



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS

MISSION

PARTNERSHIP IOC-FICTS

La Federation Internationale Cinema Television Sportifs (FICTS), organizzazione riconosciuta dal CIO - Comitato Internazionale Olimpico, promuove ed incrementa lo sviluppo dei Valori Olimpici e la cultura delle discipline sportive attraverso l'effettivo utilizzo del potere dell'immagine sportiva, in collaborazione, e con iscrizioni gratuita, per i Membri della Famiglia Olimpica, ovvero le Federazioni Internazionali, i Comitati Olimpici Nazionali, i Musei Olimpici, le Accademie Olimpiche



PARTNERSHIP IOC-FICTS

The Federation Internationale Cinema Television Sportifs (FICTS), an organization recognized by the IOC - International Olympic Committee (IOC), promotes and spreads the development of the Olympic Values and the culture of sports through the actual use of sports images, in collaboration, and with free membership, for members of Olympic Family, International Federations, National Olympic Committees, Olympic Museums, and Olympic Academies.

FICTS MISSION

- L'Olimpismo è un ideale universale di cultura attraverso lo sport che è un grande strumento di educazione per un cambiamento sociale e per una grande crescita dei giovani. Per la FICTS lo sport è "Movimento globale al servizio dell'umanità".
- La FICTS intende i valori olimpici come strumento di affermazione della dignità umana sulla scena mondiale e veicolo per la crescita e lo sviluppo armonioso delle persone. La FICTS sostiene l'indipendenza e l'autonomia dello sport per lo sviluppo e la pace.
- La FICTS promuove il significato socio-culturale dei Giochi Olimpici e Paralimpici, integrando lo sport con la cultura, con l'intento di diffondere una filosofia di vita basata sui valori dell'educazione ed il rispetto dei principi etici universali dello sport e dell'Olimpismo.
- La FICTS incoraggia i giovani ad usare la loro creatività per diventare creatori e consumatori di contenuti sportivi, comprese le immagini olimpiche, attraverso le moderne tecnologie e i social media. Promuove inoltre l'interazione e la condivisione dei contenuti stessi.
- La FICTS, attraverso la cultura sportiva, considera aspetti fondamentali nel contesto della odierna globalizzazione: la comprensione ed il rispetto reciproco di civiltà differenti, la diversità culturale, la responsabilità e l'integrazione sociale, le pari opportunità, i diritti delle persone con disabilità.
- La FICTS ritiene che le donne siano un elemento determinante per il proficuo sviluppo della cultura e dell'educazione, figure centrali nelle dinamiche sociali della società contemporanea. La FICTS incoraggia e sostiene il ruolo delle donne nello sport, a tutti i livelli e in tutte le strutture, alla luce del principio di eguaglianza tra uomo e donna

FICTS MISSION

- *Olympism is a universal ideal of culture through sport, which a great educational tool for social change and for the remarkable growth of young people. For FICTS, sport is a "Global Movement at the service of humanity".*
- *FICTS conceives Olympic values as an instrument of human dignity in the world, and a vehicle of growth and people's harmonious development. FICTS sustains sport independence and autonomy for social development and peace.*
- *FICTS promotes the social and cultural meaning of the Olympic and Paralympic Games, blending sport with culture, with the intent to spread a life philosophy, based on educational values and the respect of universal ethical principles of sports and Olympism.*
- *FICTS encourages young people to use their creativity to become creators and consumers of sports contents, including Olympic images, through modern technologies and social media. Furthermore, it supports the interaction and sharing of those contents.*
- *FICTS, through sport culture, considers fundamental aspects in the actual context of globalisation: the comprehension and mutual respect of different civilization, culture diversities, the responsibilities, social integration, equal opportunities and the rights for disabled people.*
- *FICTS believes that women are a fundamental element for a profitable development of culture and education. They are key figure in the social dynamics of contemporary society. FICTS encourages and sustains the role of women in sports, at all levels and in all structures, in the light of the principle of non-discrimination between men and women.*

