

# **International Floorball Federation**

## **IFF**



**PLAN OF ACTION 2015 - 2016**

## *PLAN OF ACTION FOR 2015-2016*

### **1. General**

As defined by the IFF General Assembly in Prague at the 2008 General Assembly, the International Floorball Federation (IFF) is an association consisting of associations existing to nurse and service its member associations, in order to further promote and develop the sport of Floorball on an international level. IFF is the approved sole international governing organisation for all different types of Floorball, and an ordinary member of SportAccord (prev. GAISF) since 2004, fully recognised by the IOC at the 123<sup>rd</sup> session in Durban, South Africa and consequentially a full member of ARISF Association of IOC Recognised International Sport Federations) since July 2011. IFF was approved as a member of the International World Games Association (IWGA) in 2013, strengthening our position in the International Sports Community.

IFF today consists of 58 member associations in total, out of which 39 countries are ordinary members. According to the IFF Statutes, a provisional member association will, after having been a provisional member for a period of at least four years, automatically receive the member responsibilities of an ordinary IFF member. The IFF strongly urges these member associations, if they fulfil the requirements stipulated by the IFF Statutes, to apply for ordinary membership in the IFF.

The IFF administration actively strives to support the provisional member associations to develop their operations in order to become ordinary members, and the 2014 General Assembly will approve additional ordinary members. The main objective, in advance of this IFF General Assembly, has been, apart to further increase the number of member associations, to strengthen the process of closing the gap between the IFF member associations and to prepare the whole Floorball Community for the upcoming IOC "Short list process" as decided by the IOC.

The basis for our existence for the first two decades has been to spread, grow and develop the sport globally and at the same time seek an official approval and recognition from the international sports community. In the second phase of our existence, after having successfully reached the recognition and membership of all the Major Global Sports Organisations (IOC, SportAccord, ARISF, IWGA, IMGA, FISU and WADA) the focus for IFF has changed and we need to be an active partner of the International Sport Community, bringing forward the ideas of Floorball to the community as a whole. It is now vital that all IFF members continue to strive for national recognition to their respective NOC and National Sports Confederations. The CB has proposed to the IFF General Assembly in Gothenburg 2014 to update a half-time revision of the strategic vision of IFF for the rest of the decade until 2020:

*To continue to constantly develop as the internationally approved sole owner of the dynamic sport of Floorball building our own Brand identity, increasing the visibility and raising the awareness of the Sport. At the same time serving as an attractive sport for all and continuing to develop all its different forms and identities. Being a healthy organisation with sufficient human and financial resources, with between 75-80 national member*

*associations, having and organising their own national championships and continental confederations.*

*Floorball is adaptable to be played on a global level taking into consideration all the different infrastructural conditions, according to the standardised game rules, with a WFC played with participants from five continents, based on the qualifications and being on the program of the Regional Games, the World Games and to reach the Olympic Games "Short List process" until 2020.*

In the coming period, the main focus for the IFF will be to continue the preparations started to meet the present requirements of the IOC, for a possible inclusion on the IOC "Short list process" for the 2024 Olympic Games. As the IOC has by their president Mr. Thomas Bach started an extensive change program called the "Olympic Agenda 2020", which will only be decided in the Extra Ordinary IOC session in December 2014, there is no real knowledge of how the system for inclusion of new sports will look like. Therefore we need to prepare to meet the present requirements IOC has set, a process started already after the last IFF General Assembly in 2012. The IFF will continue to use the preparation of the IOC Short List bid, as a tool in the process to improve our policies, procedures and structures.

The success achieved with the inclusion of Floorball in a number of Multi-sport Games in the last year, proves that the whole operation of the IFF continuously has to be built around the same three pillars that were decided already in 2004, which has been the basis for the prominent success during the last 10 years. These being:

- the international lobby work in respect to increase the visibility of the sport and inclusion into the multi-sport games;
- the development work of increasing the number of, and strengthening, our member associations; and
- the marketing of the sport, building and spreading the brand of Floorball.

