



INTERNATIONAL
SOCIETY OF
OLYMPIC HISTORIANS



PANATHLON INTERNATIONAL
LUIS IUNGIT

PRESS RELEASE

OLYMPIC VALUES & ARTIFICIAL INTELLIGENCE

Milan hosts the first joint international symposium on Olympic values and artificial intelligence

On **12 February 2026**, from **9:00 am to 5:00 pm**, **Palazzo Lombardia** in Milan will host the joint international symposium '**Olympic Values & Artificial Intelligence**', a high-profile event dedicated to dialogue between **Olympic values, ethics and artificial intelligence**.

The Symposium is jointly promoted by four prestigious international organisations:

**International Society of Olympic Historians (ISOH),
International Pierre de Coubertin Committee (CIPC),
International Fair Play Committee (CIFP) and
Panathlon International.**

The meeting will address the increasingly central role of artificial intelligence **in research, education, innovation and ethical governance**, with a specific focus on the present and future implications for the **Olympic Movement**. This is a highly topical issue, which calls into question responsibility, inclusion, integrity and the education of the younger generations.

The Symposium will take place **in person**, with **online broadcasting** to encourage international participation.

A high-level scientific and cultural programme

The day will begin with greetings from the authorities of the Lombardy Region who hosted the event, President Attilio Fontana and Undersecretary for Sport and Youth Federica Picchi, followed by institutional greetings and a **keynote lecture** by **Ian Robertson** (PAIR – Friedrich-Alexander-Universität Erlangen-Nürnberg) on **Artificial intelligence and ethical values**. **Giuseppe Deleonardis (IOC)** will follow with a lecture about the role of **AI in initiatives for integrity in sport**.

The overall program is structured in three panels:

Panel 1: Sparks of Olympism: Igniting the Future with Coubertin, AI & Olympic Values Education

Hilla Davidov, Professional in sports education and Olympic values programmes, and **Stephan Wassong**, Professor at the Institute of Sports History and Director of the Olympic Studies Centre at the German Sport University Cologne.

Panel 2: Ethical and Responsible AI

Emanuele Frontoni, Professor of Computer Science at the University of Macerata and co-director of the VRAI Lab, **Bianca Gama Pena**, Project Manager and Researcher at the State University of Rio de Janeiro; Founder and Director of the eMuseum of Sport, **Pierre Zappelli**, Past President of Panathlon International. Moderator: **Izabella de Besseney**, PhD student at the University of Cambridge at the Centre for Human-Inspired Artificial Intelligence (CHIA)

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Comité Internationale du Fair Play (CIFP) : <https://www.fairplayinternational.org/home>

Comité Internationale Pierre de Coubertin (CIPC) : <https://www.coubertin.org/>

International Society of Olympic Historians (ISOH): <https://isoh.org/>

Panathlon International : <https://www.panathlon-international.org/>



Panel 3: Preserving the Past, Powering the Future: AI and the public dissemination of Olympic heritage
Sabine Haller-Neumann, Head of Archives at the Olympic Foundation for Culture and Heritage, and
Christian Wacker, President of the International Society of Olympic Historians and senior museum and exhibition expert specialising in Olympic sports heritage

The entire event will be moderated by **Gary Rhodes** (California State University, Dominguez Hills), Director of the Centre for Global Education.

An international alliance born in Paris

The Milan Symposium represents the natural evolution of a process **that began on 2 August 2024 in Paris**, during the Olympic Games, when ISOH, CIPC, CIPF and Panathlon International came together to explore new forms of collaboration.

That first meeting marked not only a moment of discussion, but also a **declaration of intent**: to work 'together' to strengthen **Olympic values**, promote their practical application, support educational initiatives, foster peace and preserve the historical memory of the Olympic Movement.

The "Olympic Values & Artificial Intelligence" Symposium is fully in line with this shared vision, laying the foundations for a **structured dialogue between sport, ethics and technological innovation**, with an eye to the future.

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