

Recognised International Federation

International Floorball Federation (IFF)

QUANTITATIVE EVOLUTION SINCE 2007

1.	Number of National Federations affiliated to the International Federation which correspond to National Olympic Committees	2007: 9	2011: 14
2.	Number of National Federations which organised National Championships	2007: 33	2011: 45
3.	Frequency of World Championships	Even years: Men and Women U19. Uneven years: Women and Men U19 Every year Asian-Oceania Championships Men and Women Every year EuroFloorball Tour (two tournaments)	
4.	Spectator attendance at the last two World Championships (or equivalent events – please indicate which event)		
	Number of tickets sold	Women 2007: 3.805 Men 2008: 58.000	Women 2009: 12.120 Men 2010: 71.346
	Number of spectators recorded	Women 2007: 13.957 (54 matches) Men 2008: 104.018 (54 matches)	Women 2009: 19.051 (54 matches) Men 2010: 87.527 (43 matches) <i>(Starting from 2010 we play with 16 teams, instead of 20 before)</i>
5.	Television coverage and sales of the last two World Championships (or equivalent events – please indicate which event)		
	Number of territories where coverage was broadcast	Women 2007: Europe (FIN, SWE) Men 2008: Europe (CZE, EST,FIN, LAT, NOR, SWE, SUI) + Eurosport II and Eurosport Asia Internet-TV of all matches	Women 2009: Europe (CZE, FIN, SWE, SUI) + Eurosport II Internet-TV of all matches Men2010: Europe (CZE, FIN, LAT, NOR, SWE, SUI) + Eurosport II and Eurosport Asia Internet-TV of all matches
	Hours of TV production	Women 2007: 6 h (2 games) Men 2008: 48 h (16 games)	Women 2009: 24 h (8 games) Men 2010: 57 h (19 games)
	Number of multi-territory rights sales achieved	Women: 1 Men: 1	Women2009: 1 Men:1
	Number of single territory rights sales achieved	Women: 2 Men 2008: 7	Women2009: 4 Men 2010: 6
6.	Number and list of countries that won medals at the last two World Championships (or equivalent events – please indicate which event)	Women 2007: SWE, FIN, SUI Men U19 2007: SWE,CZE,FIN Men 2008: FIN, SWE, SUI Women U19 2008: SUI,SWE,FIN	Women 2009: SWE, SUI, FIN Men U19 2009: SWE,FIN,SUI Men 2010: FIN, SWE, CZE Women U19 2010: SWE,FIN,CZE
7.	Presence at Multi-Sports Games (please remove which one does not apply)		
	All Africa Games	NO	
	Asian Games	NO	
	Commonwealth Games	NO	

	Pan American Games	NO
	Universiade	NO, but 4 World University Championships have been organised so far. 5th next year in Czech Republic.
	World Games	YES (invitation sport in Lahti, Finland 1997)

ATHLETES		
1.	Does your IF have an Athletes' Commission?	YES
2.	Are active athletes represented on your Executive Board?	YES
3.	If yes, do they have voting rights?	YES
4.	<p>Please briefly describe any initiatives or specific tools (e.g. code of conduct, licence system for agents) to inform and monitor the athletes' entourage (coaches, agents, medical staff, etc.)</p> <p><i>Objectives, scope, budget and results - max 300 words</i></p>	<p>IFF has produced, as a part of our International Transfer system introduced a basic player agreement form, in order to guide the athletes' when signing contracts with the Clubs, so that they are not mislead.</p> <p>The other tools used are the education given to the member associations in the Organisation stream of the Floorball Development Seminars, in which we cover the general rights of the players and the agents. This is focusing on what rights the players have.</p> <p>For the medical staff there is the education in relationship to our Anti-Doping Guidelines.</p> <p>There is no specific budget given for this, but it is a part of our Competition department's tasks.</p>

