



FEDERATION INTERNATIONALE
CINEMA TELEVISION SPORTIFS



FINAL DOCUMENT GUIDELINES 2024-2027

FICTS JOINT MEETING

BOARD OF TRUSTEES & 4 INTERNATIONAL COMMISSIONS

Milan (Italy), March 20, 2024 (3.30 p.m. - online)

Board of Trustees Members present: Prof. Franco Ascani (*Italy - President*), Enzo Capiello (*Italy - General Secretary*), Sabirjan Ruziev (*Uzbekistan - Vice President*), Juli Pernas (*Spain - President for Europe*), Dean Kibirige (*Uganda - President for Africa*), T.J. Rosandich (*U.S.A. - President for North America*), Jiang Xiaoyu (*China - President for East Asia*), Mina Papatheodorou-Valyraki (*Greece - Councilor*), Christopher Samuda (*Jamaica - Councilor*), George Pigos (*Greece - Treasurer*), Rosaria Rossiello (*Italy - Auditor*), Khunying Patama Leeswadtrakul (*Thailand - FICTS Honorary Member*).

Commissions Members present: Manuela Mantovani (*Italy - Commissions Coordinator*), Kushtrim Krasniqi (*Kosovo - International Festival*), Renata Balasova (*Czech Rep. - International Festival*), Ryuichiro Tsuchiya (*Japan - International Festival*), Renato Tullio Ferrari (*France - International Festival*), Antonio Leal (*Brazil - International Festival*).

Mario Pozza (*Italy - Commercial Partnerships & Broadcasting Services*), Ann Mari Albertsen (*Norway - Commercial Partnerships & Broadcasting Services*), Alejandro Panno (*Argentina - Commercial Partnerships & Broadcasting Services*), Milos Todorovic (*Montenegro - Commercial Partnerships & Broadcasting Services*), Federico De Mojana (*Spain - Commercial Partnerships & Broadcasting Services*), Jakub Bazant (*Czech Rep. - Commercial Partnerships & Broadcasting Services*).

Aasif Karim (*Kenya - Technical Innovation & Marketing Communications*), Muradova Shakhadat (*Uzbekistan - Technical Innovation & Marketing Communications*), José Joaquim Soares (*Brazil - Technical Innovation & Marketing Communications*), Liston Bochette (*U.S.A. - Culture, Education and Youth*), Gwendoline Van Lagenhove (*Belgium - Culture, Education and Youth*), Noura Morin-Ouerfelli (*Tunisia - Culture, Education and Youth*).

Nagendra Pulumati (*India - FICTS Ambassador*), Kimi Koyanigi (*Japan - Nagano Festival V. President*), Alper Yanar (*Turkey - FICTS Ambassador*), Svetlana Shulman (*Russia - Chief of Staff to the CEO | National Media Group*), T.S. Thakuri (*Nepal - FICTS Ambassador*), Harsha B. Abeykoon (*Sri Lanka | FICTS - Ambassador*), Silvia Trevisan (*Italy - Chamber of Commerce of Treviso - Belluno|Dolomites*), Trang Cuong (*Vietnam - FICTS Member*), Santiago Ramos (*Brazil - creator of the Project "the Blue Planet Expedition"*).

Justified Absentees: Francesco Ricci Bitti (*ASOIF President*), Mathew Trinca (*Australia - President for Oceania*), Margriet De Schutter (*Netherlands - Technical Innovation & Marketing Communications*), Eugeny Bogatyrev (*Russia - Councilor*), Marco Riva (*Italy - Culture, Education and Youth Commission Member*), Mirco Cussigh (*Switzerland - Auditor*), Toni Cappellari (*Italy - Social Prosecutor*).



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Report of FICTS President Prof. Franco Ascani.

FICTS – the only Federation in the field recognized by the International Olympic Committee (IOC) – stands out for the promotion and the spread of the noble Olympic Values and sports culture through multilingual, multicultural and socio-educational programs, through the use of the cinematographic image as a training and elevating tool for the individual.

