

	Topic	Actions	Time table	Responsible	IFF Office support
Recognition	National Associations to seek official NSA/NOC recognition	Split countries in Possible/Probable	Initial contact to countries JAN-FEB	CB members to have one country	PiL, VH, SM
		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	Steve King	JL
Organisation	Build a national organisation and secure players	Build an IFF Competition structure	Proposal by JUN 2014	RACC chair Martin Wolmhed	SK
	Introduce the sport through schools and Universities	Build an generic IFF Floorball School curriculum	Proposal by AUG 2014	John Liljelund	VH
	Form and build active clubs	Transfer school/university players to clubs			
Awareness	Agree of the use of the Name Floorball in all International Activities  Just Change the name!	Link the identity with a Brand - One generic name When to change the name - what is needed?	Discussion during the Association meeting DEC 2013	Tomas Eriksson	JL
Awareness	Find Floorball Ambassadors from each country	Create a role description material for the Floorball Ambassadors	MAR 2014	Johanna Mikkola	JL
		List potential Floorball Ambassadors	MAY - DEC 2014	National Associations	JL
		Introduce a Builder of the Year Award	IFF General Assembly 2014	Johanna Mikkola	JL
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	Johanna Mikkola	JL
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	Medical Committee	MB
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	AUG 2014	Medical Committee	MB
		Produce a list of existing materials			

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Organisation	Lack of IOC comtebible Good Governance and Code of Ethics documents	Conduct a session What is Good Governance at the Association Meeting	IFF Association meeting DEC 2013	Risto Kauppinen	JL
		Build an IFF Model for Good Governance/Code of Ethics regulation	IFF GA 2014	Risto Kauppinen	JL
Organisation	National Associations to mentor Inner Circle countries to close the gap			Top 8-12 countries 1-2 countries per mentor	
		Build a mentoring program for the Inner circle countries	Initial Contacts MAR		JL
		Exchange of people and experiences	Activities APR -		
		CZE	SVK, SLO, South Africa		
		FIN	RUS, EST, USA		
		SUI	FRA, BEL, ITA		
		SWE	DEN, CAN, SER		
		LAT	LIT, UKR		
		NOR	ISL, PHI		
		GER	UK, AUS		
		ESP	POR, South America		
		CAN	Jamaica, North & Central America		
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	ExCo/Tomas Eriksson	JL
Finance	How to build and use a National Player Licence system	Build a basic Player Licence system	IFF General Assembly 2014	IFF Competition/RACC/Mart in Wolmhed	SK
Finance	Lack of Financial means to develop the Sport on a National level	Build an Income collection model and fundraising ideas	AUG 2014	Monica Bakke	VH
Marketing	Need to promote and consilidate the visibility of Floorball	Build a plan for how to start collecting traffic and visibility into one source	AUG 2014	CCMNG/Suman	JL

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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	AUG 2014	CCMNG/Suman	JL
		Create basic sales material for NA's	DEC 2014	Suman	JL
Media	IFF to provide free to air signal for National Associations for non-users, to start the process of cooperation with TV.	Coordinatate offers to WFC participating countries with one already televised game to start with	Start WFC2013 (CAN, NOR, RUS)	John Liljelund	
Media	Prepare and build a Event based Media Plan	Update the IFF Event Manual	MAY 2014	Merita Bruun	
Communication	Create an identification gimmick for all belonging to the Floorball Comunity	Competition during the Associations meeting	Associations Meeting DEC 2013	Tomas Eriksson	VH
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 Athlethes Commission	Starting with WFC 2013, U19 WFC 2014	Magdalena Kotikova	SM
Communication	Put forward the question what is interesting for the NA in order to develop the sport, internationally ja nationally.	Make a survey during the Associations meeting	Associations meeting DEC 2013	Veli Halonen	
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	Sarah Mitchell	
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	IFF Competition/Sarah Mitchell	
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	ExCo/Steve King	JL

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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	RACC/Martin Wolmhed	SM/SK
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	Carlos Lopez	SK
		Build Event Management Tool	OCT 2014	IFF Office	
Education	Define detailed steps for a development startegies, with objectives for the three type of Associations	Build a Plan of Action for the Development work	IFF General Assembly 2014	Daniel Bollinger & Risto Kauppinen	VH/JL
Education	Relatively low number of International Referees	Build an on-line rule test on the web	MAR 2014	Halonen	
		Video based referee education for basic game situations	Associations Meeting DEC 2013	RC/Halonen	
Each One, Teach One	Help to get the countries started and support for the provisional membership	Search for new members	Initial Contcats MAR 2014 -	Countries and CB members	VH/JL
		CZE	Tunisa		
		FIN	Marokko, Algeria		
		SUI	Nepal, San Marino		
			Bosnia&Hertsegovina,		
		SWE	Croatia		
		LAT	Former Sovjet Republics		
		NOR	tbd		
		GER	Luxembourg		
			Andorra, South America		
		ESP	(Chile etc)		
		CAN	Americas		
			Asia (Bangladesh, Sri Lanka)		
		Steve King	Lanka)		
		Johanna Mikkola	Mexico		
			Cooperation with		
		Daniel Bollinger	Floorball4all		
		Carlos Lopez	South America		
		Tomas Eriksson	Chinise Taipei		
		Oliver Stoll	tbd		
		Filip Suman	tbd		
		Monica Bakke	Asia , Faroe Islands		
		Risto Kauppinen	tbd		
		Magdalena Kotikova	tbd		
		Martin Wolmhed	tbd		
		John Liljelund	China		