At the FIDE Congress during the Khanty-Mansiysk Olympiad in late 2010, Ali Nihat Yazici asked me to be the Secretary of his Chess in Schools Commission. I was pleased to accept, even though there was no remuneration on offer, just the honour of the appointment.

We had already had several discussions about chess in schools during his campaign for the Presidency of the European Chess Union. We now started to put flesh on those discussions, especially during the Women’s World Championship in December 2010, when we spent a few days together in Antakya (Antioch). There we drafted a preliminary road map for FIDE Student Membership and the CIS100 model.

We believe that this combination can be successful irrespective of whether or not a national education ministry can be persuaded to introduce chess to the curriculum.

Having ministry support is clearly preferable and FIDE President Kirsan Ilyumzhinov has been making the rounds, endeavouring to persuade as many
Ministers as possible. These visits have included Azerbaijan, Cambodia, Faroe Islands, Hungary, India, Iran, Israel, Kazakhstan, Laos, Lebanon, Libya, Myanmar, Nigeria, Paraguay, Peru, Poland, Sri Lanka, Tajikistan, Thailand, UAE, Ukraine, Uruguay, Uzbekistan and Vietnam. In addition he received the President of Mongolia in Elista and also went to UNESCO headquarters in Paris.

CIS – THE AIM

• Social Project
• Brighter Kids
• Healthier Adults
• Better Society

CIS is Chess in Schools.

• a social Project.

CIS is Chess Investing in Society.

• focusing on helping forge a better, healthier, more intelligent society and helping to integrate minorities of all kinds into the community, rather than creating Grandmasters.
Two Presidents

• “Playing chess helps students develop thinking and analyzing skills, concentration, greater self-control and self-confidence ...
  We have hard evidence that chess in the schools works.”
  - William Jefferson Clinton

• "El ajedrez debe formar parte del programa escolar."
  - Fidel Castro Ruiz

All stakeholders will benefit:

• Individuals – chess gives the young a learning tool for life and has clear health benefits.
• Federations – gain primarily from an increase in numbers and cash-flow.
• Governments – stand to gain greatly:
  1. education – more intelligent generations, better adapted for a knowledge-based society;
  2. social services – reduction of social problems in schools and society in general;
  3. health – all sport has some health benefit but emerging evidence shows chess to be a powerful antidote to Alzheimer's and prevention is both better and cheaper than cure.
• FIDE – greater worldwide presence and an increase in the number of federations growing to professional status, with a permanent office and full time staff.
• sponsors – chess has an excellent corporate image with powerful associations of intelligence and sophistication, an extremely rich heritage and interesting connections with art, music and science, but currently lacks a sufficiently broad base to excite global sponsors.
FIDE's MISSION

The same as for individual federations but on a global scale:
- popularize and spread chess throughout the world.
- create global heroes to promote chess to sponsors and the media worldwide.

FIDE has introduced student membership, the better to work with and for national federations. For the first time, national federations will receive cash from FIDE, a positive step towards the long-term objective of funding them. For FIFA (world body for soccer) it is easy because of their huge income from the sale of TV rights. Regrettably, there is no such interest in the rights for broadcasting chess events. FIFA invests about 98% of its annual income in its federations and soccer development worldwide - more than USD 1,000,000,000 a year. We may never reach that figure, but if we do reach our target of a billion chess players on the planet, then we would only need $1 a head to match that!
The main features of FIDE student membership:

- open to all and free of charge, including basic membership card.
- FIDE Premium student membership costs €10.
- promoted through CIS programmes, aiming to maximize individual involvement in and commitment to chess.
- benefits both for the individuals and their federations.

The principal benefit of premium membership is the Premium pack:

- FIDE Premium student membership card.
- FIDE/CIS Textbook (in most cases).
- FUTURE: FIDE s-miles – all fees paid resulting in “reward points” which will be exchangeable for products in FIDE’s own shop, shops of national federations and other commercial organizations. Projected start date 2013.
How federations benefit:

- Federations benefit from cash flow directly from FIDE.
- All national federations receive a royalty on the fees received from FIDE student members resident in their territory.
- National federations that do not themselves have individual membership will benefit from many more student memberships than would be the case if those children could only gain a membership by joining a club. It may seem strange to you, but in many countries, federations, including some very important ones like France and Greece, are not permitted to accept individual members.
- Federations that do have their own individual membership schemes can benefit from an increase in numbers, especially since it is anticipated that many children (and their parents) will wish to enjoy the benefits of FIDE membership in conjunction with that of their national federation.

Individual student membership opens up additional strategic possibilities for the implementation of CIS programmes:

- FIDE providing seed finance for national federations to run their own CIS programmes.
- FIDE operating directly with governments and ministries of education, generally in those countries where the federation lacks the resources to do this for themselves, but also possibly in the case of larger federations, always, of course, with the consent of the national federation concerned.


