

ISU PRESIDENT JAN DIJKEMA END OF TERM MESSAGE



Dear Skating Friends,

Partir c'est mourir un peu. On June 10, 2022, I will step down as ISU President after six years and pass the baton to my successor. At the moment, the ISU Congress here in Phuket is in full swing. I am delighted that the skating community can finally meet again in person thanks to the ease of the COVID-19 restrictions. It is always impressive to see the ISU Members and delegates from all over the world. We all share the passion for ice skating. It is in our DNA. We are discussing and deciding on many key topics for our beloved sports, and the elections will take place.

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In view of our mission to promote and develop all ISU disciplines worldwide, we focused the past years on three pillars along with the ISU's ongoing events and activities. I would like to summarize the most important milestones that we achieved through hard work and team effort.

Development

As ISU, we aim to improve the quality and quantity of Skaters, Coaches and Officials around the world and to increase the number of ISU Members able to develop Skaters who are competitive at ISU Events and Olympic Winter Games.

Besides consolidating the development projects from Members, seminars, junior competitions and scholarships, we have implemented new and powerful initiatives. For example:

- Expanding the rapidly growing [ISU eLearning platform](#);
- Piloting the [ISU Center of Excellence](#) concept and establishing 11 Centers for 2022-2026;
- Creating the ISU Coach Education Qualification Framework;
- Advancing the visiting ISU Coach Initiative;
- Evaluating and sharing the results of the Development Program and increasing the number of participating ISU Members.

The Development Program is really successful. Several Skaters who participated in our projects competed at the Olympic Winter Games this year and even won gold medals.

In the field of research and development, we are testing new concepts with the use of advanced technology, such as:

- Testing virtual Figure Skating competitions with remote judging;
- Exploring the use of data analytics and artificial intelligence to assist Officials, Skaters and Coaches and to improve media coverage.



Marketing & promotion

Our ambition is to engage current and new generations with ice skating. We aim to promote the ISU Events and disciplines in the best possible way. This requires close collaboration with the Members, Skaters, Organizing Committees as well as media and marketing & advertising partners. In particular, we have worked on the following developments:

- Expanding digital engagement. These years, we are creating and publishing more content than ever before on the ISU channels;
- Improving event presentation and reviewing ISU Event formats. Several changes are on the [agenda](#) of this Congress;
- Developing a more data-driven marketing strategy, including a fan database;
- Launching new events, such as the successful [ISU Skating Awards](#) and the ISU World Ice Skating Day that will see the light of day on December 4 this year;
- Extending media and marketing & advertising agreements, which is key to increasing the global viewing audience. The commercial agreements in place represent a very stable situation for at least the next three to four years.

Despite the progress regarding marketing, the world is changing rapidly, and we need to keep ourselves updated. Therefore, I believe marketing & promotion is a crucial priority for the next years as well.

Good Governance

We want to foster ISU's good reputation, credibility and integrity. We focus on important themes such as sustainability, diversity & inclusion, gender, transparency and the fight against harassment and doping. For instance, we have undertaken the following initiatives:

- Implementing the [ISU Athlete Safeguarding Policy](#) and related projects. All Skaters have the right to participate in a safe, inclusive and respectful environment;
- Updating the [ISU Code of Ethics](#);
- Joining sustainability initiatives and reducing the overall carbon footprint and environmental impact of ISU Events and activities;
- Consolidating the high-profile [ISU Anti-Doping Program](#);
- Having an [Athletes Commission](#) member on the ISU Council with full voting rights. We will elect on June 10, 2022 this first Athletes' Council member.

In the season 2021/22, we enjoyed great ISU Events and of course the Beijing 2022 Olympic Winter Games. The Games brought the world together in a spirit of solidarity and friendship. We experienced amazing skating performances in outstanding venues.

The ISU worked really hard with the IOC and BOCOG to deliver the Games successfully and safely. We are also focused on the Legacy. For

example, the brand-new National Speed Skating Oval in Beijing is recognized as an ISU Center of Excellence.

Naturally, we have faced a very challenging time. The COVID-19 pandemic has had far-reaching consequences. We had to cancel many ISU Events in 2020 and 2021, but we did our utmost to maintain the major ISU Events through substantial extra financial support and we got [#UpAgain](#) with the joint efforts of everyone.

Furthermore, the Russian invasion of Ukraine has an ongoing impact on the ISU Events and activities. The ISU states its solidarity with all those affected by the war. The Council agreed to make a budget of CHF 200'000 available to support the Ukrainian Skating Federations and their members in coping with this very tragic and difficult situation.

Despite the difficult time, the ISU is in good shape. It has been a great pleasure and honor for me to serve as your ISU President. I wish my successor a lot of success and wisdom. Take your hat off to the past and roll up your sleeves for the future. It is working day and night, 24/7, but the love for ice skating makes everything worthwhile. I cherish the wonderful memories and great collaborations during my ISU career from 1994 until 2022.

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Only together we can keep engaging current and new generations with the most beautiful and exciting sports in the world: Figure Skating, Speed Skating, Short Track Speed Skating and Synchronized Skating.

A heartfelt thank you to the enthusiasm of the fans worldwide and the hard work and motivation of all the ISU Members, Skaters, Coaches, Officials, Volunteers, and the ISU Office Holders, Staff and Media and Marketing partners!

With kindest personal regards,



Jan Dijkema
ISU PRESIDENT

