# 2016 ANNUAL REPORT



**International Climbing and Mountaineering Federation** UNION INTERNATIONALE DES ASSOCIATIONS D'ALPINISME



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FOR THE CLIMBERS. FOR THE WORLD.





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### **1. PRESIDENT'S REPORT**

At the 2016 UIAA General Assembly, the UIAA launched its new Strategic Plan (SP) 2017-2020. It is based on the federation's three core pillars of safety, sport and sustainability together with our values - respect, transparency, credibility, solidarity and cooperation. The SP goals are numerous and include: further encouraging and promoting responsible and sustainable climbing and mountaineering practices; creating a network of strategic partners in this field; remaining committed to increasing the safety of the mountain experience worldwide by further developing safety standards; expanding research in mountaineering-related health issues and spreading our training qualification scheme worldwide; growing and promoting the development of ice climbing in order to make it fit for admittance into the Olympic Games competition programme.



Full report by Frits Vrijlandt UIAA President:

### SAFETY

The UIAA safety standards keep proving their value to the international climbing and mountaineering community. Supported by the Chinese Mountaineering Association (CMA) a new test

PRESIDENT'S REPORT

laboratory will be set up in Beijing, China in 2017. The number of safety label holders is increasing, notably in Asia. Our new standard on bouldering crash pads has been well received and will contribute to the safety of bouldering around the globe. A new safety standard for corrosion on bolts in climbing areas is being implemented.

The UIAA climbing and mountaineering Training Qualifications are one of our main assets and of great value for our members. With the support of the Petzl Foundation, the Training Qualifications Panel, part of our Mountaineering Commission, continues expanding and implementing Qualifications around the globe.

The UIAA Handbook is currently available in English, French and Turkish. We expect to have translations in Chinese and Arabic available in 2017. We have also started our Near Miss Survey project, with the support of the Japan Mountaineering Association (JMA), and CamptoCamp from France.

The tremendous source of knowledge and experience of our Medical Commission is of great importance for all involved in climbing and mountaineering and is promoted via our communication channels. Our information on preventing altitude sickness is one of most looked for topics. Furthermore, the Diploma in Mountain Medicine is a highly-appreciated qualification in the medical world.

### SUSTAINABILITY

The list of candidates for the UIAA Mountain Protection Award, supported by Golden Rock and Western University is growing, and in 2017 we continue our endeavours to promote sustainable mountain activities. All the winners, and indeed nominated projects, are great examples of initiatives which showcase the fragile nature of mountain regions and promote measures to improve mountain lives and the future of these areas. We continue to raise the voice of the mountains at the United Nations climate change conferences, where we are now a recognized federation. Our goals are to support and defend the protection and access of mountain areas around the world. The 2016 UIAA Respect the Mountains series supported by KEEN was a huge success with nine events held across Europe, many with the support of our member federations. In 2017, we plan to make Respect the Mountains a more educational and international project. Consequently, we encourage all our members to adopt the RTM program. Preserving the unbolted climbing areas as presented in our dedicated paper is being promoted around the world.

### SPORT

The 2016 UIAA Ice Climbing season proved to be very successful. It featured four World Cup events on three continents comprising three continental championships and a youth world championships. The UIAA also hosted a promotional event in Tignes. The number of athletes and range of countries competing in the events is encouraging. For the upcoming ice climbing season, the UIAA will work with one live streaming provider to ensure a constant product and to amplify reach of video material. The partnership with The North Face Korea continues to evolve.

The ambition for ice climbing to become an Olympic sport in 2022 remains a key focus for the UIAA. The sport's presentation as a demonstration event at the Lillehammer Winter Youth Olympic Games was a positive step in this direction. We are now working towards ice climbing being showcased at the 2018 Winter Olympic Games in PyeongChang.

The cooperation with our unit member Skyrunning will be further developed as we share the same mountain areas. The UIAA is a fully WADA-compliant organization and we continue our successful anti-doping educational program 'Clean Climbing'.

Our youth programme is designed to meet the strategic plan's goals of global youth events for climbing and mountaineering in the winter and summer months. In particular, the increase of interest in the recreational climbing, bouldering and ice climbing camps is a positive development.

The UIAA Rock Climbing Award, implemented to promote the safety and environmental protection at the rock climbing festivals organised by our members, is well received.

The Climbers' Manifesto developed with our Access and Expedition Commission is a valuable instrument in our communication as it represents the UIAA's true spirit of climbing and mountaineering.

### **FINANCES**

Our financial position remains good and stable. We had a positive result in 2016. We ensure our expenses and incomes remain within the agreed 5% margin of our profit and loss forecast and anticipate potential financial risks. Financial quarterly reports give us a constant overview about the financial situation and allow us to take actions if the budget should deviate. Thanks to the sound financial management, the UIAA reserves are now at a secure level. To continue and expand our income stream of sponsorships is one of the focus tasks of the Executive Board (EB) together with the UIAA Office.

PRESIDENT'S REPORT

### COMMUNICATION AND MARKETING

We have the common goal of expanding our presence in the international media as the international body for climbing and mountaineering. We use several tools to communicate with the world, the climbing and mountaineering community and with our members. For our members we provide information through our recently upgraded website, social media and through the monthly newsletter. For the wider world we communicate increasingly through our broadcasting channels, press releases and, indeed, social media. Increasing the number of UIAA media partnerships around the globe is one of the next steps we are embarking on.

### ORGANISATION AND MANAGEMENT

The number of new countries showing an interest in becoming a UIAA member continues to grow. It is a very positive development and we work on long-term relationships. To ensure the great work of our commissions remains at a high level it is important to maintain the quantity and quality of our commission talents. I ask all federations to support their commission members.

The Office is one of our key support elements and we are very thankful for the great efforts of Sophie Gerard, Stephanie Stettbacher, Agnes Semelet, Carol Kahoun and Peter Bourne. Our Office is very well supported by the Swiss Alpine Club.

We continue to enjoy a good cooperation with all our Asian members, organised collectively as part of the UAAA, and the UIAA participated in their 22nd Annual Assembly in Nepal. In conjunction with our European members we support the interest of climbing and mountaineering at the European Union in Brussels.

Our regular meetings with global sports governing organizations like IOC and SportAccord are very useful, both for the development of climbing and mountaineering and for the development of our competition sport. The UIAA has a unique and appreciated position in the international sport community because we not only look after great sports but are also engaged in mountain protection and the promotion of the beauty of mountains around the world.

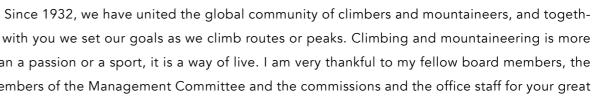
Looking at the achievements of the past year, I am proud of the progress we have already made. We have started to implement our new Strategic Plan, strengthened our EB team with Mr Wang Yongfeng and have increased our visibility in the world as climbing and mountaineering organization.

er with you we set our goals as we climb routes or peaks. Climbing and mountaineering is more than a passion or a sport, it is a way of live. I am very thankful to my fellow board members, the members of the Management Committee and the commissions and the office staff for your great support.

