefit both the IOC and the companies that sponsor it: in fact, for the IOC and the Olympic Movement this enhanced cooperation would mean to find new allies to support the Truce, whereas for the Partners it would result in an improvement of their public image, since they would actually engage in something fitting the Olympic ideals.

In practical terms, this could be achieved by creating a sort of Truce tax: the IOC and its Sponsors could impose a sanction to those countries that will be at war during the Torch Relay: the Truce tax would last four years, until the beginning of the lighting of the Torch for the next edition of the Olympic Games. The money collected by means of this project could be divided in order to support the country that was in war, the Olympic Solidarity project and other Truce causes. Someone could argue that this could create a problem for the product since it would raise its price and it would not be antagonistic. This assumption could be challenged by using the following example: in Syria the price of a Coca-Cola can is US\$ 0.26, while other soft drinks sell for US\$ 0.34.

⁵⁸ IOC (2014), 10.

Although Coca-Cola is cheaper, Pepsi is growing more rapidly in the Syrian market because of political issues and more sophisticated marketing strategies:

Boycott campaigns in 2001 throughout the Arab world in a show of solidarity with the second Palestinian uprising, saw Coca-Cola lose market share and Pepsi control 75% of the Middle East market, which it has retained, if not expanded, due to its presence in Syria. Pepsi's strong marketing in Syria has also had other impacts. "A year ago people would have said give me a cola, but now they say Pepsi. They say it tastes better than the others," said shopkeeper Manaf Abdulghani.⁵⁹

A new marketing strategy in cooperation with the IOC and focused on the Olympic Ideals and on the union of the Olympic Movement with its Partners could, therefore, result in an actual advantage for both the IOC and its sponsors, despite the sanctions and the increase in goods prices that they might cause.

⁵⁹ *The Free Library*, "Pepsi thrives in Syria after 50-year-ban ends--soft drinks review", 11 July 2006, <http://www.thefreelibrary.com/Pepsi+thrives+in+Syria+after+50-year-ban+ends--soft+drinks+review.-a0225505448> (last retrieved 15 March 2014).

CONCLUSIONS

The purpose of this paper was to analyse the history of the Olympic Truce from 2000 onwards and to initiate the debate for a future improvement in its effectiveness and enforcement.

The first chapter shows how sports and the Olympic Movement entered the UN and was recognized as an important tool for mutual consideration and universal understanding. The cooperation between the UN and the IOC can be considered as a natural step, since the two organizations share the same objectives and promote the same values around the world: the Olympic Movement enhanced its international image and the UN had the opportunity to use the Olympics as an international platform for discussion.

The second section provides a description of what the Olympic Truce concretely is: the chapter shows how the Truce does not only relate to the Olympiad, i.e. the sixteen days of competition during the Games. In fact, the whole framework of Sport for Development and Peace can be considered as inherent to and part of the Olympic Truce project.

Finally, in the last chapter the authors presented a series of proposals that could help the Truce to become an enforceable tool by involving all the parties that form the Olympic Movement.

Article 10 of the UN Charter explains how the role of the General Assembly is only an advisory one, placing the UNGA resolution on the Olympic Truce among those project that some could define as utopic. However, sport could represent an unconventional (and probably more influential) way to promote peace. The Olympic Games are an institution that survived wars, conflicts and terrorism: sports, through the ideals of Olympism, can serve the cause of development and peace around the world. Sports offer the world a common language made of values such as fair-play (i.e. respect of universally-recognized rules) and respect for diversity. They also provide an international meeting place and platform, where people from all over the world can meet peacefully: it can be affirmed that they represent a very favourable environment for discussion and problem-solving.

It is important to keep in mind that the Olympic Truce cannot represent a panacea for the resolution of all problems; however, it can contribute to the development of peace through the Olympic Ideal. The idea of Truce has gained the support of the member states of the UN: the Millennium Declaration, described in section one of this paper, by including sport as an effective means to promote peace, represents the visible result of the cooperation between the UN and the Olympic Movement and of their mutual support and recognition. Moreover, the almost

unanimous acceptance, within the UNGA, of all the Truce resolutions, demonstrate how broad and widespread the support to this initiative is.

