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**Activity Report  
2012-2014**

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## **Activities report of the period 2012 – 2014 – President’s report**

As everyone knows, the wrestling community went through difficult times following the announcement of wrestling’s withdrawal of the Olympic program in February 2013. A worldwide campaign for saving wrestling was initiated as national federations and FILA Bureau made every efforts possible to save wrestling.

From then on, the whole set of FILA activities was focused on enhancing our sport as well as our federation in order to regain our position in the Olympic program.

First of all, changes in governance and statutes had to be made and they were undertaken through the convening of the member federations to an extraordinary Congress in Moscow during the month of May 2013.

A new strategy for presenting wrestling had to be conceived in anticipation of the 125th Session of the IOC in Buenos Aires which was going to be crucial regarding our future. This strategy was also elaborated in a long term perspective and it will still develop until Rio Olympics and even beyond. For reaching this goal, partners - Teneo and TSE Consulting - were chosen to support FILA in these great changes.

Attractiveness of our sport was a major aspect of this comeback in the Olympic program and wrestling rules have been modified in order to be easier to understand for the audience but also for wrestlers and referees. We have come to the conclusion that a renewal in activity has occurred with these new rules and the number of points scored during each match grew.

Wrestling went through a crisis but this also offered an opportunity for our sport and our federation to be rethought and to present a new image for the future. FILA Bureau approved to adopt a new name - United World Wrestling - as well as a new identity including a new logo for our federation but also a set of new logos for continental and world championships. This congress shall decide if it will accept the new name and identity.

This congress will also have to adopt a new constitution which is enclosed in these documents. New status were already adopted during the extraordinary Congress held in Moscow last year, but they were considered unsatisfying regarding two major points. Firstly, from a legal point of view, the status being subject to several changes in the past, they led to various interpretations, which is why they had to be clarified as precisely as possible. Secondly, from the governance point of view, women had to be more represented within the Bureau, which also fulfills IOC requirements.

All the efforts made during the last 18 months, as well as the ones that will be made in the years to come, aim at refreshing wrestling and renewing its attractive aspect in order to attract sponsors and television. Recently, several contacts have been made with worldwide renowned companies and negotiations are in progress.

Organization for non-Olympic disciplines has also been rethought with a committee for Beach Wrestling and Pankration, a committee for Belt Wrestling and a committee for traditional wrestling. Beach Wrestling is an attractive discipline that needs to be developed along with the other ones.

It is certain that a lot of work still has to be done for recovering our permanent Olympic status as a discipline. Many changes are in progress and each continent as well as each federation is a part of them.

These changes are also possible thanks to the different FILA commissions. During the year 2013, some of these new commissions were established but not all of them have yet come to gather such as the *Sport and Women* and *Sport for All* commissions. Their goals and programs still have to be decided. This will be done during the 2014 World Championship.

You will herewith find a report about some of the FILA commissions and departments and about continental councils.

I am grateful to all national federations and to their members, to all continental councils and to their members, to all the members of the FILA Bureau and to all wrestling’s friends for their contributions to our sport and our federation.

## **Secretariat operations and staff management**

Between late 2013 and early 2014, five new employees were hired for FILA Headquarters in order to develop our federation's activities. Mr. Lúcas Ó'Ceallacháin takes care of developing wrestling from a global point of view (FILA centers, Olympic Solidarity, Trainers, new mastership image, Commissions regarding development, various supports and equipment requests). Mr. Ó'Ceallacháin works in coordination with Mr. Dumont, Development Director.

Mr. Tristan Morard was hired in the sports department and cooperates with Mr. Jean-Daniel Rey for dealing with all matters regarding competitions and refereeing.

Mr. Emmanuel Veyrat completes the IT team along with Mr. Sébastien Guénat and Mr. Florian Bakour was also hired for various media projects, photos and statistics.

Mr. Gordon Templeman will take matters of marketing under his responsibility (from a general point of view as well as for the competitions) and will coordinate his work with the media and external consultants.

## **IT Projects**

The IT Department of FILA attends all major competitions for the management of the secretarial department of competition, and has also been working since the end of 2013 on various IT projects. The idea is to centralize data (wrestlers, trainers, referees, licenses) and to improve the administrations of such data by FILA. These projects are :

### **1. Merging of multiple databases**

An agreement to retrieve the Database is being set. The Database will then be part of the website and it won't be necessary to create gateways between servers anymore. All rights belong to FILA.

