



Association Internationale des Collectionneurs Olympiques



Annual Report 2020

Projects 2021

A center of excellence for understanding and fostering the Olympic Movement through collectibles

WE COLLECT OLYMPIC HISTORY



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www.aicolympic.org

Chers Amis Olympiques,

La crise sanitaire a bien entendu profondément impacté nos activités et nos projets sur cette année 2020 et les premiers mois de 2021.

Le partage, l'échange sont dans l'ADN de la collection olympique ; et l'AICO a pu maintenir des liens solides tout au long de cette crise humanitaire, avec tous ses Membres, à travers les réseaux sociaux et sa plateforme internet.

La Foire Mondiale des Collectionneurs Olympiques ARTENA 2020 est reportée en 2022, La Foire Mondiale des Collectionneurs Olympiques PARIS 2022 est quant à elle reportée en 2023. Pour cette dernière, à un an des Jeux Paris 2024, ce report sera l'opportunité de rendre le projet initial encore plus attractif. Des échanges ont déjà eu lieu avec les équipes du COJO Paris 2024.

Malheureusement notre participation active et enthousiaste au programme Tokyo AGORA 2020 de la Fondation ne pourra selon toute vraisemblance rentrer sans sa phase active. L'attente de la communauté des collectionneurs et passionnés de l'olympisme était pourtant immense.

L'AICO lancera en 2021 la première exposition virtuelle internationale pour les collectionneurs olympiques : AIWOS 2021

Cet évènement sera l'occasion de répondre aux attentes de la communauté des collectionneurs, tout particulièrement dans le contexte actuel, et répondra à sa façon à certaines recommandations de l'Agenda 2020 + 5. Le grand public y sera associé, il pourra tout à la fois visiter librement l'exposition virtuelle et voter pour ses collections préférées.

Le vaste projet du NOC pin's catalogue sur mobile a pris un peu de retard, mais sa phase 1 sera opérationnelle en juillet prochain.

Enfin, notre plateforme aicolympic.org s'est enrichie de nouvelles données, de nouveaux fonds, toujours pleinement accessibles au plus grand nombre, partageant ainsi la culture, les collections et l'héritage des Jeux Olympiques.

Pour conclure, je remercie vivement l'implication de l'ensemble du Conseil d'Administration sur la construction et le suivi de tous ces beaux projets.

Avec mes meilleurs sentiments,

Christophe AIT-BRAHAM

AICO President

Dear Olympic Friends,

The health crisis has of course had a profound impact on our activities and our projects for this year 2020 and the first months of 2021.

Sharing and exchange are in the DNA of the Olympic collection; and AICO has been able to maintain strong links throughout this humanitarian crisis, with all of its Members, through social networks and its internet platform.

The World Olympic Collectors' Fair ARTENA 2020 is postponed to 2022, The World Olympic Collectors' Fair PARIS 2022 is postponed to 2023. For the latter, one year before the Paris 2024 Games, this postponement will be the opportunity to return the even more attractive initial project. Discussions have already taken place with the OCOG Paris 2024 teams.

Unfortunately, our active and enthusiastic participation in the Tokyo AGORA 2020 program of the Foundation will in all likelihood not be able to return without its active phase. However, the expectations of the community of collectors and enthusiasts of the Olympics were immense.

AICO will launch in 2021 the first international virtual exhibition for Olympic collectors: AIWOS 2021.

This event will be an opportunity to meet the expectations of the collectors' community, particularly in the current context, and will respond in its own way to certain recommendations of the Agenda 2020 + 5. The general public will be associated with it. Both freely visit the virtual exhibition and vote for their favorite collections.

The vast project of the NOC pin's catalog on mobile is a little behind schedule, but its phase 1 will be operational next July.

Finally, our aicolympic.org platform has been enriched with new data, new collections, always fully accessible to as many people as possible, thus sharing the culture, collections and heritage of the Olympic Games.

To conclude, I warmly thank the involvement of the entire AICO Executive Board in the construction and monitoring of all these great projects.