One of the main aims of FICTS is to promote the spirit of Olympism, following the directives of the IOC Olympic Culture and Heritage Commission, of which I am a member, through an educational and training action aimed at encouraging active lifestyles in which the sport not only promotes psychophysical well-being, but also acts as a means of social inclusion. This commitment results concretely into the direct involvement of operators in this sector as protagonists, offering free registrations, where Olympic culture is an essential pillar to promote the sporting ideal and its moral values.

To sum up, FICTS is actively engaged in the promotion of sports culture, Olympic values and international collaboration through a wide range of initiatives and projects. The Federation promotes high-quality footages which, in different languages and production ways, contribute to the development of artistic and cultural trends in the world of cinema, television and new media. The different topics of the selected works from one hundred and thirty Countries promote the understanding and mutual respect of different civilisations, cultural diversity, social responsibility and integration, as well as equal opportunities and the rights of people with disabilities. Based on the excellent data, with more than 2 million views in 2022 and 2023 on the FICTS web channels (*source: Google and Youtube Analytics, Facebook Insights, etc.*), we mean to consolidate our joint commitment into the study, the disclosure, the research, in communication and education, with the aim of "digitizing" the world of sport.

We continue to improve and update our International Platform "SPORTMOVIESTV.COM", providing integrated, simple, instant and secure access to audiovisual content in order to promote sports cinema culture and relieve the emotions of the seventh art, sport, television and its protagonists.

Our digital community has become the point of reference for the digital spread of cinema, television and sports culture, offering rapid access to information and actively promote the International Festival of Circuit "World FICTS Challenge", which support the Olympic ideals and sportsmen. Thanks to the work of the four Commissions, we collaborate with sports broadcasters and facilitate cooperation in the sector, encouraging meetings between producers, distributors, Olympic Committees, Sports Federations, Television Networks and Public Institutions to stimulate production, sales and distribution.



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Furthermore, we spread news on the various Film, Television and Sports Communication Festivals, facilitating contacts between Festival managements and other cinematographic or sports organisations, promoting the productions of films inspired by sport and organizing events on sports cinematography at a global level.

The numbers that characterize FICTS activities.

2.353.584 online views in 2023

67.000 registered with the FICTS Information Agency (*43,000 in Italy, 22,000 abroad*)

40,785 young people for the project “GenerAZIONE 2026” | Trofei Milano Cortina 2026

30,152 videos online on the SPORTMOVIESTV.COM Platform

25,840 productions participating in the “World FICTS Challenge” (since 1983)

11,412 active FICTS members

2,846 sports and Cinema Memorabilia from FICTS Collectors

2,202 sports TV Channels involved

198 sports and Cinema Legends in the “FICTS Hall of Fame”

130 FICTS joined Countries

41 editions of the “SPORT MOVIES & TV” World Final in Milan

20 Festival of the International Circuit “World FICTS Challenge”

FICTS carries out its activities in the following 4 macro-areas through your work divided into the following Commissions:

1) CULTURE, EDUCATION AND YOUNG PEOPLE

2) COMMERCIAL PARTNERSHIPS AND BROADCASTING SERVICES

3) INTERNATIONAL FESTIVAL

4) TECHNOLOGY AND TECHNICAL INNOVATION & MARKETING

In the last days you have been sent via email the 76 pages of the FICTS Guidelines 2024-2027 with the contents, numbers and dimensions of the activities of our Federation which, further integrated by the reports received (last February) from some Members.



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1 – CULTURE, EDUCATION AND YOUNG PEOPLE COMMISSION

FICTS is committed to the education of young people to spread Olympic and sports values through educational programs and using sport as a social tool. It promotes knowledge of sports cinema to stimulate artistic and cultural trends. The digitization of the FICTS archive offers free educational opportunities and school programs to spread sports culture and Olympic values. Collaboration with Institutions, such as the IOC Olympic Foundation, supports the diffusion of sport values.

FICTS has made the Platform available for free online, including **30,152 videos** and **4,299 hours** of exclusive film footages. The Federation organizes international initiatives to promote sport and support Milano Cortina 2026 Olympic and Paralympic Winter Games, working on events directly and indirectly connected to the Games.

