

# MEDITERRANEAN GAMES: EVOLUTION – CHALLENGES FOR SUSTAINABILITY

## SUMMARY:

### Introduction

#### I. Creation and evolution of MG:

1. *Birth of Med Games*
2. *Regular periodicity*
3. *Evolution of Med Games through some indicators*

#### II. Current situation:

1. *Overview about current situation*
2. *Mediterranean Beach Games*

#### III. Challenges for sustainability:



# INTRODUCTION

- MG within category of Regional Games
- MG born on 1951 in Alexandria (Egypt.): *(Idea from De Coubertin - initiative of Med IOC Members led by Taher Pacha)*
- MG great evolution since the creation:
  - ✓ *Increase in volume*
  - ✓ *Organization more and more complicated*
  - ✓ *....Inevitable increase in organization cost*
- MG in turning point:
  - ✓ *World financial crisis + evolution of technology + change of sports world + current situation of MG = may be it's a turning point for MG?*
  - ✓ *Question: what are the main challenges to insure their sustainability ? to meet NOCs expectations ?*

# I – Creation and evolution of MG:

**1 – Birth of MG: 1st Edition in Alexandria (EGY) 5-20 October 1951; 10 participant countries – founders**

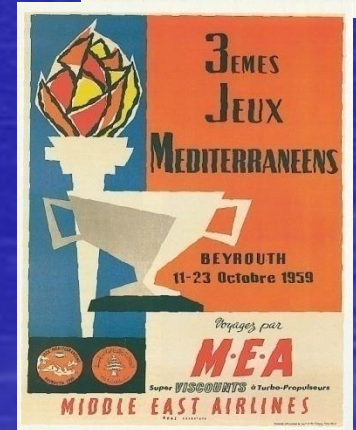
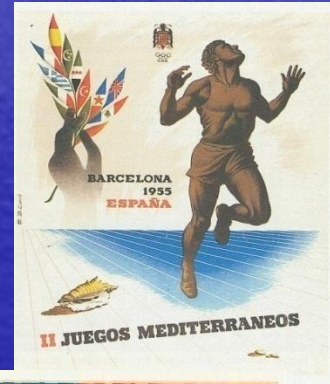
- 7 countries from northern side:

- France
- Greece
- Italia
- Malta\*
- Spain
- Turkey
- Yugoslavia

- 3 countries from southern side:

- Egypt
- Lebanon
- Syria

- ✓ 13 Sports
- ✓ 734 Athletes  
(Men only)





