



2nd IFF ASSOCIATIONS MEETING

Welcome by the IFF President Tomas Eriksson

Opening Words and the Objective of the meeting



Welcome to 2nd Associations Meeting

Recollection of the Development since the IFF General Assembly in Zürich Dec 2012

- Increased visibility for IFF Events
- Approved as a member of the International World Games Association (IWGA)
- IFF has gained more influence in the International Sports Community
- Conducted and Evaluated the Association Audit
- Implemented the new regional qualifications for the WFC2014
- Introduction of the Corporate Identity for the IFF Events



Objectives for the meeting

- The main objective for IFF on the short period is to reach the IOC short list in 2015 or 2019, in order to join the Olympic Games in 2024 or 2028.
- Hence “all” activities in plans of actions are directed towards the IOC requirements in the upcoming two years.
 - EOTO project
 - Enhanced member services
 - Joint Floorball Community
- The main objective for the Associations meeting is to approve the proposal for the Each One – Teach One project and find a mutual understanding of what is needed to be done, leading up to the set objective!



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§2. Presenting the agenda for the meeting





Agenda - Day 1

- 1. Welcome by the IFF President (TE)**
 - Opening and Objectives for the Association meeting
- 2. Presenting the agenda for the meeting (TE)**
- 3. The Continued IOC Process (JL)**
 - The Present Situation and our Options
 - The International Lobby Work
 - Planned actions
- 4. The Name Change Discussion (TE)**
 - Do we need a generic name and identity
 - Pair discussion and waggl results



Agenda - Day 1

5. The Learnings and Outcome form the Association Audit (RK)

- The Analytical process performed by the IFF CB
- The Key learnings and some examples of the analysis made by the CB

- Marketing (FS)
- Awareness (JM)
- Participation (CL)
- Development (DB)

Lunch break 12:30-13:30



6. The Each One – Teach One project proposal (JL)

- Group discussion and reporting
- **waggl analysis**



Agenda - Day 1

7. What makes it interesting to promote the sport nationally and Internationally

- International Lobby work & Lobby folder (SK)
- Floorball Ambassadors (TE)

8. Day 1 Questions & Answer session

9. End of Day one summary (TE)





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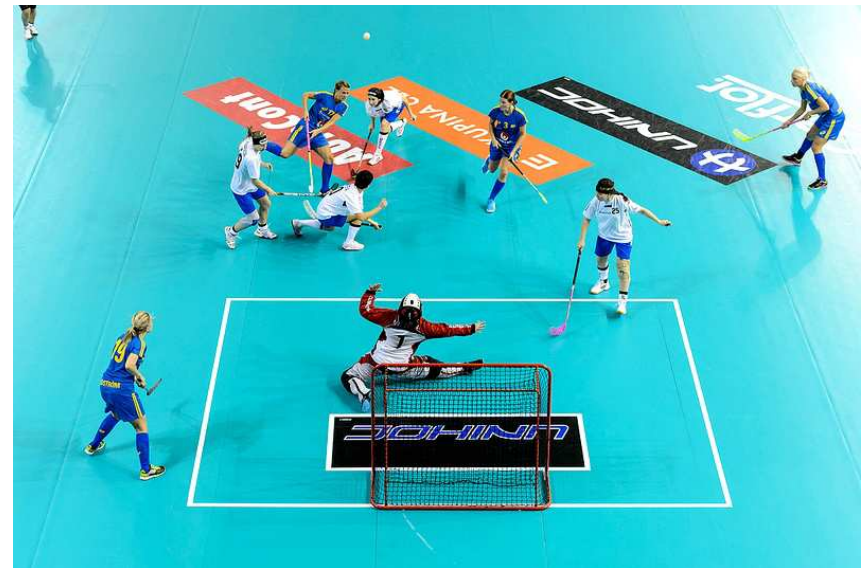
§3. The continued IOC Process, International Lobbying and needed actions

John Liljelund, IFF secretary general



The Present Situation and our Options

- The Sports Community has come to a crossroad, where the Olympics are going one way and the rest in another?
- If the IOC will close the doors for new sports – it leaves us with two options:
 - Join an existing Olympic Sport or
 - Build the IFF on participation in other Multi-Sport Games





The Present Situation and our Options

- It is not clear what IOC President Bach will do and what he can do
- There is a trend to increase multi-sport games on the market and for us to grow as a sport participation is key!
 - EuroGames 2015 (EOC)
 - SportAccord Games





The International Lobby Work

- The IFF Strategy has defined that the vision is to be on the Olympic Program (by 2020)
 - The work is aimed to meet the criteria's to have a chance for the IOC Short List and the evaluation process related to this
 - The IOC has not yet defined the content of the Short List process





The International Lobby Work

- IFF needs to fulfill the IOC Criteria's to meet the requirements of for the Olympic Games, but more importantly to be “good enough” to enter the other Multi Sport Games.
 - As an IOC EB member said “You need to show that you want to”
- The next 2-6 years is our golden opportunity, after that we are not young and fresh anymore
- The key to success is the lobby work on a local, regional, national and international level
 - The lobbying is increasing the visibility and awareness of the product



The IOC Program Process

- As far as we know, the IOC Sports Department will in beginning of 2015 ask the Recognized IF's to apply for the inclusion on the IOC Short List.
- On the Olympic Games Program there are 25 core sports and the possibility for 3 optional sports, which can be changed.
 - Presently the sports Golf, Rugby 7 and Wrestling are in for two Olympic Games (2016/2020)
- The process is then steered by the IOC Program Commission and the Executive Board decides about the Short List.
- The EB will decide upon the sports on the Short List by end of may 2015 and the EB then after a further evaluation will propose a number of sports to the IOC Session in 2017



The requirements and where we fall short

The Criteria's are divided into 8 different Themes and 31 Criterias and 54 Items

1. General themes
 - Added value
2. Governance
 - Good governance basic documents,
 - Code of Ethics
 - Strategic planning,
 - Gender equality
3. History and Tradition
 - Participation in World Championships
 - Participation in Multi-sport Games
4. Universality
 - NOC affiliation,
 - Number of Active members,
 - Global spread and Medallists



