



WKSF
2023-2027

STRATEGIC PLAN

WKSF PRESIDENT

The World Kettlebell Sport Federation (WKSF) was founded on October 15th (2017) in Greece and on November 22nd of 2017 officialized the foundation in Milan.

By the lack of democracy on our sport, I felt the need to build up a new federation voted for the ethical development of our sport. Following a mutual though, I wished to incorporate all the nations that want to move together towards with a common goal.

One of the main and very important goal was to raise the level of the organization and of our events, not only at the Elite Championships but also at the Amateur, Students, Masters, Child's, Youth's, including the Disable's into our competition and gift to the entire community of Kettlebell Lifting a high level organization and structure, with the values "From All & To All".

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

It is a great honor for me to be part of the World Kettlebell Sport Federation and be a member of the big family of Kettlebell Sport.

Friendship, fairness and respect are the foundations of Kettlebell Sport and the WKSF firmly believes in all of these values which are the aim for living a rich and happy life.

Step by step, Kettlebell Sport, globally well known and acknowledged, with 70 Members from all 5 continents and united by Continental Commissions. All them are working together under the same rules and regulations and with the same goals. It is a real pleasure to know that Kettlebell Sport is known by almost everybody all around the world and this is thanks to digital platforms and social media which has increased its popularity gaining a great media attention and proving that it has the power to join athletes from all over the world to compete according to a mutual honor and cultural respect, in and out the platforms.

The WKSF is proud to have seen a growth in female attendance, it still being hard for bring more young athletes, they are our future. At the Disabled category, it has been growing and much more well structured. However, we know that must support and improve year by year.



I'm proud to see that all of these values are achieved and shared by every single athletes, from the youngest to the oldest, whether for fitness and health, for competition or as a cultural art form. This is our heritage, I'm proud to have helped to succeeded in it: the projects, that were made five years ago, are still growing and they have been implemented in many countries.

TAFISA & GAWSF, ISNO & SRE are close ties which have enabled us to better play our role in working together to make this world a better place: in that way, the WKSF can be part of the global sport family and we will continue to work closely with globally recognized sport organisations, like SPORTACCORD & WADA. Lots of work still have to be done in order to striving for excellence and take our sport to an even higher level.

A Strategic Plan is all of this joined together. Furthermore, it should result from a broad consultation process, so that it can be as much consensual as possible within the Kettlebell Sport family. It must also be ambitious, but realistic and achievable too: It shows principles, but it also manages concrete actions and their applications. It is the result of collective reflections, carried out in a spirit of unity and collaboration. It should reflect the tradition and history of the organization, recognizing its strengths and weaknesses, creating detailed diagnostics of the current situation and hopefully deliver solutions for progress on a national, continental and global scale.

This is the target of the WKSF Strategic Plan 2023-2027.

I would like to recall our beginning.

The WORLD KETTLEBELL SPORT FEDERATION (WKSF) was founded on October 15th 2017 in Greece and on November 22nd of 2017 in Milan.

Because of the recent deviant politic facts, I felt the need to build up a new federation voted for the ethical development of our sport. Following a mutual though, I wished 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, it is the economical management. This is the starting point to comply the big project we are building up, from the better quality of the organization of the championships 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.

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

My dear friends, I give you all my best wishes.

