

Minutes of the IFF Material Board meeting 2017

Place: Teleconference

Time: Monday 19th of June, 2017, at 12:00 CET

Participants:

Exel (E-SG)	Jaako Aro, Lauri Nevalainen and Marko Laakso
FatPipe (Powerstick)	Sami Turtiainen
Oxdog (Evosport)	Joacim Bergström
Unihoc (Renew)	Torbjörn Jonsson
Salming (X3M)	Tomas Solin and Frida Backman
RISE	Lars-Åke Henriksson
IFF	John Liljelund and Veli Halonen

Minutes of the meeting

1) Welcome and opening of the Meeting

Mr. Liljelund opened the meeting at 12:00 CET and made a Roll Call

Principles of the IFF Material Board

The IFF Material Board is an advisory board to discuss and propose how to deal with issues with-in the Material questions in the IFF. The decisions of the MB will be given as advice to the IFF Central Board.

Activities of the IFF during the gone season

Mr. Liljelund made a short recap of the present IFF Activities

- IFF has launched a new logo and has now 66 members
- The 1st performance of Floorball in a multi-sport event, will be played on the Wroclaw World Games and IFF asks cordially all manufacturers to promote the Event through its own medias, as this is the Olympics for Floorball. The IFF is requesting the manufacturers to actively use the hashtags #TWG2017 and #floorball in their posts in Social Media.
- The Men's World Floorball Championships 2016 was ranked #21st (2014 #23rd) by the Sportcal Global Sports Index out of 76 Events
- Floorball has been accepted as an official sport on the European Master Games in 2019 Torino, Italy

- Floorball was for the first time an official sport on the Special Olympics International Winter World Games in Graz, Austria, with 32 countries and over 400 players.
- Mr. Liljelund has been elected to the Council of the IOC Recognized International Sport Federations (ARISF) for 2017-2021
- The Champions Cup format will change to a Final 4 format and played in beginning of January from 2019
- The IFF is also in the process to update the Rules of the Game for the next edition 2018 for the four-year term 2018-2022.
- There are also discussion ongoing of the European Games 2019 in Minsk in Belarus
- Negotiations ongoing with Indonesia and Indonesian NOC to have a Floorball demo tournament as a part of the Asian Games in Jakarta, Indonesia in 2018.
- Negotiations ongoing with Philippines NOC and SEA Games council about the inclusion of Floorball in the 2019 Manila, the Philippines.

2) General update

Mr. Liljelund reported on the *Material Approval system financial outcome 2016*

The total revenue for the system 2016 was CHF 264.848 (CHF 295.549) and the costs for running the system was CHF 227.054 (CHF 246.801) giving a surplus of CHF 37.793 (CHF 48.748).
Out of this 80 per cent, which equals a sum **CHF 30.234 (CHF 38.998)** for the use of the Material Board.

Number of sold sticks, balls and other material

SP has on the request of IFF moved over to follow the marking of Floorball materials to a calendar year system, starting from 2011.

The total number of sold certified material for 2016 was:

○ Balls	2.299.012 pcs	(2.302.704 pcs)	-0,2 %
○ Sticks	636.851 pcs	(708.728 pcs)	-10,1 %
○ Goals	1.582 pcs	(2.712 pcs)	-42,7 %
○ Rinks	420 pcs	(415 pcs)	+1,2 %
○ Face masks	6.300 pcs	(2.010 pcs)	+213 %

The decrease in stick sales is around 71.000 sticks, equalling -10,1 % compared to 2015.

The MB also discussed about the estimate of the overall size of the Floorball business. It seems that the difference in the sales comparing to year 2015 are based on normal market changes.

3) Proposal for Changes of the Material Regulation 2018

Mr. Henriksson reported that there has been no real input from the Material Board members to the proposal of the IFF Material Regulation, edition 2018. SP and IFF has made some smaller changes in accordance with the discussions we have held.

IFF has for example changed the IFF logo in May 2017 and the manufacturers have been advised to change the approval marking accordingly in the self-marking. The new logo is to be

used, but where only the IFF-text is used the old version can still be used. There will be a possibility for a transfusion period.

Mr. Liljelund reported that the IFF has also been heavily affected by the fact that some companies are not paying their invoices to SP in time and actions are taken to secure the IFF. If a Company doesn't follow the payment the IFF's final possibility is to prohibit the use of the Brand. It can't be correct that some companies are living on the back of the ones which pay their invoices in time.

The IFF and Rise proposed that the price of the approval sticker of goal cages will be 6 CHF and the price of the sticker for a rink will be 110 CHF due to the increased production costs of the stickers. The Material Board approved the proposal.

Mr. Henriksson reported about the Major changes in the MR 2018 proposal:

- "1.3.2.4 Embossed mark for blades, balls and masks", where a number of possibilities for dispenses have been removed.
- Inclusion of the new IFF logo to the marking decals
- SP name change to RISE (more information available on page 2 in the MR2018)

The Revision Time Table for the Material Regulation 2018.

IFF/RISE has built the time table for the submission of proposals for the Material Regulation edition 2018 and the process of the Material Board to discuss these. The time table is as follows:

- Last day to send in new ideas 28th of February 2017.
- IFF/SP checking the proposals in April-May 2017.
- Draft sent out to all manufacturers end of May2017.
- IFF CB makes decision in July 2017.
- Material Regulation published by 15th of August 2017.
- It takes effect 1st of July 2018.