5.	<p>Please briefly describe any athlete health programmes (e.g. injury monitoring, venue and equipment safety, etc.) implemented by your IF</p> <p><i>Objectives, scope, budget and results - max 300 words</i></p>	<p>There is no IFF lead athletes' health program introduced, but we have some research going on concerning knee and ankle injuries in Denmark, Finland, Norway, Sweden and Switzerland.</p> <p>Concerning the equipment IFF has together with the Swedish Government Testing Institute SP created a Floorball Material Certification system, in order to keep the rapidly developing Floorball Material Safe. As a part of this we have in 2008 introduced safety goggles for Floorball players, which have separately been certified by the Swedish government. IFF recommends that Floorball players under the age of 15 should use these goggles. A lot of juniors and even some elite players are using them now.</p> <p>The Budget for the material approval system is approximately around 200.000 USD per year.</p>
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ANTI-DOPING			
1.	Number of in-competition tests carried out by all approved drug-testing agencies	2007 TOTAL: 286 Women: NA Men: NA	2010 TOTAL: 251 Women: 95 Men: 156
2	Number of out-of-competition tests carried out by all approved drug-testing agencies	2007 TOTAL: 322 Women: NA Men: NA	2010 TOTAL: 273 Women: 104 Men: 169
3.	<p>Please briefly describe any programmes in place to educate athletes on anti-doping</p> <p><i>Objectives, scope, budget and results - max 300 words</i></p>	<p>IFF executed a Say NO! to Doping Campaign, as the first ARISF federation, in connection to the World Floorball Championships in Helsinki in December 2010. In this campaign both the athletes' and the audience were reached in the venues and was launched in co-operation with the WADA and the Finnish Anti-Doping Agency. The athletes' were asked to fill out the WADA quiz, and given an IFF/WADA flyer about the fight against doping. We also used green and gold Floorball balls in the warm-up to create additional awareness among the audience. The audience could challenge the athletes' in a Best Clean Slap shoot competition in the venues. The IFF had produced a video with top star players to spread the message of a clean sport.</p> <p>The campaign will continue in both the U19 WFC in Weissenfels, Germany May 2011 and the Women's WFC 2011 in St.Gallen Switzerland.</p> <p>The main education is given through the Floorball Development Seminar for Coaches and Organisational block.</p>	

ILLEGAL AND IRREGULAR BETTING

1.	<p>Please briefly describe any programmes in place to fight against the risk of competition fixing for betting purposes</p> <p>Objectives, scope, budget and results - <i>max 300 words</i></p>	<p>In relation to illegal betting and fixing results, IF has so far only included clauses in the regulations, concerning who has the right of betting in our sport.</p> <p>Our main concern is that betting companies can use the numerous happenings during a Floorball match and play on them. We are looking for ways to deal with this.</p>
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YOUTH

1.	<p>Number of National Federations which participated in your Junior World Championships</p>	<p>Women U19 2008: 11 Men U19 2007: 19</p>	<p>Women U19 2010: 12 Men U19 2009: 20</p>
2.	<p>Please briefly describe any programmes in place which are geared towards young people (5-24 years old)</p> <p>Objectives, scope, budget and results - <i>max 300 words</i></p>	<p>Floorball is mainly developing and spreading through schools and universities. We have for this reason made two materials to better spread the sport.</p> <p>The first is the Youth Start-up Kit, which is an elementary guide for starting playing Floorball. This material has been translated into 12 languages.</p> <p>The second material is called Learn-Start –Play, which is made to show what kind of resources is needed to start playing Floorball in an organised form. In this material we have included our Sport for All initiative; Points Master Floorball, which is a solution aimed for playing Floorball anywhere in a group format with changing teams.</p> <p>Floorball is using the new media to interest youth to play the sport and build the brand.</p> <p>The National associations (approx. 30) are participating in organising national school competitions with the appropriate authority.</p>	