## 2 – Regular periodicity: *(66 years of existence)*

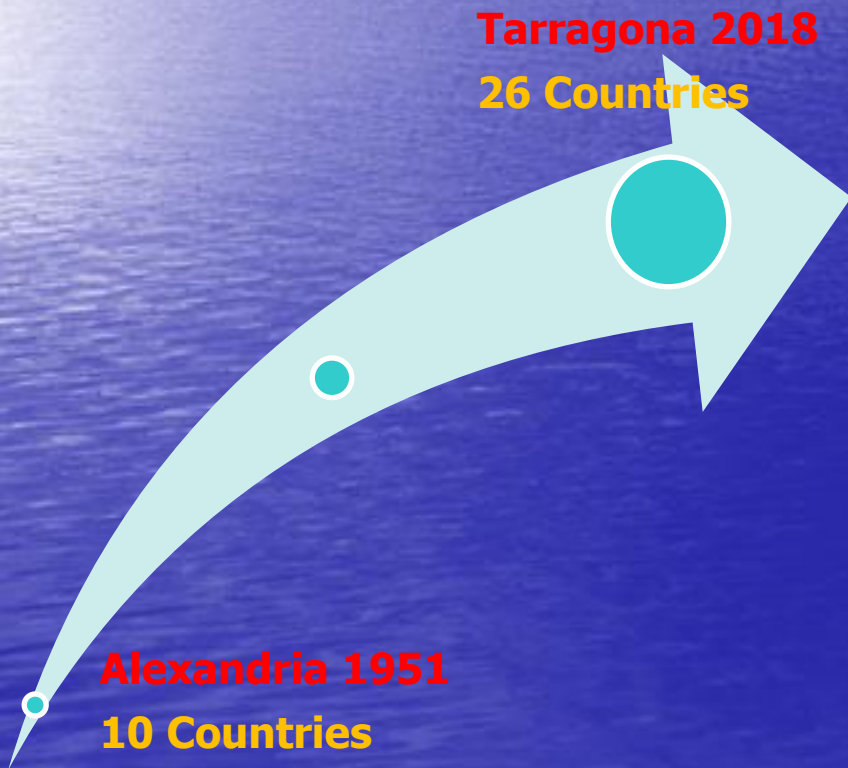
### 17 editions organized

- 1951 – Alexandria (EGY)
- 1955 – Barcelona (ESP)
- 1959 – Beirut (LIB)
- 1963 – Naples (ITA)
- **1967 – Tunis (TUN)**
- 1971 – Izmir (TUR)
- 1975 – Algiers (ALG)
- 1979 – Split (YUG)
- 1983 – Casablanca (MAR)
- 1987 – Lattakia (SYR)
