

The World Games Wroclaw 2017 and Floorball Action Plan

Floorball's Next Step on the Way (to the Olympics)

What are The World Games?

The World Games (TWG) are a multi-sport event which will be organized for the 10th time in Wroclaw, Poland from the 20th to 30th of July, 2017. The World Games 2017 is expected to have more than 3,600 participating athletes, from over 100 countries, competing in 27 official sports and disciplines and with Floorball as an official medal sport on the program. The World Games are organised every 4th year by the International World Games Association (IWGA).

The International World Games Associations President Mr. Jose Perurena sees The World Games as complementary to the Olympic Movement. The World Games 2017 is an opportunity to show the world of sports the potential and the future of this multi-sports event, and show that World Games have sports that are of an Olympic level. The ambition of The World Games is to push forward together and attract more public attention for the event, which serves the interest of all the IFs that want to reach the ultimate goal – The Olympic Games. The main challenge is to increase the awareness of The World Games, both within 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 organiser, with the former and present IOC President Thomas Bach giving their personal support to the IWGA and The World Games. In the Olympic Agenda 2020 it is only the World Games and the Master Games, which are mentioned as Multi-Sport Events, from which you can advance to the Olympics. The IWGA consists of 37 member International Sport Federations, Olympic IFs, IOC Recognized IFs and AIMS IF's. Unlike the Olympic Games the invitation to, and management of, the competitions is in the hands of the International Sport Federations. The IWGA insist on the agreement with its member federations that just the best athletes or teams has to take part in the event.

In The World Games the participating sports are divided into six different groups Artistic & Dance Sports, Ball Sports (which Floorball belongs to), Martial Arts, Precision Sports, Strength Sports and Trend Sports. The principle of The World Games is that only the top six to eight athletes or teams in each sport can participate in the event, and this is a key requirement for inclusion. It is imperative to remember that Floorball is only one of 27 sports at the World Games, so we need to show the added value we can bring to a Multi-Sport Event.

The World Games has effectively acted as a test-event for sports and disciplines striving to reach The Olympic Games. Many sports, like Badminton, Mountain Biking and Taekwondo, which are now on the Olympic program have previously been on The World Games program, prior to their acceptance to The Olympics. Rugby, one of the new sports for the Rio Olympic Games, as well as four of the five sports proposed by the Tokyo Organising Committee (Baseball & Softball, Karate, Sports Climbing and Surfing) have all been on the World Games program in previous years.

Based on the Olympic Agenda 2020 recommendations, approved by the Extraordinary 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, apart from the IFF World Floorball Championships, The World Games are the biggest Floorball event any national team or athlete can win! In the short history of Floorball, this is what you could call our Olympic Games. This is the opportunity to experience the single most important Floorball Event so far.

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 complement 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 organised in London, GBR 1985, Karlsruhe, GER 1989, The Hague, NED 1993 and Lahti, FIN 1997. In 2001 the Games were organised in Akita, JPN, in 2005 in Duisburg, GER, in 2009 in Kaohsiung, TPE and in 2013 in Cali, COL. Since Duisburg the athletes have been grouped by nations in the “parade of athletes” in agreement with the IOC.

Floorball was participating as a demonstration sport in Lahti in 1997, with four countries - Finland, Latvia, Sweden and Switzerland – but unfortunately in the next games the program of The World Games did not allow space to include another team sport, so Floorball was unable to secure its continued inclusion. It was not until 2013, at the IWGA General Assembly in St Petersburg that the IFF received membership of the IWGA, as a result of a renewal of the IWGA statutes allowing for new IFs to apply for membership.

In 2014, after the International Netball Federation was not able to guarantee that they would have the best teams participating in The World Games 2017, the IWGA Assembly decided to include Floorball on the official program of the event, with six men’s teams. The IFF had actually applied directly to the organiser earlier in 2014 to be included as an extra event, 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 sport or discipline on the program of The World Games. This means: the federations have to apply to be on the programme with their sports or disciplines. The IWGA board selects the sports on the program, usually two years before the next event. The inclusion of Floorball to The World Games 2017 proves that Floorball has advanced to a new level, being a true part of the international multi-sports program, with opportunities to go even further. 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 this event is not high enough. Therefore, it is imperative that we can raise the awareness of The World Games 2017 in Wroclaw, 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 in April this year. The basis for this has been defined in 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 recognises 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 recognises 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 events 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 recognised by the IOC, or are already members of the IWGA, will be included on the sports programme of The World Games.

