



MOVING TOWARDS AN ACTIVE SOCIETY

LORD SEBASTIAN COE

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ORIGINAL TEXT IN ENGLISH

- The Olympic Movement can lead and inspire young people through the Olympic ideals and values, which can be a source of hope, direction and action for youth in modern society, and in times of difficulty and uncertainty.
 - The Copenhagen Congress, the first of the new century and new millennium, provides a special opportunity for the Olympic Movement to plan and develop its future relationship with young people, and to involve and engage young people through the Olympic values.
 - It is important to reflect on the uncertainties facing today's youth, including a loss of trust in institutions, especially financial institutions, and young people's reevaluation of their beliefs and future directions and priorities, and the role that the Olympic Movement and values can play in this.
 - There has never been a better – or more necessary – time for the Movement to promote the timeless Olympic values, because they are the very antithesis of what contributed to the world's current financial crisis, and associated economic, environmental and social pressures.
 - This is the moment for the Olympic Movement to throw its support behind the Olympic brand and to reaffirm the Olympic values and ideals, which can help to address concerns and issues important to young people.
 - It is also important to discuss the practical application of the Olympic values, and reflect on how the Olympic spirit and ideals have already taken hold in London and the UK, and are driving the London 2012 vision for positive community change.
- The Olympic ideals challenge us as individuals and as members of the Olympic family to help address the concerns of young people, and now is the time for the Olympic Movement to drive, disseminate and promote the Olympic values and ideals, particularly in a climate receptive to young people.