

# UIPM Pierre de Coubertin Commission Meeting

Online, 12 March 2025

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# UIPM

## **Present:**

Rob STULL OLY, UIPM President (RS) – first 30 minutes

Alexandra DE NAVACELLE DE COUBERTIN, UIPM Pierre de Coubertin Commission Chair (AC)

Dr Klaus SCHORMANN, UIPM Pierre de Coubertin Commission Member (KS)

Alain LUNZENFICHTER, UIPM Pierre de Coubertin Commission Member (AL)

Dr Liston BOCHETTE III OLY, UIPM Pierre de Coubertin Commission Member (LB)

Ana Luisa DOS REIS DE ALMEIDA, UIPM Pierre de Coubertin Commission Member (AA)

## **Excused:**

Shiny FANG, UIPM Secretary General (SF)

## **UIPM Staff:**

Anfisa KASYANOVA, UIPM Education and Project Manager, Commission Coordinator (AK)

Leki LAI, Executive Assistant to the President and Secretary General (LL) – first 30 minutes

## **AGENDA**

1. Opening and welcome – Chair
2. Words from UIPM President and SG
3. Round of inclusion of members: introduction and expectations of the Commission members – each member speaks
4. Definition of the mission and objectives of the UIPM Coubertin Commission – discussions among all to define
5. Proposal of projects – suggestions from all members
6. Other topics offered by commission members
7. Any Other Business

## MINUTES

Opening and Welcome	AC welcomed all attendees of the meeting and introduced the agenda.
Words from UIPM President and SG	<p>RS opened the meeting with a warm welcome and expressed his strong support for the newly formed Pierre de Coubertin Commission. He emphasized the <b>importance of honoring Coubertin's legacy and vision of the modern pentathlon</b> — a sport that embodies the Olympic spirit and demonstrates adaptability, resilience, and relevance across generations.</p> <p>RS encouraged the Commission to act as a steward of this legacy, sharing Coubertin's values and vision with global audiences and <b>leveraging the sport's unique role within the Olympic movement</b>.</p> <p>RS emphasised <b>education the the IOC leadership</b>, making sure they understand the relationship between Coubertin and the sport of modern pentathlon, and how it relates to modern day and turn specifically to the Olympic Games in Los Angeles and Brisbane being a tool to be utilised to reinforce the importance of keeping modern pentathlon on the Olympic programme.</p>
Round of inclusion of members: introduction and expectations of the Commission members	<p><b>AA</b> – Brazilian Modern Pentathlon Federation for 20 years, Rio 2016 Olympics, currently finishing IOA Masters Programme, also member of the UIPM Business Affairs Committee (the 2nd term).</p> <p><b>AL</b> – Former journalist in L'Equipe. Involved in modern pentathlon since 1997.</p> <p><b>LB</b> – 5-times Olympian, former member of the IOC Athletes Commission. Having 2 doctorate degrees and education degree, and now elected government official.</p> <p><b>KS</b> – highlighted the role of Norbert Muller, Alain and KS in creation and effective work of the Commission since 1992, as well as <b>questionnaire about Modern Pentathlon at Olympics</b> that was done among spectators by N. Muller and his students (the last was in Rio 2016). The important remark: <b>the Commission is to promote through Coubertin Modern Pentathlon</b>. The <b>Olive Tree</b> that was planted next to the Coubertin Monument in Ancient Olympia attracted guests of the IOC Session. Since 1998 KS planted 44 trees around the world.</p>
Definition of the mission and objectives of the UIPM Coubertin	<p>The Commission confirmed its <b>mission</b> to:</p> <ul style="list-style-type: none"> <li>Promote and educate through Coubertin legacy broader audiences on <b>what Modern Pentathlon</b> is.</li> </ul>