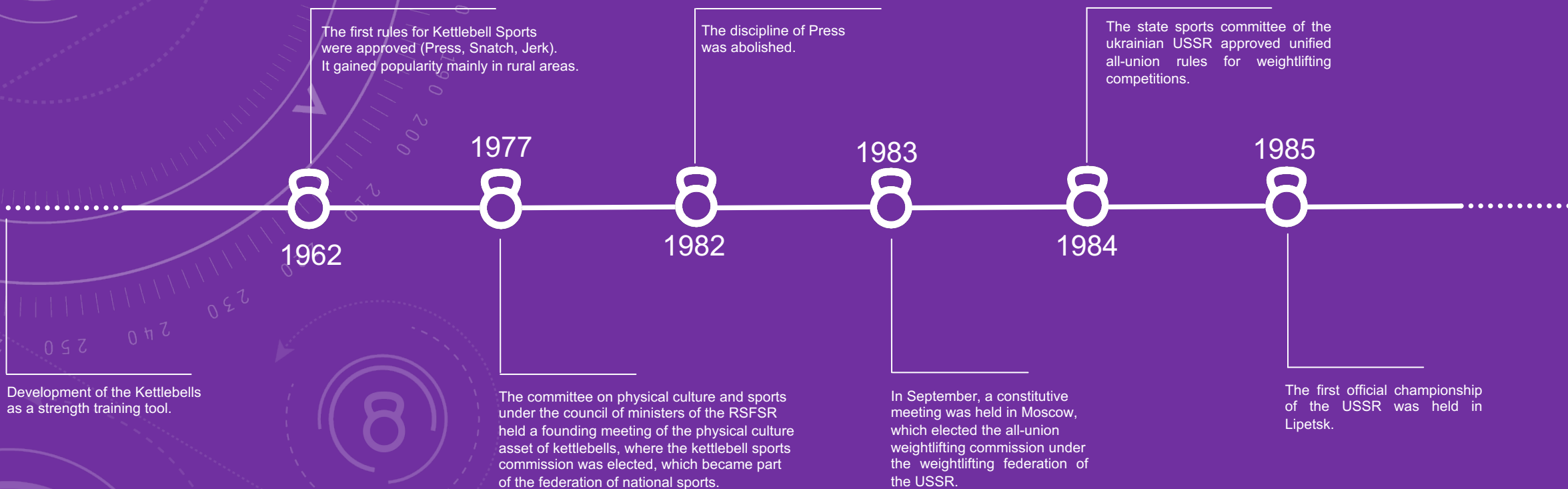
Future is built only together.



Oleh Ilika, WKSF President

SPORT HISTORY

AND THE FUTURE



SPORT HISTORY

AND THE FUTURE

1985

From that time, a new stage in the development of kettlebell sports began

1989

The 10 minute rule of a máx. limite for each discipline was introduced. Until t1989 doesn't exist a limite time and was counted the athlete with more repetitions until drop the Kettlebell on the floor.

1992

Foundation of the international Federation of Kettlebell Sports.

2001

First time a women compete in Kettlebell Sport at the discipline of Snatch.

Begining of XXI Century



Development and promotion of the Kettebells and Kettlebell Sport all over the World.

2018

- ENGLISH COMMUNICATIN
- GLOBAL MEMBERS
- MUSLIM REGULATIONS
- GLOBAL EVENTS
- GAISF CANDIDATURE
- TAFISA EVENTS PROMOTION
- SPORT RECOGNIZED MEMBER
- ANTI-DOPING CONTROL
- HIGH STANDARDS
- MICRO CAMERAS
- DISABLE REGULATIONS
- WORLD RECORDS PRICE
- TAFISA MEMBER
- ISNO MEMBER
- GAWSF MEMBER
- ANTI-DOPING CODE

2022

Elections and consolidation of the sport From All & To All

2023-2027

- ADEL LEARNING
- KETTLEBELL SPORT FOR ALL PROJECT

MILLENNAR HISTORY OF THE KETTLEBELLS

Since the Human Being lift weights, the traditional one arm weight tool (dumbbell/kettlebell) has been one of the best ways to promote the strength and health among young, adults and seniors. The evolution of the Kettlebells and the Kettlebell Sport open to the world the spectrum of a new training concept but also the connection between traditions and cultures.

HEALTHY FOOTPRINT

Kettlebell Sport is a sport without any type of energy consumption, from the raw materials to the organization of competitions.

ACCESSIBLE TO ALL

Kettlebell Sport it is very accessible to all new participants. In every gym and sporty shops it is possible to find Kettlebells. In many fitness centres exist Kettlebells to be used in each strength training, metabolic training, mobility and general physical preparation.

ENVIRONMENT & ENERGY CONSUMPTION

Kettlebell Sport is a sport without any type of energy consumption, from the raw materials to the organization of competitions.

MULTI ANNUAL AGENDA

Kettlebell Lifting features a major annual global event, several continental events and many events organized by our members.

SWOT
STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS



MOBILIZATION AND ENTHUSIASM

The simplicity of all environment to develop the sport brings fitness enthusiasts and new athletes to start lifting Kettlebells and create new Kettlebell Sport Centers.

INCLUSION & COMMUNITY

Training outdoor, indoor, in boxes, health clubs, gyms and sporty clubs, the Kettlebell Sport has been moving families, friends, youngsters and disabled to start lifting weights, challenge themselves, competing and becoming champions.

