

CHILDREN COMMISSION



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“Fulfilling oneself and benefiting the world – this is the purpose of Judo.” Kanō Jigorō

IJF Judo in Schools – Ahead of the Game

The IJF Judo for Children Commission believes that judo and its values have the power to build a better society. To create as much impact as possible, we need to stay ahead of the game. We have created a coherent way of being active wherever the children are, both online and offline, and empowering those who play a role in the journey. This is done with strong tools and sustainable programmes, using innovative platforms and intelligent marketing.

From 2023 until the 2025 congress, we have dedicated our effort to creating impact in the following domains:

Marketing

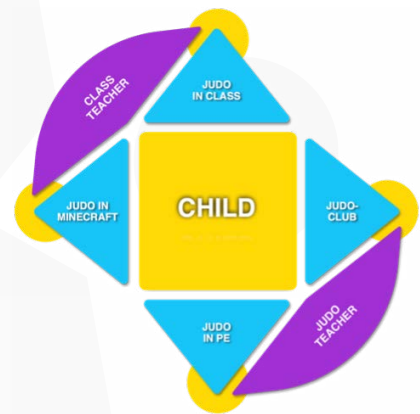
Judo Legends book: The launch of the *Judo Legends* book was a resounding success, providing a rich educational resource to teach the history of judo and honour its legends for future generations.

World Judo Day: Celebrated on 28th October, World Judo Day is a great opportunity to highlight how judo impacts children globally, involving the media, national federations, clubs and local organisations coming together to showcase the importance of judo for youth development. Projects featuring children are often under the spotlight, demonstrating how judo instills values such as respect, discipline and perseverance.

Social media: We engage 19K followers on the JudoGalleryKids page, with videos reaching over 1 million views. More than 50 related articles have been published on the IJF website.

Gaming

Minecraft: We need to be ahead of the game. In the last two years we have launched two (out of three) new gaming worlds within the Microsoft environment, combining judo, its values and gaming in an engaging way. This has resulted in 6,140,640 unique players, over 55,000 YouTube views of user generated content, and more than 50 influencers (non-judo and non-paid) who make judo content from this. *The Journey of the Great Shiai* was launched during the Paris Olympics. In the first two months of 2025 we have counted 494,334 unique downloads already.



In classrooms

We have tested routines for how we can empower classroom teachers with the philosophy of judo, helping the children with their social and emotion development, as part of the curriculum. We have the plan and the vision to take the next steps in this field in 2025.

Judo in Schools (during PE)

Our fundamental ideas of our activities are supporting national federations (NFs) to set up sustainable NF Judo for Children programmes. At this moment, we have **69 projects** running. Approximately **87,320 children** are involved. All the federations are following a strict and safe onboarding processes.

- The IJF Judo for Children Commission is supporting **69 (plus 4 countries in draft and one contract renewed)**, who've had or have a contract.
- **9 countries** have started their Judo in Schools programme from 2023.
- In these countries, **728 schools are supported**.
- Over **655 judo teachers** worldwide are under contract and thousands are inspired by our tools and methodology.
- Material support: **728 tatami (1 per school). 34,350 judogi**.
- We have a dedicated daily support unit for national federations and judo teachers.
- We have an online platform schools.ijf.org with information, tips and tricks and a monitoring system.
- We back up the online system with online support calls, visits and webinars.



Judo for Peace: These efforts are extended globally, supporting national federations and Judo for Peace projects, particularly in challenging environments such as refugee camps. Collaborating closely with the Judo for Peace Commission, these initiatives instill hope, resilience and positive values in children worldwide.

The Judo for Children Award remains a highly appreciated feature of the IJF Judo Awards, recognising outstanding projects that promote the values of judo among young audiences. This award celebrates the impactful efforts of individuals and organisations dedicated to fostering the next generation through judo, ensuring their contributions are acknowledged on a global stage.

At events (WJT children's activities)

In 2023 and 2024, World Judo Tour events featured inspiring activities focused on children, emphasising the importance of engaging young audiences and showcasing occasions that connect judo champions and legends with the next generation. Across nearly all World Judo Tour events, these activities provided unique opportunities for children to experience and embrace the values and spirit of judo firsthand.

The Paris Grand Slam 2024 stood out as an epic moment, with a unique 'Kids vs Legends' activation, celebrating the core values of judo. This initiative left a profound impact, filling Bercy with smiles, tears of joy and unforgettable memories from an event never seen before, resonating far beyond the event itself.





Future

1. The Judo for Children Commission is dedicated to gaining a sustainable position with the values of judo in the curriculum of primary schools, involving and engaging as many children as possible worldwide, in an innovative way.
2. We aim to launch exciting new content for judo teachers in 2025, using new tools, empowering them with inspiring ways to leverage judo and its values.
3. We aim to increase our presence in the gaming context and connect it to the marketing of our NFs more.