

The Olympic Games of Sochi 2014 -

Does the Russian Federation respect the Olympic Code of Ethics during the process of preparations?

Final Thesis of Dustin Giel

Student number: 09031170

Year: 4

Supervisor: Ms Grebner

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The School of European Studies

# Executive summary

This thesis focuses on the upcoming Olympic Games in Sochi in 2014 and provides an analysis of ethics regarding the preparations. For the past few years, the situation of the preparations in Sochi has become more and more controversial. This thesis will provide an answer on the question whether the Russian Federation respects the Olympic Code of Ethics regarding Human Rights, environment and human dignity.

A fact is, that hosting a major event like the Olympic Games, is always associated with benefits and disadvantages. It is important to maintain the balance between the Olympics as a celebration for everyone and whether the Olympics have been organized in a proper ethical way according to the Olympics Code of Ethics.

The policy of the Kremlin and the concept of nation branding are important during the process of preparations. The Olympic Games can be a great showcase for Russia and a promotion for the country. The Sochi organizing committee is namely responsible for the organization in general and other small committees are occupied with specific tasks in order to host a successful event.

Human Rights are very important in the process of preparations for the Olympic Games. The position of migrant workers, who are active in the Sochi region in order to construct and modernize venues, is very vulnerable and can cause exploitation. The demolishment of houses of local residents without compensation can also be seen as a violation of Human Rights. The position of minorities like the Circassian people who were deported from their original homeland on Sochi territory and witnessed genocide on this same territory is rather painful in this case.

It is important to find a good balance between nature and constructing new venues and infrastructure in an ecological paradise regarding the aspect of environmental issues. A number of prominent NGO’s raised the attention towards the environmental violations that took place during the preparations according to their reports.

A major event like the Olympic Games will have its effect and legacy on the local residents in Sochi and in the Sochi/Krasnodar region. The question is whether the local residents are willing to sacrifice Human Rights and environmental violations in order to perhaps start a new future in a new and fully modernized city of Sochi. It can also have positive effects on the employment rate and the attraction of more tourists during the winter season due to the new venues and facilities.

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# 1. Introduction

This thesis focuses on the upcoming Olympic Winter Games in Sochi, Russia 2014. The International Olympic Committee appointed Sochi as the host of these Games on the 4th of July in 2007. It is the first time ever that Russia will act as a host of the Olympic Winter Games. The International Olympic Committee (IOC) selected Sochi as the host of the Olympic Winter Games 2014 on the 4th of July 2007. Sochi is a resort city situated in the Russian Federal Subject of Krasnodar Krai. Sochi is located along the Black Sea near the Caucasus Mountains and it borders Georgia in the South. The reasons for the selection were the sport venues, the attraction of tourists, the historic characteristics and the Caucasus Mountains.

This thesis provides information about the controversial situation in Sochi after the successful election in 2007. It is inevitable that every city has its problems while hosting such a major event like the Olympic Games because there should be a balance between preserving nature and constructing new venues. Other truly important aspects are Human Rights, environmental issues and the impact on the local residents. In the case of Sochi, which is an ecological paradise and full of endangered species, it is not easy to deal with these issues while constructing new venues in vulnerable areas. It is up to the Russian authorities how far they are willing to go in order to organize the ‘perfect’ Olympic Games.

It is important to brief about controversial situations in order to seek for the truth. This thesis shows that the truth does not always show itself on the surface. Behind the positive stories, violations of Human Rights and environmental have been taking place. It can be marked as the ‘dark side’ of hosting the Olympic Games. It is also interesting to witness whether Russia is able to meet the standards of the Olympic Charter and in this specific case, the Olympic Code of Ethics. This charter basically describes the principal norms and values which should be respected whilst preparing and hosting the Olympic Games.

## 1.1 Central question & sub-questions

This sub-chapter will provide an outline of the central question and sub-questions as well as an overview of the chapters in this thesis.

The central question of this thesis is: The Olympic Games of Sochi 2014 – Does the Russian Federation respect the Olympic Code of Ethics during the process of preparations?

The sub-questions:

* What is the Kremlin policy behind the Olympic Games?
* Have Human Rights been violated throughout the Code of Ethics perspective?
* What are the environmental issues due to the preparations of the Games?
* What is the Olympic impact for the local people in the Krasnodar/Sochi region regarding the aspect of solidarity?

The first sub-question refers to the policy of the Kremlin during the process of preparations. It will provide examples of the Kremlin’s actions. It will also provide a brief outline about the measurements that have been taken by the Kremlin. This question will be a tool to analyze the role of the Kremlin and the organizing national committee.

The second sub-question refers to the aspect of Human Rights during the preparations in Sochi. Human Rights play a fundamental role in the Code of Ethics and should be respected at all times. By analyzing the situation and answering this question, it will be clear whether Russia has respected the Code of Ethics regarding Human Rights.

The third sub-question will cover the environmental issues regarding the preparations. Besides Human Rights, the environment also plays a fundamental role in the Code of Ethics. By exemplifying the environmental issues, it will be clear whether Russia has respected the environment during the preparations.

The fourth sub-question will delineate the situation of the local residents in Sochi. The city needed a rapid transformation due to obsolete infrastructure, facilities and venues. The situation will be exemplified with downsides as well as positive aspects for the locals regarding the future of Sochi as a city.

The purpose of this thesis is to identify issues throughout the process of preparations in Sochi; namely, that it is important for a host country to respect the Olympic Code of Ethics regarding aspects such as Human Rights, environmental issues and the impact on local society during the process of preparations.

The actions of the Kremlin will be delineated in chapter 2. The political measurements that have been taken by the Kremlin will be exemplified. This chapter will briefly describe who the Kremlin dealt with the preparations in Sochi. It will also cover the expenses that have been made, the lack of protests and how Russia deals with protesters in an ethical way, and will provide an analysis of the organizing committee. The concept of nation branding will also be briefly outlined.

In chapter 3, the situation of Human Rights during the preparations in Sochi will be outlined. A number of examples will be identified and delineated. These examples will be assessed trough the Olympic Code of Ethics. The situation of migrant workers, the role of the International Olympic Committee regarding Human Rights, the displacement of local residents, the situation of journalists and activists and the problem of the Circassian people who feel that the Olympic Games in Sochi take place on mass graves are delineated.