DIVERSITY

Kettlebell Sport has several disciplines that brings an opportunity to any new athlete to start lifting Kettlebell in a specific exercise or explore several disciplines during all career.

MOTIVATION & PROGRESSION

The capacity and possibility to explore several disciplines. Kettlebell Sport allows the athletes and new athletes to continue lifting and growing as athletes.

EDUCATION & INTEGRITY

Athletes and family under the Anti-Doping Education Program have been working on ethic, responsibility, education and health care.



FUNDS

Being a new sport and trying to promote it global, the promotion, development, sustainability of all high standards is guaranteed by the own federation without sponsors.

PAST & HISTORY

During many years with a close atmosphere around the sport with the control of all USSR, it was and still being a challenge to change of mentalities and some political issues.

RECOGNITION & PROMOTIONS

As a sport not recognized in several countries our 70 Members (Federations, Associations, Clubs and new enthusiasts on the sport) bring in many situation the incapacity to organize, study, get certifications and promote the sport inside borders.

The sport needs to be promoted in several countries and there are a lack of motivation, support and orientation. In Africa the WKS[®]F has a challenge for the future.

STANDARIZATION

To recognize many results and world records it is importante to have in each event and competition the same Kettlebells design and standard (recognized by WKS[®]F).

COMMITTEMENT & PROFISSIONALISM

The lack of professionals working at high level requests and many representatives without a clear position inside the community to bring the sport to a high level makes the federation encounter many difficulties to achieve some goals in a shortly time.

SWOT

STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS



KETTLEBELL SPORT FOR ALL

New projects involving all the community brings the responsibility to be prepared to have more people being healthy lifting Kettlebells and competing on Kettlebell Sport. The world with the digital help is growing and spreading the physical activity with Kettlebells.

NETWORKING

The WKSF have been working with several partners and participating in many Continental and World events, showing, promoting and sharing the benefits of lifting weights and Kettlebells.

DIGITAL PLATFORMS

The world moving fast and the WKSF is following the attendance of the younger athletes. With a very clear and fast communication, the WKSF is getting more athletes in each event.

WOMENS ON SPORT

Since the WKSF Foundation, the values of democracy brought to all organization the responsibility to fight against the discrimination and equality of genders. Many new female lifters still arriving to our sport, since young categories to masters. Around ¼ of our representative members to be led by females is helping and more womens than men have been participating at our main events.

WOMENS & ORGANIZATION

The WKSF is working to get more womens inside the organization. From the Executive Board to work inside several Commissions, the WKSF continue creating the opportunities to involve all in the promotion of Kettlebell Sport in the world, in each continent and in each country.



COMMITMENT

The commitment of all members is one of the main requests to bring the federation and the sport forward. Representatives without structure or any organization brings na extra effort to all.

LOW EDUCATION

Representatives and athletes without na Anti-Doping Education is a threat to the Development of the sport and conscience of a clean sport and fair-play.

BUSINESS ON SPORT AND FAMILY DIVISION

Clubs, representatives and organizations promoting wrong regulations, different disciplines, changing regulations, introducing in every event a new discipline brings na extra effort to promote the sport.

BUSINESS APPROACH

With the Mission, Values and Vision "From All & To All", an approach on sport by those with responsibilities to promote Kettlebell Sport out and inside boarders, is a reality that WKF still working to bring the necessary sensitivity so that the sport can grow without being held hostage by itself.

NEW ERA OF DIGITAL MEDIA AND GLOBAL SITUATION

The WKS[®]F use and take the opportunities that the new Digital Media to promote the sport, it is also true that, specially in the big cities, lose the youngers to new digital sports, digital offers and less promotion, of all the world, can compromise in particular situations. Wars and conflicts also brings a true and realistic Human Being soul and a challenge between all members.

SWOT STRENGTHS WEAKNESSES OPPORTUNITIES THREATS



VISION



MISSION



VALUES



VISION

Inspire people, stakeholders, and even the wider community to strive for something greater. Think about how the sport can positively impact lives, push boundaries, or contribute to a larger cause.

Inclusive that embrace diversity and strive to be accessible to everyone who might want to be involved, regardless of age, background, ability level, or any other factor. Consider how the sport can be made more welcoming and encouraging for a wider range of participants.

Extend beyond competition and winning. To create a positive impact on individuals, communities, and even the planet.

Through Kettlebell Sport promote health, well-being, social good and environmental sustainability.

