



2020 SEASON'S GREETINGS

Dear Skating Friends,

The skating season is in full swing and we already enjoyed many exciting and memorable performances at the ISU Events. With the festive season around the corner comes the ritual to reflect on what has passed and what lies ahead.

First of all, on behalf of the International Skating Union and the Council, it is my great pleasure to send all of you our best wishes.

Wishing you and yours a wonderful Holiday Season and a New Year filled with happiness, prosperity and joyous ice skating moments!

Secondly, I would like to give you an insight into the progress on several **priorities** that we set for the period 2018-2022 to further promote and develop all ISU disciplines worldwide together with our Members.

Development – Increasing the quality and quantity of Skaters, Coaches and Officials and the number of ISU Members able to develop Skaters who compete at ISU Events

In view of the **ISU Development Program**, we continue to increase the number and quality of project applications from Members. Other initiatives such as the ISU Visiting Coaches and support for former Skaters to become a Coach, Official or Administrator continued to be effective as well. A highlight of this year was the launch of the **eLearning platform**. It provides professional online training and development modules for the skating community. The first modules are about skating techniques, sleep and recovery, anti-doping, iCoachKids, officiating and referee reappointments. The content keeps being expanded. Furthermore, the **ISU Centers of Excellence** enters a two-year pilot phase with nine selected entities across the world. Another new initiative that will unfold next year concerns the Worldwide Coaching Structure for the Figure and Speed Skating branches. It provides a framework for Members to help educate Coaches at five levels (from a local club Coach to an international Coach).

Marketing & promotion – Increasing the ISU disciplines' global fan base and its engagement and optimizing the ISU's marketing and communication structures

As of season 2019/20, live streams and video highlights of the ISU Grand Prix of Figure Skating, ISU World Cup Speed Skating and Short Track Speed Skating and ISU Championships are available on the **Skating ISU YouTube Channel**. The goal is to increase accessibility and visibility of the ISU sports worldwide, particularly in markets where there is no broadcaster. You can subscribe to the **ISU Newsletter** to receive the latest information. We have also launched **#UpAgain** which is a multi-discipline, global and digital campaign to connect skating with new audiences. It is based on an inspiring message that we must overcome life's challenges to achieve our full potential. Another focus this season is the new **ISU Skating Awards** and the development of an ISU App.

Good Governance – Ensuring good governance through integrity, transparency, inclusiveness and sustainable development with regards to the environment

We continue to work on protecting vital principles for ISU Events and activities, such as safety, fairness, integrity and sustainability. In light of the ISU governance and inclusiveness, I am pleased to say that we have a new and enthusiastic team that runs the ISU Athletes Commission following the elections earlier this year. The aim is to strengthen the connection with the Athletes to gather their ideas and collaborate on initiatives regarding, for example, the development, marketing & promotion and rules of our sports. The Commission appointed a competing Skater in every nation who represents the interests of his/her fellow citizens. A special video and newsletter to reach out to all Athletes will be available soon.

Last but not least, I would like to take this opportunity to sincerely thank all the hard-working and passionate ISU Members, Office Holders, Staff members, Skaters, Coaches, Officials, Media and Advertising Partners for their contribution to our beloved sports. Let us continue to inspire everybody with ice skating in 2020!

With kindest personal regards,

Jan Dijkema
ISU PRESIDENT