It is not only the aspect of Human Rights that play a fundamental role in the Code of Ethics, but so are issues regarding the environment. The situation of the environmental issues is being outlined in chapter 4. Examples are the environmental damages due to construction work, the role of NGO’s who are trying to protect the environment and illegal activities by the organization such illegal dumping and illegal forest cuts in order to prepare Sochi as a host of the Olympic Games.

In chapter 5, the impact on the local residents in Sochi during the process of preparations will be exemplified. The city of Sochi lacked good infrastructure and the venues were outdated. Due to these aspects, the city needed a rapid transformation in order to be able to host this mega event. This took a lot of effort and it also required a lot from the local residents. The downsides, as well as the positive aspects for the locals are outlined in this chapter.

## 1.2 Statement of ethical issue

The foundation of the Olympic Games is based on the principles in the Olympic Charter. The Olympic Charter outlines the importance of ethics. The keyword in this Charter is Olympism. The term Olympism represents the philosophical ideals of the Olympic Movement. The goal of the Olympic Movement is as follows*: “The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth people through sport practiced in accordance with Olympism and its values"* (Olympic Charter, 2011, Rule 1). The author Angela Pearson attempts to define the term and what it means to the Olympic Movement. She concludes that Olympism is an essentially contested concept comprised of six components: globalization, achievement, religion, aesthetics, ethics, and education (A. Pearson, 1996). All these aspects are needed to be fulfilled in order to meet the principles of Olympism. Ethics play a fundamental role in the history of the Olympic Games.

In this thesis, I will argue whether Russia respects the Code of Ethics regarding Human Rights and environmental issues. The Code of Ethics outlines all the ethical aspects which host countries should obey. This Code of Ethics, which is part of the Olympic Charter, will also apply as an analytical framework of this thesis. I will provide an ethical analysis of Sochi’s preparations with Human Rights, environmental issues and the impact on local society as case studies. The ethical analysis will exemplify the situation of Human Rights, environmental issues and the impact on local society during the preparations for the Olympic Games. There will also be an analysis on the Kremlin policy during the preparations in terms of expenses, Kremlin’s actions, the lack of protests and nation branding.

The Code of Ethics is delineated as follows: *the International Olympic Committee and each of its members, the cities wishing to organize the Olympic Games, the Organizing Committees of the Olympic Games and the National Olympic Committees restate their commitment to the Olympic Charter and in particular its Fundamental Principles. The Olympic parties affirm their loyalty to the Olympic ideal inspired by Pierre de Coubertin. Consequently, at all times the Olympic parties and, in the framework of the Olympic Games, the participants, undertake to respect and ensure respect of the present Code. The International Federations and Recognized Organizations shall adopt a code of ethics based on the principles and rules of the IOC Code of Ethics or adopt the IOC Code of Ethics in a written declaration* (Code of Ethics, 2011, pg. 11).

## 1.3 Methodology

In this section, I will briefly explain the tools that I have used to provide an ethical analysis regarding the preparations in Sochi. The analytical framework is created through the Olympic Code of Ethics, which is part of the Olympic Charter. This Olympic Charter is based upon the ideology of Olympism. According to the Olympic Charter, Olympism has the following meaning: *“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles”* (Olympic Charter, 2011, pg. 10). Various authors such as Kidd, B., & Donnelly, P. (2000), Giulianotti, R. (2006) and Parry, J. (2006) have described Human Rights in relation with the Olympics. Horne, J. & Whannel, G. (2012) delineated the understanding of the Olympics. For the purpose of this thesis, the focus will be on the preparations in Sochi and whether aspects like Human Rights, environmental issues and the impact on local society are respected by the organization during the preparations as stipulated in the Code of Ethics.

The information in this thesis is partly based on the literature of reports and documents derived from research agencies and NGO’s like WWF Russia, Greenpeace, Sochi Watch, Environmental Watch on the North Caucasus, Russian Agency for Nature Protection, Human Rights Watch, Memorial, NoSochi2014 and Environmental News Service. Other information has been retrieved from reports derived from universities and Russian state agencies as well as scientific and newspaper articles. There has also been information retrieved from authors such as Zhemukov (2009) and Tsvakko Garcia (2010) about a possible boycott of the Olympics and the historical genocide of the Circassian people on Sochi territory related to Human Rights. The Olympic Code of Ethics forms the underlying foundation of this thesis.

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# 2. Kremlin policy

The Olympic Games is a marvelous showcase for Russia as a country. The Russian Federation can prove the world that it is able to organize such an enormous event. The upcoming Olympic Games are the most expensive Games in the history due to the fact that Russia’s budget is 25 times higher than the last Winter Games in Vancouver, Canada (von Twickel, Moscow Times 2013). This chapter will briefly outline the expenses, the committees, Kremlin’s actions, the lack of protests and the concept of nation branding. By doing this, it will be clear how Russia dealt with the preparatory situation. The concept of nation is branding will be analyzed as well. This concept is an important aspect during the process of preparations as it can be used a tool the promote the country.

## 2.1 Expenses

The expenses are an important aspect for Russia. Although it possesses a lot of money due to a number of extremely rich persons, the costs exceed the estimated budget that was set in 2007. The current expenses for Russia are now set to 37, 5 billion Euros which is five times more than the original budget. The Russian government will invest 62% of the state budget and the other remaining 38% will be financed by foreign investors. Financing from non-budget sources is distributed as follows:

* Tourist infrastructure — $2.6 billion;
* Olympic venues — $500 million;
* Transport infrastructure — $270 million;
* Power supply system — $100 million.

More than $150 million is prepared for improving the environment in the area of Krasnaya Polyana (Yunosheva, 2011).

## 2.2 Committees

Due to the organization of the Games, a committee has been founded in order to provide structure and control. First deputy chairman of the State Duma, Alexander Zhukov is the president of the Russian Olympic Committee (ROC). In May 2010, Zhukov was elected as president of this committee. This is a well-funded program and is sponsored by the Russian government. This committee is mainly responsible for supporting events which do not receive money from the Ministry of Sport.

