



Opening and the Objectives for the meeting

Tomas Eriksson
Core Country 10 Meeting
2nd to 3rd of October 2015



Process for Core Countries Cooperation

- The swift International Development requires a closer cooperation between the main Floorball Countries.
- The Process for the cooperation has up till now been in the sphere of the EFT countries presidents and the Core Country Marketing Network Group (CCMNG).
- Now the idea is to enlarge the group so that more countries are informed and made aware of the strategical steps in the International Development.
- The IFF CB is an important tool in the organisation of the tasks, but a straight line to the leadership of the National Associations is also vital.



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Objectives for the CC10 meeting

- To give a general update of the present situation and the BIG PICTURE on the International scene:
 - IOC
 - Multi-Sport Events
- Discussing the practical actions how to close the gap on the field of play
- Share the best practises from each countries
- Increase the awareness and understanding of the International Vision of Floorball



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Report from the meeting with IOC President Thomas Bach

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IFF overall objectives

- To continue the healthy development of the soon 30 year old organisation and spreading of the active sport in all parts of the World.
- IFF has built a strong strategic approach with the aim to showcase our Sport on the International scene, to increase the awareness of Floorball to the General Public
- To take the next step in the process of Olympic participation
- To be a very serious Partner of the IOC, in the field of International Development based on the Olympic Agenda 2020, fulfilling the 20+20 recommendations.



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Sustainability in Floorball Flexibility and Adaptability



- Floorball is played and developed by the Youth
 - Both recreationally outdoors and indoors
 - In the Schools and Universities, even in the Armed forces
 - Different flexible formats (3vs3, 4vs4, 5vs5)
 - Mixed Playing – Gender, Different age and skill levels
 - Floorball is non-discriminatory on the basis of Cost \$, Skill, Fitness or Physical Ability Level or Gender
 - Strong history of successfully attracting Youth disenfranchised by the mainstream sports
- Protect Clean Athletes
 - IFF runs an Athletes Outreach during our World Championships
 - Work actively with Athletes and Athletes Entourage Education.
 - Say No! to Doping Campaign
- Athletes Commission
 - Active part in the Education of Athletes
 - Promote the Athletes Career program
- Flexibility in the competition formats in relation to available field size and number of players
- Youth driven Social Media and YouTube channels

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The Credibility in Floorball Transparency and Good Governance

- No Doping or Betting Issues in Floorball
 - Betting and match-fixing rules in place for Competitions
 - Full WADA Compliance
- Good Governance Policies in Place
 - Code of Ethics
 - Good Governance Policy
 - Conflict of Interest Policy
 - Education of National Associations in the Floorball Development Seminars
- Ethics Commission
 - Consisting of outside members
- Transparency
 - All the decisions and documents are transparently displayed on the IFF web
- No Negative History of other Sports
 - No Corruption
 - No Internal Issues



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Asking for Guidance

- We believe that we are a Reliable and Strong Partner to the IOC
- We believe that IFF could be considered a Best Practise Model among IF's
- We are ready to give any support needed also in the future to the Olympic movement
- Our intermediate objective is to be a part of the Sports Initiation Program of the Olympic Games or the Youth Olympic Games, and soonest possible to take part in the YOG



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Outcomes from the meeting

- The scheduled 15 minutes meeting lasted for a good 45 minutes!
- The IOC President invited the IFF to start preparations of using the Olympic Channel as a platform for broadcasting our Events and Event related video's
 - It will work very well as raising the awareness of our sport to a new audience.
- President Bach gave credit that the IFF is working in the right direction with building the base of the organisation
 - Running seminars and spreading the sport
 - Bulding a strong Social media performance
 - Building the organisation on the series system in each country
- President Bach congratulated IFF for having no issues with doping, betting or fraud and having put the Good Governance Policies in Place.
- President Bach gave green light for a continued process concerning the possibilities for the Sports initiation Program (Buenos Aires 2018 and Tokyo 2020) and the Youth Olympic Games.