Adapt to the world changes. The WKS[®]F must be flexible enough to evolve with trends, new technologies, and changing societal values. We believe that Kettlebell Sport can stay relevant and engaging while upholding its core principles.

WKS[®]F aims to have a collective vision, shared and embraced by athletes, coaches, organizers, fans, and anyone involved in the sport. Promote the democracy, the dialogue, participation, and collaboration is to create a trust that resonates with everyone.



MISSION



Promote the Kettlebell Sport as a healthy physical activity and well-being, fostering sportmanship, developing athletic talents, creating a sense of community through shared passion.



A Sport for All. Help athletes, coaches, delegates and all involved on Kettlebell Sport to promote the inclusion and sense of community through the culture of a strong body and mind lifting Kettlebells.



Organize events and competitions. Recognize the skills of the athletes and bring the inclusion and the respect inside the competition between the athletes. Promote the shareness of different cultures and the respect between the people.



Promote the Kettlebell Sport, sharing the values of the WKSF and work on the recognition of international bodies to help all our community to grow and share the Vision and Values of the WKSF.



Work on the individual education of all community. Share and inform all involved on Kettlebell Sport the importance of a Clean Sport, the responsibility and the respect between the athletes to achieve individual goals.



VALUES



FAIR-PLAY

A drug-free sport and the respect between the athletes for a clean sport and athletes safety.



EDUCATION

It is a priority to focus on the sport education with athletes, coaches and delegates. Anti-Doping, technical courses, ethics and culture provides respect and a better comprehension of all community involved.



COMMUNITY

Bring a a sense of community to all involved inside the organization. Share, help, listen and trust are the first steps to create the Foundation to become a better person on sport.



INCLUSION

Guarantee and support the participation on competitions and also on the organization growth of all genders, elders, youngers, disables and make the experience in life of each a possibility to be a better organization and a sport.



SUSTAINABILITY

To have an Environmental, Social and Economic Sustainability is mandatory, Kettlebell Sport is a green and natural sport without waste of energy and fuel fossil. The inclusion, safe welcoming environment is priority and the WKSF continue every year controlling the financial situation.



NETWORKING

Global partnerships is fundamental to develop and grow the federation and the sport. The WKSF have been participating and continue working with international organizations, sharing concerns and help on solutions to make the world healthy and inclusive.



MERIT

The recognition of all effort is priority to the WKSF. Not only the sport achievements, but also the effort of many persons that contributes to the sustainability of Kettlebell Sport and to the growth of the federation in general.



PRIORITIES

The Core of WKSF

1. GOVERNANCE
2. ATHLETES
3. TECHNICAL
4. FINANCE
5. COMMUNITY
6. KETTLEBELL SPORT FOR ALL
7. PARTNERS & BROADER RELATIONS
8. HISTORY & CULTURE



PRIORITIES

1. GOVERNANCE

Strong leadership:

An Ethical and competent leadership that fosters collaboration and inclusivity within the federation. A clear position with a clear communication and decisions following the organizations statutes and regulations. A strong network between all Executive Committee, Commissions and Representatives.

