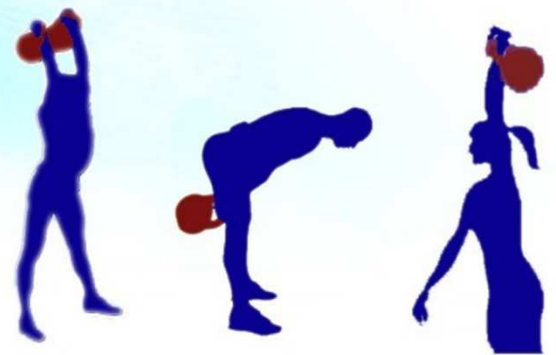


WORLD KETTLEBELL SPORT FEDERATION (W.K.S.F.)

STRATEGIC PLAN FOR THE DEVELOPMENT OF KETTLEBALL SPORT WORLDWIDE





INTRODUCTION

The World Kettlebell Sport Federation (W.K.S.F.) is the international leading board of all the federations of kettlebell sport from each affiliated country, managing and organising the relationships and international competitions among them.

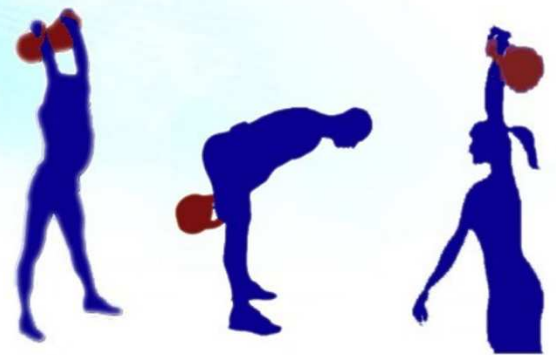
Furthermore, the World Kettlebell Sport Federation (W.K.S.F.) regulates and develops the international sport events, training programmes for practitioners and technicians, in addition to promoting national federations.

The World Kettlebell Sport Federation (W.K.S.F.) believes in the values of democracy, solidarity and equality, and condemns any discrimination of gender, nationality, social background, political and religious views.

The World Kettlebell Sport Federation (W.K.S.F.) promotes the recognition of sport as a determining factor to improve the individual's personal growth.

The World Kettlebell Sport Federation (W.K.S.F.) opposes all forms of corruption or conflicts of interest and encourages transparency in decisions and processes.

The World Kettlebell Sport Federation (W.K.S.F.) prevents and restricts the use of substances altering natural physical performance of athletes and reinforces the current anti-doping laws.



VISION

To promote and regulate Kettlebell Sport in order to develop the values and culture of this sport, alongside national federations and sport associations.

The World Kettlebell Sport Federation (W.K.S.F.) considers sport as a powerful tool to promote positive values in terms of general wellbeing and lifestyle.

Kettlebell Sport is practiced by professionals and amateurs, who follow some shared values:

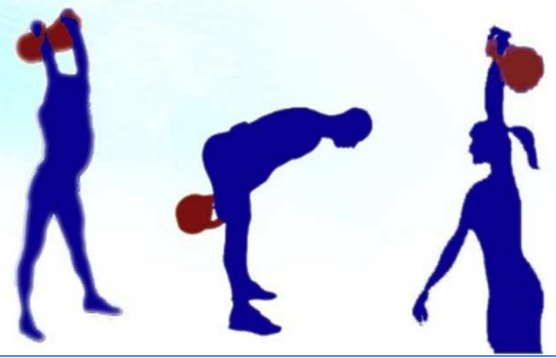
- loyalty;
- mutual support;
- physical and moral sacrifice;
- respect for the opponent and compliance with rules;
- attention to social and environmental issues;
- interest for people's health and their general wellbeing;
- understanding and respect for the historical roots of the discipline.

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MISSION

To design a plan of continuous development of the Kettlebell Sport Movement worldwide, in order to improve the qualitative and quantitative standards of the sport as well as the organization.

To strengthen cooperation and partnerships between all actors, including sport clubs, associations, federations and leagues, university, school, local communities and decision makers as well as the public and private sectors, and ensure complementarities and to make sport and physical education available to everyone.

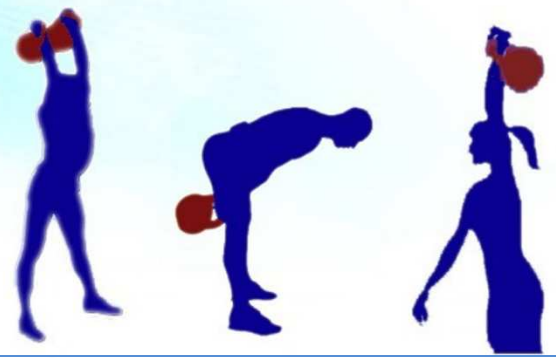


OBJECTIVES

- To promote and develop the Movement, through the increase in the number of members and affiliated national federations worldwide.
- To stimulate the interest of people and media for the sport.
- To promote a wider and thorough expansion of Kettlebell Sport culture at every level of experience.
- To promote Sport as a primary factor for health, education, social, economic and cultural development;
- To implement shared planning and decision making across the board.
- To value relationships with stakeholders.