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Olympic Dream

It requires a lot of all of us, to one day reach the ultimate goal – The Olympic Games

- We need to be open and ready for change
- We need to build and believe in our Brand
- We need to be more outside focused in our countries
 - No one will invite us in!
- But if we believe in it – it will based on the Olympic Agenda 2020 be possible to reach



The Olympic Dream

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General Update IOC Road Map 12-14 months Action Plan


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Present Status of the IOC Road Map

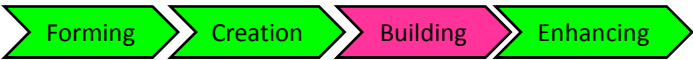


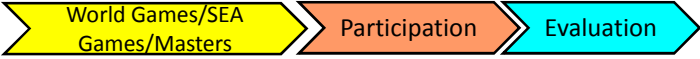
- The approval of the Olympic Agenda 2020 has totally changed the way the IOC is now working.
- Now IOC is willing to discuss the format and build up of the Olympic Games, in order to secure bidding cities and the interest of the Youth.
- As a part of this they have created the following approach and tools:
 - The future process of changing of the Olympic Program is still open
 - There has not been any information of the "Short List process" for 2024
 - Sports Initiation Program/SportsLab integrated
 - Golf and Rugby are in for 2016 and 2020
 - Additional Events proposed by the TOGOC
 - **Baseball-Softball**, Bowling, **Karate**, **Skateboarding**, **Sports Climbing**, Squash, **Surfing** and Wushu
 - The new entry point is through the World Games and the Master Games
- Based on this the IFF has chosen to approach the IOC through the Sport Initiation Program and the Youth Olympic Games.
 - In Nanning 2014 Roller Sports, Skateboarding, Sports Climbing and Wushu



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IFF Olympic Path

	1986	1992	1996	2005	2015
Existence					
Awareness	1986	2001	2008	2011	
					
Inclusion	2003	2008	2011	201?	201?
					
Implementation	2012		2015/2017	2019	2021
					

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Actions taken towards the IOC

- During the last two years there has been a lot of lobbying towards the IOC and the Organisers of the Multi-Sport Games to secure Floorball participation:
 - World Games 2021 Birmingham, USA
 - SEA Games 2017 Malaysia and 2019 Philippines
 - European Master Games 2019 tbd
 - Asia Indoor and Martial Arts Games 2017/2021
 - Euro Games 2019 Sochi, Russia
 - Youth Olympic Games 2018, Buenos Aires, Argentina
 - FISU Winter Universiade 2021 in Switzerland
- Carefully analyzed the Olympic Agenda 2020 recommendations and acted in accordance to fulfil these, in order to be compliant with the IOC requirements.
 - Good Governance Policy and Ethics Commission in place
 - Development work with new Countries and Seminars
 - Developing our Events and the IFF Marketing portfolio
 - IFF CC Brand Manager
 - Social Media and streaming

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Floorball and the Olympic Agenda 2020

- IFF participated in the process of making proposals for the Olympic Vision together with the WFDF.
- Already when the 20+20 Recommendations were presented the IFF started to adopt to them in our planning and work processes.
- Recommendations where IFF is perfectly aligned
 4. Sustainable -> Youth orientation
 6. Cooperation with Events -> Floorball on the World Games 2017 and IMGA European Master Games 2019
 11. Gender Equality -> Same set up and resources for Men and Women activities & Events
GoGirls Program
 15. Clean Athletes -> No Doping or Betting Issues and Education in Place



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Floorball and the Olympic Agenda 2020

- Recommendations where IFF is perfectly aligned
 18. Support to Athletes -> Strong Athletes Commission, Education and Athletes Career Program
 23. Engage with Communities -> Flexibility UrbanFloorball, Erasmus+ projects IFF School Curriculum, Cooperation with Special Olympics
 25. Review YOG positioning -> Bring added value through our participation model, Participate in the IOC Tripartite Commission
 27. Good Governance -> Transparency and Best Practise models
 32. Strengthen Ethics -> Renewed Code of Ethics and Ethics Commission (President WBF/IOC member + two CAS Judges)