According to Zhukov, the large oil company of Gazprom is the main source of investment with approximately 86 million dollars. The Russian Olympic Committee consists of 16 members and has the following structure:

President of Olympic Committee:

Alexander Zhukov

|

Executive Board of the Committee:

Vladimir Sengleev – Marat Bariev – Andrej Selivanov – Elena Anikina – Dimitri Beljavski –

Alexander Kybeev – Igor Selivanov

|

Honorary Presidents:

Vitali Smirnov – Leonid Tjagatjev

|

Vice-Presidents:

Vladimir Kozjin – Vladimir Lisin – Anastasia Davidova

|

Honorary Vice-Presidents:

Vladimir Vasin – Alexander Kozlovski – Victor Hototsjkin

The committee of Zhukov defined its mission, vision, goals and its main aim in a thirty-three pages long strategy paper. It also outlines its tasks and activities. It wants to strengthen its position as a reliable partner of sport federations, support of athletes and coaches, create an ideology of Olympic education, conduct Olympic ideals and become a modern and professional organization capable of analyzing the changes that occur in the world of sports and effectively adapt to these changes (Strategy paper Russian Olympic Committee, pg 6, 2010). In 2011, Alexander Zhukov also launched a program which consists of Olympic classes in schools. Olympic athletes and other outstanding sportsmen come to the schools and tell their story of success. Besides this, a textbook for schools has been published with the Olympic ideals, history and values. During the process of the preparations, the committee of Zhukov played an important role regarding the test events. All these test events have been successful. By doing this, the readiness of the venues, the services and procedures can be tested. This committee is also responsible for the marketing program. This also turned out as rather successful because it attracted about 1.3 billion dollars in funding for the Organizing Committee. Other examples of activities of this committee are administration and office management, accreditation, volunteers, security, government relations, city operations, brand protection, internet, human resources, communications, ticketing, culture and education.

Besides the committee of Zhukov, the management board of organization and the secretariat who also play an important role during the preparations, there are 15 other smaller committees. The relevant committees in the context of this thesis are the Ethics commission and the Sport and Environment commission.

The Ethics commission namely refers to the ethics in sport. It is not particularly focused on the ethics regarding Human Rights and environmental issues. It is primarily focused on the principles of fair play, the behavior of athletes and officials and ethics in sports medicine. The commission has set up its own Code of Ethics. This Code of Ethics has to be signed by all Russian sport federations. The cases are currently only heard in sport courts but this new Code will also provide and offer a different way to prevent any conflicts (Olympic Committee Russia, 2013). This new Code of Ethics still needs to be signed by all the Russian sport federations. The reason for this is due to an ongoing discussion about the content of this new Code of Ethics.

The Sport and Environment commission is namely occupied with the environment and sustainability. This commission is having a hard time respecting the environment. I will provide the examples of this in chapter 4. This is one of the reasons why the commission asked for help and advice for protecting the environment from international ecologists. The Sochi 2014 President, Dmitry Chernyshenko stated the following: *“international expertise in ecology is a unique asset to the Sochi 2014 Games legacy. In Russia where the 'green standards' practice has recently been introduced, the analysis and evolving of this into a reality of the leading international experience in restoring the complicated ecosystems is incredibly important. The recommendations of these independent ecologists are extremely important for creation a unique ecological legacy of Sochi 2014 Games which will continue to be maintained long after the Games are complete”* (UNEP, 2011). Nevertheless, environmental aspects have not been respected by the organizing committee during the process of preparations and these violations are delineated in chapter 4.

The other 13 committees are occupied with all the other aspects of organizing a successful event.

## 2.3 Kremlin actions

Vladimir Putin stated: “The construction of Olympic venues is Russia’s number one priority. Preparing to host the Winter Games in 2014 has ignited huge infrastructure development in our country, and without this global event, I sometimes think that we would never have accomplished these achievements” (Gateway to the future, pg. 3, 2010). Infrastructure, first-class venues, promotion and the proof of still being a world power is priority to the State Duma. There is one exemption in the person of Dimitri Kozak, First Deputy of the Prime Minister, who states: “To protect and enhance the environment, we are taking a number of measures including eliminating landfills and launching recycling plants. A total of 15% of household waste will be recycled and the problem of untreated water is being resolved – in fact all environmental issues will be resolved before the Games take place” (Gateway to the future, pg. 3, 2010). On the 6th and 7th of February 2013, Putin personally inspected all the facilities and was not satisfied. Putin sacked a senior Olympic official as concerns mounted over construction delays. Putin stated in an interview: “Cost increases are possible during construction, but they must be justified,” Putin said in televised remarks later. "The most important thing is to make sure that no one stole anything and there is no groundless rise in cost,”(Russia Today, February 2013). After this visit, of this two-day inspection, President Putin will hold a meeting *On the State of Preparations for the 2014 XXII Olympic Winter Games and XI Paralympic Winter Games in Sochi*. Meeting participants will discuss the social, engineering and transport infrastructure that has been built in Sochi, holding competitions in designated facilities prior to the Olympics, the organization of the Olympic Games themselves, and hosting athletes and guests (Kremlin, February 5, 2013). Putin has also regulated and signed new laws. Putin signed Federal Law on amendments to Article 11 of the Federal Law on organising and hosting the XXII Olympic Winter Games and the XI Paralympic Winter Games in Sochi and developing Sochi as an Alpine Ski and recreation resort, and amendments to certain legislative acts of the Russian Federation and Article 333(35) of Part Two of the Russian Federation Tax Code (Kremlin, December 4, 2012). Putin also signed Federal Law on amendments to certain legislative acts of the Russian Federation in connection with organizing and holding the 22nd Winter Olympic Games and 11th Winter Paralympic Games in 2014 in Sochi and the development of the city of Sochi as an Alpine Resort. This law establishes simplified procedures for transferring Olympic facilities built using the resources of the State Corporation for Constructing Olympic Facilities and developing the city of Sochi as an Alpine Resort to ownership by public law entities on the basis of resolutions by the Government of the Russian Federation (Kremlin, May 8, 2013). The Russian federation also had meetings with the Security Council and NATO to examine measures to secure safety. This meeting took place in February 2011 and Russia found a good way of cooperation with NATO. It consisted of coordinating the different state and local government bodies’ work with the counterterrorism commissions, including the main national counterterrorism commission and the one for the Krasnodar Territory (Kremlin, February 18, 2011).

