



THE FASTEST SPORT ON ICE

SLIDE 2026



ABOUT THE STRATEGY

Significant events have taken place since 2011 when the previous FIL strategy was approved. Celebration of 50 years of the artificial ice track at Königsee and release of new sport disciplines – the team relay and sprint race are just a few of them. The assets of the FIL have been continuously increased. Not just due to the constantly higher contributions of the International Olympic Committee (IOC) after the Olympic Winter Games (OWG), but also through the acquisition of new sponsors, TV contracts and so on. During the same period, the FIL's support program has expanded enormously. However, it must also be acknowledged that many of the goals set in the previous strategy have not lost their relevance today. Improving global attractiveness of the sport of luge, using new media power, realizing greater transparency of organization and improvement of performance within Olympic winter sport federations are still on the table.

The world is changing rapidly. Generations, technologies, and habits are changing. The Internet has changed everyday habits and the issue remains – how to connect the next generation to the world of sliding digitally and physically. It is time to shift a paradigm of the FIL – develop the spirit of sliding activities and sport. It is time to unite all the sliding activities and share the experience with millions of people around the world. We as the FIL need to figure out ways to provide the sliding experience in order to connect the public to our sport. Instead of bringing people to the sport, bring the sport to the people!

As an organization, the FIL has taken major steps towards implementing the needed components of being a sport on an Olympic level so far. Now it is time to review the existing situation, evaluate it, and provide a new strategic vision for the next 6 years to ensure the development and growth of the FIL.



STRUCTURE OF PLANNING DOCUMENTS

STRATEGY SLIDE 2026

This document defines the key aspects of the FIL future:

- Mission
- Vision
- Values
- Core ambitions/
Strategic priorities
- Objectives
- Desired results by
milestones for
2022-2026

OPERATING PLANS

Operating plans are created by the management team on a yearly base to connect the long-term strategy with the committees and the staff. It includes:

- Objectives
- Desired results
- Specific tasks and
projects
- Deadlines
- Responsibilities

BUDGET

The budget is created by the FIL staff and the chief of finance to connect operating plans to the organization's budget and spending priorities. The budget includes:

- Revenues
- Expenses
- Investments

FIL VALUES

The FIL upholds the key values in sport of **fairness, integrity, responsibility, safety, and respect**. All stakeholders within the FIL membership – national federations, athletes, coaches, officials, and event organizers – are expected to respect these values throughout their involvement and interactions with our sport. The FIL also fully adopts and adheres to all the standards of fair play, including but not limited to the Anti-Doping Code as set up by the World Anti-Doping Agency.

FIL MISSION

Our mission is to unite the voice of the luge sports to build strong communities through the power of sport and thereby create a safer, more equitable, and inclusive world.

FIL VISION

Our vision is to unite all aspects of sliding for masses and provide our athletes, coaches, and the wide luge sports community the best opportunity to achieve their highest potential in all aspects of the Olympic Games.

CORE AMBITIONS / STRATEGIC PRIORITIES

This Strategic plan identifies five focus areas, with strategic goals and objectives to take the FIL to a new level and to set an example for the whole sports community.

EXPANSION OF THE FIL REACH GLOBALLY

We need to expand our reach globally and unite all aspects of sliding activities both for sport and leisure

BEING ATTRACTIVE FOR ALL MEDIA CHANNELS

Today more than ever, it is important to have a presence in the digital media with attractive content available on request

INCREASE OF MASS PARTICIPATION IN LUGE

Make sliding available to the general public and integrate sliding sports into daily sporting activities to create the basis for growth in our community

DEVELOPMENT OF OUR CORE SPORTS

Artificial and natural track sports are our basic sports. Their development and improvement must keep pace with the times and ensure adaptation to new trends in communication and technology

GOOD GOVERNANCE OF THE FIL AS THE ORGANISATION

A supportive, transparent, and well-governed structure must be created for achieving the set goals and objectives