The Material Board approved the time table

4) DB Support Projects for 2016

Mr. Liljelund made a short recap about the situation of the Development Projects ongoing. The IFF Material Board has in 2016 approved to support two projects namely the continuation of the Polish school project in the Wroclaw region, where the 2017 World Games are played and the Hungarian school project. In addition to this the Russian Floorball was supported for the increase of players and clubs in Russia, which has been very positive with a number of new regional federations formed. In addition the Material Board supported the branding of the Champions Cup, which has been done.

The IFF proposed that the Material Board would for 2017 run only two separate projects, namely to support the Philippine Floorball Federation development, in order to secure the continued development of the federation and by this secure the participation of Floorball in the South-East Asian Games in Manila, the Philippines in 2019.

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The other project is to support the planning and execution of the Floorball tournament in The Wroclaw World Games, where IFF is the organiser. IFF is apart from running the event, with the support of the Polish Federation, producing internet-TV, building the media set-up and visibility for the sport in Wroclaw. This is a major investment of the IFF towards The World Games, which is the major opportunity we have to gain more awareness and visibility in the Sports World. The IOC Sport Director Mr. Kit McConnell has just stated that this is the way in to the Olympic Games.

In order to strengthen the continued development of Floorball in the Philippines as a whole, IFF proposed to support the Philippines Floorball Federation in their work to build the sport and to secure the participation of Floorball in the 2019 SEA Games and that the MB would grant the project 12.500 CHF for the year 2017. This project PFF will apply support for the year 2018 as well.

In addition to this, IFF proposed that the DB would support the IFF investment in the The World Games in Wroclaw in July 2017. This support would be used to produce the Internet-TV signal, which IFF has to pay for and the streaming on the IFF Channel and the media set-up for the IFF Social Media channels and web pages, as there are no normal organiser doing this. IFF proposed to support the The World Games project and that the MB would grant the project 17.500 CHF for the year 2017.

The Material Board approved both proposed development projects.

5) Organisation of the collection of Materials for the RISE Surveillance Tests

Mr. Liljelund reported that the collection of the materials for surveillance tests have worked well in most cases. There have been some small issues with some of the smaller companies. As decided that the IFF and RISE will collect the materials for the surveillance tests directly from the wear-houses.

IFF/RISE proposed to continue the collection of the materials from the manufacturer's warehouses and/or from the special stories.

The Material Board approved the proposal

6) Other issues

Mr. Liljelund shortly informed the Material Board that the IFF has together with the EFT countries rebuilt the Champions Cup and the tournament will be played in Seinäjoki during three days, from the 7th to 9th of October 2017.

Mr. Liljelund also informed that IFF will continue the process with the possibility for players 190 cm or longer to play with oversized sticks. There are now some 30 plus players using this option.

Mr. Liljelund informed about new ideas of how to work with video material, as a number of unauthorised uses of IFF video material has occurred from the IFF Events. The concentration of traffics is a key issue as the IFF needs to show the IOC, which is following just the IF's SoMe channels. IFF is presently #27th in the SoMe rankings of IF's (Facebook 31, Twitter 30, Instagram 19 and YouTube 21)

Social Media:

Mr. Liljelund stressed out the point that it is important to embed and share the IFF videos, as the IFF needs to show the IOC that Floorball is bringing added value as a sport and through its fans. The IOC is following only official channels of the IFF.

Mr. Liljelund also gave some examples: *“When making a videoclip about for example the The World Games, instead of downloading it to your Youtube Channel or straight to Facebook or Twitter, please download it to the IFF Youtube Channel. You can then freely share the Youtube link on your Twitter or Facebook channel, or even embed the Youtube video to your webpage. This way we both get the traffic. You’ll get the traffic for Twitter, Facebook and your Webpage, but at the same time the video that is on the IFF Youtube Channel will gain views. This means traffic on the IFF Youtube Channel. It’s a win-win for you, for us and most importantly for our sport. Please also try to remember to use the #floorball hashtag in all your communication and for The World Games the both the #TWG2017 and #floorball.”*

Mr. Liljelund also brought up that the manufacturers can feel free to share or retweet the IFF posts on social media and the IFF is strongly recommending that. When shared the posts, they will reach more people and once again there is traffic on manufacturer’s channels as well as in the IFF’s.

Mr. Turtiainen from FatPipe suggested that all the manufacturers would use the hashtags as proposed by Mr. Liljelund, because this is our mutual cause and the more visibility we have the better it is. Mr. Torbjörn Jonsson from Unihoc also agreed with Mr. Turtiainen.

Mr. Liljelund also urged all the manufacturers to share the IFF posts especially during the World Games to achieve as much visibility during the event as possible.

7) Next meeting

The next meeting will be held latest in May 2018. Mr. Jonsson from Unihoc proposed to have the meeting in Mölnlycke in Sweden. The proposal was supported by MB members. The IFF will come up with the dates in a later stage.

8) Closing the meeting

Mr. Liljelund thanked the members of a very fruitful and efficient meeting and closed the meeting at 12:55 CET.