On June 6 in 2013, Putin stated the following: *“The Olympic venues and all the necessary infrastructure is at a high stage of readiness. We are determined to organize a real celebration in 2014, a festival of sport, deserving of its unique mission: to unite people around the world with really significant values - a healthy lifestyle, tolerance and equality’’* (Putin, 2013). This is a sign that Putin emphasizes namely on the positive aspects of the Olympics Games while a lot violations took place regarding Human Rights and environmental issues.

## 2.4 Lack of protests

There seems to be a lack of international attention towards the dark side of the Russian Olympics. There have been several protests from Human Rights Watch and environmental organizations such as Greenpeace and WWF Russia, the Circassian people and local residents but it was without an explicit result. An interesting fact in the Olympic Charter states: "No kind of demonstration or political, religious or racial propaganda is permitted in any Olympic sites, venues or other areas" (Olympic Charter 2011). This could be a tool for Putin in order to keep control over any possible demonstrations. It has also become more difficult for NGO’s in Russia to speak out because of new adopted amendments of the ‘high treason’ law in 2012 by the State Duma. This law is based on principles such as undermining the constitutional order, sovereignty, and territorial and state integrity. It also concerns Russian citizens who disclose information, which is considered secret to the state, to foreign organizations. It is seen as betrayal and suspects can face a potential 20 years of sentence (Weir 2012). At a demonstration on April 29 2013 in Sochi, protesters were aggressively dragged away and, as a result, many of the protesters were injured. The local residents in Sochi were protesting against a power plant in the village of Kudepsta which causes air pollution and emissions which will have negative effects on nature and public health. The security personnel used harsh force to get rid of the protesters (Human Rights Watch, April 2013). A possible boycott of the Olympics rose up after the Russian – Georgian War in 2008 but it did not receive broad international support also because the IOC and other prominent officials fully support all Russian activities. Another aspect of a possible boycott was Russia’s participation in the War with South Ossetia in 2008 (Horne, Whannel, 2013).

## 2.5 Nation branding

The concept of nation branding is very important to Russia as the Olympics are seen as a marvelous showcase for Russia. It is delineated by Nicolai Ostapenko as follows: *the choice of the southern Russian city of Sochi as host for the XXII Olympic Winter Games in 2014 created a unique opportunity for the country to change its international positioning strategy. The only time Russia hosted the Olympic Games was the summer of 1980, in Moscow, and the event was boycotted by a U.S.-led block of Western nations. Thus the Sochi games may be not only the first winter Olympics ever held in Russia but also a huge international “comeback opportunity” to present a stronger, better, more glamorous as well as to re-position the country’s image globally”* (Ostapenko, N, 2010).

Since 1998, the concept of nation branding is worldwide recognized. It is cheaper and much more effective to promote the country as a brand by hosting a mega event like the World Cup or, in this case, the Olympic Games for Russia. Russia has been able to attract foreign investors and companies to build new venues from Austria, China and Great Britain and sealed contracts worth of approximately $10 billion. This has been good policy and a good development. But it is difficult to analyze the global reach of Russia as a host to the rest of the world during the Sochi Olympics. The promotion should be more vocally promoted and better strategically planned. In 2007, CEO of the Sochi organizing committee Dmitry Chernyshenko, was recognized for the best communication campaign of 2007 at the closing ceremony of the First Worldwide Advertising Forum, held in Moscow in September 2007. This shows that Russia is capable to promote itself in a decent way. But by analyzing the Sochi 2014 official national website, the website looks rather simple, plain and devoid of attention grabbing, image-building material. Another important lost opportunity was at the Economic International Forum that was held in Sochi in 2007. During this several lasting days event, Russia only emphasized the economic possibilities instead of also promoting the Olympic theme. The global media and the PR campaign should have been an integral part during this event but this was not the case. This resulted in a lack of global media attention and major international publicity. This event is a propitious moment for Russia to resume country’s pursuit of international fame, glory, and appreciation (Ostapenko, N, 2010).

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# 3. Human Rights

This chapter outlines the dark side of hosting the Olympic Games concerning Human Rights. Before tourists and sport addicts can enjoy these Games, painful measurements have been taken to create the ‘perfect games’. Human rights have been violated and it does not seem to matter as long as people have a great summer with one of the largest sporting events on the television or in real-life. But behind all this joy, sad stories took place. Throughout the perspective of the Olympic Code of Ethics, I will argue whether Human Rights have been respected or not. By exemplifying situations that took place during the preparations, it will become clear whether Human Rights are respected as defined in the Code of Ethics. According to part A - Dignity, rule 1, in the Code of Ethics, the host country should respect the dignity of the individual;

*“Safeguarding the dignity of the individual is a fundamental requirement of Olympism”* (Code of Ethics, 2012, pg. 12).

## 3.1 Migrant workers

Before a country can host the Olympic Games, it has to uphold the Olympic charter’s principles of ‘’Human dignity’’. Russia has committed to these principles and it has to make sure that hosting or organizing these Games does not become a source of repression.

Due to the rapid transition of Sochi becoming an international Olympic city, more than 70,000 workers are necessary to fulfill the needs. Tens of thousands are from outside Russia and these migrants are exploited during the constructions. The migrants were cheated on wages, 12-hour long shifts with only one day off in the month, confiscation of the passport, no legal working contracts, withholding of the first months wages and overcrowded employer-provided accommodations. When the migrants are starting to protest, the Russian authorities and employers retaliate against them. This proves the vulnerable position of the migrant workers in Russia. Most of the migrant workers are from the surrounding countries like Uzbekistan, Armenia, Tajikistan, Kirgizia, Kyrgyzstan, Serbia and Ukraine. The migrants are also earning low-wages like 16,500 Rubles on a monthly basis which is around 400 Euros (Human Rights Watch, pg.1, February 2013).

*‘’I worked for 70 full days without pay. We worked from 8am to 8pm with no days off.”* This is a quote from Yunus, a construction worker from Uzbekistan employed on the Main Media Center in 2011. Another example is Maxim, a migrant worker from Ukraine, who said *“People work, they don’t get paid, and leave. Then a bus comes and unloads a fresh group of workers to repeat the cycle’’* (Human Rights Watch, February 2013). It reveals the bad conditions of the migrants working to create new Olympic venues, an Olympic village, improved infrastructure and to keep Sochi clean. The migrants have to build 136 Olympic sites in poor conditions*. “Like the athletes competing in the 2014 Winter Olympics, Russia has big hopes and dreams for its performance in Sochi as the host,"* said a statement from Jane Buchanan, associate Europe and Central Asia director at HRW and author of the report about the abuses named ‘Race to the bottom’.

