



**INTERNATIONAL
FLOORBALL
FEDERATION**

PLAN OF ACTION 2025 – 2026



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1. INTRODUCTION

During the two-year period that lies ahead of us, IFF will, in accordance with the IFF Strategy - Strengthening the Foundations 2021-2032, continue to concentrate on enhancing and creating new services for the members. The main target is to find new and better ways of working together with the member federations, in order to help them develop their own operations. This connects directly to the IFF Fit 4 Future programme, which is financially supported by the EFT countries. The programme is a direct continuation of the Erasmus+ project run by the Czech Floorball. With our limited resources, this is a project the IFF needs the support from of all of the member associations regardless of size, for it to be successful.

The major part of IFF's activities – the organisation of International Events - is at a crossroad. Since as long ago as the IFF Association Meeting in Bratislava, Slovakia, in 2017, the IFF has continually been looking over the IFF Event structure, the format of the events, the International calendar, and how the game is to be played. The IFF will during the upcoming period decide on a major change to the Event Structure and the International calendar, as a part of the IFF Future of Floorball project.

The main challenge for the IFF, and Floorball as a whole, is the visibility and the awareness of the sport outside the Floorball family. For the IFF this is clearly visible in the severe difficulties in finding sponsors for the IFF. The IFF, together with the bigger member associations will work to build a model which will give the IFF increased financial resources to allow more focus on the organisational development of its members and enhance the effectiveness of the resources we already have.

The Implementation of the IFF Strategy 2021-2032 has proceeded well and the suggested actions to reach the targets set in the Strategy Implementation Plan will be the basis for the IFF Plan of Action 2025-2026. The implementation work will continue with the suggested actions that have not yet been finalised for the first period 2021-2024, and the new actions planned for the second strategy period in 2025-2028.

2. ORGANISATIONAL DEVELOPMENT

IFF today consists of 80 Member Associations, out of which 45 members are Ordinary Members. According to the present IFF Statutes and the IFF License System for participation in major events, the members are classified in three different Tier groups with support and service provided in accordance with their respective development tier. The IFF strongly urges all Member Associations, if they fulfil the requirements stipulated by the IFF Statutes, to apply for Ordinary Membership in the IFF.

As a part of the proposed update of the IFF licence system and the implementation of it, the aim is to promote the values of the system – ensuring that our members are aware of the content and the process. Having said this, IFF will continue to work more closely with its members to try to find ways to strengthen their operations as a part of the Fit 4 Future programme, where the idea is to have all member federations make an initial evaluation during the upcoming period and to work further with the Member federations which have moved to the second development phase of the programme.

Through the implementation of the IFF Strategy 2021-2032 the IFF administration will more actively strive to support Member Associations to develop their operations and to increase the number of leagues and that way also to increase the number of players globally. Here the introduction of the 3v3 WFC will work as a tool to find new players for the sport. IFF will seek to secure a partner to work side-by-side with in the development of the 3v3 product.

The fact that a lot of smaller and newer member federations have major issues in dealing with the IFF membership fees has drawn the attention to there being a clear need for IFF to review its membership fee policy and come with a proposal for this, as a part of the update of the IFF License system. IFF will also continue to look over the finances and find ways to strengthen our outside funding.

The work with including more athletes within the IFF organisation will continue, with the target to have one or two IFF Athletes Committee members or other active athletes in the IFF operational bodies. Additionally, we need to build a more direct and interactive communication channel with the athletes.



3. INTERNATIONAL FOCUS

The basis of our operations for the first two decades was to spread, grow and develop the sport globally, while at the same time seeking official approval and recognition from the international sports community. The IFF has now successfully secured the recognition and membership of all the major global sports organisations (IOC, SportAccord/GAISF, ARISF, IWGA, IMGA, FISU and WADA), so in what can be defined as the second phase of our existence, we now need to move to strengthen our members and the product of our sport and our positions and work towards global growth. The key is to increase the number of players internationally and through this help the member federations to grow and strengthen.

The focus for IFF must now change and we need to be a more active, stronger, and trustworthy partner of the international sports community, bringing forward new ideas and operations which have proven to be effective in the Floorball community as a whole. It is key to grow the number of countries where Floorball is a major sport, both on and outside the field of play, during the coming ten years. The IFF must help with the development of the organisation, good governance, strategic planning and broadening the sports pyramid in these countries.

The future of Floorball, as a growing sport, is very closely connected to the success of how the IFF and its Member Associations will be able to develop hand-in-hand, both on the national and international level. It is crucial that all IFF members continue to strive for national recognition within their respective National Olympic Committee (NOC) and National Sports Confederations, and within in the International Sports community put forth the most suitable, well-known, international and national candidates with the biggest chances to be elected to these sports bodies, regardless of whether they be sports politicians or high ranking employees. We need to plan how to use the participation in The World Games 2025 and the future participation in other multi-sport games, as 'door-openers' to the NOC's and the National Sport Confederations.

Instead of just aiming for being included in multi-sport games, we must strive to strengthen our popularity through increased activities and operations so that the multi-sport organisers come to recognise that having Floorball as part of their event is crucial. The concrete action here is that we need to work with our 3v3 format and strive to bring that as a discipline for the Youth Olympic Games in 2030, especially as there seems to be active Floorball countries looking to apply for this event. Further the focus must be to secure participation in regional games and through those have the possibility to, in the future, be invited for global multi-sport games.

4. STRATEGIC OBJECTIVES FOR 2025-2026

The IFF is building and steering its operational planning based on a variety of documents, which are all approved by the Member Associations in the IFF General Assembly (GA). The IFF Strategy 2021-2032, serves as the main long-term reference document for the direction of our overall operation until 2032. 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.

The IFF Strategy Working Group has prepared the continued work of the Plan Of Action with the suggested actions for the 2nd Implementation phase 2025-2028 of the IFF Strategy, which the newly-elected IFF CB (December 2024) will approve in the beginning of its mandate period. The defined time period is 2025-2028 with a detailed execution plan and timeline for the needed actions to meet all the targets outlined in the IFF Strategy. These Suggested Actions will then be the basis for the operations of the IFF.

The IFF Central Board (CB) will review the whole process of how we are working with the implementation of the IFF Strategy and how this will be tied more closely with the actions of the Member Associations. Discussions between the IFF and Member Associations on the co-operative plans are scheduled to continue with two Core Country Europe meetings per year and with a yearly meeting with the Asia-Oceania federations and the American associations.