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IFF Strategic Vision 2009-2020 Half-Time Revision update

Vision for the rest of the decade:

- Be an active Partner of the International Sports Community
- Build on the quality of the Floorball operations and our product
- Closing the Gap between existing Countries
- Increase the Visibility and Knowledge of the Sport among the General Public
- Grow the number of Members and Players



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Next Steps Action Plan

- Secure our participation in the Multi-Sport Events after the Wroclaw World Games 2017
 - Active contact and lobby with the respective NOC's
- Fullfil the Olympic Agenda 2020 20+20 recommendations and still keep our "young" look and feel towards the IOC.
- Develop and enhance our Major Events, especially from a marketing perspective
 - Development of the National Leagues in more aspects than just the Super Finals
 - Increase the Marketing Value and Importance of the Major Events
 - Increase the average number of Spectators in the Leagues and the Major Events

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Implications of Floorball Participation in the Multi-Sport Games

John Liljelund

Core Country 10 Meeting
2nd to 3rd of October 2015

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How will this change the IFF Operations

- The participation in Multi-Sport Events will have a direct impact on the following issues:
 - International and national competition calendar
 - World Games outside our regular season
 - SEA Games played 2017 in September
 - Introduction of new team sizes and number of officials
 - Organiser decides how many slots each Sport Can have
 - Possibility to have new field size and game format
 - Playing format 4vs4 etc
 - Field size 32x16 m
 - Game time and number of matches per team/day
 - It will change the regulations in respect to freeing of players
 - The IFF CB changed the regulations so that the IF's have to inform four months in advance if they are using the possibility for training camps a week prior the Event.
 - It will put pressure to promote the Events internally, to gain more awareness and visibility for Floorball
 - The same situation as for Champions Cup and EuroFloorball Cup
 - Change in the structure of the Friendly Internationals and tournaments
 - The organisers will need test-events for the new sport of Floorball

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IFF in Multi Sport Events

- Floorball is on the program of the following Multi-Sport Events:
- Wroclaw World Games 2017
 - Playing Dates 27.-30.7.2017 WKK Arena (1200 spectators)
 - Six teams, based on the WFC 2016
 - Top #3 ranked
 - Best ranked neighboring team to Poland
 - Top ranked non-european team, if ranked among top #12
 - Host nation – Poland
 - Team size: 14 players + 1 coach
 - IFF are in the process to apply for the possibility to have 2-3 extra officials
 - Financial system
 - LOC pays for Board & Lodging, Local transports, referees
 - Participants pays for the travel to/from Wroclaw
- Urban Games are CANCELLED due to the SportAccord situation
- Negotiations ongoing for SEA Games
- Strong interest from IMGA for Floorball in the 2019 European Master Games

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Preparations Towards the Wroclaw World Games 2017

Filip Suman
Core Country 10 Meeting
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World Games 2017

- **First and most important chance for Floorball** (hopefully not the only)
- To show our sport to IOC and other sports and motivate our movement
- 2 years project! – need to start now!
- Attitude in different countries
 - National approach towards WG
 - National support from Government or NOC – importance of the event
- Knowledge of World Games in the floorball family
 - Promotion in all countries
 - Challenge of timing (late July)
 - Importance even if your team would not participate + special story for WFC 2016
- Level of the floorball event during WG in Poland
 - Help to building the awareness in Poland – test events
 - Situation with local fans / spectators
 - Bringing the fans
 - Sports level – preparation of national teams
 - Media during WG

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Each One – Teach One Learnings