As a result of this the IOC President Mr. Tomas Bach has urged the NOC's to back The World Games 2017 and the national multi-sport delegations, 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 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.

For now, these are our Olympic games!

The World Games 2017 Wroclaw

There is a maximum quota of 3,600 athletes in The World Games. Floorball have been given a participant quota of a total of 103 persons, which means that Floorball will be played with 6 men's teams, with each team consisting of 14 players and 1 coach. The IFF is negotiating with the IWGA to increase the number of team officials, to secure the level of team management which is closer to the normal numbers. The preliminary idea is that the participating teams can apply for 1-3 Extra Officials (2nd Coach, Team manager, material keeper), which the teams will have pay for, as they are not part of the Floorball IF Passport.

The Men's World Floorball Championships in Riga, Latvia in December 2016 will act as the qualification tournament for The World Games 2017. This means that there will be added interest in some key games during the WFC 2016. The teams that qualify will be as follows:

- The Gold, Silver & Bronze medallists
- The host country Poland
- The best ranked neighbouring team to Poland
- The best ranked non-European team, if ranked among the top 12 at WFC 2016

This gives most of the participating teams a real chance to qualify for The World Games. It is vital that all participating countries actively use this to support their political lobbying work and building awareness for the sport in general and also use The World Games as a tool to strengthen the National Association organisation.

The World Games is based on the best athletes and teams of the Sport, so it is the task of the National Associations to ensure the participation of the best athletes, this was the reason Floorball got a spot in Wroclaw, as Netball, could not participate with the best athletes.

The first-ever The World Games Floorball champion will be crowned in 2017. Who will it be?

The World Games Competition Format

We are playing with six team in two groups of three in the round robin stage. Each team plays each other once in the group stage. The groups will be built on the WFC2016 results with the A-group consisting of #1, #4 and #5 and the B-group with #2, #3 and #6.

The two best teams in each group will play in the semi-finals, with A1-B2 and B1 -A2 and the 3rd teams in the group will play for the 5th place. The winners of the semi-finals will play in the final and the losers for the bronze medal. Only the players will receive medals, in accordance to the IWGA rules.

The tournament will have a total of 11 games and each game will be played with effective time 3x15 minutes and with 10 minutes intermissions. If the game needs to end with a winner in the playoff, there is first a 10 minutes extra time with sudden death and then penalty shots with five players. If the score is equal after the five shooters, the penalty shootout continues in pairs of one from the same five players until we have a solution.

In the IFF Events the team has 7+ officials and now by default only one. We are seeking a solution for this, as it is very difficult to run a team in the tournament with only one official. The negotiations for extra (paid) officials is ongoing and the qualified teams will have the possibility to apply for the Extra Officials until the end of February 2017.

Preliminary Daily schedule

25.07.

08:00 - 22:00 General LOC+IFF: Venue build-up in venue

26.07.

09:00 - 22:00 Indoor Team Men All six teams: Training

27.07.

12:00 - 14:00 Indoor Team Men A1 - A2: Competition

17:30 - 19:30 Indoor Team Men B1 - B2: Competition

19:45 - 19:52 Indoor Team Men Opening Ceremony in venue

20:00 - 22:00 Indoor Team Men A3 (POL) - A1: Competition

28.07.

12:00 - 14:00 Indoor Team Men B3 - B1: Competition

17:30 - 19:30 Indoor Team Men A2 - A3 (POL): Competition

20:00 - 22:00 Indoor Team Men B2 - B3: Competition

29.07.

14:30 - 16:30 Indoor Team Men 1st Group A - 2nd Group B: Semifinal

17:00 - 19:00 Indoor Team Men 1st Group B - 2nd Group A: Semifinal

20:00 - 22:00 Indoor Team Men 3rd Group A - 3rd Group B: Place 5th

30.07.

12:30 - 14:30 Indoor Team Men Looser semi 1 - Looser semi 2: 3rd Place

15:00 - 17:15 Indoor Team Men Winner semi 1 - Winner semi 2: Final & Medal ceremony

The Strategic Objective for the Floorball Family

For Floorball this is a 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.

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! As a sport we must use the opportunity to learn how to act in a Multi-Sport Event, where we are not defining the rules and how things are run.