The requirements and where we fall short

The Criteria's are divided into 8 different Themes and 31 Criterias and 54 Items

5. Popularity

- Spectators
- TV broadcast
- Social Media reach
- Sponsors

6. Athletes

- Athlete Career Program
- Entourage Commission and rules

7. Development

- Gender Equity,
- Sport for All,
- Environment

8. Finance

- Level of Income

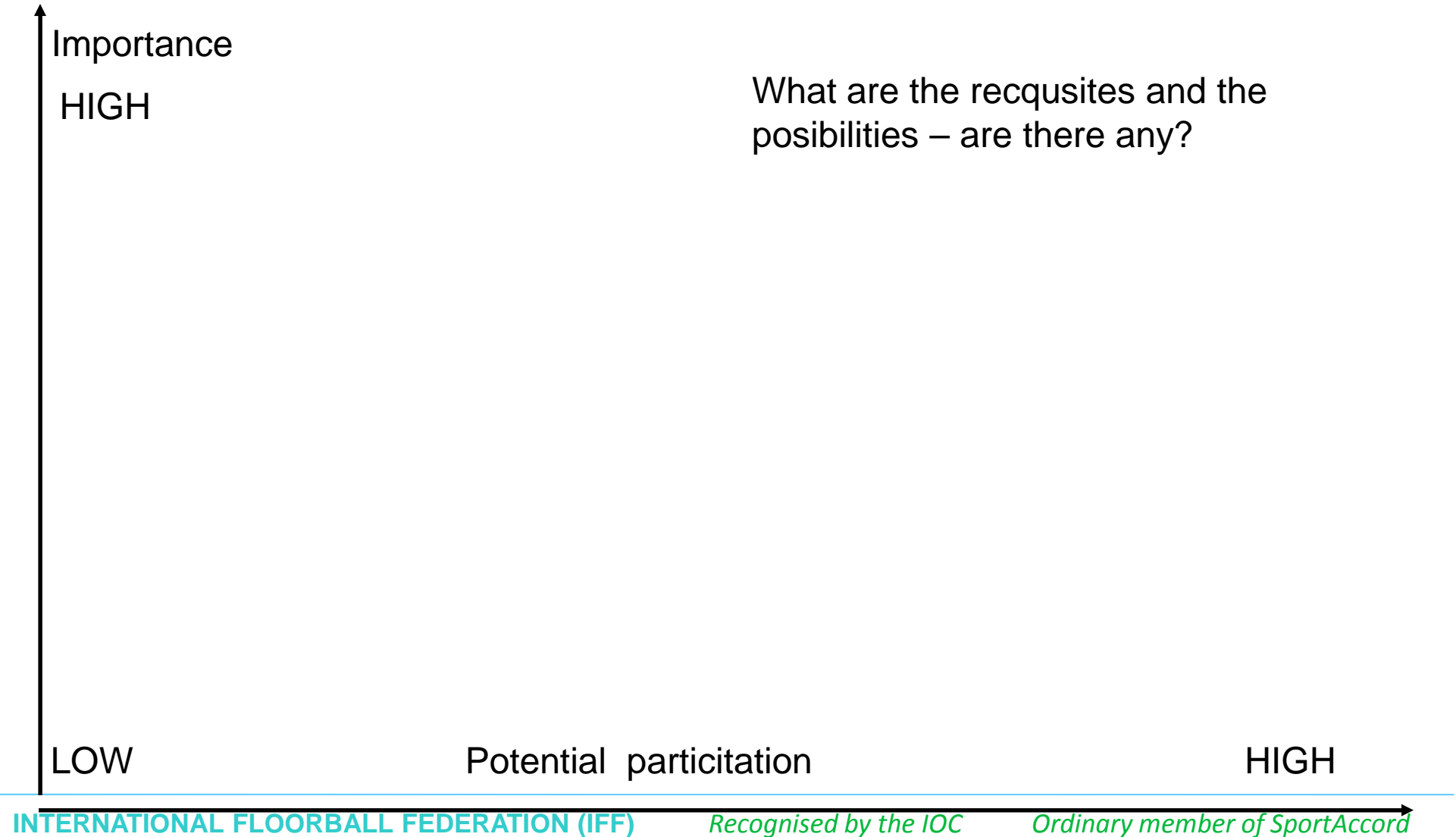


The Crystal Ball



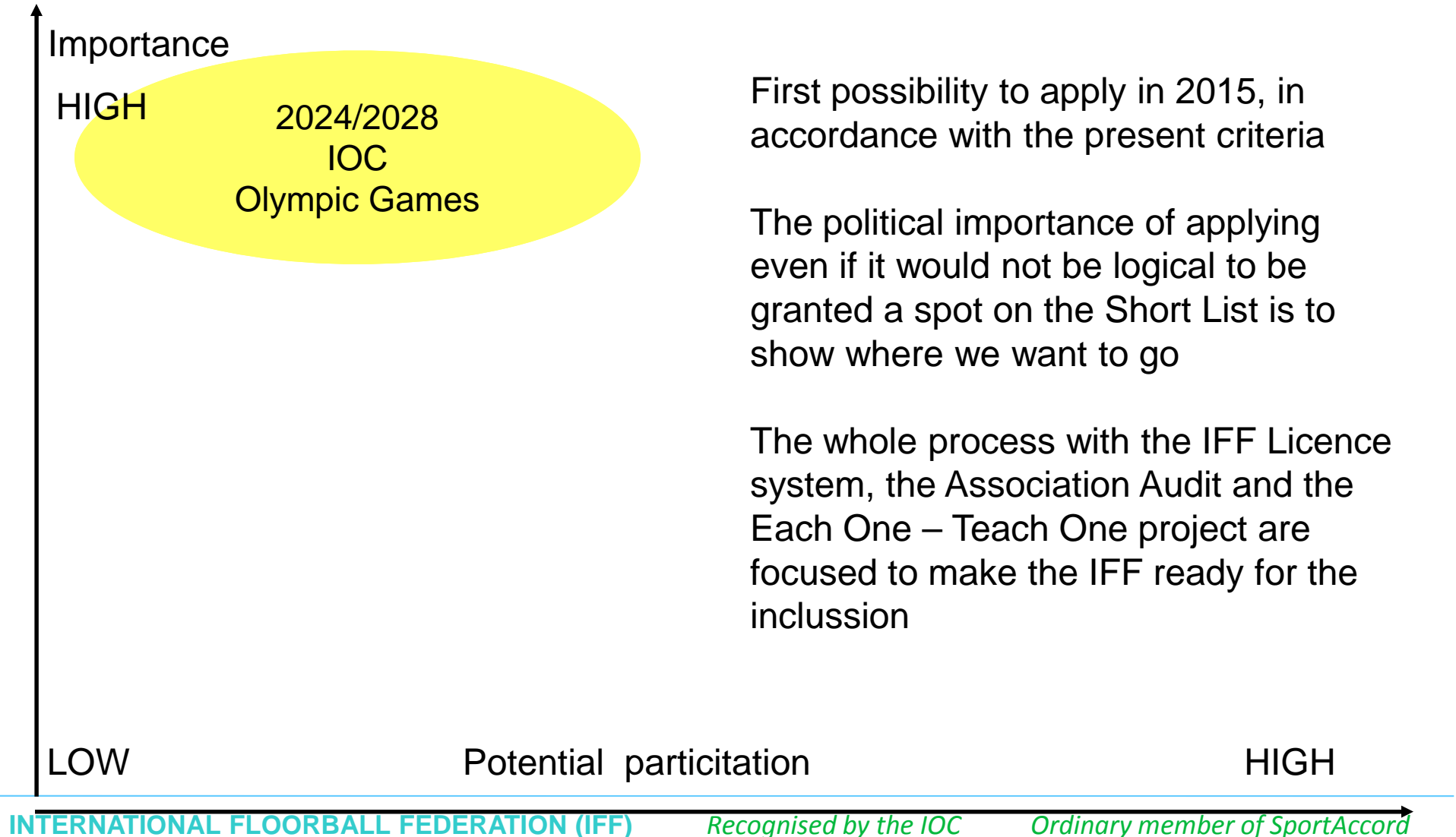


Possibilities of Inclusion of Floorball in Multi-Sport Games



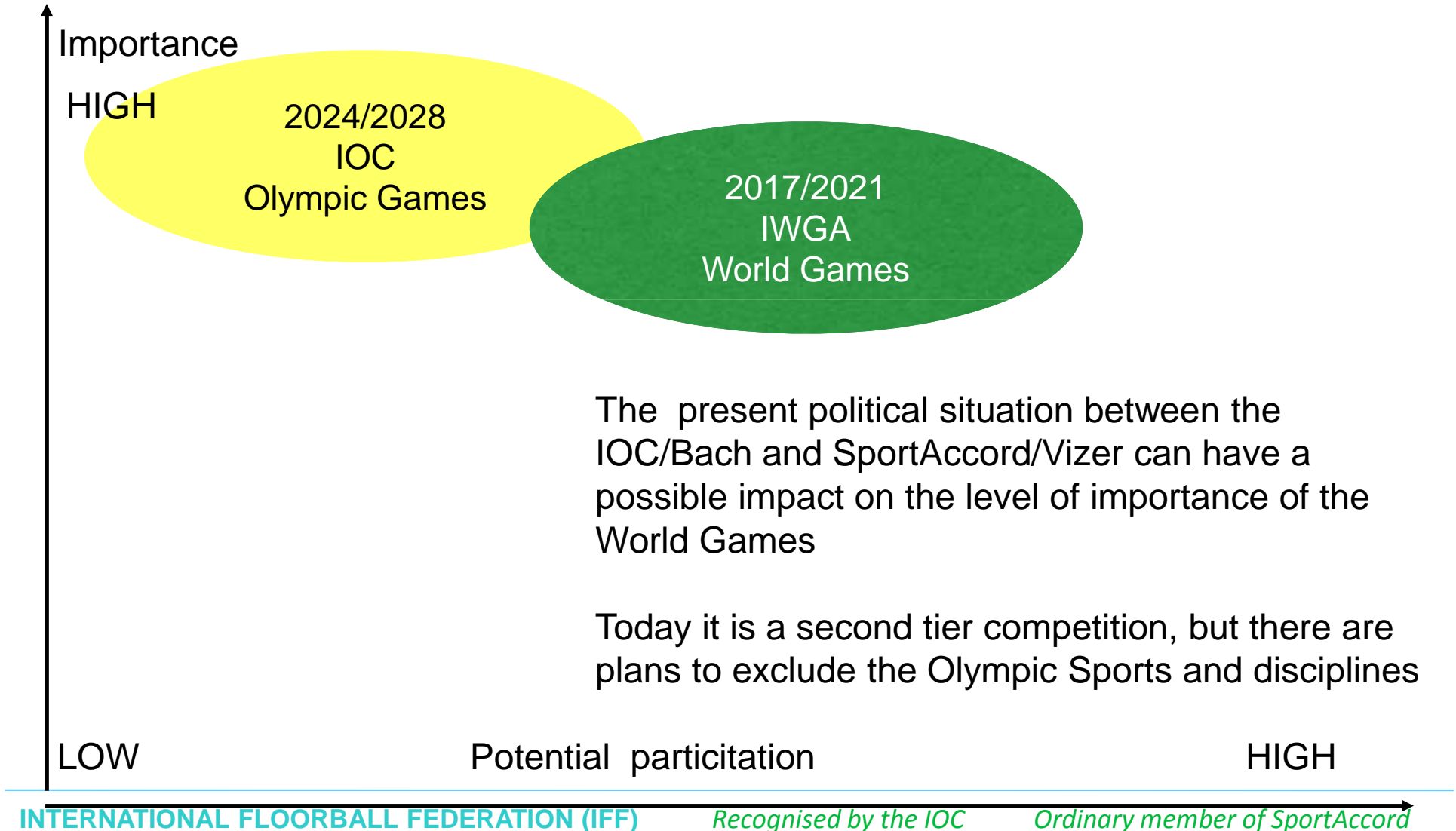


Inclusion of Floorball in a Multi-Sport Games



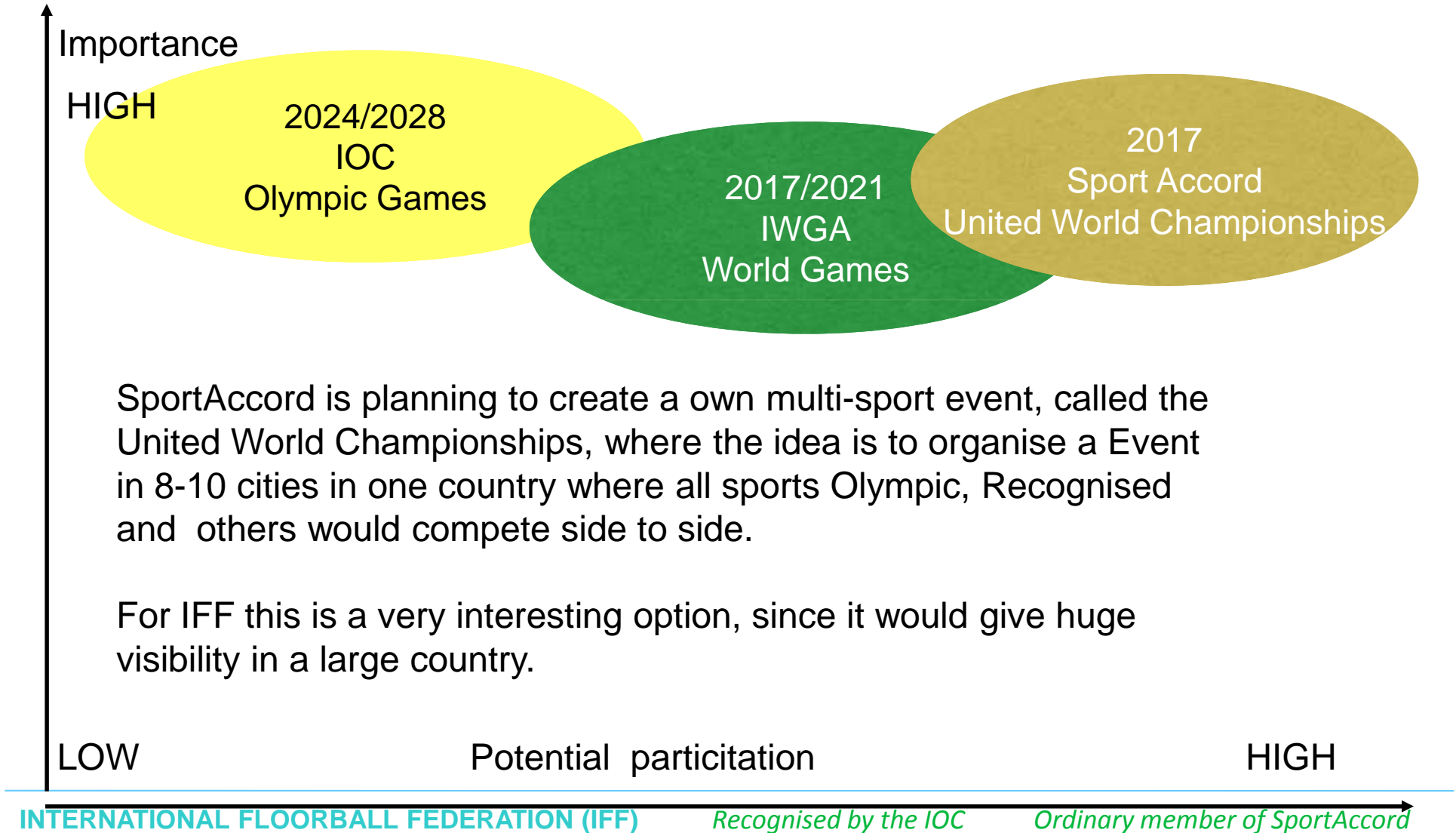


Inclusion of Floorball in a Multi-Sport Games





Inclusion of Floorball in a Multi-Sport Games





Inclusion of Floorball in a Multi-Sport Games





Inclusion of Floorball in a Multi-Sport Games





Inclusion of Floorball in a Multi-Sport Games



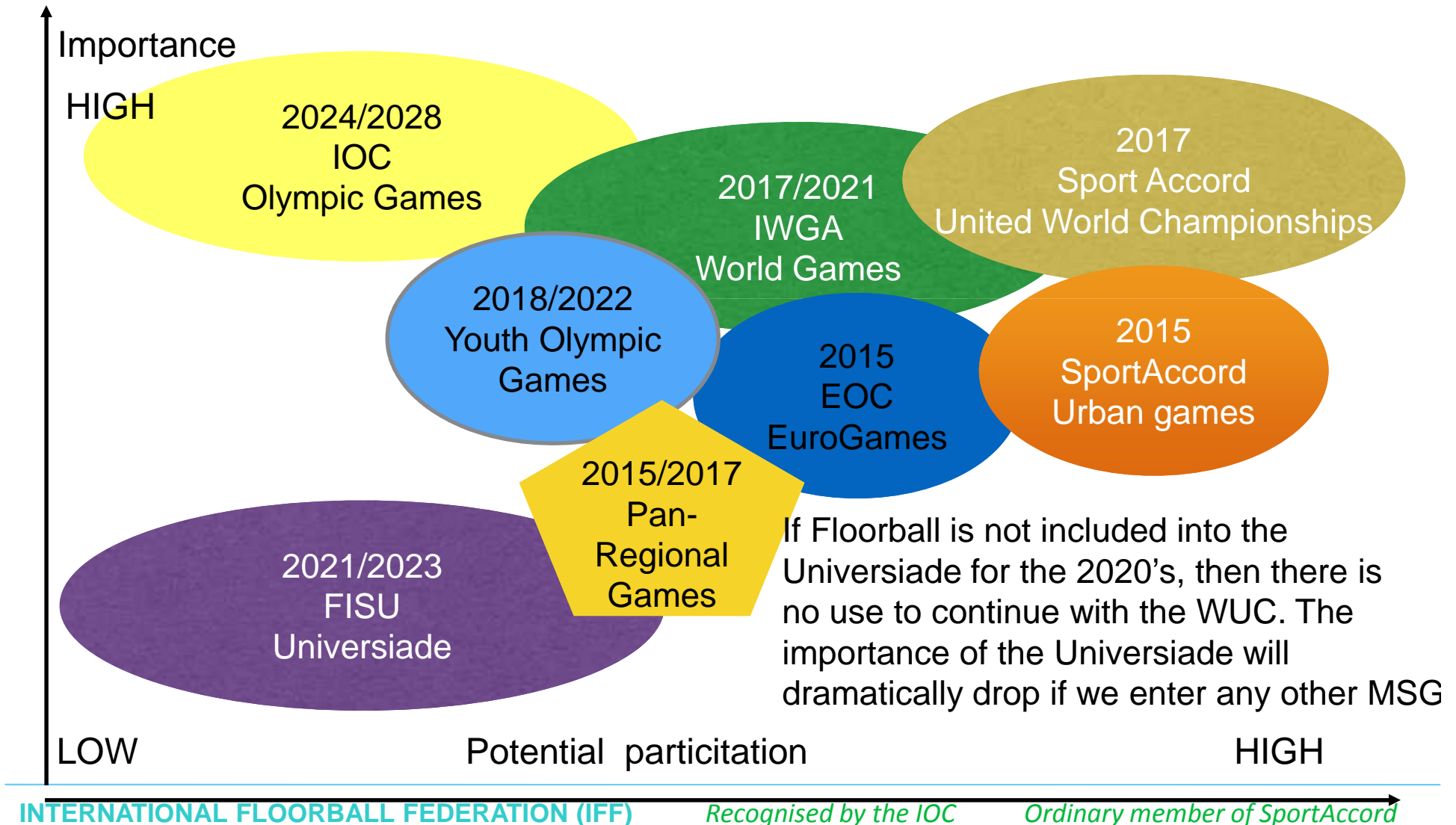


Inclusion of Floorball in a Multi-Sport Games





Inclusion of Floorball in a Multi-Sport Games





Inclusion of Floorball in a Multi-Sport Games





Inclusion of Floorball in a Multi-Sport Games





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§4. Name Change Discussion

Tomas Eriksson, IFF President



How have we come to have these different names?

- When Floorball started in Sweden there were a number of different forms of the sport and the name "Innebandy" (Indoorbandy) was chosen, because the Bandy on Ice was strong.
- In Finland the logic was pretty much the same, since they tried to find a name similar to the Swedish but using the word "Inside" didn't work in Finnish, so they chose "Salibandy" (Hallbandy). In Finland the 3vs.3 was called "Sähly".
- In Switzerland the name "Unihockey" derives from University and Universal hockey. It probably also effected that the leading Floorball stick manufacturer was called Unihoc





Do we need a generic name and identity?

- A few input that I get as the IFF President from different stakeholders within the International Sports Community:
 - On the international level I often get the question (from the IOC and other sports and from sponsors and media, TV Channels for example) “what is innebandy, salibandy, Unihoc?”
 - “When searching the web I cannot see how big Floorball is internationally in social media”.
 - “Has Floorball different disciplines such as Unihockey or Innebandy?”
 - “There cannot be a name change because we will lose our base, and the name is carved in stone!”
 - “I have never heard about Floorball – what is that?”
 - After an explanation – Oh you mean Unihockey, yes my kids play that!



Do we need a generic name and identity?

- A few input that I get as the IFF President from different stakeholders within the International Sports Com
 - On the international level I often get the question from other sports and from sponsors and “what is innebandy, salibandy?”
 - “When searching + international floorball”
 - “Innebandy or Floorball? Or Innebandy?”
 - “We will lose our base, and floorball – what is that?”
 - “Oh you mean Unihockey, yes my kids play that!”

#FLOORBALL



Name Change discussion

- IFF needs to enhance the global visibility for the sport!
- One way of doing this is the IFF Corporate Identity for the IFF Events and then in a second phase the universal name.
- The process to discuss and evaluate the name change starts now!
 - First possible change is at next AGM that is December 2014; let us use the time to thoroughly evaluate this!
- The evaluation process starts today!
- What are the pros and cons for changing internationally to FLOORBALL?



Pair Discussion

What is the main Pro's and Con's of a
name change to Floorball

On which level can the name be
changed?



Pair discussion Results

- Pro's:
 - Changing the name is not difficult, since the name is already used (NL)
 - Floorball is Internationally accepted as Floorball, it can work with two names on the national level (JAM)
 - Floorball can be used on the International level – National teams can use Floorball, but it is not possible to change Innebandy on the grassroot level. (SWE)
 - Have only one name, to develop the sport. For the olympic paht
- Con's:
- On which level can the name be changed?
 - Change on national level, teams can have the name Unihockey (NL)
 - Use Floorball on the international level, national teams, in documents and communication



The Opinion

- There was a pre question asked from the participants:
- Please describe the primary PRO or CON if the name of our sport would be changed to Floorball?
 - Login rate: 76 %
 - Group rated or submitted 69 %
 - Submissions 46
 - Ratings 558



Answer Highlights

difficult
worldwide market different much
world change **sport** better sports
one **name** **con** new make
used use names
same easier **pro** countries
universal unity national
old more international
community



2nd IFF ASSOCIATIONS MEETING

§ 5. The Learning's and Outcomes from the Associations Audit

Mr. Risto Kauppinen

IFF CB member, Development



The Learning's and Outcomes

- The idea to make proper association audit was born after the last association meeting two years ago in the beautiful Swiss city, St. Gallen, 2011.
- The reason for that was the mutual understanding that something totally new should be found in order all the associations too meet the criterias of IFF lisenze system and IFF to achieve the strategic goal to be among the IOC short list sports.
- And the association meeting found it.
- It found the way to fasten the development only by activating everybody to be part of the development work.
- This was then shortly discriped as slogan “each one – teach one”



The Learning's and Outcomes

- That means, in my opinion, that no one of us cannot stay only as a pupil but also act as a teacher. Everyone of us has special knowledge and expertise that can help a lot someone else in this family.
- Then the CB got the task to further think how this would work in the situation where the Floorball community now is.
- In order to prepare such a plan or program CB needed much more detailed information about the status of member associations,
- CB created a set of 160 questions to every country.
- John Liljelund and Veli Halonen made an enormous work by interviewing 45 associations and documenting the answers.



The Learning's and Outcomes

- The documentation was not an easy task since the interview sessions varied a lot depending on the association. Sometimes the answers may not have been completely corresponding the reality but more like willingness to show situation better than it is.
- After the documentation phase came the analysis phase.
- CB had several working sessions in order to find the most crucial items and topics.
- After choosing the relevant topics CB decided the necessary tasks, timetable and responsible for each topic. Some examples of the analysis made by the CB will be heard after my presentation.
- Now you have in hand the program proposal “Each one – teach one”
- The programme will become more familiar to you



The Learning's and Outcomes

- The program will become more familiar to you during these seminar days. These are important moments for the future of Floorball.
- In the program there is a lot mentoring and bilateral co-operating as a tool to teach and learn.
- Those marked as responsible are not alone responsible for the success of the program.
- The main responsibility is always laying on the one who is supposed to be guided.
- They must have the willingness to develop, make the political decisions and name their own responsible persons to the project.
- Then ask for help. For example:
 - “We would like to invite you to our country to give us more knowledge of this and that”



The Learning's and Outcomes

- Then ask for help. For example:
 - “We would like to invite you to our country to give us more knowledge of this and that”
 - “please, could we send a person to your country to benchmark your association and clubs.”
- Please, give your input to the final list of actions. Ask and give answers. In the discussions all opinions are important. By openness we build the better future for all of us.
- Now it is up to you, associations, influence, network and make choices.
- I wish you all happy and productive seminar.



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§ 5. The Learning's and Outcomes from the Associations Audit Marketing

Filip Suman
IFF vice president, CB member



Sponsor strategy, number of sponsors

- No connection between written strategy (14) and success with sponsors

10 feds - 0 partner

10 feds - 1 partner (9x Floorball)

13 feds - 2-4 partners

8 feds – 5+ partners (EFT4 + UKR, LAT, EST, DAN)

EFT4 – av. 10+ partners - only 13% of the budget

Partners to promote or to save, not for cash..