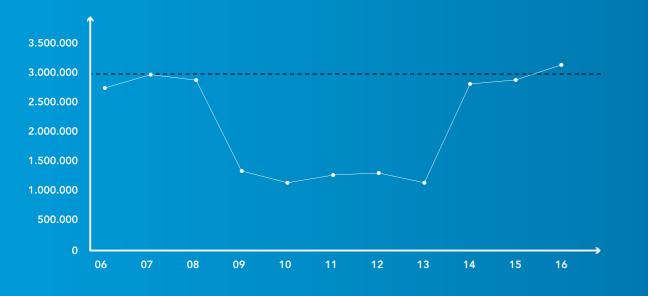
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Yours sincerely, Frits Vrijlandt **UIAA** President

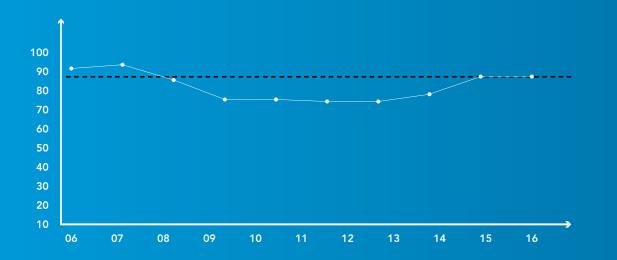
PRESIDENT'S REPORT



### **UIAA MEMBERSHIP 2006 - 2016**



### **UIAA MEMBER ORGANIZATIONS 2006 - 2016**





# 2. MEMBERSHIP INFORMATION

Members, 8 Observer Members and 1 Unit Member, making a total of 3,121,338 individual members.

The UIAA presents its newest members as of January 1, 2016:

- •
- Unit Member: The International Skyrunning Federation (ISF)

At the 2016 General Assembly in Süd Tirol, Italy, the UIAA accepted the following federations as Active Members as of January 1, 2017:

- Afghanistan Climbing & Mountaineering Federation ACMF •
- Albanian Mountaineering Federation FSHALTM •
- Federacion Nacional de Andinismo de Guatemala
- •
- Federation Royale Marocaine de Ski et Montagnes FRMSM •

These numbers will be reflected in the 2017 statistics.

The UIAA is actively looking for new federations in South America, and Asian continents. We hope to keep the numbers rising with more applicant federations in 2017.



Report by Hélène Denis UIAA General Secretary MEMBERSHIP INFORMATION

☆

# The UIAA closed 2016 with 59 Active Member, 18 Associate

Active Member: Indonesia Sport Climbing and Mountaineering Federation

Mountaineering & Sport Climbing Federation of the Republic of Kazakhstan MCFRK



# 3. ACCESS AND EXPEDITIONS COMMISSION

The Access Commission assists the UIAA and its member federations to secure the freedom to practice mountaineering and climbing in ways which are sensitive to environmental, social and legal considerations. The Access Commission tries to give clear and precise responses to new needs that arise, ensuring that the UIAA is the reference in the world of mountaineering and the mountain community. The Access Commission also leads the debate that is taking place concerning common global issues in Natural Protected Areas.



Full report by Juan Ibañez Access Commission President:

### 2016 CORE MEETINGS

The annual Access Commission was held on 14-16 May 2016 with the assistance and support of the Air and Extreme Sports Federation of Azerbaijan, FAIREX, in Baku, Azerbaijan.

During the year, Skype meetings were organized to follow the work of the Commission and develop concrete actions.

The Commission incorporates Jack Berguin, MI Ireland; Lode Beckers, CMBEL Belgium and Mehdi Farid, IRISMF Iran. This core team with the important contributions of all Corresponding Members is making good progress but more national leaders in access are needed to develop a

ACCESS COMMISSION'S REPORT

global vision and work together on these important issues.

In Baku, a joint meeting was held with Mountain Protection Commission to discuss for common working lines. A very productive meeting exploring the mission, objectives and projects of both commissions and possibilities to join common projects and re-read UIAA documents was put forward.

### PRESENCE AT EXTERNAL MEETINGS

The Access Commission President was invited to join the Tenerife Walking Festival (March 2016). This is an event designed to consolidate the Island of Tenerife (Spain) as a hiking and trekking destination under safety, environmental and rural development criteria. During the Festival, the Commission President was invited to offer a lecture on access around the world and promote the UIAA Respect the Mountains event held in Tenerife in May 2016.

In November, 2016, an international week about young people and mountains was organized by Coordination Montagnes and FFCAM in Grenoble, France. The Access Commission President was invited to join the event and discuss the current situation related to young people and access to mountains areas. An open public conference was organized with a lecture and a roundtable.

### **COMMISSION-LED PROJECTS OR INITIATIVES DURING 2016**

The UIAA Access commission focused its attention on different issues of access around the world and supported local initiatives to solve them while working together with UIAA members federation and local clubs on future actions.

#### Argentina

The legislation proposed in the central area, Aconcagua-Mendoza, has stopped. New restrictions can be approved in the future for areas such as Cajamarca, Ojos del Salado.

#### Chile

CONAF - the Torres de Paine National Park - is willing to develop a new regulation for areas as W, O path and others. FEACH (Federación de Andinismo de Chile) is working on this. The Government of Chile is opening a campaign to develop a new National Mountain Policy. FEACH and local clubs have joined the action.

#### Ireland

Mountaineering Ireland (MI) have produced a European survey to study the situation of access across Europe although more information is needed for the results to be more relevant.

### Spain

The Guide to good practices for holding mountain races in protected natural areas was presented after nine months of work. The guide, developed as an initiative after CIMA 2015, looks to offer guidelines to organize races with environmental criteria. This can be downloaded from the FEDME and UIAA websites and is available in English and Spanish.

### **COMMISSION'S MAIN GOALS FOR 2017**

A series of articles will report on the situation of access in different parts of the world. These articles, produced by national access leaders, will be available on the UIAA website and newsletter and offer a real and concrete vision on the access situation in different countries and relations with environmental authorities and initiatives undertaken.

New goals and tasks for the Access Commission will be studied during 2017 to adapt the works of the Commission to the new Strategic Plan approved at the General Assembly.

An Access seminar, focused on good access practice, case-studies and training sessions oriented to range areas to promote access knowledge to local clubs and members that need "know how" from the UIAA is in development. Argentina (FASA) will be the first contributor to this programme.



### Report by Juan Ibañez Access Commission President

ACCESS COMMISSION'S REPORT



### 4. ANTI-DOPING COMMISSION

The UIAA promotes Clean Climbing by adopting and implementing the World Anti-Doping Code. The UIAA Anti-Doping Commission manages the anti-doping programme, including in-competition and out-of competition testing, and the results management processes. In parallel, the UIAA is responsible for ensuring that all of its member associations and athletes respect and comply with all relevant International Standards and all the principles inherent to the World-Anti Doping Code, including the education for successful prevention of doping in sport. The UIAA contributes to the advancement of clean sport through scientific research and outreach initiatives under the name of Clean Climbing.

Full report by Prof. Dr. Nenad Dikic President of Anti-Doping Commission:

### **DOPING CONTROLS**

As was the case in previous years the UIAA Anti-Doping Commission conducted four doping controls per competition and four doping controls out of competition. All results were doping negative.

One of the most important components of the Commission's work has been to check and put all the doping controls performed by the UIAA in ADAMS (WADA's World Database of athletes) which is important for recognition by WADA and the IOC.



COMPETITION	in comp.	OUT OF COMP.
UIAA Ice Climbing World Cup, Bozeman	4	
UIAA World Cup & Open Asian Championship	4	
UIAA World Cup – Saas Fee, Switzerland	4	
UIAA World Cup – Rabenstein	4	4
TOTAL	24	4

### Clean Climbing

The Anti-doping Commission presented its Clean Climbing animation at the 2015 General Assembly.

Furthermore, a mandatory online anti-doping education and test was launched ahead of the 2017 UIAA Ice Climbing season. All athletes were required to pass the test as part of their registration.