FICTS AND THE SPORTS VALUES



LOYALTY



OVERCOMING LIMITS



BROTHERHOOD



CONSTANCY



BRAVERY



RESPECT OF THE RULES



TEAM WORK



DETERMINATION



FAIR PLAY



SELF RESPECT



COHERENCE



RELIABILITY



- To favour and promote meetings and collaboration among those who work creatively in the sports 'sector, through festivals, meetings, conferences, debates, congresses and events, including specific initiatives (School and Young, Universities, Formation, Research, Archive, Exhibition, Publications, etc.), in order to give continuity to Festivals and, particularly, enhance young talents who are interested in the sector with the "Olympic Short Film Festival".
- To develop relationships with National Olympic Committees (NOCs), other International Federations and Organizations, Governments and Non Governmental Organizations and everyone whose main goal is to promote sports, at all levels and worldwide, as well as create a pacific society, involved in the defence of human dignity.
- To organize and promote, in agreement and with the support of the FICTS' territorial representatives, with the National Olympic Committees (NOCs) and with public and private Institutions, the Phases of the "World FICTS Challenge" and Finale Phase. The aim of FICTS is to increase the number of seats to a maximum of 20 annually in the next four years, with a particular development in African and South American Countries.
- To collaborate actively for the Olympic Television Channel in order to create a linear and digital multiplatform. FICTS is the meeting point of the 1172 sport TV channels.
- To accomplish, through a range of TV programmes ad hoc, a distribution web of technical-didactic audiovisuals to help and support – mainly in developing Countries – the promotion and spread of sport practice as an educational and social need, mainly promoting the concept of "Sport culture for all" also through the use of images from Olympic Games in order to promote the Olympic culture.
- To create a Digital Archive collecting more than the 4.000 hours of FICTS sport images: a priceless heritage to make available for the Communities and Institutions, that can be consulted for duplications, historical researches, expositions, festivals, awards, events, press conferences, TV programs, etc
- To realize in close collaboration with the Olympic Museum programmes through socio-educational, multi cultural and multi-languages projects in order to diffuse and divulge Olympic and Paralympics ideals and values in individual daily life. Projects, based on the most significant and emotional sport images to make sport an extraordinary communicative tool, are at the disposal of the "Olympic Museums Network" and inspired by education and sport values, loyalty, respect and healthy lifestyle



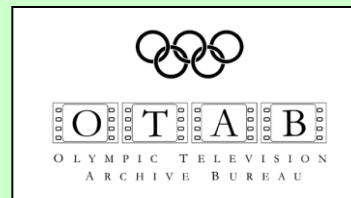
The Federation Internationale Cinema Television Sportifs (FICTS), organisation recognised by the International Olympic Committee (IOC), is promoting Olympic Values via sport images.

FICTS aims at promoting Olympic Values and the culture of sports disciplines in many ways. The “World FICTS Challenge”, made up by International Festivals, is one of them, which enables to promote these values through the Olympic Section of the Festival.

FICTS allows free registration to the Festival for members of the Olympic Family, i.e. International Federations and National Olympic Committees, as well as rights holding broadcasters.

Within the framework of the Festival, FICTS supports producers and directors in the process of rights clearance for use of Olympic patrimony through its collaboration with the Olympic Television Archive Bureau (OTAB).

The IOC patronage helps support institutional activities and also provides a final prize for the winner of the “Olympic Spirit” section of “Sport Movies & Tv”. In this occasion, the IOC presents a recent movies to be shown during the final part of the review.





10 PROPOSTE OPERATIVE PER "L'AGENDA OLIMPICA 2020"



"WORLD FICTS CHALLENGE – CULTURE THROUGH SPORT"

Programma di alto livello internazionale, organizzato annualmente dalla FICTS tra le 113 Nazioni affiliate con 18 Sedi nei 5 Continenti, per promuovere la cultura e l'educazione olimpica con Proiezioni, Meeting, Workshop, Mostre a tema ed attività collegate. "Sport Movies & Tv" è l'annuale Finale Mondiale del Circuito.

Programme recognized at international level, annually organized by FICTS among 113 Member Countries in 18 Seats in 5 Continents, to promote Olympic culture and education with Projections, Meetings, Workshops, themed Exhibitions and related activities. "Sport Movies & TV" is the annual Circuit World Final.



"OLYMPIC SHORT FILM CONTEST"

Organizzazione "chiavi in mano" (da parte di FICTS quale braccio operativo) di un Contest per produzioni audiovisive ispirate "all'idea di Olimpismo" per trasmettere i Valori educativi e formativi del Movimento Olimpico e Paralimpico attraverso l'utilizzo delle immagini, del Web e dei Social Network, in particolare con il coinvolgimento dei giovani.

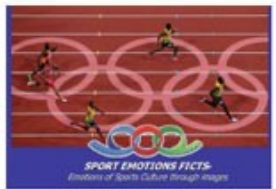
Organization of a "ready made" Contest for audiovisual productions inspired by the "idea of Olympism" and represents a chance to spread educative and formative Values of Olympic and Paralympic Movement through images, Web and Social Networks, involving worldwide population and youth particularly.



"TV SPORT EMOTIONS"

Progetto che coinvolge 813 dei 1.172 Canali Televisivi Sportivi che hanno aderito alla FICTS quale Federazione Internazionale delle Televisioni Sportive e comprende l'organizzazione di un Forum Internazionale annuale riservato agli operatori del settore televisivo sportivo preceduto da 18 Workshop nei Festival del "World FICTS Challenge".

Project that involves 813 of 1172 Sports Television Channels that has adhered to FICTS as International Federation of Sports Televisions and it includes the organization of an annual International Forum for sports professional in TV sector preceded by 18 Workshops in the "World FICTS Challenge" Festivals



"OLYMPIC CULTURE THROUGH IMAGES: AN HERITAGE OF VALUES"

Programma (in collaborazione con il Museo Olimpico) per la diffusione e l'utilizzo culturale delle immagini olimpiche di tutti i tempi con l'obiettivo di promuovere la cultura olimpica ed i suoi inestimabili valori attraverso gli stakeholder della FICTS.