4.1. Increased number of players, members, and enhanced member services

Increasing the number of players and series played in the different countries is one of the main short-term targets the IFF has set. Developing activities and service level through the IFF Licence System, as well as different development projects, will help us to reach the target. The outcome of the Czech Floorball Fit4Future Erasmus project and the introduction of the IFF Fit4Future programme gives the member federations the possibility to enhance their operations and find ways to increase the number of players.

The IFF has three different ways of increasing the number of players in the field of the normal Floorball. In addition the different versions of outdoor floorball and the new 3v3-format will also be an important field of growth, as there are a number of projects in the member federations. Firstly, is the organic growth of players through an increased awareness and visibility of the sport in schools, universities and within the sports community. This, however, requires that the member federations will be able to strengthen their organisation and have the ability to provide places for new players to join clubs and by having more venues to play in. As Floorball worldwide has a chronic lack of suitable venues, the 3v3 format could be a second way to gain new players in smaller Floorball countries and on totally new markets, as this needs a much smaller playing field and less players. The third way of gaining new players is by aligning the sport with other sport organisations, even if it might have a negative effect on the independence of the sport, but in many cases this is the only possibility to gain governmental recognition, and with that some additional support.

The IFF is more actively concentrating to take care of the existing countries, working to bring the new members up-to-speed and to help close the gap as early as possible, where we believe the 3v3 will be helpful. The participation of African teams in the 3v3 WFC 2024 in Lahti has clearly shown that this is possible. Different sources indicate that, at present, there are around 95-100 countries where Floorball is played in one form or another. The objective for IFF must be to collect these countries under its umbrella and by the end of the period have around 85-90 members.

One key target must be to strengthen and help the member associations to create leagues and series in countries which play on a regular basis, because this is the way to get more players and grow associations. To achieve this, we need to educate and find ways to cooperate with other member federations which already have leagues, and also to add to licence system criteria that the federations should participate in education organised by the IFF. We need to work more closely with our member associations to help them develop viable financial models and move towards having employees of the association, which would be extremely beneficial to both the federations themselves and also to IFF.

The cooperation with Special Olympics International (SOI) is crucial as there are already over 80 countries participating in the SOI Floorball programs with over 50.000 players. This calls for an increased strategic cooperation with SOI based on a concept proposal.

As IFF's resources are limited, we need to find new ways of working, like forming more country groups such as the Euro Floorball Tour, the 6-Nations or the EuroPower group to help speed-up development. There is also a need to launch development projects, together with the Member Associations, for online education in the fields of organisation, coaching and refereeing.

To continue to grow and flourish, reaching our vision and set objectives, the most important factor for IFF is, without doubt, the welfare and positive development of our Member Associations. The whole is equal to the sum of its parts, neither more nor less, and so the success of the IFF depends directly on the success of our Members. The stronger our Member Associations become, the faster they can develop Floorball on a national level, increasing the visibility and importance of the sport which, in turn, will help the IFF become stronger.

This will require a much tighter co-operation between all the stakeholders of the Floorball family, and the IFF plans to organise more bi-lateral meetings with the Member Associations and targeted meetings, such as with the Core Countries representatives, to help improve this cooperation. The question is how can the Floorball community push the member federations to take the next step in their development.

The IFF will analyse the way we measure the number of developments in regard to the member federations membership and licensed players. It has proven difficult for IFF to get up-to-date numbers from the member federations, so this will need to be stressed in the future. Further, the IFF should collect information on the number of teams playing in national series and tournaments, including the number of matches played during a season.



4.2. Development work

With the introduction of the Fit4Future 2nd phase program, working on the organisational development of the member federations, where a total of close to 30 member associations have already registered for the first phase of the program, IFF has now the ability to offer two different types of development support. Organisational support and the more concrete coaching, refereeing and good governance education. The target of the program is to have as many federations as possible participating in the 2nd phase of the program, where they will have a methodological approach towards the development of their federation.

IFF has produced a lot of educational materials, which are all available for free on the IFF website, but the issue has been that it seems that people do not find them easily enough. The IFF Development committee is to look into how the use of the existing materials could be used more effectively.

IFF has now built the Floorball Development Seminars: Level 0 – Basic Floorball Coach; and Level 1 – National Level Coach. The rolling out of these seminars will start in 2025 and the target is to have more seminars conducted during the period, as the number of seminars has been quite low after the pandemic. As a part of this process, we need to find new ways to help the members in the development sector and increase the co-operation between the members. We also need to increase the use of web-based tools and start using Artificial Intelligence (AI) to, for example, translate materials more easily.

During 2025-2026, IFF will work on the Floorball Development seminar materials for the Level 2 – National Team Coach, and these should be ready during 2026. In 2025, IFF with the Eerikkilä Sport Institute, will again seek for the COACHES Erasmus+ development programme funding, with the nine countries; Austria, Belgium, Denmark, Finland, Germany, Italy, Poland, Slovenia and Spain. who participated in the 2024 application. The COACHES project is targeted to help the National member federations to enhance and build their own Floorball coaching education structure and finding ways for how to find new players through new playing formats for recreational floorball.

Similar to what already exists for the international referees with their various classifications, the IFF will now with the introduction of the IFF Development Seminar structure, start a certification system for coaching education to help the Member Associations. Many countries already have their own coaching accreditation systems, however, we hope the IFF system may help to standardise these while also providing a new tool for those who have not developed their own system yet.

The forms of cooperation that we offer vary from material support to joint development clinics and seminars. The IFF must strongly focus on the regions where Floorball is not presently very well represented, such as Africa, Middle-East, South America and Central Asia, and must carefully choose the type of support offered to ensure that it best suits their needs and offers the greatest level of successful outcomes. The equipment support program will continue, and hopefully the problems of 2021-2022 (where delivery of equipment was severely limited) are finally over. At the same time though, the requests for the equipment support from the Floorball communities have decreased significantly. The reasons for this will be investigated.

4.3. Implementation of License System 3.0

The IFF License System for participation in the IFF World Floorball Championships will be approved by the IFF Central Board in 2025 and be in full use starting from after the WFC 2026, meaning that the teams registering for the WFC 2027 are to fulfil all criterias when registering for the WFC 2027, at the end of 2025. The IFF will conduct a Licence Audit with all member federations during the first part of 2025. Based on the audit the countries need to build a plan for how to deal with their deficiencies. The CB is also to analyse how the Licence Tier system can be better connected with the Fit4Future project programme.

