60 - THE OLYMPIC 2020 AGENDA IN THE CONTEXT OF THE UNITED ARAB EMIRATES

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Introduction

According to the IOC, the Olympic Agenda 2020 is the strategic guide for the eventual fate of the Olympic Movement. It is composed of 40 recommendations that resemble the different blocks, when you brought together, portrays a photo that demonstrates the IOC defending the uniqueness of the Olympic Games and fortifying sports in the eyes of the public.

The United Arab Emirates is a federation of hereditary absolute monarchies. It is governed by a Federal Supreme Council made up of the seven emirs of Abu Dhabi, Ajman, Fujairah, Sharjah, Dubai, Ras al-Khaimah and Umm al-Qaiwain. All responsibilities not granted to the national government are reserved to the emirates (UAE, 2018).

Since 2004, the UAE has intention to receive a sport mega events, such as Olympic and Paralympic Games or FIFA World (UAENOC, 2018). On the 29th May 2004: An Arabian Business and/or Construction Week (CW) report (Vision for Dubailand becomes clearer) quoted Mr Bin Dasmal saying "... we are earmarking 2020 as when we could potentially host the Olympics." (cited above). It is difficult to find an official confirmation of an actual bid (or a governmental announcement of a bid) by Dubai or Abu Dhabi for the 2030's Olympic Games.

According the Special Olympics (2018), Abu Dhabi will host the 2019 World Games of Special Olympics, developing a mega event condition close to the Olympic environment for a people of determination. The event runs against the Agenda 2020 proposal. It will be a huge challenge to organize the event in the same level of the actual stage.

Under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Special Olympics UAE (SO UAE) was re-established as an independent association, appointing H.H Sheikha Maryam Bint Mohammed bin Zayed Al Nahyan as Honorary Chair of Special Olympics UAE, and H.E Shamma Al Mazrui, Minister of State for Youth, as Chair of the Special Olympics UAE Board (Special Olympics, 2018).

Special Olympics (2018), presents Abu Dhabi as a vibrant and booming metropolis.

Abu Dhabi is bustling with tourism and trade and recognized throughout the Arabian Gulf region for its balance of business and cultural offerings. The population of Abu Dhabi is 2.45 million – and growing rapidly. It is a vibrant emirate rich with history and heritage which is reflected in the variety of activities available both on land and at sea. Abu Dhabi's history stretches back as far as 7,000 years – the Oasis city of Al Ain is the Abu Dhabi's heritage heartland and a UNESCO World Heritage Site (Special Olympics, 2018),.

The competition among Abu Dhabi and Dubai to host different types of events promoted an exclusive phenomenon in the country that generate a powerful economy for sport. Nonetheless, those ideas run again against the Agenda 2020. In the case of hosting the games the country should divide the mega event through the other Emirates, as is doing for the 2019 Asian Football Cup. This will give chance to generate revenues for all country and giving chance for the other Emirates to regenerate, for empowerment and development.

The Olympic Agenda 2020 covered several aspects, which will be covered in the next section, some of it includes:

•Modifications to the candidate city evaluation process, with the new mentality to welcome potential candidates cities to show a bid that fits their "sporting, economic, social and environmental long-term planning needs" (Olympic.org).

•Reducing bidding cost, by diminishing the number of presentations that are permitted and giving critical monetary support from the IOC.

•"Move from a sport-based to an event-based program" (IOC, 2014a).

All recommendations were discussed during the IOC meeting on the 8-9th of December 2014. The 40 recommendations were the product of more than 1-year continuous efforts, discussions, and consultations with all Olympic Movement stakeholders including the public. During this time more than forty thousand proposals were collected and resulted in a thousand and two hundred ideas. The process of approving the 40 recommendations takes four steps starting by presenting the actual recommendations, discussing them, voting on recommendations one at a time, and finally if required vote on Charter modifications. All 40 recommendations were categorized and divided into 14 working groups, as the below following list.

1.Bidding Procedure
2.Sustainability and Legacy
3.Differentiation of the Olympic Games
4.Procedure for the composition of the Olympic program

5.Olympic Games management
6.Protecting clean athletes
7.Olympic Channel
8.Shape Olympism in action, including youth strategy
9.Youth Olympic Games
10.Culture Policy
11.Good Governance and autonomy
12.Ethics
13.Strategic review of sponsorship, licensing and merchandising
14.IOC Membership (IOC, 2014a)

Olympic Agenda 2020 Recommendations and the UAE local context

Below it was discussed shortly all the 40 recommendations in the Olympic Agenda 2020. Using a brief explanation of each recommendation it is possible to find the reflection on the local context. The comments created used the UAE perspective regarding cultural, religion, and economy, based on the experience report by the authors. The Agenda 2020 comes to change the face and characteristics of the Olympic Games. The main strategy is to reduce the impacts and expenses of the event.

