

|              | 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<br>JAN-FEB            | CB members to have one country | PiL, VH, SM        |
|              |   | Support application phase   | Evaluation and planning<br>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<br>Transfer school/university players to clubs               | Proposal by AUG 2014                               | John Liljelund                 | VH                 |
|              | Form and build active clubs   |   |  |                                |                    |
| Awareness    | Agree of the use of the Name Floorball in all International Activities<br><br>Just Change the name! | Link the identity with a Brand - One generic name<br>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 Announcement  | 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<br>Produce a list of existing materials | AUG 2014   | Medical Committee              | MB                 |

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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   | Build a mentoring program for the Inner circle countries  | Initial Contacts MAR             | Top 8-12 countries<br>1-2 countries per mentor | 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<br>Create basic sales material for NA's | AUG 2014                             | CCMNG/Suman                    | JL                 |
|               |   |  | 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. | Coordinatne offers to WFC participating countries with one alrady 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 Athletes 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                         |                    |
| <b>Each One, Teach One</b> | 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                      |                                    |                    |
|                            |  |   |                               |                                    |                    |
|                            |  | Steve King  | Asia (Bangladesh, Sri 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  |   |                               |                                    |                    |