The firm belief of the IFF, is that the sport has approximately 4-6 years to really present its own strong international brand, making it possible for Floorball to become, firstly, a sport listed on the Short list, and then a sport on the Olympic Program in either 2024 or 2028. In addition we need to adapt the sport of Floorball to fit the requirements of the growing number of International and Regional Multi-sport Games.

If the whole Floorball community is not able to create and enlarge this brand space of Floorball, by using only one generic name - Floorball - it will not be the end of Floorball, but it will slow down the process to reach the level of international importance defined in our Vision for the rest of the decade. The development of international sport has proven that there are a number of examples where a rapidly growing sport has not succeeded to take the final steps. The main objective for IFF is to build and spread the understanding and the forms of cooperation achieved in connection to the Each One – Teach One project and its bi-lateral Mentor – Mentee initiatives, with the member associations, whose primary working field is always national, but there can be no development of Floorball without a growing international brand space.

## **1.1. Strategic objectives for 2015 – 2016**

The IFF is building its operational planning on a number of documents, which are all approved by the membership in the IFF General Assembly. The IFF Strategic Vision approved in 2008, which serves as the Guiding Lighthouse for the direction of our overall operation until 2020 on a long term basis, which will be updated at the IFF GA Gothenburg. This document the IFF Plan of Action, serves as the short term plan of what we need to do and how to reach the strategic objectives, whereas the IFF then works with a number of projects, like the IOC Short List project and the Each One – Teach One project.

One of the main short term targets the IFF needs to reach is to increase the number of member association, in order to meet the stipulated requirements, roughly 70-75 countries, to proceed in the process related to the IOC Short list. The IFF has to continue to focus on not only growing the membership outside of Europe, but also to work to bring the new members up to speed and to help closing the gap from the start. Different sources indicate that there are around 85-90 countries where Floorball is played in one form or another at the moment. The objective for IFF must be to collect these countries under its umbrella.

IFF has changed the approach to actively seek for new Floorball groups and work together with expatriates in order to gain faster entrance in a number of countries. The IFF CB will start a project to gain new member associations for the next two year period.

In order to continue to grow and flourish, and thereby reach our vision and the set objectives, the most important factor for IFF is, without doubt, the welfare of our member associations. The stronger our member associations, the more they can develop the sport on a national level and, in turn, the stronger the IFF will become. During the last 10 years, IFF has built, and developed, a wide set of operations, services and materials. The focus in the organisation can now be changed and, through a streamlining of the organisation, much more focus can, and will, be given to strengthening the operations of the members. This is in order to be able to build more healthy and sustainable member associations, which are then capable of bringing Floorball to the next level.

The results of the IFF Associations' Audit has resulted in a vast and for IFF historic development project with the implementation of the Each One – Teach One (EOTO) project, with the bi-lateral Mentor –mentee initiatives. The role of IFF will be to steer and coordinate the bi-lateral initiatives, in order to spread the learnings and speed up the overall development. The effect of the EOTO project will be evaluated by the IFF Central Board for the IFF GA in 2016.

IFF will still continue running the Floorball Development Seminars, as a way of bringing together more countries, but is equally willing to offer country-specific projects. IFF will continue to make country-specific workshops to develop the member services of these associations (competition and education), especially in order to help the associations fulfil the requirements of the Licence system for participation in IFF Events. The forms of cooperation will vary from material support to joint development clinics and seminars. IFF needs to approach especially the regions where Floorball is not very well represented like the Middle-East, South America and Central Asia. A section of Lobbying will be included in the Seminar program

The IFF CB will start, based on the experience of the implementation of the IFF Licence system for the WFC 2014, to build a 2.0 version of the IFF Licence System for participating in the Events.

The lobbying work of IFF has been very successful so far, with the full recognition of the IOC and receiving an undisputed place in the world of sport through the acceptance of Floorball in the Multi-sport Games. The IFF strategy has so far been to aim for any possible multi-sport event, but in the coming period, a careful return on investment analysis has to be made in order to determine where we shall concentrate our efforts. Now the participation in the World Games, the SportAccord Urban Games and regional games, makes it necessary to pinpoint the resources of our activities whether to enter new Multi-sport Games. IFF will produce a set of introduction letters for national associations to their respective NOC's and IOC members. IFF will develop a package for National Associations to approach known celebrities to become Floorball Ambassadors in their respective countries.