With my best feelings,

Christophe AIT-BRAHAM

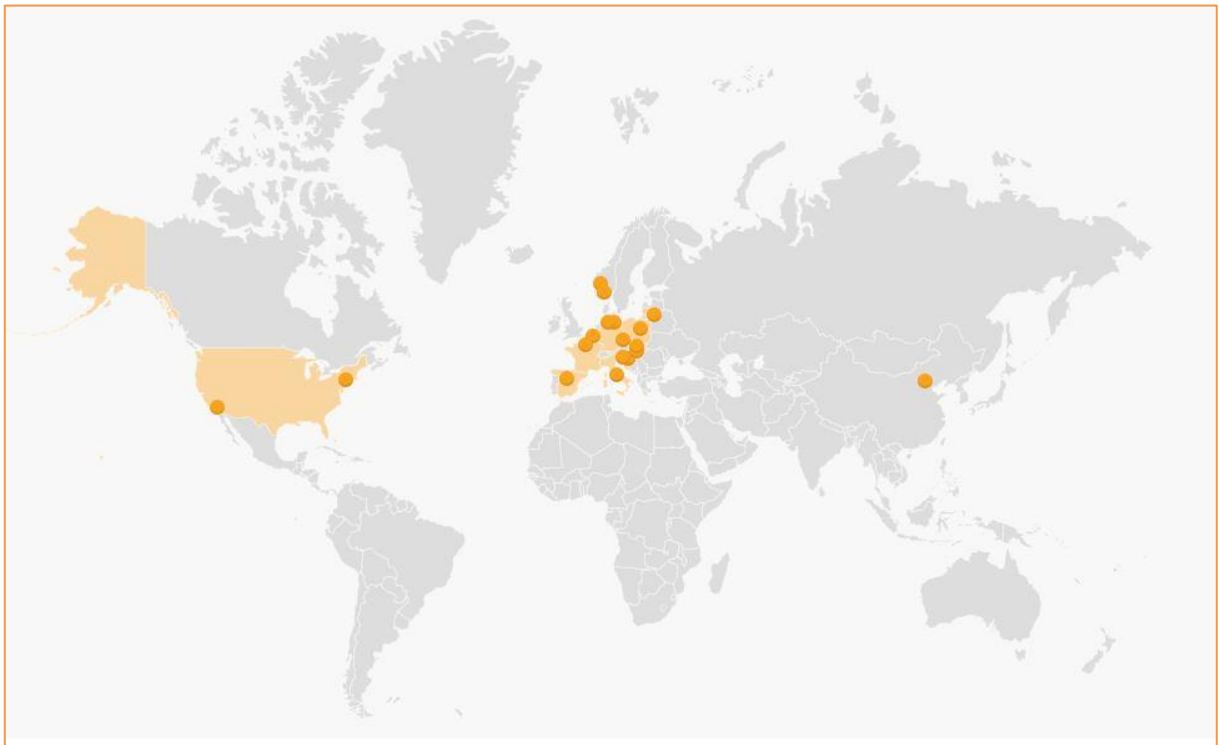
AICO President

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I/ AICO IN THE WORLD WITH ITS MEMBERS

I.1/ AICO MEMBERS AROUND THE WORLD



18 MEMBERS ASSOCIATIONS

15 COUNTRIES

More than 2000 officially connected people

List of Current Members

1000-Club (Norway)

Association Française des Collectionneurs Olympiques et Sportifs (France)

Belgian Olympic Philately Club (Belgium)

China Sport Philately and Collection Association (China)

Hrvatsko društvo olimpijske filatelije i memorabilije (Croatia)

Hungarian Olympic and Sport Philatelic Association (Hungary)

Internationale Motivgruppen Olympiaden und Sport e.V. (Germany)

Lietuvos Olimpinių Kolekcininkų Asociacija (Lithuania)

Olympin Collectors Club, Inc. (U.S.A.)

OLYMPSPORT, Czech Association for Olympic Philately (Czech Republic)

Oslo Pin Club (Norway)

Polish Club of Olympic and Sports Philately "OLYMPIAN" (Poland)

Prolympo - International Association of Olympic Memorabilia Collectors (Germany)

Slovak Society of Olympic and Sports Collectors (Slovakia)

Slovenska Olympiska Filatelija (Slovenia)

Sports Philatelists International (U.S.A.)

Unión Española de Filatelia Olímpica (Spain)

Unione Italiana Collezionisti Olimpici E Sportivi (Italy)

I.2/ ACTIVITIES OF AICO WEB PORTAL (Mark MAESTRONE)

www.aicolympic.org is both the meeting point for our members and also the gateway to all visitors from around the world. An online agenda provides information on all the activities of member associations.

During 2020, the AICO website expanded its Member Archive of journals of member societies and specialist groups.

The largest grouping of journals was contributed by our AICO member from the Czech Republic, OLYMPSPORT. Published in Czech, all 175 issues of the journal from 1968 through 2017 are available for download. Work continues on improving the readability of about 60 issues. Sports Philatelists International has added Volume 53 (4 issues) of the *Journal of Sports Philately* from 2014-2015 to its collection.

Three new specialist publications have been added. *Hors-Pistes* is devoted to the sport of skiing and is published in French and English. Currently there are four issues on the website. *Philatelic Newsletter Volleyball* is entirely in English and consists of 36 issues published between 2011 and 2021. This newsletter has, unfortunately, ceased publication. The third new specialist publication is *Les Timbrés du Rugby*. The author has made available all 132 French-language issues dating from 1999 to the present.