The Olympic Truce programme of the organizing committee of the 2012 Olympic and Paralympic Games in London (LOCOG) set five main objectives:⁶⁰

- to help raise awareness of the Olympic Truce, by sharing its history and objectives amongst key groups;
- to engage young people and to give them “the chance, to consider, discuss and share why truce and peace are relevant to them and their lives;”⁶¹
- to offer opportunities for people to participate and play their part, by making the outcome of the UNGA resolution not only relevant to states, but also to individuals;
- to be global in focus but local in delivery, by adapting Olympic Truce programmes to the place they are delivered to;
- to build on existing LOCOG channels for communication and engagement “to connect with and engage our target audience.”⁶²

From the five points described above, it is clear that in order for any Olympic Truce initiative to be successful, the educational element is a key one: only by giving people the means to understand what the Truce is about, it will be possible, in the future, to have generations of educated members of the Olympic Movement that will be able to promote and create truce. Therefore, it appears that the relationship between Olympic Education and the Olympic Truce is (or should be) a strong one: however, the aspects and dynamics of this relationship still need to be clarified and need further research to be theorized.

⁶⁰ See LOCOG (2012), 5.

⁶¹ *Ibid.*

⁶² *Ibid.*

BIBLIOGRAPHY

Secondary Sources

Blagojevic B. (2012), "Sport and Peacebuilding: Healing the Wounds of War" in Gilbert K. and Bennet W. (editors) *Sport, Peace and Development*, Champaign, 117-130.

De Coubertin P. (1966), *The Olympic idea Discourses and essays*, Lausanne.

De Coubertin P. (1979), *Olympic memoirs*, Lausanne.

De Coubertin P. (1994), *Pierre de Coubertin and history*, Lausanne.

De Coubertin P. (2000), *Olympism. Selected Writings*. Edited by Norbert Mueller, Lausanne.

Dienes E. (2012), "How Sport can Contribute to Peace-Building: Perspectives of the United Nations on Sport as a Tool for Promoting Peace" in Gilbert K. and Bennet W. (editors) *Sport, Peace and Development*, Champaign, 39-54.

Durry J., Samaranch J. A. and Murphy J. (1996), *Pierre de Coubertin the visionary: his life, his work, his key texts*, Paris.

Ferry L. (1998). "Olympisme, Humanisme et Démocratie" in Mueller N. (editor), *Le Havre 1897-1997. Coubertin and Olympism. Questions for the Future*, Lausanne, 169-176.

Galtung J. (1996), *Peace by Peaceful Means: Peace and Conflict, Development and Civilization*, Oslo.

Georgiadis K. (2003), *Olympic revival: the revival of the Olympic Games in modern times*, Athens.

International Olympic Academy (1987), *Proceedings of the 27th International Session for Young Participants*, Athens.

International Olympic Academy (2011), *Proceedings of the 50th International Session for Young Participants*, Athens.

International Olympic Truce Centre & UN Information Centre (2001), *United Nations & Olympic truce*, Athens.

International Olympic Truce Center (2004), *The Truce story published in 2004 by the International Truce Centre initially in seven languages. Olympic Truce: peace inspired by sport*, Lausanne.

Keim M. (2009), "Translating Olympic Truce into Community Action in South Africa – Myth or Possibility?" in Georgiadis K. and Syrigos A. (editors), *Olympic Truce – Sport as a Platform for Peace*, Athens, 77-92.

