



5 th IFF Associations' Meeting in Neuchâtel, Switzerland 14th and 15th of December, 2019



Welcome and Opening by the IFF President



Mr. Tomas Eriksson

Recognised by the IOC Ordinary member of GAISF

www.floorball.sport



The IFF and our sport is at a crossroad and we need to define a new Strategy for 2021-2031, to decide upon the direction for the coming decade and need define the Growth Pockets..

As a part of that process we also will discuss the “Future of Floorball” – Namely what our sport will look like in the future and what game developments are needed.



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We have achieved a lot of the objectives and targets defined in the present Strategy until 2020.

The number of countries has increased, and we have been included in the Multi-Sport Games.

There are a few important targets in front of us – increased sponsorship revenue, closing the gaps between our members, both on and off the field of play

We need to have more countries affiliated with the NOC's and Sport Confederations.

We need to look over our membership service, to help strengthen the operations of the member associations.

The Strategy Process is imperative for our future development and that we make the right choices to move forward together with all 74 members and all of our stakeholders.

The IFF is an Association of Associations, so it is vital that you all participate in setting the direction and targets for the 2032



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The Agenda of the meeting

Start End **Saturday 14th**

08:30 08:40 **Opening (TE)**

08:40 09:40 **IFF License System 2.0 Effects and Tier System (VH)**

- Pair work analyse own position and Tier Group

09:40 09:55 **Coffee break**

10:00 10:45 **Keynote Speech Timo Lumme, IOC Marketing Director**

Strategic issues, Marketing and Visibility

Q/A

11:00	11:30	Strategy Process, Floorball Growth pockets and Future Direction (JL)
11:30	12:30	Workshop: How to secure continued growth of Floorball 30 min discussions and 20 min debriefing
12:30	13:15	Light lunch
13:15	14:15	Workshop 2: What is needed to reach the Strategic Targets 30 min discussions and 20 min debriefing
14:15	14:20	Recap of the Day (TE)

Start	End	Sunday 15th
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08:30	08:40	Opening Day 2 (FS)
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08:40	09:35	Regional Development (10 min)
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- AOFC Projects Referee education, Ms. Binbin Lin, SFA Board members
- Building Coach and Referee Educational Systems (VH)
- Danish NOC Project, Carsten Nymand Provstgaard, Floorball Denmark
- Africa Cup - source of development, Mr. Paul Maina, President KFF
- Czech Street Floorball, Mr. Filip Suman, Czech Floorball President

09:35	09:45	Status of Future of Floorball , Mr. Martin Klabere, IFF RACC chair
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09:45	10:25	- Group work: How to combine the format of Playing and closing of the Gap
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10:25	10:45	Coffee break
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- 10:45 11:45 **How to activate women in Floorball**, Ms. Kaarina Salomaa, IFF CB member
Activation workshop
- 11:45 12:45 **TWG 2021 (JL)**
How is USA is preparing for the Event (10 min)
Workshop: How can we make it an Event for all of Floorball
Ideas for Promotion and Activation
Best Slogan for TWG Floorball proposal will be rewarded
- 12:45 13:00 **Next Events**
WFC 2021 Uppsala, Sweden, Ms. Ebba Wengström, Project manager U19
WFC 2020, Ms. Anna Lindström, Director Uppsala Convention Bureau
WFC 2020 Helsinki, Finland, Ms. Hanne Pirkola, Event Director
- 13:00 13:05 **Recap of the Day, the closing of the IFF Associations' Meeting (TE)**

IFF License System 2.0 Effects and Tier System

IFF Operations Manager Veli Halonen

- IFF License System 2.0 has been decided by the IFF CB in spring 2016 and it has been approved by the IFF GA in Prague in 2018
- The purpose is to help the IFF members, not to judge or criticise
- The more we know about the facts the easier it is to develop together
- We can together define the needs to be able to choose the right path
- We will today define your position

- The IFF carried out a survey in 2018 among its member associations in order to define the tier groups
- Out of 43 member associations, which replied, there were only two, which made it to the tier group 3
- The biggest challenge were the required policies, such as Good Governance, Conflict of Interest, Code of Conduct
- In many cases the policies existed in some format, but were not approved by the national CBs and not been informed nor delivered to the members of the associations
- Marketing activities were minor in most of the associations
- Competition activities were quite strong in most of the IFF member associations

License Requirements and Tiers

- The IFF License System 2.0 is designated to determine if a member association is in principle ready both from an organizational and sporting perspective to register and participate in a certain level of the IFF competitions.
- In order to be able to consider the level of activities country by country, the license requirements have been split in three different tiers, which will allow each country to be included in the International Competition structure.