Over the course of the year, a handful of new publications have been added to the AICO Olympic Library, bringing the grand total of indexed works to 840 resources.

A separate grouping of resources devoted to Baron Pierre de Coubertin have been highlighted.

New to the AICO website is a direct link to the Olympic World Library (OWL). Using a special search field, researchers can access the resources of the IOC's extensive holdings at the Olympic Study Center in Lausanne, Switzerland.

Web Analytics: 1 January - 31 December 2020

During 2020, the AICO website has hosted some 5.8K different users in over 8.2K sessions viewing over 24K pages of material.

This is a significant increase of 35% in number of visitors to the site, increasing page views by 50%.

As in previous years, a quarter of visitors are from the USA, followed by France, Japan, Poland and Italy.

Users continue to access the website primarily through desktop/laptop computers (63%). Mobile users have shown a modest increase from 32% to 34% since 2019.

The three most popular areas of the website continue to be the Current Members pages (1.2 K views), Members Archives (+800 views), and Olympic Collecting Library (+700 views).

The French version of the AICO website has benefited from the support and translation work of Madame Jocelyne BERNHARD, who also provides voluntary administrative support to AICO. We thank her warmly.



I.3/ VIRTUAL GENERAL ASSEMBLY 2020

A first in the history of AICO: our Annual General Meeting was held by videoconference, via the "ZOOM" application.

Indeed, the WOCF Artena 2020 having been postponed, it was important to maintain this democratic time.

On Saturday September 5, 2020, 10 participants representing EB and Member Associations met at 5.40 p.m. CEST and were able to discuss the results and projects of the AICO.

This Assembly was also elective: M. Massimiliano BRUNO reelected and M. Rufin SCHULLIAN elected.

A remote voting system had been put in place.

Some projects had to be postponed: the AICO Member of the Year award, the "Friends of AICO" category.

I.4/ AICO LABEL Project

AICO wishes to help its members / clubs to carry out and promote their projects (exhibition, educational program, reviews, publishing, digitalization, etc.) with or without financial assistance.

Each year the EB of AICO devotes a budget for this purpose; budget which can be shared between different projects or postponed the following year to add a dedicated budget line. Between 10% and 20% of AICO's annual budget (possibility of cumulating from one year to the next).

For 2020, MOSFIT (Hungary) would like would like restarting the Olimpiafila journal and ask the support of AICO. On the occasion of the 125th anniversary of the Hungarian Olympic Committee, the Sport Philatelic Association has published a special 32-page issue of OLIMPIAFILA.

AICO supported this project. All AICO members have received a copy and the digital version is accessible to all on our web portal.

OLYMSPORT, the Czech Association for Olympic Philately, is the Czech association of Olympic and sports collectors asked also the support of AICO for the digitalization of their publication, "OLYMSPORT". It has been published since 1968. Since 1990, it has been published quarterly.

You could now find the collection in free access in our portal : aicolympic.org



OLYMSPORT Publications

Olympsport (1968-1974) - Issues #001-025	+
Olympsport (1975-1983) - Issues #026-050	+
Olympsport (1984-1992) - Issues #051-076	+
Olympsport (1993-1998) - Issues #077-100	+
Olympsport (1999-2004) - Issues #100-124	+
Olympsport (2005-2010) - Issues #124-148	+
Olympsport (2011-2017) - Issues #149-175	+



II/ AICO AND EVENTS IN THE WORLD 2021 / 2023

II.1/ World Olympic Collectors Fair (Christophe AIT-BRAHAM)

One of the missions of the AICO is to propose to the Olympic Foundation the organization of the World Olympic Collectors Fair.

The World Olympic Collectors Fair is an unmissable event for all collectors and enthusiasts of Olympism.

The global health crisis has upset the entire planned organization and the next two editions have therefore been postponed.

For the 2024 edition, a German candidate has already shown his interest in hosting and organizing the WOCF.

WOCF ARTENA (Italy) / Septembre 2022

Originally scheduled for September 2020, WOCF ARTENA will be postponed to September 2022. UICOS and AICO were forced to make this decision in May 2020, although the organization was already well advanced in its operational phase.



WOCF PARIS (France) / Juin 2023

Originally scheduled for May 2021, WOCF PARIS will be postponed to June 2023. AFCOS and AICO were forced to make this decision in December 2020.

