

Wroclaw World Games Action Plan Next 15 months

What are the World Games?

The World Games is a Multi-Sport Event which will be organized for the 10th time in Wroclaw, Poland from the 20th to 30th of July, 2016. The Wroclaw World Games is expected to have more than 3.600 participating athletes, from over 100 countries, competing in 27 official Sports and Disciplines and Floorball is an official medal sport on the program. The World Games are organised every 4th year by the International World Games Association (IWGA)

The World Games are, as the International World Games Associations President Mr. Jose Perurena defines it a complimentary to the Olympic Games in the Sports Family and can offer sports and disciplines an Event the same quality and interest as the Olympic Sports. The ambition of the World Games is push forward together and attract more public attention for the World Games, which serves the interest of all the IF's that wants to reach the ultimate goal – the Olympic Games. The main challenge is to increase the knowledge of the World Games, both with-in the Floorball Community and outside it.

The World Games are governed by the International World Games Association (IWGA), which is recognized by the IOC as an Official Multi-Sport Event organizer, where the former and present IOC have given their personal support to the IWGA and the World Games. The IWGA consists of 37 member International Sport Federations, Olympic IF's, IOC Recognized IF's and AIMS IF's. Unlike the Olympic Games the invitation to and management of the competitions are in the hands of the international sport federations.

In the World Games the participating sports are divided into six different groups Artistic & Dance Sports, Ball Sports where Floorball belongs to, Martial Arts, Precision Sports, Strength Sports and Trend Sports.

The World Games has effectively acted as a test-event for Sports and Disciplines striving to reach the Olympic Games. Sports now on the Olympic program have before been on the World Games prior to their acceptance to the Olympics, like Badminton, Mountain biking, Taekwondo. Now among the new sports for the Rio Olympic Games, Rugby has been on the program of the World Games and all of the five sports now proposed by the Tokyo Organising Committee (Baseball & Softball, Karate, Skateboarding, Sports Climbing and Surfing) have been on the World Games program as well.

The principle of the World Games is that only the top six to eight top athletes or teams in each sport can participate in the Games and this is the requirement for participation in the games. This proves Floorball has advanced to a new level, as we are now part of the 2017 Wroclaw World Games and a true part of the International Multi-Sports program, with opportunities to go even further.

Based on the Olympic Agenda 2020 recommendations, approved by the Extra ordinary IOC Session in Monaco in December 2014, the World Games is the pathway to the Olympic Games and IOC President Thomas Bach has on numerous occasions stressed that the NOC's need to coordinate the countries participation in the World Games.

At the moment the World Games is the biggest any Athletes can win than the IFF World Floorball Championships!

The History of the World Games

The World Games were founded by a number of International Sport Federations, which wanted to create a multi-sports event not in conflict with the Olympic Games, but as a compliment to them.

The first edition was held in Santa Clara, California, USA in 1981, when 1.285 athletes competed in 18 different sports. After this the Games were organized in London, GBR 1985, Karlsruhe, GER 1989, The Hague, NED 1993 and Lahti, FIN 1997. After the Games in Lahti, Finland the cooperation and the relationship with the IOC has been sealed. The World Games has had the patronage of the IOC after that and the IOC has closely followed and participated in the Games. The organization of the games bear the same system of the Olympic Games.

In 2001 the Games were organized in Akita, JPN, in 2005 in Duisburg, GER, in 2009 in Kaohsiung, TPE and in 2013 in Cali, COL. In Duisburg the athletes were grouped by nations in the “parade of athletes” in agreement with the IOC.

Floorball was participating as a demonstration sport in the Lahti World Games in 1997, with four countries, Finland, Latvia, Sweden and Switzerland. However the program of the World Games did not allow space to include another team sport in the next games and IFF actually only got membership of the IWGA, as late as in 2013 at the IWGA General Assembly in St. Petersburg, as an result of a renewal of the IWGA statutes allowing for new IF's to apply for membership.

In 2014 the IWGA assembly decided to include Floorball on the official program of the Wroclaw World Games, with six men's teams, as the International Netball Federation was not able to insure that they would have the best teams participating in the 2017 World Games. IFF had actually earlier in 2014 applied to be included as an extra Event directly to the organizer, but was in the end accepted as an official medal sport.