### ANNUAL COMMISSION MEETING

The UIAA Anti-Doping Commission meeting was held during the WADA seminar in Lausanne, March 2016 in the presence of Borja Ose, Marija Andjelkovic and Commission President Nenad Dikic. Enrico Donegani excused himself. The current anti-doping situation was discussed including all activities of the Commission. The professional background and expertise of Commission members has seen them invited to cooperate in other anti-doping activities beyond UIAA matters.

### THE YEAR AHEAD

The year ahead will be challenging since every anti-doping organisation should now fulfil the WADA questionnaire in order to be qualitatively checked for Code Compliance. In spite of this questionnaire being extremely challenging we believe the UIAA will fulfil all of the obligations.



Report by

**Dr. Nenad Dikic** President of Anti-Doping Commission ANTI-DOPING COMMISSIONS'S REPORT





### 5. ICE CLIMBING COMMISSION

Ice climbing is the core competition sport in the UIAA. The 2016 UIAA Ice Climbing calendar ran from December 2015 -February 2016 and comprised four World Cup events and a youth World Championships. The UIAA Ice Climbing calendar are partnered by The North Face Korea. The UIAA Ice Climbing Commission also supported other events principally the showcase of ice climbing at the 2016 Winter Youth Olympic Games, another key stepping stone in the UIAA's ambition for the sport to feature in the competition programme at the 2022 Winter Olympic Games.



Full report by Urs Stoecker Ice Climbing Commission President:

### **ACHIEVEMENTS AND CHALLENGES FACED IN 2016**

Four World Cups, three Continental Championships and the World Youth Championships were held. All events were delievered successfully, meeting expectations.

- 3 Continental Championships
- 1 World Youth Championships •
- 1 Promotional event in Tignes, France

4 World Cups (4 countries, 3 continents) forming the UIAA Ice Climbing World Tour

1 Demonstration event during the 2016 Winter Youth Olympic Games in Lillehammer

- 169 athletes (113 male, 56 female): -35.7 % compared to 2015. (Decrease due to • absence of two events notably in France and Russia)
- 24 nationalities
- 15 different gold medal winners (6 nationalities) from a possible 22 in elite category
- 12 different gold medal winners (2 nationalities) from a possible 12 in youth category
- Domination of Korea in Lead and Russia in Speed
- Rise in participants in Saas Fee, Rabenstein and in the World Youth Championships. Stable figures for Cheongsong
- More than 1'835'000 people were reached during the World Tour
- Number of visits on UIAA website increased by 48 %
- Increase of live-streaming views to 39'223 views (+6.6 %)
- Increase of video views to 37'657 views (+36 %)
- Continued development of relationship with the Olympic movement (Pyeongchang • 2018) in view of 2022 Olympic ambition
- More ice on structures at competition venues compared to 2015 •
- UIAA guidelines well respected at all events
- All LOCs were well organised and successfully delivered competitions including the World Youth championships

### **REPORT FROM ANNUAL COMMISSION MEETING(S)**

The Commission met in May in Lisbon, Portugal to conclude changes in regulations and to fix the 2017 season calendar. Changes in the regulations were only minor, the most significant the reduction in size of the ice climbing box. The Commission accepted all applications to become new corresponding Commission members

### **OTHER EVENTS**

The Commission carried out several youth camps to support countries developing their ice climbers. These took place in Kirov, Russia. The Commission and UIAA Office published a PractICE Climbing Guide, a handbook with useful information principally for people taking up ice climbing or wanting to organise events. Dedicated routesetter and training courses were also held.

### THE YEAR AHEAD

In 2017, the Commission's ambition is to:

- China.
- Negotiate the extension of the sponsor contract with TNF Korea.
- in South Korea.
- fund.
- proved livestreaming, video highlight and social media plan.

The strategic roadmap for ice climbing includes:

- competition (from 3 different continents).
- organise, broadcast-friendly formats.



### Report by

**Urs Stoecker** Ice Climbing Commission President

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ICE CLIMBING COMMISSION'S REPORT



Extend the UIAA Ice Climbing World Tour to more events in North America and

Finalize the project of showcasing ice climbing at the 2018 Winter Olympics Games

Develop ice climbing in non-established countries while supporting the national federations through the help of ambassadors from the Commission as well as a solidarity

Further enhance the appearance of ice climbing in international media with an im-

Increased global movement by organizing six World Cup events every year, a World Championships in 2019 and 2021 and an annual Youth World Championships.

Increase athletes' participation to 250 for adult competitions and to 100 for youth

Increase attractiveness and accessibility of ice climbing with more exciting, easier to



### 6. MEDICAL COMMISSION

The importance of sound mountain-oriented medical advice for health care professionals and lay-mountaineers alike has never been greater as increasing numbers of people around the world participate in climbing and mountaineering adventures. The mission of the Medical Commission is to give the best possible advice through its network of doctoral-level mountain medicine experts, advice pages, the international Diploma in Mountain Medicine, and the dissemination of papers such as the recently published (in autumn 2016) "Drug Use and Misuse in the Mountains" in the journal High Altitude Medicine and Biology. This particular article had experienced over 10,000 hits on the journal's website by the end of 2016, a very pleasant surprise to both the journal's publisher and the UIAA MedCom!



Full report by George W. Rodway Medical Commission President:

### SUMMARY OF ACHIEVEMENTS AND CHALLENGES IN 2016

Achievements

Thomas Kupper from Germany continues to lead the work on our advice papers. All are published on the UIAA website and are available free in many languages. Many are now available in

MEDICAL COMMISSION'S REPORT

Chinese and another group have just been translated into Czech and Polish by Medcom members. During 2016 our Zika virus advice sheet for mountaineers was fast tract published by the respected journal High Altitude Medicine and Biology.

During the last year we formalised our co-operation with our sister organisation ICAR Medcom. The President of each Medcom is now an official observer member of the other organisation. They can appoint a deputy to attend our respective meetings. We are also now in the process of formalising our co-operation (in similar fashion) with our other sister organisation, the International Society for Mountain Medicine (ISMM).

### Challenges

UIAA Communication Peter Bourne is saving us expenditure on an independent person to raise our profile on social media but we find the interest in our advice papers is leading to more chances for publication in peer reviewed medical journals as well as on our website. We may need more funding for this in the future.

We are aware of increasing number of commercial, "charity" and "gap year" treks, expeditions, challenges and adventure holidays - often to high altitude. Peter Bourne is making efforts to raise our profile on social media so advice reaches non-mountaineers going to altitude without essential knowledge.

Additionally, we are aware that the work of the UIAA commissions has yet to fully penetrate some countries in the world where climbing and mountain-going activities are becoming popular. Africa and India are two outstanding examples. The Medical Commission will continue to attempt to increase its "penetration" of such countries with sound mountain-oriented medical advice. By the end of 2016, contact with mountaineering authorities in India is on-track to provide more UIAA-supported involvement there in the next year or two.

### **REPORT FROM ANNUAL COMMISSION MEETING**

#### TELLURIDE, COLORADO, USA ISMM/WMS WORLD CONGRESS, 4 AUGUST 2016

A high-profile death on Kilimanjaro recently has generated a lot of publicity around safety on the mountain. The possibility exists to use this as an opportunity to get more exposure for our message in Africa.

There has been a 12-15% rise in the last three months of visits to the recommendations and

advice page and in downloads of the PDFs. Our recent Facebook post dedicated to altitude sickness received over 15,000 views and over 600 comments and shares. It was in the top three posts for the previous 30 days.

The need for another UIAA member on the UIAA/ICAR/ISMM DiMM administrative group was discussed and should be arranged before the General assembly.

