



WORLD KARATE FEDERATION

Recognized by the International Olympic
Committee (IOC)
Member of SportAccord and of
the International World Games Association (IWGA)



KARATE AND THE NEW LANDSCAPE AS OLYMPIC SPORT

1. UNITY

The world of Karate has unanimously reacted with satisfaction to the decision of the IOC, since the Olympic dream was a common desire which was shared by all practitioners of the sport. Our messages must emphasize the union of all the world of Karate under the umbrella of the WKF, according to the principles of ethics and transparency which are a key element of our identity.

Theme: “The WKF is Karate, and Karate is Olympic”

2. OPEN DOORS

The WKF will apply a policy of open doors to welcome all Karatekas. Those who want to be part of the Olympic adventure and those who are outside our organization will only have to join the WKF through its established channels.

Theme: “The WKF has open pathways for every Karate athlete in the world to find access to the chance of representing their countries in the 2020 Olympic Games”

3. STARS

With our new status of Olympic sport, we are in a unique position to bring Karate to even higher levels of popularity and expansion; one way to achieve this goal is through the strengthening of our Stars. It is necessary that national federations contribute to promoting their top athletes through their participation in major WKF international competitions.

Theme: “Karate fans see glory of our sport through the eyes of Karate Stars”



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4. YOUTH

The main force of our sport lies in Youth. Two out of three Karate practitioners are youngsters; the designation of Karate as Olympic sport should be an incentive to further increase our condition of one of the preferred modalities for youth.

Theme: “Young Karatekas not only have the opportunity to learn an ancient and thrilling discipline; now young Karate athletes can get to win Olympic gold.”

5. IMAGE

The image of our sport is linked for the next four years to the imagery of the Olympic movement. In addition to adapting the image of our organization to our new reality, we will thoroughly apply the principles of the Olympic movement.

Theme: “Karate and the Olympic rings, two sides of the same history”.

6. OUTREACH

Following the feeling of unity of our sport, the cooperation of national federations will be instrumental in expanding the new nature of Karate. An intense promotional campaign will be launched by the WKF in the coming months, and we are confident that all national federations will participate and contribute accordingly to the progress of this project.

Theme: “Together we took Karate to the Olympics, and together we can continue making great things for our sport”

7. INNOVATION

Now it is our chance to leap forward and modernize our sport, in order to align it with all the major disciplines in the world. The adaptation of the latest technological developments, the increase of communication activities and presence in social media, or the application of innovative presentation elements of our sport should be our lines of action from now on.

Theme: “Karate: perfect combination of tradition and innovation”.