The UAE cannot be isolated from all the reforms that are been undertaken in sports organizations all the over the world starting with the IOC and FIFA. Such reforms are a result of the failure, research, and continuous dialogue between different stakeholders. Now more than ever, the IOC is in a clear direction in promoting the Olympic brand, Games and its associated values and philosophies outside its traditional nations, mainly the West, to include Asia, Africa, Latin American, and the MENA region. It is also focusing on targeting youth a very interesting segment with great potential. The UAE is famous to host and promote a diversity of sport events yearly. Dubai and Abu Dhabi are the leaders in investments for developing the events in high quality standard, such as the Abu Dhabi Grand Prix Formula 1, Emirates Airlines Dubai Rugby Seven, AFC Asian Cup, Dubai Duty Free Tennis, DP Golf World Tour Championship and others in a global event perspective. The events are extremely professional in high standard or organizations.

Just one observation, recently, in a field trip for an international sport event with undergraduate students of business from a local university, to assess the quality of service, it was possible to identify two gaps and the management perspective. The first one is relating to the music played on the rugby event, that was not designated to the youth adults or teenagers, but more for adults and seniors. Therefore, the music selection is not per an exclusive audience even if the quality not deserve any critics. Regarding of the sport tourism, it was identified that in every event it is more hard to find connections with the local culture activation sites or folklore issues. The heritage and popular sports should be extremely promoted into international events in the UAE. This idea means to promote the local designs and identities using the events as a door for connecting societies. It is an opportunity to explore the image of the country, the sport champions, tournaments and the local sports, such as: camel and horse racing, falconry, endurance races, desert and marine sports.

The UAE can use the current changes happening in the IOC, to gradually build its profile to bid for the Olympic Games. Although the UAE is not very active in the Olympic Movement, it has many of the ingredients that make it an ideal candidate to host and promote the Olympic Games. The UAE OC can benefit from many of the recommendations and reforms mentioned in the Agenda 2020 such as the bidding advising phase, the lower bidding cost, encouragement to use existing and nonpermanent facility, support regarding better governance, sustainability, Olympic education and promotional programs, the easier tendency to introduce newer sports, and many more.

According Deslandes, DaCosta and Miragaya (2015)

Putting the focus on these changes and opening up the issue of particular understanding of Olympic legacy, we may initially draw upon the need of the IOC and national sport bodies to justify their interventions in host cities. This governance background must be understood as a legitimacy act, blending management with politics (Deslandes, DaCosta & Miragaya, 2015, p.41).

In the perspectives of IOC (2014, a and b) stablished the discussion of the topics using the principles of an isonomic analysis:

Bidding Procedure

1.Shape the bidding process as an invitation:

In this recommendation, the IOC will introduce a new phase in the bidding process called the assistance phase, by which the IOC will advise the interesting candidate city with regards to all bidding requirements, phases, and an evaluation of their current state. This phase tends to help candidate cities build their bidding file to ensure positive legacies based on previous positive experience. Cities will be advised to use its current facilities and build temporary and movable venues. The IOC will also allow some of the competitions to be held outside the host city and in special cases outside the host country. Requirements accommodating labor associated aspects and environmental measures will be added to the IOC requirements. Also, the contract between the IOC and the host city will be available for the public, including all the monetary support from the IOC to the local Organizing Committee for the Olympic Games (LOCOG).

Such reform is good news for the UAE if it will be interested to host the Olympic Games since such recommendation has relatively eased the bidding process, and will help secure a positive bidding file.

2.Evaluate bid cities by assessing key opportunities and risks:

The bid evaluation will be focusing on opportunities and risks focusing on the sustainability and legacy. One introduction under this recommendation will be adding new evaluation criteria called "The Athlete's Experience". This includes having all facilities and venues to be using the latest technologies as part of the evaluation requirements. A new addition to the evaluation process will be having the dialogue meeting between the IOC and its evaluation commission available in-camera for the candidate city briefing.