Of 24 UIAA MedCom papers, 14 already accepted/published in peer-reviewed medical/scientific journals.

The next MedCom meeting will be in Kathmandu, Nepal from March 27-31, 2017 (in conjunction with Xtreme Everest's - UK group from University College London - 10th anniversary).

George Rodway (USA member) took over as MedCom President from David Hillebrandt at the Telluride meeting. David will continue on the MedCom as an expert member.

### OTHER EVENTS

David Hillebrandt joined Frits and Steve Long of the Training Commission to run a course in Malaysia in the Autumn 2015 to introduce the concept of UIAA membership, training standards and Mountain medicine to activists in the country. This course was a model for what we hope to do as a commission (in coming years) in countries such as those mentioned in the previous paragraph.

Most of our members run courses for physicians and lay climbers on all aspects of mountain medicine in their own countries.

### Projects headed, or partnered, by MedCom in 2016

Three of our members work with ICAR Medcom and the International Society of Mountain Medicine to administer the international UIAA/ICAR/ISMM Diploma of Mountain Medicine. There was a change in this three-person UIAA representation in 2016 due to the change in Medical Commission President, with one member stepping off and a new person being added.

MEDICAL COMMISSION'S REPORT

### The Year Ahead

- We shall continue to reach out to, and cooperate with, other mountain medicine groups around the world
- We shall endeavour to continue the success we have achieved with further publication of our MedCom advice papers
- We shall continue to attempt to increase the penetration of our commission's message to countries around the world that are in great need of sound mountain-oriented medical advice.



### Submitted by

**George W. Rodway** President, UIAA Medical Commission

### and

David Hillebrandt

Immediate Past President, UIAA Medical Commission

MEDICAL COMMISSION'S REPORT





# 7. MOUNTAINEERING COMMISSION

The UIAA Mountaineering Commission (MountCom) promotes best practice by identifying and addressing ethical, technical & training, and legal issues of international importance.



Full report by **Pierre Humblet** and **Steve Long:** 

### **PRINCIPAL ACTIVITIES IN 2016**

### UIAA MOUNTCOM MEETINGS

The UIAA MountCom held meetings in the spring (Prague, Czech Republic) and in the autumn (Petra, Jordan). Dedicated reports from both meetings can be found on the UIAA website, produced by MountCom member Phil Wickens (BMC).

### UIAA/PETZL FOUNDATION HANDBOOKS

UIAA MountCom and the Petzl Foundation have produced training handbooks in English and French that can be used at limited cost by UIAA Member federations as a basis for their own training program.

A large number of federations have expressed an interest in using these handbooks as part of their national outdoor training programmes and so the Alpine Summer Skills handbook is currently being translated into Spanish, Catalan, Turkish, Farsi, Arabic, Mandarin Chinese, and

MOUNTAINEERING COMMISSION'S REPORT





Korean – these will be available in 2017. Plans are now in place to develop digital versions and a digital marketplace in order to reduce production and distribution costs.

### SAFETY

Camp-to-Camp, in collaboration with the Petzl Foundation, are conducting an on-going survey of climbing and mountaineering near misses. Analysis is being undertaken by researchers at the University of Lyon and MountCom have agreed to respond to their findings, which they will integrated into technical advice and statements in order to increase awareness and help to reduce accidents.

MountCom is starting a new project with the Petzl Foundation to draft a Winter Skills handbook, which will involve consultation with the International Commission for Alpine Rescue: ICAR and the International Federation of Mountain Guide Associations: IFMGA.

### ETHICS, FREEDOM & SUSTAINABILITY IN MOUNTAINEERING

Ethics, Freedom & Sustainability are core elements of MountCom's work, as expressed in recent papers that highlight the importance, for future generations, of preserving natural rock for adventure climbing (by Doug Scott), and the importance of the UIAA's response to press, media, political and legal issues (Phil Wickens).

Concern for these issues was reinforced by Reinhold Messner, himself an advocate of traditional alpinism, at the 2016 UIAA General Assembly. Messner, recently awarded UIAA honorary membership status, highlighted the UIAA's responsibility to preserve alpinism for future generations, and stated that the UIAA should fight to maintain our ethics and maxims for climbers in 500 years' time. MountCom will incorporate the views of Messner and today's leading adventure climbers and alpinists into our work to promote the importance of these values.

MountCom is pleased to have received strong support and interest in Doug Scott's paper from Russia, Cyprus and Spain, and that it's values are being promoted in the training provided by UIAA Training, particularly to countries, such as Jordan, in which climbing and mountaineering are relatively recent activities and where ethics have yet to be established by the local climbing communities.

### FUTURE OF THE UIAA

In its recent report on Freedom in Mountaineering, the MountCom highlighted the importance of further developing the UIAA's role as the international spokesbody for climbers and mountaineers. Now that Sport Climbing has become an Olympic sport, both press coverage and participation will increase. MountCom believes that the UIAA needs to become more pro-active in its press and media relationship if it is to continue to assert climbing ethics and maintain freedom and sustainability.

### ACCIDENT STATISTICS

Following agreements signed in Japan with the Japan Mountaineering Association, Japan Worker's Alpine Federation, Japan Rescue Organization, for the sharing of accident data in 2015, the Commission, through Chyaki Aoyama, finalised an agreement with MREW (Mountain Rescue England and Wales) to participate in the sharing of data.

### DIALOGUE WITH UIAGM (INTERNATIONAL FEDERATION OF MOUNTAIN GUIDE ASSOCIA-TIONS)

The dialogue with the professional mountain guides have been developed on a much more regular basis through talks with Steve Long and Pierre Humblet. MountCom invited UIAGM/ IMFGA to send one or more reps to participate in our MountCom and Training Panel meetings in Prague. We had the chance to receive and exchange with Mark Diggins one of their Board members. Getting to know each other is of course the best way to increase the relationship and the sharing of competences.

### ADVENTURE CLIMBING

After consultation with Doug Scott and the Working Group membership, it was decided to recommend to the UIAA Management Committee the dissolution of this working party while thanking them for the excellent work done.

### LEGAL ISSUES

MountCom has advised the UIAA office on several issues regarding insurance in particular for the Youth Commission's GYS events.

### MEETING WITH MANUEL GENSWEIN IN MILAN

An interesting meeting was organized in August at Milan by the UIAA Office, Sophie Gerard, between the well-known avalanche rescue specialist Manuel Genswein, Claudio Melchiorri and Pierre Humblet to explore the possible collaboration between ICAR, UIAGM and UIAA on this topic.



### LEGAL EXPERTS WORKING GROUP (LEWG)

A new chair has been voted to head this very useful working group within MountCom and UIAA, Klara Dvorakova from the Czech Republic, already an LEWG member for several years. Her task will be revitalizing the working party. Our gratitude to Javier Eceizabarrena Saenz who in a difficult context did a great job!

### NEW MOUNTCOM PRESIDENT

During the autumn of 2016, Claudio Melchiorri replaced Pierre Humblet as Commission President. The UIAA thanks Pierre for all of his hard work and wishes him all the best for his future endeavors.



# Pierre Humblet

Report by

Outgoing UIAA Mountaineering Commission President

### TRAINING PANEL REPORT

Since the UIAA General Assembly the Training Panel have attended a UIAA Mountaineering Commission meeting in Petra, Jordan as guests of the Jordan Tourism Board. This meeting was held part way through another series of "refresher" training courses for Jordanian candidates who had already received some training in leadership for trekking, canyoning and/or climbing activities. As the new MountCom chair is also a member of the Training Panel we have even stronger connections. Ideally, all the work of all the commissions should filter through to the guides, instructors and leaders who can pass on the latest information to their students.

