



## MAIN OBJECTIVES FOR THE INTERNATIONAL JUDO FEDERATION 2017-2021

### **Overall development of Judo and increasing Judo's notoriety at global level**

As President of the International Judo Federation, ever since I started my first mandate, my main goal was to develop our sport, show the world the beauty and values of Judo and transform Judo as a modern leading sport on the international scene.

In the past years, I continued my strategy and focused on these objectives, through various means and measures. Based on the results achieved, I will strive to continue this strategy and reach even better outcomes.



### **Consolidation of status in the Olympic sports family**

Through the implemented strategy, judo is today a recognized and worldwide influential sport, acknowledged as one of the fast-developing sports. Our reputation is growing and with repeated success, judo has become a strong pillar of the World Sports and Olympic Movement. I will strive to consolidate the position of Judo among the Olympic sports and raise it to new levels.

### **Creating a competitive events calendar for all stakeholders and the general judo population**

The complex IJF Calendar is an important part of the overall IJF strategy, it allows professional preparation for athletes and consolidates the image of judo in all corners of the world. The new calendar and World Ranking List emphasizes the value of IJF Events, meanwhile developing the World Judo Tour Brand, which will now count 21 yearly events!

The IJF remains dedicated to providing a professional competition background to all its communities, including the Veterans and Kata family. The World Championships for the two events will remain a joint event.

### **Delivering a successful and historical edition of the Tokyo 2020 Olympic Games**

In Tokyo 2020, we are committed to deliver a milestone event, in the historical venue of the re-constructed Budokan, where the first ever Olympic judo competition was also held and where we will have the World Championships in 2019.

Judo is coming back home with a different status in the Olympics and after 50 years, we will also be present with Teams competition, in addition to Individual events.

The Mixed team event becoming an official Olympic event, our sport is gaining new opportunities, for athletes and event organizers equally.



## **Gender Equity in Judo**

As per the gender equity requirements of Agenda 2020, there will be an equal quota of participation for men and women in the Olympic Judo competition, stimulating women's participation in Judo. I am confident that this format will also encourage countries who have been focusing on men judo, to develop more women judo and thus contribute to the global development of our sport.

## **Making Judo accessible for general public and appealing to media**

We want a more dynamic sport, but without losing its values and essence. The adjusted rules and changes implemented after the Rio 2016 Olympic Games are meant to make the sport easier to follow and attractive.

## **Judo becoming a global media presence**

We are striving to make judo a global media presence and our communications team behind are implementing a series of activities in this direction.

From TV distribution point of view, our future targets are to increase the number of broadcasters and the popularity of judo, increase the media value for sponsors and attract more sponsorship, as well as consolidate the IJF and World Judo Tour brand, creating a universal judo culture.

IJF has partnered with Hakuhodo for the sales of global media rights of our events, as well as with CNN and Euronews for global distribution and advertising of Judo throughout the world.

## **Continued support for the development of judo in all member countries**

IJF will continue the material support – financial, equipment, participation to major events, coaching expenses, dojo construction – of its member federations, in order to assist them in developing their structures, increasing their membership, diversifying and expanding their activity, achieving better results.

## **Continuation and expansion of existing education programs and projects**

However, judo can be developed not only with material support, but also with a diversity of programs and through education, which is one of the core missions of judo and of the IJF.

- Judo for Children & Judo in Schools – increase the number of projects
- Academy – transforming the project into an independent institution with a complex and state-of-the-art range of services
- Judo for the World – continue the creation of the film series highlighting the universality of judo, expanding the themes and the geographic coverage