Having a serious focus on sustainability and positive legacies for the hosting city will help the UAE in building a long-term positive legacies post the Olympic Games if it hosts it. The UAE will be fully utilizing the existing sport facilitates as a first priority.

3.Reduce the cost of Biding:

In order to incentivize candidate cities to bid in future Olympic Games, the IOC is looking for reducing the cost of bidding to push more cities to bid. Such cost reduction includes the IOC bearing travel and accommodation costs during many of the bidding process phases. Travel and accommodation tend to be one of the high expenditure affecting the overall cost of bidding.

This is the best time for the UAE to bid for future Olympic Games due to such cost reduction in the bidding process and the overall cost of hosting the games.

Sustainability and Legacy

4. Include sustainability in all aspects of the Olympic Games:

The IOC will be building a new sustainability strategy to cover all aspects of hosting the Olympic Games. This will include social, environmental, economic, and sport-related sustainability in the host city within all its projects. This will also include sustainability advice to LOCOGs to practice the latest sustainability measures including management and governance aspects. The IOC will also support LOCOG and host city to monitor post games legacies to ensure its sustainability.

Since the UAE is heavily adopting sustainability measure in all aspects of its economies, such support from the IOC will eventually even help the UAE to reach its Sustainability goals, and ensure long-lasting successful legacies from the hosting the Olympic Games.

5.Cooperate closely with other sports event organizers:

Sustainability measure will not only be focused on hosting cities and the Olympic Games, but also within the daily operations of the IOC. Sustainability measures for daily operation will not only include the IOC operations but also will be extended to support all Olympic Movement stakeholders in their operations. IOC will be collaborating with specialists in the sustainability field to ensure having the latest support of them and for their stakeholders.

The UAE's Olympic Committee (OC) and the LOCOG will benefit from professional support to run their organizations effectively for the sustainable long term.

Differentiation of the Olympic Games

6.Cooperate closely with other sports event organizers:

Such cooperation will include organizations such as the International World Games Association (IWGA) with regards to building sports programs, and with International Masters Games Association (IMGA) concerning organizing master games after the Olympic Games as an option. This includes the IOC, creating sports labs or sports introduction programs to encourage and triggers youth participation in host nations.

The UAE is extremely in need of such support especially the introduction of the sports programs that will boost youth participation and open their interest in many sports that they've never thought of due to the sports culture they lived in.

7.Strengthen relationships with organizations managing sport for people with different abilities:

Such recommendation will involve support in the technical aspects, communication acts, and promotion of the Olympism, its Movement and sports via the currently developed Olympic channel.

8.Forge relationships with professional leagues:

For a long time, it's been noticed that there is somehow of a gap between the Olympic Games represented by the IOC and high-end professional leagues as an example football in the Olympic Games and professional football leagues. This recommendation tends to close this gap by encouraging professional famous best athletes in different sports to participate in the Olympic Games. This will only happen once the IOC fully understands the nature and constraints of these professional leagues and try to find the common ground that benefits all parties. This recommendation aims to apply such intention by collaborating with international sports federations.

This will only be applicable for the UAE once the IOC and other international sports federations such as the FIFA reach into clear understanding regarding the participation of their athletes and the benefit associated with it.

Procedure for the composition of the Olympic program

9.Set a framework for the Olympic program:

This will include introducing new approvals methods such as limiting Olympic participating athletes in both summer and Winter Games, to lower overall cost of hosting the Olympic Games.

10.Move from a sport-based to an event-based program

This includes more inclusion policies to include more sports within the Olympic Games. Such policy will encourage and allow LOCOG to propose adding new sports such as the recent discussions to include e-sports, polo, American Football, etc.

Such policy might be the ideal term and increase chances for the UAE to introduce Jiu Jitsu within the Olympic Games if it decided to host the Games.

11. Foster gender equality

This recommendation aims at reaching 50 percent female participation in the Olympic Games and encourages more females to participate in different sports.

Although the UAE is working towards reaching such goals, due to cultural and religious boundaries such goal might not be feasible in each sport especially with the current state of inadaptability to the needs of athletes from different cultures and religions.

Olympic Games management

12.Reduce the cost and reinforce the flexibility of Olympic Games management:

Generally, this recommendation suggests that the IOC will be more flexible in terms of some requirements if introduced in a more cost-effective way.

Such recommendation opens the doors of UAE OC to innovative and introduces a more cost-effective way to manage its sports organizations and LOCOG.