*"But exploiting workers is a victory for no one, and Russia urgently needs to change course,"* she added. This report is based on interviews which were held with the migrants who were employed in Sochi between 2009 and 2012 (Human Rights Watch, February 2013).

The international legal standards are a comprehensive body of conventions made by the International Labor Organization (ILO) which address the rights of employees. Russia has ratified all of the eight conventions including the two ILO conventions prohibiting forced labor (Nos. 29 and 105); two ILO conventions ensuring freedom of association and the right to organize and bargain collectively (Nos. 87 and 98); the ILO convention concerning discrimination in employment and occupation (No. 111); and the convention on equal remuneration (No.100), all of which prohibit discrimination in the workplace.208 Russia has also ratified the ILO Convention on the Protection of Wages (No. 95), which guarantees regular payment of wages (List of Ratifications of International Labor Conventions: Russian Federation, October 2012). Despite of all these ratified conventions, Russia has violated Human Rights in relation to the migrant workers as mentioned in the second paragraph of this chapter (Human Rights Watch, February 2013). The International Covenant on Social, Economic and Cultural Rights state that everyone has the right to form a trade union and that everybody has the right to join a certain labor union. Besides this convention, workers have the right to strike (International Covenant on Economic, Social and Cultural Rights, adopted by General Assembly resolution 2200A, December 1966). According to the Human Rights Watch report, the migrant workers could not strike because Russian authorities suppressed them (Human Rights Watch, February 2013). Olympstroi, a Russian state company who deals with the construction of venues in Sochi, stated that it has done more than 1300 inspections since the year of 2011 and only received five complaints about problems with wages (Olympstroi, February 2013). But according to the HRW report, migrant workers consistently complained about wages that have not been paid.

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## 3.2 Role of IOC

The International Olympic Committee has a number of roles regarding to the Olympic Games. One of the roles and principle mission *is “to promote Olympism throughout the world and to lead the Olympic Movement” and Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles*” (Olympic Charter, Fundamental Principles of Olympism, p. 10). In the Olympic Charter, the IOC defines its missions and obligations towards the Olympics. It also monitors the process of preparations of the host country. Another important role of the IOC is to preserve human dignity as a fundamental tenet of the Olympic movement. During the XIII Olympic Congress in Copenhagen, the IOC specified its role in addressing Human Rights violations. According to recommendation 30, the IOC specify *that “all members of the Olympic Movement should work together in pursuit of the harmonious development of men and women in order to promote through sport a peaceful society based on the most fundamental common principles and values inherent in a civilized society”* (XIII Olympic Congress, September 2011). The IOC can intervene in serious abuse of Human Rights in the following cases:

* Mistreatment of people displaced due to Olympic venue construction;
* Abuse of migrant workers at Olympic venue construction sites;
* Child labor;
* Improper restrictions on the media’s freedom to cover the Games, including cultural aspects (XIII Olympic Congress, September 2011).

Since 2006, Human Rights Watch has been pressing the IOC to address the attention towards Human Rights violations. Human Rights Watch approached the IOC through letters, meetings and official submissions. In advance of the Olympic Congress in 2009, Human Rights Watch wrote a submission which stated that the members of the Olympic Movement should create a permanent mechanism to monitor human rights in host countries before, during, and after the Olympic Games (Human Rights Watch, February 2009). During 2009, the concerns of Human Rights Watch and the IOC about the treatment of migrant workers employed on Olympic sites raised. Because of this, the IOC shared its concerns with the organizing committee of Sochi 2014. It was a case about the delay payment of wages and the IOC in accordance with the organizing committee responded in a letter that the issues about the payment of wages have been resolved (C. de Kepper, December 2012). There is no further information available about how the problems have been resolved and which companies were involved.

## 3.3 Local residents

It is not only hard for the migrants but it is also hard for the residents of Sochi. A lot of families were displaced without any compensation. These families lost their homes due to Olympic construction and are forced to seek other places to live without any help or extra money from the Russian authorities (Human Rights Watch, 2013). People are protected by law in order not to get displaced without any compensation. However, it often occurs that compensation was withheld by the government. Nevertheless, there is a raise attention towards citizens who are displaced without compensation. It is a violation of Human Rights and local residents can redress the situation in the European Court of Human Rights (Muller, 2012).

## 3.4 Journalists and activists

Russia struggles with the situation of journalists and activists who are addressing criticism towards the authorities. These journalists and activists have faced pressure, harassment and, in some cases, even arrest and prosecution by the authorities. According to Reporters without borders’ press freedom index, Russia currently ranks 153 out 175 surveyed countries (World press freedom index, 2013). The position dropped significantly after the comeback of Putin in last May due to an increasing number of protests from the opposition and journalists. In response, Putin developed new laws in order to demolish protests and criticism. Large fines are imposed when citizens protest, even if it is in a peaceful way. Russia also created tighter control on internet and made foreign donations to NGO’s in Russia a crime. Activist groups who receive foreign money in order to campaign against the Kremlin have been targeted and have conducted surprise inspections by the Russian Prosecutor General’s Office. This also includes large Human Rights offices such as Human Rights Watch, Amnesty International and Transparency International.

The International Olympic Committee takes the allegations from activists and journalist about the exploitation of migrant workers very serious and it stated that it closely monitors the situation. The IOC underlined that whenever such allegations arose in any Olympic host nation, it sought "clear answers" from local organizers and the authorities. It also stated that it has already done so in such cases related to Sochi.