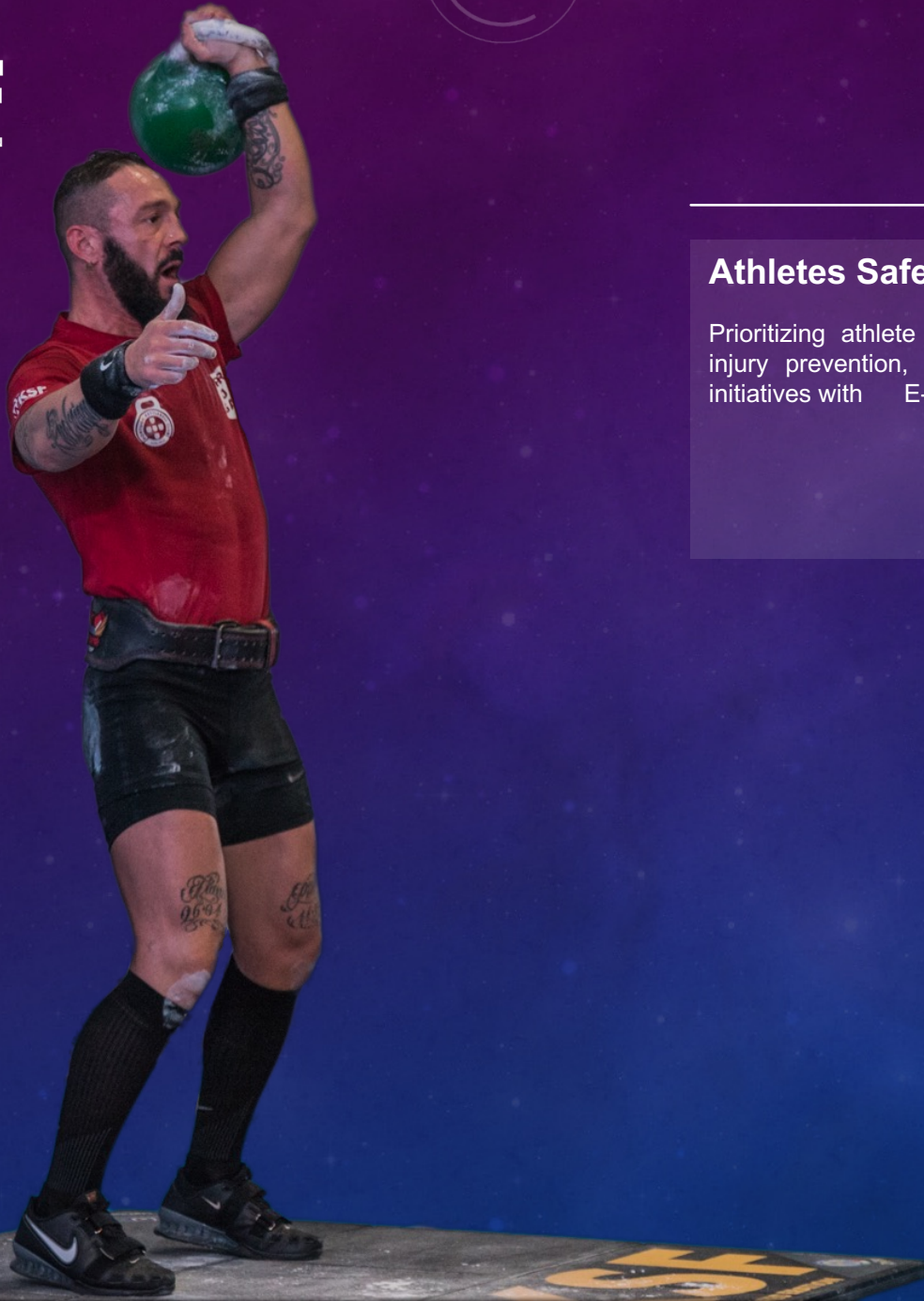
Transparency and Accountability:

To have clear decision-making processes, an open communication with stakeholders, partners, representatives, athletes, body governments and financial responsibility to guarantee the trust and credibility.

Ethic:

To uphold the principles of fair play, anti-doping, and anti-discrimination. The inclusion and the spirit of "From All & To All" is the principal of a strong Foundation to believe in the future of a strong society and organization.

To follow the regulations and increase the responsibility of a strong education behind each member, coach and athlete.



PRIORITIES

2. ATHLETES

Athletes Safety:

Prioritizing athlete safety and well-being through injury prevention, mental health, and anti-abuse initiatives with E-Learning Anti-Doping support.

Healthy Environment:

Create a good events atmosphere and high level conditions to help all athletes to achieve the personal goals.

Fair Competition and Equal Opportunities:

Ensuring fair and accessible competition for all athletes, regardless of background or ability.



PRIORITIES

3. TECHNICAL

Qualified Officials and Technical Staff:

Maintaining high standards for officiating, judging, and technical support as all involved in each event.

Embracing Innovation:

Utilizing technology and rule changes if necessary to enhance the sport's fairness, safety, and spectator experience.

Continuous Improvement:

Fostering a culture of learning and research to improve the sport's rules, regulations, and to support the members and athletes performance.