	REQUIREMENT	PROOF	TIER 1	TIER 2	TIER 3
1,0	Registered Organisation in their country with Governmental body	Certificate		X	X
2,0	Recognised with NSO and/or NOC	Letter from NOS/NOC			X
2,1	Have been IFF members for at least 12 months	Application date		X	X
3,0	National Championships being played	Annual report including results		X	X
3,1	National Tournaments being played	Annual report including results		X	X
4,0	Club Tournament being played	Annual report including results	X	X	X
5,0	There is a CB in place	Document of proof	X	X	X
6,0	They hold (Annual) General Meetings	Copy of minutes	X	X	X
7,0	They have a Bank account	Copy of Bank Statement	X	X	X
8,0	They prepare annual accounts	Copy of Annual accounts	X	X	X
9,0	They have a membership/license system in place	Details of structure		X	X
9,1	They have Player License system in place	Details of structure			X



INTERNATIONAL FLOORBALL FEDERATION

	REQUIREMENT	PROOF	TIER 1	TIER 2	TIER 3
10,0	They have Policies/Procedures including a minimum of	Copies of policies			
	o Good Governance		X	X	X
	o Conflict of Interest			X	X
	o Codes of Conduct			X	X
	o Equality			X	X
	o Anti-Doping			X	X
11,0	They have a Development Plan including	Copy of Development Plan			
	o Women			X	X
	o Juniors/Schools			X	X
	o Referees (Have International Referees)			X	X
	o Coaches			X	X
12,0	They have a Mission/Vision Statement	Copy of Mission Statement		X	X
13,0	No debts due to IFF at time of registering for WFC/WFCQ	IFF Bookkeeping		X	X
13,1	No debts to IFF Member Associations	IFF Office			X
14,0	Respect the IFF Marketing Rights and Rules	IFF Office		X	X
15,0	Hand in Reports to IFF	IFF Office		X	X
16,0	Website and/or Facebook/Social Media	IFF Office	X	X	X
17,0	Marketing Plan	Copy of Plan			X

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Name of the Association	Tier Group	Name of the Association	Tier Group
Hungarian Floorball Federation		0Iceland Floorball Committee	1
Philippine Floorball Association		1Floorball Association of Nigeria	1
UK Floorball Federation Ltd		1Slovak Floorball Association	1
Dutch Floorball Federation		1Floorball Canada	1
Israeli Floorball Association (ILFA)		1German Floorball Association	1
Norwegian floorball association		2Austrian Floorball Association	1
Spanish Unihockey and Floorball Association		2BFF	1
Floorball New Zealand		1China Floorball Federation	1
Thailand Hockey Association (Thailand floorball)		1Fédération Ivoirienne de Floorball	1
CAMEROON FLOORBALL ASSOCIATION		0Japan Floorball Association	0
Singapore Floorball Association		1Nigeria Floorball Association	0
Finnish Floorball Federation		1Slovenian floorball association	1
Kenya Floorball Federation		0Latvian Floorball Union	1
Florbol Turkiye/Florbol Genclik ve Spor Kulubu		1Pakistan Floorball Association	1
Czech Floorball		1Ukrainian Floorball Federation	1
Korea Floorball Federation		1Polish Floorball Federation	1
Federazione Italiana Unihockey Floorball		1AUSTRALIAN FLOORBALL ASSOCIATION	1
Estonian Floorball Union		2Somalia Floorball Federation	0
Swiss Unihockey		3France Floorball	1
Liechtenstein Unihockey		1Floorball Denmark	1
Swedish Floorball Federation		3Floorball USA	1

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- If you have any questions don't hesitate to ask
- We can check these together
- Let's try to make it to be simple
- Contact me if you feel you need assistance or back up
- halonen@floorball.sport

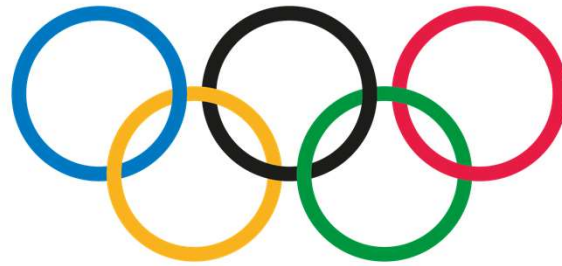
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Coffee break