- 1991 – Athens (GRE)
- **1993 – Languedoc (FRA)**
- 1997 – Bari (ITA)
- 2001 – Tunis (TUN)
- \*\*\*\*\*
- **2005 – Almeria (ESP)**
- 2009 – Pescara (ITA)
- **2013 - Mersin (TUR)**
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- **2018 – Tarragona (ESP)**

Un miracle !!!

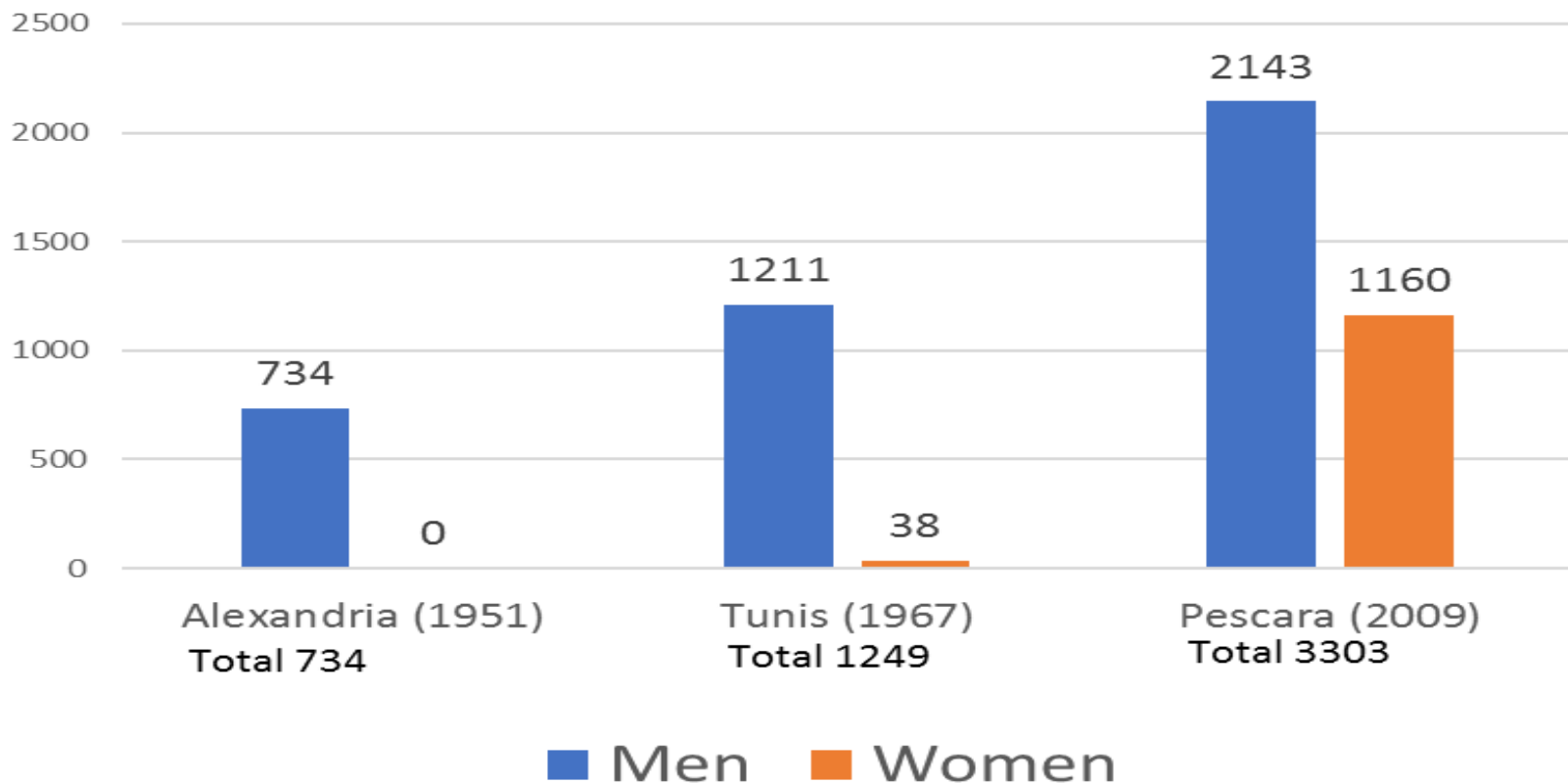
### 3 - Evolution through some indicators:

#### Evolution number of countries participant



- 2 particular periods :
  - Years 1950-1960: period of independencies (Libya 1951 – Tunisia 1956 – Morocco 1956 – Cyprus 1960 – Algeria 1962 – Malte 1964)
  - End of years 1980, beginning years 1990: break up of Yugoslavia in many republics (Slovenia – Bosnia-Herzegovina – Croatia – Serbia – Former Yugoslav Republic of Macedonia...)...that continue later (Montenegro – Kosovo...)

# Evolution number of athletes

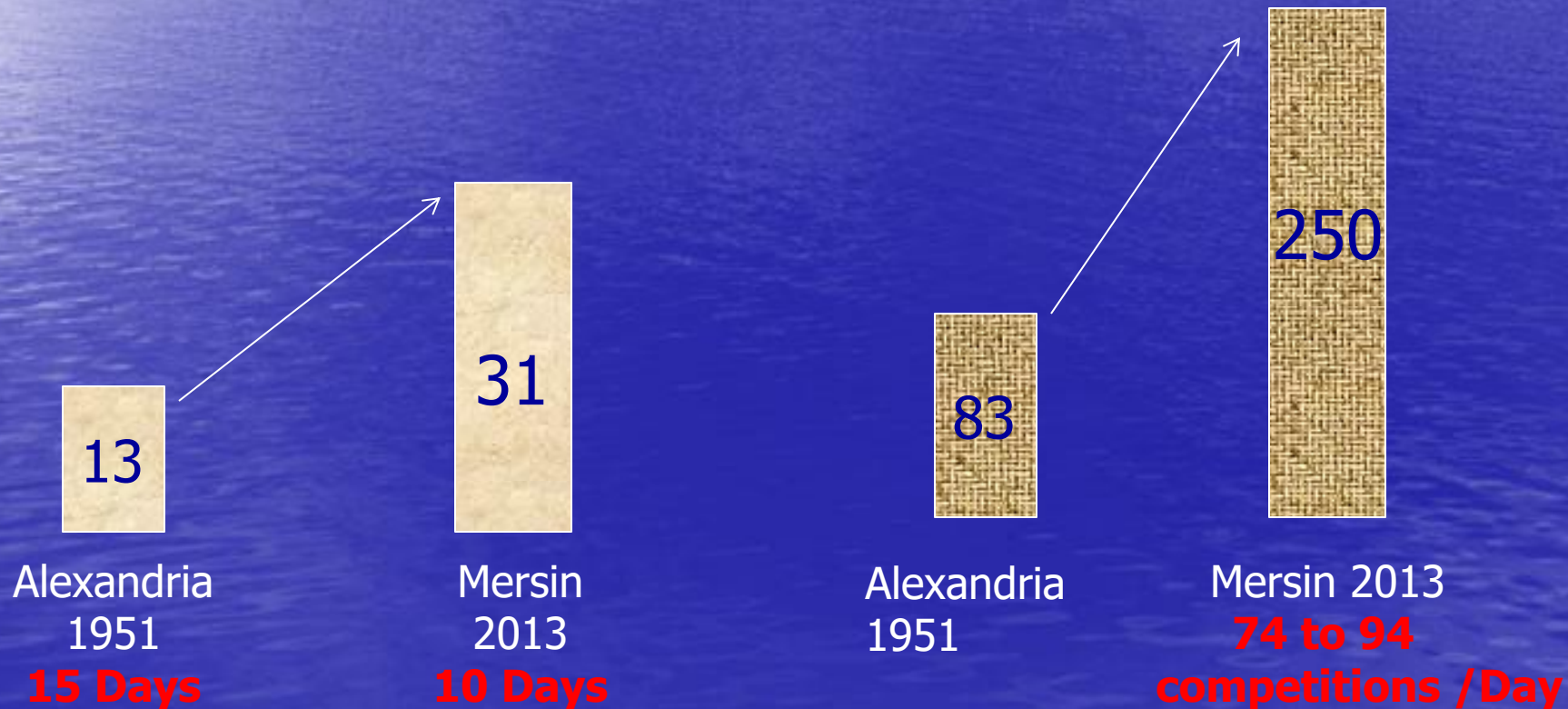




# Evolution number of sports and events:

- Number of Sports

- Number of Events





# Other indicators showing size and volume of the MG

- **Number of sports infrastructures:** 52 in Mersin for competitions & training, with 10 new constructions...
- **Human resources:** Athletes - officials of delegations – staff organisation of competitions – judges & referees – medical personnel's – journalists – security personnel's – volunteers... around 22 000 people accredited in total

## Other indicators (next)

- **Transportation** on 2009: 356 cars, 63 buses on 27 special lines, 10 buses for security personnel's, 84 buses for opening ceremony ...
- **Accommodation**: Mediterranean Village for 5 000 Persons, 10 hotels different categories...
- **Means of communication, broadcasting...**)
- Etc....

Excellent topic for study...



## Other undivided parameters of MG evolution:

- Increase in level of performances: many records in each edition; on 2009 in Pescara 69 Games Records with 2 World Records in Swimming...
- Increase the use of modern management methods and new technologies... (accreditations, entries, technical results...) ...thanks to successive OCMG...
- Important legacy of MG: new sports facilities – improvement of road network – new structures of accommodation...social impact for the development of sport practice at local level...)

## II - The current situation

1 – Overview - What to bear in mind when thinking about the future of MG ?

(Following list included but not limited...)

- World is changing quickly due to the huge technological progress
- Worldwide economical and financial crisis impacting also sport's organizations... paradoxically there are many new sports emerging, and seeking international recognition
- World of sports changing: it became a show business...
- International sports calendar: became incredibly dense ... Great difficulty to position MG in convenient period and to avoid overlaps with other major international competitions ...