The first event of the semester with a view to Paris 2024 Olympics will be held from **June 24-25-26 in Paris** (*one month before the Games*) with exhibitions, screenings, meetings, etc. with Olympic topic in collaboration with the Italian Cultural Institute.

The FICTS has studied a **Project READY. SET. ACTION!** to spread Olympic values through the audiovisual Olympic contents from the IOC Archive. The Project represents an opportunity to spread the educational and training values of the Olympic and Paralympic Movement through images, especially among young people and to inspire and enable people to “experience the Olympics” during and between Games and have an active audience between Games.

Among the projects developed thanks to the contribution of the Commission we have:

a. SPORT IN SCHOOL: GENERAZIONE2026 – SPORT POWERED BY YOUTH AND EDUCATION | TROFEI MILANO CORTINA 2026

As you have seen from the invitation you received for 6-7-8 June in Treviso | Verona | Venice, the Federation launched the third edition of the “**GenerAZIONE2026 – Sport powered by youth and education**” project in 2024, included in the Program “Education Gen26” of the Milano Cortina 2026 Games Foundation. Open to primary and secondary schools in the territories involved in the Games, in collaboration with the Regional School Office for Veneto, the Veneto Region and the Chamber of Commerce Treviso-Belluno|Dolomiti and Verona.

The promotional action joins the “**TROFEI DI MILANO CORTINA 2026**” with three days at the Milan Arena (8-9-10 May), involving a total of **42,000 students** from **70 schools** in Lombardy and Veneto. The activities, eco-sustainable and inclusive, offer free registration and promote educational, cultural and youth inclusion values, transcending simple



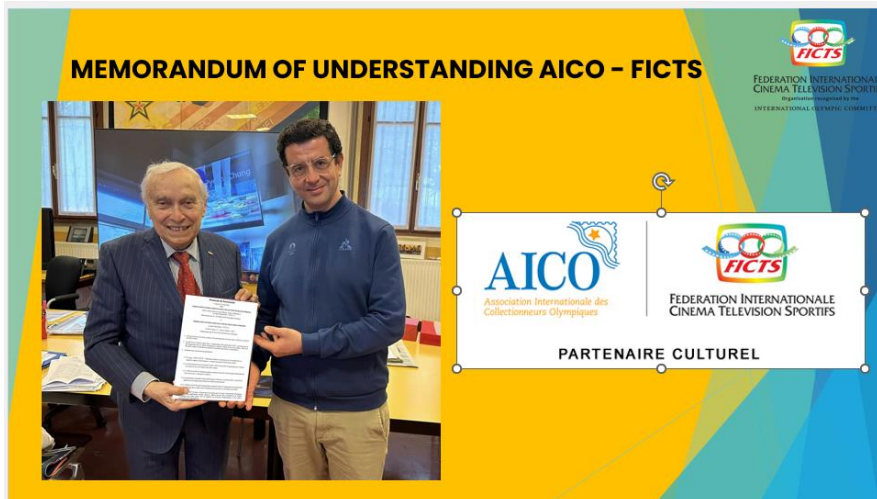
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sporting competition. This event, with over sixty years of history and three and a half million student participants, has contributed to spreading the values of Olympism and an active lifestyle.

b. MEMORANDUM OF UNDERSTANDING AICO - FICTS

FICTS and AICO (International Association of Olympic Collectors) chaired by Christophe Ait-Braham (Member of the IOC Commission for Culture and Olympic Heritage), have signed an official partnership towards the Paris 2024 Olympics. Both recognized by IOC, the two organizations work for the development of Olympic and sporting culture and decided to share resources and experiences. A fruitful collaboration that aims to promote the values and the Olympic spirit from **Paris 2024** to **Milano Cortina 2026**.



2 - COMMERCIAL PARTNERSHIPS E BROADCASTING SERVICES COMMISSION

FICTS aims to be a crucial point of reference in the sector, organizing workshops on future television trends and analysing the sector during its events. The aim is to promote the quality of sports productions and raise awareness among broadcasters. Sport, with its extraordinary human adventure, is mainly conveyed through cinema and television, helping to spread the Olympic values and sporting culture. With over **2.202 world sports television channels**, FICTS collaborates with Olympic Channel to promote Olympic values through projects such as "*The Power of Images*". Attract new funding sources and global audiences through the broad appeal of the "World FICTS Challenge".

