

# VISION 2033 – 125<sup>TH</sup> IIHF ANNIVERSARY

## CREATING THE FUTURE NOW: IIHF DECLARATION 2033

I believe in the great collective mind of our international ice hockey community.

I consider it a vital element and strong advantage to have a range of differing opinions and perspectives, because great ideas and initiatives are born in true and open discussions.

I am also convinced that a leader is a team player who cherishes and inspires the diversity of thought and creativity, leads through the debate process, so that ultimately the team arrives at the best possible solution.

- making informed decisions based on thorough research and analysis
- learning from the best practices of others who are ahead of us
- involving internal and external experts to use their expertise and consider all possible angles

all these are important  
pieces of the puzzle

The IIHF does and will continue to face not only many risks, but also opportunities. We need to prepare for those, so that we can master all the challenges and even turn risks into opportunities.

In this Manifesto I am sharing some of my ideas and visions on what steps the IIHF should take to ensure the long-term development and progress for the benefit of all.

In addition to the topics detailed in the following chapters, there are many more challenges that we need to consider and discuss, among them are: **eligibility matters, construction and operations of ice rinks, e-sports or other major questions such as how to use additional financial resources once the new Infront contract kicks in.**

I remain open to any questions, comments and suggestions you have, either agreeing or disagreeing, and encourage you all to voice your opinions and actively participate in the debate.

# VISION 2033

**SUCCESS IS BUILT OVERTIME, NOT OVERNIGHT**

So let us take our time... but waste no time in conducting a comprehensive review of the status quo, acting pro-actively and starting a transparent and detailed discussion, preparing and approving a **LONG-TERM ACTION PLAN** for – “**VISION 2033**” towards continuous success of ice hockey worldwide and celebration of the 125<sup>th</sup> IHF Anniversary.

## CONVENTION ON THE FUTURE OF ICE HOCKEY

- comprehensive review of the status quo
- **involvement of all stakeholders and members** (MNAs, leagues, clubs, coaches, players, as well as media representatives, broadcasters, sponsors, fans, etc.)
- organized process of submitting proposals, sharing ideas, their detailed evaluation
- conducted in several stages (consultation rounds)
- **constant monitoring throughout the whole implementation process for status reporting and adapting to new developments**

## ADVISORY GROUP OF EXPERTS

- seeking advice of **experts from various backgrounds within and outside the international ice hockey community**
- using best practices
- expansion of partnerships

## TRANSPARENT & OPEN DISCUSSION

- ask tough questions and put everything on the table in the meeting room, not corridors after the meeting
- diversity of opinions doesn't mean war
- thinking forward & acting pro-actively
- **encouragement of a healthy debate culture**

## EXTENSIVE RESEARCH & SURVEYS

- evaluations by working groups
- decisions based on thorough & critical analysis
- application of scientific judgment to practical matters
- **marketing review on a global ice hockey image, perception from players and followers**



# VISION 2033

Similar to the **IOC Agenda 2020** (already extended to Agenda 2020 + 5), time is needed to effectively implement the presented process.

**Immediately after being elected, President of the International Olympic Committee in 2013 in Buenos Aires, Thomas Bach announced the creation of Agenda 2020 by inviting all stakeholders of the Olympic Movement, external experts and general public to submit ideas for it. A long-term development plan for the Olympic Movement (20+20 recommendations, roadmap until 2020)**

How it was done and how it was implemented can't be described better than it is in the official document of the IOC:

"The 40 detailed recommendations are like individual pieces of a jigsaw puzzle, which when put together give us a clear picture of what the future of the Olympic Movement will look like. They give us a clear vision of where we are headed and how we can protect the uniqueness of the Games and strengthen Olympic values in society.

The reforms follow a year of discussion and consultation with all stakeholders of the Olympic Movement, as well as external experts and the public. **More than 40,000 submissions were received from the public during the process, generating some 1,200 ideas. Fourteen Working Groups synthesised the discussions and debates throughout the whole Olympic Movement and wider society** before the recommendations were finalised by the Executive Board ahead of the 127<sup>th</sup> Session."