It is important to keep in mind that out of the 37 IWGA members only 27 have their sports or discipline on the program of the World Games, therefore it is extremely important to use this opportunity given to us and prove that we are able to respond to the challenge given to our Sport.

The position of the World Games in the hierarchy of the Multi-Sport Games

The challenge for the World Games and also for us in Floorball is that the overall knowledge and awareness of the Games are not high enough. Therefore it is imperative that we can raise the awareness of the Wroclaw World Games and the role they play in the Sports World.

The International Olympic Committee has signed a new memorandum of Understanding with the IWGA on the mutual support and cooperation between the two organisations. The basis for this has been defined in the recommendation 6.1. of the Olympic Agenda 2020, which states “.. the IOC and the IWGA to closely cooperate regarding the sports programme composition and their respective evaluations”.

In Short this means

- that the IOC recognizes the importance of the World Games as a multi-sport event and agrees to support the IWGA and provide assistance.
- that the IOC will help to promote IWGA activities within the Olympic Movement.
- that the IOC will encourage the National Olympic Committees to support and assist their national multi-sport delegations taking part in the World Games.
- that the IWGA recognizes the importance for athletes and officials in all sports to participate as a national multi-sport delegation at the World Games.

- that the IWGA is willing to review and further develop the sports program of the World Games with the help and input of the IOC:
- that the IWGA is committed to develop its activities in the Olympic spirit and in conformity with the Olympic Charter

In addition to this it has been agreed that only Event that are not on the program of the Olympic Games can be included on the program of the World Games. The IWGA shall also ensure that only sports whose International Federation is recognized by the IOC or are already members of the IWGA will be included on the Sports programme of the TWG.

As a result of this the IOC President Mr. Tomas Bach has urged the NOC's in a letter, to back the World Games 2017 and the national multi-sport delegations participating in the TWG, stressing that the World Games and the IWGA plays an important role in the framework of the Olympic Movement and encouraging the NOC's to participate in the World Games 2017 .

As the IOC has shown that the TWG will be used a test laboratory for the evaluation of sports, we have a clear possibility to showcase the value and interest of our sport in Wroclaw.

The Wroclaw World Games 2017

There is a maximum quota of 3.600 athletes in the World Games, which means that Floorball will be played with 6 Men's teams. Each team will initially consist of 14 players and one coach. IFF is negotiating with the IWGA to increase the number of team officials during the game. This is today our Olympic games!

The Men's World Floorball Championships in Riga, Latvia in December 2016 will act as the qualifications tournament for the World Games 2017. This means that we will have a lot of very interesting games during the WFC 2016. The teams will qualify as follows:

- The medalists are directly qualified
- The best ranked neighboring team to Poland will be qualified
- The best ranked non-European team, if ranked among the top 12
- The host country Poland

This gives the most of the participating teams a real chance to qualify for the World Games, it is vital that all participating countries actively uses this to support their political lobbying and building awareness for the sport in general and also use the World Games as a tool to strengthen the organization.

Now is the possibility to win the World Games for a first time!

The Strategic Objective for the Floorball Family:

For Floorball this is the true golden opportunity and the Event to prove that we can bring added value to the multi-sport events through a spectacular sport, dynamic and interesting matches, broad fan base from the floorball community, visibility in the social media and a real party in Wroclaw, as the cooperation of the IOC and the IWGA is now being brought tighter together with the new MoU with IOC.

The World Games are the biggest achievement Floorball has reached so far and is our Olympics and the main tool to reach the Olympic Games.!

The strategic outcome for the Floorball Event in Wroclaw can be evaluated, based on three different factors:

- Give us entrance in the Birmingham 2021 TWG as an official sport, including also Women
- Bring Floorball to the Sport Initiation Programme for Tokyo 2020
- Give us a real chance to be one of the Additional Event Sports for the Olympic Games 2024 and/or the Youth Olympic Games

Actions for the National Floorball Associations

In order to use this opportunity, there needs to be a clear communication plan of how to increase the awareness that the participating nations has a chance to qualify for the World Games based on their result in the WFC. Here the activities need to start in beginning of the season 2016-2017, as a part as the preparation for the WFC in Riga, Latvia.