### DATABASE

Following the opening of the new UIAA website, the CMS facility for managing applications for registration and accreditation has been absent from the website, pending the completion of a new online database commissioned from "Tahdah"; the same company that manages the UK's database. Work on this database is being monitored and coordinated by Mountain Training UK, since its office is close to the Tahdah headquarters. We will produce a screencast video showcasing the system in use for insertion on the UIAA website.

#### Sponsorship

The devolved annual budget of €10,000 from Petzl Foundation for project work officially ended on 31 December, after more than two terms of three years' duration (normally Petzl Foundation projects only get one funding term). Nonetheless the foundation continues to support the further development of the Alpine Handbook, and additional funding has recently been made available for Claudio Melchiorri to conduct an inspection visit of the Nepal Mountaineering Association's Mountain Leader qualification scheme.

### ALPINE HANDBOOK

A subgroup has been working on proposals for a digital version of the Alpine Handbook. In addition to the published book, the proposal is to make the Alpine Handbook available in various languages as a digital publication.

### MOUNTAIN QUALIFICATION LABELS (MQL)

In addition to the inspection of the Nepal Mountain Leader scheme we have also conducted an inspection of the FFCAM and SAC (Sweden) ice climbing instructor schemes. Subsequently SAC has applied for accreditation of their sport climbing and climbing wall qualifications. An inspection has also been requested by the Cyprus federation.

Although the CMS system has been temporarily removed from the UIAA's current website, the world map showing engagement has been reinstated – this is an important tool for publicising MQL registrants and accreditation holders. Consequently, the interest in registering has continued to grow, despite the lack of active promotion while we wait for the database to be completed. Currently there are approximately a dozen organisations seeking to affiliate with the UIAA, often with the sole expressed interest of pursuing MQL accreditation.

### ASSOCIATIONS SEEKING ACCREDITATION

An email has been circulated to the UIAA Management Committee about associations that are seeking UIAA observer status to register for MQL. It is far preferable if the lead federation for a country takes responsibility of Quality Assurance (QA) for other associations, encouraging them to affiliate with through its own membership rather than trying to join the UIAA independently. This will help federations to retain its authority as well as any external funding, and reduce the tendency for splinter organisations to compete for limited resources. We have a tried and tested template letter of endorsement that federations can use (based on the BMC endorsement letter for JSMTC) – however in return it is important that the federation understands that as the

MOUNTAINEERING COMMISSION'S REPORT

"parent" it is thereby taking responsibility for the QA of the "child" organisation's qualifications.

### PERSONAL SKILLS COURSES

Following successful meetings with the IFMGA and UIAA presidents at the 2016 General Assembly and the positive reception of the concept by delegates at the assembly, we will be introducing at the next GA a franchise system that federations can make available to their qualified guides, instructors and leaders. This gives a practical application to our accreditation of qualifications, and encourages the dissemination of good practice following the three pillars of the UIAA Strategic plan: Sport, Safety and Sustainability. We will charge a small fee for each student in order to pay for the quality assurance underlying the scheme. Federations may wish to charge a similar small fee in order to fund their work. We believe that this will help novice climbers and mountaineers to identify courses that meet regularly updated standards and increase engagement with clubs and federations.



### Report by

Steve Long

UIAA Training Panel Chair

MOUNTAINEERING COMMISSION'S REPORT





## 8. MOUNTAIN PROTECTION COMMISSION

Mountain areas are the last natural, unspoilt and free spaces on earth and provide important life-sustaining resources and services. Therefore, our mission is to contribute to maintaining mountains as wild and free, for both the benefit of nature and the enjoyment of mountaineers and humankind.



Full report by Dr. Carolina Adler Mountain Protection Commission President

Our objectives are structured around thee key central themes:

Innovation - to support and reward good practices and innovative initiatives in low impact mountaineering and mountain conservation;

Awareness and education - to raise awareness about mountain environmental issues and furthering education on mountain conservation and sustainable mountain sports practices with member federations and the public;

Advocacy - to support and reinforce the role of the UIAA as an active and recognized key player at the international level and among members concerning environmental issues in mountains.

### **OVERVIEW OF MAIN COMMISSION ACTIVITIES IN 2016**

In 2016, the MP Commission focused its activities on its two main projects: 1) the Mountain Protection Award (MPA) and 2) Respect the Mountains (RtM). Other activities included collabora-

MOUNTAIN PROTECTION COMMISSION'S REPORT



tion with other commissions (e.g. Access Commission, and Mountaineering Commission and its training panel); as well as networking and cooperation with external organisations such as The Mountain Institute and Mountain Partnership.

Key Achievements:

- Elected a new MP Commission President, Dr Carolina Adler (New Zealand Alpine • Club), effective as of 15 May 2016, taking over from Linda McMillan (American Alpine Club) who had been in the role since 2008;
- Re-orient a vision for the MP commission's future by specifying planned activities and • targets in the Strategic Objectives 2017-2020;
- MPA: funding secured for 2016, with 23 projects submitted for the Award in 2016, as well as new recruitments secured for the pool of external assessors;
- RtM: funding secured for activities in 2016, with nine events organised in Europe;
- Showcased MP Commission's MPA and RtM projects at key international events such as ISPO Beijing (China, February 2016), and OutDoor Friedrichshafen (Germany, July 2016);
- Outreach and collaboration with external organisations like Mountain Partnership and The Mountain Institute, as well as continuing our contacts with the International Union for the Conservation of Nature (IUCN);
- Participation as a co-author and contributor to the United Nation's Environment Program (UNEP)'s key report on waste in mountain regions, titled "Waste Management Outlook for Mountain Regions - Sources and Solutions", which was launched at a public event at the UNEP European headquarters in Vienna, Austria, on the International Mountains Day, 11 December 2016;
- Participation in international forums like the United Nations Framework Convention on Climate Change (UNFCCC), particularly in securing observer status as a non-governmental organisation (NGO) in 2016.

### **MP COMMISSION MEETINGS IN 2016**

The MP Commission annual meeting was held on Sunday 15 May 2016, with the assistance of the FAIREX and Western University in Baku, Azerbaijan. The meeting was an opportunity for the former President, Linda McMillan (AAC), to head proceedings of the meeting before handing over the post to the new President, Dr Carolina Adler (NZAC). The MP Commission also held a common session with the Access Commission, in which both agreed to coordinate their activities in future, such as on the proposed update of the UIAA Environmental Guidelines, which were last

revised in 2002. Other meetings held during the year were convened over video-conferencing, with the aim to review agreed steps and progress on activities as defined in the May meeting.