Until 2020 about 87% of the goals were achieved and the rest were ongoing yet not finished processes. Given this success the International Olympic Committee decided at the IOC Session in February 2021 - when Thomas Bach was re-elected - to extend it to Agenda 2020+5.



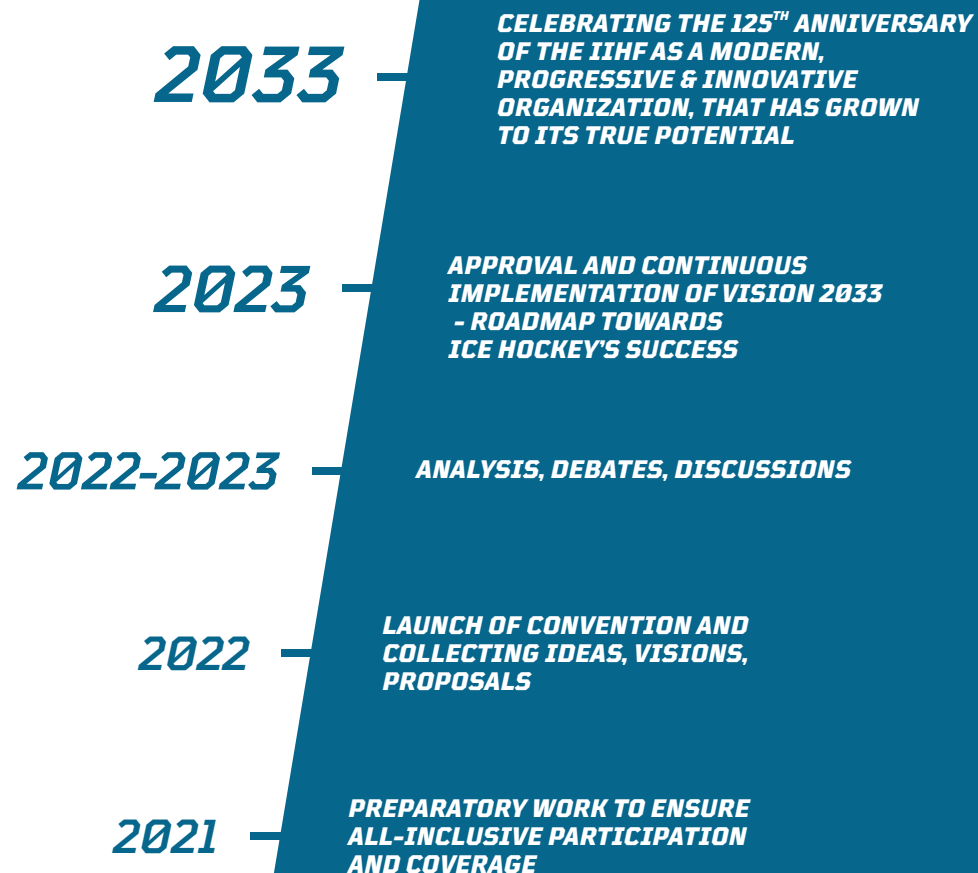
# VISION 2033 – 125<sup>TH</sup> IIHF ANNIVERSARY

The IIHF Convention concept will also build on the experience of the World Hockey Summit in 2010, for instance, and moving forward should continue through the network of forums (2012 Hockey Forum in Barcelona, World Hockey Forums in Moscow, etc.).

That whole process is there to ask the right questions and seek the best solutions. It is to determine what kind of the IIHF we want to see on its 125<sup>th</sup> Anniversary. Certainly, we all agree that we want it to be more global and successful. New revenue streams and markets, etc. How to achieve that, the following chapters will give some ideas, but **I am not making any empty promises, as a true roadmap and vision can only be achieved together.**

**BY FAILING TO PREPARE, YOU ARE PREPARING TO FAIL**

**~Benjamin Franklin**



**THE SOONER WE START, THE SOONER WE CLIMB THE STAIRS OF SUCCESS**