Sponsor strategy, number of sponsors

Partners from the start:

- Level 1 – Floorball
- Level 2 - Apparel, Sport Drinks
- Level 3 - Financial Inst. - banks, insurance
- Media partnership
- Very few feds! Only 3 feds 2+ media partners





Level of TV visibility

12 Federations - TV contracts

5 Federations have regular national TV visibility (SWE, FIN, CZE, DAN, SVK?)

11 countries have some league matches on web TV

TV does not automatically guarantee income (DAN)
Sponsors can come even without TV (SUI)



Not using the existing marketing channels, which are for free

Facebook, You tube channel,
Twitter

More than 10 do not have a
Facebook page

Look at them as both
communicational and promotional
channels

Small number of fans - contain is
the king!, use the events





Next steps

Different level - different attitude

Level 1 – Federations ranked 10 and lower

Most of the federations are too small for cash national partners

Use rather „club attitude“ towards partners (relations come from members)

Focus at events (showcase, easier to get local partners)

Consider marketing as a tool to promote the sport

Financial ROI higher at other pot. sources (members, government, CSR),

More members paying membership fee - a person motivated to get more members



Next steps

Different level - different attitude

Different level - different attitude

Level 2 - LAT, NOR, DAN, SVK, GER

Special, targeted approach

Quite many strong fields, but some weaknesses which hold them back

Level 3 – SUI, FIN, CZE, SWE

Can learn from each other

Can help IFF to built international marketing

Must help other countries from level 1 and 2



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§ 5. The Learning's and Outcomes from the Associations Audit Awareness

Johanna Mikkola
CB member

IFF ASSOCIATIONS MEETING - DEC 2013

AWARENESS

WHAT THE AUDIT IDENTIFIED

- Six key factors emerged from the audit:
 - Lack of knowledge of the national position
 - The need to build the Floorball identity
 - Better contacts with the national network
 - Floorball is an insular sport (own community)
 - Awareness relies on its players
 - Not part of the established sports system



"The key to growth is the introduction of higher dimensions of consciousness into our awareness"

–LAO TZU

How do YOU define awareness?

AWARENESS

THE STATE OR CONDITION OF BEING AWARE; HAVING KNOWLEDGE; CONSCIOUSNESS

- Thus, how do we get Floorball into the national and global consciousness?
- Awareness is a vital element of growing the sport, if the sport does not spread beyond its own walls, it will remain confined within a narrow community
- From increased awareness we will achieve growth. From growth we will achieve greater heights like the Olympics

LACK OF KNOWLEDGE

- Increasing national knowledge of Floorball:
 - Provide National Associations with a game plan/ how to guide on everything from social & traditional media to highlight packages
 - Affiliation and registration with national sport organizations which govern sports in their country
 - Get Floorball on local cable, TV visibility
 - Improved tournament organization by associations with support from IFF: how to run a tournament, why it is important

THE FLOORBALL IDENTITY

- Use of a common global name
- Establish English as primary language
- Market Floorball and the elements which make it 'the Sport to Play!'
- Use of highlight reels, in English and widely distributed
- Link identity with a brand - establish the Floorball 'brand'
- Challenge the established thinking, get people talking: Tennis Canada PSA as an example



[HTTP://WWW.YOUTUBE.COM/WATCH?V=KSKMM0X3XMO&FEATURE=SHARE&LIST=TLFLHYHVOV42ZHNJ40HM0ADP8XJBGKSMNN](http://www.youtube.com/watch?v=KSKMM0X3XMO&FEATURE=SHARE&LIST=TLFLHYHVOV42ZHNJ40HM0ADP8XJBGKSMNN)

BUILDING NATIONAL CONNECTIONS

- Identify the Floorball ambassadors
 - Establish and educate what it means to be an ambassador.
 - Builder of the Year acknowledgement
- Associations meeting an example where these ambassadors could engage with the larger community helping bring our efforts and message together
- National connections are one of the primary responsibilities of the national associations

FLOORBALL AN INSULAR SPORT

- Link with the profile of another, more established sport to broaden the community
- *What is the first sport that comes to mind?*

AWARENESS BASED ON ITS PLAYERS

- How do we get others to acknowledge and care about Floorball if they do not play?
- Link Floorball with something beyond sports; charity, global initiative
- Increase visibility, for example TV
- How to better use players to broaden awareness?

MAKING FLOORBALL PART OF THE NATIONAL SPORT SYSTEM

- Schools are vital for success in this area
 - School board support requires persistence, it takes time
- Affiliation with national sport organization may open doors, give access to networks and funding
- Once in the school system requires follow up to have staying power: intramurals, competition and league opportunities outside of school



2nd IFF ASSOCIATIONS MEETING

§ 5. The Learning's and Outcomes from the Associations Audit Participation

Carlos Lopez
CB member



Key factors:

- Too small number of members organized events
- Lack of participation of the smaller federations
- Low number of U19 female team participating

Working method:

- *IFF is asking for organizers for the different events each year and, by now, the number of applicants is reduced to a small number of members.*
- *It is important to get a wide vision of the situation from different angles: IFF strategic necessities, previous organizers, and possible new organizers.*
- *At the same time we need to have a clear vision in two directions: IFF need organizers and we need to finance these activities.*



- *How to change this?*
- *Two sides:*
- *IFF – Possible Organizer*
- *From IFF*
- *Analysis of the situation:*
- Today we are 56 members in IFF.
- A total of 24 members have been organizers at least once. That's 44% of the members.
- From those only 2 members have done it just once. All the rest have organized more than one event.



- *The Audit result*
- The reasons displayed by the members are:
 - *No resources*
 - *Money*
 - *Volunteers*
 - *Venue*
 - *Structure*



Organisers of IFF Events

	M WFC	M WFC Q	W WFC	W WFC Q	M U19WFC	M U19 WFC Q	W U19 WFC	APAC	WUC	Euro F Cup	Euro FI Cup Q	Ch Cup	EUR CHAMP.	EURO CUP M	EURO CUP W
AUSTRALIA				2011				2008 2011							
AUSTRIA				2007							2009				
CANADA		2010 2014*		2011 2013			2016*								
CZECH REP	1998 2008		2013*		2003		2010		2012			2007 2011			
DENMARK			2007							2009	2008 2012				
FINLAND	2002 2010		1997 2015*		2009		2004		2008	2007	2008 2010	2013*	1995	1998 1998	1993 1998
GERMANY		2012			2001 2011 2013		2006			2014*	2010				
HUNGARY						2009					2010				
ITALY						2013					2007 2011				
JAPAN		2012						2012							
KOREA				2013				2009							
LATVIA	2016*	2014*	2001	2013	2005					2010	2009				
NETHERLANDS		2014*													
NEW ZEALAND		2014*													
NORWAY	2000										2007				
POLAND		2010 2012 2014*		2007 2011 2013			2008 2014*			2011					
SINGAPORE		2010	2005	2007				2004 2005 2006 2007 2010	2014*						
SLOVAKIA	2008	2014*				2007	2012			2012 2013	2008				
SLOVENIA		2012		2009							2011				
SPAIN		2004 2006 2010		2011		2011									
SWEDEN	1996 2006 2014*		1999 2009						2002 2010			2012		1993 1994 1995 1997	1995 1996 1997
SWITZERLAND	2004 2012 2018		2003 2011 2017*		2007				2006	2008	2009		1995	1994 1999	1994 1999
USA		2012													



Year of Affiliation and organised events

	M WFC	M WFC Q	W WFC	W WFC Q	M U19WFC	M U19 WFC Q	W U19 WFC	APAC	WUC	Euro F Cup	Euro FI Cup Q	Ch Cup	EUR CHAMP.	EURO CUP M	EURO CUP W
1986															
FINLAND	★		★		★		★		★	★	★	★	★	★	★
SWEDEN	★		★						★			★		★	★
SWITZERLAND	★		★		★				★	★	★	★	★	★	★
1991															
DENMARK			★							★	★				
NORWAY	★										★				
1992															
HUNGARY						★					★				
1993															
CZECH REP	★		★		★		★		★		★	★			
RUSSIA															
1994															
ESTONIA															
GERMANY		★			★		★			★	★				
JAPAN		★						★							
LATVIA	★	★	★	★	★					★	★				
USA		★													
1995															
BELGIUM															
SINGAPORE		★	★	★				★	★						
1996															
AUSTRALIA				★				★							
1997															
AUSTRIA				★							★				
GRAET BRITAIN															
POLAND		★		★			★			★					
1999															
BRAZIL															
NETHERLANDS		★													
SLOVAKIA	★	★				★	★			★	★				
2001															
SPAIN		★		★		★									
ITALY		★		★	★						★				
SLOVENIA		★		★							★				
CANADA		★		★			★								
NEW ZEALAND		★		★											
2002															
MALAYSIA															
GEORGIA															
INDIA															
2003															
FRANCE															
2004															
PAKISTAN															
2005															
LIECHTENSTEIN															
UKRAINE															
KOREA				★				★							
2006															
MNGOLIA															
ARMENIA															
2007															
MOLDOVA															
IRELAND															
ISRAEL															
SERBIA															
ARGENTINA															
THAILAND															
PORTUGAL															
2008															
TURKEY															
ROMANIA															
SIERRA LEONE															
2009															
BELARUS															
IRAN															
INDONESIA															
2010															
LITHUANIA															
2011															
PHILIPINES															
2012															
MOZAMBIQUE															



National Teams	If Your NA has not organised any of IFF Event listed above, why is that?	
National Floorball Association		
-	-	Reason
Finnish Floorball Federation	0	0
All Ukrainian Floorball Federation	Reason:	Short membership time
Floorball Philippines	Reason:	No resources
French Floorball Federation	Reason:	venues, volunteers, finance
Floorball Canada	0	0
Slovenian Floorball Association	0	0
Singapore Floorball Association	0	0
Austrian Floorball Association	0	0
Netherlands Floorball and Unihockey Association	Reason:	lack of mone
Floorball New Zealand	Reason:	Planning for the APAC 2014
Norwegian Bandy Federation/Floorball section	Reason:	Venue/no volunteers
Hungarian Floorball Federation	0	0
Japan Floorball Association	Reason:	Expensive
Danish Floorball Federation	Reason:	Money
Serbian Floorball Association	Reason:	to much effort
Israeli Floorball Association	0	0
Slovak Floorball Association	0	0
Spanish Unihockey and Floorball Association	Reason:	0
Latvian Floorball Union	0	0
Polish Floorball Federation	0	0
Belgian Floorball Federation	0	0
Brazilian Floorball Association	Reason:	Distance and money
Australian Floorball Association	0	0
Estonian Floorball Union	Reason:	Lack of money, personnel, volunteers
German Floorball Association	0	0
Floorball Turkey	Reason:	Structure and finances
Jamaican Floorball Association	Reason:	New country
Korea Floorball Federation	0	0
Irish Floorball Association	Reason:	New organisation
Indonesian Floorball Association	Reason:	New country
Swiss Floorball Association	0	0
Czech Floorball Union	0	0
Liechtenstein Floorball Association	Reason:	We have not enough volunteers
Italian Unihockey and Floorball Association	0	0
United States Floorball Association	0	0
Swedish Floorball Federation	Reason:	No interest
Indian Floorball Federation	Reason:	New federation, no experience
Floorball Federation of Belarus	Reason:	Lack of money and people
Russian Floorball Federation		
United Kingdom Floorball Federation		



- **Possible ways to help new organizers**
- *Present in a clear way the advantages of being an organizer:*
 - *Audience*
 - *Funding*
 - *Resources*
 - *Post-event considerations*
 - *Media attention*
 - *Create a knowledge of the sport*
- *Present a “helping plan” for organizers with tools and tips that can be used to solve problems in a quick way.*
- *Real and accessible feedback from IFF’s events.*
- *Present the events organization as a common necessity for all.*
- *Involve IFF’s sponsors into “all” events.*



- Analyse the actual requirements to become an organizer.
- Create an Event management Toll
- New ideas coming from:
- Members



- ***From the National Members***
- Do they really feel this is a necessity for all?
- Do they consider (or know) all the possible advantages about being an organizer?
- Do they know about what the requirements are?



2014		
Men's 10th World Championships Qualification AOFC	29.01-02.02.2014	New Zealand (Wellington)
Men's 10th World Championships Qualification EUR 1	29.01-02.02.2014	Poland (Lochow)
Men's 10th World Championships Qualification EUR 2	29.01-02.02.2014	Slovakia (Bratislava)
Men's 10th World Championships Qualification EUR 3	28.01-01.02.2014	Netherlands (Nijmegen)
Men's 10th World Championships Qualification EUR 4	28.01-01.02.2014	Latvia (Valmiera)
Men's 10th World Championships Qualification Americas	30.01-02.02.2014	Canada (Markham)
Women's U19 6th World Championships	(30.04-04.05.2014)	Poland (Babimost, Rakoniewice & Zbaszyn)
World University Championships	18.-22.06.2014	Singapore
EuroFloorball Cup Qualification	(20-24.08.2014)	Open
Men's U19 WFC 2015 Qualification	(10-14.09.2014)	Ukraine
Champions Cup	(01-05.10.2014)	Switzerland
EuroFloorball Cup Final round	(08-12.10.2014)	Open
Men's 10th World Championships	06-14.12.2014	Sweden (Gothenburg)
2015		
Women's 10th World Championships Qualification	(02-08.02.2015)	Open
Men's U19 8th World Championships	(29.04-03.05.2015)	Sweden
EuroFloorball Cup Qualification	(19-23.08.2015)	Open
Women's U19 WFC 2016 Qualification	(09-13.09.2015)	Open
Champions Cup	(30.09-04.10.2015)	Open
EuroFloorball Cup Final Round	(07-11.10.2015)	Open
Women's 10th World Championships	(05-13.12.2015)	Finland (Tampere)
2016		
Men's 11th World Championships Qualification	(01.-07.02.2016)	Open
Women's U19 7th World Championships	(04.-08.05.2016)	Canada (Belleville)
World University Championships	(18.-22.05.2016)	Open
EuroFloorball Cup Qualification	(24-28.08.2016)	Open
Men's U19 WFC 2017 Qualification	(07-11.09.2016)	Open
Champions Cup	(28.09-02.10.2016)	Open
EuroFloorball Cup Final round	(05-09.10.2016)	Open
Men's 11th World Championships	(03-11.12.2016)	Latvia
2017		
Women's 11th World Championships Qualification	(30.01-05.02.2017)	Open
Men's U19 9th World Championships	(03-07.05.2017)	Czech Republic, Slovakia, Sweden, Switzerland
EuroFloorball Cup Qualification	(23-27.08.2017)	Open
Women's U19 WFC 2018 Qualification	(06-10.09.2017)	Open
Champions Cup	(04-08.10.2017)	Open
EuroFloorball Cup Final Round	(11-15.10.2017)	Open
Women's 11th World Championships	(02-10.12.2017)	Switzerland
2018		
Men's 12th World Championships Qualification	(29.01-04.02.2018)	Open
Women's U19 8th World Championships	(02.-06.05.2018)	Slovakia, Sweden, Switzerland
World University Championships	(23.-27.05.2018)	Open
EuroFloorball Cup Qualification	(22-26.08.2018)	Open
Men's U19 WFC 2019 Qualification	(05-09.09.2018)	Open
Champions Cup	(03-07.10.2018)	Open
EuroFloorball Cup Final round	(10-14.10.2018)	Open
Men's 12th World Championships	(01-09.12.2018)	Switzerland, Czech Republic, Finland, Slovakia



2nd IFF ASSOCIATIONS MEETING

§ 5. The Learning's and Outcomes from the Associations Audit Development

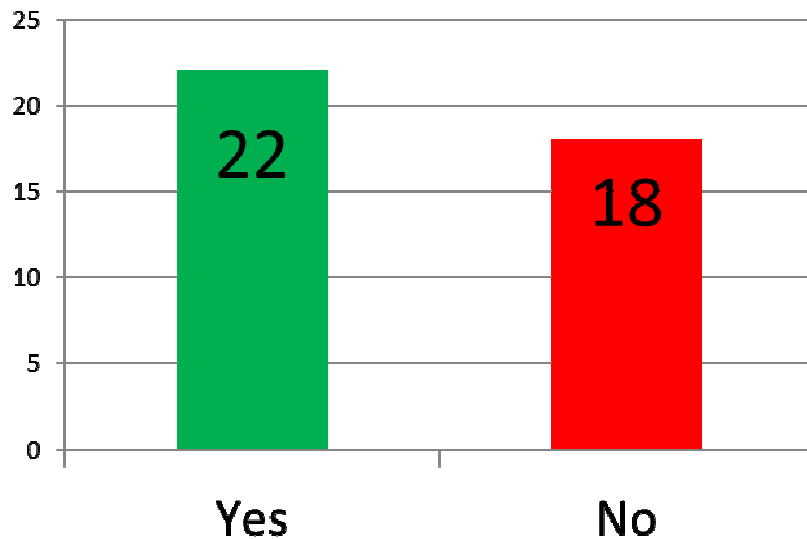
Daniel Bollinger
CB member



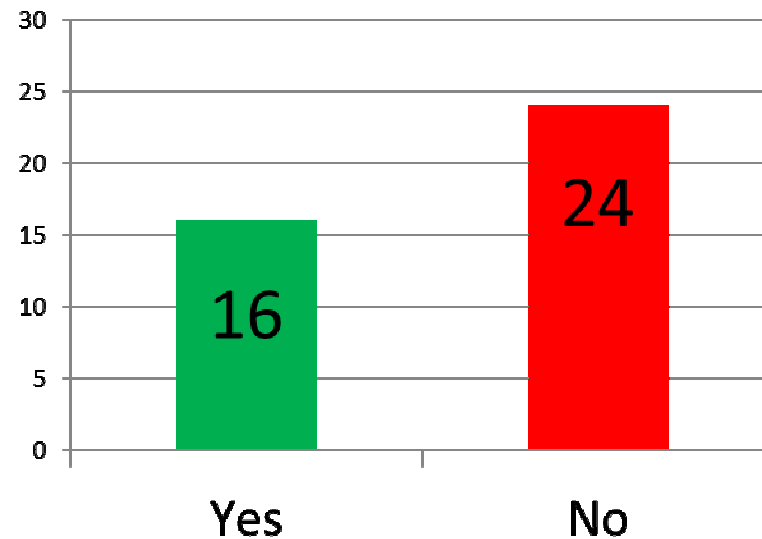
Coach Education

Base: Associations Audit; 40 interviews (out of 55 NA's) made by the IFF office

System for Coach education?