PRIORITIES

4. FINANCE

Diversified revenue streams:

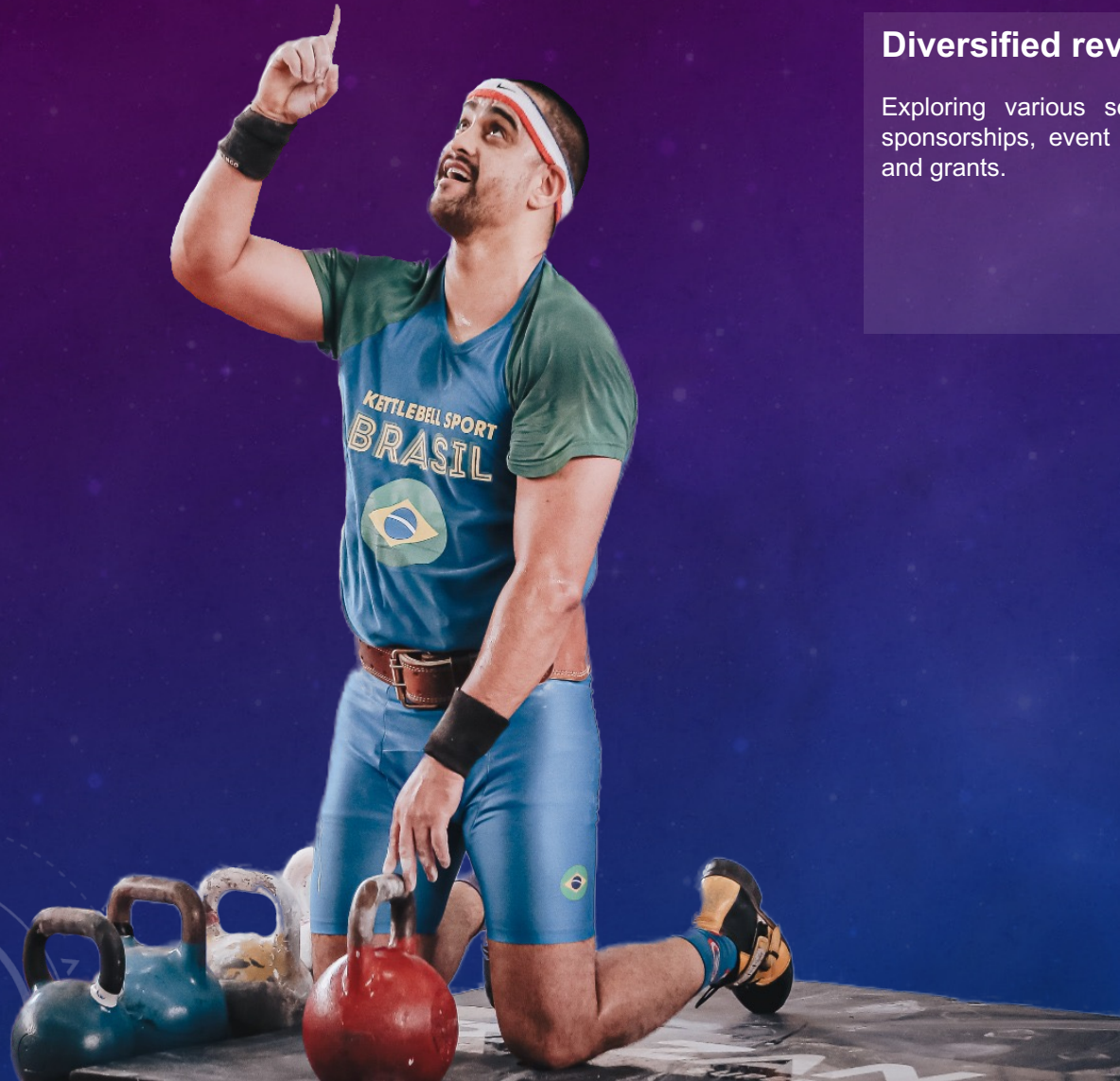
Exploring various sources of income such as sponsorships, event fees, courses, merchandise, and grants.

Responsible Financial Management:

Prudent budgeting, cost control, and transparent financial reporting.

Investment in the future:

Reinvesting profits into athlete development, infrastructure events, recognitions, promotion of Kettlebell Sport globally and initiatives for long-term growth. Until 2027 increase the ration of Independence and be able to have more remunerated staff and consultants.



PRIORITIES

5. COMMUNITY

Promote Participation at All Levels:

Encouraging participation in sports from grassroots as children, youths, students, disabled and masters to elite levels, for both competitive and well-being purposes. Continue working with volunteers in each event.

Build Strong Relationships with Stakeholders:

Collaborating with athletes, coaches, clubs, media, and fans to build a strong and supportive community. Also, involve the cities and other organizations to support, share and grow together.

Social Responsibility:

Use the sport as a platform to promote positive social change and community development initiatives.



