



MAKE AIBA GREAT AGAIN

It is an honour to be able to present my Manifesto for the expert consideration and thorough evaluation of AIBA family - of people in whose hands lies the future of our beloved organization. Relying on the experience I gained being General Secretary of the Russian Boxing Federation, Member of the AIBA Executive Committee and EUBC First Vice-President, I would like to highlight **3 main directions** in which, in my opinion, we should move to secure sustainability and stability of AIBA. These are:

1. **Sports Development.** We plan to a) implement *Finance Reform* by completely clearing AIBA's debts and attracting additional funding through AIBA's commercial activities for the development of National Federations (NF hereinafter), b) update boxing *regulatory framework*, including guidelines for hosting an AIBA event, c) run diverse *AIBA tournaments*, make them more inclusive by engaging boxers from different regions and establish the prize money pool for the athletes participating in large AIBA events and d) introduce a clear AIBA *anti-doping policy*.
2. **Governance.** We aim to a) create an efficient *governance system* based on transparency and integrity, b) continue appointing and ensuring a proper functioning of *AIBA Commissions* and c) convene *Boxing Forums* annually to establish two-way communication between AIBA and its members.
3. **Education and Technologies.** We will focus on a) renewing *courses* for technical officials, referees and judges (R&Js hereinafter), coaches, cutmen and ringside doctors, b) building and developing *Boxing Academies* on all the continents, c) setting up and maintaining *websites and social media accounts* of NFs and d) forming *Veterans Council, Champions Council and Coaches Council* to give the chance to boxing officials, R&Js, coaches and boxers in retirement to share their valuable experience with the boxing community.



SPORTS DEVELOPMENT

1. FINANCE REFORM

The AIBA's financial situation is being constantly reviewed both by the Executive Committee and financial advisors in order to suggest and adopt workable solutions for clearing the debts and making the organization sustainable. We are sure that by taking confident steps towards settling these fundamental issues that are of grave concern to the whole boxing community and the IOC we will manage to revive AIBA.

It is also our high priority to create a viable and stable system of financing olympic boxing, a system with clear principles and accorded with all the regulating norms. I am convinced that NFs and Confederations should receive substantial financial assistance to be able to support their coaches and athletes - those for whom we work hard and with dedication every day and who are vital for the existence of AIBA.

One of the directions of the AIBA finance reform is to raise additional funding through AIBA's commercial activities, which should be spent on providing financial assistance to NFs based on the criteria approved by the AIBA Executive Committee. These funds will be invested into the development of boxing worldwide, and NFs will be asked on a regular basis to deliver reports detailing on which needs they spent the resources in order to establish a high level of accountability and management transparency.

2. MODERNIZATION OF REGULATORY FRAMEWORK

It is also of great importance to carry out an in-depth analysis and optimization of the regulatory framework governing the organization of large-scale tournaments such as Continental Championships, World Championships and Global Boxing Cup. AIBA Event Operational Manual was published in October 2010 and thus needs to be revised and modernized, especially sections regarding the bidding process, stages and procedures for the participants' selection, the disputes settlement, ethics and disciplinary proceedings, financial conditions, etc. We are planning to set precise and detailed requirements for the venue and its capacity, necessary facilities and equipment, the use of digital technologies, safety regulations, marketing plan, media activities and coverage of the events by TV broadcasters and diverse media sources.

This will allow us to establish a unified standard for running AIBA international events and significantly increase the level of organization of such tournaments in terms of technical aspects and their capability of attracting wider audiences.

3. AIBA TOURNAMENTS

In order to maximize functional efficiency of AIBA it is vital to facilitate the successful staging of various events and tournaments with participation of the world's best boxers. Our primary



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focus should be on creating opportunities for more countries to host AIBA competitions and organize them at the highest possible level. AIBA, in turn, is to provide close support to the NFs interested in running such events. Organization of grand-scale tournaments will surely serve as a strong incentive for further development of boxing in hosting countries.

We will establish the prize money pool for winners of all major AIBA tournaments such as World and Continental Championships. This will be an additional motivating factor for the athletes, help to raise the status of tournaments and make them more intriguing and spectacular.

AIBA should also ensure that its competitions become truly global events by achieving a high level of inclusivity: it is obvious that, when it comes to boxers' competitiveness, the disparity between different continents and regions is considerable. In this respect, it is AIBA's task to take practical and consistent steps towards bridging the gap by granting the chance to boxers from diverse regions to compete at international large-scale tournaments.

One of such tournaments is meant to be the Global Boxing Cup that is to take place in Russia in the year 2021. This is a new format of boxing competitions that will be held throughout a rather extended period (about 2 months) in 15 Russian cities. The novelty of this event, firstly, lies in the fact that it will be based on a playoff competition system with direct knockouts. Secondly and most importantly, there will be up to 48 teams from all the continents representing a possible maximum number of countries. This will be achieved, among other things, by engaging teams that will consist of athletes from different countries of the same region (e.g. East and West Africa, Oceanian islands, etc.). This will allow us to give the chance to participate in the tournament to the countries which are not able to assemble their own team of 10 athletes of 5 distinct weight categories.