## 3.5 Problem of Circassia

According to the website of ‘NoSochi2014.com’, the Circassian people are furious that Sochi is elected as the host of the Olympic Games. An important argument for them is: *‘’ The Sochi Olympics of 2014 will be the 150th commemorative year of the Circassian Genocide. Choosing Sochi as the site of the Winter Olympics, in such an auspicious year for the Russians, represents the perpetual celebration of Imperial Russia’s oppression and systematic murder of the Circassian People. Building the Olympic Village over the mass graves of the victims symbolizes the virtual erasing of this atrocity!’’*(NoSochi2014, February 2013).The Circassian people feel betrayed and claims that Human Rights are being violated by confiscating burial land. The committee of NoSochi 2014 strongly condemns these Olympic Games in Sochi. This event could be an answer to the 250-year old Circassian affair. If not, this affair will become even greater after the Olympics have finished and will be even more difficult to solve (Zhemukhov, September 2009). For the Circassian people it feels like the celebration of human body and spirit will be celebrated on their homeland and were the Circassians were victim of genocide. The indigenous Circassians were deported in 1925 because Russian authorities needed Russian-speakers in the Caucasus region in order to keep control (Richmond, 2013).

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# 4. Environmental issues

Besides the Human Rights aspect, there is also the important aspect of environmental issues related to these Olympic Games. Sochi is a great ecological region due to the sea, the mountains, rich wildlife and flora and fauna. When a region like Sochi is set to construct new sites, improving infrastructure and building new venues, the ecological system and nature can be severely damaged. According to Principle 1, rule 7 of the Basic Universal Principles of Good Governance of the Olympic and Sports Movement in the Code of Ethics, it is stated that the hosting country should respect the environment during the process of preparations (Code of Ethics, 2012, pg. 60). By identifying and exemplifying situations that took place regarding the environment in Sochi, it will become clear whether Russia, as a host country, did respect the environment during the preparations or whether environmental issues have been violated. Various reports and documents from Greenpeace, WWF Russia, Sochi Watch, Environmental Watch on the North Caucasus and the author Hoffner have been used in order to describe the environmental issues that took place.

An important environmental violation concerns the Olympic road between Adler (city in the Sochi region) and Krasnaya Polyana (ski-area). It is combination of a highway and railway and it is considered of one the most damaging and expensive projects. The road was built in serious violation of Russian administrative, environmental, criminal legislation and human rights. During this construction, a number of endangered species and trees were eliminated (Sochi Watch, 2013). These species are included in the Red book of the Russian Federation of endangered or threatened species. These kinds of activities constitute violation of the Russian Criminal Code namely the articles 259 and 260 (259: Destruction of critical habitat of species enlisted in the Red Book of the Russian Federation; 260: Illegal felling the forest).

An important company named RDZ, violated the environmental rules and publicly lied about cutting down endangered species which are represented in the Red Book. But the company did and it signed the document, which contains agreements on the Federal Forest District and also stated that this area has environmental value and that the territory consisted of endangered species. Nevertheless, according to Sochi Watch, the company of RDZ has cut down species due to construction work (Sochi Watch, 2013). At the place where the trees were cut, a lot of dirt, old pipes and waste fell into the river named the Mzimta River without any precaution or treatment. Foamy toxic spill flows down this Mzimta River to the Black Sea (Environmental News Service, 2011). This caused major problems for the residents of Sochi because this river is the main drinking water resource. It is severely damaged due to the preparation of the Olympic Games.

The result is a degradation of the drinking water and derogation of the biodiversity in the river. Activists state that the chosen area for building this road is considered very vulnerable due to its ecosystem and that a high price is being paid for the construction (Sochi Watch, 2013).

Activist organizations like WWF and Greenpeace are very active in the region Sochi in order to criticize the environmental violations that take place due to the constructions. Environmentalists already started long before 2007 when Sochi was elected as the host. Activists feel that Russia usually ignores any environmental standards. In 2011, WWF and Greenpeace resigned from the Games’ advisory committee and boycotted a U.N. Environment Program because the NGO’s did not want be a part of a green PR for the Olympic projects (Hoffner, 2011). Besides the environmental problems, opponents also feared corruption and Human Right abuses. The Games are conducted at the Sochi National Park, a federal natural territory with special protection (Category II according to IUCN Protected Areas Categories System). The Russian government does not seem to care about this and is acting in a way that illegal construction work becomes legal. This is proved by attempts to build a Biathlon and Ski-center on the Grushevy mountain ridge and that venues are already being constructed while companies did not yet receive approval and this violates the Federal Law (Environmental Watch on the North Caucasus, 2011). This territory is officially protected and has a very valuable ecosystem in the Western Caucasus. It is also listed on the UNESCO World Natural Heritage site. Russia and Putin faced enormous pressure from NGO’s, UNESCO, IUCN and the IOC. As a result, Vladimir Putin ordered to relocate any further Olympic objects from the Grushevy mountain ridge in accordance with the IOC’s request. Another example is the company named Rosprirodnadzor (Russian Federal Agency for Nature Supervision) who checked the construction sites in Sochi. The company revealed 25 violations and this had to do with warehousing production wastes, absence of contracts with specialized organizations engaged in waste disposal and lack of norms on maximum permissible harmful emissions (Boycott Sochi, 2010). WWF Russia states that a number of environmental issues related to the Sochi Winter Games are scandalous namely:

* Low quality of project documentation. It is mostly concerned to environmental impact assessment (EIA). The major reason to that is low quality of the field studies. For example, EIA for combined road Adler-Krasnaya Polyana was conducted by less than 10 people and within 2 weeks only. Of course, the study did not allow inclusion of any mitigation and compensation measures;
* Inadequate compensation measures;
* Absence of environmental monitoring;
* Combined road Adler-Krasnaya Polyana was being built without obligatory permits and state ecological expertise during 2008-2009 years of construction. This led to destruction of unique forests. In the end of 2009, the expertise was eventually conducted, although from biodiversity standpoint, the project must have been rejected;
* Degradation of environmental legislation;
* NGOs are suppressed in public monitoring over Olympic constructions and are practically deprived of the right of public monitoring.

These issues are retrieved from the NGO of Sochi Watch and each bullet is issued throughout this chapter (Sochi Watch, 2013).

In 2010, WWF Russia and Greenpeace quit with the negation process with the organizing committee of Sochi because it had no use anymore. It was a negotiation process that started in 2007 and mainly concerned violations due to the preparations.WWF and Greenpeace also stated that there is a great lack of monitoring procedures before, during and after construction (Sochi Watch Dog, February 25, 2013).