ACTIONS

- To improve the organizational governance and promote the coordination across different national federations.
- To encourage the affiliation to the main supranational sports Organizations.
- To improve the structure of competitions and international sport events.
- To promote standardisation of competition equipment, rules and criteria.
- To add value to the national teams.
- To promote continuously higher standards of training for athletes and instructors.
- To develop an advanced plan of communication and marketing.
- To amplify live streaming, media and TV connection for main sport events.
- To increase the fundraising and the search for new sponsorships.
- To promote health and wellbeing for disabled people, taking into account their specific requirements and needs.
- To encourage everybody to practice sport and physical activity, in particular women, young and elderly people.
- To increase the awareness and understanding of Kettlebell Sport in schools and universities.
- To promote active citizenship and encourage volunteering in sport.
- To promote sport projects linking science, health, society and culture, together with the experts in each field of interest.



THE FOUR PILLARS OF W.K.S.F.

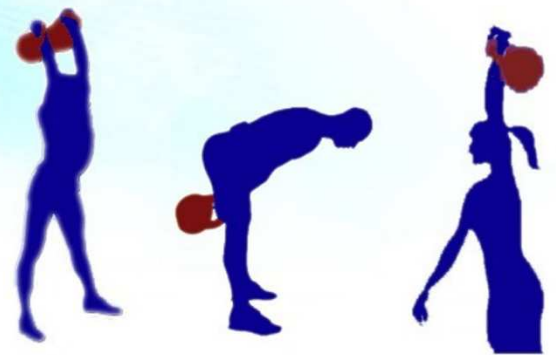
The World Kettlebell Sport Federation (W.K.S.F.) is based on four main pillars:

- Competitions: through the organization of international championships and games
- Education: through activities aimed at increasing the awareness of the sport and its technical methodologies among people, in collaboration with experts in the academic environment and health professionals
- Social and cultural promotion: through support to projects aimed at promoting the involvement of students, women, young people and vulnerable individuals of society, in partnership with public and private entities and bodies.
- Training: through the organization and improvement of specific courses, workshops and classes for instructors, athletes and amateurs. Noteworthy is the contribute of the **International Kettlebell Lifting Training Centre (I.K.L.T.C.)** for its commitment to education and specific activities aimed at the personal and professional development of professional athletes.

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The World Kettlebell Sport Federation (W.K.S.F.) recognises that international sport has the power to bring nations as well as individuals together and it can serve as a guide to an engaged and inclusive society.

Through this brief strategic plan, the World Kettlebell Sport Federation (W.K.S.F.) provides the roadmap and the main initiatives to convert the main challenges in great opportunities for the long term growth of our sport and for the enjoyment of many people within the Kettlebell Sport family!



CONCLUSIONS

Finally, please find below the program statement of World Kettlebell Sport Federation as developed, during the inauguration ceremony, by the President of W.K.S.F. Oleh Ilika:

“Dear Friends!

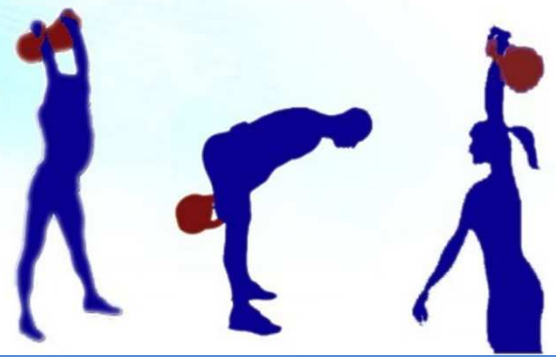
World Kettlebell Sport Federation (WKSF) has been founded on October 15th 2017 in Greece and on November 22nd 2017 in Milan. Because of the recent bent and deviant politics, I felt the need to build up a new federation voted for the ethical development of our sport. Following a mutual though, I wish to incorporate all the nations that want to move together towards a common goal.

Sponsorship of Kettlebell Sport is our mutual aim and we want to achieve it through practical demonstration in all over the world and within the country member: the main purpose is to raise the level of the organization of our events not only in the elite championship but also in the amateur and students level.

We are laying the foundations for a huge and complex project with clear, defined and ethical guide lines for all the members of the WKSF: everyone of us will have the opportunity to work with a purpose and to collaborate to make this process effective.

One of the most delicate spot to face with is the economical management. This is the starting point for comply the big project we are building up from the better quality of the organization of championship to the improvement of the facilities for our athletes, trainers and members.

For that reason, it is vital to create a marketing plan, in and out the federation.



Here following, there are all the key points summarized:

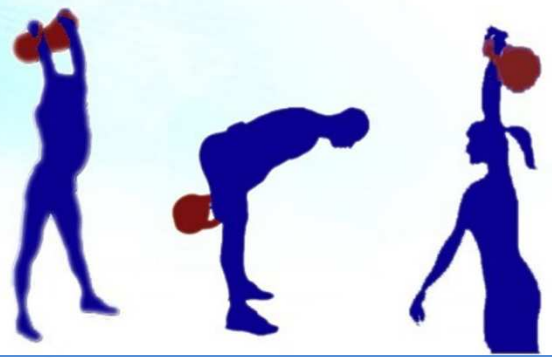
- *Realize WKSF identity*
- *Affiliate to CIO organizations*
- *Affiliate to WADA*
- *Organize world and national championship*
- *Organize continental championship and cup*
- *Organize and develop challenge for disabled people*
- *Organize and develop challenge for students*
- *Standardize challenge equipment and parameters*
- *Extend and research new sponsorship*
- *Amplify live streaming and tv connection for main events*
- *Optimize electronics devices to help the WKSF management*

As president, I am responsible for doing all that is necessary to reach and obtain all we are working for.

My dear friends, I give you all my best wishes. Future is built only together!

Oleh Ilika, WKSF President”

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REFERENCES

<http://www.ghirisport.it/>

<http://www.kettlebellsport.it/>

<http://www.wksf.site/>