It is also clear that we should work towards standardization of the AIBA competition schedule to spread evenly all the international events throughout the year. This will help us to avoid the situation when there are two or more tournaments being held simultaneously or vice versa when there are no events and boxers do not have the opportunity to compete at an international level.

I can also reassure you that the new international sporting events announced by AIBA will not be a burden for the organisation but a source of revenue, which will be large enough to cover the costs for the extensive anti-doping programme related to such competitions.

What is more, it is of special importance to provide first-class conditions for boxers, coaches, delegations, technical officials and R&Js: we shall consider every aspect from accommodation and transfer to the training process and work and performance at competitions.

Another key issue is to advance the implementation of new technologies, such as multi-camera filming, sensors and a tried and tested scoring system, at all AIBA tournaments.



It will allow us to have access to reviewing bouts, if needed, and improve the AIBA Refereeing and Judging system by gaining information regarding the quality and number of punches, the effect of blows, the effectiveness of an attack, the number of fouls, etc.

Thus, by running various tournaments on different continents, engaging more national teams, standardizing the competition schedule and implementing new technologies, we will contribute to the development of boxing, the increase in global competitiveness and the number of boxing fans worldwide.

4. ANTI-DOPING

AIBA should channel serious efforts to eradicate issues with doping through close collaboration with the IOC in this field. On my part I promise to do everything that depends on me to restore AIBA's reputation and follow the recommendations concerning doping control put forward by the IOC. My aims are to facilitate the successful and sustainable development of boxing and to preserve the principles of equality, unity and fair play.

A more careful attention will be devoted to cooperation with WADA and to compliance with the requirements set by the organization. The renovated and reinforced AIBA will strive to leave behind problems with the anti-doping policy and to ensure that all boxers compete on equal terms, demonstrate their level of performance without any restrictions and serve as an excellent example for representatives of other sports.

What is more, the fact that AIBA has entered in collaboration with WADA and ITA once again confirms its adherence to the principle of clean sport.

GOVERNANCE

5. GOVERNANCE SYSTEM

One of the long-term commitments of AIBA now is to implement a robust and elaborate internal governance system, the system intended to provide transparency, integrity and *enhanced control* over all the activities of the organization and all the stakeholders, including *the AIBA Executive Committee*. This will allow us to bolster trust in AIBA on the part of its members and lift the suspension of AIBA imposed by the International Olympic Committee.

Since the loss of recognition we have been engaged in communication with several IOC representatives, including IOC Inquiry Committee Chair Mr. Nenad Lalovic and IOC Sports Director Mr. Kit McConnell, to make sure we are in line with the IOC recommendations. Much time and effort have been dedicated to devising the new Statutes on the basis of the legal advisors' opinion and proposals formulated by NFs. As a result, we have made considerable progress and will keep working in the same direction to secure successful participation of our athletes in the Olympic Games and restore the status of AIBA.



Another crucial thing was to create new commissions chaired by and comprised of people with extensive expertise and passionate commitment to boxing. First, there were established two fundamental commissions working closely together - the Reform Commission and Marketing Commission to focus on Statutes amendments and stabilization of the financial situation. Recently we have also set up the Disciplinary Commission and Ethics Commission to continue the renewal of the organization and to design a clear and powerful strategy for future development of AIBA.

Basing on the experience of successful implementation of reforms in AIBA, we will subsequently be able to promote good governance principles among NFs by offering them qualified support and giving priority to uniting our efforts for the good of our sport.

It is also essential to improve communication of AIBA with NFs and make it more effective by arranging regular meetings and organizing Continental and Global Boxing Forums. For instance, we will continue holding Continental Forums *annually*. Having analyzed valuable experience of convening such meetings in 2020 in Panama, Fiji and Jordan, I have come to the conclusion that Forums serve as a platform for: 1) productive communication between representatives of NFs as well as between NFs, AIBA EC Members, AIBA President and AIBA staff; 2) delivering reports on the work done by AIBA and on the results of processing the proposals for changes and innovations submitted by NFs. Constant two-way communication between NFs and AIBA is one of our primary purposes aimed at strengthening and long-term development of our boxing family.

EDUCATION AND TECHNOLOGIES

6. EDUCATIONAL PROGRAMMES

One of the fundamental elements in the process of boxing development is the broadening of professional skills and expertise of technical officials, R&Js and coaches. That is why it is considered of special significance to *systematically* arrange educational projects, courses and seminars for representatives of different continents. Closer attention should be directed to AIBA R&J Certification Courses and Control Tests to *increase the professional level of judging and refereeing* at AIBA competitions and make it more consistent and less varying. It is also necessary to renew courses for cutmen and ringside doctors because athletes' health is one of our top priorities.

As for the courses format, the experience gained during the COVID-19 pandemic by many NFs through the organization or participation in online courses made us see from a different perspective the role of digital technologies in boxing development. I am sure that we can introduce several innovative educational programmes on digital platforms and make them efficient, inclusive and accessible to all the specialists interested in upgrading their skills.



