

National Report - Olympic Committee of Serbia

The Olympic Committee of Serbia is an institution with a respectable history and foundations. In 2010, the Olympic Committee of Serbia celebrated very important jubilee, its 100th anniversary with which it managed to animate numerous individuals and organizations in Serbia. When planning activities for this Jubilee celebration, the Olympic Committee of Serbia undertook the following activities and projects:

- Dislocation of the NOC Serbia activities to all regions of Serbia from Belgrade with special emphasis on less developed regions;
- Involvement of athletes in the Jubilee Celebration;
- Cooperation with largest possible number of individuals and organizations in the project marking the centennial of the Olympic Committee of Serbia;
- Inclusion of the IOC sponsors' pool and TOP partners in activities related to the Centennial of the Olympic Committee of Serbia;
- Promotion of the Olympic values and the Spirit of Olympism.



Variety of activities were organized on monthly basis, having a link to the promotion of different Olympic values. These activities were primarily focused on youth, being carriers of positive changes in our societies.

On January 1st 2010, NOC Serbia began with the promotion of the 100 years of Olympism in Serbia, by taking part in the traditional "Open Heart Street" event in which residents of Belgrade are taking part in various festivities and performances. NOC Serbia has placed a writing board, on which the visitors had the opportunity to write a celebration cards for the NOC Serbia's anniversary that was traditionally celebrated at the renowned Belgrade hotel "Moskva" with appropriate program for authorities' dignitaries, athletes, sport officials and guests.



Apart from the festivities celebrating the Centenary, 2010 was the year marked by several high profile meetings, gatherings and projects.

18th ENGSO General Assembly

XVIII ENGSO General Assembly took place in Belgrade, May 13-15. The event was hosted by the NOC Serbia, supported by the Ministry of Youth and Sport of the Republic of Serbia.

To the satisfaction of all participants, the 18th ENGSO General Assembly ended after three days of numerous events organized for ENGSO members in which local sport authorities were involved as well, encompassing also an International Women and Sport Conference, EU Seminar and ENGSO General Assembly, all in the good tradition of ENGSO major events.

The key topic of this Assembly was the Work Programme 2010-2011 presented by the ENGSO ExCom, summarized in the 5 key targets that should be achieved in this period:

- Influence on the European Sports Agenda
- Developing closer working relationships with ENGSO European partners
- Developing a new ENGSO Strategic Plan for the next quadrennial;
- Finding resources for ENGSO work and
- Funding for all activities and events

Delegates of the 18th ENGSO General Assembly unanimously adopted ENGSO Manifesto on Social Inclusion through Sport, supporting thus the work of the EU Working Group in its efforts to provide a new outlook on this issue.

ENGSO General Assembly gathered representatives from member states to recap on the achieved goals in the precedent year and to create a framework for future aims of the organization in accordance with the Statutes. This was an exceptional opportunity for the sport workers in Serbia to gain new knowledge, contacts and guidance from their colleagues from the EU and the Council of Europe, thus providing them with best practices to be implemented in our country.

Some of the speakers at the GA included ENGSO Partners: EU Commission, Mr. Michal Krejza, Head of Sport Unit; EPAS - Council of Europe, Mrs. Krisztina Gönther,

Vice-Chair of EPAS; European Lotteries & Toto Association, Mr. Rupert Hornig, General Delegate; and TAFISA, Mr. Wim Florijn, Board Member



Apart from the official agenda, additional activities took place during the GA. ENGSO Youth, an integral part of the ENGSO organization, apart from its GA meeting, carried out a session named: *“Sport Goes Europe - basics of structures and funding in Europe”*

Beside Youth Assembly, ENGSO Youth organised the Youth Forum “Youth Sport Goes Europe” which gathered young people engaged in the sport sector from Serbia and surrounding countries. The Forum focused on basics of sport and youth sport structures in Europe and funding possibilities as well with the aim to involve more young people in international and Europeanwide youth sport activities.

Other sessions that were being organized included *“Women and Sport”* Conference, EU seminar under the name *“Sport = Truly Inclusive”* and other ENGSO working groups meetings.

“Women and Sport” Conference

Women and Sport commission of NOC Serbia organized its annual conference for the third, consecutive time. This conference gathered distinguished experts from various fields. Basic idea of the conference was to build a sustainable cooperation between national sport federations and their female representatives for tackling current issues reviewing researches in the field, conducting education among women and developing affirmative strategic solutions for enabling a better position of women in sports. A set of recommendations were adopted for building a stable funding solutions and for further growth of the project.



Conference was the opportunity to gather active female athletes with distinguished sport records as promoters of the event, but also to hear what was the angle of the ENGSO, EU and EPAS representatives regarding the issue of women and sports and make respective conclusions.

100 years of NOC Serbia - Central Celebration

The Central Celebration of the Olympic Committee of Serbia was executed under the organization of the General Assembly of European Olympic Committees, held in Belgrade, November 25 - 27.