Another result from constructing is the soil and waste that is left behind which is caused by, in this case, illegal dumping. The Sochi National Park illegally allows the dumping of soil and waste on its territory. The activity of illegal soil dumping violates the Federal law 33-FZ on specially protected natural areas. It is a shocking amount of 14 million cubic meters of toxic waste. The National Park has special areas where it is ‘allowed’ to dump soil. The ENWC (Environmental Watch on North Caucasus) revealed that there has been dumping illegally and after this, the place was shut down and legal procedures were initiated towards the head of the National Park named Nikolai Penkovsky. Penkovsky has a bad record due to illegal constructions, violations of the water protection regime and illegal forest cuts. Nevertheless, Penkovsky is still the head of the Sochi National Park because there have not been any charges against him (Sochi Watch, 2013).

Besides illegal dumping, illegal mining is also part of the violations related to the preparation and construction of new Olympic sites. The illegal mining also takes place in the Sochi National Park. As a result, beautiful and unique cliffs are heavily damaged in the eastern area of Dzykhrisky karst. It also caused massive landslides and, according to the locals, the turbidity of the water has raised. Despite several actions from locals and NGO’s it did not stop (Sochi Watch, 2013). The illegal mining happened also without any legal permits and the employees got eventually fined for this but the illegal mining went on. Suren Gazaryan from the EWNC organization revealed this controversial information (Sochi Watch, 2013). Suren is a zoologist and a member of the opposition political party named Yabloko. He is a prominent activist and he is heavily involved with the Olympic Games as a public figure. Another important person is Evgeny Vitishko, a mining engineer-geologist and also a member of the Yabloko party and ENWC. Evgeny Vitishko is a zealous environmentalist. Due to their protests and activities, the Russian authorities prosecuted and convicted them. These two became famous due to environmentalist activities and got convicted on June 20, 2012. The activists are also known as ‘EcoPrisoners’. Both were convicted by a district court who found them guilty of ‘willfully causing damage to property that entailed significant loss’ (Article 167 part 2 of the Criminal Code of the Russian Federation). The two activists were sentenced with a three-year conditional sentence and it included a two-year probation period. If this sentence would be violated it may lead to three years in prison. The sentence also included a curfew from 12 am – 6 am and these conditions will make it almost impossible to continue with environmental activism (Sochi Watch, 2013). This is also of form of Human Rights violations.

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# 5. Olympic impact in the region

Although the Olympics will be a celebration for many across the world, the local residents have faced difficult times due to constructions, demolition, renovations but also Human Rights violations, environmental issues and the displacement of families without any help or compensation. This chapter outlines the consequences for the locals who suffer a lot in order to host the Olympic Games in 2014. On the other hand, various reports show that there are not only downsides regarding the Olympics but it would also provide the region an economical and socio-cultural boost. Nevertheless, it is important to keep in mind that these changes can turn around very easily after the Games have finished and the attention towards the region has decreased. Sochi is a rather small city and it is not guaranteed that all the new build venues will be used after the Olympics and whether Sochi is willing to maintain the new infrastructure and venues in a good order. In that case, it is questionable whether these tragic violations were worth it. According to Principle 1, rule 6 of the Basic Universal Principles of Good Governance of the Olympic and Sports Movement in the Code of Ethics, it is stated that the hosting country should respect the aspect of solidarity during preparations. In this chapter I will argue whether Russia has respected the aspect of solidarity specifically regarding the local residents of Sochi.

## 5.1 Improvements in Sochi

According to a report named The Olympic Games impact published by the Sochi2014 organization, this event has a positive impact on the local people and the Krasnodar/Sochi region. The organization of Sochi 2014, in co-operation with a large group of specialists from Moscow State University: biologists, geographers, economists, mathematicians, political scientists, lawyers, sociologists and physical education specialists published a report about the impacts for the country and the region regarding the Olympics. Also a number of organizations, agencies and ministries took part in this examination. The objective of this report is to examine the economical, socio-cultural and environmental aspects of the Games.

According to the researchers, the economical development will flourish significantly in the Krasnodar/Sochi region due to:

* increase in investment attractiveness
* creation of a modern sports cluster of federal significance
* growth in business activity
* development of transport infrastructure
* creation of new jobs

Other interesting facts are the growth of enterprises in the region and the changes in average monthly wages and the decreased level of unemployment:

 *Fig. 1: The Growth of Enterprises in Krasnodar/Sochi region*

 *Fig.2:* *The rise of average monthly wage in the* *Krasnodar/Sochi region*

The average monthly wages grew due to the activity in the region. The residents in the region earned around 6000 Rubles in the month and in 2011, this amount grew to 18000 Rubles. The level of unemployment decreased from 7, 5% to 6%. This shows that the preparations of the Olympics have had its impact on the local residents.

The report also states that social changes like the growth rate of birth and the decreased level of mortality, the positive changes in the housing sector, increased number of residents playing sports and the change of attitude towards people with a disability had an important and positive impact on the society in the Krasnodar / Sochi region.

The Russian authorities claim to build and develop in a sustainable way. The organization uses “Green Building Standards’’ as a tool. This is a tool to minimize the negative effects regarding air pollution and the negative environmental impact of buildings. It also includes Energy–saving technologies, treatment facilities, and measures aimed at protecting the environment are being prioritized (Sochi2014, “The Olympic Games Impact’’, Summary Report, pg. 52, January 2013).

But according to several organizations like WWF Russia and Greenpeace, Russian authorities do not seem to bother about the consequences of the Olympics to nature and local biodiversity.

Another impact for the local people is the new and modernized infrastructure. Over 1300 km of new roads have been laid and the electrified railway system has been developed throughout the city. Most of the renewed infrastructure will be operational in late 2013. A good infrastructure is essential when hosting a mega event like the Olympics in order to prevent chaos among the visitors and the athletes. Nevertheless, it is questionable whether the locals even wanted new infrastructure due to environmental issues and the displacements of locals. The locals also had to live for several years in a total excavation which led to traffic jams, congestions, air pollution and diversions.

It also has an impact on the development of information and communication technologies. Throughout the Krasnodar / Sochi region, free wireless and 3G is being installed. Wi-Fi is being installed in bars, restaurants, hotels, sport venues and other public places. The region currently leads the country in the transition the digital broadcasting and regarding direct Internet access. It is the leading region in the North-Caucasus.