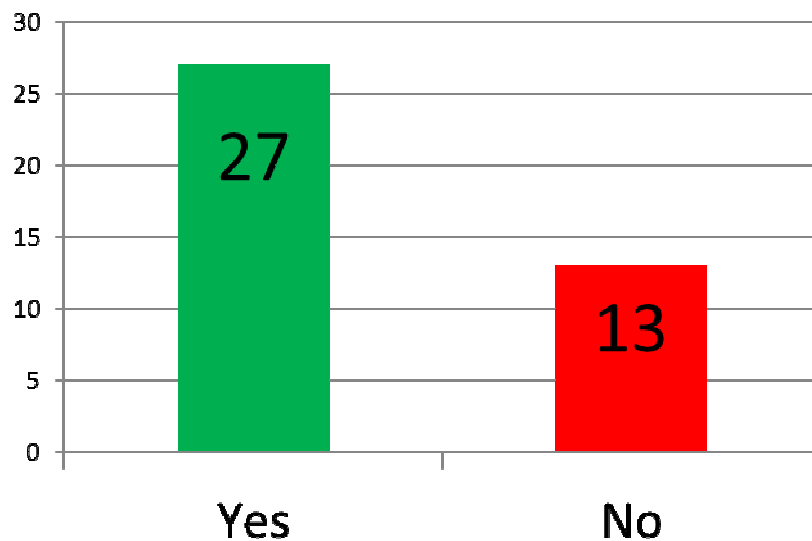
Formal education system with different levels?



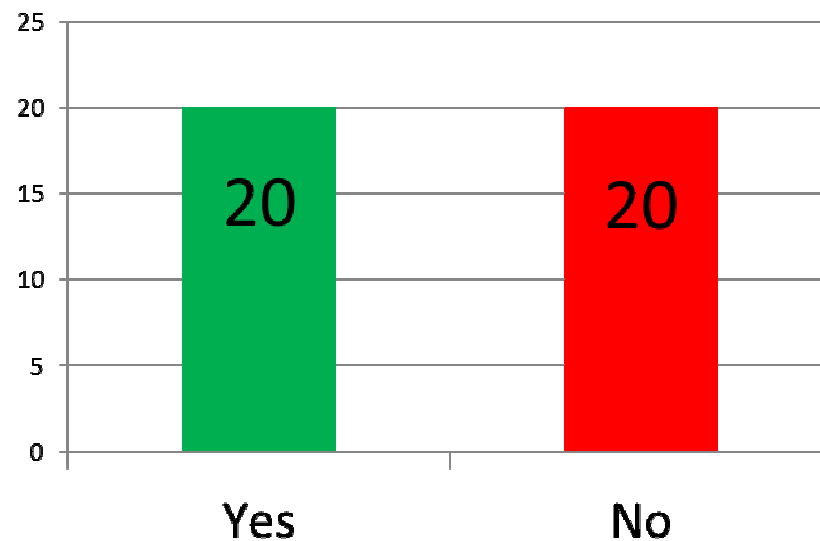


Referee Education 1/2

System for Referee education/certification?



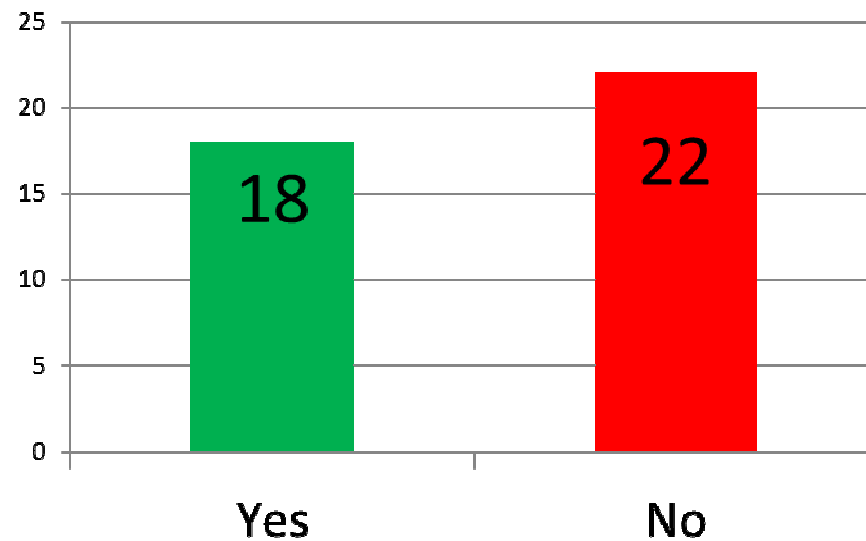
Formal education system with different levels?





Referee Education 2/2

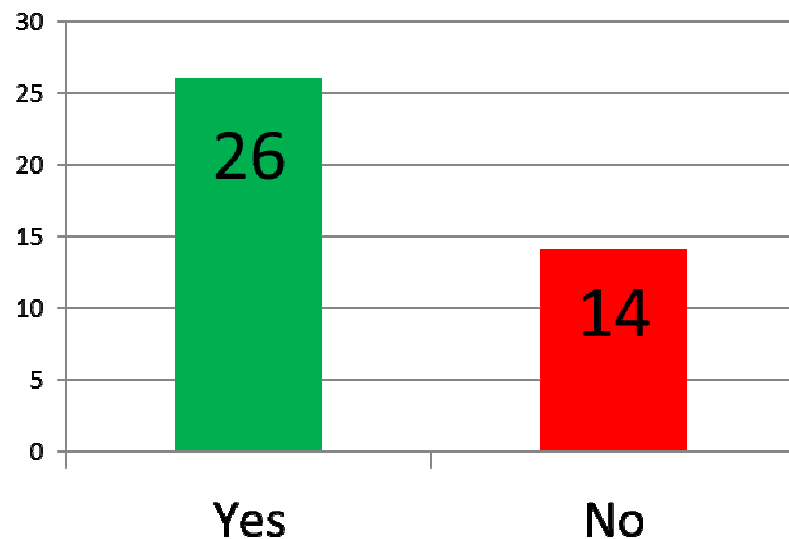
International Referees?



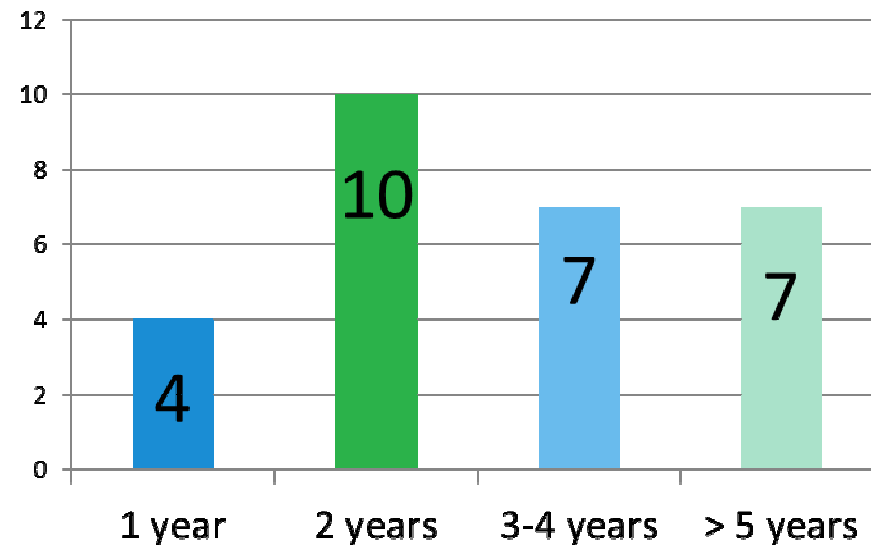


Development Plan

Development plan / model?



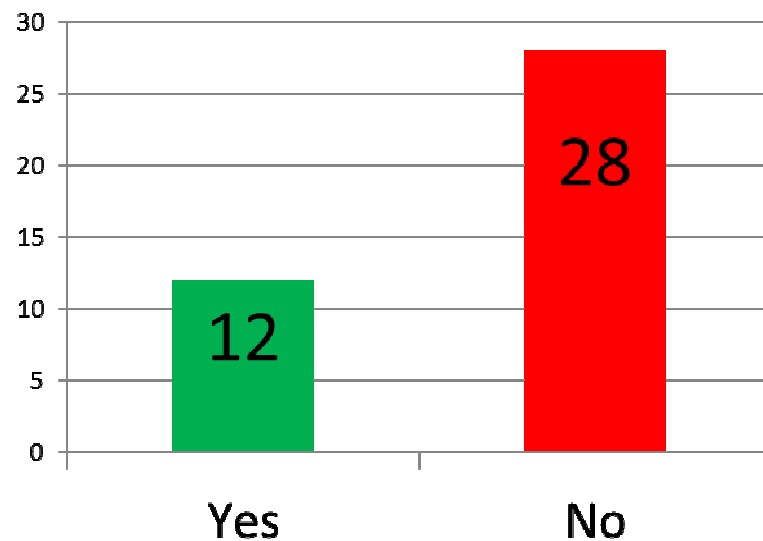
Period of the development plan?



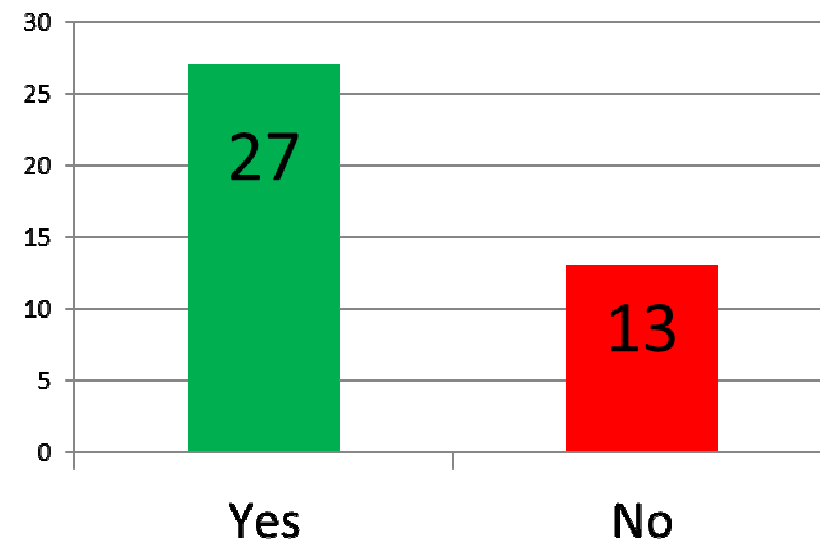


Volunteers 1/2

System for volunteer recruitment?



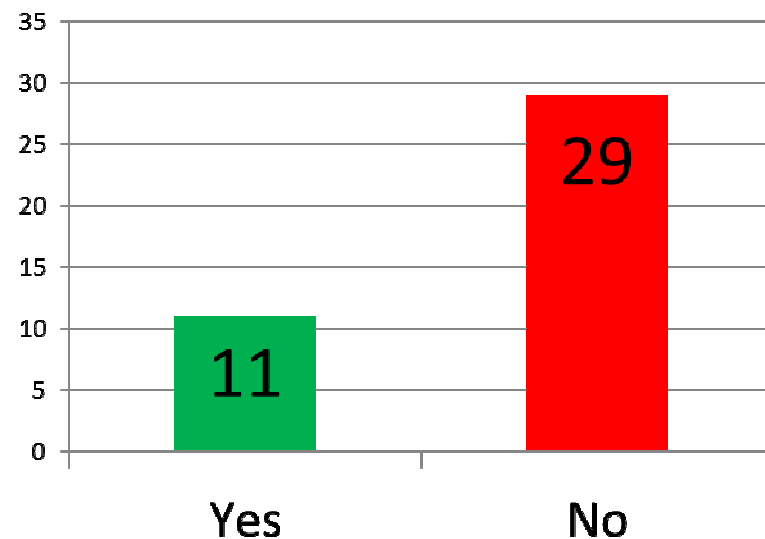
Education for volunteers?



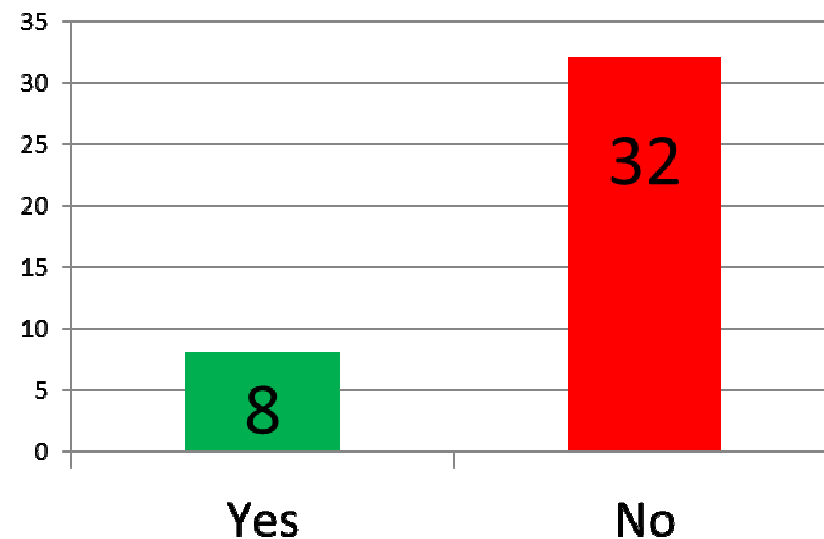


Volunteers 2/2

Availability volunteer bank?



Volunteer bank used / possibility to use?





Key Factors

- **Level of Coach education and reach**
- **Number of International Referees**
- **How to convert existing education systems to new countries**
- **Correlation with existing educations system and International referees**
- **Lack of coaching education**
- **Implementation of FDS learnings**



Next Steps / Solutions

- **Define detailed steps for a development strategies**
- **On-line rule test**
- **Provide a number of services by Core Countries**
- **Video based referee education for basic game situations**
- **Build more materials in different languages**
- **Define a seminar plan - follow the idea of a Floorball Development Summit**



2nd IFF ASSOCIATIONS MEETING

§ 6. The Each One – Teach One Project Proposal

Mr. John Liljelund
IFF secretary general



The Each One – Teach One project

- The IFF has since it gained the provisional recognition by the International Olympic Committee (IOC) in 2008 worked in order to streamline and enhance the activities and the operations of the National Associations.
- For the IFF Associations Meeting IFF conducted a survey of what kind of support the National Associations are needing and wants IFF to provide to them.
- As a result of this work the IFF Association Meeting in 2011 started a process called “Each One – Teach One” in order to bring in more resources into the development work within the Floorball Family.