### PRESENCE AT OTHER KEY MEETINGS, CONFERENCES, EVENTS, IN 2016

For the occasion of the UIAA's own General Assembly held in October 2016 in Brixen, Italy, Dr Carolina Adler represented the MP Commission and provided a report and presentation to the UIAA Executive Board, Management Committee and attending member federations and delegations on MP Commission progress and activities in 2016 to that date. At the May meeting, the MP Commission membership was also reviewed, with subsequent confirmation of its member delegates with the UIAA Management Committee in Brixen as part of the GA proceedings. The list of members of the MP Commission delegates, as of October 2016, as follows:

### FULL MEMBERS

1. Carolina	Adler (President)
2. Hussein	Bagirov
3. Rodney	Garrard
4. Stephen	Goodwin
5. Dragoslav	Gogic
6. Linda	McMillan
7. Michael	Maunsell
8. Joop	Spijker
9. Mattia	Sella
10. Mahmood Almad	Shah

#### CORRESPONDING MEMBERS

1. Ahmed	Aupar (CM)	Bangladesh	BMF
2. Maretha	Alant (CM)	South Africa	MCSA
3. Lode Georges	Beckers	Belgium	CMBEL
4. Jan Ivar	Bøe (CM)	Norway	NTK
5. Mihai	Constantinescu (CM)	Romania	CAR
6. Amin	Moein (CM)	Iran	IMSCF
7. Irena	Mrak	Slovenia	PZS

MOUNTAIN PROTECTION COMMISSION'S REPORT



New Zealand	NZAC
Azerbaijan	FAIREX
New Zealand	NZAC
UK	TAC
Serbia	PSS
USA	AAC
Ireland	MI
Netherlands	NKBV
Italy	CAI
India	IMF

### **EVENTS ORGANIZED BY THE MP COMMISSION IN 2016**

### Respect the Mountains (RtM) events in 2016

With the sponsorship and support from KEEN Inc., a total of nine events were organised in 2016 as part of the RtM series in Europe, in countries that included: Spain, UK, Italy, Germany, Austria, France, Romania and Russia. Some of the key statistics, facts and figures form the RtM series include:

- Number of events: 9
- Total number of participants: 614
- Total nationalities: 19 •
- Distance covered: 55 km
- Cumulative distance covered: 3,316 km
- Number of garbage bags collected: 482
- Total amount of waste collected: 5 tonnes

### **MP COMMISSION-LED PROJECTS AND INITIATIVES DURING 2016**

#### Mountain Protection Award 2016

With the support from the two key sponsors - Golden Rock Travel and Western University of Azerbaijan, the MPA took place in 2016 with 23 projects submitted, distributed among the five categories as follows: 12 in culture and education, seven in Waste management and three in Biodiversity Conservation. The pool of assessors included eight members of the MP Commission and seven external experts from diverse organisations. Compared to 2015, there were slightly less projects submitted to the platform, with most projects submitted under culture and education and waste. The winner of the 2016 MPA was announced at the UIAA GA in Brixen, Italy, with the cash prize awarded to Mountain Wilderness (France), for their project on the removal of obsolete structures from the mountain landscape. The Mountain Wilderness project was the highest scored project among the assessors in the award process for 2016, not just for its impressive commitment and action on removal of obsolete facilities, but also because of its commitment towards sensitization and education that forms part of their activities. The UIAA also recognised the Mount Everest Biogas Project (USA) as the best new initiative for 2016 and Waste Warriors (India) was confirmed as the 2016 UIAA Mountain Protection Award runner-up.

### UNFCCC Observer Status

The UIAA application to the UNFCCC as a NGO observer was favourably assessed and accepted in August 2016. This is an important development that enables UIAA participation in future Conference of Parties (CoP) meetings as part of the negotiation processes on climate change policy, particularly on mountains. Plans for future participation at the next CoP in Bonn in 2017, including partnership strategy and representation with other mountain advocacy institutions such as the Mountain Partnership, will be subject of deliberations at the next MP Commission meeting in spring 2017.

### Other Activities

Newly elected President of the UIAA's MP Commission, Dr Carolina Adler, attended the International Glaciers Forum in Huaraz Peru, and took the opportunity to meet with other stakeholders such as the Association of Mountain Guides of Peru, Huascaran National Park authorities, and The Mountain Institute. The purpose of these meetings was to discuss potential proposals and identify ideas for future projects and collaboration on the topic of mountain protection in South America.

Another key activity was the MP Commission's virtual participation at the 2016 Sustainable Summits Conference, held in August in New Zealand. MP Commission President (Carolina Adler) and UIAA's President (Frits Vrijlandt) prepared a video message for the opening of the Conference (see: https://youtu.be/wYp9ipCqMKk). Carolina is in contact with the organisers to secure the MP Commission and the UIAA's participation for next conference, to be held in 2018 in Chamonix France.

Participation by other MP Commission members at key conferences, included Mr Joop Spijker (NKBV)'s attendance at AlpWeek, held in 11-15 October, Germany.

### **MP COMMISSION'S MAIN GOALS FOR 2017**

The MP Commission expects to continue with the RtM series in 2017, this time with a more extended international participation and focus on education, as well as offer the UIAA MPA for 2017. The first quarter of 2017 will be dedicated to plan for and set up the necessary ground work in collaboration with the UIAA Office staff for these two key projects to kick off successfully in 2017.

Strategically, the main objectives for the MP Commission in 2017 are to also assess and review all MP Commission projects and initiatives, in view to update the UIAA's MP Commission's own

MOUNTAIN PROTECTION COMMISSION'S REPORT

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Strategic Plan and align these activities and the Commission's own plan with the UIAA Strategic Plan for 2017-2020, adopted at the GA in Brixen in October 2016.

Another key expected outcome in 2017 involves news on the UIAA's application to become partners in the United Nations World Tourism Organisation (UNWTO)'s 10-Year Programme on Sustainable Tourism for Development, which was submitted by the UIAA Office with the support of Dr Carolina Adler in January 2017. Through this programme, the UIAA's MP Commission will seek to raise awareness and support for mountain-related tourism and recreation activities such as mountaineering and raise resources to carry out plans for the planned review of UIAA's environmental and sustainability guidelines, in collaboration with other key partners and experts that are part of this UNWTO initiative. A response on this application is due in mid 2017.

Finally, the UIAA MP Commission, as a confirmed partner and member of the steering committee for the next Sustainable Summits Conference to be held in 2018 in Chamonix, France, will collaborate with the UIAA French member federation (FFCAM) and the Petzl Foundation to define the programme and themes for the conference.

The next MP Commission meeting will be held in Bern, Switzerland, on Saturday 20 May 2017.



Report by

Dr. Carolina Adler Mountain Protection Commission President MOUNTAIN PROTECTION COMMISSION'S REPORT





# 9. SAFETY COMMISSION

To support climbers and mountaineers in their goal of managing the inherent risks of these activities. This objective will be achieved by establishing excellent equipment Standards, together with recommendations concerning the correct use of this equipment.



Full report by Dave Custer Safety Commission President:

To achieve these objectives, the tasks of the Safety Commission include:

- equipment misuse.
- improving them as this becomes necessary.
- able, and update or add new Standards as may be needed.
- complete the equipment testing as stipulated by the UIAA Standards.

SAFETY COMMISSION'S REPORT

To review mountaineering and climbing accidents, to determine if the existing UIAA equipment Standards are adequate. To identify any examples of poor technique or

To develop technical Standards for all mountaineering and climbing equipment, in order to minimize accidents caused by equipment failure due to inadequate design or inadequate quality control. To periodically review these Standards, updating and

To monitor any new types of mountaineering or climbing equipment becoming avail-

To ensure that the laboratories that are used to test mountaineering and climbing equipment are competent. These laboratories must be accredited, so they properly

- To contribute to the UIAA program that provides information and advice regarding-• best practice when people participate in mountaineering or climbing.
- To collaborate with the other UIAA Commissions, and other worldwide external or-• ganizations, to achieve these objectives.
- To provide information to equipment manufacturers which will promote improved climbing and mountaineering equipment.

### **MAIN ACHIEVEMENTS AND CHALLENGES IN 2016**

The UIAA Safety Commission met in Bergamo, Italy from 8-9 June, 2016. Eight national delegates, 14 manufacturers and four Test Labs attended. Most discussion concerned new or revised UIAA Standards for mountaineering equipment.