Keynote Speaker

Managing Director, IOC Television and Marketing
Services

Mr. Timo Lumme



INTERNATIONAL
OLYMPIC
COMMITTEE

Timo Lumme

Managing Director, IOC Television & Marketing Services



THE WORLDWIDE OLYMPIC PARTNERS





\$5.7bn

The IOC's total revenue for the 2013-2016 Olympiad, an ***increase of 7.6%*** from 2009-2012

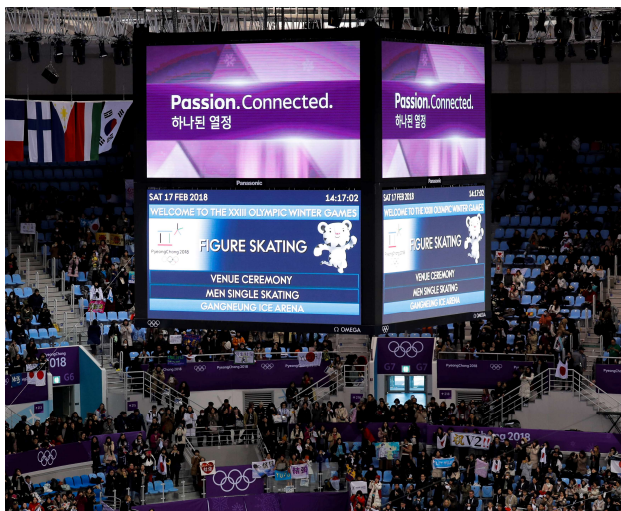


\$3.4m

The equivalent sum
distributed by the IOC every
day to the wider sporting
movement around the world



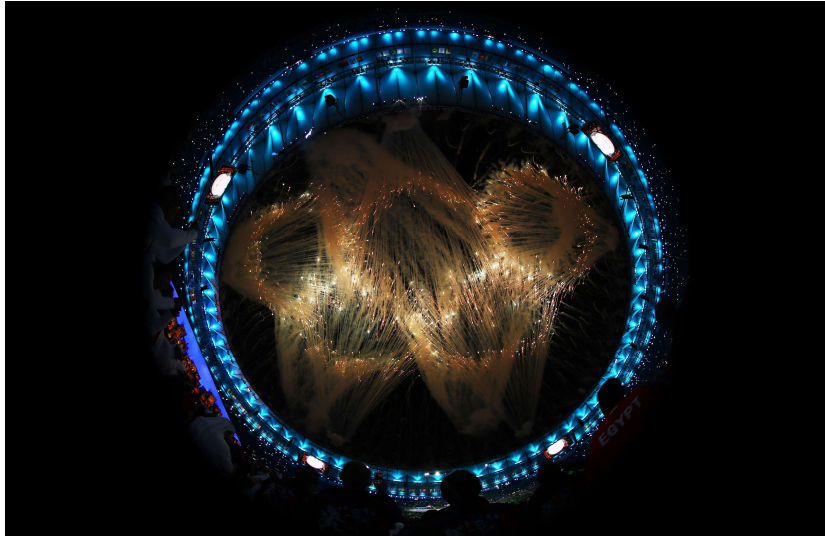














THE WORLDWIDE OLYMPIC PARTNERS



The Process for a new IFF Strategy, Floorball Growth pockets and Future Introduction, Mr. Stephen King

The Process for a new IFF Strategy, Floorball Growth pockets and Future Direction

IFF Secretary General John Liljelund

In the Strategy for 2009-2020 there was the following objectives set:

Achieved

Internationally approved
Building Brand Identity
Healthy organisation
Visibility increase
Attractive sport for All
New formats and identities
Financial resources
Financial growth
Increase of members
World Games
Regional Games

Almost/Partly

Increased Awareness
Increased visibility SoMe
Increased TV
Financial resources
Financial growth
Sufficient human
Members 75-80
WFC participation from 5
Closer to Olympics

Not achieved

Financial growth
Number of Players
Olympic short-list

The process for the renewal of the Strategy

- The IFF Central Board started the process for the building of the new IFF Strategy back in May 2019, by defining the following Growth Pockets which are needed to be enhanced, developed or created, in order to secure a future growth of Floorball Internationally.
- We need to work in these fields to be able to bring us forward
 - Awareness/Visibility
 - Sport Presentation/Appearance
 - Sport Development/Expansion
 - Governance, Sport Culture and Leadership
 - Service level to members

The Growth Pockets for Success

Awareness/Visibility:

- Broad awareness and recognition of the sport.
- Superior value and relevance delivered to key stakeholders

Sport Presentation/Appearance:

- High-quality sport experience delivered by motivated & dynamic stakeholders and health & well coached athletes

Sport Development/Expansion

- Constant innovation and collaboration built on trust, curiosity and common ambition within and across teams, networks, federations and other fields of sport

Governance, Sport Culture and Leadership -

- An inspiring sport culture and environment powered by visionary and open/transparent leadership resting on shared sport values.