FIDE & Federations – Working in Harmony

“FIDE and Federations Working in Harmony” is the motto, and the creation of a FIDE student membership greatly increases the possibilities for FIDE to help individual federations. Above all, it is a step towards FIDE providing funding to federations.

Just as national federations help their own subsidiary organizations (clubs, leagues and regions), so FIDE will help national federations with this win-win
model. No matter how large the national federation, FIDE, as a world governing body, and a large one at that, has more clout. FIDE now has 175 member federations, far more than WBF (Bridge) 119, and catching up on the UN (193), IOC (205), FIFA (208) and IAAF (212). That clout can make itself felt, for example, in enlisting support and acquiring patrons. Perhaps you recognize the new patron of FIDE CIS?

**OUR PATRON**

There has been a disconnect between players and FIDE, with individuals and even national federations asking “What has FIDE done for us?” Student membership answers this in several ways:

- first, by creating a direct relationship between individuals and FIDE.
- second, by passing extra funds to federations, paying them a “royalty” on individual student members' fees.
- third, it will enable smaller national federations, those without the resources to staff an office, or with insufficient members to justify commercial activities such as sale of boards, sets, clocks, books and so
on, to receive financial benefit from orders placed with third party providers.

FIDE student membership fees are shared between FIDE and the national federation of the individual member. The share will vary. Federations with the resources to operate their own CIS programmes and their own commercial operations will receive the lion's share. Smaller federations, without such resources, and for which FIDE will be responsible for some or all of such programmes and operations, will receive a smaller share of the proceeds. Thus there will be a sliding scale of help and the apportionment of funds will be on a matching sliding scale.

This creates a model with three basic “suit styles” that can be tailored to fit any federation great or small:

- Large federations, with their own commercial activities and extensive resources will enjoy some additional benefits of scale, especially if they do not have individual membership.
• Medium federations, without sufficient resources to move up to the next step, will achieve that growth in harmonious partnership with FIDE.
• Small federations will, in some ways, benefit most. FIDE's direct activity will gradually grow the resources necessary for those federations to move up to the next stage. A FIDE operated CIS programme should yield sufficient funds to offset all FIDE fees, cover the costs of a federation's Olympic participation and fund that federation's organization.

Pilot projects of the ‘franchise’ model are running in Slovakia (82 schools, building up to 100) and Slovenia (104 schools). National federations are now being asked to submit project applications to the CIS commission, which will select the most appropriate ones and agree a detailed plan, with timeline, for the second wave – we should be introducing a dozen or more in 2012.

FIDE, through CIS, provides investment funds for those projects in the form of interest-free loans. Investment in the future growth of those national federations and chess worldwide.

**The CIS 100 model**

A FIDE funded model for growing chess in schools by 100 schools a year in selected countries. This means a huge increase in numbers, for example ...

100 schools = 100+ classes = 3.000+ kids

200 schools = 300+ classes (100+ from first year, now in their 2\textsuperscript{nd}) & 200+ new classes (100+) in the ‘original’ schools and 100+ in the ‘new’ ones = 9,000 kids.

3rd year : 100 schools with 3 classes, 100 schools with two classes and 100 schools with one class (and there can be more). = 300 schools = 600 classes = 18,000 kids.

…

Specific steps national federations should follow:

• If so desired, create a basic free version of “child member” or “junior member”, assuming it is permitted (cf France & Greece above).
• get chess into schools, preferably with the support of the education ministry as part of the curriculum. Without ministry support and not being in the curriculum, the task is much harder, but not impossible.
• train the trainers needed to train the teachers – each trainer can train 35 teachers in a seminar of 3-5 days. Thus a single trainer is sufficient for a CIS100 project.
For example, in Slovenia, three one day seminars were held in three different cities on consecutive Saturdays in September to train the 104 teachers (43 Celje, 15 Postojna, 46 Ljubljana).
• train the teachers – each teacher can be expected to teach chess to 20-200 children each year (1-5 sessions each week for 28-32 weeks).
• annual output of 100 teachers – 2000-20000 chess-playing children.
• many of those can be attracted as Student Members for three to five years. We recognize that almost all countries face a problem of students dropping out of chess when they move from elementary into secondary education.

Federations signing up to promote Student Membership get both rights and obligations:
• Their own entrance portal to the premium website (psm.fide.com), adapted to their main language and to the needs of their federation. They provide all necessary translations for materials provided.

• They decide what benefit(s) they will provide their Student Members with. That is in addition to the standard elements:
  o plastic ID card
  o welcome letter
  o FIDE Student Rating
  o weekly newsletter of instruction and tips.

• Advertise Student Membership wherever possible: on the federation website, in their magazine(s), at their tournaments and, if possible, directly in the schools. We provide them with poster material (they just need to provide a translation). We send them a master copy, so that they end up with a locally branded product.

The web sites (sm.fide.com & psm.fide.com) should be live early next week.
Another thing to look forward to is the big Chess in Schools conference in Istanbul next April.

In the meantime, follow what is happening on the CIS web site – cis.fide.com.