The Each One – Teach One project

- The IFF CB was given the task to try to implement the results of the Zürich Associations Meeting
- The evaluation of the issues lead to that IFF conducted an Association Audit with its members in order to try to see how the IFF and its more developed countries (defined as Core Countries in the strategy document approved by the IFF General Assembly) could give support and mentor the less developed countries.
- Based on the results of the Audit and the evaluation of the issues the National Member Association of IFF has, the IFF Central Board has built an Action Plan to target these issues by actions taken by the IFF, the Member Associations and the whole Floorball Community.



The Each One – Teach One project

- The Objective of the project is to provide a set of services, provided either directly by the IFF or by our member organisations, coordinated by the IFF.
- The services are aimed to enhance the operative function of the National organisations and provide a platform for growth of Floorball on the National level.
- The services included here are related to the way the organisations are built, how the competition series are structured and how the organisation can take the next steps.
- One key part in the program was to use the existing knowledge in the Core Floorball countries and spread that knowledge in the less developed countries, through both mentoring made by the Core Countries and direct bi-lateral projects where one specific question is dealt with.
- A central part in this process is the proposed mentoring program, in which initially the Core Countries are to provide assistance and guidance to less developed countries.



The Each One – Teach One project

- The proposed projects are focusing on the development of the National Floorball Federation;
 - to build their organisation,
 - include good governance and general Code of Ethics,
 - to define Anti-doping rules and
 - set regulations for irregular betting and match fixing.
- One of the key issues in the EOTO-project is conveying the IFF leading values of democracy, equality (not only gender), good governance and social engagement and trying to effect the national Floorball organisations accordingly.





EOTO Proposal

	Topic	Actions	Time table
Recognition	National Associations to seek official NSA/NOC recognition	Split countries in Possible/Probable	Initial contact to countries JAN-FEB
		Support application phase	Evaluation and planning MAR-MAY
			Activities JUN -
Recognition	Prepare a Floorball Guide for IOC/NOC, with the values of Floorball	International Floorball Lobby work folder	Association Meeting Dec 2013
Organisation	Build a national organisation and secure players	Build an IFF Competition structure	Proposal by JUN 2014
	Introduce the sport through schools and Universities	Build an generic IFF Floorball School curriculum	Proposal by AUG 2014
	Form and build active clubs	Transfer school/university players to clubs	



EOTO Proposal

	Topic	Actions	Time table
Awareness	<p>Agree of the use of the Name Floorball in all International Activities</p> <p>Just Change the name!</p>	<p>Link the identity with a Brand - One generic name</p> <p>When to change the name - what is needed?</p>	<p>Discussion during the Association meeting DEC 2013</p>
Awareness	Find Floorball Ambassadors from each country	Create a role description material for the Floorball Ambassadors	MAR 2014
		List potential Floorball Ambassadors	MAY - DEC 2014
		Introduce a Builder of the Year Award	IFF General Assembly 2014
Awareness	Create a Public Service Annoucement	Create a short video to sell the sport: "The Sport to Play" - what makes it cool	IFF General Assembly 2014



EOTO Proposal

	Topic	Actions	Time table
Anti-Doping	Need to enhance the knowledge about Anti-Doping work with-in National Associations	IFF to produce a generic NA Anti-Doping Policy	IFF General Assembly 2014
Anti-Doping	Support with information of what is needed for the education and what should be educated	IFF to produce basic AD short guide education materials or use WADA's Produce a list of existing materials	AUG 2014
Organisation	Lack of IOC comtebible Good Governance and Code of Ethics documents	Conduct a session What is Good Governance at the Association Meeting Build an IFF Model for Good Governance/Code of Ethics regulation	IFF Association meeting DEC 2013 IFF GA 2014
Organisation	Make a strategy to make the dream come true in an easier manner, with the use of the strategic objectives to meassure development	Conduct a check-up of the IFF Strategy for 2020 for the GA 2014, with a recommendation for NA's	IFF General Assembly 2014



EOTO Proposal

	Topic	Actions	Time table
Finance	How to build and use a National Player Licence system	Build a basic Player Licence system	IFF General Assembly 2014
Finance	Lack of Financial means to develop the Sport on a National level	Build an Income collection model and fundraising ideas	AUG 2014
Marketing	Need to promote and consolidate the visibility of Floorball	Build a plan for how to start collecting traffic and visibility into one source	AUG 2014
Marketing	Build a Best practise models for different Levels of Countries with Marketing as a Tool	Define Potential Sponsor segments for ex. 1st Floorball manufacturers, 2nd Apparel and Sport drinks, 3rd Insurance and Banks Create basic sales material for NA's	AUG 2014 DEC 2014



EOTO Proposal

	Topic	Actions	Time table
Media	IFF to provide free to air signal for National Associations for non-users, to start the process of cooperation with TV.	Coordinate offers to WFC participating countries with one already televised game to start with	Start WFC2013 (CAN, NOR, POL, RUS)
Media	Prepare and build a Event based Media Plan	Update the IFF Event Manual	MAY 2014
Communication	Create an identification gimmick for all belonging to the Floorball Community	Competition during the Associations meeting	Associations Meeting DEC 2013
Communication	Create more visibility for Floorball Stars and make the Floorball Family aware of them	Make surveys/interviews with the Players during the WFC's on what is interesting. Use the Athletes Commission	Starting with WFC 2013, U19 WFC 2014
Communication	Put forward the question what is interesting for the NA in order to develop the sport, internationally and nationally.	Make a survey during the Associations meeting	Associations meeting DEC 2013



EOTO Proposal

	Topic	Actions	Time table
Competitions	Include female competition part into the GirlFloorball project	Presentation of the launch of the Girl Floorball Project during the Associations meeting	Associations meeting DEC 2013
Competitions	Build a tool for competition structure and how to organise this	Create a Excel based macro for building series and tournaments	IFF General Assembly 2014
Competitions	Create a list of objectives the countries will have to achieve, in order to proceed in development	Build a Licence system 2.0 for the 2018 WFC	IFF General Assembly 2014
National Teams	Relatively low number of International Matches at home vs. abroad	RACC to look upon the next phase of the Competition system with Qualifications	IFF General Assembly 2014



EOTO Proposal

Topic		Actions	Time table
Participation	Relatively too small number of member associations organising IFF events	Present the advantages of being an organiser and a helping plan from IFF in a Local support guidelines document	OCT 2014
		Build Event Management Tool	OCT 2014
Education	Define detailed steps for a development strategies, with objectives for the three type of Associations	Build a Plan of Action for the Development work	IFF General Assembly 2014
Education	Relatively low number of International Referees	Build an on-line rule test on the web	MAR 2014
		Video based referee education for basic game situations	Associations Meeting DEC 2013



EOTO Proposal

	Topic	Actions	Time table
Each One, Teach One	Help to get the countries started and support for the provisional membership		Initial Contcats MAR 2014 -
		Search for new members	
		CZE	Tunisa
		FIN	Marokko, Algeria
		SUI	Nepal, San Marino
		SWE	Bosnia&Hertsegovina, Croatia
		LAT	Former Sovjet Republics
		NOR	tbd
		GER	Luxembourg
		ESP	Andorra, South America (Chile etc)
		CAN	Americas



EOTO Proposal

Topic	Actions	Time table
Organisation	National Associations to mentor Inner Circle countries to close the gap	Build a mentoring program for the Inner circle countries
		Initial Contacts MAR
	Exchange of people and experiences	Activities APR -
	CZE	SVK, SLO, USA
	FIN	RUS, EST
	SUI	FRA, BEL
	SWE	DEN, CAN, SER
	LAT	LIT, UKR
	NOR	ISL, PHI
	GER	UK, AUS
	ESP	POR, South America
	CAN	Jamaica, North & Central America



Working Groups

Four groups

General discussion about the proposed project

How to implement the mentoring and how to coordinate it





2nd IFF ASSOCIATIONS MEETING

§ 7. What makes it interesting to promote the sport nationally and Internationally

Mr. Stephen King

IFF CB member, AOFC President



IFF INTERNATIONAL LOBBYING WORKS

THE PROCESS TO 2015



IFF INTERNATIONAL LOBBYING WORKS

- **What is International Lobbying and Why?**
 - Each person to write 3 items of what they think International Lobbying involves and is aimed to achieve
 - Why is Lobbying Important?
 - List 3 items of why it is important to you
- 2 minutes individually then 2 minutes in groups of 4



IFF INTERNATIONAL LOBBYING WORKS

- The IFF needs to work extremely hard at its International Lobby works leading up to the IOC Shortlist bid in 2015 and continuing after that date. Vigorous and targeted lobbying will be required across all our member countries and regions.
- The IFF has limited resources to carry out this work so will need to work not only smart, targeted and effectively but also with existing members and regions.
- This meeting will discuss, plan and agree the approach recommended and the process to prioritise and action the lobbying works.



IFF INTERNATIONAL LOBBYING WORKS

PRIORITIES

- The IFF Exco and CB need to set the priorities for the lobbying work to ensure it is targeted and effective. The priorities will be set considering the following issues
 - Power brokers within IOC
 - IOC shortlist criteria
 - Status and influence of member countries with their NOC/Gov't
 - Status and influence of multi sports games and those most capable of being involved with by 2015



IFF INTERNATIONAL LOBBYING WORKS

- It is considered appropriate and effective to approach the International Lobby work by developing tiers of organisations as this will allow the appropriate resources to be used to target and action those organisations and individuals

– TOP TIER

- International bodies including
 - IOC and its various bodies
 - Sport Accord
 - ARISF
 - IWGA
 - IMGA
 - ISF
 - FISU



IFF INTERNATIONAL LOBBYING WORKS

– MID TIER

- Regions and multi sport games including
 - World Games
 - Pan Pacific Games
 - Commonwealth Games
 - Masters Games
 - University Games
 - SEA Game
 - East Asia Games
 - Asian Games
 - Pan American Games
 - African Games



IFF INTERNATIONAL LOBBYING WORKS

— BOTTOM TIER

- NOC's and Government bodies



IFF INTERNATIONAL LOBBYING WORKS

RESPONSIBILITIES

- Prime responsibility for each tier is proposed to be
 - Top Tier
 - IFF
 - Mid Tier
 - IFF supported by Confederations and member countries
 - Bottom Tier
 - Member countries supported by IFF and Mentor Country



IFF INTERNATIONAL LOBBYING WORKS

How do we sell and assist Lobbying to our Member Associations?

- Members at the Associations meeting to list what they believe they need to help lobbying in their country
 - Are there new arenas can we promote floorball in?
 - Are we and our members good at attending multi-sports conferences / arenas, both nationally and internationally? Can we make our members aware of the importance of being visible in the sport community?
 - Do we have any politicians in our organization – meaning in our member associations? Can they be useful to us in promoting floorball?
 - Do we have any media personalities in our organization? Can we utilize them in any way?
 - Make sure all decision makers of importance to us know about floorball.
 - Increase the general public knowledge about floorball and our tournaments.
 - Information needs - Who's who in IOC – make sure we know who has the most influence.

FLOORBALL

THE SPORT TO PLAY



INTERNATIONAL:

- 56 Member Associations
- 5 Continents
- 208,038 licensed players
- 1.8 mil. recreational players
- 4,322 local clubs or leagues

EVENTS

- World Floorball Championships
 - Women (odd years)
 - Men (even years)
 - Women U19 (even years)
 - Men U19 (odd years)
- Regional qualifications annually
- Asia Oceania Championships (AOC)
- National Club Champions Cup
- EuroFloorball Cup
- EuroFloorball Tour

NUMBER OF SPECTATORS (FINAL/TOTAL EVENT):

WFC 2012 Bern/Zürich (EU) 10,504/71,171
WFC 2010 Helsinki (FIN) 13,636/57,537
WFC 2008 Ostrava/Prague (CZ) 14,208/104,018

NUMBER OF BROADCASTED MATCHES:

WFC 2012: 23/43 matches 4.65 mil. spectators
WFC 2010: 20/43 matches 4.37 mil. spectators
WFC 2008: 10/54 matches 4.34 mil. spectators



SOCIAL MEDIA VISIBILITY (DEC 2013):

Floorball.org: over 425,000 unique visits annually
Facebook: over 20,000 likes
Twitter: over 4,500 followers
YouTube: over 2,500,000 views

WHY MOVE INTO FLOORBALL

- Easy to Start, Easy to Learn
 - Inexpensive to Play
- Fast paced, high level of activity and goals and great fun
- Entertaining and Spectator friendly
- Adaptable and flexible to varying formats
- Play 3 vs 3 or 4 vs 4 on a smaller field
- Play outdoors or on grass/hardwood
- Can be played by all ages, genders and levels
- Safe to play with easily adaptable rules
- New Generation in Sport



Aaltonkatu 2
00030 Helsinki, Finland
www.floorball.org
office@floorball.org

INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC

Ordinary member of SportAccord

THE SPORT TO PLAY

- The International Floorball Federation was founded in 1986, by Finland, Sweden and Switzerland
- Floorball has steadily grown from an alternative school and university students sport to a recognised top elite challenger among indoor team sports.
- The number of countries where Floorball is played is increasing rapidly, with approximately 75 countries playing world wide.
- Today the IFF consists of over 55 members, from all five continents with a number of countries well on their way to meeting the IFF and IOC/NOC membership criteria's

THE SPORTS RECOGNITION JOURNEY

- 2000** IFF was approved as a provisional member of GAISF
- 2009** IFF signed the WADA Anti Doping Code
- 2004** IFF became a full member of GAISF (today SportAccord)
- 2006** IFF signed a Collaboration Agreement with FISU
- 2008** IFF was given provisional recognition of the IOC
- 2009** IFF became a member of ARISF and IMGA
- 2011** IFF received the full IOC recognition by the 123rd IOC Session
- 2013** IFF became a member of the IWGA



THE PURPOSE FOR IFF'S EXISTENCE AS DEFINED IN THE MISSION STATEMENT

IFF's core mission is to promote, develop and most of all nurse and service our stakeholders and further protect World Floorball at every possible level of the game, and finally to spread the knowledge, based on the principle of unity, equality and solidarity, and to deal with all questions relating to World Floorball.

IFF is an association consisting of associations, existing for the associations, based on the principle of representative democracy and its governing body of all types of World Floorball. Floorball is the priority in everything we do.

FLOORBALL — THE SPORT

- Floorball is played with light sticks made of fibreglass or composite shafts and plastic blades that have either left or right handed blades. The stick lengths vary, but cannot exceed 114 cm.
- The ball is a 23 g plastic whiffed ball with 26 holes.
- Floorball is played in a rink surrounded by 50 cm high boards. The field size is normally 40 x 20 m, equaling a total of 800 m².
- The field player needs sport shoes and shorts and a jersey. The Goalkeeper has a padded shirt and trousers and plays with a helmet.

The Game is played with five field players and a goalkeeper, with 3 x 20 minutes effective time.

- Substitutions can be made freely
- For recreational purposes you can play in a smaller rink with 3 vs 3 without a goalie.



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC

Ordinary member of SportAccord



Finding Floorball Ambassadors

- Which celebrities do we know who has played Floorball?
 - Which sports uses Floorball as a form of training
 - Are there any recreational teams that gathers celebrities
- With Ambassadors we can speed up both the awareness of Floorball and the promotion of Floorball.
 - The knowledge that someone famous has played is very valuable
- An ambassador is a well-known person nationally and or internationally that people listen to!
- The Floorball message will easier go through, if they convey it!



Floorball Ambassadors

- Potential Ambassadors, you find your own, here are a few examples maybe!
 - Mr. Dyk Vojta (famous popular singer in the Czech Republic)!
 - Mr. Henrik Larsson (famous Swedish Football player)!
 - Ms. Magdalena Neuner (famous German Biathlon athlete)!
 - Mr. Kimi Räikkönen (famous Finnish F1 driver)!
- Are Ambassadors good? What examples you have and why?