Service level to members

- Service for stakeholders, member federations, Streamlined and customer/fan value -based operations exploiting relevant digital and sport business expansion opportunities

The Strategy Process

The IFF CB has decided to form a Strategy Task Force (STF), lead by Mr. Steve King, with the following members Merita Bruun (Communication) Junoh Lee (KOR), Kaarina Salomaa (FIN), Filip Suman (CZE), Michael Zoss (SUI), Helén Wiklund Wårell (SWE) and John Liljelund (IFF)

The Process is that

- the Task force has prepared the Strategy Workshop for the Association Meeting and based on the outcome the STF will start planning the structure of the Strategy Document and the content of it.
- The first version is to be presented to the CB in April
- The Draft ver1 will be sent for consultation to the member associations and stakeholders, who will be asked for their feedback until end of June.
- Based on this a 2nd Draft will be prepared for the CB to discuss in August/September and after the CB approval it will again be sent for consultation and we urge the members/stakeholders to carefully discuss it
- The STF will present their final proposal in the end of October to the CB, which will have to approve it after their input and it will then be sent to the Members as a part for the documents for the IFF General Assembly 2020 during the WFC in Helsinki, Finland







INTERNATIONAL
FLOORBALL
FEDERATION

- More regional
competitions & seminars

- Own multisport event
- Own Floorball Canada
Cups (European
Championships)

- Flexibility to drive sport
to new markets

- Shorter matches, ability
to follow
- Better infrastructure

Growth Pocket: Sport Development & Expansion

- Focus on youth & women

- Bottom up approach:
becoming a lifestyle,
connecting to challenges
(health)

- Floorball to masses, bring to
people, street floorball etc

- Floorball as profession
- Local referees
- Gender mixed teams a good
alternative
- Social players to become
licensed

- Focus on top countries &
cooperate

- Focus on markets where
we can win market share/big
economics/large
population/good position in
int. sport org.

- Big Asia countries + S.
America, Africa

- Canada & USA

- Focus on small countries
- Focus on countries hosting
multi-sport events

- Focus on developing what
exists, EOTO

- Development assistance, &
create "starter packs"

- Top 4 countries to support
lower level countries

- Close the gap focus (5-10
focus)

- Prioritise education (improve
e.g. education/dev. website)
- Clinics and exhibition events
in nations where young players
are increasing

- Exchange programs, use of
volunteers to nations as
coach/developer

- Big international companies
as partners to help

- Responsible persons by
region/country

- Invite key-persons from new
countries to study the game
at tournaments

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**- Larger office structure,
personnel & funds**

- Located in Lausanne
- Departments on every continent
- Open organisation with one representative from each MA
- New committees to handle different issues from different parts of the world (financially challenging).

- Good Governance
 - Fair and equal
 - Safe & clean
- Diverse and inclusive
 - Transparency
 - Professionalism
- Developing leadership

**Growth Pocket:
Governance
Sport Culture &
Leadership**

- Having own marketing company
- Change name to World Floorball

- Include other sports, learn from big leaders outside
- Include Super Name into IFF
- Include the voice of the athletes

