



STRATEGIC PLAN
FIE FAIR PLAY COUNCIL
2025-2028



MISSION STATEMENT



Introduce and familiarize athletes, coaches, referees and officials with the values of Fair Play, which go beyond the principle of “winning at all costs”.



A fencing society that embodies fairness, equal opportunity, and respect. All this not only on the pistes, but also beyond the sport. It reinforces the image of fencing as an elegant, correct, fair sport.

3 CORE VALUES



- **Respect:** opponents, my own and my opponent's trainers, referees, spectators, officials, DT, support staff
- **Care:** paying attention to the people around us, injured, handicapped, old, young
- **Integrity, equality, inclusivity:** promoting diversity, accessibility, and equal opportunities in sport. To help young people on the margins of society stay on track through sport
- **Team spirit, friendship:** we belong to a team, we represent the same sport, we help each other, we are good examples, role to follow
- **Sport without doping, cheating:** fair, equal conditions

4 STRATEGIC OBJECTIVES (2025–2028)



A. CREATING AN IMAGE OF FENCING AS A FAIR PLAY SPORT

GOALS

- Continuously increase public awareness and promotional efforts, use case studies effectively, simplify the process of collecting and analyzing cases, and establish a reporting system.
- Continuously indicating the possibility of nomination for the FIE Fair Play Award.
- Continuously present the Fair Play acts in fencing.





A. CREATING AN IMAGE OF FENCING AS A FAIR PLAY SPORT

ACTIONS

- Develop and refine the operational framework
- Renew online presence on FIE website
- Use competitions to implement the publicity activities. Personal activities at the main competitions, like Fair Play stand, rolling reporters, questionnaire, games, training before the competitions for different target groups like coaches, officials, HoDs, media team (!) which is one of the most important participants who can highlight and draw the attention of all participants
- Press releases
- Do various online activities on digital platforms, including video promotions, online voting and collection
- Social media presence with shareable videos, stories
- Online training courses (limited effectiveness)
- Fencing Fair Play Newsletter



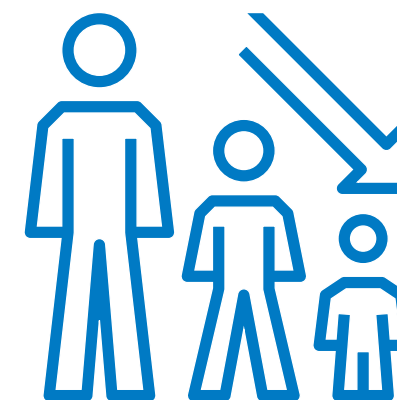
B. INTRODUCING THE SPIRIT OF FAIR PLAY TO PARTICIPANTS IN FENCING

GOALS

- To show that with a Fair Play attitude everyone wins (the individual, the team, the club, the Nation and fencing as a sport)

ACTIONS

- Develop Fencing Fair Play Academy a structured approach to target groups (cadets, youth, seniors, trainers, referees, etc.), a Fair Play course calendar aligned chronologically and with the competition calendar. The system is built from the top down, from FIE/continental/National leaders all the way down to the little children





C. INCREASING AWARENESS OF THE FAIR PLAY AWARD AMONG THE PUBLIC

GOALS

- Fair Play Awareness are our role models. Let's make their stories known, so that as many people involved in fencing and beyond can remember their stories and reflect on them. A good example is contagious
- The promotion of fencing is our common interest, not only continentally, but also in age groups. The parent wants the best for their child, to choose a sport that they can be proud of, one in which they see good examples and in which their child learns. Fair Play acts serve this purpose perfectly; the more beautiful, touching, and engaging stories they see, the more people will recommend fencing to their children. Fair Play is also a useful, easy-to-understand **marketing tool**
- In addition to all this, well-presented, popular, positive examples also contribute to the strengthening of fencing as an Olympic sport



C. INCREASING AWARENESS OF THE FAIR PLAY AWARD AMONG THE PUBLIC

ACTIONS

- Publish the FIE Fair Play Award to everybody, season-long
- Open the nomination possibility to all
- Share, even repeatedly the best fencing Fair Play stories on our social media channels
- Keep the former Awardees in mind, positively use them as our “Fencing Ambassadors” (Team X received the FIE Fair Play Award 5 years ago, let’s see what happened with them since then, etc.)





D. SHOWING FENCING FAIR PLAY TO YOUNG PEOPLE

GOALS

- Young people are much more receptive, so for us is important to focus on them. They see good examples from seniors, adults, which they adopt. At the same time, it is our task to interpret, evaluate, and incorporate them into their thinking through explanation and presentation
- Promoting non-violence and non-doping in sport





D. SHOWING FENCING FAIR PLAY TO YOUNG PEOPLE

ACTIONS

- Fencing Fair Play brochure for children, manga/comic book, cartoon
- Publish Fair Play Guide / Tool-kit in line with FIE rules
- Introduce online questionnaires on different level (easy for kids, complex for the advanced) which can be used by teachers in sport schools, trainers, parents
- Be active on Social media, where youth spend their time, and where we can reach them easily
- Let's be present at the continental youth World Championships in addition to the Junior & Cadet World Championships