4.4. Lobby work and Multi-Sport Events

The lobbying work by the IFF has historically been very successful, but now we are facing a new challenge as the path for greater success has become much narrower than before. This is due to the constantly changing set-up of the International Sports community. The path to the Olympic Games is, for an unforeseen period, most likely not reachable. Up until now, the IFF strategy has been to secure participation in any multi-sport event, but in the coming period, a careful return on investment analysis must be made to determine where we shall concentrate our scarce resources and efforts.

With the confirmed inclusion of Floorball to the IMGA European Master Games in Como region, Italy in 2027, and the SEA Games 2025 in Thailand and for 2027 (Malaysia) and 2029 (Singapore) editions, it makes it necessary to analyse the resources of our activities and analyse when and where to seek entry into more multi-sport games. The cancellation of the Asian Indoor and Martial Arts Games was a major blow for the sports development in Asia and it will now require quite some efforts to be able to be included for the AIMAG 2026 in Riyadh, Saudi Arabia.

After several disappointing events in regards to registration numbers, the level of Floorball participation in the IMGA European Master Games will be critically evaluated, so it is vital that we have more teams participating in Italy in 2027.

IFF will participate in The World Games 2025 in Chengdu, China with both 8 Men's and Women's teams. The IFF will start a promotion campaign towards The World Games already prior to the Men's WFC 2024 in Malmö, Sweden, but this Road to Chengdu promotion needs to be intensified by the whole Floorball community on both the National and International level.

Lobby work must be prioritised not just at international level, but also on the local and national level by the Member Associations to ensure that the best possible result is achieved. The IFF CB will need to discuss how to communicate the importance of moving forward in the international scene to all stakeholders, including clubs, Member Associations, and their leadership groups, and to have the international work included in their strategic plans. During the period, IFF will actively seek inclusion into the framework of the international organisations, like the IWGA or WADA and to hold the positions already achieved in both ARISF and IWGA.



4.5. Marketing

As a requirement for IFF to have the financial means to actively fulfil the IFF Strategy targets and the targets defined in this document, we will need a substantial amount of external funding. This funding could be from sponsorship, Erasmus+ type of projects, or other types of support. There might also be some additional revenues available through a new competition structure implementation.

The main challenge for IFF has been that the main markets of Floorball are quite small even in the Floorball stronghold of Europe, and even less on the international markets. IFF has tried to sell sponsorship on its own, as well as through nationally based agencies, but this approach has not proved very successful. One option for the future would be to build a common sales structure with the EFT countries in the way the events are sold and to find an agency in central Europe which would be willing to sell Floorball. In 2025 the IFF is to form a working group with the marketing representatives of the EFT countries to try to work out a suitable solution for this. Another option is that IFF looks over the financial conditions for giving away most of its market inventory and keeps just the areas that IFF presently has, directly related to the Field of Play.

The introduction of the 3v3 WFC provides a good opportunity to seek a different type of sponsorship and the discussions will start in the end of 2024 or in the beginning of 2025 to find a partner for this event / format.

The Marketing function aims to secure the IFF Title sponsor and two main sponsors during 2025-2026 to fund the planned actions in the IFF strategy. The IFF will continue to produce event reports from adult World Floorball Championships which will serve as a strong base for sponsorship sales material.

To uphold the high requirements from the organisers and athletes, and a cohesive look to its events, the IFF has been able to secure material equipment sponsors for the period 2023-2026. This is a paramount factor in maintaining a strong and professional brand for Floorball. The new IFF brand (introduced in 2017) is being closely managed by monitoring the implementation of the brand according to the guidelines. This is emphasised in each design process for IFF event logos and designs. To grow the footprint and visibility of IFF we have, as part of the new material sponsors agreements, encouraged the IFF material sponsors to utilise more the IFF brand in their own marketing.

4.6. TV & Live Streaming

One of the key factors for success in the field of sponsorship sales is the increased visibility of Floorball on TV and online platforms. The IFF has been able to develop the streaming product with the consistent use of professional commentary by Mr Olly Hogben and others, and to support the growth of the TV and livestream coverage the IFF will continue to include professional commentary for major events. In some cases, the television and live streaming coverage we currently provide is of a higher standard than that of well-established Olympic sports. IFF also started producing a daily streaming report and an own studio for its stream during the major events.

All IFF events, big or small, are now live streamed to the IFF App. IFF will continue to act as the producer of the TV signal for major events and work with the coordination of the uplink and the signal distribution services, either over IP or satellite. IFF has secured long-term cooperation with the Latvian company PolarHD for the TV-production/ live streaming of our major events.

The introduction of the IFF Mobile App streaming has not yet been financially successful, as the income results are quite low, due to the high running costs. The agreement for the IFF App will be renegotiated in 2025 and as a part of this process the IFF needs to look over the whole strategy for the IFF App to ensure higher revenue from it. The target must, without doubt, be to dramatically increase the number of registered users, streamed games watched, and revenue received from the IFF App.

IFF must work to increase the number of local organisers which are streaming on the IFF App. A profit-sharing model was introduced during 2024 to help increase the attractiveness of this. In addition, the IFF App offers a new and modern statistical software for the running of the IFF matches and the building of competitions. There has been interest from several Member Associations of also using this system and the possibility of selling this to members is to be considered in 2025. The IFF CB will make an overall evaluation of the streaming part of the IFF App to identify what could be better developed and how to maximise the streaming awareness and revenue.

The more active use of the social media channels is essential for the future and through the app, the IFF will look at ways to increase and commercialise our presence in social and mobile media. The target is to integrate these channels as an important part of the sponsorship deals.

4.7. Future of Floorball

The IFF General Assembly 2022 in Zurich decided to change the approach of the Future of Floorball program and the CB has been working on this continuously. The Future of Floorball has now become an integral part of the everyday IFF activities. The IFF CB has built a 'shopping list' of 15 targets for the project, in the fields of Organisational Development, IFF Event Structure Changes, Rule Changes, Increased Visibility and Awareness, and Marketing & Promotion of the Sport.

One of the more challenging questions for international floorball is how to tackle the question of Closing the Gap on the Field of Play between the member federations and the different continents. There are no easy ways of doing this, but the IFF needs to work with the question, as the problem here is the predictability of the results in the Major Events, which is hindering us to grow the general public interest toward the sport and, in turn, increase the visibility and awareness for us.



