

## IFSC 2025-2028 First Draft Program

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### Vision:

#### "Climb Higher, Climb Faster, Climb Together"

The IFSC's primary mission for the 2025-2028 period is to strengthen the global climbing community (including connection with commercial gyms) by empowering athletes, fostering innovation, increasing participation, and improving the sport's professionalism, all while staying true to the values of collaboration, transparency, and humility.

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## 1. Central Focus: Climbing Sport at the Core of IFSC Activities

### Athletes' Involvement

- **Empower the Athletes' Commission:**
  - Increase the scope of the Athletes Commission by including formal channels for athlete consultations on critical decisions and policy developments.
  - Establish a set percentage of the total IFSC budget for athlete development, prize money, healthcare programs, and other essential services (e.g., MI/Red S). This will ensure that athletes have a voice and tangible support in decision-making processes.
  - Expand resources for athlete welfare, including mental health programs, injury prevention, and career support post-competition.

### Development

- **New Formats and Global Participation:**
  - Innovate competition formats to ensure they appeal to a global audience, cooperate with commercial gyms worldwide and continue to challenge athletes in new ways, enhancing excitement and inclusivity.
  - Promote the sport's expansion into new countries and continents by providing grants, resources, and mentoring to national federations (NFs) in developing regions.
  - Formalise and define para-athlete categories to ensure equal opportunities for all in climbing competitions.
- **Education:**
  - Expand the training programs for coaches, trainers, judges, and route setters with globally accessible, high-quality educational modules and certifications.
  - Foster knowledge-sharing through seminars, online workshops, and on-the-ground development camps for all key stakeholders.

## Marketing & Professionalization

- **Athletes as the Core of the Sport:**
    - Recognize that the livelihood of professional athletes directly influences the sport's visibility and audience. Develop a sustainable business model that supports athletes and promotes their professional status.
    - Create opportunities for athletes to earn a living through climbing, including sponsorships, media rights, and other professional engagements.
  - **Media & Sponsorships:**
    - Focus on securing TV broadcasting rights, streaming partnerships, and sponsorships to elevate the sport's profile.
    - Tell our story! Continue developing a digital marketing strategy highlighting athletes, events, and the core values of climbing both climbers and competition climbers.
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## 2. Growing Competitions & Expanding Global Reach

### Increase Olympic & Paralympic Participation

- **Olympic & Paralympic Growth:**
  - Work towards an increase in the number of athletes and medal opportunities for climbing in the Olympic and Paralympic Games (OS & PG), further establishing climbing as a global and recognized Olympic Sport.

### Support for All Stakeholders

- **Profitable and Sustainable Competitions:**
  - Collaborate closely with all stakeholders—athletes, national federations, event organizers, and sponsors—to create competitions that are profitable, engaging, and sustainable.
  - Foster operational and financial cooperation to ensure that events are both economically viable and equitable for all participants.

### Focus on Youth

- **Youth Development:**
    - Prioritize the growth of youth competitions, including the Youth World Championships (YWCH) and Youth Continental Cups.
    - Develop pathways for young climbers to progress from local and national competitions to global stages.
    - Provide resources to develop talent in emerging regions, making youth programs more accessible and inclusive.
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### **3. Governance: Transparency, Democracy, and Long-Term Planning**

#### **Transition to a Mature IFSC**

- **Strengthen Continents and Cooperation:**
  - Strengthen the role of Continental Federations in the governance structure, ensuring more localized representation and decision-making.
  - Promote collaboration between continents and federations to ensure the sport's growth and reach across all regions, as well as local climbers in gyms as competition climbers.
- **Professional Day-to-Day Operations:**
  - Establish a professional office dedicated to the day-to-day operations of the IFSC, ensuring effective, timely, and efficient management of the sport globally.

#### **Democratic & Transparent Processes**

- **Inclusive Decision-Making:**
  - Adopt a transparent decision-making process that actively involves athletes, National Federations (NFs), Commissions, and Councils in determining the future of the sport.
  - Ensure that feedback from all stakeholders is considered when setting policy, goals, and initiatives for the IFSC.
- **Transparent Planning:**
  - Communicate clearly and regularly with the global climbing community about what the IFSC is doing and why.
  - Share plans, objectives, and progress in an open manner, creating a "share what we are going to do, do what we promised" culture.

#### **Humble Culture**

- **Prioritize Athletes & Sport Development:**
    - Focus IFSC expenditures on athlete welfare and the development of the sport, ensuring that resources are allocated where they have the greatest impact.
    - Encourage a culture of collaboration rather than competition, where the IFSC, athletes, national federations, and stakeholders work together for the long-term success of the sport.
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#### 4. Key Strategic Goals (2025-2028)

1. **Increase Athlete Participation:**

- Achieve an increase in the number of athletes from at least 50 countries participating in World Cup events and Championships by 2028.

2. **Boost the Youth Pipeline:**

- Expand youth competitions and increase the number of youth athletes participating in continental and world competitions by 30% by 2028.

3. **Improve Athlete Financial Sustainability:**

- Create at least 10 new long-term commercial partnerships with sponsors and broadcasters, ensuring that climbing athletes can make a living from the sport by 2028.

4. **Increase Para Climbing Representation:**

5. Establish a clearly defined Para Climbing category in all international events and ensure full participation at the LA 2028 Paralympic Games, with a goal of further inclusion in Brisbane 2032.

6. **Strengthen Global Governance:**

- By 2028, establish clear operational guidelines for IFSC governance and a professional team that ensures the smooth running of the sport, with strong oversight and accountability.

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#### 5. Conclusion:

The IFSC's vision for 2025-2028 is to create a professional, inclusive, and sustainable future for climbing. Focusing on athletes, expanding competitions, fostering collaboration, and promoting transparent governance will elevate climbing to new heights on the global stage.

By **climbing higher, climbing faster, and climbing together**, we can shape a bright and inclusive future for the sport and ensure that it continues to inspire and empower athletes and fans worldwide.

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