## (Next)

- Heavy International sports calendar = greater participation of NOCs and National Federations, this need higher budget, while period of austerity
- Less and less candidates for the organization of multisport games, included MG, due to rising costs and because of austerity measures
- Small countries, or countries with modest means: organization of MG became inaccessible, but they can organize Med Beach Games
- Participation decreasing in certain Olympic Sports (many events cancelled before the Games, because of less participants than number required by ICMG: 8M – 6W...)
- Many IFs of Non Olympic Sports (but with great awareness) demanding to reach the MG sports program

## (Next)

- The need to attract more star athletes in order to interest more the Media
- Functioning of our administration with humble means; only 2 staff members of Secretariat; need professionals in Management - Marketing – Information & Communication...
- Financial resources limited to organizing rights paid by host cities and the very low fees of NOCs... gradually redistributed to the NOCs through the program of cooperation and development, and special subsidies for participation in the Games...
- Revenues are less than expenses... one day it will be very difficult to provide assistance to NOCs.



## 2 – Mediterranean Beach Games *(Which are now part of our reality ...)*

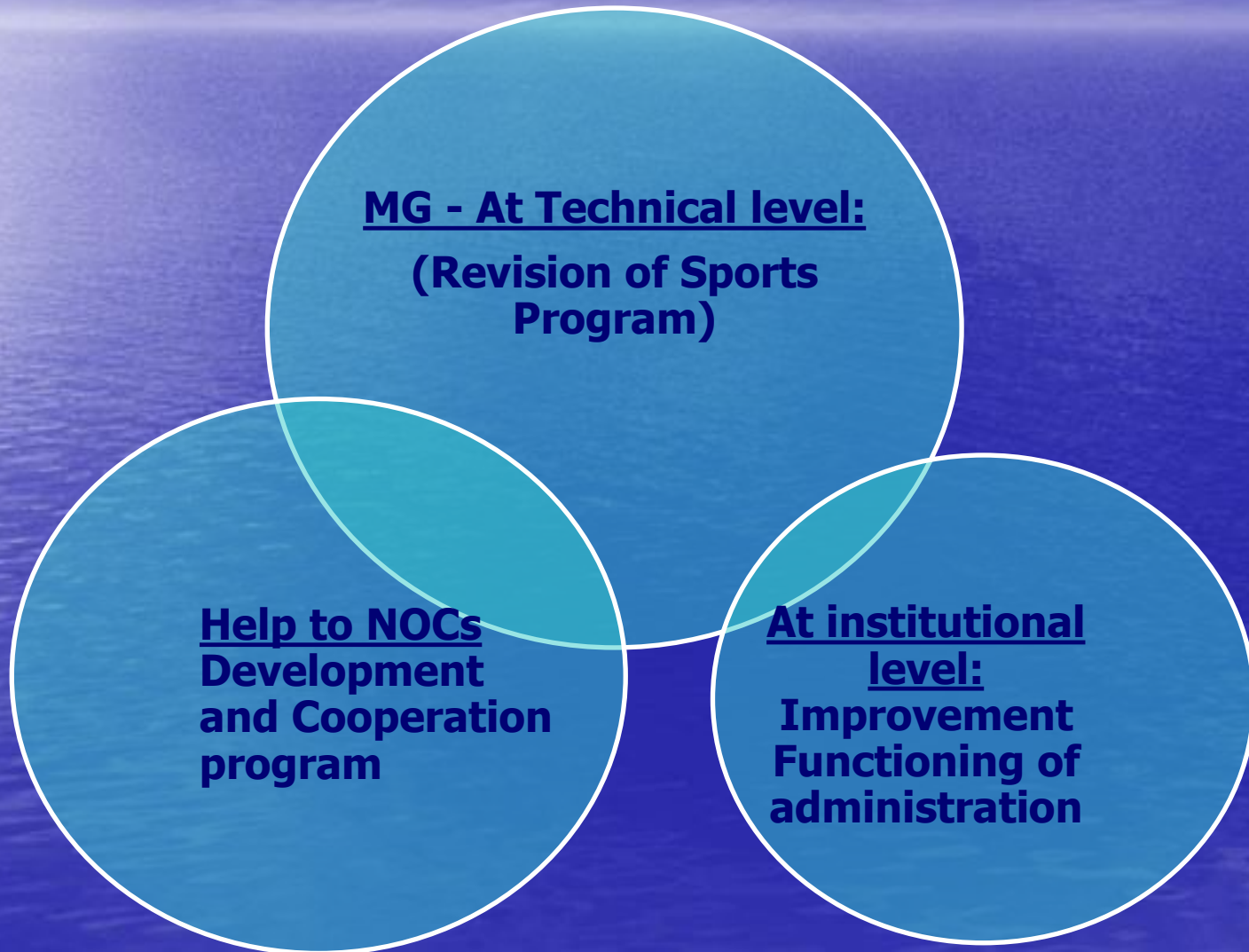
- **Beach Games:** a trend that is gradually globalizing, very attractive for young people and the media because of its Festival aspect,
- **MBG:** inexpensive Games; Infrastructures are **3S** (Sea – Sand - Sun); very interesting for countries with limited means,
- For the ICMG: it's also the way to pay consideration regarding economic and social realities of our countries,
- **MBG** = strengthening the continuity of MG

