

Group C

~ Contribution to the culture of the world's sports ~

Our Question

- *Currently Russian Federation is getting ready to host the FIFA World cup 2018 and Japan is preparing for the Tokyo 2020 Olympic Games.*
- *The international world of sports of the 21st century requires professionals with exceptionally high management skills and advanced knowledge. How Russian and Japan cooperate in order to contribute in fostering a new generation of such representatives?*



Sport Management

Strategies for cooperation

Why do we need sports management?

Sport is not only about athletes and competition. It's about:

- Mass media
- Sponsors and business
- Spectators and audience
- National and international federations
- Governments officials
- Volunteers
- Broadcasters
- Coaches and athletes

Sochi 2014

6k athletes

150k staff

4bln audience

1. Signing agreement between Russia and Japan authorities in charge of sport

- Consultations between government officials;
- Planning visits to recent host cities of similar events;
- Promotion of public-private partnerships in support of preparations for the Events;
- Trade missions and trade exhibitions in Japan and in Russia for related commercial enterprises.



2. Cooperation between the OCOG Tokyo-2020 International Russian Olympic University

- 1) Sharing experience (security, administration, branding, ect.);
- 2) Advanced re-training (for degree holders);
- 3) Consultations, trainings, workshops offered by the University's commission of Experts in Japan.



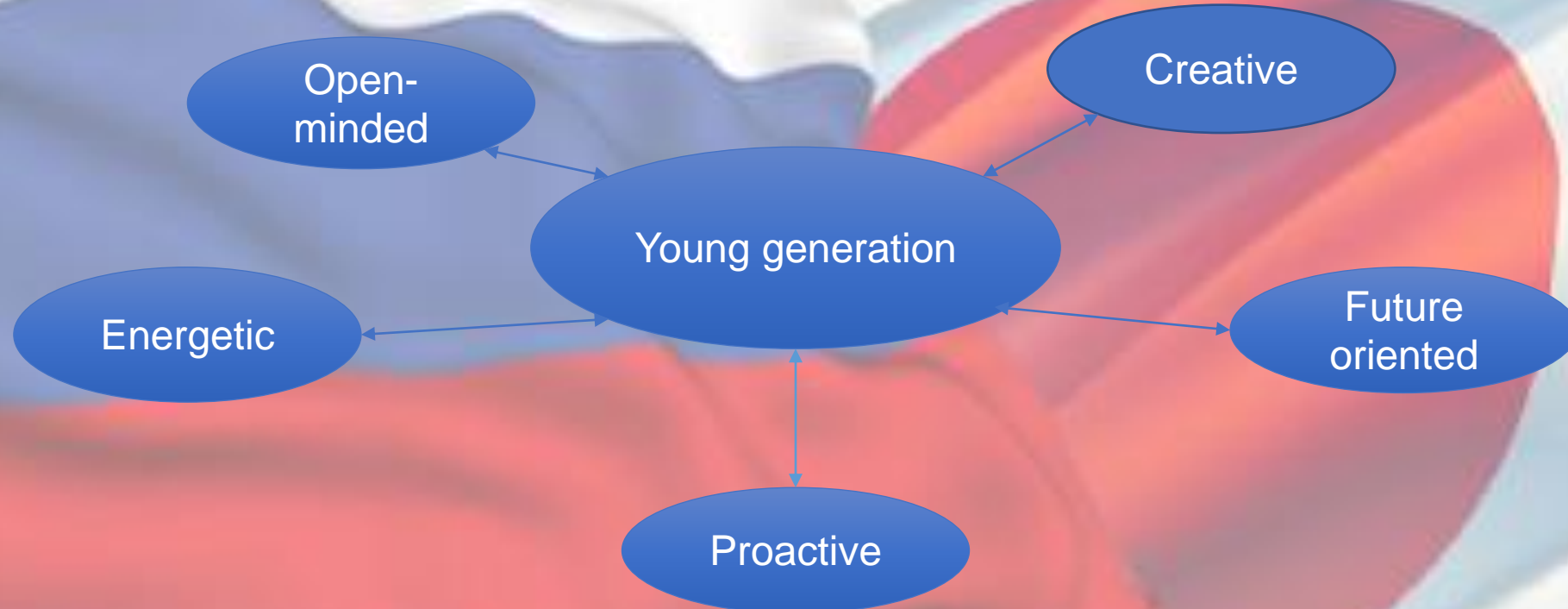
3. Carrying out mutual projects in sports

Examples:

- Japan-Korea FIFA World Cup 2002;
- Compile Organizing Committees of NHK Cup (Japan) and Rostelecom Cup (Russia) in the year of 2016.



4. Establishment of mutual students' internships



Lacking of experience can be overcome by internship



Human Resources

- How to foster a new generation with exceptionally high management skills and advanced knowledge?
- The problem: lack of professionals and human resources



Volunteers

Experience of Sochi

Volunteers centers

- Olympic Games in Sochi was a national idea
- There are 26 volunteer centers in Russia
- Must be everywhere not only in Tokyo
- Involve entire nation
- International links

Motivation

- Accommodation
- Meals
- Uniform
- Free Tickets
- Insurance
- Transportation
- Incentive



Educational programs

- Motivation for the youth since early stage
- Volunteer as a part of curriculum
- Use young generation
- Improve language skills



International exchange

- Provide international volunteer forum
- Invite foreign volunteer
- Send volunteers abroad





Management

Suggestions in the management sphere from HR perspective

Ex-sportsmen as the future managers

- Provide re-educational programs for ex-sportsmen in management field
- Useful human resources with experience
- Motivation for sportsmen after retired
- Coach
- Advisor/ Consultant
- Administrative manager
- Teaching staff

International Exchange Program

- Between administrative managers
- Use the experience from the past to future host countries





Action

What can we do as students?

International Sports Events in Local

Aim 1: Foster young generation with management skill as a leading managers

Aim 2: Interaction between participants and foreigners

Aim 3: Promote health of citizens