### Key points were:

- Anchor (bolt) corrosion. Alan Jarvis reported progress & now proposes five classes of anchor to suit different environments. The intent is for anchor corrosion to be tested on installed anchors rather than specifying the composition of the anchor material. Testing and development work continues.
- Avalanche shovels. Results of good field and test work were reported. A new stand-• ard has been drafted.
- Snow pickets. A new 'pounding test' was agreed for the new standard, which is now • complete.
- Anchor bonding agents were discussed. The topic is open and an important aspect of the 50-year nominal lifetime expected of bolts.
- A common test method is still needed for testing offset cams. •
- Helmet rim impact. Helmets need to be stronger in the lower part near the rim. A • new class of helmet is proposed to do this.
- Forces on the belayer. A study of this subject was reported, with useful information.
- Static & dynamic lanyards. A semi-static lanyard standard proposal was rejected, effectively making connection of a climber to an anchor via a non-dynamic lanyard (sling) a mis-use. Work continues towards a standard for a dynamic lanyard.
- Humidity/rope strength. Test work was presented on this subject. •

Safety Commission delegate Jean-Franck Charlet (FFCAM) continues to participate in the

UIAA presence at ISPO Beijing and is collaborating with the CMA on the construction of a CMA testing facility.

Safety Commission delegates Jean Franck Charlet and Rob Foster (BMC) continue to serve on CEN working group 5 and keep the Safety Commission informed regarding developments in the CEN standards.

Alan Jarvis continues to head of the working group on anchor corrosion. He continues to oversee the lab testing regimen and coordinate the long-term, in situ anchor tests.

The main goals for the 2017 are to determine the fates of anchor corrosion, avalanche shovel, and dynamic lanyard standards.



Report by

**Dave Custer** 

Safety Commission President

SAFETY COMMISSION'S REPORT



### **10. YOUTH COMMISSION**

The Youth Commission will provide safe and exciting opportunities for young people to experience mountains and wild places. We will focus not only on the technical requirement of our sports but also the environmental, cultural and ethical aspects of the areas we are working in.

Young people are the future guardians of our wild spaces and it is our mission to teach respect for, and understanding of, these places. Our events will therefore have not only a technical focus but also an environmental and cultural emphasis.



Full report by Mark Dennison Acting President of UIAA Youth Commission:

### **OVERVIEW OF MAIN COMMISSION ACTIVITIES IN 2016**

The Youth Commission has facilitated the successful organisation of a number of events for young people from federations worldwide. These events have given young people valuable experiences and training in various aspects of walking, climbing - ice climbing and mountain activities.

### **COMMISSION MEETINGS DURING 2016**

The commission had a meeting in Kemran, Iran in October. Due to visa issues with some delegates this meeting was attended by some participants via Skype rather than in person.

YOUTH COMMISSION'S REPORT

### **OTHER KEY MEETINGS, CONFERENCES, EVENTS, IN 2016**

The acting President of the Youth Commission attended a seminar in Grenoble France - entitled "Youth and Mountains". This was an EU Erasmus+ funded seminar, with delegates from many European Federations, to discuss ways to encourage young people to visit the mountains and not only enjoy adventurous activities but also investigate the environmental and cultural aspects of the mountainous regions they are visiting. From this seminar it became apparent that there are many ways that the Youth Commission could engage in this approach and include cultural and environmental elements into all GYS events.

### **2016 EVENTS**

#### International Youth Ice Climbing Camp - Valle Varaita, Italy 2016

14 participants took part in this event - 12 Italians, one Spanish, one German. The CAI Central School of Alpinism provided a good number of instructors so they could organise small groups of two boys and one instructor for each rope. This event was a great opportunity for all the participants to learn the basics of ice climbing they were enthusiastic about this experience and asked to have the opportunity to repeat this in the future.

### International Youth Ice Climbing Camp – Guillestre, France 2016

The main goal of this youth ice climbing camp was to learn the many forms of ice climbing – one pitch or routes with many pitches. Whatever your level there is something for you including a chance to meet young climbers from around the world. For several years this camp has been regrouping many different participants/camps and this time there were around 50 participants visiting the camp for various elements.

### International Young Climbers Meeting – Fontainebleau, France 2016

Since 2012 the CAF club Camp4Bleau of the French Federation FFCAM organises an important event for young climbers on the forest blocks Camp4Bleau. This year clubs linked to the UIAA were invited to discover together the exceptional site in a festive atmosphere.

### International Youth Rock Climbing Camp - Arco Italy 2016

The 2016 International Youth Rock Climbing Camp took place from 25 – 30 June in Arco in the Trentino.

#### International Youth Climbing Camp - Ariege France

The main goal of this youth climbing camp is to practise many forms of climbing - cliffs with one pitch or routes with many pitches on different types of rock - granite and limestone.

### Commission-led projects or initiatives during 2016

The Youth Commission has been in a period of transition – since the resignation of Presidency by Israfil Ashurly in October the Commission has carried on with day to day matters but with only an acting President it has not seemed appropriate to take on any major changes in policy or direction. The Commission does have a programme of events for 2017 and now has a new President (from March 2017) so will now move forward.

### **COMMISSION'S MAIN GOALS FOR 2017**

The main challenges for the Youth Commission for the coming year are:

- that can be open to all UIAA members.
- holding an event.
- to plan a programme of GYS events for the period 2017 2020

### THE YEAR AHEAD

The Youth Commission has a programme of GYS events for the coming year 2017 and will have a new President. It is my opinion that the Commission has focused primarily on organising events and although work has been done on producing documentation and handbooks to ensure these events run safely I think the commission could focus on grassrootes development within federations.

I would like to see a greater focus on facilitating the longer term development of programmes and sharing experiences between member federations. Some member federations have great programmes and great experience working with young people and I would like to see more of these programmes and information shared with developing member federations.

YOUTH COMMISSION'S REPORT

to maintain and encourage members of the Commission to be active within the commission and to urge their federations to hold events in their mountainous regions

to ensure that all planned events, run by member federations, comply with the basic principals as detailed in the Youth Commissions guidance notes for planning and

to work with the UIAA office to secure ARISF funding for the period 2017 - 2020

I would also like to see greater synergy with other commissions, looking at their plans for the coming years and link these programmes with young people.



### Report by

Mark Dennison Acting President of UIAA Youth Commission YOUTH COMMISSION'S REPORT





# **11. MARKETING AND COMMUNICATIONS**

UIAA communication and marketing efforts are united by the twin goals of finding and exploring new sponsorship opportunities that align with UIAA activities so that the organization's finances are stable and the enhancement of the website, newsletter, video and social media efforts to enable the office to communicate more efficiently with member federations, for member federations to communicate with each and other for the UIAA to establish a greater presence in online and traditional media outlets.



Full report by Thomas Kahr UIAA Executive Board Member and Peter Bourne UIAA Communication Manager:

The past year has been a significant one in terms of the UIAA's focus in communication. Some of the achievements include the significant revamping of <u>www.theuiaa.org</u> in October; improved distribution service for newsletters and press releases; the creation of new graphic guidelines/ templates and the implementation of a more considered communication plan.

### MARKETING SPONSORSHIP

Revenues from sponsorship which accounts for 30 per cent of all UIAA income continues to be stable. The Bern office is continually exploring new sponsorship opportunities and means of approaching potential sponsors. Positive relations continue with The North Face Korea (ice climbing), Western University (Azerbaijan) and Golden Rock Travel (Azerbaijan). In 2016, KEEN began its collaboration with UIAA for the Respect the Mountains project.