13. Maximize synergies with Olympic Movement stakeholders:

Mainly this recommendation aims at encouraging a better cooperation between the IOC and International Federations (IFs) to maximize positive outcomes within specific sports and overall Olympic moment.

Protecting clean athletes

14.Strengthen the 6th Fundamental Principle of Olympism:

This includes promoting anti-discrimination gender orientation with regards to the 6th Fundamental of Olympism ideologies.

15. Change the philosophy to protecting clean athletes:

Simply this to highlight the importance of protecting clean athletes with the aim of protecting the athletes during and after career and at the same time ensures fair competition.

16.Leverage the IOC USD 20 million fund to protect clean athletes:

This will include effectively utilizing the $20 million fund in two main sectors: supporting research & development to improve anti-doping efforts, and secondly, to support an educational initiative that highlights the negative aspects of match-fixing.

17. Honor clean athletes:

Such aspect was one of the critical aspects that the IOC lagging behind in its fight against doping. Usually, clean

athletes neither get the media coverage nor the financial returns they should get when a first place competitor is ripped off the gold medal. This recommendation aims to cover this gap by ensuring that clean athletes get the appropriate ceremony post to games and wide coverage via the Olympic channel and other stakeholders.

18.Strengthen support to athletes:

This aims at ensuring the experience of the actual athletes in and out of the fields and not only on the fans & commercial benefits. This includes ensuring all their needs to be meet guaranteeing their satisfaction.

Olympic Channel

19.Launch an Olympic Channel:

This includes a 24/7 Olympic channel with the sole purpose of promoting Olympic Movement and Olympism especially in nations with less knowledge, exposure, or interest on the Olympic Games.

Such a channel will help the UAE population to get more exposure to the Olympic Movement. The country has found difficult to achieve the youth generation regarding sport practice for health or competition.

Shape Olympism in action, including youth strategy:

20. Enter into strategic partnerships:

This is one of the very important aspects of promoting the Olympic Movement and its expansion plan. This includes a partnership with IF, NGOs, and most importantly with specializing organizations in different fields that IOC needs but not experienced enough to perform it on its own.

21.Strengthen IOC advocacy capacity:

Mainly this involves cooperating with governmental organizations, including local OCs to share the promotion efforts in promoting Olympism.

The UAE will need to cooperate more frequently and in-depth with the IOC especially if it will be bidding to host future Olympic Games.

22.Spread Olympic values-based education

By partnering with the UNESCO, the IOC aims to include sport and Olympism values within the school curriculum internationally. The IOC will support the educational sector by providing an online platform where Olympic philosophies and education related resources and materials will be available. The IOC will also be open to any initiatives to will help in promoting the Olympic values within the educational sector.

The UAE can use this recommendation, utilize the available resources and add Olympic moment as a subject in its school and higher education level curriculum. By this way, the UAE will be the first in the region to make sure initiative thus winning IOC's amiability.

23.Engage with communities:

The IOC will aim to engage with different stakeholders that include athletes, volunteers, the general public, and the youth via virtual specific hubs that ease such engagement.

24.Evaluate the Sport for Hope program:

The Sport for Hope program under the IOC will be evaluated for its effectiveness and achieving its expected goals. This recommendation would limit this program for only two centers at the moment: Haiti and Zambia until a full evaluation is performed. Such recommendation aims at encouraging the IOC and local NGO's in building self-sufficient sustainable centers.

Youth Olympic Games

25. Review Youth Olympic Games positioning:

The IOC will establish a tripartite committee to fully evaluate the current state of the Youth Olympic Games (YOG) and then present a full report to the IOC for future decisions. Another decision based on this recommendation is to move the YOG into a non-Olympic year starting with the 2022 summer games to be moved on the year.

Culture policy

26. Further blend sport and culture:

This will include blending sports and culture within the games itself, and between Olympic Games. This includes introducing Olympic awards such as the Olympic Laurel award, creating an Olympic House, Olympic portable Museum, artist competitions program, etc.

Good governance and autonomy

27.Comply with basic principles of good governance:

IOC should ensure that all sports organizations that go under the Olympic moment should fulfill the Basic Universal Principles of Good Governance (PGG) based on the Olympic and Sports Movement. The IOC will support sports organizations in understanding the applying the PGG and providing supportive tools that can help in observing and assessing progress. Such tools will include training those organizations to apply self-evaluation measures.

The UAE can benefit from such support in improving its governance level to reach good international standards that are compliant with local laws.