2nd IFF ASSOCIATIONS MEETING

§ 8. Question & Answer session

Mr. Tomas Eriksson
IFF President



2nd IFF ASSOCIATIONS MEETING

§ 9. Day 1 Summery

Mr. Tomas Eriksson, IFF President



2nd IFF ASSOCIATIONS MEETING

Clarion Congress Hotel Ostrava

13th-14th of December 2013

Day 2 Program



Agenda - Day 2

10. Re-cap of yesterdays results and the EOTO Action Plan (JL)

- Important steps

11. Launch of the GoGirl Project (SM)

- Introduction to the Project
- Case Studies Finland and France
- Working groups and feedback

12. What is Good Governance and Code of Ethics (FS)

- Importance for the IFF and its Members
- Examples on how to implement Good Governance

Coffee break 11:00-11:30

13. Find a identification gimmick for the Floorball Family (TE)

- Brainstorming



Agenda - Day 2

14. Launch of the New IFF Referee Education Video

(VH)

- How to use it and where to get it

15. Coming Events

- Men's 10th WFC 2014, Gothenburg, Sweden

Mr. Pelle Körberg

- FISU World University Championships 2014 Singapore

- **Women's 10th WFC 2015, Tampere, Finland**

Ms. Tuulikki Kangasluoma

16. Closing remarks

(TE)



2nd IFF ASSOCIATIONS MEETING

§ 10. Re-cap of yesterdays results and the EOTO Action Plan

Mr. John Liljelund, IFF secretary general



We received one proposal for a Floorball Gimmick





A new thing for all of us

- IFF has entered an agreement with a company called Xfball
- They have created a tool for animation of Floorball drills.
- The idea is to build a large data bank, where anyone can visit to get practices. The tool will run on the Xfball web site.
- In order to create and share practices, you need to register for 10 €uro, as a Premium user.
- IFF will receive 15 per cent of the net income from the Premium users and the National Association will in addition receive 15 per cent of the net income.
- The IFF will twice a year subtract the National income from IFF invoices.
- The tool will be released in end of January 2014



EOTO Workshop feedback

- The proposal was received in a positive matter
 - The project should start as soon as possible
 - All countries should be included, even if they are not represented here
 - Countries to be paired as soon as possible
- The initiative for the monitoring should be driven by the country which needs the help
 - The pupils need to know what to ask about before asking the questions
 - The process should be built so that the pupil can also be the teacher
- There can be many simultaneous projects going on at the same time in one country
 - The solutions are easily usable for a number of Associations
- Solutions are needed for language issues and distances between countries
 - Have people visiting the more developed countries to see how it is working in real life.
 - More video conferences where a lot of countries can participate



EOTO Workshop feedback

- There is a need to have a transparent approach, that everyone can see which the asked question is
 - Transferring knowledge is easy, but the issue is to implement the knowledge by the activists in the Association.
- Many countries need rinks and gear, some kind of systems should be built to re-use old rinks.
- This mentoring program will need the Associations to have the right people in place, to run it successfully.
 - Different countries can act mentor for different tasks.
 - Use IFF material that are already in place
 - Different policies that can be used in all countries (as a ground level)
- IFF needs to have someone who coordinates the activities
 - Need a coordinator with-in the IFF - to ask where to contact and where to start.
 - There needs to be created a guideline for the way to ask for help and a form to follow the process



The Implementation of EOTO

- IFF to Create a simple form for a country asking for assistance and the IFF looks for the right partner, based on a dating version
 - The IFF EOTO team will then try to find a partner
 - There should be defined a few (2-3-4) focus points for those associations who needs mentoring so that results can be
 - Not to take on all tasks at once. It might be necessary to change pairing countries for different topics/needs, but not at the same time.
- If other can read or see the information (solution/advise) given to a specific country we can share learning's easier – some kind of database
- Each country should dedicate one person in their federation as responsible for the EOTO project, even if more people need to help at times, there should be the same people whom are communicating
- Face to Face contacts are very important to know what the issues really are
 - Face to face meetings are important, but the rest can be done over internet



The Implementation of EOTO

- The Countries needs to create a plan of what they need to work with in the future
 - The question need to be carefully defined and smart objectives need to be set
 - The focus points need to be defined and work with a few at the time
- - The given assistance must be documented and evaluated in order see if there has been development in the Associations
- There is a great need of education of Coaches and Referees

- The federations have strong feelings about:
 - There should be some top international matches in smaller countries.
 - Exchange program for referees to get more experience
 - Many need a plan to educate bilingual people (with English as second language) within their organizations.



Answer Highlights

national more marketing
mentoring
countries already
sports
level sport new
teaching very
refereing strategy each
support need
solutions one country
others learn
helping develop



2nd IFF ASSOCIATIONS MEETING

§ 11. Launch of the GoGirl project

Ms. Sarah Mitchell,
IFF competition coordinator



ONE WORLD
ONE BALL
FLOORBALL

Go Girls!

floorball



ONE WORLD
ONE BALL
FLOORBALL

Introduction



GoGirls! Floorball is the new IFF project aimed at helping to increase and promote the participation of girls and women in Floorball throughout the world.

The IFF aims to provide guidance on the different challenges faced by girls in obtaining access to participation in sport, and to help break down those barriers within the international Floorball family.

The materials are designed to serve a wide range of communities and populations.



ONE WORLD
ONE BALL
FLOORBALL

Equality



Floorball should be for all, and it is important to understand the different motivations and expectations that girls have for their sporting experience.

We need to acknowledge and celebrate difference.

Any form of discrimination, including discrimination on the grounds of sex, is incompatible with the philosophy of Olympism, and therefore with belonging to the Olympic Movement.



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Why this project?



As part of our work towards becoming an Olympic sport, we must show that Floorball, throughout the world, is making positive steps to increase the participation of females in the sport.

Equality in numbers between male and female players, officials and administrators, is a key criteria for the IOC shortlist. Even if, in the short-term, we cannot achieve equality we must be able to show that there are initiatives in place and the implementation of practices aimed at improving the numbers.



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Project Materials



The IFF has produced a range of materials that are now available for download from the IFF website.

They are available for all – Clubs, National Associations, Players, Coaches, Parents....anybody.



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Project Materials



- Afternoon Club Start-up Guide
- Buddy Training
- Understanding Participation
- Barriers to Participation
- Benefits of Participation
- Encouraging Participation
- Designing Programmes for Girls
- Financing Programmes
- Parent's Guide
- Information for Coaches, role models & other leaders



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French Floorball Federation (FFF)



A success story of women's floorball

- Development of women's floorball has been identified as one of their major strategic goals
- Since 2008-9 they have gone from having the first women's participation in local floorball events to, in 2013, playing (& winning) their first ever women's international matches
- Have established a women's national league with four regional teams
- In 2015 they will participate for the first time in the WFC Qualifications





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French Floorball Federation



TIMELINE

2008-09 - Women-only trainings and demonstration matches

2009-10 – Nationally organised trainings; first participation in international club events

2010-11 – Women's training sessions throughout France

2011-12 – Training camp for all French women; creation of 3 regional teams; start of women's national championships

2012-13 – 4th regional team added to the championships; National team try-outs

2013-14 – National team selected; First international matches

2015 – Participation in WFC Qualifications





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French Floorball Federation



WOMEN'S LEAGUE

- Began with three regional teams, now four
- Players grouped together by clubs located geographically close
- Made sure that each regional team was viable – at least 15 players each
- One trainer for each region
- Played over tournament weekends with no play-offs. 12 games in total.
- The basic format remains unchanged





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French Floorball Federation



POSITIVES

- The trainers from the first national training camps became the trainers for the regional teams
- Regional teams are made of players from many different clubs which helps to generate a lot of interest

PROBLEMS

- Not possible to force clubs to recruit girls – can only ask
- Some clubs reluctant to welcome beginners because of the large gap in skills, especially for mixed teams
- Difficult to involve players in remote areas
- National level gatherings can be far away and travel is expensive
- In the future will need to break up the growing regional teams to form club teams with less players





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French Floorball Federation



THE FUTURE

- Expand the women's championships to have club teams rather than regional ones
- Encourage girls to get involved in refereeing
- Recruitment of new players
- Involve more females in team staff positions
- National team will continue trainings and play international friendly games as they prepare for WFC 2015 qualifications



Diamond Project: Case from Finland 2009-

Ostrava 14.12.2013



Vision 2015

Floorball is the most attractive and the most popular team sport of women and girls in Finland





Starting Point in 2009

- The amount of the female players had stayed in the same level year after year
 - 6.000 licensed players out of 40.000 (15 %)
 - Less than 200 women's and about 150 girls' teams out of 2.300
 - In most regions girls could play floorball only from age 12 or even from 14 on!
- Image of floorball not attractive -> problems in recruiting
- Not enough co-operation and shared targets in between association and clubs
- The player pool for producing new elite level players was not large enough





Targets and Indicators

- Increase the Amount of Players
 - 2009 were 6000 licensed players → 12 000 licensed players 2015
- Improve the Image of Female Floorball
 - Higher media coverage; compared to other female team sports
 - More spectators in women's league matches
 - Nationwide survey on floorball's attractiveness among girls compared to other sports
- More coaches and team staff
 - The amount of coaches and staff members
- More and better players → better national teams
 - The success of national team and U19 national team





Actions so far

- Shared vision and targets with the clubs → common understanding and same direction
- New image and brand for female Floorball (Diamond brand)
- Support Materials
- Club and School Program:
 - Theme days for schools → Diamond Tour and Buddytrainings
 - Startup kit to fill-in the afternoon time after school
- Co-operation with competition section, new and more flexible models for girls
- Financial support (28.500€/ 23 clubs/ 2011-2012) for clubs taking part in Club and School Program



Poster and portable wall

Vanhemman opas

Lapsen harrastuksen tukeminen

Vanhempana sinun tärkein tehtäväsi on tukea lapsesi harrastusta. On hyvä muistaa, että lapset osallistuvat harrastukseensa omasta tahdostaan – se on siis pääosin lapsen ja nuoren oma juttu. Vanhemman hyväksyntä on kuitenkin tärkeä jokaiselle lapselle ja nuorelle. Kannustus ja rohkaisu antavat lapsille itsetuntoa, kun sen sijaan peikottamista tai virheiden etsintää tulisi välttää, sillä ne aiheuttavat vain pahaa oloa.

Kun vanhemmat suhtautuvat lapsen harrastukseen oikealla asenteella, se vahvistaa lapsi-vanhempi-suhdetta. Harrastus on lapselle ja nuorelle osallistumalla ja tukemalla vanhempi pääsee osallistumaan tärkeään asiaan.

Treenien seuraaminen

Pelien ja harjoitusten seuraaminen on sovitussa yhdessä vanhemman ja lapsen voimien kanssa, että pääsääntöisesti vanhemmat eivät ole katsomassa lasten harjoitusta koko ajan tarkkailun alla ja voi keskittyä treeneihin täysillä. Välillä he voivat katsomaan ja lapselle tulee antaa mahdollisuus toivoa vanhemman läsnäoloa. Tule katsomaan treenejä, kun lapsi on oppinut jotain uutta, jonka haluaa näyttää. Ideallistilanteessa harjoituspaikka on niin lähellä, että lapsi voi itse kulkea treeneihin. Kannattaa sopia kimppeilytreenien läsnäoloa suuren pelaajien kanssa. Näin vanhempi voi osallistua treeneihin. Mikäli vie lapsen treeneihin, voi treenijän harjoitusten kukaan muuten. Usein harjoitukset ovat isoissa urheilukeskuksissa, joten lapsen itekin liikkumaan vaikka jumppaan tai kuntosalille. Päättävänä kävelytreenin ulkopuolella. Treenien aikana ehkä myös usein käydä kaupassa hoidossa ruokaostokset.

Pelien seuraaminen

Suurin osa lapsista toivoo vanhempia katsomaan pelejä. Riippumatta pelaajasta, usein kiertää katsomaa ja etsii tuttuja naamioja. Osallistu siis mahdollisuuksien mukaan. Katsomisen roolissa on hyvä muistaa muutama periaate. Positiivinen kannustus on hyvin toivottavaa. Sen sijaan lapselle huutaminen ja neuvominen ei ole suositeltavaa. Liian kiireinen ottaminen neuvoja vastaan ja keskittyminen täytyy olla pelissä. Lapsen pitää itse oppia tekemään oikeat ratkaisut kentällä. Pelien aikana ohjeita valmentajilta vaihtopenkiltä.

Myös tuomarin tai valmentajan/ohjaajan kannattaa antaa hoitaa oma tehtävänsä. Huutelu ei edistä sitä, että lapsi saa pelistä mukavan kokemuksen. Usein näen tuomareille huutava vanhempi oman lapsen noloostumaan, puhumattakaan arvostelun sijaan onkin tärkeää arvostaa lapsen harrastukseen liittyviä toimijoita. Olisi mahdollisuus harrastaa.

On hyvä tiedostaa, että myös pettymykset kasvattavat lasta. Ei siis ole järkeä kaitahtaa. Kannattaa myös muistaa, että peli voi olla onnistunut, vaikka voitto ei tulisi. Ensimmäinen kysymys kotiin tulevalle lapselle ei pitäisi olla "Voititteko?" vaan "Haudasitko?" tai "Onnistuitko omissa suorituksissasi?".

Kats- ja tyttosalibandyprojekti

Huippu-urheiluväitöskannan työryhmä 2

Suomen Salibandyliitto

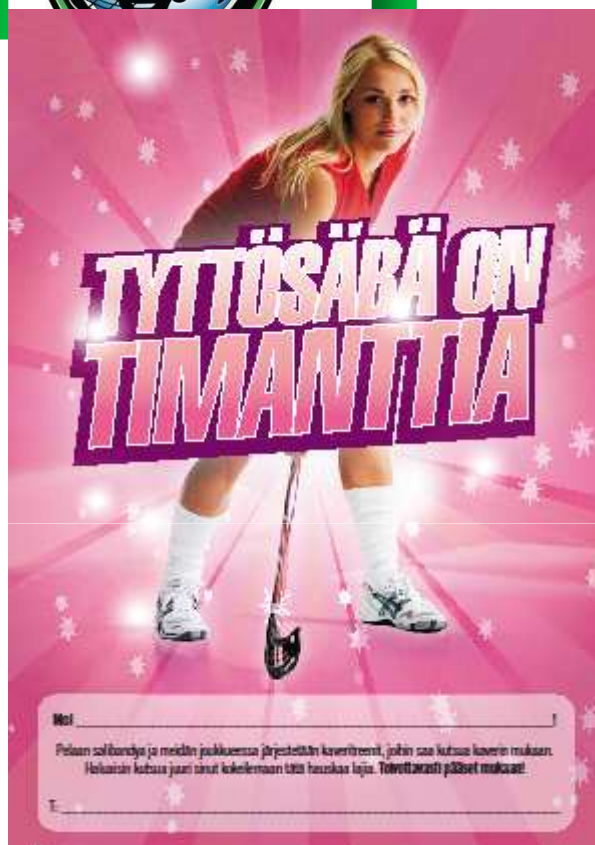
www.tyttosalibandy.fi



Guide for parents

Roll-up

143



Invitation card for
buddytrainings,
front

Startup kit to fill-in
the empty afternoon
time after school



Invitation card for
buddytrainings,
backside





Main Results

- Increase the Amount of Players
 - Starting age of floorball is 10, even 6 in some regions
 - Licensed players year 2013: 7.500 -> Increase 25 % (total amount 51.500)
 - Girls teams 2013-2014: 217 -> Increase 36,5 %
 - Women's teams 2013-2014: 217 -> Increase 12 % (total amount 2.700)
- Improve the Image of Female Floorball
 - Higher media coverage; CC2013, WFC2013
- More and better players → better national teams
 - The success of U19 national team



Next steps

- WFC 2015: more than one event → shared journey with the Diamond project towards the championships
- Increase the amount of coaches
 - Respect project: new roles for players who have finished their careers
 - Juniors will take part to coaching course, refereeing course or match secretariat course
- Interaction with the clubs
 - Regional panels to increase the interaction between local clubs
 - Continuous communication with clubs (newsletter)
 - Encourage clubs to continue their good work



If there is a WILL,
there is a WAY

Thank you!





SALIBANDY[®]

#FLOORBALL



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Future Plans



- More materials, such as sample training sessions
- Interviews with players and coaches
- Inclusion of the project in major events, such as Women's WFC, Women's U19 WFC & Euro Floorbal Tour
- Establish social media channels specifically for girl's and women's Floorball, for example GoGirls! Facebook or a GoGirls! Blog
- Build a video library of female floorball on YouTube
- Participation in international events such as the 6th IWG World Conference on Women and Sport (in Helsinki 2014)

The IFF wants all the available material to be freely accessible by all interested parties.

Floorball for all.



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What can you do now?



- Provide opportunities in your Association for women to take on coaching, officiating and leadership roles
- Establish strong pathways from junior to senior playing levels
- Ensure female coaching representation for teams with female athletes
- Create a gender equity quota policy – eg. there must be 20% of the underrepresented gender on the Board of Directors and committees
- Require national team players to volunteer at local floorball clubs or regional junior floorball programs
- Offer free education for female coaches & referees
- Establish Women in Floorball awards
- Use role models to promote and inspire young women



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Workshop Questions



- Within your country, what are the major problems you face in increasing the number of female players?
- What strategies have you used to try and increase numbers?
- What has been successful or unsuccessful for your organisation?
- From the list of "What can you do now?", which do you think your organisation could realistically look at introducing?