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Short Recap of the Project

- The EOTO project is the result of the discussion with the member associations in the Associations meetings in 2011 and 2013 on how to streamline the operations of the whole movement.
- The overall objective is to close the gap between the IFF members, regardless if it is in the field of organisation, on the field of play or the number of competition and recreational members.
- The idea is to increase mainly the human resources for International Development through the bi-lateral projects
- A total of 29 bi-lateral projects have been started in various levels.
- For the Olympic vision we need roughly around 70 active member associations, with the today number of 58 members.
 - There are from 3-5 countries on the way in on the 6-12 months time frame
 - Colombia, Croatia, Hong Kong, Luxembourg, Somalia and Uganda
 - An other 10-15 countries in a two year perspective.
- There needs to be more countries trying to reach the quarter finals and the semi finals of the IFF WFC's

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EOTO Status Today

- A number of good initiatives and contacts have been taken between the countries, but some are still in the planning stages
- Some Examples:
 - Good Governance Seminar for DEN, GER, NOR and Pol, runned by IFF
 - Study visits of GER to SUI Offices to learn best prectices in administration
 - Switzerland and Germany, coaching and refereeing exchange program
 - Finland helping Estonia with the Coaching education and the preparations for the WFCQ 2016
 - Czech Republic and Slovakia have had mutual training camp for WU19 as a part of the EOTO
 - Denmark and Sweden coaching and refereeing co-operation
 - Referee exchange projects in Asia-> Singapore helping Malaysia, Indonesia, Philippines
 - Finland heling Canada to restructure the Canadian competition and to reorganize the player license system and pricing

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EOTO Status Today

- Actions of the other countries?
- We need to speed up our Activities, since we are in a good position to take the next big step forward as a sport in the International Scene.
- There is a need of more active Coordination and Reporting in the process
 - Who is responsible for this in your country?
- It is important to notice that the EOTO is not rocket science, but small deeds can catalyse huge changes in the countries participating.
- A part of the member associations are afraid of the EOTO, when they think that it is something difficult and complex.

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Needs Today

- More Coaching education in for example Germany and Estonia
- WFCQ 2016: Referee co-ordination and seminar before the tournament in Bangkok
- Coaches for WFCQ 2016 Asian teams.
- More work on integration on the national level leading to more IFF members
- Which new potential country could you work with in each of the CC10

CLOSE THE GAP –
SPEED UP THE EOTO PROCESS –
COORDINATE AND REPORT



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Future of IFF Club Competitions

Filip Suman

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What would be the ideal model for a Club Competition in the future

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Top Club Competition SWOT

- Please think about the Top Club Competitions in general and from your standpoint analyse them.
 - Define a the Strenghts and Weaknesses it has
 - Think what Opportunities and Risks there are

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Top Club Competition SWOT

Strengths:

- Well organized Events
- A EURO competition
- One Competition/Easy to budget
- Learn from Each other
- Good Promotion/Publicity
 - You have to win
- Additional Motivation for the Player/Club
- Present TV Media interest
 - Visibility

Weaknesses:

- Too high Costs for the Clubs
- No Sponsors for the Event
- Not enough motivation if played elsewhere
- Marketing of the Event
- Not enough Marketing Income
- A lot of question about the new CC system
- Hard to explain the system
- No Spectators – No Income
 - Difficult to attract local spectators
- Little direct benefit to take part
- Players/Club are afraid of only one game in the tournament

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Top Club Competition SWOT

Opportunities:

- The tournament needs Sponsor
- Fantastic product to work with
- To make something different and out of the box
- There has to be a idea why we have this
- Try to build a Brand for the Competition
- Support by the National Association
- Trying to have different levels of the competition

Risks:

- Too high cost for one tournament
- Too far away from the home city
- Several offers to join other Club Competitions

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Evolution of the club competition

- 1993 – European cup (two groups) (January)
- 1999 – Qualification added
- 2007 – Qualification for 2nd team from top countries added
- 2008 – Euro Floorball Cup (October)
- 2009 – Problem with the participation of top clubs
- 2011 – Champions cup + Euro Floorball Cup + Q
- 2015 – CC (new format) + EFC + Euro Challenge