PRIORITY 1 /Expansion of the FIL reach globally

Prepared by the working group led by Mr. Dwight Bell

MAIN OBJECTIVES

1. Consider the FIL as an “umbrella” governing body for the related sliding sports, both competitive and recreational

- Affiliate with other sliding and winter sports organizations globally including roller luge and street luge

2. Develop a new branding strategy and message to the world

- Re-brand the FIL to have more mass appeal, while still projecting elite Olympic program status. Consider a new logo, brand, and image, which in turn should be incorporated in all FIL communications and images, including at events, officials and activities, along with the FIL sponsors, fans, and spectator experience
- While retaining the use of the word **Luge**, incorporate more use of the words **Sled, Sledding** or **Toboggan, Tobogganing** in the brand and communications
- New dynamic website and enhanced social media / PR / Marketing outreach

3. Encourage NFs to develop and oversee basic sliding events/competitions

- Utilize ski resort programmes to promote mass-participation. Make a leisure standard sled and sell them retail to the general public
- Work with the NFs to create and utilize a summer roller luge recruitment and development program. It is cost effective, and operates in the summer when young athletes are out of school and it can be done in communities in strategic locations
- Create a “Luge Toolbox” for member NFs, including the development of basic/beginner snow/ ice tracks, to assist and accelerate the development of luge in member countries for sustainable programmes

4. Establish major regional hubs for training and competitions

- Establish hubs in Europe, North America, and Asia
- Take inventory of all tracks around the world that could be utilized for the regional hub system, with emphasis on Olympic tracks that are currently NOT being utilized
- Use the tracks in the major hubs to develop athletes from countries that are geographically close to the respective hubs
- For efficiency and global exposure, establish world cup (WC) circuits in each of the 3 hubs

5. Standardize sleds

- Standardized sleds, as the ones developed for women’s doubles, can be expanded to all disciplines, which will lower the barriers to entry at the elite level and better connect with basic sliding

OUR ROADMAP TO 2026

	2021	2022	2023	2024	2025	2026
Create strategy to be an umbrella organization for sliding activities around the world	█	█				
Prepare plan for rebranding of the FIL	█	█				
Establish regional hubs - Europe, North America, and Asia	█	█				
Complete inventory of all tracks in the world	█	█				
Review membership guidelines and expectations for NFs	█	█				
Create luge toolbox for NFs			█	█		
Expand umbrella structure for sliding			█	█	█	█
Expand and enhance the image of the FIL to the world audience as an umbrella structure for sliding worldwide			█	█	█	█
Active utilization of the regional hubs in WC race calendar			█	█	█	█
Implement standardized sleds at junior and senior levels				█	█	█
Expand and enhance events for basic/mass-participation sliding in winter sport areas		█	█	█	█	█

PRIORITY 2 / Being attractive for all media channels

Prepared by the working group led by Mr. Thomas Schwab

MAIN OBJECTIVES

1. Significantly improve the creation of TV content in accordance with the modern media and audience demand

- Introduce the FIL TV coordinator with authority to oversee all aspects of TV content production (standardized camera plans, lighting, innovative camera techniques, etc.)
- Introduce the FIL TV channel
- Active use of the FIL TV in social media content
- Introduce one standard for all seasons - corporate design, venue dressing

2. Special attention to awareness in digital world

- Involve athletes and former athletes
- Involve influencers
- Special attention to the sliding image – “the fastest sport on ice”
- Special attention to awareness indicators in digital world
- Introduce e-sport game with luge, summer luge



3. Move from sport-based to event-based programmes in all FIL events

- Redesign the sport to include more action
- Set standards for event programmes / entertainment
- Integration of attractive accompanying programme into the events
- Award subsidies according to the performance of a respective event. Set proper criteria for evaluation
- Joint competition with other sports

OUR ROADMAP TO 2026

	2021	2022	2023	2024	2025	2026
New advertising strategy	■	■				
New TV standard / FIL TV coordinator	■	■				
Introduction of FIL TV		■				
One standard introduction for TV		■				
Improve of TV techniques		■	■	■	■	■
Introduce standards for event programmes	■	■	■			
Award program for subsidies according to performance	■	■	■	■	■	■