The focus will have to change from seeking for a place in the games, to in which way Floorball can enhance the games and what we can bring to the events. The effort has to be directed both towards the international community and also towards working closely with the member associations, for example, the Asia Oceania Floorball Confederation (AOFC), in order to promote and develop Floorball in the region, securing the participation in the SEA-Games. After the SEA Games 2015 in Singapore, IFF and the regional member associations needs to secure the continued presence of Floorball in the coming SEA Games in Kuala Lumpur Malaysia 2017. This makes it possible to have a foot in the door for the Asian Games 2018 in Jakarta Indonesia. The target should be to help the development in the Asian and American regions to support the possibilities to be included in the Regional games.

IFF has created an International Lobby Folder, supported with introduction letters to the IOC, NOC's, NSA's, SO and Masters Organisations to help the member associations to introduce the sport to their relevant organisations. IFF will send the Lobby Folder to all IOC members and in the IFF Organiser Handbook a section of lobbying in connection to the Events shall be included.

The field in which IFF needs to develop much faster than what has been the case today is in the field of marketing. IFF has and will be able to secure a range of Floorball Material Equipment sponsors, but the big question is to gain a Major Company as sponsor for the IFF, in order to enhance the IFF market value. In the process of building the Floorball Brand we need to enhance the use of the IFF Corporate Identity in our Events and simultaneously keep the same look and feel of all IFF Events, which has helped branding Floorball.

The target for the coming two year period is to on one hand increase the revenue of the sales of our marketing rights and at the same time enhance the visibility of our sport. This requires that the IFF will actively seek a solution for how to sell our marketing rights for the future, regardless if it is through a sales company or an in-house marketing manager. In addition to this the IFF Core Country Marketing Network Group is preparing a proposal to build a Combines Sales Initiative to attract larger sponsors for Floorball. In addition IFF will research the possibilities to start the production of a quarterly Floorball TV Magazine to

promote to the TV and web broadcasters. In addition there will be a Public Service Announcement (PSA) statement build to market the sport.

Even as the approach to sell the marketing rights jointly with the organiser of the IFF Events, with the Local Organiser Committee, has clearly proven to be a fruitful one and has calmed the turbulence around the sale of the events. It has however not increased the marketing income for the IFF. New forms of sales systems have to be evaluated, together with the organisers of the major events.

The chosen strategy to actively increase the visibility of our events in TV and provide a constant web-TV service is also essential in the future. The more active use of the social media channels is essential for our future and we will have to look at ways to also commercialise our presence in the social and mobile media. By increasing the TV and Internet-TV exposure to support the growth of our Events marketing and sponsorship demand, we will be able to support the increased growth of the Sports visibility.

IFF will strive to develop the activities inside the organisation and towards the member associations to promote the positive values of sport, described inside the IFF Good Governance Policy, including fair play in a game without match fixing and a doping free sport, giving our athletes the chance to perform in an environment without racism, hooliganism or other kind of intolerance or violence.

## **2. Administration**

The IFF administration, consisting today of five full time employees and the use of seasonal trainees, has continued to increase the number of services and operations during the last eight years. The growing number of competitions, and the increased demand for services provided to the stakeholders, requires that the IFF administration, if it is to be able to uphold and further enhance the service level to our members, needs to develop both in numbers and quality. There is a discrepancy between the need to increase the number of employees and the missing funds of realising this. In connection to the development of the Champions Cup for 2015 – 2017, there are discussions ongoing that the CC-stakeholders would together with IFF finance a CC product manager, which will be employed by the IFF.

Since the General Assembly in 2004, the IFF office has been located in Helsinki, Finland and the IFF has in 2012 signed an agreement with the Finnish Floorball Federation has offered to provide IFF with office facilities until the end of 2016, and thus the IFF Office will, for the period 2013 – 2016, stay in Helsinki. The CB shall in 2016 start, if needed, the preparations in order to relocate the office.