28.Support autonomy:

This includes the IOC building a model that will facilitate collaboration between local authorities and sports organizations with the nation.

Again, such model or tool can be utilized by UAE organizations in relation with the Olympic Moment

29.Increase transparency

After recent financial scandals in the IOC and FIFA, the IOC increase public trust by improving its financial transparency to be aligned with the International Financial Reporting Standards (IFRS), although it's not legally needed to do so.

Ethics

30. Strengthen the IOC Ethics Commission independence:

This recommendation advises that all members of the Ethics Commission, including the head of the commission, to be nominated by the IOC meetings.

31.Ensure compliance:

This includes creating a new position which is a compliance officer, to be responsible for directing all Olympic Movement stakeholders with regards to compliance and advice on new improvements within compliance aspects.

32.Strengthen ethics:

This includes a revision and evaluation of the current Ethics codes and its Rules of Procedures to make sure it is parallel with the recent reforms including in the Agenda 2020. Such a review should improve transparency, accountability, and good governance within the IOC.

Strategic review of sponsorship, licensing and merchandising

33.Further involve sponsors in "Olympism in Action" program:

Basically, this recommendation suggests a more participation from the TOP sponsors in the "Olympism in Action" activities that promote the Olympic brand, values, and philosophy. Such participation would involve in funding, sponsoring, and executing such program.

34.Develop a global licensing program:

This recommendation suggests that the IOC should create a new International licensing program highlighting the promotion rather than income.

35.Foster TOP sponsors' engagement with NOCs:

Although the level of cooperation and engagement between the IOC and TOP sponsors is in a very good level, the cooperation between the TOP sponsors and the local OCs still needs to be better developed. As an example, the TOP sponsors should ensure that their local activation is benefiting the local OCs. The IOC would help by building marketing conferences for the local OCs and TOP sponsors to meet and exchange plans and suggestions. The IOC will also go further in this way, by including that support from the TOP sponsors to the local OC's will be including on the contractual agreements between the IOC and the TOP sponsors.

36.Extend access to the Olympic brand for non-commercial use:

The Olympic Brand should be better utilized not only for commercial purposes only, but it can be widely used in other purposes such as educational, promoting the Olympic Movements, help to solve social, economic, and environmental problems, etc.

IOC Membership

37.Address IOC membership age limit:

This recommendation suggests that the executive board of the IOC can make the decision of extending the IOC's member's term of office that exceeded the age limit 70 to a maximum of four years. Unfortunately, such recommendation doesn't encourage younger executives to participate in IOC's future. This contradicts with other agenda 2020 recommendations that aim at targeting youth as an important segment. Doing so will be easier if the management running the IOC are also relatively young managers.

38.Implement a targeted recruitment process:

By this recommendation, the IOC will change its recruitment process from application-based practice to a targeted based procedure with regards to IOC membership. Unfortunately, this is another recommendation that I believe is heading in the wrong direction. Such proposed process will ensure recruiting members who are alien with the smaller circle of the current members, thus not promoting a more open participation in the decision making of the Olympic Movement. Such an act will only monopolize the management of the IOC. It also opens the door to corruption and unethical use of such practice, especially by the nominating committee. A good part of this recommendation is that it's stating that the selection of new candidates should ensure both geographic and gender balance of members. Though it is not clear if geographic balance includes high executive level members in the executive board or not.

39.Foster dialogue with society and within the Olympic Movement:

This recommendation, suggests that the IOC should initiate an Olympism in Action Congress. Such congress will include different types of stakeholders from all sectors to ensure an open dialogue and ensuring that all stakeholders are able to express their needs, requirements, and challenges and help enlighten the IOC with details matters related to their relationship with Olympic Movement.

40.Review scope and composition of IOC commissions:

Finally, it is for the president to review and the space and configurations of all IOC commissions, to make sure it is parallel the agenda 2020 recommendations and outcomes. It is also the responsibility of the Executive Board to decide on the level of importance of each recommendation and its execution.