Commission	<ul style="list-style-type: none"><li>Highlight how the sport reflects the ideals of <b>Olympism</b> and the <b>vision of Pierre de Coubertin</b>.</li><li>Showcase the <b>evolution of Modern Pentathlon as a symbol of adaptability</b> and its role as a <b>vessel for Olympic values</b> such as excellence, perseverance, and unity across nations.</li></ul> <p>The Commission also outlined three <b>core strategic directions</b>:</p> <ul style="list-style-type: none"><li><b>Develop Promotional Tools &amp; Media</b> (e.g., publications, films, exhibitions, merchandising, awards)</li><li><b>Identify Key Occasions &amp; Platforms where to pass the message</b> (e.g., Olympic Games, World Championships, educational forums and conferences)</li><li><b>Secure Partnerships &amp; Funding</b> (e.g., sponsors, patrons, aligned institutions)</li></ul>
Proposal of projects	<p>Several exciting ideas were shared and discussed by members, including:</p> <ul style="list-style-type: none"><li>Finishing the <b>UIPM book project</b> and secure support and funding from the UIPM board (<b>KS</b>).</li><li>Strategic education efforts targeting <b>IOC Members</b> and <b>National Olympic Committees (AL)</b>.</li><li><b>“Thomas Edison Award” in Sport</b> with UIPM as the awarding body (<b>LB</b>).</li><li>Highlighting the <b>UIPM olive tree</b> planted by KS beside Coubertin’s stele in Olympia — and creating a <b>map of all UIPM trees (oak/olive)</b> worldwide with their stories (<b>KS, AC, AK</b>).</li><li>Awarding a <b>Pierre de Coubertin Medal</b> to all Olympic pentathlon medallists (activity from the past) (<b>KS</b>).</li><li>A <b>documentary film</b> on Pierre de Coubertin and Modern Pentathlon, possibly linked to the <b>LA 2028 Olympic Games (LB)</b>.</li><li>A <b>lecture or workshop</b> on Coubertin and MP during the <b>Olympic Young Ambassadors Session</b> at the International Olympic Academy (IOA) in June (<b>KS, AA, AL</b>).</li><li>Hosting <b>forums or congresses</b> to celebrate the sport's values (potentially in <b>Ancient Olympia</b>): UIPM Congress or Joint</li></ul>

	<p>Meeting of two Commissions: Pierre de Coubertin and Culture &amp; Education (AA, KS).</p> <ul style="list-style-type: none"><li>• Re-create celebration of “<b>Pentathlon Coubertin Day</b>” in September with new, more meaningful initiatives (KS, AK).</li><li>• Adding <b>Coubertin quotes</b> (including those about multisport) to the venue branding of the UIPM events (AC, AK).</li><li>• Annual <b>educational exhibition at one of the UIPM major events</b> focusing on Modern Pentathlon Promotion though Pierre de Coubertin (AC).</li><li>• Extra day at <b>Youth World Championships for Culture and Education, or Festival</b> (KS).</li></ul>
Next Steps	<p><b>Collaboration &amp; Support</b></p> <ul style="list-style-type: none"><li>• Engage the new <b>UIPM EB for Marketing and Business Affairs Committee</b> to support sponsorship outreach.</li><li>• Identify companies and individuals aligned with the sport’s values and Olympic ideals to be potential sponsors for projects.</li><li>• Explore collaboration and resource-sharing with the <b>Culture &amp; Education Commission</b>.</li></ul> <p><b>Next Steps</b></p> <ul style="list-style-type: none"><li>• Review past activities and initiatives to leverage leanings and repeat successful ones.</li><li>• Compile an inventory of existing communication assets, aligning them with key moments and associated budgets.</li><li>• Develop a 2025–2028 roadmap with clear deliverables and short-term, mid-term, long-term goals, focusing on the <b>legacy leading into and beyond LA28</b>.</li><li>• Prepare a micro and a macro plan with financial needs to confirm what Commission is going to deliver in 2025.</li><li>• Schedule a meeting with <b>President Rob Stull</b> and <b>Shiny Fang</b> to present the concept of an exhibit — potentially in partnership with the <b>Lithuanian NOC</b> — for the <b>UIPM World Championships in August</b>. The exhibit would leverage content from the <i>Genius of Sport</i> project (created and available).</li></ul>