DIGITAL MEDIA

1.	<p>What are the key performance indicators related to your digital media initiatives for the following:</p>	<p>Visits to your official website (2010 unique visitors – daily average): 2.033 persons in average and around 95.000 daily hits</p> <p>Others:</p>
2.	<p>Please briefly describe your main developments in the field of digital media (e.g. Facebook, Twitter, etc.) since 2007</p> <p><i>Objectives, scope, budget and results - max 300 words</i></p>	<p>IFF has invested a lot of resources in the digital media, here is the main focus:</p> <p>Facebook: IFF opened its Facebook page in August 2009 and it has today over 7.000 friends, with over 5500 active monthly users. The page include links to the IFF news, interactive event pages, videos and photos. During IFF Events matches are followed live and information on Internet-TV and TV broadcasts are put as reminders. .</p> <p>Twitter: IFF have used the Twitter account since October 2009 and all posts made on the IFF web page are also show on the IFF Twitter feed and there is a post in the feed every time a video is downloaded to the IFF Channel on the SportsHub</p> <p>Flickr: IFF has created a Flickr account in which we collect pictures of all kind for our member associations and clubs, so that they have a possibility to use the material for developing the sport.</p> <p>SportsHub(YouTube): IFF has joined the SportAccord YouTube SportsHub as one of the first IF's. There are Floorball videos with both high-lights and full matches from our main events and clips from different Floorball Events. The channel now has 175 downloads and a total of over 56.600 views.</p> <p>Internet-TV: IFF produces an own internet-TV from all our main events from all matches for the Floorball Community: Adult WFC, U19 WFC and Club Competitions.</p>

DEVELOPMENT OF YOUR SPORT SINCE 2007

1.	<p>Please briefly describe the steps taken by your Federation since 2007 to develop your sport</p> <p><i>Objectives, scope, budget and results - max 300 words</i></p>	<p>The main development has been focused on the three pillars of our activities described in the IFF Strategy approved in 2008:</p> <p>Marketing: in order to increase the visibility of Floorball in the media, especially TV. To achieve this we have bough together the top 10 countries in the world trying to have find ways of co-ordinating the activities.</p> <p>Development: The Floorball countries are divided into three different groups and in each group there is a separate development need and action lists.</p> <ul style="list-style-type: none"> - Core countries (8-12) in these countries Floorball is growing and breaking the media barrier. - Inner Circle countries (20 – 25) have already established a national structure and are now starting the develop their services and competitions. - Emerging markets are the countries where there are only some Floorball players and still building the structure <p>For these IFF is supporting with education and Floorball materials and IFF has organised 16 Floorball Development Seminars and a number of country specif projects. Additionally we have focused on the big countries outside of Europe, like Brazil, India, Indonesia, China, Iran and some other countries. IFF is also co-operating with Peace and Sports.</p> <p>Organisation: After the IOC recognition most of the development has been focused on strengthening the IFF organisation and finding new ways of supporting our member countries.</p> <p>IFF is still working very hard to introduce Floorball in a number of multi-sports games. The main focus is now on the</p>
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2.	<p>Please briefly describe the steps taken by your Federation since 2007 to improve the presentation of your sport</p> <p><i>Objectives, scope, budget and results - max 300 words</i></p>	<p>IFF has during the last year focused a lot on developing the refereeing sector of the sport, in order to be able to have on the top level an even faster and more entertaining sport. For example the defending team can't return the ball to the goalkeeper.</p> <p>In the game rule changes of 2010 IFF has made changes in order to make it easier for the general public to understand the rules of Floorball, since the sport in the beginning was quite safety driven and with the skill development of the players, the need for some of the rules have disappeared.</p> <p>The discussion is now focusing of changing the rules in the way so that it would not be possible to tactically delay playing, by playing behind your own goal or dropping behind the midline. These issues will be discussed in an international competition seminar held in August 2011.</p> <p>The main obstacle for Floorball is that the level of the participating teams will have to be decreased in order to enhance the level of the game.</p> <p>IFF has been working to have the same look & feel in all its major international events with the same colour flooring, rink and ball. This in order to give Floorball its own clear identity.</p>