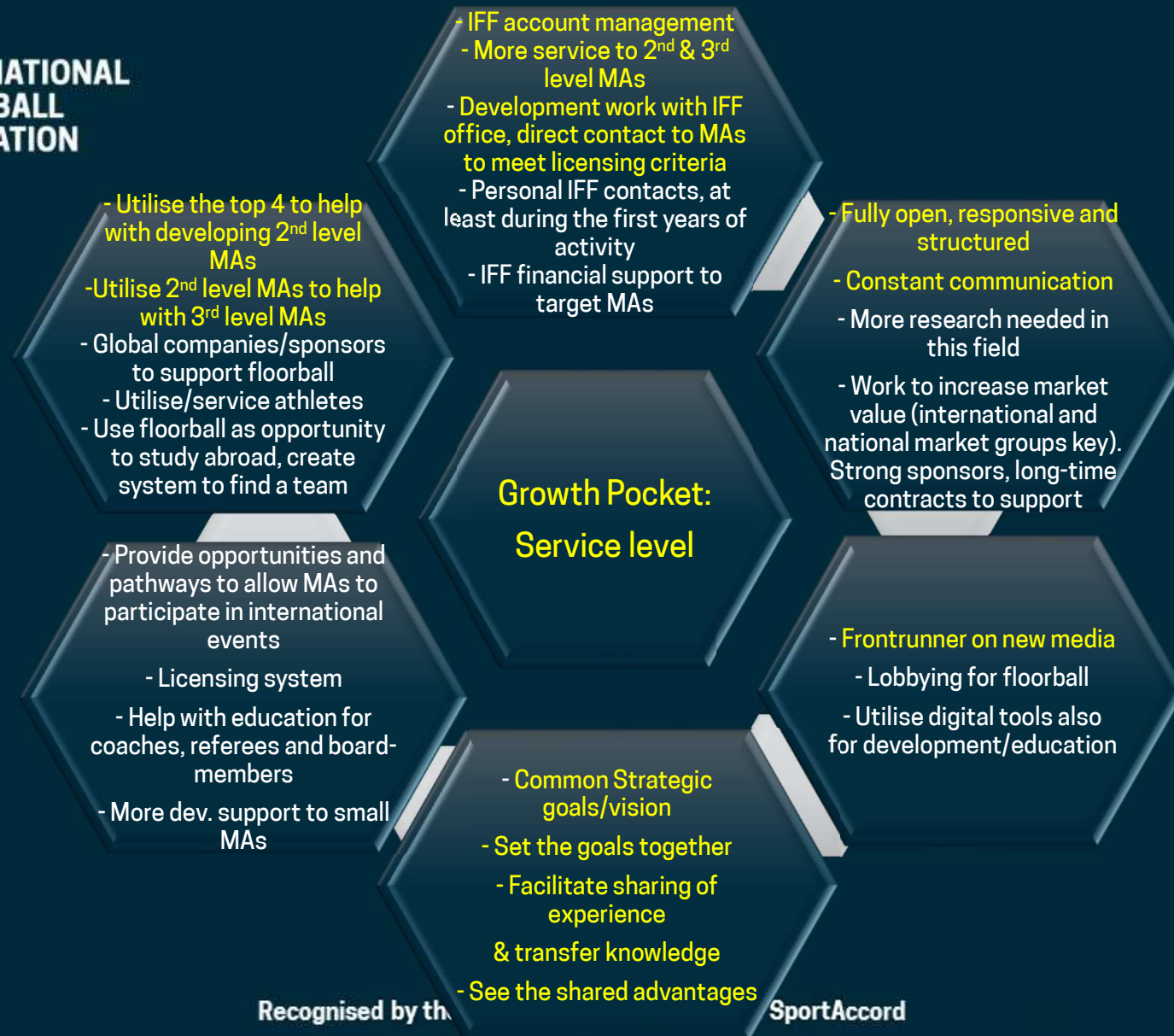
- Fully operational continental Confederations
- Employees with knowledge of top 5-10 MA
- More creative roles

- Attract more women and youth
- Presenting a “clean” fairplay sport in all dimensions
- Work on floorball lifestyle, healthy living

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- Regional Championships on every continent

- More regional competitions

- Floorball Canada Cup needed in all regions, European Championships like this

- When mega business reached, week-long CC with prize money

- European Cup for top & European qualifications

- Reduce amount of fees for int. club tournaments

- Closing gaps

- More competitors for top 8, WFC quarter-finals should be tight

- Higher demand for WFC participation (not too many teams to lower level)

- WFC format to change, more countries in WFC

- WFC flagship & top event

- Bigger WFCs, make better package for wider audience

- 20 teams in WFC final round

- WFC good at the moment

- Gap between male & female WFC will be similar

- Hard to get participation due to money

IFF Events & National Championships

- We have better data about national championships

- 50% of MAs have national leagues

- 80% of MAs have national championships

- Among top 3 biggest sport in 10-15 countries

- Need to completely review the competition structure (appealing to wider audience, host city demands changing)

- Developing the qualifications structure & stop calling it the "big 4"

