

CHES MANIFESTO SUMMARY

After speaking with federations across all continents, I am hereby presenting a platform built from those conversations. With this Chess Manifesto Summary, I am addressing the approximately 200 delegates of the FIDE General Assembly as part of my candidacy to become the next President of FIDE following the election scheduled for September 2026.

While my previous achievements may help establish credibility, this manifesto is not intended to focus on the past. Instead, it seeks to answer a single and important question:

What will be better for FIDE, for its member federations, and for the global chess community four years from now?

Over the coming months, I intend to listen carefully to your ideas, concerns, and challenges, and to better understand how FIDE can support your efforts to grow chess in your respective countries. At the same time, I believe every leadership campaign should present a clear vision, practical solutions, and a credible path toward implementation.

To that end, I am addressing the following key themes:

- Why I am running
- The next chapter for world chess
- Growing the global chess economy
- Strengthening national federations
- Chess in education
- Women and youth development
- Professional opportunities for players
- Digital transformation
- Governance and transparency
- A measurable four-year action plan

FIDE has achieved a tremendous amount over the past decades, including significant progress during the presidency of Arkady Dvorkovich. The foundations are strong. The next challenge is to unlock a new phase of growth, expand opportunities throughout the chess ecosystem, and create greater value for federations, players, organizers, sponsors, and fans alike.

My vision is based on global outreach and international cooperation. Throughout my life and business career, I have lived and worked across Europe, North and South America, Asia, and Africa. These experiences have taught me that while every federation faces unique circumstances, many of the challenges—and opportunities—are shared.

My overarching objective is straightforward: **to significantly grow the global chess economy while ensuring that the benefits of that growth reach every level of our sport.**

This means attracting new sponsors, media partners, investors, educational institutions, technology partners, and audiences while simultaneously strengthening national federations, grassroots initiatives, youth development programs, and professional opportunities for players.

Many of you may know me primarily through my involvement in Freestyle Chess. While that project demonstrated my ability to attract sponsorships, media attention, broadcasters, investors, and new audiences to chess, it is important to clarify that Freestyle Chess will play no role in my agenda as FIDE President.

I have already stepped down from the executive leadership of the Freestyle Chess organization. Should I be elected President of FIDE, I will also relinquish all remaining leadership positions, advisory functions, and commercial relationships within the chess industry that could create even the appearance of a conflict of interest.

My commitment is simple: **to serve FIDE, its federations, and the global chess community with complete independence and transparency.**

My candidacy is therefore not about changing the essence of chess. It is about creating more opportunities for chess: **I'm not here to change chess, I'm here to grow chess.** I believe this is a vision that can unite all federations, regardless of size, geography, or resources. My objective is to help each federation overcome obstacles, expand opportunities, and achieve the goals it has set for itself.

Every continent should see tangible benefits from FIDE growth. My administration will ensure that development resources, educational initiatives, and commercial opportunities are distributed fairly and transparently across all regions of the world. The future world champion may currently live in a country that has never produced a grandmaster. Our responsibility is to ensure that talent is never limited to geography.

My platform therefore includes:

- Substantially increased development funding for federations
- Expanded youth chess initiatives
- Stronger support for women's chess
- Global digital education programs
- Sponsorship initiatives for smaller and emerging federations
- Enhanced support for tournaments, arbiters, and organizers
- Transparent and measurable funding distribution mechanisms
- New commercial partnerships that create sustainable long-term growth

To achieve these goals, I am assembling a world-class team of respected chess leaders, federation representatives from every continent, experienced administrators, and current and former elite players who share this vision. Their names and roles will be presented in the coming months as we continue building a truly global coalition for the future of chess.

Finally, I believe leadership is ultimately measured not by promises but by execution.

Throughout my career, I have had the privilege of building companies, media platforms, large-scale international events, and hospitality projects. Most recently, I helped create and organize the first official FIDE Freestyle Chess World Championship, hosted at Weissenhaus in Germany—a resort that I personally developed over two decades from a neglected historic estate into an internationally recognized and acclaimed destination.

I mention these accomplishments not to dwell on the past, but to demonstrate a simple principle: **I do not merely present ideas. I build and execute.**

My commitment to you is that every promise contained in this manifesto summary will be accompanied by a practical implementation plan, measurable objectives, and clear accountability.

I am confident that, working together, we can create a future in which chess attracts greater investment, broader media coverage, stronger commercial partnerships, and unprecedented global visibility—while ensuring that the benefits of this growth strengthen the entire chess community, from grassroots clubs to world champions.

I look forward to meeting each of you personally and to discussing how we can build that future together around my closing line where I am repeating myself with the central slogan of my entire campaign:

I'm not here to change chess, I'm here to grow chess.

Together, we can: Grow Chess. Strengthen Federations. Create Opportunity.

Thank you for your attention, yours sincerely,
Jan Henric Buettner

My Four-Year Commitments

1. Allocate 20% of FIDE revenues to member federations through transparent annual grants.
2. Provide approximately EUR 15,000-30,000 per federation annually, in addition to existing development support programs.
3. Bring USD 50 million of new commercial revenue into chess.
4. Create a global digital federation service platform.
5. Add 10 million children to school chess programs.
6. Increase female participation by 50%.
7. Train 10,000 coaches and arbiters.
8. Support 100 new international tournaments.
9. Create professional pathways for 1,000 talents.
10. Publish quarterly transparency reports.
11. Deliver measurable progress reports every year.