Programme (in collaboration with the Olympic Museum) for the diffusion and cultural use of all time Olympic images promoting Olympic culture and its priceless values through FICTS stakeholders



"MEDIA LAB ON-LINE"

Creazione di un laboratorio virtuale permanente (senza una sede fisica) di contenuti audiovisivi a disposizione di giovani talentuosi che operi come incubatore di creatività per l'immagine sportiva "Celebrating humanity through sport" con particolare attenzione alla realizzazione di una App "Sport Image Creator" (per il Movimento Olimpico e Paralimpico).

Creation of a virtual lab (without a physical seat) of audiovisual contents at disposal of talented youth that will operate as a creativity incubator for sports images "Celebrating humanity through sport" focusing especially on the App realization "Sport Image Creator" (for the Olympic and Paralympic Movement)



FICTS PROPOSALS FOR "THE OLYMPIC AGENDA 2020"



"OLYMPIC TELEVISION CHANNEL"

Collaborazione e know-how della FICTS per la realizzazione dell' "Olympic Television Channel" attraverso la messa a disposizione di: 1) Contenuti audiovisivi per il Canale selezionati dall'Archivio FICTS 2) Promozione interattiva del Canale a livello Internazionale presso gli oltre 9.000 (9.186) Soci (Tv, Produttori, Giornalisti, Dirigenti Sportivi, CNO, Registi, ecc.) della Federazione e gli operatori del settore.

Collaboration and know-how for the fulfilment of "Olympic Television Channel" will consist in making available: 1) Audiovisual contents for the Channel selected from FICTS Archive 2) Interactive promotion of the Channel at International level in more than 9.000 (9.186) Federation members (TV, Producers, Journalists, Sport Managers, NOC, Directors) and professionals.



"OLYMPIC MUSEUMS NETWORK"

Promozione dei contenuti espositivi (video, memorabilia, ecc.) per i 21 Musei dell'Olympic Museums Network e programma per visite guidate al Museo Olimpico. Nell'ambito del Progetto "EXPORT: Sport, Culture, Tourism for all", predisposto dalla FICTS, si prevede di ospitare anche a Milano per EXPO 2015 la Mostra "Broadcasting the Games".

Promotion of expositive contents (video, memorabilia), for the 21 Museums of Olympic Museums Networks as well as guided visits at Olympic Museum. In range of the project "EXPORT: Sport, Culture, Tourism for all", managed by FICTS, it is foreseen to host also in Milano during EXPO 2015 the Exhibition "Broadcasting the Games"



"OLYMPIC SOLIDARITY THROUGH IMAGES: THE POWER OF SPORT IMAGE"

Creazione nei Paesi in via di sviluppo di nuovi poli di diffusione della cultura e dell'educazione olimpica attraverso le immagini sportive cinematografiche e televisive e programmi di promozione della pratica sportiva improntati alla comunicazione di un messaggio educativo e di cambiamento sociale.

Creation in developing Countries of new focal points of sports culture diffusion and to favour the spread of Olympic culture and education through sports images from movies and TV and promotion programmes of sport practice characterized to the communication of an educative message and social change.



"SPORT E SCUOLA: "LE EMOZIONI NELLO SPORT, LA CULTURA ATTRAVERSO LE IMMAGINI"

Creazione di contenuti audiovisivi educativo-formativi (DVD, USB, pubblicazioni, ecc.) da distribuire e presentare nelle Scuole, nelle Università e nelle Organizzazioni Sportive, attraverso incontri e proiezioni sulle seguenti tematiche legate allo sport: la diffusione di nuovi stili di vita, il ruolo della famiglia, l'inclusione sociale, il rispetto delle persone con disabilità, delle donne, delle comunità etniche, il rispetto dell'ambiente, la legalità e la lotta alle scommesse, la pace, ecc.

Creation of educative and formative audiovisual contents (DVDs, USBs, printings, etc.) distributed and presented in Schools, in Universities and Sports Organizations, through meetings and projections regarding the following themes: spread of new life styles, role of family, social inclusion, respect of disabled individuals, women, ethnic communities, environment, legality, peace, etc.



"MASTER CLASS"

Progetto per un'attività formativa e di aggiornamento nella produzione di contenuti audiovisivi sportivi ed olimpici che dovrebbe svilupparsi – in collaborazione con l'Olympic Broadcasting Service – anche attraverso l'organizzazione di Sessioni Internazionali sulla "Cultura sportiva attraverso le immagini"

For the Projects, prearranged according to a strong sustainability, FICTS will make available its proper thirty-year experience and its own multimedia instruments linked to sport image Portal "International Sport Image Power" (www.sportmoviestv.com), video Archive enhanced through the use of cloud computing system WCPMedia Services, mailing list with 72.000 contacts as well as FICTS App (free App on Tablets and Smartphones at Apple stores (iOS) and Google Play (Android) and the international network of annual Festivals.



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