- Difficulty to find a solution which satisfies all stakeholders
 - Federations
 - Organizers
 - Clubs from all countries
 - IFF

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Questions for the Workshop Discussions in Pairs

- What should the Club Competition look like in 2025?
 - Why do we have these tournaments?
 - Do it like an ordinary develop sport
 - Run the Competition in a total different way to show the difference
 - Look upon on the different features of the Competition
 - During the season in a series with home and away games/smaller tournaments, with a Final 4 tournament.
 - Free of charge for the participating Clubs
 - Difficult task, but has to be investigated
 - Could open up the possibilities for a longer tournament.
 - Play in the Same City for a number of Years
 - There will be two Competitions
 - A 3 level Euro Competition and a Champions Cup
 - Start with lower levels and bring the higher level clubs in later
 - Different Competitions for Men and Women

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Increase the visibility of Floorball

John Liljelund
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Need of Increased Visibility and Marketing Resources

- It is without doubt that the number and level of International Sponsors in Floorball Internationally and Nationally are too low to develop the Sport Forward
- We all need to have the 1st real International Sponsor.
- In order to reach this we need to be able to provide a needed number on Consumer Contacts
- For this the Core Country Marketing Network Group has been working on two projects:
 - Combined Sales
 - Floorball TV-magazine
- The CCMNG will discuss this in November and then send a proposal to the National Associations for approval if they want to participate

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What does Core Country Floorball Attract

Floorball Consumer Hits								
	NAT. EVENTS	WFC	CC	EFC	WFCQ	U19 WFCJ	19WFCQ	
-TV	333000	6115314	494205	0	0	0	0	6942519
- Web TV	39205	868667	132074	71470	114161	54949	31540	1312066
- Spectators	48855	104445	12302	5182	25649	11725		208158
- Socialmedia	185805	7039	1322	60879	0	0	0	255045
								8717788

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IFF Combined Sales Idea

- Scope:
 - Title/Main Partner of IFF
 - IFF Partner at the EFT and Friendly Internationals of Core Countries
 - IFF Partner at the National Finals and Cup Finals
- Participating Countries: CZE, DEN, FIN, GER, LAT, NOR, SWE, SUI
- Events Included:
 - World Floorball Championships Qualifications JAN/FEB
 - National Cup Finals JAN-MAR
 - National Finals APR
 - IFF International Week-end/ EuroFloorball Tour APR
 - U19 World Floorball Championships MAY
 - EuroFloorball Cup Qualifications AUG
 - IFF International week-end/U19 WFCQ SEPT
 - IFF Champions Cup/IFF EuroFloorball Cup OCT
 - IFF International Week-end/ EuroFloorball Tour NOV
 - World Floorball Championships DEC

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IFF Combined Sales Idea

- Package:
- Different Visibility Elements for the National Association Events and the IFF Events.
 - Venue elements
 - Promotional materials
 - Activation possibilities (National Associations can choose the level of involvement)
- Administration:
 - IFF coordinates the visibility in all events and distributes the material
 - Production of commercials, paid by the Sponsor
- Contract Scope:
 - 2+2 years
- Process forward:
 - CCMNG to finalize the package and agree on the Sales System and provisions
 - Proposal will be given to the National Associations to decide about participation
 - Sales and preparations to start in 2016 Q1-Q2

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Core Country 10 Meeting Rap-up and Next Steps

- More discussion could be held and have more workshops in a special topics
- There is a need to more proactivity
- Need to find more information, but also to find solutions to move forward
- It was a test to see how the meeting would work
 - Before we have used the Political meetings during the WFC
 - The other way of cooperation has been through the Committees, CCMNG and the CCSG
- The meetings could also be held to decide on common issues, not to supersede the General Assemblies and the Association Meetings
 - Develop the way of the meeting
- There are needs for continuing with the meeting maybe one time a year
 - The meeting shall be held in connection to Champions Cup
 - Next meeting will held in Borås, Sweden 30.9.-2.10.2016

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Thank You for your attention



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