# III – Challenges for the future

- **Recall of Vision** : Main objectives stated in ICMG Charter
  - Contribute to the spread of Olympic ideals
  - Strengthen friendship and peace among young people of Mediterranean countries
  - Insure the celebration and continuity of the MG
  - Enhance cooperation between Mediterranean NOC's in order to improve the level of sports



**Main Challenges:** revolved around 3 axes of actions:



# 1 – Challenge at the Technical level

*(ongoing with Technical Commission...)*

- Revision of the MG sports program which became absolute necessity
- Because of:
  - *"Gigantism" increasingly important...inducing fewer and fewer candidatures for their organization*
  - *The need to keep MG organization in an accessible dimension for the maximum number of countries*
  - *In many Sports/Events there is a great disparity of practice between North and South which is detrimental for the spirit of MG*



## ➤ Participation decreasing in many sports/events

<b>Editions</b>	<b>Number of events in program</b>	<b>Meeting deletion (after entries by numbers)</b>	<b>Events organized (with less number)</b>	<b>Total Events not in compliance with criteria</b>
Tunis 2001	230	2	39	<b>41</b>
Almeria 2005	257	5	56	<b>61</b>
Pescara 2009	259	13	45	<b>58</b>
Mersin 2013	264	14	67	<b>81</b>

- Measures in sports program: *(on the basis of Comparative study of participation since 4 last editions)*
  - *To resize the sports program through reduction of number of sports; determination of program standard, around 20 sports, most practiced in both sides North & South – This must be imposed to candidate cities for 2025 in the manual of candidature.*
  - *Regarding the events: to keep only those can guarantee participation in accordance with criteria required (8 countries/men – 6 countries/women). Those having repeatedly less number during the 2 or 3 past editions will be removed from the program.*
  - *To preserve certain aquatic sports (symbolic of water) by transferring them to MBG program*



- Other measures related to sports program
  - *Make the comparative study on participation a real platform for various technical analysis*
  - *Database needs to be built, gathering information about organization and participation across all editions; integrating maximum data about: human, financial, infrastructural resources...about participation: number of countries, sports, events, athletes... about technical results... Offering the maximum of analysis and reporting... Helping the transfer of acknowledge*

- 2 Topics for reflection (which may interest Technical Commission)
- *Should we remain locked in the rule of 8 countries for Men and 6 countries for Women, which allow organization of competition (rule dated 1980/1990 and concerning 18 to 20 countries) despite the number of countries has increased now to 26 ?*
- *Should we continue to apply the rule of 3 non-Olympic sports in the MG sports program even though the border between Olympic Sport and Non Olympic Sport becomes more and more obsolete in terms of interest, due to the development of information and communication ?  
Certain NOS are more attractive for the youth, for the media, and may deliver high participation...*



- **About the periodicity...**

➤ **Periodicity**: pre-Olympic / post-Olympic... the recurrent question.