Two institutions are supporting the project: the French NOC (CNOSF) and the National Sports Agency (ANDS / Ministry of Sports)

From this constraint AFCOS and AICO wish to seize new opportunities:

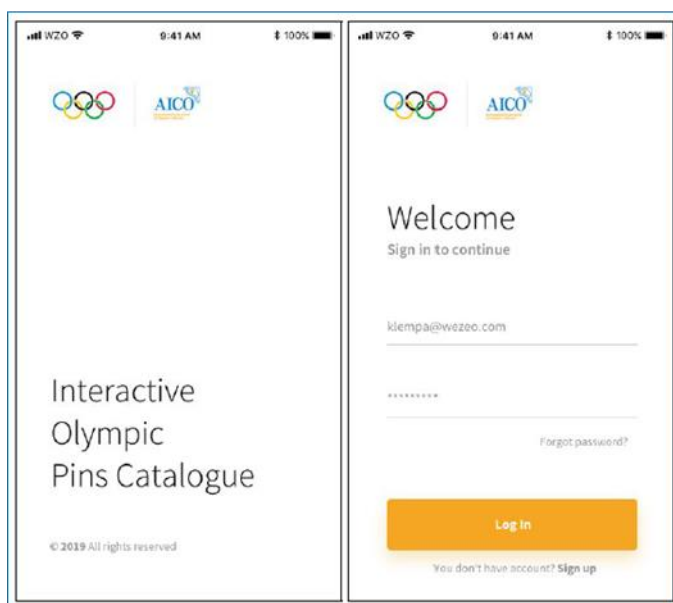
- Welcome collectors to the capital of the Paris 2024 Olympic Games, one year before the Games.
- Invite all those involved in Olympic culture and heritage linked to the Foundation to join the Fair by participating directly or indirectly.
- Promote Olympic culture and heritage through collections and collectors on Olympic Day on June 23, 2023.

From now on, Olympic collectors can follow the WOCF Paris project on a dedicated Facebook page :

www.facebook.com/WOCFPARIS2023



II.2/ INTERACTIVE OLYMPIC PIN'S MOBILE CATALOG (Branislav DELEJ)



Current national olympic committees pins catalogues if existing are mostly available only in paper format with low resolution and low quality photos. Without a global catalogue and with already thousands of existing pins it is hard for collectors to maintain the track of pins themselves, not to mention managing their personal collections. One of main aims of the project is to create an electronic version of the catalogue with improved high-quality photos. Having an electronic easily-browsable version will ease the access to catalogue not only for existing collectors, but could be used to draw attention of newcomers to the field. With proposed mobile apps we could bring collecting even closer to everyday life. Based on user movements and activities by using gamification principles one can be awarded “achievement” pins, learn about them and their history and create a virtual collection. Being able to compare collections, exchange virtual pins among peers and sharing them on social networks could be an unobtrusive or even attractive way to involve young people into collecting. Naturally, with

propagation of olympic pins collecting this would improve general awareness of olympic collectibles and olympics themselves. This catalogue will help with propagation of olympism and the olympic movement.

By its technical dimension and financial investment, it is a multi-year project.

In 2020, phase 1 has been launched, which should be ready for Tokyo 2020 (July 2021).

In 2021, phases 2 and 3 will be launched, which will make the project even more interactive and promising an enthusiastic experience for all those who exchange and collect Olympic pins.

II.3 / AIWOS 2021 OLYMPIC WEB SHOW EXHIBITION (Massimiliano BRUNO and Rufin SCHULLIAN)

Initially, the AICO had worked on an exhibition project around Olympic collections, for a presentation on the occasion of a WOCF.

The context led us to think about another organization and allow our members and the general public, despite the current constraints, to participate in a cultural event.

Also, we thought about the 1st international virtual exhibition of Olympic collections.

All members of associations recognized by AICO are invited to participate and freely exhibit their collections: part of the history and heritage of the Olympic Games.

Stamps, torches, pins, postcards, medals, mascots, books, photos, posters ... a thousand and one things to share, to discover.

For the very first time, participation in this event will be completely open to all young people around the world, under the age of 21; no need to belong to an association.

Visitors will be able to discover the ephemeral exhibition via the aicolympic.org portal



Some key dates to remember today:

- **27 March 2021** : AWOS 2021 official announcement
- **April / May** : presentation of the rules and guideline to participate
- **23 July** : official opening of the website to exhibit and to visit.
- **20 August 2021** : deadline to participate and upload the collection
- **5 September/1 October** : the public can visit the exhibition and vote for their favorite collections. A special jury will also define a list of all the participants.
- **2/3 October** : Presentation of the results and award ceremony online.

From now on, stay informed by following the news on www.aicolympic.org or by registering at aiwos2021@aicolympic.org .

In these exceptional times, AICO asked its Members to share with you their best Olympic and sport memories through their collection. Sharing is in the DNA of the Olympic collector.

The result is the cover visual of this report.

Thanks to Jocelyne (Swiss), David (UK), Mark (USA), Stéphane (France), Justin (China), Rufin (Italy), Christophe (France), Gunnar (Norway), Thomas (Germany), Pierangelo (Italy), Pablo (Spain).

