

Meeting with the EFT Presidents, Zürich, Switzerland, November 4th 2013

Participants:	Daniel Bareiss,	SUHV president
	Tomas Engholm,	SIBF president
	Filip Suman,	CFbU president/IFF vice-president
	Tomas Eriksson,	IFF President
	John Liljelund,	IFF general secretary

Report on present issues

1. *Opening of the Meeting and a Short Recap of the last meeting held in Prague*

Mr. Eriksson opened the meeting and warmly welcomed all the participants and informed that Mr. Kaltala unfortunately was not in a position to participate due to pressing personal family matters, but has conveyed his views to the meeting.

Mr. Eriksson made a short status report concerning the development with-in the International Sports Community.

- The situation with how the IOC will act towards is still unclear and will probably stay that way until the end of the year. The process for the IOC Short List is still not defined, but we need work towards that it is as it has been decided before. If the Olympic door is closed then, then we will have to re-evaluate the situation.
- IFF will submit an application to the International World Games Association (IWGA) by November 29th to apply for inclusion of Floorball in the 2017 World Games.
- The IFF CB has approved an Action Plan based on the outcomes of the Association Audit, which will be presented to the Member Associations at the IFF Association Meeting.

2. *Minutes from the last meeting in Prague*

Mr. Eriksson concluded that there are no comments sent in to the report from the last meeting.

3. *IFF Associations meeting pre-info and division of tasks for IFF Member Countries*

Mr. Eriksson explained the process for the Each One – Teach One program, which started at the IFF Associations Meeting in St. Gallen in 2011. The IFF has made an Association Audit of the IFF Member Associations and based on this through a thorough analysis of the outcome built a Action Plan which will together with the results of the Association Audit be presented at the 2013 IFF Associations Meeting in Ostrava.

The objective of the process is to provide mentoring, support, tools and materials for the IFF Member Associations in order for them to be able to enhance their activities and development. IFF will be asking the Core Countries (top 8-10 countries) to participate in an IFF coordinated mentoring program, where the countries will give general guidance through maybe bi-monthly skype calls to a designated country and in a second phase for bi-lateral cooperation and mentoring in a specific question. This is to be agreed during the Associations meeting in Ostrava.

A second task that the Core Countries will be asked is to try to support new countries to get started and support them together with the IFF for the provisional membership.

Mr. Engholm asked if we could find finances from the EU to support the project. Mr. Engholm feels that this is a valuable process, but we are in Sweden a little afraid that it will be hard to meet the high expectations. We need to define the way we work with this.

Report on present issues (Cont.)

IFF Associations meeting pre-info and division of tasks for IFF Member Countries

Mr. Suman felt that the mentoring countries will have a possibility to support the countries by using the Audit data to pinpoint the issues that needs to be looked at, on a national level.

Mr. Bareiss thought that the EFT Countries need to work together under the coordination of the IFF to pull this project through. It is important that we can follow the development of the project.

Mr. Kaltala had informed that Finland is positive to this approach and is looking forward to the IFF Association Meeting.

Mr. Eriksson concluded that the main idea is to get the IFF Member Associations to start thinking outside their own box, how they could develop and grow the sport. The whole idea for the mentoring is to bring associations closer together and find ways and ideas to assist and guide the developing countries.

It was decided that Mr. Engholm and Mr. Liljelund will start looking at the possibilities for applying grants from the European Union.

4. *Branding and Marketing Issues*

Name of the Game

Mr. Eriksson raised the question of the use of the generic name of Floorball. In the previous meeting we also discussed it.

Mr. Engholm feels that it will be very hard to change it in Sweden, since the local name Innebandy is very deeply rooted in Sweden. The Swedish CB has started the process. It would be better to change the name at the same time. An analysis should be made on how the name effects the Sport of Floorball.

Mr. Baraiss also feels it will be hard to change the Unihockey brand in Switzerland. It will be a process of 3-5 years and it will have to be made step by step. It is important to introduce it also for the Media.

Mr. Eriksson feels that the IFF General Assembly in Gothenburg will have to take a decision in the question.

The Issue will be discussed at the IFF Associations Meeting

Increased TV visibility and How to work closer with Marketing

Mr. Suman gave a short report from the Core Country Marketing Network group and the discussions related to the Marketing and Visibility. The discussion was very open and positive. It is interesting to find that the TV numbers for International Events are much higher than the National Events. It is important to promote the International Events. It is important to have better coordination of the signal.

It was also discussed how to use more flexible approach to the sales of the rights, in order to be able to gain a relative number of spectators and contacts to attract Global companies.

Mr. Liljelund informed that the IFF has decided to start the provide the existing signal available for third countries (WFC2013 and WFC 2014), which haven't earlier broadcasted Floorball on the National TV.

Mr. Suman proposed that IFF should start a system of financial sustansibility for playing in the National League, in order to safeguard the National Association.

Mr. Engholm expressed that a large number of companies has started to ask socially related question. Mr Suman felt that the companies want to affiliate with good causes, to use it in their marketing.

Report on present issues (Cont.)

5. *Future of IFF Club Competitions – Champions Cup and EuroFloorball Cup future*

Mr. Suman gave a short recap of the 3rd edition Champions Cup played in Tampere, Finland and the results. From a sporting point of view the Event was a huge success, also from a TV and visibility point of view with a total of almost 450.000 TV/Internet-TV spectators. Financially it is still a challenge to organise it.

Mr. Eriksson also felt that it was a huge success from a Sporting perspective.

As the 4th edition will be played in Zürich, Switzerland in October 2014. The last meeting was unanimous that there is a need to continue with the Champions Cup also for the future in 2015 – 2018. The IFF Champions Cup Steering Group will have its meeting on Thursday the 7th of November and discuss the next steps.

Mr. Engholm is not comfortable with the present financial situation of the CC, so there needs to be a re-make of the financial system. The organisation could be played in one venue preferably in Central Europe.

Mr. Bariess felt that the big costs are the logistic cost, which brings the costs up. The financial risk is with the federation.

Mr. Suman felt that the decision must be taken latest in the spring of 2014 of how the CC are played in the future.

Mr. Eriksson concluded that the Champions Cup has become a brand already, which is important for the National Associations, the Clubs and IFF. The meeting felt that from a sporting perspective we can conclude that the number of teams, the link to the EFT and the fixture of the CC are preferable.

6. *Topics to be discussed during the IFF Associations Meeting 13th to 14th of December in Ostrava*

Mr. Liljelund made a short report of the topics that are to be discussed in the meeting in Ostarva:

- Opening and Objectives (TE)“
- Continued IOC Process, International Lobbying and needed Actions (SK)
- Generic name discussion?
- Key Note Speaker
- The Learning's and Outcomes of the IFF Association Audit
- The Each One – Teach One project proposal
- What makes it interesting to promote Floorball Nationally and Internationally
- Launch of GoGirl Project
- What is Good Governance
- Floorball Community
- Launch of new Referee Education Video
- Coming Events

7. *Other Issues*

- No other issues were discussed.

8. *Timetable/actions/next steps*

The group will agree separately upon a meeting during the WFC2013 Final day 15th of December.

Upcoming meetings and issues

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**Issues that need -
to be discussed
or decided
upon or taken
action upon**

**New ideas,
etc...**