



## ISU PRESIDENT'S YEAR-END MESSAGE

Dear Skating Friends,

**At the beginning of 2020, we could not imagine that our lives would change in so many ways.**

The COVID-19 crisis has a huge impact on public health, business and social life. The far-reaching consequences have also been felt strongly in the ice skating community. Nevertheless, we have seen how important sport is for physical and mental well-being. The year 2021 approaches us with hopes anew. On behalf of the International Skating Union, I would like to wish you and yours all the best for the holiday season and a wonderful New Year.

**May happiness, good health and sparkling ice skating moments be with you throughout 2021.**

Currently, several ISU Events in each branch remain scheduled on the [calendar](#) after the cancellation of many events this season due to the pandemic. Mindful of the health and safety concerns but also the need to offer Skaters and fans international competitions, the ISU, its Members and Partners are doing their utmost to stage planned ISU Events safely. Furthermore, we proceed with the [priorities](#) set by the Council on three pillars to promote and develop the ISU disciplines worldwide.

### Development

The 2019 [ISU Development Program report](#) shows that 86% of the ISU Members received support from the Program. If participation in ISU Events supported by the Program and the annual C Contribution are taken into account, 98% of the Members have been assisted. The overall number of Development project applications has increased, and initiatives such as the ISU visiting coaches and transition support for former Skaters remain successful. We also keep expanding the [ISU E-learning platform](#) and the Worldwide Coach Education Structure. The ISU Centers of Excellence have been involved in brand-new projects such as the online "[Keep Training!](#)" series and virtual competition tests. We aim to organize (live) virtual competitions and work on a solid track record of successful tests. These developments are not only helpful during the ongoing pandemic but also in the long run.

### Marketing & promotion

We continue to increase the visibility and accessibility of our sport through relevant media platforms. According to the annual [#SportOnSocial](#) report that analyzes the

presence and performance of International Federations (IF) on social media, the ISU takes the 12th position this year and is still the top-performing Winter IF. Several media rights agreements have been negotiated, and live streams and video highlights of ISU Events remain available on the [ISU YouTube Channel](#). Additionally, we will launch the ISU App and a podcast next year and engage in the process of developing a marketing strategy that is more data-driven and future proof. Furthermore, new types of ISU events have seen the light of day, such as the [ISU Skating Awards](#) this year and the World Ice Skating Day next season.

### Good Governance

The 2020 edition of the independent governance assessment of the International Olympic Winter Sports Federations shows that we increased our score compared to 2018. The ISU is in good shape, but there is room for improvement regarding, for instance, sustainability. We have been presented with the [IOC/Dow Carbon Action Award](#). Indeed, some initiatives have been put in place, but there is more to be done. On another note, I would like to mention that we are working on initiatives regarding diversity, inclusion and education on ethical standards. The ISU Code of Ethics eLearning Challenge will be launched in due time to help Members in this regard.

At this challenging time, we are united because of the passion for our exciting sport and the focus on getting back to the ice when it is safe and possible to do so. We are looking forward to watching the inspiring performances of many Skaters around the world again. Two of these great Skaters were reigning ISU World Short Track Speed Skating Champion 500 meters Lara van Ruijven and the very talented Pair Skater Ekaterina Alexandrovskaya who both passed away this year. They are in our thoughts and remembered with affection.

I would like to conclude by expressing my deep gratitude to the ISU Members, Office Holders, Staff members, Skaters, Coaches, Officials, and Media, Advertising and Olympic Movement Partners for their efforts and contribution to the ISU sports. Take care and best wishes for the holiday season!

With kindest personal regards,

Jan Dijkema  
ISU PRESIDENT