Working Groups

Four groups

Major problems to recruit women



Working Groups Feedback

What can we do now!

- Getting athletes to join from other sports
 - Using the U19/Women's National Teams as an incentive
- Working with what we have and tapping into the existing structures
- Need to have females driving the process
 - Women in leadership roles in the clubs and associations
 - Need to have women as coaches to build the sport
- Work with the national team players, to help to establish leagues and recreational groups.
- Some special exceptions for women series
 - Transfer rules,
 - Competition format
 - Number of players
- Floorball is losing women in a number of countries
 - Fitness is becoming a competitor to the team sports
- Ideas:
 - Special girl leagues has to be build, to get girls to participate
 - Modification of rules for the girls - make it easier to play
 - Getting peers in to the sport - other will follow.



2nd IFF ASSOCIATIONS MEETING

§ 12. What is Good Governance and Code of Ethics

Mr. Filip Suman,
IFF vice president



Good governance

EU:

The framework and culture within which a sports body:

- *sets policy,*
- *delivers its strategic objectives,*
- *engages with stakeholders,*
- *monitors performance,*
- *evaluates and manages risk and*
- *reports to its constituents on its activities and progress*

Sports Accord:

Good governance of international sports federations and organizations is essential to ensuring the development of sport is in accordance with the ethics and values of sport. Given the role of sport within society to inspire and influence, the transparency, democracy, integrity and solidarity of its governing bodies needs to be assured



Good governance

What is good governance?



Bulding the road - help to stay on it



IOC - Good governance

Good governance basic principles

- Existence of a Code of Ethics
- Alignment of IF's Code of Ethics with the principles and rules of the IOC
- Existence of transparent and enhanced internal dispute resolution mechanism
- Submission to the Court of Arbitration for Sport (CAS)

Strategic planning process

- Existence of a multi-year strategic planning process
- Summary of key strategic priorities

Gender equity in elected bodies

- Comparison between number of women and number of men in the executive board (or equivalent)

Illegal and irregular betting

- Rules and procedures to fight against competition fixing



Good governance

Members situation really different:

- ***3,4 but also 18,21 CB members***
- ***Election period 1 year but also 5 years***
- ***GM 2x/year but also 1x/4years***
- ***0 but also 100+ employees***



Good governance

Establishing Vision, Mission and Values

Vision: where do we want to be in the future?

Mission: Why do we exist. And for whom?

Values: What essential beliefs guide our decisions/actions?



Good governance

Why do we need it?

It is far more difficult to lead than to do!



Good governance



Effective governance



Effective performance

Answer Highlights

members means
smoothly participate

decision

playres

part

regards pro work

simple table

never run one

meetings support

point

morals

open

records promote

trasnparent

take sports suggestions

important

responsibility mix



2nd IFF ASSOCIATIONS MEETING

§ 13. Find an identification gimmick for the International Floorball Family

Mr. Tomas Eriksson,
IFF President



Find an identification gimmick for belonging to the Floorball family?

- A **gimmick** is a unique or quirky special feature that makes something "stand out" from its contemporaries.
- Finding a successful gimmick for an otherwise mundane product is often an important part of the marketing process. For example, toothbrushes are often given various gimmicks, such as bright colors, easy grip handles, or color-changing bristles so they appear more exciting to consumers.
- Product gimmicks are sometimes considered mere novelties, and not really that relevant to the product's functioning. However, some seemingly trivial gimmicks of the past have evolved into useful, permanent features.
- A Gimmick is something that is intended to impress and interest you but is really not at all useful!!
- Musicians often use gimmicks such as [Slash](#)'s top hat, [Angus Young](#)'s schoolboy uniform and [Deadmau5](#)'s mouse helmet.



Brainstorming

- How can we find a “thing” for identification
- Is it important to show that we belong to Floorball



2nd IFF ASSOCIATIONS MEETING

§ 14. Launch of IFF Referee Education Video

Mr. Veli Halonen,
IFF Office Coordinator



IFF Referee Educational Video



Objectives

- The previous material was already old
- To synchronise the new material with the IFF basic referee educational material
- To make the basic referee education more concrete
- To use the same material worldwide



Content

- Fixed situations
- Situations leading to a free-hit
- Situations leading to a two minutes bench penalties
- Penalty shot
- Situations leading to a penalty shot
- Situations leading to a five minutes bench penalty



Content

- Situations leading to a Match Penalty 1
- Situations leading to a Match Penalty 2
- Situations leading to a match penalty 3
- Summary of movements



Practical issues

- The material will be launched in March 2014
- The material is based on the rulebook 2014
- Valid from the 1st of July 2014 on
- Will be in a DVD
- Will be delivered to all IFF Member Associations
- Can be ordered from the office as well



Practical issues

- Basic referee education material will still be available in the IFF website
- Due to the size of the video material it will be very slow to download and the IFF office will check the possibility to have it also on the website to be downloaded, when the material is completed



2nd IFF ASSOCIATIONS MEETING

§ 15. Coming Events

WFC2014 Mr. Pelle Körberg

WUC 2014

WFC 2015 Ms. Tuulikki Kangasluoma

GO^{THENBURG} 2014

IFF WORLD
FLOORBALL
CHAMPIONSHIPS
5-14 DECEMBER

film

GO^{THENBURG} 2014

IFF WORLD
FLOORBALL
CHAMPIONSHIPS
5-14 DECEMBER

THE LARGEST CHAMPIONSHIPS EVENT IN SWEDEN DURING 2014



IFF WORLD
FLOORBALL
CHAMPIONSHIPS
GOTHENBURG 2014

PREPARATIONS AND EXPECTATIONS

200 000 SPECTATORS

23 000 000 TV-VIEWER

15 000 HOTEL NIGHTS

500 JOURNALISTS

200 OFFICIALS

500 VOLUNTEERS

130 MILJ SEK IN TOURIST ECONOMIC VALUE



A SPORT THAT IS VERY STRONG AMONG THE YOUNG PEOPLE

SWEDENS LARGEST INDOOR SPORT

700 000 PLAYERS - 120 000 LICENSED PLAYERS

STRONG CONNECTION TO CITIES WITH UNIVERSITY



IFF WORLD
FLOORBALL
CHAMPIONSHIPS
GÖTHEBURG 2014

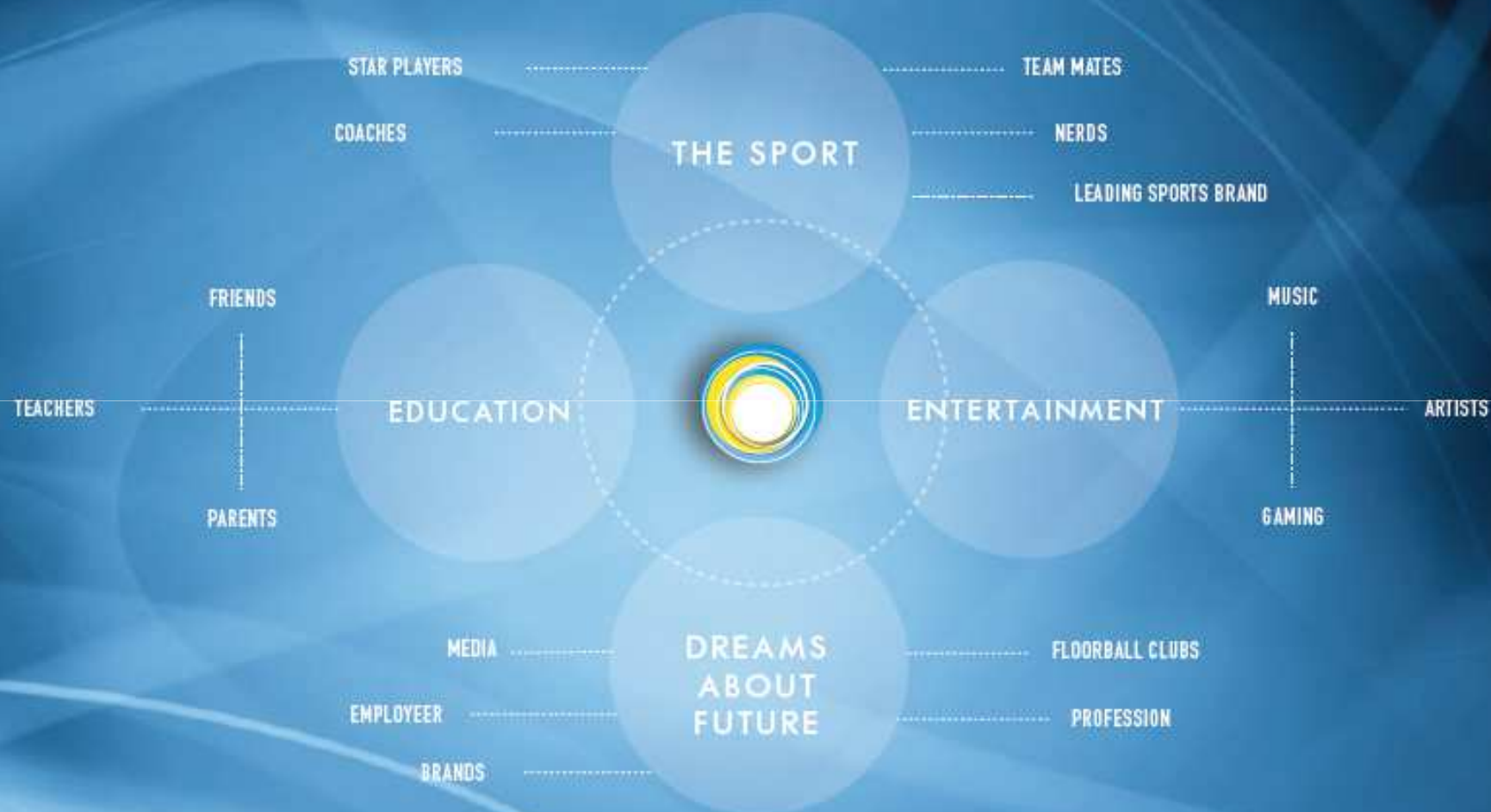
"MY SPORT IS MY WORLD"

**PRIMARY TARGET GROUP IS:
BOYS AND GIRLS 10-25 YEARS
AND THEIR FAMILIES**

EVENT PLATFORM

"MY SPORT IS MY WORLD"

INFLUENCED BY



EVENT PLATFORM



EVENT AREA

ARENA

FUN ZONE

ARENA

MEDIA

ENTRÉ



IFF WORLD
FLOORBALL
CHAMPIONSHIPS
GOTHENBURG 2014

OPENING CEREMONY
IN THE CITY CENTER

IFF WORLD
FLOORBALL
CHAMPIONSHIPS
GOTHENBURG 2014



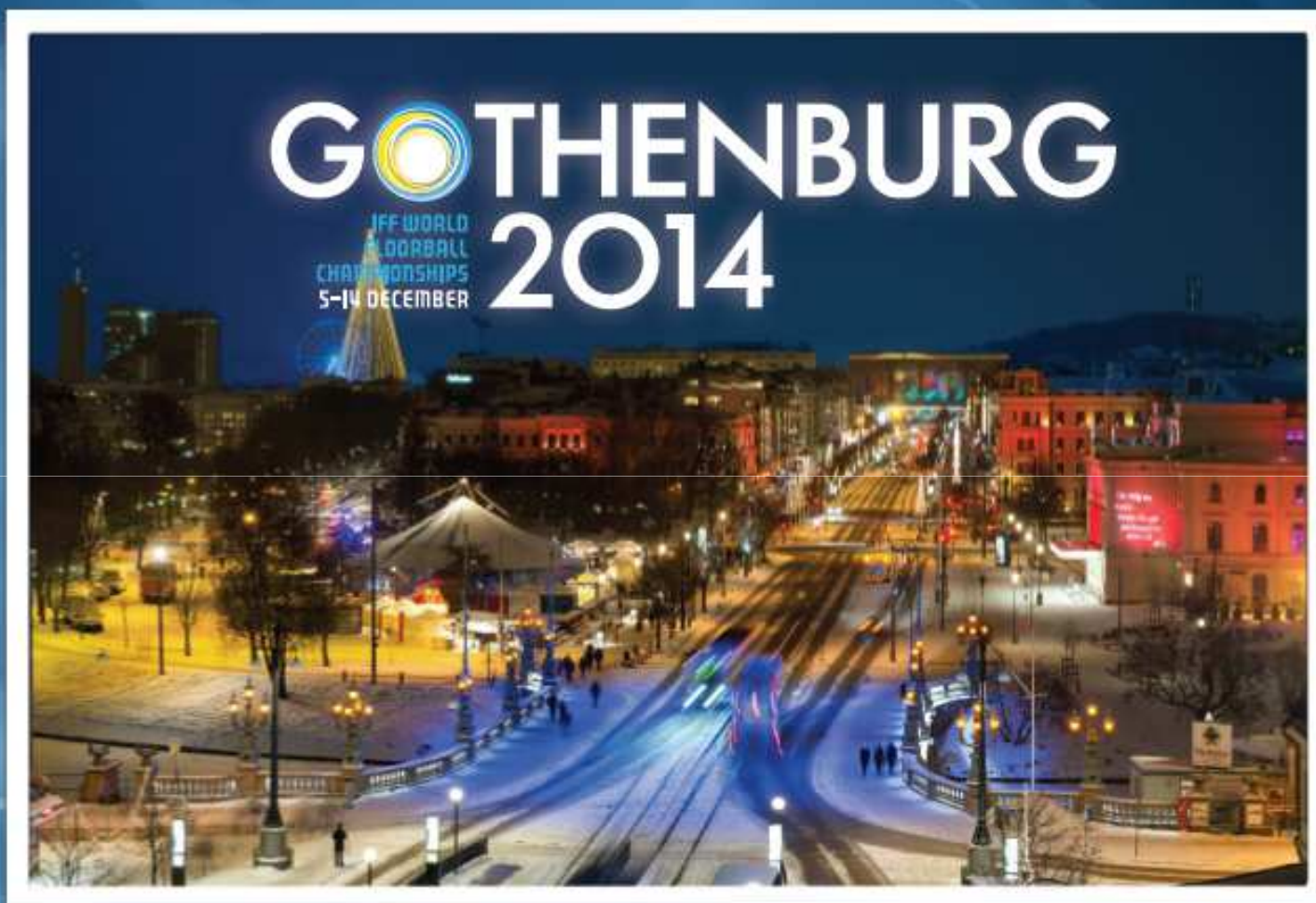
+



5 DECEMBER AVENYN AND GÖTAPLATSEN



WELCOME TO



IFF WORLD
FLOORBALL
CHAMPIONSHIPS
GOTHENBURG 2014

THANK YOU!

FOR MORE INFORMATION FOLLOW US ON WFC2014.COM 



IFF WORLD
FLOORBALL
CHAMPIONSHIPS
GOTHENBURG 2014



6TH WORLD UNIVERSITY FLOORBALL 2013

SINGAPORE, 18 – 22 JUNE 2013

**Ari Vehniäinen,
FISU Floorball Technical Delegate**





6th World University Floorball Championship (WUFC 2014)

- Singapore is honoured to be the first country outside Europe to host the WUFC
- Dates: 18 – 22 June 2014
- WUFC 2014 is an event under the International University Sports Federation (FISU) Universiade programme
- It is jointly organised by the Singapore Floorball Association and the Singapore University Sports Council





Venue – Brand New Sports Hub

WUFC 2014 will be one of the first major sporting events held in the new Singapore Sports Hub. Scheduled to open in 2014, the Singapore Sports Hub is a 35 hectare state-of-the-art complex located in the Kallang area.





Well-Equipped Accommodation



Nanyang Technological University (NTU)

All participants will be hosted in hostels within one of the city's top university campus which served as the Youth Olympic Games Village in 2010.