According to the assessments given by all European Olympic Committees officials, but also to the comments of all participants and guests, the 39th EOC General Assembly in Belgrade was one of the best organized ever. This make the Olympic Committee of Serbia very proud, especially having in mind that the NOC Serbia is by no means large, nor does it have a lot of resources.

The event was attended by the highest officials of the international Olympic family, headed by the IOC President, Mr. Jacques Rogge, and the EOC President, Mr. Patrick Hickey. The ceremony was also attended by the highest dignitaries from the country, headed by the President of Serbia, Mr. Boris Tadic and the Mayor of Belgrade, Mr. Dragan Djilas.



The Assembly building was used for setting up an exhibition on Olympism, following the concept of promoting Olympic values. UN Millennium Goals and the concept of Youth Olympics were emphasized. Exhibits from the Olympic museum provided guests with the insight of the proud history of the NOC Serbia and showed how sport changed the accepted social values in every sphere of life, including art, culture and education.

After the ceremonial part, the second part of the celebration was organized in BELEXPOCENTAR with a festive gala dinner and accompanying program, mainly devoted to the most successful athletes in Serbian history.

NOC Serbia organized this event through which an adequate promotion of the Olympic values and the history of the Olympic movement in Serbia took place.



Olympic Day

On June 12, NOC Serbia hosted event called the Olympic Day, event by which the anniversary of the International Olympic Committee is celebrated. In 2010, NOC Serbia organized the Olympic Day at the trim track field "Košutnjak"

Following the global Olympic Day slogan "Move, learn, discover", apart from traditional races that are being held every year, for the first time a new kind of race was organized, under the name Family run, where all participants in one team were members of the same family.



In order to present to the wider public these new races, campaign was created and implemented under a slogan "FAMILY IS YOUR TEAM". Together with the family run, relay sponsor run was held and more than 2000 inhabitants of Belgrade took part in these runs, which was the highest number in the history of this event.

YOG Singapore Preparation Camp

The year of 2010 saw a new page in the history of the Olympic Movement. The Youth Olympic Games were a huge test for the overall Olympic Movement on a global level, but also an even more serious test for the National Olympic Committees. NOC Serbia had to implement a whole new concept in the preparation of their athletes for the YOG in Singapore. We have prepared teams for cultural and educational programme that was going to be presented to athletes in the Olympic Village. All those efforts were focused on building up the team spirit among young athletes and implementing the IOC idea for the Youth Olympic Games. In that way, an Olympic Camp took place in Bled, Slovenia, where 45 young athletes prepared their mind and body for the upcoming challenges in the concepts

of sport, education and culture. They were presented with the basic knowledge of the Olympic Values, Olympic Movement and the history of the Olympic Games. On the other side, the athletes were supposed to know the history of Serbia, tradition and folklore of the Serbian people, as well as the history of the Olympic Movement in Serbia, so that they could convey their knowledge to other athletes from around the world. Experienced and trained professionals from the Serbian Youth Council of the Olympic Committee of Serbia carried out those training sessions. After a follow up and positive feedback from the athletes, the intention of the NOC Serbia is to continue with this kind of extracurricular trainings.



Mission goals of the preparations camp were:

- Support the development of sports ethics
- Fight against all forms of discrimination and violence in sports
- Emphasize the significance and importance of education for Young athletes
- Strengthen the team spirit through shared preparations
- Involving all team members
- Recognizing the importance of families, clubs and schools as important pillars in the life of young athletes



EcOlympics Serbia 2010

At the beginning of 2010, a comprehensive activity of the Ministry of the Environment and Spatial Planning of the Republic of Serbia entitled "Let's clean up Serbia" was initiated in our country. The main idea of this activity was to implement a series of activities all over Serbia to clean our country and remove illegal waste depots, making it cleaner in 2010. This was also an opportunity to use other types of activities to educate the population of Serbia about the manner of disposing of and managing waste for Serbia to become a cleaner country.

Having in mind that environmental preservation and protection is one of the very current topics both on the global and the local level, as well as the fact that this is one of the Olympic values, the Olympic Committee of Serbia wished to use the existing activity of the Ministry of the Environment and Spatial Planning, to educate children and youth through sport about the importance of environmental preservation and especially, the primary separation of waste as the most concrete topic of the activity in question.

Project goals were:

- ❑ Promotion of the importance of environmental protection;
- ❑ Education of children and youth about the importance of environmental protection and primary waste separation;
- ❑ Promotion of a healthy lifestyle and importance of sports activities, as well as education of children and youth about the importance of leading such lifestyle;
- ❑ Inclusion of youth in activities pertaining to socially responsible projects;
- ❑ Promotion of volunteering among youth and children.

This cooperation resulted in the project entitled "EcOlympics Serbia 2010" which implements a fully modern approach to working with children and youth in order to achieve goals set during project preparation.