The **partnership** between **FICTS** and the **Olympic Channel** is realized through the collaboration in the "World FICTS Challenge" Festivals of the World Cinema, Television and Sports Culture Championship as well as the "Sport Movies & Tu" World Final.

TV SPORT EMOTIONS AWARD is assigned during "SPORT MOVIES & TV" as prestigious prize given to Best Sports Tv Channel. In the past, the award has already been assigned to: CCTV



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- China Central Television Cinema in **2013**, Sky Sport in **2014**, Channel One Russia in **2015**, Channel Four Ireland in 2016, Match Tv Russia in 2017, Sport Mediaset in 2018, Rai Sport in 2019, Eurosport in 2020, BBC in **2021**, UBC - Ugandan Broadcasting Corporation in 2022, Fox Sport in 2023

Among the new features included in the Commission's programme:

a. THE BLUE PLANET EXPEDITION

FICTS is a partner of the "THE BLUE PLANET EXPEDITION" Project created by "Trotamundos film & docs", experts in making documentaries on the environment and culture. The project involves a trip around the world in two catamarans from Bali, with an exceptional team of professionals who will showcase research into our influence on the environment. The main objective is to educate the public about environmental impact and make the recorded material available for free. The commercial part will include the sale of the material prepared as a television series, providing detailed information on each episode.

The project will be presented in all the Festival of the "World FICTS Challenge 2024". Everything will be produced for TV in 2 Seasons x 20 episodes each or 4 Seasons x 10 episodes each Length of each episode: **52 minutes** with **26 minute** version Languages: Original language English, Portuguese and Spanish. In the last week the Project has received the Patronage from the Italian Ministry for the Environment and Energy security **Prof. On. Picchetto Fratin**.

b. MEMORANDUM OF UNDERSTANDING ASSOCAMERESTERO - FICTS

Assocamerestero - Association of the 86 Italian Chambers of Commerce Abroad (*chaired by Mr Mario Pozza*) and FICTS signed a Memorandum of Understanding to promote awareness of mutual activities at national and foreign level and promote initiatives in support of exports and the internationalization of companies. The agreement provides for the creation of a "working group" to define joint initiatives and promote the activities of the Italian Chambers of Commerce abroad associated with Assocamerestero. The objective is to involve Assocamerestero in FICTS initiatives in the 130 member countries and maximize mutual promotion.



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(Speech of Assocamerestero President Mario Pozza): Good morning eminent members of the Commissions, a special greeting to President Prof. Ascani, I am very pleased to be here today at this joint meeting of the FICTS Commissions. Our joint effort in defining the guidelines for the period 2024–2027 has a fundamental importance, shaping the future trajectory of this prestigious international organization. I am deeply honored to be part of this important moment characterized, with no doubt, by fruitful dialogues and collaborative efforts. Together, we trace a path that embodies innovation, inclusiveness and excellence, ensuring a heritage that resonates in the world of sport and culture. Assocamerestero plays a constant strategic role in the initiatives carried out by Italian Chambers of Commerce around the world to support the internationalization of SMEs and the promotion of "Made in Italy". In the activities aimed at the pursuit of social goals, the representative and governing bodies of Assocamerestero adopt behaviors that are characterized by principles of ethical and social responsibility and fairness, both internally and towards third parties. Assocamerestero, according to its Statute, aims at the organizational development of the Chambers' network, which it constantly promotes through a series of activities of assistance, organization, improvement of services, etc., and intends to spread knowledge of the Italian Chambers Abroad's network using information and communication tools and to strengthen the development of partnerships with the main Italian stakeholders. But in particular, I am pleased to introduce you to the activities in detail of Assocamerestero, for more in-depth information on the reasons for the joint agreement with FICTS:

- Assocamerestero implements agreements and framework understandings with the main interlocutors of the Italian Chambers of Commerce abroad, in order to foster the realisation of joint projects/initiatives;
- carries out representation and lobbying activities with Italian institutions and the main local actors involved in promotion;



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- develops territorial marketing projects with the Italian Chamber of Commerce System and promotional actions towards Italian Universities and Training Institutes and organises training internships at its headquarters and at ICCAs around the world;
- annually organises the ICCA World Convention and the Meeting of General Secretaries, important communication and promotional events with Italian institutions and the Italian business world;
- collaborates with national media to give greater visibility to Chamber projects and activities and to consolidate connections with Italian business communities; and edits periodical publications, including the annual Who's Who of the ICCAs.

