



- Staff ▶
- Agenda ▶
- Library
- Images
- Research and Reference Service
- Training ▶
- Guides, procedures ▶
- Sports Club ▶
- Around us ▶
- Jobs
- Safety regulations ▶
- IOC Goodies
- Suggestions

WHY SPORT MATTERS? THAT IS THE QUESTION...



© J. Siner

20 April 2009

Maybe you haven't seen it (it was quickly supplanted by a last-minute Easter holiday offer), but John Siner posted an advert on the Intranet (it's still there, if you're interested). He's selling all his furniture, from the TV to the king-size bed, as well as the artificial Christmas tree and the two-metre high ficus plant - even his Golf cabriolet.

So yes, in June, John is leaving the IOC after six years and three editions of the Games. With his wife Lisa, a journalist and photographer, he is taking up an audacious challenge which, in the first stage, will take the couple across the five continents.

origin of the project..

In a few words, he explained to us the

"The idea of *Why Sport Matters* required several years of build up. During my Master's in 2001, we addressed the issue of *sport & society*. Personally, I was struck by the evolution of sport worldwide over the centuries. With its Anglo-Saxon roots, football, for example, is now practised everywhere. It evolves constantly but differently depending on the country, its history, population and culture. There's a reason for this, and it is this study that forms the basis of my project. Building bridges with people using sport. There are more things in common between people than differences, and sport is one illustration of this."

This is only a taste of the project. If you would like to find out more, go to his web site www.whysportmatters.com. John would also very much like to have your impressions, receive your advice, or glean your ideas - anything that could be useful to him in this adventure. So please get in touch.

Utopian you might say...

"Maybe," confesses John. "But I've had very good feedback from people I've already spoken to. So if I can at least get started, use my knowledge on the subject and my network of contacts worldwide (these six years at the IOC have really helped me and given me the best business cards), and have good relations with the media, I think its feasible."

Good luck John & Lisa, and farewell!

- [RAIM](#)
- [RCC](#)
- [ITS](#)
- [JORES](#)
- [OGKM Extranet](#)
- [Olympic Virtual Congress](#)
- www.olympic.org
- [Olympic Museum](#)
- [2010 Vancouver](#)
- [2010 Singapore](#)
- [2012 Innsbruck](#)
- [2012 London](#)
- [2014 Sochi](#)