- Build own multi-sport event

- Flexible game formats depending on condition

- Championships in July/Aug for more fans from Europe

- Can have different game formats, but not in WFC

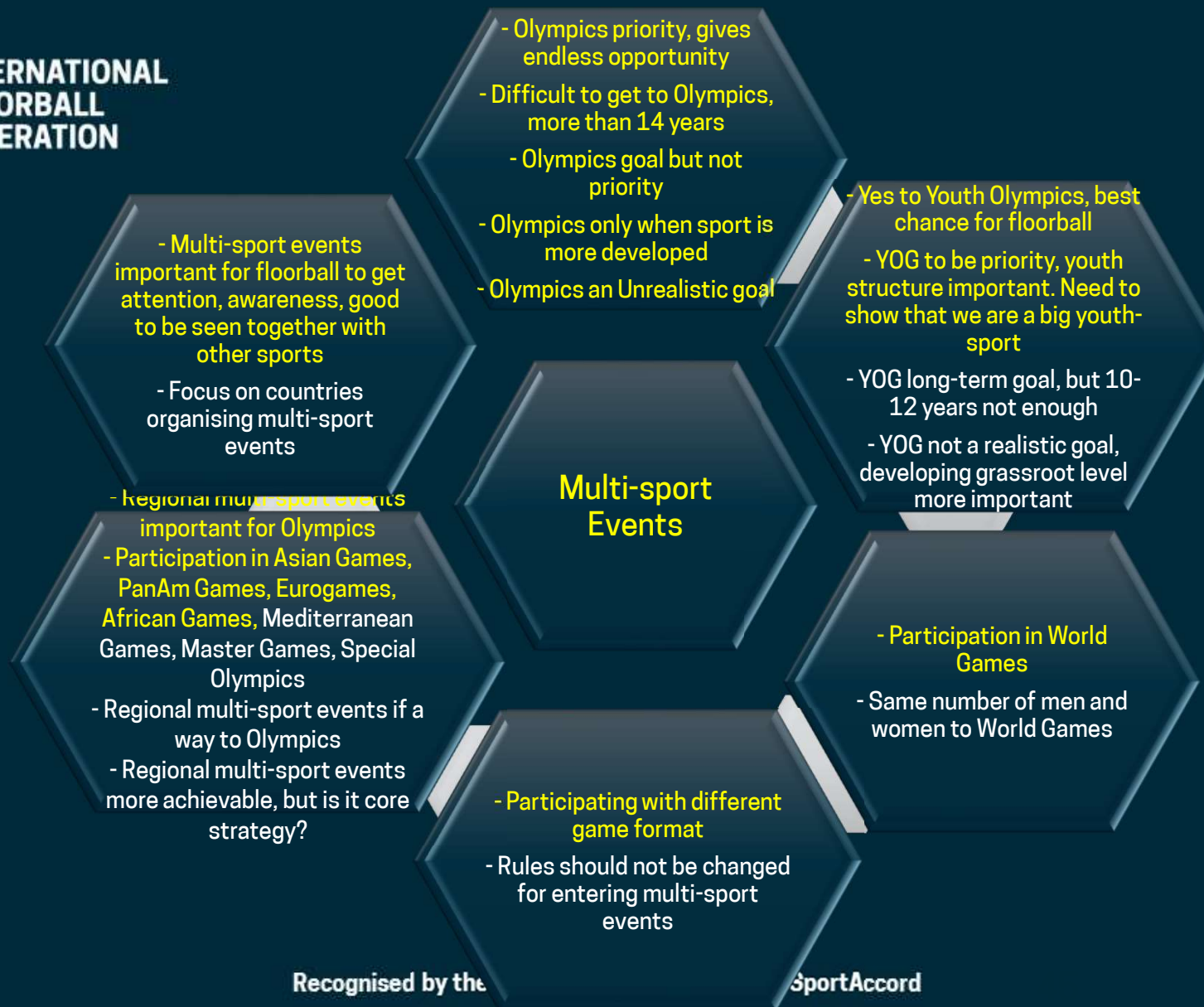
- Do not change the rules because of external factors

- Junior categories

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A) what are the three most important Success factors for future Floorball development?

B) which are the three least important Success factors for future Floorball development:

- **A (most important):**
 - Increased awareness (National/International) (9)
 - Accessibility to play (5)
 - Becoming a Global International Sport (4)
 - Increased visibility (4)
 - National development (5)
 - Fun to Play (3)
 - Good Governance (3)
 - An interesting game (2)
 - Equality (2)
 - Inclusion of Floorball Internationally (2)
 - International development (2)
 - Relatively inexpensive sport (2)
 - Spreading the sport (2)
 - Focus on social inclusion, youth, women and accessibility (1)
 - Innovations not just new game innovations (1)
 - New game innovations (1)

Strategy Workshop 1

How to secure a continued growth of Floorball?

