



## ISU PRESIDENT'S YEAR-END MESSAGE

Dear Skating Friends,

The year 2022 approaches us with hopes anew. On behalf of the International Skating Union, it is my pleasure to wish you and yours a wonderful holiday season. May happiness and prosperity be with you throughout the new year. Above all, I hope you can enjoy many great ice skating moments and stay in good health.

The COVID-19 pandemic continues to have a huge impact on everyday life and the skating community. We are doing our utmost to safely organize ISU Events in this very difficult period besides much other ongoing work. It takes a lot from everyone involved. Therefore, my compliments and heartfelt thank you to all Skaters, Coaches, Officials, ISU Members, Office Holders, Staff and partners. Together we keep promoting and developing our beautiful and breathtaking sport worldwide.

Despite the challenges, we still have much to look forward to this Olympic season.

In February, the world's best Skaters compete at the Olympic Winter Games in Beijing. They will create a buzz of excitement globally and inspire many children and adults with their strength, skill and personality. Good luck to everyone! Furthermore, the ISU Championships in all disciplines are planned for the first months of the new year. Last but not least, we have in June the ISU Congress including elections, which are very important for the future of the ISU and its activities. In the meantime, we continue to make progress on the set priorities for 2018-2022.

### Development

The pandemic has impacted the number of ISU Members participating in projects. The 2020 ISU Development Program report shows that 76% of the ISU Members received support from the Development Program (compared to 86% in 2019). If the annual C Contribution 2020 is taken into account, 96% of the ISU Members have been assisted through the Program. We have adopted a flexible approach and support ISU Members with diverse initiatives.

In this regard, I would like to highlight the success of the ISU eLearning platform, which continues to offer new courses for Coaches, Officials, Skaters and many others. The number of users is growing rapidly, with 5000 registered users and counting. Another good example is the ISU Centers of Excellence project. We completed the pilot phase with nine skating entities and launched the next cycle's application process.

### Marketing & Promotion

The ISU keeps focusing on creating a high level of content for all the digital platforms to increase fan engagement. For example, this year, we started with a podcast and presented the #UpAgain shows as well as a documentary series about the 2021 ISU World Championships Figure Skating, Speed Skating and Short Track. In particular, we are generating new fans through YouTube due to the Skating ISU Channel. After setbacks, the ISU Mobile App will be launched this season. The ISU World Ice Skating Day will see the light of day by the end of 2022. The ISU is also developing and running data-driven activities. We seek to gain a deeper insight into fans' needs, grow the digital skating community and increase engagement through personalized communication.

### Good Governance

The ISU has a social responsibility. Subjects like sustainability, athlete safeguarding against harassment and abuse, and diversity & inclusion are highly important, but they also can be challenging to address adequately. We are working on concrete programs and initiatives that will be communicated in due time, and some initiatives such as the ISU Code of Ethics Challenge (available on the ISU eLearning platform) have already been launched internally. The ISU Athletes Commission members are involved in a number of ongoing initiatives and in this regard, I also would like to remind everyone that the next Athletes Commission elections will be held in 2022.

**In this spirit of moving forward and optimism, my warmest thoughts and best wishes for the Holiday Season and a Happy New Year!**

With kindest personal regards,

Jan Dijkema  
ISU PRESIDENT