### **2. Licenses system / Consoles for National Federations / Accreditation system**

The license system is complete. For federations, all accesses to the console will be delivered in Tashkent and will allow them to :

- Manage their wrestlers (photos, passport, nicknames, etc.)
- Purchase licenses
- Create competitions on the FILA Calendar
- Invite federations to their events
- Sign up their wrestlers to the competitions

#### To come

- Management of referees (end of 2014)
- Manage accreditations (early 2015)

### **3. ISIS (International Sport Information System)**

FILA is still active in the group of experts for the ISIS project, and the project should be effective in 2016 for Rio, as is stipulated in the specifications.

### **4. New On Venue Results System – ODF**

The FILA competition management system is now complete. Its name is ARENA and is shall replace Heraclès. It has been used with success throughout 2014. Federations will be able to use it as soon as the

World Championships are over (in order to deal with last minute details). Classes will then be taught in each continent with a training program allowing the National Federations to gain more autonomy regarding the management of championships. This program has been developed in order to simplify its translation into any language.

## **5. New FILA website**

The new website is ready – it will be in use after the congress – it has been made with Drupal 8 technology and will be available in three languages (French, English, Russian). Other languages will be added later on (Farsi, Spanish, etc). FILA has worked on the website along with Antistatique (Switzerland) and Humaan (Australia). It is compatible with cell phones and tablets and has been completely revised in order to be more public-friendly.

## **6. Video Educational Platform**

- Expert Working Group on Education has met twice to identify content for all levels of Coaching Courses
- Video analysis and Dartfish will form an integral part of the Advanced Schools for Coaches in November
- Referee education is being assisted with video analysis and statistical data
- Coaches Management System being implemented from November with Sport Development
- Ready for Wrestling will showcase wrestling champions and help to create stars – filming begins in October
- United World Wrestling will launch their educational platform after the congress with World Academy of Sport and Sport Development
- United World Wrestling Academy will deliver
  - Ready For Wrestling online resource = expected 2015
  - Coach Education (Level 1, 2, 3) = November 2014
  - Educator Training = November 2014
  - National Federation Management = 2015
  - Performance Analysis = 2015
  - Event Management for Wrestling

## **7. Professional YouTube channel**

Since September, 2014, the number of subscribers to the YouTube channel has significantly increased (+ 235%). We have now 6000 subscribers , and we would like to have 10'000 subscribers before the end of 2014 (as a comparison, Volleyball has 7000, Taekwondo as 20'00 and boxing has 9'500).

In order to ensure the quality of the channel, FILA has also invested in various technical means, such as the production of HD definition images. This device has been used for the first time in Toronto and then at the Commonwealth Games. From now on, all images produced by FILA will be in HD.

An agreement has also been made with YouTube and before the end of 2014, all FILA videos (starting from 1996) will be available on YouTube.

## **8. Mobile Apps**

The mobile app has been relegated to the background after it was decided to change name and visual identity. We have decided to work on the site and make it compatible with cells and tablets instead of developing a new app. However we might still develop such an app in 2015 if necessary.

## **Development Department**

### FILA Centres:

- FILA Centre Thies, Senegal Athletes won 9 medals at the African Championship
- FILA Centre Brazil will host the first combined FS Men and Women's Advanced School together with support from Olympic Solidarity
- FILA/CELA Centre hosted multiple training camps in Sofia, Bulgaria
- FILA Centre for Asia currently preparing to host a coaching event in 2015

### Coaching Courses:

- Liberia
- Qatar
- Benin
- Burkina Faso
- Egypt
- Malawi
- Bangladesh

### Regional Coaching Courses:

- PASO/CPLA in Mexico with 40 coaches from over 24 countries
- OCAWS/Oceania Coaching Course with participants from 11 countries

### Technical Assistance:

10 Countries received wrestling mats

Financial support was provided to multiple countries for diverse projects including training camps, competitions

## **New Programs for 2015**

### **Ready for Wrestling**

This online resource will be ideal for introducing

### **Beat the Streets – World**

Linking education with a structured wrestling program, this delivers real change to marginalised communities.

