

## **Why FIS is promoting snow sports for kids?**

### **1. The FIS Aid&Promotion Programme, FIS Solidarity**

Last year FIS was able through its Aid&Promotion Programme for National Ski Associations of developing countries in terms of skiing, to invest approx. 1.2 million CHF out of candidacy fees from World Championship venues to a total of 48 National Ski Associations.

As part of this Aid&Promotion Programme 45 National Ski Associations also received direct financial support to finance individual training courses and to purchase technical equipment. Besides this, the National Ski Associations have been offered around 1000 free training days for their athletes at the Candidate sites for the 2009 FIS World Championships. Numerous FIS training and development seminars have been held for various disciplines over the last 2 years.

As an additional help, I would like to mention the FIS Solidarity Programme. Only for this year the council accepted applications to purchase skis for youngsters, support for training programmes for young skiers, etc. for about CHF 100 000.--

### **2. Why special programmes to bring Youngsters on snow ?**

Due to climatic conditions, winter sports are limited to a part of the world. As an example, we know that the Winter Olympics have only half of the participant countries than the Olympic Summer Games.

- The advancement in transportation, geographical distance and climatic limitations become less significant, and the economic conditions are improving, so is it up to FIS that more countries can enjoy winter sports and skiing and we have to start in this countries by convincing young people to ski.
- To bring young people on snow, is for FIS like a long term investment, is thinking about our own future. We have to create our ski sport not only for the today's competitors, but we have to think about new training methods, about new competitions for the young population.
- This is also the target of this Seminar in Bucharest, to find new solutions, how we can promote skiing for Youngsters especially in the so called emerging countries, where kids are often hanging around and not even playing football. Only those who think about their future will have one. Mr. Sony (Akio Morita ) said: We must all be willing to find new approaches, to go down new paths and promote new trends and dare to think new thoughts. Only then we can be successful.
- Just as an example, the "Dream Programme" of Korea: Dream Programme is designed to let young athletes (11-15 years old) from countries with warmer climates experience the thrill of winter sports by inviting them to Gangwon Province and giving them opportunity to participate in winter sports as well as to enjoy the tradition and culture of the country. Around 100 boys and girls from countries like Argentina, Bulgaria, Greece, China etc. enjoyed this invitation and got familiar with the winter sports.  
When we will have a champion out of this countries or out of your countries, then we can start to speak, that skiing is really a world-wide exercised sport and not only in the so called alpine countries like Austria, Switzerland and Skandinavia.

### **3. 2005 the Year of Sport of the United Nations**

In 2003 the United Nations General Assembly adopted a resolution on Sport as a mean to promote education, health, development and peace, declaring 2005 the International Year of Sport and Physical Education.

Also the FIS as a member of the Olympic Family will do special efforts to raise awareness among young athletes of the concomitance between education in Olympic values and learning sporting techniques.

As a FIS Council Member I would like to thank the working group of Aid& Promotion and also the speakers.

This Seminar is exactly the kind of initiative the FIS wants to foster, and I would like to express my warmest gratitude to the organizers.

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