

OLYMPIC VALUES &

FEBRUARY 12, 2026
9:00 – 17:00
PALAZZO LOMBARDIA
MILAN, ITALY

ARTIFICIAL INTELLIGENCE

THE SECOND JOINT SYMPOSIUM OF THE
FOUR IOC-RECOGNIZED ORGANIZATIONS

INTERNATIONAL SOCIETY OF OLYMPIC HISTORIANS
INTERNATIONAL COMMITTEE PIERRE DE COUBERTIN
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

As a next step, the four organisations will host an event during the Olympic Winter Games in Milano Cortina 2026. Having defined their common goals and exchanged missions, they identified a critical topic that will shape the future of the Olympic Movement– and their own work: the impact of Artificial Intelligence on research, education, content dissemination, and knowledge sharing. The next event will therefore focus on:

OLYMPIC VALUES & ARTIFICIAL INTELLIGENCE

Date **12th Feb 2026**

Time **9:00 to 17:00**

Venue **Palazzo Lombardia, Milano**

Piazza Città di Lombardia 1, 20124 Milano, Italy

Important As space in the Palazzo Lombardia is limited, we kindly ask all participants to register in writing at this email: AI Sport Milano 26@gmail.com by **8th January 2026**.

Registration will be handled on a first-come, first-served basis.

SCHEDULE

08:00 to 09:00 Arrival of the Guests

09:00 to 09:30 Opening by the Organizers

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**

Giuseppe Deleonardis

Chief Ethics & Compliance Officer at the International Olympic Committee

11:00 to 11:30 Coffee Break

Event Moderator: **Gary Rhodes**

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

EVENT AT THE OLYMPIC WINTER GAMES IN MILANO CORTINA 2026

11:30 to 12:15

SPARKS OF OLYMPISM: IGNITING THE FUTURE WITH COUBERTIN, AI & OLYMPIC VALUES EDUCATION

1
PANEL

Hilla Davidov

Professional 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 of 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

Past-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

Yasmin Meichtry

Associate Director, Heritage Unit & Executive / Development & Innovation Services, at the Olympic Foundation for Culture & 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 Discussion of the outcome in a 'World Café' format

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

EVENT AT THE OLYMPIC WINTER GAMES IN MILANO CORTINA 2026

Cooperation of Recognized Organisations

For the first time, four distinguished organisations – 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 can be stronger „together“.

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

The second part of the meeting focused on data analysis and a discussion of the question: “Which topics are best suited for collaboration?” The results, visualised in a word cloud, highlighted Olympic values, their practical application, and educational initiatives as key priorities. Other shared interests include the promotion of peace and the documentation of the history of the Olympic Movement.



Participating Institutions

International Society of Olympic Historians ISOH

www.isooh.org

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

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

International Pierre de Coubertin Committee CIPC

www.coubertin.org

Prof. Dr. Stephan Wassong (President) wassong@ddhs-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

Gabor Deregan (Executive Director) cifp@fairplayinternational.org

Panathlon International

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

Giorgio Chinellato (President) chinellato@forovenezia.it

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

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Partnering and Observing Institutions

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 Maestrone (Secretary General) markspi@prodigy.net

International Olympic Academy IOA

www.ioa.org.gr

Konstantinos Georgiadis (Dean)

2nd Representative: to be confirmed