Within these topics the process for looking over the Event structure and format of the WFC's and the International calendar is probably the most important now. Based on the feedback received from the Member Associations, the IFF Central Board will decide on how to build a new Event and competition structure and the timetable for the implementation of it. The other main projects ongoing are the Rules of the Game changes, which we need to carefully look over in order to stay attractive for younger generations when preparing for the version 2026. A number of studies shows that the fans are choosing their sport at the average age of 14-15 years. The IFF needs to look over our Social Media and promotion in regard to this.

Regarding actions for Organisational Development, the Fit4Future programme is in the lead and directs the actions to be taken separately for each participating organisation. The process for the other two fields of questions are more difficult to handle, but are worked on as it has been shown in this document.

4.8. Ethics

IFF will continue to develop the activities inside the organisation and towards the Member Associations to promote the positive values of sport, as described inside the IFF Good Governance Policy. These include 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 kinds of intolerance or violence. The IFF Guidelines against Sexual Harassment & Abuse will be updated, and a stronger focus of implementation will be taken, both within the IFF and the Member Associations. IFF has made an agreement with Sportradar to follow-up on the betting activities in connection to the IFF Events and to see if there is any irregular betting on Floorball. IFF will also make a thorough evaluation of how well we are placed in regard to the International Partnership Against Corruption in Sports (IPACS) 50 recommendations, as this is an essential part to have in order to be included into multi-sport games.

When it comes to the work against doping and enhancing good governance structures, Floorball in general is standing out positively already and this will, on both a national and international level, become more important. A positive image for Floorball will foster many areas of work, including growth, sponsorship, and recognition. Securing the voice of the athletes throughout the organisation, and in all development processes, is also a factor needed for IFF to follow the general trend in International Sports.

5. ADMINISTRATION

The IFF administration, consisting today of 10 full-time and one part-time employees and the use of seasonal trainees and volunteers at major events, has continued to increase the number of services and operations that the IFF offers to its members. The growing number of competitions and IFF initiatives, the increased demand for services provided to the stakeholders, especially the new demands concerning the live streams on the IFF's own platform as well as the expectation that IFF should carry out more tasks on behalf of its members, requires that the IFF administration needs to develop both in quantity and quality. There is a discrepancy between the need to increase the number of employees and the missing funds of realising this. The IFF office staff is the biggest asset the federation has, and it is imperative for the continuing development of the organisation. There needs to be succession planning created to secure the consistency of the organisation with priority tasks and services, which must be upheld.

Since the General Assembly in 2004, the IFF office has been located in Helsinki, Finland. In 2024 the IFF re-signed an agreement with the Finnish Floorball Federation whereby they will provide IFF with office facilities until the end of 2028, and thus the IFF office will remain in Helsinki for that time period.

The basic plan is to continue hiring temporary help for the major events, One solution is to use more in-house interns to work in the different fields of the activities, and the office will continue seeking opportunities to employ trainees and interns on a project basis. IFF needs to look more carefully on our revenue generation, in order for IFF to live up to the expected service level.

At the end of 2024, the IFF administration reached its highest level yet, with the positions of Secretary General, Competition Manager, Event Manager, Digital Manager, Operations Manager, Sales & Sustainability Manager, Communication Specialist, Competition Coordinator, Office Coordinator, Anti-Doping & Media Coordinator, and a Development Coordinator, who is concentrating on the 4F Program. Additional resources shall be directed to the fields of development and membership services, marketing and TV, especially the services for the match commentators, which will continue in the future with the IFF Live Streams. When, and if, the financial situation permits, the administration will be strengthened during the period between the General Assemblies.

6. CENTRAL BOARD

The role of the CB has had the nature of a more strategic level decision-making body, working with the overall political questions and direction of the movement. During the years the number of questions brought forward to the Central Board has increased rapidly. In order to keep the workload of the CB at an operational level, there needs to be an activation of the use of the Executive Committee (ExCo), taking care of the more tactical and urgent operational level questions, while the Office carries the operational execution responsibility in accordance with the decided direction, following the principle of corporate governance.

The CB plans to have four to five 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 five members, will handle and prepare the upcoming issues for the CB and take decisions where they are needed. The IFF President and the Secretary General bear the responsibility of developing the contacts to the international sports community for the CB.

The CB will focus on the following questions: trying to find ways to increase the resources to handle the operations; define the future of the Club competitions; finalise the new IFF competition structure; develop the 3v3 event for the future; and fulfil the implementation of the strategy. A very important task for the CB will be to secure the wellbeing of the IFF staff and that we have an adequate number of staff and also start the planning for the future of how the IFF Office will be developed.

The IFF Central Board (CB) will continue to allocate questions in specific areas of responsibility to each CB member. These special responsibilities will be assigned to the respective committees, functions, office and, if required, to a special working group. This will give more time for the CB to concentrate on the top level strategic and political questions, which will help to determine what is best for World Floorball, and to help spread and develop Floorball worldwide. The IFF Office is to prepare a proposal for how the CB is to handle the reports provided to the IFF CB, so that they don't take too much time in the meetings.

The tested approach of dividing the CB meeting into a working session, discussing a few strategic questions in depth during the first day, and having the meeting the second day has proven to be very

successful and will continue to be implemented for future meetings.

7. COMMITTEES & FUNCTIONS

The IFF CB will continue the chosen line to have a limited number of operational bodies – Athletes' Commission (ATC); Development Committee (DevC); Entourage Commission (ENC); Ethics Commission (ETC); Medical Committee (MC); Referee Committee (RC); and Rules and Competition Committee (RACC). The Swedish Floorball Federation has, in a motion to the IFF General Assembly, proposed to form a ParaFloorball Committee (PFC). The IFF CB will prepare the question for the IFF General Assembly taking into consideration the work the IFF is already having with the present ParaFloorball organisations group.

The tasks of the operational committees will be looked over in the first part of 2025, to see if there is a possibility to better develop the way the committees are structured and how they are currently working. The CB is to look over the working process of the committees, to use them more to evaluate the prepared proposals created. It is essential that the new IFF committees are developed and supported and that the committees cooperate together. In order to live up to the good governance rules, the IFF CB will endeavour to ensure that all committees have athlete representation during the upcoming four year period.