### **Coach Education**

Our new Educators will be qualified to deliver the new coaching Level 1 all over the world in collaboration with Olympic Solidarity and the International Olympic Committee

### **Super 8**

2015 will see the launch of the Super 8 campaign using 8 ambassadors to promote women in wrestling – athletes, coaches, referees, administrators, leaders

## **Marketing and Communication Department**

### **Marketing**

#### **General Marketing**

- Appointed Full-time Marketing Manager in January 2014
- Assessed past marketing activities and performance
- Strategic research – working together with Repucom, a Market Research Agency in order to analyze target markets and maximize the popularity of the wrestling
- A more centralized marketing approach allowing for consistency and a stronger global brand
- Transformation from an in-active department to a more professional and dynamic driven department
- Re-establish contact with the Marketing Commission

#### **Sponsors**

- Ambition to increase the amount of partners/sponsors through a Categorized Market Structure. Have met with various international companies to begin the process.

Currently:

- ATAHoldings (continued): business conglomerate that operates in diverse sectors
- Asics (continued): apparel & footwear, renegotiated the contract until 2015
- Taishan (new): mat producer with R&D capacity and assistance in to the Chinese market
- Musclepharm (new): nutritional supplement provider, ensure safe & reliable product with a focus to educate athletes about nutrition and the use of supplements
- Samruk Kazyna: contract expired in 2014

#### **Branding**

- Worked with Olive Grove an agency that assisted in developing a new brand identity for FILA corporate and FILA competitions.
- Designed New Name, Logo, identity for both FILA Corporate & FILA competitions
- Continued work is to develop all the resources and materials that are essential for the successful delivery of the new identity across the various levels. Implementation will be crucial as it is educating organizers how and what to do in order to achieve brand consistency.

### **Communications**

- Full-time Communications Manager appointed in January 2014
- More established Communications Team with a Managing Editor, Press Officer and other media professionals that contribute to the content
- Increase communication and coverage of wrestling and activities associated with the sport to ensure it remains present and relevant to the IOC, sport publications and other media sources.
- Re-establish contact with the Media Commission
- Improve coverage of FILA competitions with addition of more high quality video, images and content.
- New website that is user friendly with a more dynamic interface.
- Selecting Wrestling Role-Models to connect with the wrestling audience.
- Translate the website into multiple languages.

## Facts & Figures of Communication Platforms

- **FILA-Official.com**
  - Written, edited and produced 150+ stories since October
    - Averaging 1.5 stories per day since January
    - Pre-IOC average was less than 3 stories per month
    - First three stories were 7k, 8k and 14k hits
      - Previous average was 1-3k hits per article
      - Tournament coverage average is 10k/day, More for World Championships
  - Improved visual content with professional photography
  
- **Social Media Growth**
  - 80k+ New Facebook Followers (184k total)
    - Organic growth with **zero** dollars spent on advertising
    - Adding 2500 fans per event covered by media staff
    - Average weekly growth is 1250
  - 15k+ New Twitter Followers
    - Increased growth expected with more content, coverage
  - Instagram and YouTube growth dependent on additional resources
  - Expansion to VK positions FILA for brand change and reach with United World Wrestling
  
- **Facebook Interaction**
  - 45 million impressions on Facebook since October
  - Top individual posts seen by more than one million fans
  - 3.5 Million Unique Impressions *Per Week* on Facebook
    - Increase of more than 3 million per week since October
  - Largest audiences are United States (50k), India (31k), Brazil (23k), Iran (17k)
    - Top Engagement (Comments, Likes, Shares) from Iran
    - No. 1 city is Tehran, IRI ... No. 2 city is Delhi, IND
  - Highly Valuable Demographic
    - 91-percent men (9-percent women)
    - 46-percent are 18-24 men
    - 20-percent are 24-35 men

## Television and broadcasting

- Increased investment shall be made in order to increase coverage of more FILA events from 2014-2016
- Areas of focus are the FILA World Cup, Golden Grand Prix as well as a new agreement with Eurosport

## **FILA Commissions activities**

### **Ethics and Legal Commission and FILA legal department**

In 2013, FILA legal department dealt with 18 cases regarding violation of rules linked with change of nationality, licence regulations but also violation of FILA disciplinary settlement with unsporting behavior during competitions by wrestlers and team members.

Four judgments issued by the FILA sport judge were appealed to the FILA Appellate Commission.

During this same year, FILA dealt with 11 doping cases concerning international wrestlers. 9 of them led to suspension measures while 2 of them led to reprimands. Three unusual cases have been noticed and were considered, after complementary analysis, as due to a natural condition of the athlete with no link to unauthorized substances.