The growing work load of the IFF administration will require different measures in the coming years. One solution is to use in-house interns to work in the different fields of the activities. The IFF Office will also continuing seeking opportunities to employ different trainees and civil workers on a project basis. Another approach is to start outsourcing certain duties like the increasing social media presence has been done already and the utilisation of the IFF YouTube channel. Since the IFF office has been financially self-funded for over twelve years, and the turnover of the budget has increased fairly slowly

during the last six years, IFF needs to look more carefully on our revenue generation, in order for IFF to live up to the promised service level.

By the end of 2016, the aim is to have an effective and productive administration of at least seven employees, consisting of a Secretary General, Competition Manager, Competition Coordinator, Information/Anti-doping Manager, Office Coordinator, Development Coordinator and a Marketing/Development Coordinator. The additional resources shall be directed in the fields of marketing/TV and development. On a regular basis, the IFF will inform our member associations about the different fields of responsibilities of the employees via the IFF web page and through our Newsletters.

The task for the Office is to get our member associations better familiarised with our education and information materials, as well as our regulations and how best to follow them, especially in connection with the playing of Friendly Internationals and the use of competition related services.

### **3. Central Board**

The Central Board of the IFF will continue to improve its efficiency by allocating specific areas of needed responsibility to the Committees, the Functions, the Office and, if required, to special working groups. This will give even more time for the CB to concentrate on the top level strategic and political questions, in order to determine what is best for World Floorball, and to help spread and develop Floorball worldwide. The tested approach with dividing the CB meeting into a working session on a few strategic questions the first day and having the meeting the second day has proven to be very successful.

The role of the Central Board has been lifted to a more strategic level, working with the overall political questions and direction of the movement, whereas the Executive Committee (ExCo) shall take a larger role in the tactical questions and the Office carries the operational responsibility of the operations. When, and if, the financial situation permits, the administration will be strengthened during the period between the General Assemblies in order to meet with the IFF Vision and Missions.

The Central Board will have three to four meetings per year, out of which at least two are organised in connection to IFF Events, but the CB will need to look over the scheduling of these, since the possible demands might require a change in the meeting calendar.

The IFF Executive Committee (ExCo), consisting of the President, the Vice President, the AOFC President, one other member and the Secretary General, will handle and prepare the upcoming issues for the CB and take decisions where they are needed, in order to increase the efficiency. The past legislation has fully proven the necessity of such a body. The IFF President and the Secretary General bear the responsibility of developing the contacts to the International Sports Community for the CB.

The IFF CB will delegate the IFF Disciplinary Committee to revise the IFF Juridical Regulations in relation to the statutory changes to be approved by the IFF General Assembly 2014.

#### **4. The Committees and functions**

The Central Board will continue on the chosen line to have only a limited number of operational Committees, i.e. the Athletes Committee (ATC), the Medical Committee (MC), the Referee Committee (RC) and the Rules and Competition Committee (RACC). The objective is to look over the tasks of the RC and the RACC and see if there is a possibility to develop the way the committees are structured and how they are working.

The other fields of activity are organised into Ad Hoc groups for Marketing, Lobbying and Development, lead by a CB member. In addition to this IFF operates with functions, such as Development, Equality, Information, Marketing, Materials and ParaFloorball functions, which have already been in operation. The responsibilities of the committees and functions will be allocated by the Central Board. Additionally, the CB will ask the Secretary General to appoint the relevant employee to act as the secretary of the committees.

The Athletes Commission (ATC) was reorganised after the 2012 General Assembly with the election, confirmed by the IFF CB, of the Commission Chair who now has an ex-officio position on the IFF CB. Representatives from the ATC are now included in both the Referee Committee and the Rules and Competition Committee and this will continue for the next two years. ATC members will also continue to contribute to the Athlete's Blog on the IFF website and a key program that they will work on is the development of the IFF Athlete Career Program. We aim to increase the visibility of the ATC members and draw on their Floorball experience to act as role models and Floorball mentors.

The Medical Committee (MC) will continue to focus its work on analysing and following the requirements set by WADA, administrating the IFF TUE procedure, developing the in- and out of competition testing program and the Anti-doping education. The MC has initiated the collection of Injury Information in the IFF Events, which will make it possible in the future to map the injury risk and help in giving preventative education to our members. IFF has started a project with the UKK Research Institute of a project using the available data.