MARKETING & COMMUNICATION'S REPORT



### WWW.THEUIAA.ORG

The UIAA website was revamped in October 2016 following a significant development process. In producing the new site, all content was curated and several new components added to the website. The new website is designed to make it easier for all kinds of visitor (member federation, media, climber/mountaineer, competitor, etc) to find the information they are looking in a timely fashion. Equally the website showcases the core UIAA projects at any given time. The new site is designed to be more mobile responsive, more elegant and with greater flexibility in its design. The statistics so far are encouraging. Following its launch, the new UIAA website received 30% more visits with visitors spending more time on each page.

### MEMBER NEWSLETTER

The UIAA revamped its member's newsletter in May 2016; improving its look, expanding its distribution list and ensuring a greater range of articles were included. The newsletter has been appreciated by member federations; the open and engagement rate is high.

### PRESS RELEASES

In keeping with the newsletter, the design of UIAA press releases has also been improved and news releases are now sent out on a more regular basis to targeted lists. The ultimate goal is to ensure coverage of the UIAA's activities reaches a more widespread audience.

### SOCIAL MEDIA

The UIAA currently uses Facebook, Twitter, Flickr, YouTube and as of late 2016, Instagram. During 2016, the UIAA implemented a dedicated communication strategy for each channel. Audience figures increase on a steady basis with notable spikes whenever video content is posted. More and more people rely on updates from the UIAA through social media.

### VIDEO

The UIAA should strive to produce more video content especially to highlight its work in mountain safety and sustainability. Until now most video content has been produced for competition sport where viewing figures have been impressive and the viral effect of content has enabled the UIAA to reach new audiences.

#### **GRAPHIC GUIDELINES**

The UIAA refreshed its charte graphique in 2016 with the scope of creating a more modern

adopt. The guidelines, and many templates, are available to member federations and commission members on the UIAA website.

### LOOKING AHEAD

In 2015 the UIAA ran an audit its communication tools and strategy; in 2016 it worked on making its digital tools more sophisticated and efficient and now in 2017 the focus is on implementing and delivering a communication plan which takes advantage of these positive developments, ensures content reaches its intended audience, and reflects the UIAA's work across all of its commissions and fields of interest. The UIAA will also develop dedicated marketing and sponsor documents throughout 2017.



### Report by Thomas Kahr

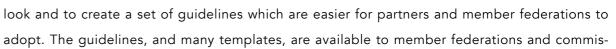
UIAA Executive Board Member

and

Peter Bourne

**UIAA** Communication Manager

MARKETING & COMMUNICATION'S REPORT



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International Climbing and Mountaineering Federation UNION INTERNATIONALE DES ASSOCIATIONS D'ALPINISME



### **Executive Board**

Responsible for strategy **UIAA** representations



Sophie Gerard Office Manager Team Management, Office Board link, Sponsoring, Finances, Ice Climbing, Medical, Access

# **KATHARINA GETTMANN**

/ GLORIA SCARANO Sustainability Coordinator Respect the Mountains,

sustainability projets

# **ETIENNE GRILLOT**

/ CAROL KAHOUN Events Coordinator Ice Climbing, Anti-doping, Rock Climbing, Youth

### **STEPHANIE STETTBACHER**

Office Coordinator Member Federations, EB-MC-GA organisation, Safety label administration

### VALÉRIE THOENI

Consultant Mountain Protection, Training Standards

### **AGNÈS SEMELET**

Accountant Payments, Invoiving, Quaterly reports, Assistance for the budget



# **12. OFFICE REPORT**

### PETER BOURNE

Communication Consultant Communication and digital projects, news, press releases, social media, newsletter



# **13. FINANCIAL REPORT**

ASSETS

CURRENT ASSETS/ CHF

Liquid Assets: Cash and Bank

Liquid Assets: Accounts receivable

Liquid Assets: Prepaid expenses

**TOTAL CURRENT ASSETS** 

FIXED ASSETS

Intangible Assets: Safety labels

TOTAL FIXED ASSETS

TOTAL ASSETS



12/31/2016 12/31/2015

543.456	644.316
25.862	11.651
334	1.130
517.260	631.535

12/31/2015	12/31/2016
587,00	-
587,00	-

543.456 644.903 .....

### LIABILITIES & FUNDS

### PROFIT AND LOSS STATEMENT

LIABILITIES/ CHF	12/31/2016	12/31/2015
Current Liabilities: Creditors	45.619	21.748
Accrued Liabilities	99.547	219.041
General Provision	65.223	82.077
TOTAL LIABILITIES	210.389	322.866
FUNDS	12/31/2016	12/31/2015
Solidarity Fund	8.820	10.135
Access and conservation fund	2.763	2.763
FOTAL FUNDS	11.584	12.899
Capital of the association as per Jan. 1	309.138	285.199
Profit for the year	12.345	23.939
Capital of the association as per Dec. 31	321.483	309.138
TOTAL LIABILITIES & FUNDS	543.546	644.903

FINANCIAL REPORT



12/31/2016	12/31/2015
336.471	286.077
106.813	104.271
23.750	25.000
5.938	5.937
10.700	10.600
12.267	3.001
16.419	25.085
2.478	1.325
243.140	162.383
20.000	20.000
134	137
778.109	643.820

### **OPERATING EXPENSES**

OPERATING EXPENSES/ CHF	12/31/2016	12/31/2015
COMMISSIONS		
Access	-	1.056
Anti-doping	5.176	4.048
Ice Climbing competition	210.860	149.717
Medical	4.412	1.146
Mountain Protection	53.877	16.622
Mountaineering	2.173	4.167
Safety	16.724	3.310
Youth	10.449	10.519
Working Group Training Standard	5.993	2.608
Working Group Training Standard Petzl	7.877	10.799
Working Group Rock Climbing	3.779	3.314
TOTAL	321.320	207.307
OTHER OPERATING EXPENSES		
Travel and accomodation	46.748	58.497
Safety label administration	1.855	5.782
Other operative expenses	4.005	4.538
TOTAL OPERATING EXPENSES	373.928	276.124



12/31/2016 12	2/31/2015
---------------	-----------

257.419	232.307
40.682	31.337
3.909	5.319

11.000	11.000
2.097	4.000
1.292	1.244
2.948	2.484
19.170	8.433

198	-129
31.868	27.193
11.076	7.265

382.246	331.023	
587	570	

OPERATING LOSS/PROFIT	36.673	38.849
OPERATING EXPENSES/ CHF	12/31/2016	12/31/2015
FINANCIAL RESULT		
Interest and profit on deposit	136	79
Bank charges	-1.412	-1.495
Currency discrepancy	-1.265	-3.367
OTHER EXPENSES		
Membership fees SportAccord	4.000	4.000
Gifts	3.049	3.951
PROFIT FOR THE YEAR	12.345	23.939





FINANCIAL REPORT



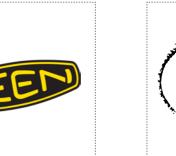
# 14. SPONSORS





Ice Climbing The North Face Korea

Mountain Protection Golden Rock



Mountain Protection

Keen

**Petzl Foundation** 











Mountain Protection

Western University



Training Standards

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Annual Report

### FOR THE CLIMBERS. FOR THE WORLD.

c/o Schweizer Alpen-Club SAC Monbijoustrasse 61 · Postfach · 3000 Bern 14 Tel: +41 31 370 1828 Fax: +41 31 370 1838 office@theuiaa.org www.theuiaa.org



**International Climbing and Mountaineering Federation** UNION INTERNATIONALE DES ASSOCIATIONS D'ALPINISME