Moreover, FILA dealt with 7 missed tests cases during the year 2013.

The Ethics and Legal Commission gathered in Budapest on the occasion of the World Championship to discuss some of the principles mentioned in the status related to FILA Bureau composition and to certain matters regarding continental councils. A presentation was also given by Mr. Zipper, member of the doping commission in wrestling and in sport in general.

In 2014, when this report was drafted, two disciplinary matters were dealt with by FILA as well as 5 doping cases.

FILA dealt with seven missed tests cases during the year 2014.

The Ethics and Legal Commission will gather on the occasion of the World Championship in Tashkent.

### **Athletes Commission**

Members of the Athletes Commission were elected during the Senior World Championship in Budapest in 2013 by the wrestlers participating to the tournament. These wrestlers elected their representative for the Bureau meetings by secret ballot.

The objectives pursued by the Commission are notably :

- To represent every wrestlers rights and interests and to address recommendations to the FILA Bureau
- To examine matters related to athletes and to address recommendation to the FILA Bureau
- To insure connection between active wrestlers and FILA
- To operate as a link between Athletes Commissions and National Federations
- To choose one of his members to take part in the IOC Athletes Forum
- To maintain contact with the IOC Athletes Commission
- To gather at least once a year

The duration of the term of office shall be four years. It is renewable after each Olympics.

Moreover, members of the commission will elect one of them to join the FILA Bureau. This member elected by the commission will be empowered with the exact same rights than the rest of the Bureau members.



In 2014, the Athletes Commission was represented at two sessions of the FILA Bureau (Rome in February 2014 and Dubrovnik in June 2014). The Commission will gather in Tashkent for the first time in order to define its functioning mode more accurately.

## **Medical and Anti-doping Commission**

### **A. Meetings**

In 2013, the annual department meeting took place during the World Championship in Budapest. Current matters were discussed, notably questions regarding combat against doping, injuries, medical care organization during competitions and competition organizers medical obligations.

Dr. Demars presented a record about therapeutic use authorizations provided by FILA during the past four years.

Some situations to which official FILA doctors were confronted during the competitions were discussed by the commission, notably matters regarding withdrawal of wrestlers who are considered as severely injured by a FILA delegated doctor. The Commission argues that doctors decisions should be followed in order to preserve the wrestlers health.

### **B. Competitions medical reports**

According to the doctors reports for this year, organizers have, in general, well complied with the medical requirements, such as they are described in FILA Health Regulations.

Efforts still have to be made by the organizers, in coordination with the National Anti-Doping Organizations, regarding the organization of the anti-doping controls, notably concerning the area and staff assigned to this task. Indeed, during certain competitions, control procedures length remarkably increased due to lack of space and sampling assistance personnel, which led some wrestlers to be nervous.

As has been observed during 2011 and 2012, very few bad injuries were reported by the appointed doctors during the 2013 and 2014 competitions, which is a very good sign for our sport.

### **C. Anti-doping**

Throughout the year 2013, 546 control procedures have been carried out during the FILA competitions (World, Continental, Senior and Junior Championships) as well as sixty out of competition tests. These figures do not include controls *in or out of competition* carried out by the national anti-doping organizations on international level wrestlers. Violation of the anti-doping regulation are specified in the FILA Legal Commission section.

### **D. Conferences**

As in each year, FILA takes part to the World Anti-Doping Agency symposium for the Anti-Doping Organizations in Lausanne, Switzerland. FILA also took part in the World Conference on Doping in Sport organized by the WAA in Johannesburg in November 2013.

## **Technical Commission**

The Technical Commission gathered on the occasion of the Senior World Championship in Budapest to discuss the commission tasks and program for the years to come, superior schools for trainers, the

opportunity of publishing a trainers manual but also for analyzing the wrestling rules, of which modifications are in progress since early 2013.

FILA Chief Executive Lalovic has convened a meeting at the end of October in order to make suggestions to the FILA Bureau about the new weight classes, wrestling rules and several others matters about competition format.

This meeting, as well as consultation of other commissions (Scientific Commission, Athletes, Medical and Refereeing Commissions) and suggestions made by the federations, have been very important for allowing the Bureau to decide on the modifications that have been applied as of late January 2014.

The Technical Commission will also gather in Tachkent during the World Championship in order to analyze FILA timetables structure and make suggestions to the FILA Bureau for a better repartition of the competitions.