Group 1	Ms. Kaarina Salomaa				Germany
					Latvia
					Norway
					Poland
Group 2	Mr. Stephen King				Cote d'Ivoire
					United Kingdom
					India
					Canada
Group 3	Mr. Filip Suman				Czech Republic
					Finland
					Sweden
					Switzerland
Group 4	Mr. Carlos Lopez				Australia
					Belgium
					Japan
					Israel
Group 5	Ms. Helén Wiklund Wårell				Denmark
					Estonia
					Hungary
					Iceland
Group 6	Ms. Monica Birdal				Liechtenstein
					Kenya
					Turkey
					Ukraine
Group 7	Mr. Junoh Lee				Korea
					Spain
					Rwanda
					Russia
					France
Group 8	Mr. Michael Zoss				Netherlands
					Slovakia
					Singapore
					Thailand
					Cameroon
Group 9	Ms. Lidwien Reehuis				Venezuela
					USA
					Uganda
					Italy
					China

Strategy Workshop 2

What is needed to reach the Strategic Targets for Floorball Internationally?

Questions

- Most crucial factors that IFF must achieve and why?
- What Key Actions must IFF/National Associations take to secure continued growth?
- Most threatening factors for future positive development of Floorball
- In which fields and how do we need to develop our operations to succeed in our efforts, to avoid the threats?
- Do we need to grow Floorball Internationally or is the National growth enough?
- What can National Associations do to help this process?

Questions

- What do we need to do to reach the Strategic Targets 2032?
- Does the IFF and its members need to change the way of working to be able to reach new targets for 2032, if so, please explain why?
- What are the most important operations/activities that must change/be enhanced, for us to be able to grow
- Future Vision and Objectives

Recap of the Day 1 IFF President

Mr. Tomas Eriksson

Opening the Day 2 IFF Vice-President

Mr. Filip Suman

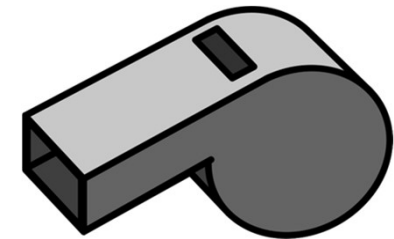
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AOFC Referee project

**SFA Board Member
Ms. Binbin Lin**

REFEREE Education



ASIA-OCEANIA REGION

IFF Associations' Meeting 2019

Neuchâtel, 14. - 15.12.2019

Prepared by Ms Lin Binbin

IFF Referee, Singapore Floorball Association Management Committee

Floorball Development in Asia-Oceania REgion



Tremendous growth in the sport has been observed in the Asia-Oceania region - Floorball continues to register interest especially amongst youths in many countries in the region.

With that, there has been growing need and potential to expand on the quantity and quality of referees.

Singapore, together with the support and partnership with IFF, aspires to lead the region in referee education.



The AOFC consists today of 15 IFF members: Australia, China, Hong Kong, India, Indonesia, Iran, Japan, Korea, Malaysia, Mongolia, New Zealand, Pakistan, Philippines, Singapore and Thailand.

Regional Partnerships (Ongoing)

Singapore-malaysia referee project that started in june 2016 has expanded beyond its conception to include referees indonesia and philippines (as of 2017).

More exchange opportunities for referees to share good practices and build a learning community within the floorball fraternity in the region.



The Singapore-Malaysia Referee Project shared in IFF Associations' Meeting in Bratislava, 2017

AOFC Referee clinic

First Edition:
25 - 28 April 2019
Singapore



Mr Veli Halonen (Operations Manager of IFF, previously referee coordinator of IFF)

Mr. Sharil Ismail (Head of Referee Committee, AOFC)

Mr. Anssi Silvo, started to referee during 1996, refereed in the Finnish highest league.

Mr. Andrew Lewis, started his referee career in 1998 in Finland, refereed in the Finnish highest league.





Graduates list:
39 participants from 7
countries





Aim:

**Adequate and high-quality
referees in the region**

With the success of the first edition, the referee clinic will be a regular annual feature utilising Singapore as a hub for Asia-Oceania Referee Development.