The Referee Committee (RC) will continue to implement its plan for a five year program, up to 2015, to create a world class referee community, including the needed level of top class international referees and observers. The IFF RC will update their five year program for 2020 during the coming years. The RC will put extra focus on the process of recruiting and educating new international referees and observers from more countries. The RC will continue to cooperate on a more concrete level with the national referee committees and produce the needed guidelines and education materials. The goal is also to have long term plan for the increased number of female referees. The work with-in the IFF Referee Development Group will continue because the positive experience so far. In addition the work in order to understand the development of the game better will have to be started together with the Floorball Coaches.

The Rules and Competition Committee (RACC) will continue to focus on dealing with the changing requirements the fast development of our sport sets on our regulations and competition structure. The main task remains the ongoing evaluation of the Adult's as well as Junior's WFC playing system and the streamlining of the IFF Competition and Organiser Regulations. In addition the RACC will work on the projects included in the EOTO Project Action Plan to provide services in the field of organising tournaments and series.



## **5. Competitions**

The Adult World Championships will be played for Women in Tampere, Finland in December 2015, and for Men in Latvia in December 2016. IFF will continue with the regional qualifications, which are played in February. The new qualification system that requires the participation of all countries registered for the event, apart from the organiser, has proved both successful and popular and will definitely continue.

The U19 World Championships will continue to be played with an A- and B-division in 2015 for Men in Helsingborg, Sweden and in 2016 for Women in Belleville, Canada. This women's event will be the first time that an U19 WFC Final Round tournament has been played outside of Europe and will require careful work to ensure the full participation of all of our members to this event.

For the Men's U19, the number of direct qualified teams has been reduced to 9, and discussions will continue to consider reducing this further as new teams will participate.

The appointment of organisers for the IFF competitions follows the specific schedule used on how to appoint organisers, meaning that a first letter asking for organisers will be sent 72 months prior (six years) to the competition and the appointment will be made 48 months (four years) prior to the competition. The bids for the organisers will be done using the IFF Event management Tool and its Bid Evaluating tool.

The Champions Cup, which IFF introduced as a new top club competition in 2011, will in the period 2015-2017 be played as a three day event but still with 6 + 6 teams for both Men and Women with the national champions of the Czech Republic, Finland, Sweden and Switzerland together with the winner of the EuroFloorball Cup (EFC) and one second team of the organising country. The Champions Cup Steering Group will elaborate with the development of the Champions Cup and the task of the CC Product manager. The objective for the new form of the Champions Cup is to increase the visibility of the Event, increased number of Spectators and a financial viable organisation of the Event.

IFF will continue to organise the EuroFloorball Cup Final round, which is played every year in October with 6 + 6 teams for both Men and Women, meaning that regional Qualification Rounds shall be played in August. The EFC is organised for the 5<sup>th</sup> and lower ranked teams and interest in the EFC had faded a little, with there being no qualification event played in 2013, however, there was renewed interest in 2014 that saw 9 teams participate in qualifications and there is already interest shown by organisers for qualifications in 2015 which is encouraging. The EFC competition will continue as it is for the next two years, with an eye being kept on the participation levels.

## **6. Participation in International Events**

The strategic evaluation of which Multi-sport Games to seek inclusion in, will have to take place after the decision of the IOC Extra Ordinary session in December 2014. During the

coming two year period, IFF will work with the following multi-sport events and the International organisations:

**World Games:**

IFF is cooperating with the International World Games Association and the Wroclaw World Games 2017 Organisation Committee in order to prepare for the Event in 2017. The IFF needs to follow the process of appointment of the World Games 2021, in order to secure the participation of Floorball.

**Universiade:**

The 7<sup>th</sup> World University Championships will be played in 2016 in Porto, Portugal, organised by FISU in conjunction with the Portugal University Sports Council and the Porto University.

IFF will participate in the FISU Forum 2016 in Montpellier, France and continue the collaboration agreement between the two parties.

