

OLYMPICTM VALUES &

FEBRUARY 12, 2026

9:00 – 17:00

PALAZZO LOMBARDIA
SALA MARCO BIAGI
MILAN, ITALY

ARTIFICIAL INTELLIGENCE

THE SECOND JOINT SYMPOSIUM OF THE
FOUR IOC-RECOGNIZED ORGANIZATIONS

INTERNATIONAL SOCIETY OF OLYMPIC HISTORIANS
INTERNATIONAL PIERRE DE COUBERTIN COMMITTEE
INTERNATIONAL FAIR PLAY COMMITTEE
PANATHLON INTERNATIONAL

EXPLORES HOW ARTIFICIAL INTELLIGENCE SHAPES
EDUCATION, HERITAGE AND ETHICS, OFFERING NEW
PERSPECTIVES ON THE FUTURE OF OLYMPISM.

FOR FURTHER DETAILS ABOUT THE SYMPOSIUM PROGRAM,
PLEASE VISIT THE RESPECTIVE HOMEPAGES OF THE FOUR
ORGANIZATIONS FROM THE END OF JANUARY 2026.



EVENT AT THE OLYMPIC™ WINTER GAMES IN MILANO CORTINA 2026

The four Institutions will host a joint event during the Milano Cortina 2026 Olympic™ Winter Games. Following the definition of their shared objectives and an exchange of missions, they identified a critical issue that will profoundly influence both the future of the Olympic™ Movement and their own activities: the impact of Artificial Intelligence on research, education, content dissemination, and knowledge sharing. Accordingly, the forthcoming event will focus on:

OLYMPIC™ VALUES & ARTIFICIAL INTELLIGENCE

Date **12th Feb 2026**
Time **9:00 to 17:00**
Venue **Palazzo Lombardia, Sala Marco Biagi, Milano**
Piazza Città di Lombardia 1, 20124 Milano, Italy

SCHEDULE

08:00 to 09:00 Arrival of the Guests

09:00 to 09:30 Welcome address

09:30 to 10:30 Keynote: **ARTIFICIAL INTELLIGENCE & ETHICAL VALUES**

Ian Robertson

Centre for Philosophy and Artificial Intelligence Research (PAIR),
Friedrich-Alexander-Universität Erlangen-Nürnberg

10:30 to 11:00 **THE ROLE OF AI IN SPORT INTEGRITY INITIATIVES**

Alejandro Merino-Madrid

Head of AI Technology and Information Department (IOC)

Giuseppe Deleonardis

Chief Ethics & Compliance Officer at the IOC

11:00 to 11:30 Coffee Break

Event Moderator: **Gary Rhodes**

Professor at the College of Education at California State University,
Dominguez Hills (CSUDH), Director of the Center for Global Education

11:30 to 12:15 **SPARKS OF OLYMPISM™: IGNITING THE FUTURE WITH COUBERTIN, AI & OLYMPIC™ VALUES EDUCATION**

1

PANEL

Hilla Davidov

Expert in Sports Education and Olympic™ Values Programmes

Stephan Wassong

Professor of the Institute of Sport History & Director of the Olympic™ Studies Centre at the German Sport University Cologne

12:15 to 13:00 **ETHICAL & RESPONSIBLE AI**

2

PANEL

Emanuele Frontoni

Professor in Computer Science, University of Macerata, and Co-Director of the VRAI Lab

Bianca Gama Pena

Project Manager and Researcher at the State University of Rio de Janeiro; Founder & Director of the eMuseum of Sport

Pierre Zappelli

Former President of Panathlon International

Panel Moderator: **Izabella de Besseney**

PHD student, at Cambridge University, at the Center for Human Inspired Artificial Intelligence (CHIA)

13:00 to 14:30 Lunch Break

14:30 to 15:15 **PRESERVING THE PAST, POWERING THE FUTURE: AI & THE PUBLIC DISSEMINATION OF OLYMPIC™ HERITAGE**

3

PANEL

Sabine Haller-Neumann

Head of Archives at the Olympic™ Foundation for Culture and Heritage

Christian Wacker

President of the International Society of Olympic™ Historians and Senior Museum & Exhibitions Expert specialising in Olympic™ sports heritage

15:15 to 16:15 Open discussion

16:15 to 17:00 Get together and socialising
[Time for photos, press conference and interviews]

Cooperation of IOC-Recognized Organisations

For the first time, four distinguished IOC-recognised institutions – the International Society of Olympic™ Historians (ISOH), the International Pierre de Coubertin Committee (CIPC), the International Fair Play Committee (CIFP), and Panathlon International – came together to explore how they could be stronger and work more effectively „together“.

This inaugural meeting took place on 2 August 2024 at Morning Panorama, 36 rue Vivienne, Paris, during the Olympic™ Games. It soon became clear that the gathering was far more than a formal exchange: it represented a celebration of shared values, a renewed commitment to the Olympic™ spirit, and a collective determination to inspire future generations.

The second part of the meeting focused on data analysis and an in-depth discussion around the question: “Which topics are best suited for collaboration?” The outcomes, visualised through a word cloud, identified Olympic™ values, their practical application, and educational initiatives as key common priorities. Additional areas of shared interest include the promotion of peace and the documentation and preservation of the history of the Olympic™ Movement.



Partnering Institutions recognized by the IOC

International Society of Olympic™ Historians ISOH

www.iso.org

Dr. Christian Wacker (President) isohpresident@isoh.org

Markus Osterwalder (Secretary General) markus.osterwalder@isoh.org

International Pierre de Coubertin Committee CIPC

www.coubertin.org

Prof. Dr. Stephan Wassong (President) wassong@dshs-koeln.de

Elvira Ramini (Secretary General) elvira.ramini@bluewin.ch

International Fair Play Committee CIFP

www.fairplayinternational.org/home

Sunil Sabharwal (President) sunil@sabharwal.biz

Bert van de Flier (Secretary General) bvdf@flightelectronics.com

Panathlon International

www.panathlon-international.org/index.php/en/

Giorgio Chinellato (President) chinellato.president@panathlon.net

Simona Callo (Secretary General) simona.callo@panathlon.net

Observing Institutions recognized by the IOC

Fédération Internationale Cinéma Télévision Sportifs FICTS

www.sportmoviestv.net/en/

Franco Ascani (President) ascani@ficts.org

Enzo Cappiello (Secretary General) info@ficts.com

International Association of Olympic™ Collectors AICO

www.aicolympic.org

Christophe Ait-Braham (President) christophe@ait-braham.com

Mark Maestroni (Secretary General) markspi@prodigy.net

International Olympic™ Academy IOA

www.ioa.org.gr

Konstantinos Georgiadis (Dean)

International Sport For All Federation FISpT

www.fisptsportforall.org/

Isa Abdulrahim Mohammed (President) office@fisptsportforall.org

Marco Tomasini (CEO and General Secretary) office@fisptsportforall.org



Watch the livestream using this QR code.



IN COLLABORATION WITH



PART OF/
NELL'AMBITO DI



WITH THE
PATRONAGE OF



WITH THE
PATRONAGE OF