Final considerations

The UAE should adopt a long-term sports strategy that includes the Olympic Movement at its core, resulting in hosting a future Olympic Games. The UAE already made its first step by hosting the Special Olympics in 2019, next step is to host Youth Olympics to support the IOC in its expansion plan, and then bid for an Olympic Games between Dubai and Abu Dhabi promoting the UAE as a whole nation. Recently, in the cycling, the Abu Dhabi Tour and Dubai Tour have been merged to run as the UAE Tour from 2019, following a Memorandum of Understanding signed by the Abu Dhabi and Dubai Sports Council. The idea is to reduce the costs and to use the national concept and nature of the UAE. The country has always been to have a united passion, united parties and a unique country. UAE Tour is a stronger global event that can create an impact all-round and provide the worldwide television audience to discover new areas and locations in the country. This concept can amplify the chances to host future international events such as Olympic and Paralympic Games, FIFA football cup and others.

The challenge to adopt the policies recommended by the Agenda 2020 can request from the country a restructuring of the National Olympic Committee or a creation of one specific department to promote the new regulations.

After the conference Olympism in Action held in Buenos Aires before the Youth Olympic Games, it is clear, that IOC still with some issues and difficult to attend all proposals inside the Agenda 2020. For the Tokyo 2020 Olympic Games and Beijing 2022, a diversity of implementation will be identified regarding sustainability, innovation targeting youth people and optimization of resources for the legacies management post event. However, an extensive preparation is required, as the preparation of youth sport leaders around the world. Furthermore, in the MENA region, GCC countries and in special, in the UAE, sports need to be strongly implemented in clubs, schools, community centers and private academies to promote the principles of the Agenda 2020 since the grassroots.

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Abstract
This paper will cover a brief discussion of the Olympic Agenda 2020 created by the International Olympic Committee (IOC) to address current challenges the Olympic Movement is facing and to improve the future of the Olympic Games. First, a quick introduction will briefly present the Agenda 2020 and the details of its creation. Then a short explanation of each of the 40 recommendations will be covered. Finally, an analysis of Agenda 2020 within the local context of the UAE will be covered and how the country can benefit from such recommendations by the IOC.
Keywords: Agenda 2020, Olympic Games, Culture, Religion, UAE

L'AGENDA OLYMPIQUE 2020 DANS LE CADRE DE LES ÉMIRATS ARABES UNIS

Resumé
Ce document couvrira une brève discussion de l'ordre du jour olympique 2020 créé par le Comité international olympique (CIO) afin de relever les défis actuels auxquels le mouvement olympique est confronté et de mieux améliorer l'avenir des Jeux olympiques. Premièrement, une brève introduction présentera brièvement l'Agenda 2020 et les détails de sa création. Ensuite, une très courte explication de chacune des 40 recommandations sera abordée. Enfin, une brève analyse reliant l'Agenda 2020 au contexte local des EAU sera abordée et expliquera comment les pays peuvent tirer parti de ces recommandations de la part de la COI.
Mots-clés: Agenda 2020, Jeux Olympiques, Culture, Religion, EAU

A AGENDA OLÍMPICA 2020 NO CONTEXTO DOS EMIRADOS ÁRABES UNIDOS

Resumo
Este documento apresenta uma breve discussão da Agenda Olímpica 2020 criada pelo Comitê Olímpico Internacional (COI) para abordar os desafios atuais que o movimento olímpico enfrenta e melhorar o futuro das dos Jogos Olímpicos. Primariamente, uma introdução rápida apresentará de maneira sucinta a Agenda 2020 e os detalhes de sua criação. Em seguida, uma breve explicação de cada uma das 40 recomendações foi realizada. Finalmente, uma superficial análise relacionando a Agenda 2020 dentro do contexto local dos EAU foi realizada e como o país pode se beneficiar de tais recomendações pelo COI.
Palavras-chave: Agenda 2020, Jogos Olímpicos, Cultura, Religião, Emirados Árabes Unidos

LA AGENDA OLÍMPICA 2020 EN EL CONTEXTO DE LOS EMIRATOS ARABES UNIDOS

Resumen
Este documento cubrirá una breve discusión de la Agenda Olímpica 2020 creada por el Comité Olímpico Internacional (COI) para abordar los desafíos actuales que enfrenta el movimiento olímpico y mejorar el futuro de los Juegos Olímpicos. Primero, una introducción rápida presentará brevemente la Agenda 2020 y los detalles de su creación. Luego se cubrirá una breve explicación de cada una de las 40 recomendaciones. Por último, se tratará un breve análisis sobre la Agenda 2020 en el contexto local de los EAU y sobre cómo el país puede beneficiarse de las recomendaciones de la COI.
Palabras-clave: Agenda 2020, Juegos Olímpicos, Cultura, Religión, Emiratos Árabes Unidos.