*Some are in favour to organize MG during year before Olympics as it was in the past...Others prefer in the middle of Olympic cycle... For others better to stay as it is, year after Olympics...*

❖ **To answer this question can be also a challenge for ICMG...**

*Knowing that ICMG decided to move for post-Olympic in 1993, after a study made by former President of TC, Arthur Takac.*

*It is clear that return to "pre-Olympic" needs to undertake same study; furthermore to make analysis or assess of the 24 years of "post-Olympic"*

## 2 – Challenges at institutional level

- *To improve functioning for more progress and modernity: need contribution of experts or professionals in Management, Marketing, Communication...*
- *Enhance the communication system of ICMG for more awareness and visibility.*
- *Financial resources: annual deficit budgeted due to decision to help NOCs...*

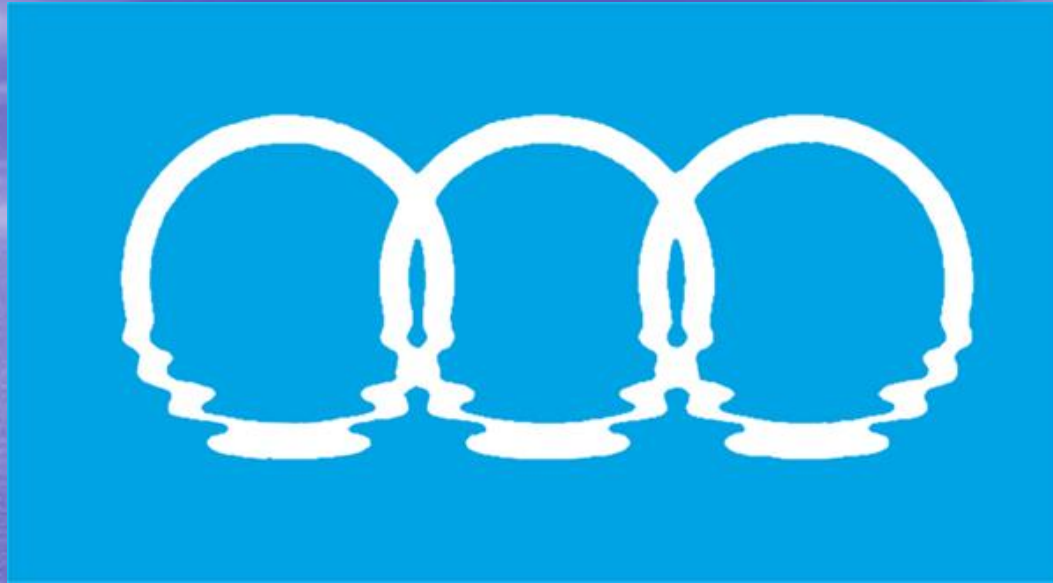
*ICMG have to launch marketing plan in order to attract other financial resources...otherwise in the near future it will be difficult to provide assistance to NOCs.*

- *Database: Great need... as said above for sports program... (We are already in the era of Big Data !!!)*



### 3 – Challenge for Development & Cooperation

- *Challenge could be to enhance the program in this matter: increasing number of operations, widening the range of activities, in line with NOCs expectations.*
- *But this perspective subject to double conditions:*
  1. *Financial resources: it's same problem, ICMG must increase financial resources*
  2. *Evaluation: After all these years of implementation of the program, the ICMG contribution deserves to be evaluated in terms of impact on the concerned NOCs; in this order to define the measurement tools for each kind of activity, to determine whether ICMG is in the right way or in need to change its strategy.*



Merci !  
*Thank you !*