PRIORITIES

6. KETTLEBELL SPORT FOR ALL

Funding:

Inside the Kettlebell Sport community, create an Interactive Pledge of fundraising events to promote and help the participation at WKSF events of childs, youth, students and disables.

Human Rights:

Create na Interactive Pledge platform raising awarness for the refugees issues, child abused, sexual abused and any descrimination by race, gender or religion. Mantain an apolitical position following the IOC guidelines for any sport position.

Enviromental Policy:

Work "From All & To All" creating several guidelines to promote the awareness to avoid the waste and sustainability of the planet with a low footprint by all grassroots involved, as:

- . Collaborate with waste companies at the events.
- . Awarness of athletes to avoid the use of plastic.
- . Avoid the use of papers at any event.
- . Encourage the use of sustainable travels choices at the WKSF events.
- . Energy-efficient venues



PRIORITIES

7. PARTNERS & BOARDER RELATIONS

Partners:

Continue the relations and partnership with international organizations as TAFISA, ISNO, GAWSF and Sport Recognized.

Participate at all partners network involved in projects to promote the sport, the inclusion and the well-being with movement and physical activity.

Boarder Relations:

Work with new partners with international value and same values, that can help the promotion of Kettlebell Sport and the WKSF Members.

Achieve the WADA Signature giving a step forward on the promotion of a Clean Sport with Kettlebells.

Get the Global Recognition of the sport.

Potential Partners:

- . International Federations
- . Fitness Companies
- . Sponsors with same environment values
- . Sport Media Platforms and Broadcasters
- . Sport and Medicine Institutes
- . Sport Universities
- . Social HealthCare Organizations
- . Nutrition and Sport Companies





PRIORITIES

8. CULTURE & HISTORY



Culture:

The Kettlebells remained as a weight to promote strenght, agility, physical activity and it is important to not forget the origin of what brought the sport until nowadays.

Strong people, strong minds, exemples of effort and resilience are the foundations of lifting weights and Kettlebells as an amazing weight, with a specific design that offers particular body adaptions to those that lift Kettlebells.

Many times forgotten, were the militars and the army, the farmers and marketers that continue lifting Kettlebells and remained the tradition of lifting Kettlebells.

We can still finding in many athletes the same spirit of the oldtimes. Lifting Kettlebells brings to each personality the spirit of effort, resilience, strong mind and courage to accept the challenges of daily life. It is one of the priorities to continue supporting, promoting and respecting the culture of lift Kettlebells, accepting the challenge of the future without never forgetting the past of those that are the responsables of keeping alive the spirit of lift a Kettlebell.

History:

Kettlebell Sport was quite diferente from nowadays. The woman´s do not lift on sport, doesn´t existed a time limit to stop and the Kettlebells were of 32kg, 24kg and 16kg.

Times changed, not only the regulations but also the rules. Lifts as Chair Press were banned, the time to lift the Kettlebells was defines as maximum of 10 minutes and women´s started lifting, in the beggining with just one Kettlebell but nowadays also with two Kettlebells.

We believe that is very importante to be able to understand the presente and the future, bring the sport closer to the new young lifters, make it appeal to start lifting weights and guarantee the success of the sport in the future.

The traditional 10 minutes lift, the classic time set and disciplines of Biathlon, Long Cycle and Snatch must be the core of the sport. However, the sport must adapt the grow of athletes lifting Kettlebells, adjust it to the masters that find lifting Kettlebells a great opportunity to be active, healthy and strong. The WKSF is permanent working with several commissions and representatives to adapt the sport to each needs. The introduction on males of the Only Snatch and One Arm Long Cycle on Masters category is one of the news and we believe the future of this age category.

WKSF CONTINENTAL WORLDWIDE

2023-2027

WKSF NORTH AMERICA VICE-PRESIDENT & COORDINATOR

JUDI DE MURO (USA)

WKSF EUROPE VICE-PRESIDENT & COORDINATOR

ANDRYI YAREMUS (UKRAINE)

WKSF ASIA VICE-PRESIDENT & COORDINATOR

KHRISNARMUTI DWIPAYANA (INDONESIA)