We also aim to consider the possibility of launching AIBA educational programs in local languages to be able to develop boxing in various continents and vast regions and engage more specialists in different fields.

7. BOXING DEVELOPMENT

To strengthen the worldwide presence of AIBA we intend to build *AIBA Boxing Academies* on each continent, and it has already been announced that such Academies are to appear in Panama and Fiji. In Fiji, for instance, this news has awakened a booming interest in boxing: the number of bouts has increased exponentially and there are a lot of newcomers in boxing gyms. It proves that due to this initiative we will manage to make a positive and profound impact on boxing development and its popularization all over the world, as well as on the making of new world-class boxers and highly qualified specialists in various spheres.

What is more, functioning of AIBA Marketing Commission, established in November 2019 at AIBA Extraordinary Executive Committee Meeting in Lausanne, Switzerland, has already started to bear fruit and proved to be efficient. It means that more careful and meticulous attention should be devoted to the *further enhancement of the marketing strategy* and to the systematic analysis of different NFs' capability to successfully run a boxing tournament.

8. DIGITALIZATION

In recent years the influence of modern technologies and advanced technological solutions on shaping public opinion about different sports has grown significantly. Hence AIBA aims to use these technologies to the best of their potential in order to enhance the image of boxing and promote values characteristic of the boxing community such as unity, mutual respect and help.

To accomplish this objective, AIBA will provide assistance to NFs and Confederations with creating, if needed, running and promoting their own websites and social networks. We are well aware of the fact that currently not all NFs have the possibility to integrate digital technologies in their day-to-day operation due to the lack of necessary equipment and qualified specialists in this field. Therefore, the task of AIBA is to identify and analyze the problems that NFs face when it comes to digital development. By finding comprehensive and optimal solutions to these issues we will be able to bring the boxing community to the whole new level in terms of digitalization.

Another issue to be solved is to assist NFs with online broadcast of tournaments, especially international ones, to make them accessible to global audiences. The problem is that many NFs either do not have the possibility to broadcast an event or broadcast it only locally. Our task is to help them launch online broadcast of tournaments on one or more available platforms (Facebook, YouTube, etc.) by providing the necessary equipment and specialists in this field, if needed.



This will undoubtedly have a positive influence on the NFs' development, coverage of the events organized both by AIBA and NFs and the attraction of new sponsors. It will also allow us to create more opportunities for interaction with boxing fans and popularization of our sport.

9. COUNCILS

Veterans council

The boxing community has always been treating veterans of our favorite sport with deep respect, that is why by creating Veterans Council we will fully demonstrate that respect and appreciation. A positive social influence of such projects is undoubtful, hence we believe that Veterans Council participation at AIBA grand-scale events in the capacity of observers with the right to report any violation to the Supervisor is an absolute necessity.

We also plan to launch seminars and webinars with boxing officials, R&Js, coaches and boxers in retirement as principal speakers because their experience should be the foundation for our future progress. It is also our duty to provide them with material assistance, if required, to let them know that their legacy is cherished and remembered.

Champions council

Champions Council will be a special advisory body comprised of World and Olympic Champions from all continents. Their ideas and advice based on years of experience and hard work will help the entire boxing community move in the right direction. Presence of representatives of Champions Council at AIBA tournaments will become a good tradition which will improve the status of events and facilitate additional transparency and integrity. The audience, in turn, will be given the opportunity to see the iconic boxers with their own eyes.

Coaches council

Coaches Council will become a permanent specialized body of AIBA that will give methodological guidance, make proposals for central problems related to the world boxing development and carry out educational seminars for boxing coaches from all over the world. Coaches Council will consist of honored representatives of the coaching profession with vast knowledge and colossal experience of raising more than one generation of champions.



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CLOSING REMARKS

On a final note, I would like to emphasize that to be able to maintain AIBA in the Olympic movement and make the organization sustainable and self-sufficient, we must have a unified front and work all together in the same direction. I believe that we had it enough with the situation when AIBA was torn apart by people who wanted to take advantage of their power and acted in their own interest.

Having an honour to be Member of the AIBA Executive Committee in these challenging times, I have once again come to the conclusion that only AIBA family is capable of reviving AIBA. We should also be prepared for the fact that comprehensive solutions to our problems cannot be immediate because a strong organization is a result of continuous joint work of many persons ready to contribute to further development of boxing.

Dear friends, we have all agreed that the term of office of AIBA President, elected at the upcoming Congress, will last only 2 years. Thus, it is necessary to develop a detailed action plan for these two years, the main goal of which will be to restore status in the IOC, on the one hand, and lay the groundwork for a comprehensive strategy to be implemented in the next four years.

Therefore, on my part I promise to do my best to ensure the bright and secure future of AIBA - our beloved boxing organisation should become an example for other international sports organisations. However, I hope to be able to count on your support in every sphere needed to be dealt with - it is our time to be active and firm in our decisions and to work hard for the good of boxing, one of most beautiful, fascinating and noble sports in the world.