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

- Secure our participation to The World Games 2021 in Birmingham, USA, as an official sport and with the inclusion also of women's teams
- Bring Floorball to the Sport Initiation Programme for Tokyo 2020 and the Youth Olympic Games
- Give us a real chance to be one of the Additional Event Sports for the Olympic Games 2024 and/or the Youth Olympic Games
- Reach a broader Media visibility and reach new spectators

On the National level the key objectives are.

- To raise the awareness of the Sport, the World Games and by doing that support the development of the Sports political position
- Find ways to start closer cooperation with NOC's and have the opportunity to gain funding

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 WFC 2016 participating nations have a chance to qualify for The World Games based on their result in the WFC. Here the activities need to start at the 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 on their "Road to Wroclaw" in advance of the WFC2016
- Promote The World Games in the national web and social media channels
- Speak about the opportunity your 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, TWG and the national team performance
- Speak to the NOC about this opportunity and seek increased cooperation through this, already before the WFC
- Secure that the country can participate in The World Games if qualified (if Floorball is not recognised in the country by the National Olympic Committee or National Sports Organisation)
- 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 World Games 2021 in Birmingham, USA
- Contact provincial sport bodies and introduce the possibility of participation in The World Games.

For the Member Associations not participating in the WFC 2016, the objective is to generally speak about the opportunity The World Games gives the sport as a whole.

With the IFF WFC events acting as qualification for TWG it should also increase the importance that the National Associations place on their teams aim to qualify to the WFC final round.

It is crucial that the Floorball Community understands that this is our chance to showcase the sport and prove to all that we are worth participating in also other Multi-Sport Events. We must not misuse the possible PR and visibility we get by nagging about the conditions and organisation. Our task is to praise the event in every possible situation and sort possible problems internally.

IFF Action Plan towards The World Games 2017 Wroclaw

The plan is to work in a number of different fields, dividing the tasks between the Polish Floorball Federation, the National Associations and the IFF.

General:

- In October 2016, IFF to provide a brief for the participating teams in the WFC 2016 with information for team leaders and NA's
- Give the information to team captains and teams on how to mention The World Games in their interviews before and during the WFC 2016
- Get NA's to talk to their NOC's about the TWG – IFF to provide information before and after the qualifications and during WFC
- Include a banner on the National Associations front pages to increase awareness, with a link to the IFF The World Games website. This website will be operating by October 2016.
- Approve this Action Plan by the CB in September

Athletes:

- To prepare and coach the Athletes of the way the World Games are played and how it differs from the WFC
- To prepare and coach the Athletes how to talk about The World Games already in the preparation stages of the WFC2016
- IFF Athletes Commission to speak about the TWG
- Organise a meeting for the National Team Coaches of the how the Event is played during the WFC in Riga
- Team manager education

Media:

- Include the TWG as a part of the WFC 2016 promotion, as it is the qualification event
- Article series of the potential stars who could play in the TWG on IFF website, as a part of the preparation to the WFC and after
- Use of the #twg2017 #heroesoftwg and #roadtowroclaw in all communications,
- Use the mid-circle in the WFC2016 for promotion
- 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
- IFF to prepare the Floorball World Games website on our page
- Include the TWG-logo in the competition related communication
- Provide the TWG-logo to the member associations

- Educate the NA and National Floorball Media of the difference of the Event compared to ours and the fact that it is governed by the IWGA
- Secure National and International Floorball Media participation in the World Games, assist with the accreditation of these

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:

- Actions needs to start early in regards to promotion, as the hotels and transport can be an issue
- 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
- NA's to arrange daily buses from the countries nearby, regardless if they are participating
- 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 participating countries

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 – organise 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 Host Broadcaster – discuss with LOC
- Presently only the final is covered live – other matches are covered for highlights
- IFF to produce streaming and TV from the other matches
 - Talk to TV's in Q3-Q4/2016

Marketing:

- Have the TWG mascot Hansel and Gretel, in the WFC in Latvia
- Place a The World Games ad/logo on the referee's outfits in the WFC 2016, WFCQ 2017 and the U19 WFC 2017 – Floorball's Next Step Wroclaw
- 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
- Integrate the promotion of the World Games in the NA's Superfinals 2017 with visibility in the arena (Floor, rink or Led ads)

VIP

- Invite Floorball Ambassadors to the Event
- Invite all IFF NA Presidents to the Event
- Invite the NOC's of our non-members participating in the event in other sports
- NA's to invite top national sport politicians and IOC members to the Event.
- Build and IFF brand the VIP area in the venue in cooperation with the WOC

WFC Team's

- Provide the participating associations with the a A4 action list of what to do