**Master Games:**

The International Master Games Association has approved Floorball as a sport on the program of the 2015 Winter Master Games. But due to the move of the Games to Canada, IFF is looking forward to the European Master Games to be held in 2019.

**SportAccord multi-sport events:**

Floorball has been included as a sport on the SportAccord Urban Games. Discussions are continuing on where and how the Games will be organised.

**Regional multi-sport events:**

The process and work to include Floorball on the programme of the South-East Asian Games 2015, in cooperation with the Singapore Floorball Association and the AOFC, was successful and Floorball will be a medal sport in the SEA Games 2015. The aim is to have 4-5 of the SEA Games countries participating.

The IFF will work together with, and support the development of Floorball in, the following International Sports Organisations and their Events:

- International School Sports Federation (ISF)

**7. The Rules of the Game**

The work with the Rules of the Game - Edition 2018 (valid from July 1, 2018) will start in January 2016.

**8. Anti Doping work**

IFF has, as a signatory of the WADA Anti-doping Charter, an obligation to develop the Anti-doping work in order to stay compliant with the WADA Code. This requires a lot of work in connection to the new World Anti-Doping Code 2015. The objective will be the practical implementation of the World Anti-Doping Code 2015, including the implementation of the new WADA International Standards for e.g. Testing and Therapeutic

Use Exemptions and focusing more on Anti-Doping Education, as this has been set as a requirement to reach WADA Compliance. As part of that, both the IFF and the member associations need to increase their efforts in the field of Anti-doping work.

The amount and quality of education given to the athletes on both an international and national level has to increase in the future. IFF will continue with its educational and awareness program - "*Say NO to Doping*" - which will be run at the major events. In the WFC 2014 IFF will conduct an Athlete Outreach Education Campaign to all teams participating.

## **9. Development Work**

The basis for the success of International Floorball is based on the development of the IFF, the National Associations and the Floorball Family as a whole. This is directing the overall IFF development work.

The key to the development work of the IFF lies in the services rendered to the members and new countries. IFF will continue to organise a number of different level Floorball Development Seminars and Clinique's based on the request from the member associations or new groups. The process with the EOTO project is steering the development direction toward the Closing the Gap in the operations, activities and thus leading in the end to a closing of the gap also on the field of play. This will at the same time increase the interaction between the member associations and the interaction between the associations and the IFF. The IFF role is to act as the facilitator in the EOTO bi-lateral mentoring projects carried out by the countries during the next two years and to evaluate the process for the IFF General Assembly 2016.

The IFF needs to continue growing, both in number of player as well as in the number of member associations, as this is one key factor for increased visibility, awareness and increased market value of the sport. IFF will continue to work with finding new countries and work together with other parties to spread the sport to especially Latin- and South-America, Africa and Asia.

The cooperation between the IFF and the Floorball manufacturers has, since 2001, been directed through the IFF Development Board, which consists of representatives from the biggest Floorball material manufacturers and the IFF. The Development Board's main task is to focus on what types of technical changes are needed for the Floorball Material. The Development Board is also making proposals to the IFF concerning the revision for the IFF Material Regulation version 2016. The other task of the DB has been to find ways for how the manufacturers and IFF can cooperate in different ways to promote Floorball worldwide. The usage of the surplus from the material approval system is being discussed in the DB, but decided by the IFF. The process of the changes of the actual technical requirements continues, and eventual changes take place every second year, next time in 2016, with proposals sent in by manufacturers in February 2015.

The IFF has re-signed the contract with the technical institute SP, in Sweden, for the coming two year period, concerning the administration of the material testing of new

material and the material on the markets in the stores. SP has ratified the technical institute of ITC in the Czech Republic for testing purposes.

## **10. Information services**

The IFF website, [www.floorball.org](http://www.floorball.org), will continue to be the main source of the information flow from IFF to its member associations. The aim is to continue to have a broad base of news feeds from the Floorball world, use the RSS feeds of the Floorball community and to distribute more information from the member associations. IFF is continuing with the development of co allocating the Champions Cup Events page on the IFF web page. In addition to this the co allocating of the WFC web pages will be done starting from the WFC 2015 in Tampere Finland.