"EcOlympics Serbia 2010" should, in the long run, enrich knowledge and upgrade habits of children and youth in Serbia in the sense of raising awareness about the importance of preservation of the environment, constantly keeping in mind that we have inherited our planet from our ancestors and have undertaken the responsibility to protect this planet that we live on - not because of ourselves, but because of generations that will inherit it from us in the future.

The project itself consisted of two basic project activities, namely:

1. EcOlympic Playground (Olympic Timeline, ecological workshop, workshops for medals and the cup, EcOlympic cheerleading)
2. Fair Play Football



Since one of the main indicators of project success was mass participation, it is a fact that according to this criterion, the project was also very successful. Some 7000 direct participants (children and youth) took part in "EcOlympics Serbia 2010" project activities, with surely almost twice as many passive participants who followed the project directly as fans in locations where it was realized, since this realization was either in central city squares or in the largest halls in relevant cities, depending on the weather.



Excellence, equality and fair play

The "Excellence, equality and fair play" project is intended for a very broad population in entire Serbia, especially but not only for youth. The idea was to use sports activities and activities close to sport and create a type of education about the importance of respect and of behaving in accordance with the Olympic values, this time with special emphasis on excellence, equality and fair play.

Project activities were:

1. ARCTOS workshops
2. Exhibition of Olympic Museum Belgrade

Program ARCTOS, developed by the ENGSO Youth organization, deals with education of children in the fight against discrimination of any kind. The program is

very interactive and applicable to various types of discrimination (racial, religious, ethnic, gender, etc.), considering the used video material.



The designed program is very dynamic with interactive discussions, exploration of the terms of discrimination and fair play and with the rules of the workshop. Recognizing the potential and the overall importance of the aims of this project, the booklet was translated into Serbian language for the cause of full understanding by its participants.



Multimedia exhibition "One hundred years of Olympism in Serbia", was developed in order to further support the promotion of the history of the Serbian Olympic Movement and Serbian sport. One of the basic goals is promotion of the team spirit by which our country is known for in the world, in sport and in art. By access to archived documents which form an important segment of our own and the global sports and cultural heritage in the Foundation for Sport and Olympism, we wished to present to the broader public what can be learned from this tradition of our

country, through binding the existing connections between sport, art and culture, as traditional pillars of the Olympic Movement.

NOC Legacy

NOC Legacy programme included two projects: Publication "Olympic Centenary" and a film about the legendary basketball player, Mr. Radivoj Korac - "Žucko", the first global authentic basketball star of this region.

Both the "Olympic Centenary" and the film "Žucko", represent a very important legacy of NOC Serbia, Serbian Sports and the Olympic Movement. The Monograph "Olympic Centenary" presents the entire history of the International Olympic Movement. Starting from the roots that date back to ancient Greece and the Games at Olympia, through the awakening of the Olympics in the nineteenth century and the establishment of the International Olympic Committee to the emergence of the Olympics as the most important global sport event, it completely illuminates the Games, impartially speaking about their virtues, flaws and heroes.



Publication of 1.100 pages shed light on the history and development of the NOC Serbia in the past 100 years within the Kingdom of Serbia, Kingdom of Serbs, Croats and Slovenians, Kingdom of Yugoslavia, Socialist Federative Republic of Yugoslavia, Federal Republic of Yugoslavia, Republic of Serbia and Montenegro and finally - the Republic of Serbia.

Published in this edition are the names, rankings, results, medals and highlights of all 1.323 Olympians who took part in all editions of the Olympic Games since 1912 until 2010, as well as in Mediterranean Games, EYOFs and finally in the 1st Youth Olympic Games 2010, with many authentic stories and photos. Many testimonials were given, many unforgettable memories and exciting moments were said and written by the Olympians themselves.

Another important long term project was the movie about a legendary basketball player, Radivoj Korac - "Žucko", the first global authentic basketball star of this region.

Radivoj Korac was one of the best basketball players in the history of European basketball. Popularly nicknamed "Žucko" ('Blondie'), he became one of the best, if not the best player of Yugoslavia in the 1960s. In 1960, Korac was nominated the best athlete of Yugoslavia. He was the best scorer of the Yugoslav league for seven seasons, which is an all time record. He entered the Yugoslav national basketball team in 1958 and won five silver and one bronze medal with them in a total of 157 international games.

This exclusive athlete was nominated three times for the best European selection. It was in a 1964/65 FIBA European Champions Cup, in the first round return game against the Swedish champion Alvik from Stockholm that he scored 99 points (the game ended 155-57).

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Summing up the achievements of 2010, one could say that it was indeed a fruitful one. All projects reached their objectives, gained substantial amount of media and general population attention, and moved step forward in the world of sport as an essential tool in the Serbian society.

Apart from sport values, active citizenship in Serbia is on the rise as well. An army of volunteers supported all these projects and programs, providing their invaluable support and assistance to all events and projects that took place. Their positive energy reminded us of why we are all doing our work, namely, to help them find their full potential and become the leaders of tomorrow.