In this sphere of actions, the cooperation between Assocamerestero and FICTS is established, for participation and full involvement in FICTS initiatives in affiliated countries. In the framework of this Agreement, FICTS will be able to implement operational partnerships - also under payment - with the ICCAs to carry out services and/or activities that enhance the objectives that FICTS has set itself. The present Protocol - in the context of the promotion of Olympic values carried out by FICTS - is aimed at ensuring the involvement in FICTS initiatives, in order to maximise the promotion of Assocamerestero also in view of the next Olympic and Paralympic Winter Games Milan Cortina 2026.

Therefore, we wanted to create a special 'Operating Working Table' to define the effective reciprocal modalities of participation within the same initiatives, as well as in ordinary institutional activity. Through the agreement, we intended to foster a better knowledge of each other's activities at home and abroad, by offering our specific skills and experience to monitor the development of joint activities and initiatives. A dedicated desk will be activated for a constant exchange of information on the respective operations and initiatives to support export and internationalisation of companies. This agreement is the result of a five-year collaboration with Prof. Ascani, which began at the Convention of Italian Chambers of Commerce Abroad held at the Chamber of Commerce of Treviso - Belluno|Dolomites, of which I am president, with his speech presenting the FICTS federation to the 400 delegates in the room. A collaboration that has continued with the prestigious GenerAZIONE2026 project, which you have been invited to, together with this convocation, and which I wish you would welcome. **"GenerAZIONE2026"** involves the Veneto system, with the Chamber of Commerce of Treviso - Belluno | Dolomites, the Chamber of Commerce of Verona with President Riello, the Veneto Region with Councillor Donazzan and the Regional School Office with Headmaster Bussetti. We have now reached the third edition involving, every year, 10,000 students, the promotion of the territory and businesses and the welcoming of you prestigious FICTS members for the annual assembly and to present the territories and structures that will be the theatre of the celebrations and the Milano Cortina2026 Olympic and Paralympic Games.



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3 – INTERNATIONAL FESTIVAL COMMISSION

FICTS promotes the "World FICTS Challenge" International Circuit of 20 Festivals in the 5 continents of cinema, TV and sports culture which are organized in: *Barcelona (Spain), Cote d'Azur (France), Zlatibor (Serbia), Liberec (Czech Rep.), Pristina (Kosovo), Lisbon (Portugal), Tehran (I. R. Iran), Nagano (Japan), Budva (Montenegro), Beijing (China), Tashkent (Uzbekistan), Fort Myers (USA), Kampala (Uganda), Nairobi (Kenya), Rio (Brasil), Kingston (Jamaica), Rogaška Slatina (Slovenia), Buenos Aires (Argentina).*

The FICTS Executive Committee is evaluating applications from **Russia, India, Sri Lanka, Nepal, Vietnam and Australia.**

The "World FICTS Challenge" aims to spread Olympic values through cinema, television and new media works from all over the world. FICTS also promotes collaboration between international sports festivals through the **ISFAF (FICTS International Sports Film Festival Association)**, with the aim of improving their visibility and artistic quality.