The other fields of activity are organised into functions led either by a CB member or a staff member. The functions for marketing, lobbying, and regional development are presently led by CB members, but this shall be reviewed when the new CB is elected at the end of 2024. In addition to these, the IFF operates other functions such as development operations, equality, information, marketing operations, materials, and ParaFloorball. The responsibilities of the committees and functions are allocated by the CB. Additionally, the CB will ask the Secretary General to appoint the relevant employee to act as the secretary of the committees.

The IFF CB needs to more actively strive for gender equality in all of its organs, but especially in the IFF committees. This is somewhat reliant upon the nominations of the Member Associations for these committees, so it is important that this is given consideration by the members when seeking suitable candidates to put forward.

7.1. Rules and Competition Committee (RACC)

The committee will continue to deal with the changing requirements and the development of our sport including modifying and developing the Competition and Organiser Regulations as needed. The introduction of a new international event calendar will take priority as well as proposals for a new playing / event system for the adult WFC. This is perhaps one of the most important tasks for the IFF in the coming period as it will determine the structure of all IFF events for the next 10-15 years.

After the 2nd 3v3 WFC is played in 2025 a full evaluation of the event will be carried out, with the plan to publish updated rules and regulations. The review will also include a decision on how often the 3v3 WFC will be played and the format it shall take.

A full evaluation of the IFF Club events (Champions Cup, EuroFloorball Cup & EuroFloorball Challenge) will be done during 2025.



7.2. Referee Committee (RC)

The number of appointed international referees has been adequate to carry out all the international events over the last two years. The number of countries where the IFF referees are coming from has increased, with the development being especially good in the AOFC area and in general the interest towards refereeing has increased and therefore the upcoming years will require a lot of proper monitoring in the regions to create right education conditions. The starting development and education projects for the IFF referees will continue on annual bases.

The IFF needs to find ways to cooperate with not only the member associations, but also other stakeholders to find new tournaments and ways for the education of referees in the IFF development group. To be cost efficient we need to find regional tournaments for that purpose. There are a limited number of IFF events annually, where the referees can be educated in real games and the IFF RC needs to secure the level of refereeing in those tournaments and therefore the education aspect can't necessarily be fulfilled.

A long-term continuing challenge for the RC, as in many team sports, is the low number of female referees, and close co-operation with the IFF Member Associations will be crucial in our efforts to increase the numbers. The RC needs to step forward and show an example by working hard to get

women involved in the RC and in the decision-making positions. There has been a positive increase in the number of female referee coaches in past years and the RC will continue to nominate female coaches as the Head of Referees in IFF events as often as possible. During the last period this was very successful and shows to the stakeholders that we are willing to be gender neutral and work to achieve that.

The RC will work to find more tournaments suitable for the referee coaches as a way to help maintain their connection to international Floorball. The IFF will budget for their participation, and also co-operate with the IFF member associations to find more tournaments for the education purposes.

The 3v3 format needs its own referee pool and education and the RC, in cooperation with the RACC, will start to build this group. Since 3v3 is a specialised playing format it also requires a certain special approach from the refereeing perspective.

One future challenge is to work with the rule interpretations among the Member Associations, and that work is ongoing. It started with the physical play interpretations and will during the upcoming years concentrate also on stick play topics. The first webinars concerning the topic will take place in spring 2025.

7.3. Medical Committee (MC)

Encouraging athletes to apply for a Therapeutic Use Exemption (TUE) via their National Anti-Doping Organisation (NADO) instead of the IFF has been the most significant change to the IFF's anti-doping work. It is hoped that it will make the TUE application process much simpler for the athletes and reduce the work of the MC as the IFF will need only to recognise an already-approved TUE for use in our events. By reducing the workload on the MC in this area it will allow for other activities to take place such as analysing rules and regulations for the IFF.

Interviews and searches for viable, willing and enthusiastic new members for the medical committee will continue in 2025. Due to the limited number of potential candidates the rule relating to only one nation represented on the Medical Committee may be relaxed.

7.4. Ethics Commission (ETC)

The IFF Ethics Commission (ETC), which is elected by the IFF General Assembly, will continue to work with three main tasks: overlooking and developing the documents guiding the IFF operations; the implementation of the Good Governance principles and integrity; and the handling of all ethics complaints. The questions of advocating equality, preventing any form of harassment in Floorball, increasing respect within Floorball, and stopping irregular betting and match fixing are high on the agenda. The ETC will continue to run Good Governance webinars to increase the awareness of the ethics questions.

The Ethics Commission will deal with any allegations or complaints of unethical behaviour or abuse, if it falls within the ETC jurisdiction. The ETC expects that the number of complaints might increase

with the enlarged scope of the IFF Code of Ethics that the IFF General Assembly is to confirm in December 2024. Due to this the ETC will overlook the instructions for the filling of ethics complaints and the way they will be handled. The ETC will continue to overlook the operations of the IFF, reviewing any behaviour or actions it deems to require attention.



7.5. Athletes' Commission (ATC)

The elections for the Athlete's Commission members will take place during the Men's WFC 2024 (for men) and Women's WFC 2025 Qualification events (for women). All elections will be done via an online voting system, as has been used in previous years.

The main areas of focus for the ATC will include introducing new members and establishing a structured workflow that leverages the strengths and interests of ATC members. Additionally, the ATC Buddy Program will be evaluated after its testing period to determine future directions and potential improvements.

ATC will continue to provide feedback on key topics such as rules changes, the international calendar, Player of the Year, 3v3 WFC, and other ongoing issues that significantly impact athletes. Representation will be maintained in the RACC Committee, with the goal of securing a position within the Referee Committee, as well as other committees as decided by the Central Board.

The ATC supports global sports campaigns, such as the White Card campaign, and efforts to enhance ATC's visibility will be made with the help of the IFF social media team and through active participation in main IFF events.

To maintain strong communication, the ATC will meet face-to-face once per year, with 1–2 additional online meetings, while further meetings may be scheduled to discuss specific topics.

7.6. Entourage Commission (ENC)

The work of the Entourage Commission (ENC) started in 2022, and the commission will continue to work on clearly defining the tasks of the commission and how to move forward in a feasible way. Then it will be easier to find ways of how the different IFF bodies should be involved and the way to cooperate with the IFF Athletes Commission, since there are mutual objectives between these two committees.