PRIORITY 3 /Increase participation in luge

Prepared by the working group led by Mrs. Natalia Gart

MAIN OBJECTIVES

- 1. Increase the scope of the FIL by including the field of “public sledding”**
- 2. Introduce a definition of “public sledding” - all kinds of activities with sleds approved by the FIL for children and adults**
- 3. Develop the regulations for public sliding (IRO):**
 - General regulation
 - Sleds and equipment
 - Tracks
- 4. Include public sliding in the purview of the FIL – change the FIL Statutes**
- 5. Develop the methodical literature for coaches and specialists**
- 6. Consolidate the developed information into a Programme of Public Sliding**
- 7. Provide the Programme of Public Sliding to the NFs**
- 8. Perform FIL monitoring of the realization of the Programme of Public Sliding by the NFs**

OUR ROADMAP TO 2026

	2021	2022	2023	2024	2025	2026
Status for public sliding - changes in the FIL Statutes	■	■				
IRO of public sliding	■	■				
FIL-approved non-professional models of sleds	■	■				
FIL-established non-professional tracks	■	■				
Methodical literature for coaches and specialists	■	■				
Active work of NFs with the developed Programme of Public Sliding	■	■				
Luge is a basic sport in the school program			■	■		
Development of the sliding club culture and organization of the amateur club competitions at different levels (schools, clubs, villages/cities, etc.)			■	■	■	■
Possibility of transition of talented children (Amateur tournaments) to the professional sports				■	■	■



PRIORITY 4 /Development of our core sports

MAIN OBJECTIVES FOR ARTIFICIAL TRACK SPORTS

Prepared by the working group led by Alexander Resch, Christoph Schweiger

1. Relaunch sport format /rethink/ revise all luge disciplines with a purpose to be more attractive in digital world (create a more dynamic and authentic outlook)

- Create awareness and show that luge is not a niche sport but it is a popular sport – everybody is sliding
- Develop new markets where our athletes will be positioned as testimonials and having incomes from sales of leisure sliding equipment and accessories
- Implement new outlook of athletes so that the athletes look more like athletes, they look more dynamic and are able to walk like athletes
- Implement new advertising rules for athletes and coaches to enhance the marketing effects for athletes and national federations

2. Relaunch competition format to improve its tension and dynamics

- Revise the Sprint-World Cup taking place to create more tension on the one side and to offer a new chance for small or new nations to take part at World Cups on the other side
- Introduce new start formats for the competition disciplines
- Introduce new start and finish protocol to create more tension, dynamics as well as to focus more on the athletes and their emotions
- New starting sequence to create a systematic suspense for a competition day, to create highlights and reduce the duration for the visitors at the track and therefore enhance the number of visitors. Decrease “no action time”

3. Sport development for small and new luge nations

- Education programmes / manuals for coaches and athletes (including track lines). Establish a Luge Academy for a better knowledge management and knowledge distribution to reduce the time for luge athletes and enhance the number of new athletes entering the sports of luge with a focus of being a part of the Olympic programme in the future, too
- Guidelines / manuals for acquiring new athletes / talent scouting
- Implementation of standard luge components to reduce development costs especially for new and growing nations, creating aftermarkets for leisure sliding, reduce education time for athletes and guarantee equal opportunities for athletes
- Focusing on the athlete experience and providing the expertise to help athletes succeed on and off the playing field.

OUR ROADMAP FOR ARTIFICIAL TRACK LUGE TO 2026

	2021	2022	2023	2024	2025	2026
Implement new outlook of athletes	■	■				
Revise advertising for athletes	■					
New format of revision of the Sprint-World Cup	■	■				
New start format taking place		■				
New start and finish protocol		■				
Luge Academy		■	■	■	■	■
Step by step introduction of standard sleds			■	■	■	■