a. **SPORT MOVIES & TV 2024: FINAL IN MILAN**

Milan (Italy) – from **November 5 to 9** – will host **SPORT MOVIES & TV** the World Final of the "World FICTS Challenge" organized in collaboration with the Lombardy Region and the Milano Cortina 2026 Foundation. The collaboration between the Milano Cortina 2026 Foundation and the FICTS, made official by a **memorandum of understanding** signed on November 2022 and ensures the Foundation's involvement in the Federation's initiatives. The 2026 Organizing Committee of Olympic and Paralympic Games will be a partner of the event until the Games which begin on 6 February 2026 in Milan, Cortina and other venues. **SPORT MOVIES & TV** is a real "**Sports and Television Fest**" with initiatives (*projections, exhibitions, conferences, etc.*), guests and dedicated events, but also an edition to promote peace, intercultural dialogue, social inclusion, environmental sustainability and understanding between human beings through sport. Milan will also host the "**Paralympic International Movies & TV Festival**" organized as part of "SPORT MOVIES & TV" and articulated into screenings, awards ceremonies and meetings, under the aegis and with the collaboration of the **CIP – Italian Paralympic Committee** and the **IPC – International Paralympic Committee**.

b. **PARTNERSHIP FICTS – BODA**

FICTS – through the use of sports images in the media – aims to integrate sport with culture and art, collaborating – since 2009 – with the **BODA – BEIJING OLYMPIC DEVELOPMENT ASSOCIATION** to promote the Chinese Olympic and Paralympic Movement after the Beijing 2022 Games. This partnership aims to create a lasting legacy until the Milano Cortina 2026 Games, involving the Milano Cortina 2026 Foundation. The objective is to promote the Chinese artistic-cultural heritage in Italy and in **130 Countries** affiliated with FICTS, becoming an ambassador of Chinese culture to the world.



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4 - TECHNOLOGY AND TECHNICAL INNOVATION & MARKETING COMMUNICATION

FICTS Technology and Technical Innovation & Marketing Communication coordinates sponsors and partners to promote federal activities, collaborating with global companies in sport and involving patrons for National and International Events. It focuses on updating the Marketing Plan and on the targeted search for local and international sponsors, using Communication Tools to promote socio-educational projects. The Federation promotes Socio-Educational Projects through collaboration with commercial partners and aims to transform the "World FICTS Challenge" into a global brand through effective Marketing-Commercial coordination. Despite the economic and health challenges, it is committed to identifying prestigious partners, guaranteeing exclusivity and dedicated support to maximize the value of partnerships. These initiatives reflect FICTS commitment to promoting sport as a vehicle for positive values and to consolidating effective collaborations with sponsors and partners worldwide.

The news that are part of the Commission:

MEMORANDUM OF UNDERSTANDING BETWEEN FICTS AND WESDA

The Memorandum of Understanding between FICTS and WESDA - World E-Sports Development Alliance (chaired by Mr. Maurizio Miazga), aims to develop joint initiatives to bring young people closer to the universal message of the International Olympic Committee. The two organizations will actively collaborate to fully involve young people in their initiatives in the **130 FICTS affiliated countries**. This collaboration is part of the invitation of the Council of the European Union to support the world of video games and to promote the use of cultural heritage in the creative process.



The four-year period 2024-2027 represents an extraordinary opportunity for the Olympic community, with 2024 marking the Olympic Year with the Summer Games in Paris,



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offering a unique opportunity to fully live the Olympic motto: "*faster, higher, stronger - Together*", in view of the Milano Cortina 2026 Olympic and Paralympic Winter Games.

CONCLUSION OF FICTS PRESIDENT PROF. FRANCO ASCANI

I inform you that all your observations have been welcomed and have been integrated/included in this **Final Document "FICTS Guidelines 2024-2027"** which will be presented to the IOC in the next few days.

Your support and commitment to the Federation motivates me to continue my daily work to promote Olympic values and culture. Sport and culture are fundamental tools for promoting human dignity globally and will continue to triumph, allowing more and more people of all ages to share these values and be active voices in an evolving society.

I want to thank all of You for having approved the contents of the Final Document "FICTS Guidelines 2024-2027" as well as thank you for your trust.

I hope for growing support from the young people we want to involve in the Federation. "***Faster, higher, stronger together***" is our new mantra, which highlights the importance of unity in overcoming challenges, accelerating change, aiming higher and becoming stronger together.

The video of whole meeting is available on line at link <https://youtu.be/OAjhOnpHyog>.

I am deeply moved and happy! FICTS grows thanks to you, your dedication and your friendship. Thank you all for your support. Go ahead with our FICTS!





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FICTS - Fédération Internationale Cinéma Télévision Sportifs

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