8. IFF COMPETITIONS

The IFF hopes to see an increase in the number of teams registering to IFF events in the coming years, as well as an increase in the number of international matches in all regions. The introduction of new events, such as the IFF 3v3 World Championships and the new official age categories of U17 and U23 allow for new participants at the international level.

With discussions on changes to the international calendar already well-advanced, it is expected that during the 2025-2026 there may be some interim changes that are introduced in preparation for possible major changes in the future.

8.1. Adult World Championships

The IFF has proposed a calendar change for the adult WFC regional qualifications, with the idea to play them in the latter part of the year preceding the WFC to make sure that the final round teams are confirmed earlier, which will be helpful for the organisers and teams. The earliest that this change may occur would be for the WFC 2027 qualifications.

There had been approval for a number of teams to receive direct qualification for the WFC, starting from 2027 as part of the European Floorball Championships introduction, however with the start of this event to now be pushed back and tied in with the overall event calendar changes, this direct qualification process will need to be reviewed for 2027 and onwards.



WOMEN'S WORLD FLOORBALL CHAMPIONSHIPS 2025

6.-14. 12. | BRNO & OSTRAVA | CZECH REPUBLIC

In 2025, Brno & Ostrava in the Czech Republic will host the 15th Women's World Championships from 6th - 14th December. This is the second time that these cities have shared the hosting of this event (previously was in 2013). The group games and play-offs will be held in Brno with the whole event then moving to Ostrava for the quarterfinals, semi-finals, placement matches and medal matches.



Men's World Floorball Championships 2026

4.-13.12. | Tampere | Finland

The 16th Men's World Championships will be played in Tampere, Finland from 4th - 13th December 2026. The event will be played in three arenas with the final weekend in the 13,000 seat Nokia Arena.

8.2. U19 World Championships

One of the major changes proposed in the international calendar review during 2023-2024 was to move the U19 WFC from May to February. The IFF Central Board gave approval for this in November 2024 and the decision on how and when this will occur will be made in 2025. The earliest possible time for the new scheduling would be 2027.



Men's U19 World Floorball Championships 2025

29. April – 4. May | Zurich | Switzerland

The 13th Men's U19 WFC will be played in Zurich, Switzerland from 29th April - 4th May 2025. Hardau Arena and Saalsportshalle will host the group games and play-offs / placements, while the final weekend matches will return to Swiss Life Arena, where the Men's WFC 2022 was played. This is an exception for an U19 event to be played in such a large spectator capacity venue. Additionally, the event will be played over one extra day than is normal for an U19 WFC, allowing a rest day for all teams.

The 12th Women's U19 WFC in 2026 will be played in Lignano Sabbiadoro & Latisana, Italy. This will mark the first time that Italy has hosted a final round of a World Championship. The organisation will have a mini-test event in February 2025 when they host two qualification events at the same time in the same venues.

8.3. 3v3 World Championships



3v3 World Floorball Championships 2025

2.-3.5. | Winterthur | Switzerland

After the very successful introduction of the 3v3 World Championships in 2024 the 2nd edition will be played in Winterthur, Switzerland from 2nd - 3rd May 2025, in conjunction with the Men's U19 WFC in Zurich. After the 2025 event, a full review of the event will be undertaken and a decision on how it should be played in the future will be taken. These decisions will focus on how often it should be played, the format of the event, and the level of competition.

8.4. Champions Cup

Since 2023 the Champions Cup has been played in a new Home and Away series. This system will be reviewed after the conclusion of the 2024/25 season with a decision on whether to continue or not with the tournament in the current format to be made in early 2025.

8.5. EuroFloorball Cup & Challenge

In the last few years the EuroFloorball Cup and Challenge events have struggled to secure organisers and have, on several occasions, been cancelled. The IFF Central Board decided that efforts to find organisers and interested teams should still be made. A review of this level of club tournament will be made to determine if this type of event is sustainable for the IFF, or whether a different format should be pursued.

8.6. Asia Oceania Floorball Confederation Cup

The AOFC Cup has become a vital development tournament for the smaller AOFC countries. It provides the possibility of the newer AOFC members to gain international experience as well as giving the more established ones the chance to give players outside of their main national selection group an opportunity at this level. The scheduling of the AOFC Cup may change, depending on other possible international calendar changes, but it should be strongly supported to continue as it is a key introductory international event for the smaller AOFC countries.

8.7. Africa Floorball Cup

Efforts should be made to secure an organiser and participating teams well in advance so that funding can be better lobbied for. The costs of travel can be a great obstacle to participation in such a regional event, so the support of National Sport Associations / National Olympic Committees and sponsors is crucial. The organisation of the event must follow IFF guidelines and the African Nations must show a greater commitment to the event. The Africa Floorball Cup will continue to be played using a modified format, but should begin to use the newly published formal 3v3 development playing system.

9. INTERNATIONAL MULTI-SPORT EVENTS

The strategic evaluation of which multi-sport games IFF is seeking inclusion in, was taken after the evaluation of the IOC Agenda 2025 and IFF has now entered The World Games, the Asian Indoor and Martial Arts Games, the South East Asian Games, and the European Masters Games. The Olympic Agenda 2025 clearly indicates that The World Games and Masters Games are the global multi-sport events highest on the radar of the IOC. It is of course important to be able to participate in also other multi-sport events on a regional level, to increase the visibility and awareness of Floorball among the National Olympic Committees and National Sport Confederations, however, IFF will need to evaluate the pros and cons of participation in new multi-sport events and have a dialogue with the concerned Member Associations.

9.1. The World Games (TWG)



The World Games 2025 will be played in Chengdu, China from 6th - 13th August 2025. This event will see a significant milestone for Floorball with women competing for the first time. Over the 8 days of competition, 8 women's and 8 men's teams will participate. All matches from the Floorball event are expected to be streamed live on The World Games newly launched media & streaming platform.



From the Women's WFC 2023, Sweden, Finland, Czechia, Switzerland and Slovakia secured their places in the event. An Americas qualification saw Canada victorious over USA, while the AOFC WFC Qualifications in March 2025 will decide the final two women's teams. For the men, China received direct qualification, and the rest of the teams will be decided based on results at the Men's WFC 2024. Preparations are well underway but a lot of early planning from the qualified countries will be crucial.

9.2. International University Sports Federation (FISU)

Discussions shall continue between IFF and FISU for Floorball to return to the FISU programme, perhaps using a modified playing format, such as the new 3v3.