MAIN OBJECTIVES FOR NATURAL TRACK SPORTS

Prepared by the working group led by Karl Damian, Christoph Schweiger

1. Increase the attractiveness of natural track luge

- Relaunch the sport in more exciting formats: women's relay, men's relay, parallel, knockout sprint (to replace the current pursuit race)
- Relaunch the sled. Further aspects to be considered are the steerability and safety of the sled as well as a simplified preparation of race and training equipment. Sleds should be more flexible to use in the future
- Relaunch sport equipment (race clothing, shoes, etc.) – the visual appearance of our athletes should become more professional and "cooler"
- Utilize sport venues in ski regions, big cities
- Expand media presence (social media, TV). Emphasis on storytelling, well-produced live stream in combination with a distributed news cut and several short social media highlight clips
- Re-activate traditional winter sport nations

2. Optimise the natural track development programme

- Establish the Luge Academy for the purpose of educating coaches and officials, promotion of talented athletes in the FIL group, creating general teaching material, providing input for mass sports, cooperation with ski resorts and track construction
- Road map for the independence of nations. Focus on the traditional winter sports nations. Supporting nations through know-how. Support for cooperation between smaller nations or regions

3. Self-financing of natural track luge as far as possible

- Sponsoring natural track luge with the reference to the mass sport of sliding

4. Inclusion of natural track luge in the Olympic programme

- The gradual implementation of the renewal process of natural track luge can be incorporated in the application documents step by step (by October 2020).

OUR ROADMAP FOR NATURAL TRACK LUGE TO 2026

	2021	2022	2023	2024	2025	2026
New attractive race formats						
New sport equipment						
Signing short, medium, and long-term sponsorship contracts						
Application for Olympic Games and YOG						
New platform around luge						
Live shows from all World Cup races						
Pilot project "luge centre" for ski regions						
Luge Academy						
Application documents for the 2026 Olympics						



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PRIORITY 5 / Good organizational governance of the FIL

Prepared by the working group led by Mr. Einars Fogelis

MAIN OBJECTIVES

1. Follow the best practice for good governance according to the IOC guidelines

- Transparency, integrity, democracy, development, solidarity, checks and balances – fill the gaps between self-assessed and moderated scores and reach no less than 3 in all indicators
- Review best practices and cooperation with the relevant IFs (like IBSF)
- Ensure there is full gender equality in athletes quotas, competition formats and schedule, coaches, career specific transition programs and establish strategic mechanisms to increase the pipeline of female candidates for governance roles in general as well as for executive board positions.

2. Set up the new governance structure of the FIL - board governed, staff driven/delivered, and develop an efficient organization culture

- Change the structure, rules, and procedures within the FIL
- Build up professional skills of the staff in new fields and areas of responsibilities

3. Supplement corporate communication and corporate behavior in the FIL

4. Together with representatives of NFs establish guidelines for NFs

5. Create online guide with suggestions for good governance to provide information to schools via NFs with the purpose to raise the awareness of the significance of good governance

OUR ROADMAP TO 2026

	2021	2022	2023	2024	2025	2026
Establish working group for restructuring of the FIL	■					
All indicators of the IOC guidelines implemented in the FIL of AIOWF IF governance questionnaire no less than score 3 in the moderated score	■	■				
New governance structure of the FIL established			■	■		
Staff training program development and implementation				■	■	
Online guide for schools			■			
Guidelines for NFs				■	■	■

ADDITIONAL DOCUMENTS TO BE CONSIDERED TOGETHER WITH THIS STRATEGY

- 1. A STRATEGY FRAMEWORK “Safeguarding Athletes Involved Within the FIL from Bullying, Abuse, Harassment & Discrimination”**
- 2. IOC’s “Basic Universal Principles of Good Governance of the Olympic and Sports Movement” as a guideline for implementation of good governance within FIL**

ABOUT THE DOCUMENT

In the autumn of 2019, the International Luge Federation (FIL) Executive Board members made the decision to launch the working group called "Strategy and Structures". The purpose of the group was to prepare a new strategic plan for luge till 2026, to be presented at the 2020 FIL Congress.

This document was created during the 2019-20 season in a joint effort of the working group and many subgroups involving a broad range of stakeholders of the luge community. It was adopted by the FIL Executive Board in spring 2020.

The working group that created this plan consisted of the following members of the working group "Strategy and Structure" and the members of the luge family:

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