Meals and Transport

- Buffet-style catering services
- Shuttle buses and cars will be provided for transportation of participants, officials and other representatives between accommodation and venues
- Singapore's well established network of trains, buses and taxis makes getting around Singapore easy and inexpensive





Visit Singapore

- Singapore is a small garden city brimming with a dynamic blend of culture, food, sports and arts.
- Participants may join organised social and cultural activities





www.WUFC2014.sg



Visit www.wufc2014.sg
for more information

LOC contact person
Andrew Aaron TAM
andrewtam@smu.edu.sg
+ 65 9838 3961



Materials Available on Website

Poster



Flyer

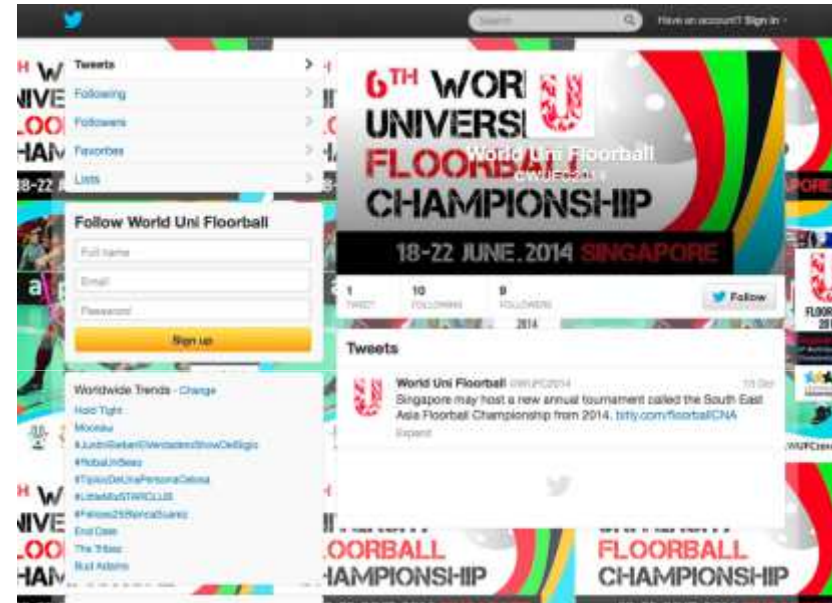




Social Media



<https://www.facebook.com/WUFC2014>

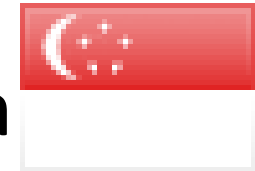


<https://twitter.com/WUFC2014>



Support WUFC 2014!

'I Like WUFC 2014' campaign kicked off in Singapore





Support WUFC 2014!

and is spreading across the globe...



Thailand



Support WUFC 2014!



China



Support WUFC 2014!



Sweden



Register Your Teams

- Online registration is now OPEN via [FISU's online accreditation system](#)
- General entries deadline is 18 December 2013

General Entries	December 18, 2013	G1 and G2 Forms
Quantitative Entries	March 18, 2014	Q1 Form
Prepayment Deposit	March 18, 2014	Send to Organising Committee
Nominative and Official Entries	May 18, 2014	N1 and N2 Forms

Visit our website > Registration
Register your team and don't miss out on this great opportunity!



If you have queries?

Email: registration@wufc2014.sg

See you in Singapore!

Women's World Floorball Championships 2013 Brno & Ostrava, Czech *IFF Associations' Meeting*

Ms. Tuulikki Kangasluoma, Finnish Floorball Federation
vice president

Mr. Perttu Pesä, Tampere Event office
event director



Coming in 2015...

**Women's
World Floorball
Championships
TAMPERE, FINLAND**



Two year journey starts now!

Will culminate with WFC 2015

Steps on the way..

WFC 2015 Shadow Events

- Tournaments for girls (total of 14 tournaments in 2014-2015, seven different districts).
- Floorball projects at primary schools in Tampere area.

National events

- Finnish Cup competitions, Finnish Floorball League finals.

International events

- Women's EFT, IWG 2014 in Helsinki, Men's WFC 2014...

Finally, the Main Event. "Our Event".

- WFC 2015 in Tampere.

WFC 2015

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Priorities and Values

Priorities

- To organize a spectacular and successful event
- To upgrade the image of Floorball
- To raise the knowledge of women's Floorball



Values

- Sense of community
- Sustainable development



WFC 2015

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Sport is the best experienced live.
Tervetuloa.





2nd IFF ASSOCIATIONS MEETING

§ 15. Upcoming Events Women's WFC 2015

Mr. Perttu Pesä

Director, Major City Events

City of Tampere



TAPAHTUMATOIMISTO

TAMPEREIGHT IN. event OFFICE



Finland Tampere



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC

Ordinary member of SportAccord



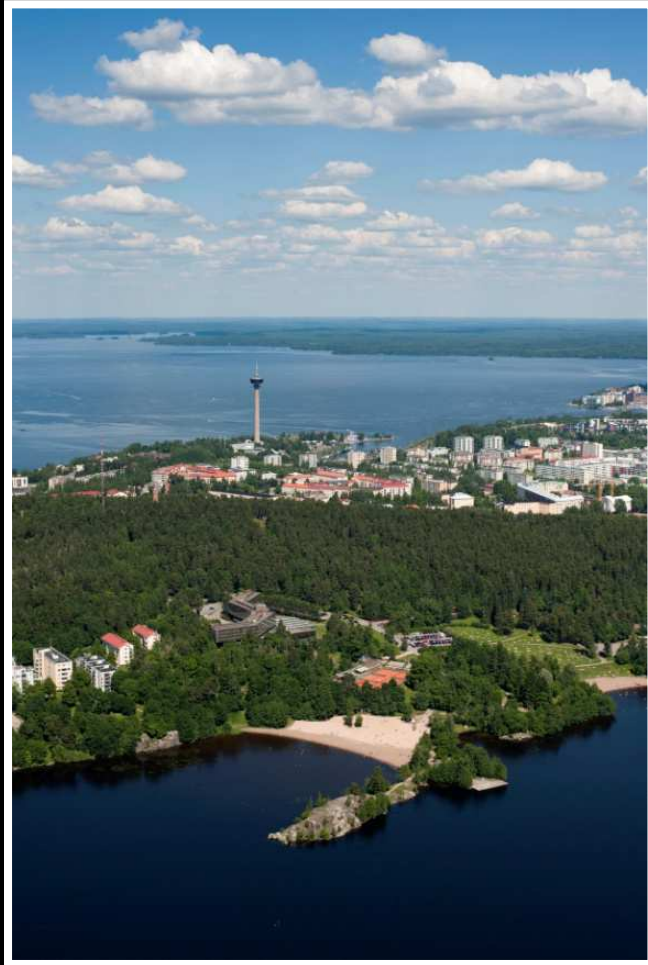
Facts about Finland

- Population 5,4 million
- Member of the EU since 1995
- Nordic democracy with liberal visa policy
- 65% of the area is covered with forest
- 188,000 lakes





Host City Tampere



- Population 220,000
- Tampere International airport
- Central location
 - 175 km from Helsinki
- Located between two scenic lakes
- Popular congress and sport city
- Vivid culture, safe environment
- Compact city centre



Travelling

Tampere airport is the main international airport of the event. Direct flights from 16 European cities.

Many daily connection flights from Helsinki. Bus from Terminal to Tampere less than 1.45 hours

Superb train connection and safe motorway between Tampere (175 km). Train connection also from St.Petersburg.



Star Alliance

Baltic Air

Ryanair

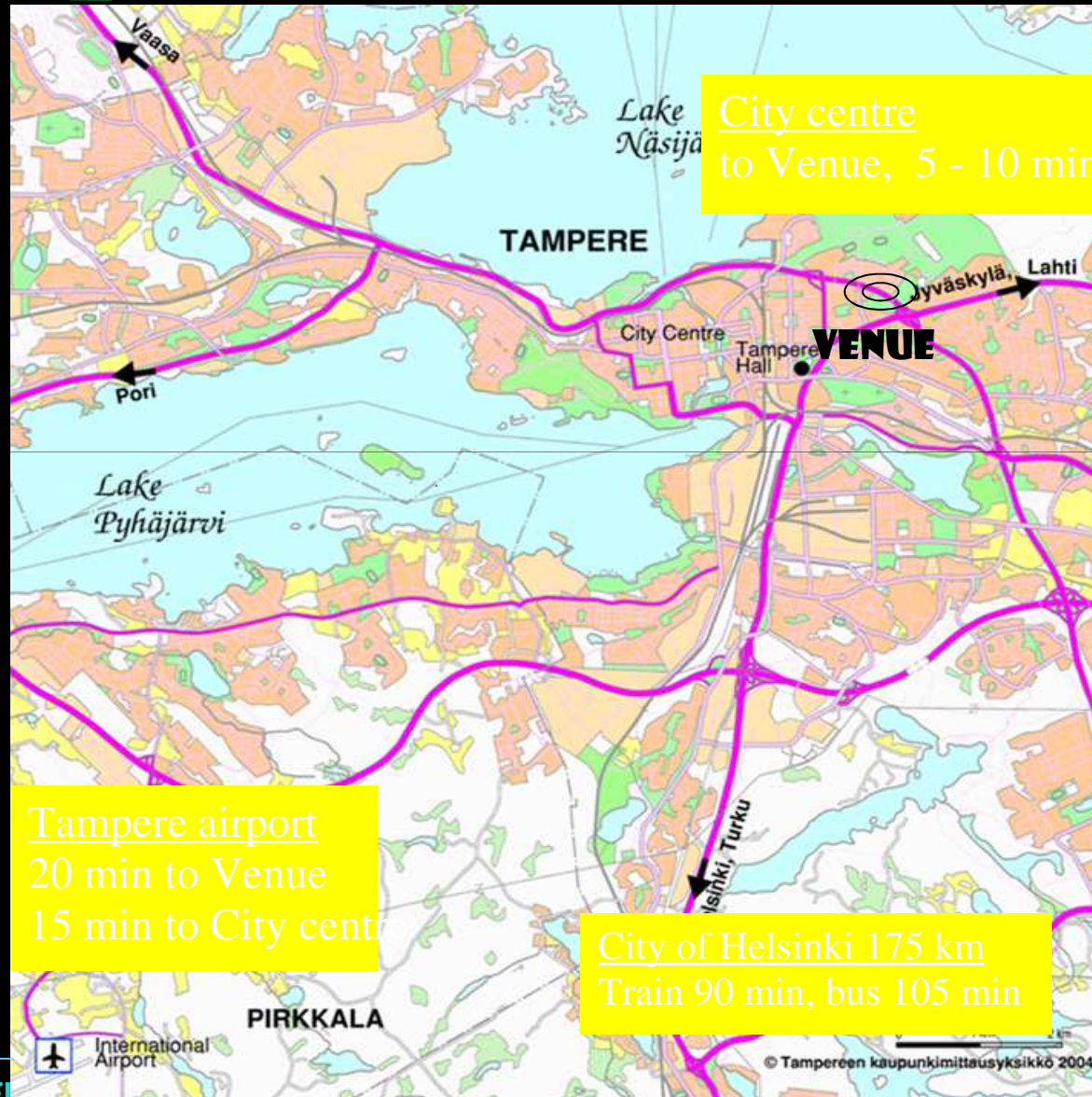
Blue

Green

Yellow



General Infrastructure/ transport

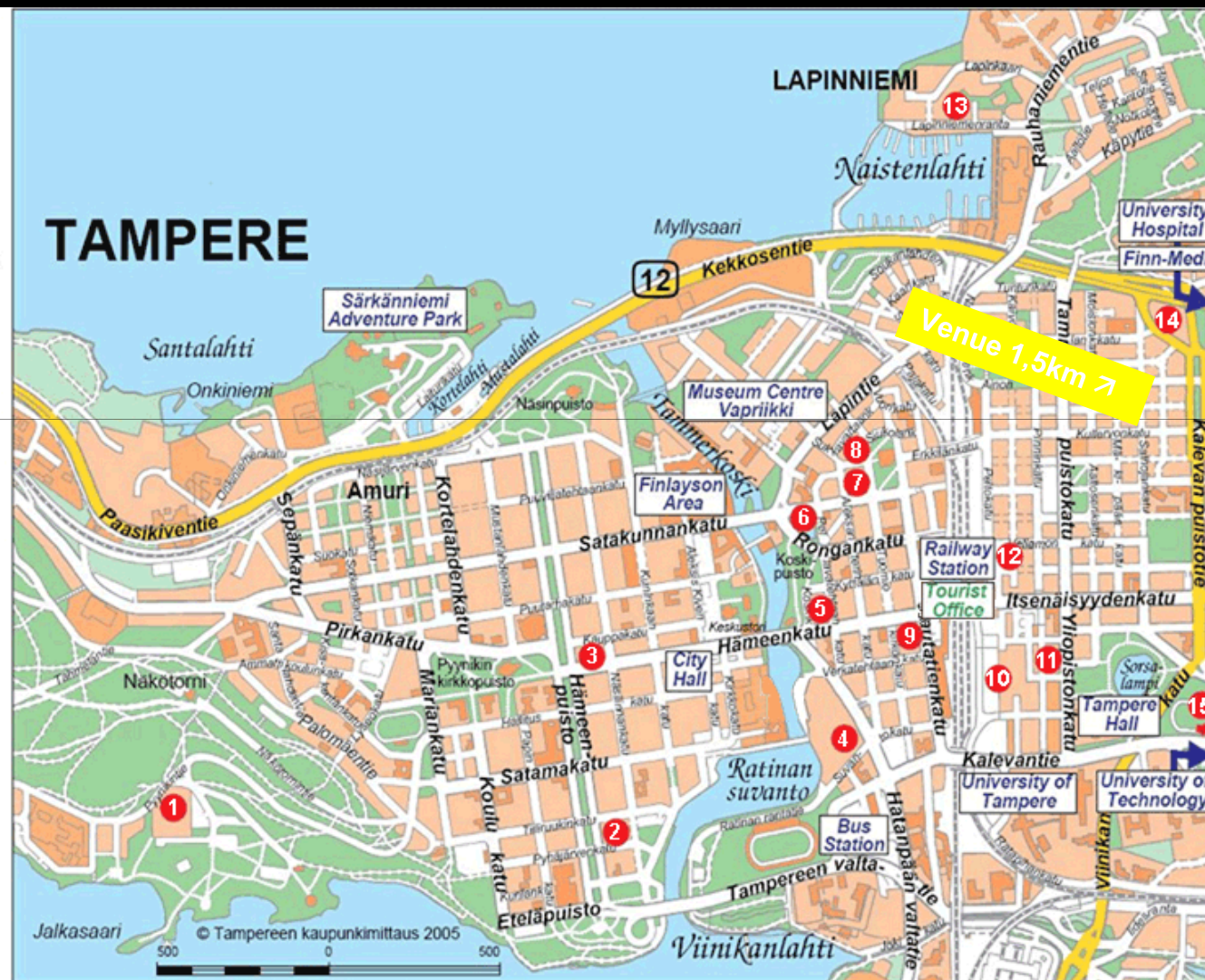




Accommodation

Hotels in Tampere

- 1 Scandic Rosendahl
- 2 Cumulus Hämeenpuisto
- 3 Omena Hotel
- 4 Sokos Hotel Ilves
- 5 Cumulus Koskikatu
- 6 Sokos Hotel Tammer
- 7 Cumulus Pinja
- 8 Hostel Sofia
- 9 Scandic Tampere City
- 10 Sokos Hotel Villa
- 11 Holiday Inn Tampere
- 12 Hotel Victoria
- 13 Spa Hotel Tampere
- 14 Hotel Kauppi
- 15 Hotel Hermica





Sport Venue Hakametsä Ice Arena

- Built in 1965, last renovation 2009
- Capacity max 8000 seats
- Events: Competition hall of many icehockey World Championships tournaments, Volleyball World League since 2006, etc.



WALK RIGHT IN.



2nd IFF ASSOCIATIONS MEETING

§ 18. Closing remarks

Mr. Tomas Eriksson
IFF President



IFF President Final remarks

- It is important to share the information about the IOC criterias for inclusion and the Short List process
- The Name discussion gave an new idea in the #Floorball
- The presentation of the Association Audit opened the eye's for what we need to work with.
- The EOTO project to be rolled out in beginning of next year.
- The importance of the International Lobby was conveyed to the audience
- Launch of the GoGirl project
- The possibilities to find different ways to enhance Good Governance was discussed.
- Good ideas for Floorball Gimmicks was proposed.
- The Launch of the IFF Referee Education Video
- **Thank you all for a good Associations Meeting!!!**



#FLOORBALL

INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC

Ordinary member of SportAccord