5 KEY PERFORMANCE INDICATORS (KPIs)

Objective	KPI	Target (by 2028)
All accredited fencing persons participating in the Olympics should take part in the Fair Play course (2025-2028)	Paris 2024 athletes: 212 + Trainers, Referees, DT, media, other officials	100%
Online viewing figures	Sharing best Fair Play practices, double up the numbers	200%
Fair Play nominations	Increase the number of nominations by minimum 20% annually	10



6 PARTNERSHIPS & STAKEHOLDERS

- International Olympic Committee (IOC) Media Team & The Olympic Foundation for Culture and Heritage
- International Fair Play Committee
- Continental Federations
- National Federations
- Other Commissions and Councils of the FIE
- Sponsors



7 IMPLEMENTATION TIMELINE

2025

Finalize the Action plan with deadlines, responsible parties, active partners

2026

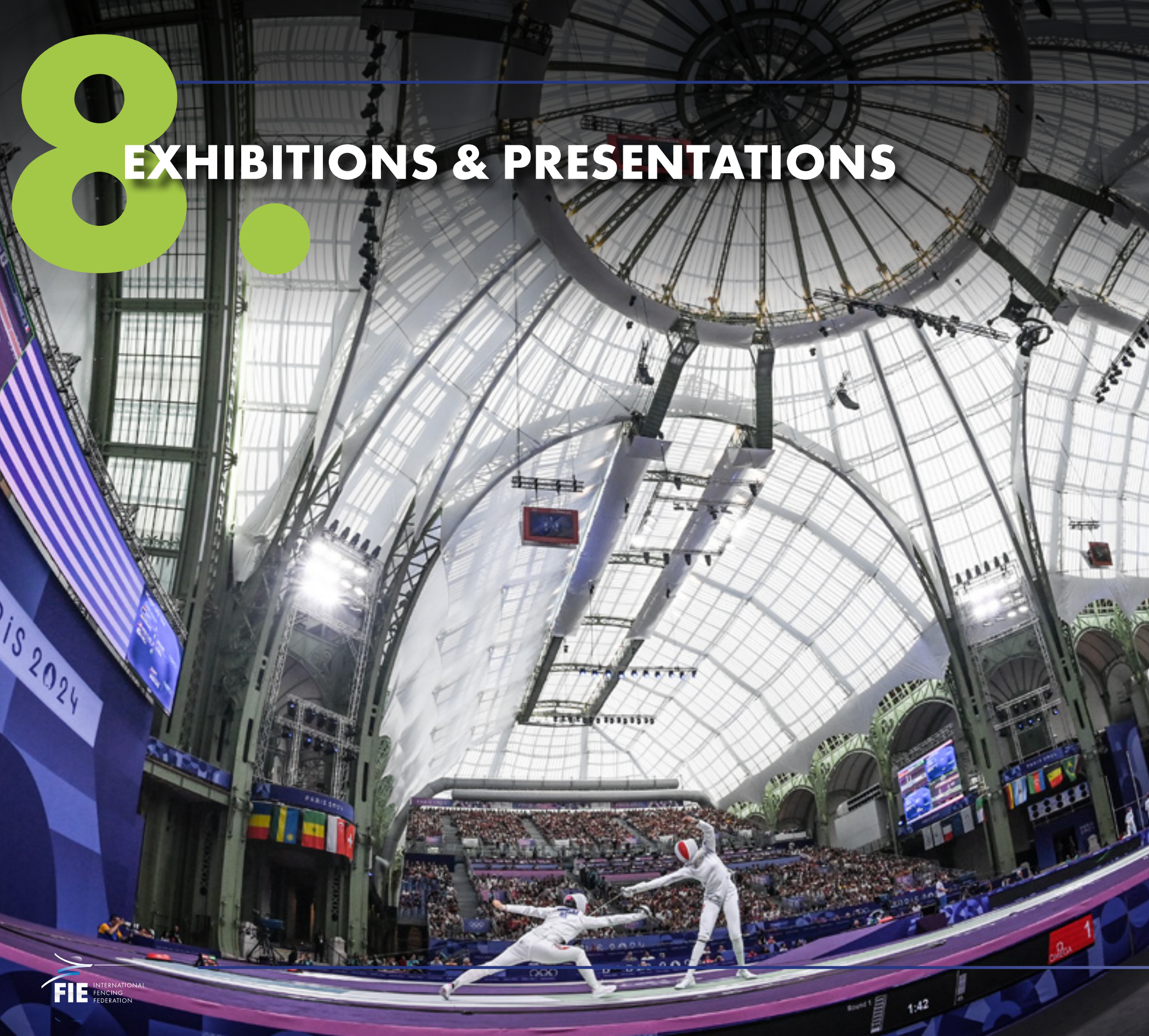
Start courses for officials, timeline for online publications

2027

Continue trainings, presence at the competitions

2028

Evaluation of the strategic plan 2025-28, setting new goals for 2029-2032 with the new FIE Fair Play Council



FIE Fair Play	Stand/booth	Presentation/Lecture
Junior & Cadet World Championships	yes	yes
World Fencing Championships	yes	yes
Junior U20 Championships Europe	yes	
Junior & Cadet Fencing Championships Asia	yes	
Cadets & Juniors Championships PanAmerica	yes	
Junior Zone Championships Africa		if applicable
Congress		yes
Commissions & Councils Meeting		yes
Conferences		if applicable
Round Tables		if applicable