The image of the city / region improved as results show that there has been an increase in the number of tourists in the period of 2005 – 2009. The amount of tourists grew from 3 million to 5 million (Sochi2014, ‘’The Olympic Games Impact’’, Summary Report, pg. 22, January 2013).

At the moment, Sochi is in the centre of attention and it is the question whether Sochi is able to maintain this amount of tourists after the Games have ended. On the other, infrastructure and sport facilities improved so perhaps this will attract tourists in the nearby future.

## 5.2 Negative aspects for residents

Despite these changes and developments, the fact remains that environmental and Human Rights have been violated. The displacement of local people and the demolished houses without any compensation have its impact on society in this region. Local biodiversity has been damaged due to the preparations, as well as the Mzimta River where soil and waste have been dumped into. Local people also experienced a degradation of the drinking water due to the contaminated river which is the main drinking water resource in the region.

Besides these negative aspects, the local people lived for several years in a total excavation which resulted in traffic jams, congestions and heavy air pollution. This caused negative effects on the public health.

It is uncertain whether most of the Sochi locals will benefit from this event and developments. Fact is that the Krasnodar / Sochi region experienced an economic boost due to the activity in the region. The number of enterprises in Sochi increased as well as the average monthly wages. Contemporary Sochi is also nowadays better accessible for people with a disability. The infrastructure and service sectors have been improved throughout the region. With all the new venues, the attraction will raise for tourists to visit Sochi in the winter and make use of all the new or improved facilities. Sochi does not attract the same amount of tourists in the winter like it does during the summer period. This could be a turning point for Sochi as this increasing number of tourists will create all your-round employment in the service sector, building and restoring companies and opportunities in the modernized Olympic venues. In the upcoming years, Sochi is able to host major international events in the future. In 2014, Sochi will also host the Formula 1 Grand Prix, the World Championship of ice hockey in 2016 and it will be one the hosting cities in Russia of the FIFA football World Championships in 2018 (Sochi2014, ‘’The Olympic Games Impact’’, Summary Report, pg. 29, January 2013).

# 6. Conclusion

This thesis focused on the question whether the Russian Federation respected the Code of Ethics during the process of the preparations. In order to seek for an answer to this question, a number of sub-questions have been outlined.

The central question of this thesis is: The Olympic Games of Sochi 2014 – Does the Russian Federation respect the Olympic Code of Ethics during the process of preparations?

The sub-questions:

* What is the Kremlin policy behind the Olympic Games?
* Have Human Rights been violated throughout the Code of Ethics perspective?
* What are the environmental issues due to the preparations of the Games?
* What is the Olympic impact for the local people in the Krasnodar/Sochi region regarding the aspect of solidarity?

The following conclusion can be drawn:

The Olympic Games in Sochi will be the most expensive Games throughout history. The current costs are now set to 37, 5 billion Euros. This amount is five times higher than the original budget that was set in 2007. The reasons, for this enormous amount of money are, the construction of new venues, improving old venues, improving the infrastructure, security measurements, investments made by the Russian government and any further operational costs. Russia did not handle in a proper ethical manner regarding the protesters due to the new laws and amendments which made protesting almost impossible and prosecutable. The concept of nation branding has not been significantly successful which caused a lack of global media attention and major international publicity.

Throughout the preparation process in Sochi, the Russian government has violated several aspects of Human Rights. Migrant workers from surrounding countries were treated in a very bad manner. Examples are: low-wages, unacceptable timetables, poor accommodation, no legal working contracts and withholding of the first months wages. It shows the vulnerable position of the migrant workers and how Russian authorities violated the basic rights of these workers according to the international legal standards. A lot of families in Sochi were displaced from their homes without receiving any compensation. The houses were demolished in order to build new venues. Local residents are protected by law in this case but it still happened that compensation was not provided. By analyzing all these examples it has become clear that Russia did not respect the aspect of Human Dignity as delineated in the Code of Ethics.

The situation of journalists and activists are as well truly vulnerable. As Russia ranks 153rd out of 175 surveyed countries in the world press freedom index, journalists and activists faces severe pressure and threats. This has, as a result, even leaded to serious injuries and in some cases to death. Another painful aspect of these Olympics is that the Olympic ground once belonged to the Circassian people. The Circassian people claim that these Games are held on mass graves due to genocide that took place 150 years ago. It is seen, by the Circassians, as a virtual erasing of this atrocity. On the other hand, this could also be an opportunity for Russia to seek for a solution between both parties. If not, this ongoing situation will become even harder to solve.

There have also been environmental issues throughout the preparations of these Games. The ecological tranquility of Sochi has been disturbed by violated environmental rules according to NGO’s like WWF Russia, Greenpeace, Sochi Watch and other prominent actors. It was almost inevitable that nature in Sochi had to be damaged because the city lacked modern infrastructure in order to be able to host this event. Nevertheless, it caused pollution of rivers and degradation of drinking water, illegal cuts of forests which consisted of endangered species, illegal dumping and illegal mining and severe damage to beautiful and unique cliffs. After analyzing these violations it can be concluded that Russia did not respect the aspect of environment according to Principle 1, rule 7 of the Basic Universal Principles of Good Governance of the Olympic and Sports Movement in the Code of Ethics.

However, there are not only downsides regarding this event but there are also positive aspects. The economical situation gained a significant boost due to the activity in the region. Russia is trying to make Sochi one the most luxurious resorts in the world. Russia did not only improve the infrastructure but also the employment rate. The employment rate significantly rose in the service sector and in construction companies. It could be a new start for the improved and modernized city of Sochi due to its current level of attraction. Sochi normally attracts most of the tourists during the summer period but with the new venues and facilities it is now able to attract tourists in the winter period as well. This can create all year round employment and the opportunity to host other major events of sports in the future. Nevertheless, it will take some time for the local residents to accept the changes and the situation which has been caused due to violations. This applies to the residents who were displaced without compensation as well as the ones who are passionate about the ecological system in Sochi.

The upcoming Olympic Games of Sochi in 2014 will be a celebration but, behind all this joy and happiness, the Sochi region and local residents had to pay an exceptional high price in order to host this major event due to Human Rights violations, environmental issues, displacement of local residents and the violations regarding the Olympic Code of Ethics. All of this together creates the fact that the Russian Federation did not respect the Basic Universal Principles of Good Governance of the Olympic and Sports Movement in the Code of Ethics.

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