

IOC Olympism in Action Forum & Youth Olympic Games Buenos Aires, Argentina 5.-7.10.2018

Participants: John Liljelund, IFF

**Report on
present issues**

1. General

In his opening speech the IOC president Thomas Bach stressed the need for change and continuing the way forward on the Agenda 2020.

The whole Olympic movement, including the different sport organisation and the IOC needs to take more and much more rapid and decisive actions against all form of corruption and government issues. The situation in some of the Olympic program sports puts the whole movement in danger.

In the corridor discussions it became clear that it looks like the speed of change within the IOC has exhausted the organisation and there has been indications that the next IOC president will have to implement the Agenda 2020 in full.

2. The Forum program

The IOC had organised discussions where a lot of different views were represented, also IOC critical views was represented in a lot of the workshops. Like the organisation of Olympic games, Anti-Doping, Women in Sport, E-Sports etc.

In the discussions there was not that much new, but a lot of interesting views and experiences.

One thing which stood out was the focus on the enhancement of the fan experience. One idea the IFF needs to look over is the possibility to monetise the IFF Mobile App. To sell products through it, from the LOC and the IFF sponsors. One thing that was interesting was how the organisers have used virtual cameras, pulling the ideas from E-sports interacting with the event.

3. Discussions with different persons

BOCOG 2022/Mr. Pan Zhiwei, Deputy Director, International Relations

I was introduced by the Beijing Olympics Coordination commission member Mr. Risto Nieminen. Discussion was held on how the floorball could be spread in China.

UNESCO/Mr. Alexander Schischlik, Chief of Youth and Sport Section

Discussion about what kind of school projects IFF could and should run and how UNESCO could support them.

GAISF/Mr. Philippe Guisbuhler, Head of office

Discussions on the ASOIF Governance questionnaire, which GAISF has now drilled down from 50 questions to some 20. This will be sent out to the ARISF IF's in October. Mr. Guisbühler asked how IFF has included rules for maximum terms in our statutes, to which I reported that we have a proposal.

Singapore NOC/Mr. Chris Chang, secretary general

The present situation concerning the SEA Games was discussed and it was stressed that efforts are still needed to secure Floorball on the program. Chris Chang promised to speak to Myanmar and I pointed out that Mr. Chan and Mr. Chaiyapak should talk to Mr. Kasem from the Lao NOC.

IFF also asked if we can ask SFA to nominate Ms. Wendy Kuan as a member of the IFF Ethics Commission.

Report on present issues (cont.)

IOC member Sari Essayah (FIN)

IFF have tried to meet with Ms. Essayah for a longer period of time and now I run into her in the Urban Park and we had a longer discussion about Floorball and the recent achievements of Floorball. Ms. Essayah stressed the activation of youth and finding new formats to play and present the sport, also the needed actions for the YOG in the future were discussed. IFF asked if it would later in 2019 be possible to have a discussion concerning the strategical direction of IFF for 2021 – 2032 and hear Ms. Essayah's views on our thought, which she agreed to.

SAMBO/Mr. Michal Buhcel, CEO

Discussion of the situation of the AIMS IF's, as it is unclear if there is a need for the AIMS in the future, as there has been discussions about including all AIMS IF's in ARISF. There was planned a meeting with the GAISF, ARISF and AIMS presidents to discuss the issue, but it is a little unsure if it took place.

ARISF/Mr. Raffaele Chiulli, President

General discussions on the development inside ARISF and the relation to GAISF. It was agreed that ARISF will promote the Finnish Birgitta Kervinen (winner of the IOC Women in Sport award 2017) New Leader initiative to educate young international sport leaders.

IFF ETC/Ms. Sylvia Schenk, ETC member

We discussed the present situation with the made proposals to change the IFF Statutes. Ms. Schenk had met with Mr. Paul-Erik Höyer, but not discussed Floorball as such. Neither Ms. Schenk and Ms. Roberts have met with Mr. Olli Rauste during the CAS seminar in Lausanne a few weeks ago.

IMGA/Mr. Jens V. Holm, CEO

Discussions about how IFF could promote the IMGA European Master Games Floorball tournament. An idea was formed that IFF would make a promo leaflet for the WFC and start promotion of the event on our channels.

IWGA/Joachim Gossow, CEO & Hagen Bossdorf, Marketing

The IWGA ExCo is planning to create some commissions and Mr. Gossow and Mr. Bossdorf wanted to check my standpoint in the field of marketing.

4. *The new sports and disciplines on the Youth Olympic Games 2018*

The new sports on the YOG program (Skateboarding, Sports Climbing, Parkour and Breakdancing) and the FIBA 3vs3 basket had all created really spectator friendly events, with a lot of action. All had very short playing/performance time, great interaction with the spectators, excellent speakers, music and short distance between the spectators and the athletes.

IFF needs to look over our Sports Presentation for our Urban Floorball, in order to have a possibility for the YOG 2022 in Senegal.

Upcoming meetings and issues

- Discuss internally what kind of school projects IFF could run
- Check with Stephen Fox what school projects Muaythai is doing
- Ask the SFA if they could nominate Ms. Wendy Kuan for the IFF ETC.
- Provide information to IFF members of the New Leaders program
- Ask for the presentation from Mr. Wellu Maurolalta Game Saverista, so we can prepare our streaming strategy

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

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New ideas, etc...

- Investigate the possibility to use the IFF Mobile App. as a sales tool for LOC and IFF Sponsor products.
- IFF to prepare a information and promo leaflet for the WFC and speak with the IFF Sponsors to help distribute it in the O2
- Start preparation of a new Sport Presentation for the IFF Urban Floorball.