9.3. International Master Games Association (IMGA)

The future of Floorball in the European Masters Games is unclear after poor registrations at the last two editions. There is a growing number of masters teams and players around the world, so IFF needs to investigate how we can better market the event and increase interest in it. The next event will be played in the Lake Como region in Italy from 17 - 26 September 2027.

10. REGIONAL MULTI-SPORT EVENTS

10.1. Southeast Asian Games

The SEA Games 2025 will be played in Thailand from 9th - 20th December 2025. These dates overlap with the Women's WFC 2025 in Czech Republic so IFF will need to work closely with Floorball Thailand to ensure that the Floorball competition is scheduled in a way to allow any teams that qualify to the WFC to also be able to compete at SEA Games. Future SEA Games are scheduled to be played in key Floorball countries - Malaysia (2027), Singapore (2029) & Philippines (2031) - which is positive for the continued inclusion of Floorball.

10.2. Asian Indoor and Martial Arts Games

IFF was included to the AIMAG programme for the first time for AIMAG 2021, which was rescheduled many times, with final dates set for November 2024. Unfortunately, in the end, the event was cancelled. IFF will need to lobby for participation in AIMAG 2026 in Riyadh, Saudi Arabia and a major first step in this work will be to help establish and develop a Floorball federation in the country.

11. RULES OF THE GAME

The Rules of the Game Edition 2026 will be completed during the period with the following milestones.

- 15th February 2025: Collection of experiences from the tested rules
- February 2025: Reference group to evaluate the tests
- March 2025: Asking for feedback IFF RC, RACC, IFF Office and Athletes Commission on the final book
- May 2025: Deadline for feedback from IFF RC, RACC, IFF Office and Athletes Commission
- September 2025: IFF CB to make a final decision and new IFF Rules of the Game to be sent to all member Associations
- December 2025: RACC to organise a seminar for Interpretations of the Rules of the Game. All member Associations will be invited to participate on their own cost
- 1st July 2026: The new edition of the IFF Rules of the Game will become valid

An official 3v3 Rules of the Game were released in 2024 and used for the first time for the IFF 3v3 World Championships. Some small modifications were made for 3v3 WFC 2025 based on the event feedback, and a full review will be done after the 2025 event.

12. ANTI-DOPING

The new edition of the WADA Prohibited List for 2025 has already been announced and implemented. There are not many changes but IFF will continue to monitor and analyse any future changes from WADA depending on which medication will be added and whether it is more prevalent to floorball athletes than previously.

All athletes at IFF events are required to complete Anti-Doping Education and manual checks on this will continue. IFF plans to increase the number of reminders and notification emails to member

federations about the education of athletes, not just before our events but at other points of the year as a way to keep the members well-informed on the requirements and importance of this.

The IFF plans to analyse any feedback from federations about the anti-doping work and will continue to promote the use of NADO's for granting TUE's. All member federations were informed about this during 2024 and the hope is that the IFF will receive far less TUE applications during the coming years.

Opportunities to work with NADOs to provide Anti-Doping education / information at our major events shall be investigated as IFF does not have the resources &/or qualifications to provide this service directly to our members.



13. DEVELOPMENT

13.1 Floorball Development Program

After the Covid-19 pandemic, there has been a challenge of how to activate members and also cooperate with them more on an everyday basis concerning their overall development. Coaching seminars are most sought after by the members and there's a certain need for those seminars on the regional level. The coaching clinics level 0 and 1 are now ready to be carried out and used in the development program.

Good Governance is a sector which the members have started to ask about further. The 4F, Floorball Fit For Future program is an excellent tool for that purpose and there are 15 IFF members starting with the program by evaluating themselves and the planning for the future actions. The 4F helps members to evaluate where they really are and where they are aiming to.

A New application for the Erasmus + project will be sent and the IFF will continue to run the annual development program, partly funded by the IOC. Regional development clinics will be organised and the main idea is to concentrate on the regional challenges and how to handle those. Working to increase the number of players and other stakeholders around the sport is also vital.

13.2. Floorball: Fit For Future Programme (4F)



The Floorball: Fit For Future programme (4F) is set to grow into an established and innovative initiative that will play a significant role in shaping the future of the sport. Over the next two years, the IFF, in collaboration with the EFT countries, will make significant investments in this programme, as well as in supporting national floorball federations. The overarching goal is to accelerate the development of

floorball in each participating country and enhance the sport's global relevance.

The immediate focus of the 4F programme is the preparation and launch of the 2nd phase, known as the Development Part. In this phase, the aim is to provide intensive support to at least 15 federations in the creation and implementation of their Development Action Plans (DAPs). These action plans are designed to drive clear and effective progress in the participating countries, ensuring that the IFF's intention to create sustainable, well-governed sport organisations is met, which will help the overall popularity position of floorball nationally and enable these organisations to play a significant role in their society. An essential component of this phase is the development of specialised IT software, which will enable federations to efficiently manage and track their development processes. This digital tool will play a key role in ensuring that federations can monitor their progress and make data-driven decisions to optimise their development strategies.

In addition to strengthening individual federations, another key objective of the 4F programme is to use the developed tools to create a global floorball community. This community will focus on specific development topics and encourage the exchange of knowledge and best practices between federations. At the heart of this community-building effort will be the creation of a digital library. This library will collect and showcase successful solutions, as well as lessons learned from potentially unsuccessful approaches taken by different federations during their developmental stages. It will serve as a valuable resource, enabling federations to learn from one another's experiences and address common challenges more effectively. Collaboration between federations will also be a cornerstone of the program's next phase. The IFF aims to strengthen partnerships between more established federations and those in earlier stages of development, facilitating knowledge transfer

and support.

To further promote knowledge sharing, the IFF will also organise webinars on specific development topics for federations which are taking part in the program. These webinars will provide a platform for federations to engage in targeted exchanges of expertise and to discuss current challenges. The aim is to create a dynamic learning environment that encourages federations to continuously improve and adapt.

14. IFF MATERIAL BOARD

The cooperation between the IFF and the Floorball manufacturers has, since 2001, been directed through the IFF Material Board which consists of representatives from the five largest Floorball material manufacturers and the IFF. The main task of the Material Board is to focus on what types of technical changes are needed for Floorball material and evaluate the direction of development. The board is also making proposals to the IFF concerning revision of the IFF Material Regulations 2026.

The other task of the Material Board 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 within the board and will be decided on by the IFF in the coming period.

