

WAYS TO ENCOURAGE THE PARTICIPATION OF THE BEST ATHLETES IN THE MEDITERRANEAN GAMES

30 NOVEMBER 2017 – NICOSIA, CYPRUS

CONSTANTINOS MICHAELIDES
Cyprus NOC, President



Reasons for which the Games have been downgraded are the following ones:

1. The ELITE (Olympic) athletes' show no interest for the Games
2. Scheduling of the Games and their programme
3. Top performance requirement generates economic problems
4. Poor promotion
5. The weaknesses observed during the events.
6. N.O.Cs become less interested in the Games
7. TV coverage
8. The ICMG is not efficiently involved in solving problems
9. Local Authorities (Government - Municipalities) low involvement rate
10. The International Federations are not so much interested in the Games



PARTICIPATION OF ELITE ATHLETES

The **best athletes** from each country participating in the Mediterranean Games might ***contribute substantially*** in upgrading the Games.

Therefore, beyond any effort to be made by the National federations, **incentives** should be given so as to sound attractive for the athletes.



PROPOSED INCENTIVES

- a) The Mediterranean Games should take place at a time so that they may be considered as qualification events for the Olympic Games
- b) In some sports, the Mediterranean Games might be considered as a qualification event
- c) In disciplines for which a RANKING LIST is in place, the athletes might gain a specific number of points based on their classification in the Mediterranean Games.



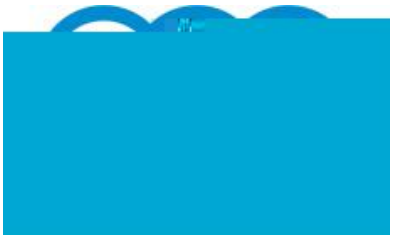
When to Host the Games and Sports included in the Programme

One year before the Olympic Games

- The Mediterranean Games will, therefore be **considered as part of the qualification events** aiming to secure participation in the Olympic Games.
- Attention should be paid to avoid the Games coinciding with other Big Sport Events.

Only 17-18 disciplines

- Out of which **12-14** have to be compulsory and the remaining ones optional, depending on the host country of the Mediterranean Games and the local interest shared.
- In the case of team sports, the **23rd year of age should be considered as a limit**



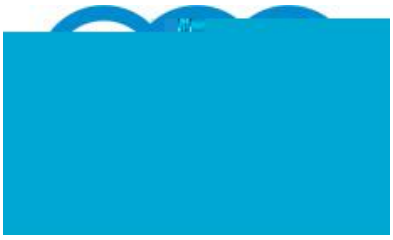
Top Performance

- One of the biggest problems faced by the Olympic Movement.
 - Efforts should be made, to check the situation and put limits.
 - Expenses will therefore be **restricted**
 - Games will become cost-effective, giving the opportunity to poor countries to claim organising and hosting the Games.
- **The standards** as fixed by the I.C.M.G. to ensure the organisation of the Games should be such as to enhance top performance trend and make the Games more accessible for all the countries.



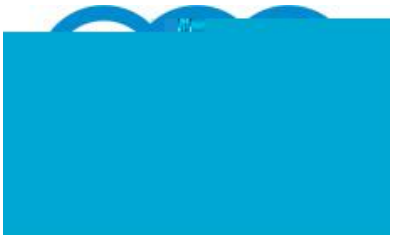
PROMOTION

- Promoting the Mediterranean Games is the core element to achieve the upgrading of the Games.
- An ad hoc promotion - focusing committee composed of all the Countries' representatives, Journalists and experts should be activated.
- A share of the amount charged for the fees by the I.C.M.G., which the hosting country has to pay, should be available to afford the promotion.
- The promotion of the Games should be launched once the hosting Country assumes its mission and intensified progressively
- Promote the Games through National Governmental institutions



ATHLETES CHOSEN TO ACT AS ROLE MODEL/AMBASSADORS

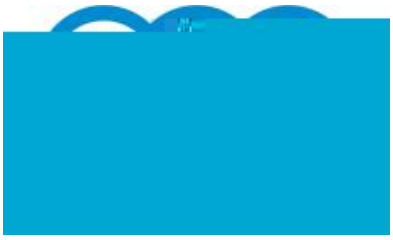
- The I.C.M.G. must carefully choose and appoint famous high level athletes from each country participating in the Mediterranean Games
- These athletes would eventually become a role model in their own country, acting as Ambassadors of the Games and thus further promoting the Games



EVENTS & TV COVERAGE

- Perfectly organized events will maximize public interest
- TV coverage will upgrade the Games to a great extent
- TV broadcasting fees required to cover the Games should be lower, so as to give viewing access, to all the countries
- ICMG may also provide financial assistance in terms, of TV covering through special funds likely to be created.

***“Active involvement of NOCs
is of vital importance to the success of the Games”***



ICMG GETTING INVOLVED

“The ICMG should focus on interest raising and specific action co-taking with the NOCs and the International Federations in order to work out guidelines to be enforced and respected by all the involved parties”



LOCAL AUTHORITIES GETTING INVOLVED

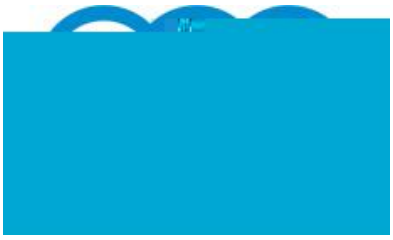
- Authorities (governments - municipalities) on a regional and national level have a crucial role in upgrading the Games. They should get committed upon specific terms and get actively involved in organising and promoting the Games
- The Mediterranean Games are the opportunity to promote the organising country



INTERNATIONAL FEDERATIONS

- International Federations and the IOC may play an important part in upgrading the Games.
- With regards to Cyprus, the Mediterranean Games are not just a sporting event. It is more of a cultural event and a continuation of tradition that will help to strengthen relations of friendship and understanding among the Mediterranean people.

“We are strong supporters not only of the continuation of the Games but also of their upgrading...”



THANK YOU