- Kim U. (1990) *The greatest Olympics: from Baden-Baden to Seoul*, Seoul.
- Kleiner M. (2012), "Sport for Development and Peace" in Gilbert K. and Bennet W. (editors) *Sport, Peace and Development*, Champaign, 31-38.
- Kvalsund P. (2011), *Sport and Peace Building*, <http://www.toolkitsportdevelopment.org/html/resources/E0/E034DC82-E2BB-4827-AC8B-E7D1BDFCB288/Sport%20and%20Peace%20paper%20Pelle%20Kvalsund.pdf> (last retrieved 23 January 2014).
- London Olympic Games Organizing Committee (2012), *Report on the Olympic Truce, London 2012*, London, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/245800/Olympic_Truce_Report.pdf (last retrieved 10 May 2014).
- Mbaye K. (1995), *The International Olympic Committee and South Africa: analysis and illustration of a humanist sports policy*, Lausanne.
- Miller D. (1992), *Olympic revolution: the biography of Juan Antonio Samaranch*, London.
- Miller S. G. (2004), *Ancient Greek Athletics*, London.
- Naul R. (2008), *Olympic education*, Aachen.
- Nissiotis N. (1985), "The Olympic Movement's Contribution to Peace in *Report of the 25th Session of the International Olympic Academy*, 57.
- Parry J. (2009). "The 'Religio Athletae', Olympism and Peace" in Georgiadis K. and Syrigos A. (editors), *Olympic Truce – Sport as a Platform for Peace*, Athens, 37-49.
- Parry J. (2012), "The Power of sport in peacemaking and peacekeeping" in *Sport in Society: Culture Commerce, Media, Politics*, 1-13.
- Phillips E. (1998), *The VII Olympiad: Antwerp 1920, Chamonix 1924*, Los Angeles.
- Pound R. W. (1994) *Five rings over Korea: the secret negotiations behind the 1988 Olympic games in Seoul*, Boston.
- Quanz D. (1993), "Civic Pacifism and Sport-based Internationalism: Framework for the Founding of the International Olympic Committee" in *Olimpika: the International Journal of Olympic Studies*, Volume II, 1-23.
- Ratner A. (2001), *The seventh president: Juan Antonio Samaranch, the true story*, Moscow.

Skiadas E. G. (1997), *The Olympic flame: the torch of the centuries*, Athens.

Stelitano A. (2012), *Le Olimpiadi all'ONU*, Padua.

Swaddling J. (1980), *The Ancient Olympic Games*, London.

Tsuchiya S. (2009), *Sport for Development and Peace?*, http://www.monitor.upeace.org/archive.cfm?id_article=621&23&january&2014& (last retrieved on 23 January 2014).

Primary Sources

The Olympic Charter

IOC documents:

IOC (2014), *Olympic Marketing Fact File*.

The UN Charter

UN General Assembly resolutions:

UNGA res 48/10, 2 November 1993

UNGA res 48/11, 2 November 1993

UNGA res 49/29, 19 December 1994

UNGA res 50/13, 21 November 1995

UNGA res 52/21, 8 December 1997

UNGA res 54/34, 18 January 2000

UNGA res 55/2, 18 September 2000

UNGA res 56/75, 10 January 2002

UNGA res 58/5, 17 November 2003

UNGA res 58/6, 18 November 2003

UNGA res 59/10, 8 December 2004

UNGA res 60/8, 1 December 2005

UNGA res 62/4, 16 November 2007

UNGA res 63/135, 3 March 2009

UNGA res 64/4, 1 December 2009

UNGA res 65/4, 23 November 2010

UNGA res 66/5, 8 December 2011

UNGA res 68/L.8, 29 October 2013

UN Secretary General statements:

Press Release SG/SM/7797, 8 May 2001

SG Message Calling for the Observance of the Olympic Truce, 8 August 2008

SG Message Calling for the Observance of the Olympic Truce, 12 February 2010

Other UN documents:

UN Inter-Agency Task Force on SDP (2003), *Sport for Development and Peace: towards achieving the Millennium Development Goals*.

Internet

Organizations and institutions

The Governor General of Canada, www.gg.ca

The International Olympic Academy, www.ioa.org.gr

The International Olympic Committee, www.olympic.org

The International Olympic Truce Center, www.olympictruce.org

The UN Office of Sport for Development and Peace, www.un.org/themes/sport/

The UN Regional Information center, www.unric.org

Walk for Truce, www.walkfortrue.org

Wikipedia Greece, el.wikipedia.org

Online newspapers and periodicals:

Bora Einai, boraeinai.blogspot.gr

La Repubblica, www.repubblica.it

The Free Library, www.thefreelibrary.com

Online dictionaries:

The Free Dictionary, www.thefreedictionary.com

Wiktionary Greece, el.wiktionary.org