The key objectives are to:

- Increase visibility for Floorball and the National Team
- Promote the World Games in the national web and social media channels
- Speak about the opportunity National team has in all Floorball communication
- Make press releases and contact the major sport channels about the opportunity before the WFC, to get interest towards the WFC and National Team performance
- Speak to the NOC about this opportunity and seek increased cooperation through this
- Secure that the country can participate in the World Games if qualified, if the Sport is not recognized in the country
- Get a foot in the door with the National Olympic Committee and have a way to cooperate if qualified.
- Secure recognition of Floorball in the coming years ahead of the Birmingham, USA World Games 2021
- Contact provincial Sport Bodies and introduce the possibility of participation in the World Games.

For the member associations not participating in the WFC2016, the objective is to generally speak about the opportunity the World Games gives the sport as a whole.

IFF Action Plan towards the Wroclaw World Games 2017

The Plan is to work in a number of different fields, dividing the tasks between the PFF, the National Associations and the IFF.

General:

- Provide a Federation Brief for the participating teams in the WFC2016 in October, with information for team leaders and NA's
- Give the information to team captains and teams on how to mention World Games in their interviews before and during the WFC2016
- Get NA's to talk to their NOC's about the TWG – IFF to provide information before and after the qualifications during WFC.
- Include a banner on the National Associations front pages to increase awareness, with a link to the IFF World Games web site
- Discuss the TWG during the IFF General Assembly in Riga, Latvia
- Approve this Action Plan by the CB in September

Athletes:

- To prepare and coach the Athletes to start talking about the World Games already in the preparation stages of the WFC2016
- IFF Athletes Commission to speak about the TWG
- Article series of the potential stars who could play in the TWG on IFF web-site, as a part of the preparation to the WFC and after.

Media:

- Include the TWG as a part of the WFC2016 promotion, as it is the qualification event
- Use of the #twg2017 and #roadtowroclaw in all the communication
- Launch a "Score for Wroclaw World Games" SoMe campaign in front of the WFC
- IFF to prepare World Games information letters in December, March and June

Venue:

- We need to make the venue look like a real top floorball event
- Include a big screen, if there are no jumbo screen
- Build the venue, with existing sport materials supported by IFF, including the surrounding area
- Can IFF decorate the venue

Spectators:

- To ensure a broad participation from more than 10 countries – discussions in the CC10 meeting
- Manage a close to full house in each game – consisting of national and international fans
- IFF and NA's to invite own VIP's for the Event – IFF to secure VIP accreditations.
- Work with Youth teams and get them to come to Poland
- Speak to Youth Camp/Tournament organisers and see if something could be arranged. Organise Fan Trips to Wroclaw
- Organise public viewing events of the TWG in the countries.
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Accommodation:

- Start actively to promote the Event in the WFC and IFF GA
 - provide accommodation and ticket information

- IFF CB and Committee members to actively promote the Event and act as ambassadors in their own countries.
- Reserve hotel for IFF already now
- Discuss the location of the Floorball Team hotel with Wroclaw. Secure visibility of the sport

Lobbying:

- Approach the City and ask if we can help – organize meetings during the test-event in Wroclaw in September
- Organise the CC10 meeting in combination of the test-event.
- Ask the city if there can be any side-events during the TWG

TV and Internet:

- Secure visibility from the matches not covered by the local HostBroadcaster – discuss with LOC
- Presently only the final is covered live – other matches are covered for high-lights.
- IFF to produce streaming and TV from the other matches
 - Talk to TV's in Q3-Q4/2016

Marketing:

- Have the TWG mascot in the WFC in Latvia
- Place a World Games Ad on the referees outfits in the WFC2016, WFCQ2017 and the U19 WFC
- Showcase the sport in Wroclaw before and during the TWG – what is possible
- Organise an adjacent Floorball Event Urban Floorball and Youth tournament (during the Floorball tournament in Wroclaw (PFF))
- Include the Manufacturers of the Development Board to coach their star players about the TWG

VIP

- Invite the NOC's of our non-members participating in the Event.