IFF will invest resources to follow the growing use of the social media, i.e. Facebook, Twitter, YouTube, Instagram and Flickr, which is a very rapid, and cost-effective, way to distribute news. IFF has its own Facebook and Twitter channels, Photo gallery on Flickr, as well as two IFF Channels on YouTube. The social media pages are also easily accessed from the IFF web page. IFF will continue following the development of the communications tools, especially in the social media channels, in order to develop our own tools and channels accordingly. IFF will in cooperation with the organiser evaluate the use of Event specific Social Media channels and the possible launch of new channels.

IFF is using email-based Newsletters to address interesting topics and updates on the IFF Events throughout the Floorball world, as well as the ordinary news service. The minutes from the CB meetings are published on the website and the most interesting topics from the CB meetings are collected in a separate webpage news and Newsletter.

IFF is continuing the use of our fan-based mobile application for the Main Events, which was introduced for the WFC 2012. The objective with the mobile application is to serve as an easy-access platform for fans to follow their teams and participate in the Event. The idea is to use this for the main events, incorporating the future organiser in the build-up of the application for each event. IFF is looking over the possibilities to commercialise this application in the coming years.

As a part of building the brand of Floorball, IFF has participated in the SportAccord SportsHub project on YouTube, where IFF now have two own channels for the IFF Video archive for all televised and streamed matches from the IFF Events. These Floorball videos can be freely used by the whole Floorball family. The aim is to have the member associations providing videos for the YouTube IFF Channels, in order to spread the sport. IFF is working in order to be able to secure the live streaming of all Major IFF Events (Adult WFC, U19 WFC, CC and EFC Final round) over the internet. The IFF member association are entitled to stream their own events free of charge on the IFF channels.

The Information function will start the implementation of the Social Media plan during the next two coming years and updating the guidelines and handbooks for the use of Social media and information as a whole.

The Information function is partly responsible for the publication of new educational and marketing materials together with the related functions.

## **11. Equality**

IFF launched the GoGirls! Floorball project at the Associations Meeting in Czech Republic 2013. The project was developed with the assistance of the EuroFloorball Tour countries (CZE, FIN, SWE, SUI) and aims to help the promotion of girl and women's Floorball. To begin, the IFF has provided materials for use by players, coaches, parents, local organisations, clubs and National Associations that give ideas of practices and projects that can be implemented. The main aims of the project are to increase the number of females in Floorball, teaching them how to play, and keeping them playing. The project focuses not just on players, but also female coaches and referees.

Projects and promotions will be held in conjunction with the Women's WFC qualification events in January / February 2015, and in the lead up to the Women's WFC 2015 in Finland, the IFF will work closely with the local organisers, with the key idea at the moment being a coaching course for women held during the event. The work of the GoGirls! Floorball project will continue in 2016 with the Women's U19 WFC to be held in Canada. Some members, such as Iran and Austria, have already used the programme to help promote women's Floorball and the IFF encourages all National Associations to use the materials provided by the IFF and implement programs that are suitable for their particular development stage.

## **12. ParaFloorball**

IFF is actively cooperating with the Special Olympics organisation, preparing for the Special Olympics World Winter Games 2017 in Austria after having been approved as an official sport.

In addition, IFF is supporting the International Electric Committee for Wheelchair Hockey (Floorball), which has organised a number of international competitions of a sport played with Floorball material and adapted Floorball Rules. The IECWH is seeking recognition from the International Paralympic Committee and inclusion in the Paralympic Games.

IFF is also cooperating with the committee for Manual Wheelchair Floorball, which is seeking membership of the IWAS.

## **13. Economy**

IFF will continue to work in order to find a Title and a Main sponsor for the federation, but the rest of the marketing rights will be distributed with the organisers of IFF events.

IFF will, during the period 2015–2016, in relation to the requirements of the Licence system, have to continue to follow up on the issue of the outstanding debts of the IFF member associations. The situation of a number of IFF members are starting to become alarming not only for the IFF, but for the National Associations as well.

The Budgets and Financial Reports will be published on the IFF web site.

As in the past, IFF will look for a healthy finance and strive for a breakeven financial result.