

Letter of motivation – VP Candidate Jan Bloudek

I see a huge opportunity in the development of sport climbing if we manage to grasp it properly. As the organizer of the successful World Cup in Boulder, I've had many comments from professionals who help sell marketing outputs to all kinds of successful sports. All experts agree that, compared to most other sports, climbing is exceptionally attractive to spectators. If we work well with this potential in the long term, we should get into a narrow group of sports with great popularity and media reach, where it pays for athletes to devote themselves to a fully professional track.

We all also see a growing interest in climbing among the younger generation. In most countries, the capacity of climbing walls is not sufficient to meet the demand of the public and youth sports clubs.

I am an active climber and enjoy everything about climbing, from organizing competitions to educating young climbers to living in a climbing community on rocks and climbing walls.

My motivation is to get involved in the work of a team that can utilize the huge potential of our sport and move our climbing community into the company of truly elite Olympic sports.

To do this, it will be necessary to work outwards - in marketing, media and sports diplomacy, but also inwards, where we need to build a stable organization capable of securing competitions - whether on a global, continental or regional level. At the same time, we must also pay enough attention to the development of National Federations and their needs, which may be different on different continents.

The growth of interest in climbing will not be endless, we must seize the opportunity that is opening up here and now, we must not miss it. Although I could invest all my working capacity in the development of our NF, I see the need to think and act in a broader context. If elected, I want to create a strong position for sport climbing among the other Olympic sports, together with my colleagues on the Board and the IFSC management.

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Jan Bloudek

