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Pierre de Coubertin said that the Olympic Games are not just simple World Championships, they are the quadrennial festival of universal youth, orderly and rhythmic, whose vitality remains at the service of the Spirit (1924).

If we could see at a glance all of the sequences from the Inaugural Ceremony of the first Modern Olympic Games in Athens 1896, to the recently ended games of Beijing 2008, and if we reflect upon society then and now, we would see that everything has evolved: our way of life, our way of thinking, the world economic situation, the means of transportation and communication. GLOBALISATION. This evolution and development is shown by the sportspeople themselves and at the great quadrennial festival, with more participants, more preparation, more records, more spectators, more followers and a greater social repercussion.

But we would also see and feel that there is something that has not changed, something that remains throughout HISTORY, the core, the foundations that have made the evolution of the Olympic movement, Sports and Society possible.

This core consists of: The Olympic Principles. The Values of Sport. This core is our strength, our seal of identity.

These Principles, these Values, are the Essence of the Olympic Movement. This movement is to be understood as:

A philosophy: A philosophy of life; and

A doctrine: The doctrine of the brotherhood of body and mind.

This philosophy, the Olympic doctrine, has three **Fundamental Principles**:

- Non-discrimination.
- The quest for peace.
- The mental and physical enhancement of the human race.

Based on these three Principles, today, at the dawn of the new century, we can consider the Olympic Movement as the leading sociologic force. Is there any other human tendency or movement which in its cultural, scientific, political, religious, philosophical or artistic dimension can boast the same number of followers as the Olympic Movement, symbolised by all of those who accept the Olympic Charter?

Do any of the above-mentioned movements have the peaceful capacity of summoning such a varied mosaic of ethnic groups, languages, religions and political systems as the Olympic Movement in its periodic or quadrennial Games?

The answer is obviously no.

It is at the Olympic Games, as a celebration, where the Olympic Movement, its philosophy and doctrine, achieve maximum dissemination and brilliance. The mark of excellence!

Because the Olympic Movement uses SPORTS as the driving belt for its fundamental principles, which are:

- Formative.
- Pacifist.
- Democratic.
- Cultural; and
- Ecological.

SPORTS are thus the driving belt of Olympic Ideology and such a fundamental base must be maintained and conserved within its own principles, namely the Values of SPORT:

- Respect.
- Work.
- Effort.
- Dedication.
- Commitment.
- Integration.
- Companionship.
- Self-control.

- Spirit of sacrifice.
- Discipline.
- Self-betterment.
- Confidence.
- Overcoming adverse results.

Sports cannot be understood as a Machiavellian concept, where the means are justified by the end!, because sports are the easiest and most comfortable activity for human striving and betterment, in the understanding that:

If sports are not at the service of man, then sports are of no use!

The Olympic Principles and the Values of Sport are what have led the Olympic Games to overcome barriers, political interferences, international boycotts, and they have made it possible to offer the world the perennial vigour of its democratic and humanitarian ideals and the constant hope for universal peace.

When in every country in the world, in every home, in all the social strata, people are thinking, watching and accompanying an Olympic sportsperson, they all know that the sportsman or woman has made it there thanks to the values of sports, his or her Values, and that

The Record, the Mark, Success are the result of those Values.

When in every country in the world, in every home, in all the social strata we are watching the Inaugural Ceremony of the Olympic Games, we know that each and every one of the sportspeople are the result of their Values and that all of them together add to the greatness and the universal dimension of:

- The Olympic Principles.
- La globalisation of sport.
- Non-discrimination.
- The quest for peace.
- The enhancement of the human race.

Can the National Olympic Committees, the National Federations, the Sportsmen and women and the International Olympic Committee have a bearing on these Values, on these Principles, so that sports are understood as:

- the best means
- the best system
- the best guarantee

to accomplish the training of individuals and to achieve a better, more integrated, stronger and more social world?

The answer is yes.

During the **Olympic Games:**

Since the celebration of the Olympic Games is the greatest expression of Sporting Excellence and of the Values of Sport that are behind every champion, there should be advertisements featuring the most prominent sportsmen and women offering the message of:

Work.

Effort.

Sacrifice.

Respect.

These values have encouraged sportsmen and women to achieve:

Records,

Marks and

Victory in their Sport.

But the most important thing is that they have helped the sportsmen and women to win an **Olympic Medal as a PERSON**.

That is the real goal for Sport and its Values.

As the Chairman of the Spanish Olympic Committee I would like to mention the campaigns that we have implemented:

Campaigns for the Dissemination of Values.

We have two campaigns underway:

Everyone is an Olympian.

The Olympic Movement and Sport: Values and Symbols.

The goal of these campaigns is to teach the Values of Sport to all children and youths aged 5 to 14, and this is possible because we have the best people with us: Olympic Sportspeople, idols when they compete and teachers when they are among students.

Apart from schools, these campaigns are also developed in collaboration with renowned clubs and associations:

Real Madrid

Atlético de Madrid

Basketball Clubs

Handball Clubs

At Universities:

Centres for Olympic Studies are being established at 26 Spanish Universities with seminars to explain, discuss and defend:

- Sports and the practice of sports.
- Sports and their values.
- Sports and their importance in Society.

We have agreements to take the Olympic Studies Centres to ALL UNIVERSITIES and to offer a POST-GRADUATE COURSE IN OLYMPIC STUDIES.

In Towns and Cities:

Creation of the distinction: TOWN/CITY COUNCIL THAT COLLABORATES WITH THE SPANISH OLYMPIC COMMITTEE.

They must meet the following requirements:

1. Everyone is an Olympian campaign with young people.
2. Sport and Society campaign with adults and senior citizens.
3. Environmental Seminars.
4. Women and Sports Seminars.
5. Sports Competitions: Participative competition (families, groups of friends, etc.).
6. IN JOBS RELATED TO SPORTS, PRIORITY IS TO BE GIVEN TO ELITE SPORTSPEOPLE.

Seminars on Sports, Nourishment and Health.

Social integration through sports campaigns. Showing that practicing sports and the values of sports are the best way to achieve full integration in Society.