The process of the changes of the actual technical requirements continues, and eventual changes take place every second year and in accordance with the timetable next time in 2026. But the changes within the ITT Test Institute RISE, when the long-time serving Floorball specialist Lars-Åke Hendriksson will retire in the first quarter of 2025, the IFF is together with the Material Board looking for new solutions of how the IFF Material Approval system will be handled from 2025 forward.

The option to continue with RISE in the same way as before is not likely, as RISE has had several issues with the certification of protective eyewear and face masks and have changed the approved material database in a way which is not positive for IFF. The most likely solution is to move the certification to be handled by IFF and the testing by an external person in 2025. The change must be done in the first half of 2025.



15. COMMUNICATION

The IFF aims to continuously improve the quality of communication as part of its overall commitment to promote the sport and increase participation levels among all ages, genders, cultures, and abilities. The IFF publishes a variety of different content and utilises different digital marketing and communication channels. We also assist our Member Associations and other stakeholders by spreading and promoting their activities through the IFF channels.

There are several key points and projects which will earn specific attention and efforts.

- Continuing the implementation of the holistic communication plan for the IFF App
- Investigate new distribution channels for the spread of our news and content
- Create and execute various campaigns over our media channels e.g., the new GoGirls! Campaign on the road to WFC 2025
- Find ways to better promote and market the Champions Cup as an elite tournament
- Strengthen the club tournament social media visibility – on specific channels and IFF channels
- Increase the efforts in promoting our sport with a specific focus to include the athletes more prominently and cooperate with ATC on this
- Strengthen the status of floorball in multisport events and especially in The World Games 2025
- Promote the 3v3 WFC and new forms of floorball

16. EQUALITY

IFF will continue discussions with the Swedish Floorball Federation about how the English language version of their equality project, Fifty/Fifty, may continue in the future. An update of the GoGirls! Floorball project will also be undertaken during 2025-2026, including a full update of the materials available to Member Associations.



17. SPECIAL OLYMPICS & PARAFLOORBALL

The successful cooperation with Special Olympics (SO) continues, and IFF will also help with materials for future SO events, such as floorings, and the aim is also to continue to have joint seminars. The SO World Winter Games will be held from 8th - 15th March 2025 in Torino, with Floorball expected to be amongst the biggest sports by participant number at the event. The cooperation with Special Olympics International (SOI) is crucial as there are already 85 countries participating in the SOI Floorball programs with over 50.000 players. This calls for an increased strategic cooperation with SOI based on a concept proposal.

18. FINANCE

The key for IFF's financial success is still an increase in external funding, which can best be reached through sponsorship sales. We will continue to work to find a Title and a Main sponsor for the IFF and look upon how the marketing and ticket rights will be distributed with the organisers of IFF events, in order to strengthen the finances of the IFF and the Local organisers.

Further, the sales in the IFF app will need to be increased which is best reached with more and better produced matches to sell. In relation to the requirements of the Licence system, the IFF will, during the period 2025-2026, intensify the follow up on the issue of the outstanding debts of the IFF member Associations.

During the period the digitalising of the invoicing system will be investigated and if possible also carried out. IFF will continue to strive for a healthy financial situation with breakeven financial results. The Budgets and Financial Reports will continue to be published on the IFF website.

19. MARKETING

Floorball is still challenged with the fact that the main markets of Floorball are quite small on the European market, and even less on the international market. Without neglecting the potential of Central Europe a big focus will be to find suitable sponsors on the Scandinavian market. As explained in chapter 4.5. The IFF has tried to sell sponsorship on its own and through nationally based agencies without big success with this approach. Regardless of the poor results, potential sales agents / agencies will still be investigated as the IFF needs someone opening doors for Floorball. In the upcoming period the IFF will discuss possibly building a common sales structure with the EFT countries in the way the events are sold. In 2025 the IFF is to form a working group with the marketing representatives of the EFT countries to try to work out a suitable solution for this.

The IFF maintains an innovative approach to any new sponsorship elements or models to create revenue. In the past we have been known for the open and dynamic approach for ideas from LOCs or sponsors.



A focus point will be to continue to increase the visibility of Floorball as defined in the IFF strategy. The main drivers will be digital channels and TV. The six to seven key TV countries create a solid base for visibility and through the partnership with Protocol Sports Marketing the aim is to include an increasing number of countries to receive the TV signal from IFF events. As described in chapter 4.5 development of the IFF App also has a key role. Marketing together with Media will come together to investigate models how the IFF social media channels could be better harnessed for commercial use. This is also connected with the possibility of working together with the EFT countries and/or the LOCs as all social media commercial rights belong to the IFF.

With the growing importance of sustainability throughout society the IFF will continue the efforts to create sustainability-driven sponsorship models.

The IFF will in 2025 start the selection of the Player of the Year (Men and Women) based on a election made by the Member Associations's National team coaches taking part in the IFF Events, the media and other stakeholders.

The IFF will start planning for the IFF 40th anniversary which will take place in 2026. As planning is in the early stages there is no clear picture of what this will entail. Old video footage, photos, and other Floorball material shall be collected to create memories of our first four decades. This will require help from all national federations. The plan would also be to interview persons who have been part of the historical international floorball journey. In Tampere, where WFC 2026 will take place, there is already an established Floorball Museum located nearby. The anniversary will also serve as a suitable occasion to hand out Service Awards and introduce new persons into the IFF Hall of Fame.

20. SUSTAINABILITY

The IFF will continue the consistent execution of the sustainability strategy. Some concrete goals have been defined in the IFF Strategy however some new documents need to be drawn up to fulfil the requirements of the UN Sports for Climate Action network (S4CA).

As a result of the GAMES EU-project participation there is finally the IFF Event Organiser Sustainability Guideline to highlight the focus points and also to deliver examples for organisers. Further, together with the project coordinator Sant'Anna University, a list of "green" requirements for host bidders have been created. These will be integrated into the IFF bidding documents and scoring system. These measures will help to carry on the well established legacy of sustainability in major IFF events. What started in Tampere 2015 (eco-label for the event), to when the bar was set on a new level in 2022 (Green Goal initiative) and the Sustainably Certified Event in 2024 (Sustainability Policy) the work will continue in close partnership with the local organising committees.

Even though the IFF might not have the luxury of choosing sponsors solely based on their sustainability actions, we will continue to search for partners that will share the IFF sustainability values.