WKSF SOUTH AMERICA VICE-PRESIDENT & COORDINATOR

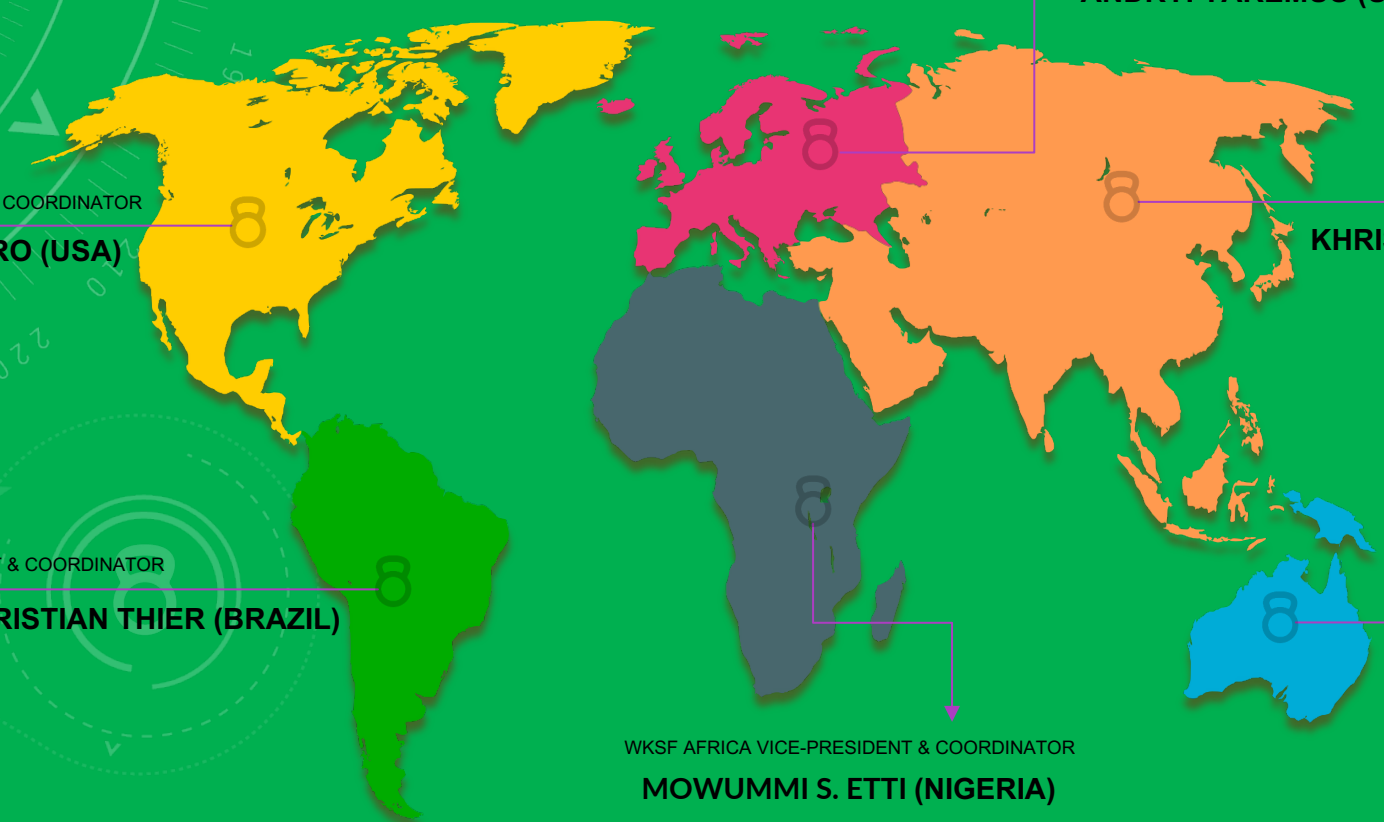
CHRISTIAN THIER (BRAZIL)

WKSF OCEANIA VICE-PRESIDENT & COORDINATOR

CHERYL SCHNEIDER (AUSTRALIA)

WKSF AFRICA VICE-PRESIDENT & COORDINATOR

MOWUMMI S. ETTI (NIGERIA)



WKSF STRATEGIC PLAN 2023-2027

DEVELOPED BY

WORLD KETTLEBELL SPORT FEDERATION

- EDUARDO FONSECA (GENERAL SECRETARY)
- OLEH ILIKA (PRESIDENT)

SUPPORTED

- JUDI DE MURO (NORTH AMERICA VICE-PRESIDENT)
- PARAG MHETRE (INDIA MEMBER)
- WKSF COMMISSIONS