### **Hall of Fame Commission**

Between 2012 and 2014, the Hall of Fame department mainly focused on nominations and organization of the Hall of Fame ceremonies. Nominees for the Hall of Fame 2014 are listed below. It should be noted as well that FILA Bureau decided that this ceremony would only take place every two years, on the occasion of the World Championships or the Olympics and the ordinary congress.

The 2014 Hall of Fame Ceremony will be held on September the 6th at the Uzbekistan Hotel in Tachkent, the day before FILA Congress.

### **2014 Hall of Fame Nominees**

#### **Referees:**

- **Ender Buyukersen** (TUR)
- **Baskhuu Adduch** (MGL)

#### **Leader:**

- **\*Matteo Pellicone** (ITA)

#### **Women's Freestyle:**

- **Lise Golliot-Legrand** (FRA): double world champion in 1995 and 1997; world runner-up in 2002 and third at the 1996 World Championship. Bronze medalist at the 2004 Olympics.
- **Sara Eriksson** (SWE): double world champion in 1996 and 1995; world runner-up in 2002, triple bronze medalist (94, 97, 98).

#### **Greco-Roman:**

- **Sim Kwon-Ho** (KOR): double Olympic Champion in 1996 and 2000; double World Champion in 1995 and 1998; worldwide no.3 in 1993.
- **Zhaksylyk Ushkempirov** (KAZ): Olympic Champion in 1980 (KAZ's 1st Olympic Champion), World Champion in 1982.
- **\*Mikael Ljungberg** (SWE): Olympic Champion in 2000; Olympic bronze medalist in 1996; double World Champion in 1993 and 1995; World bronze medalist in 1999.

### Freestyle:

- **Artur Taimazov** (UZB): double World Champion in 2003 and 2006; twice silver world medalist in 2001 and 2010; world bronze medalist in 2007; Triple Olympic Champion in 2004, 2008 and 2012; silver Olympic medalist in 2000.
- **\*Aslan Chadarzev** (UZB/USSR): Triple World Champion in 83, 86, 87; world bronze medalist in 1989.
- **\*Besik Kudukhov** (RUS): Four times World Champion in 2007, 2009, 2010, 2011; Olympic runner-up in 2012 and Olympic bronze medalist in 2008.
- **Pavel Pinegin** (RUS): Triple World Champion in 1975, 1977 and 1978, Olympic Champion in 1976.
- **Rasoul Khadem Azghadi** (IRI): Olympic Champion in 1992; Olympic bronze medalist in 1996; double World Champion in 1994 and 1995; World runner-up in 1998.

### Legends:

- **\*Wilfried Dietrich** (GER): 5 Olympic medals: 1st in 1960 FS; 2nd in 1960 GR; 1956 GR; 3rd 1964 GR, 1968 FS; 5 World Championship medals: 1st 1961 FS 2nd 1957 FS, 1969 GR; 3rd 1962 FS, 1962 GR.

### Trainers:

- **Vadim Psarev** (KAZ)
- **Dmitry Mindiashvili** (RUS)

## Reports on Continental Councils

The year 2013 was a year of election for FILA Continental Councils and their respective Executive Committees, according to the statutes. Each Continental Council organized, on its continent, a general meeting and elected their new members for a four year time period. The members list of each council is available on the FILA website.

During the year 2013, FILA Continental Councils played a great role in promoting wrestling on each continent and in their lobbying activity with CIO members in anticipation of reintegration of wrestling in the Olympic program.

Besides their participation to all FILA Bureau meetings in 2013 and 2014, Continental Councils Presidents brought their expertise and knowledge of sport of their continent during the meetings of the Development Commission in Budapest in 2013 and Rome in 2014. They also participated to the definition of the development strategy of our sport at a continental level with our TSE consultants.

Continental Councils Presidents had the opportunity to represent FILA and our sport during the different assemblies and international meetings. This includes, for instance, the General Assembly of the Olympic Asia Council (in 2012 and 2014), meetings with ODEPA in America or the joint meeting of the Ministers for African Sports with African national federations on the occasion of the *Jeux de la Francophonie* in Nice, France.

The coordination with the Continental Councils has also been invaluable for all coach courses as well as for the obtention of Olympic Solidarity scholarships.

Continental Councils Presidents will gather in Tashkent for the Development Commission meeting.