Building Coach and Referee educational system

IFF Operations Manager Veli Halonen

- Define what you need and define to whom you are planning it for
- Sometimes the needs are not facing the requirements
- The IFF has many different levels of education and we can together find the right ones for your people if you don't have them yourselves
- The better you plan it, the easier it is
- Building a working system is very important
- Players usually adopt a lot of personal skill related information from the web

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- Coaching is one of the most important individual topics in order to increase the level of the sports
- If you don't have the right persons, consider of hiring them from somewhere else
- Almost anyone can learn how to play and handle the ball
- In order to develop the teams, someone needs to tell them how to play as a team, that's also called the team tactics

- Referees are developing along the development of the game
- The better the games develops, the better the referee get
- There needs to be a referee organization to secure the development
- International way to learn is very important
- They can bring new aspect to your educations
- You have to educate your referees

Danish NOC project

Mr. Carsten Nymand Provstgaard
President of Floorball Denmark

NOC Project 'Movement for life Floorball'

BEVÆG
DIG FOR
LIVET

Sunday 15.12.2019

Neuchatel, Switzerland

Bevæg dig for livet - Floorball

'Movement for life - Floorball'

'Bevæg dig for livet' – A national vision to get people more active

25-50-75

- ☐ Floorball was one of the first sport to be part of the vision
- ☐ A cooperation between major sports institutions and Floorball Denmark
- ☐ Funding is following in the project period 2015-2017 and phase two 2018-2020. Possible phase three 2021-2024
- ☐ Individual development agreement with clubs are made

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Economy and recourses

- ❑ Total economy for the project period 2018-2020 is 8.4 million DKK (1.12 million euro)
- ❑ 5 FTE in the project period
- ❑ 900.000 DKK to other expense (fx marketing, development funds, development club's agreement)

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How we do it

- ☐ Daily project leader
- ☐ Floorball consultants
- ☐ Flagship, Gazelle or development agreements

Concepts

- ☐ Family Floorball
- ☐ 'Motions Floorball' (Recreational Floorball)
- ☐ 60+

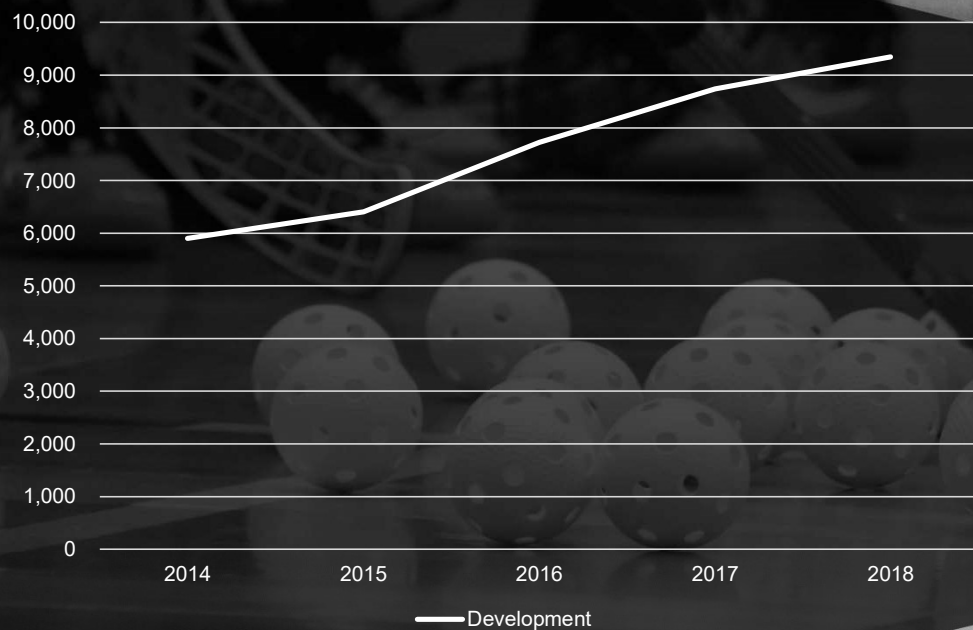
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Objectives for 2018-2020

- ❑ 8.000 new floorball players
- ❑ 50 new stabile clubs
- ❑ 70 individual development agreement
- ❑ 6 regional networks where clubs can share best practice and knowledge
- ❑ 90 introduction workshops

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Development - Floorball Denmark



❑ 4.000 more players since 2014

❑ Good growth rates in Kidz and 40+

❑ From 94 clubs in 2014 till 180 clubs in 2018

❑ Clubs with development agreements has grown 33% in members from '14 til '17

BEVÆG
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Proven concepts

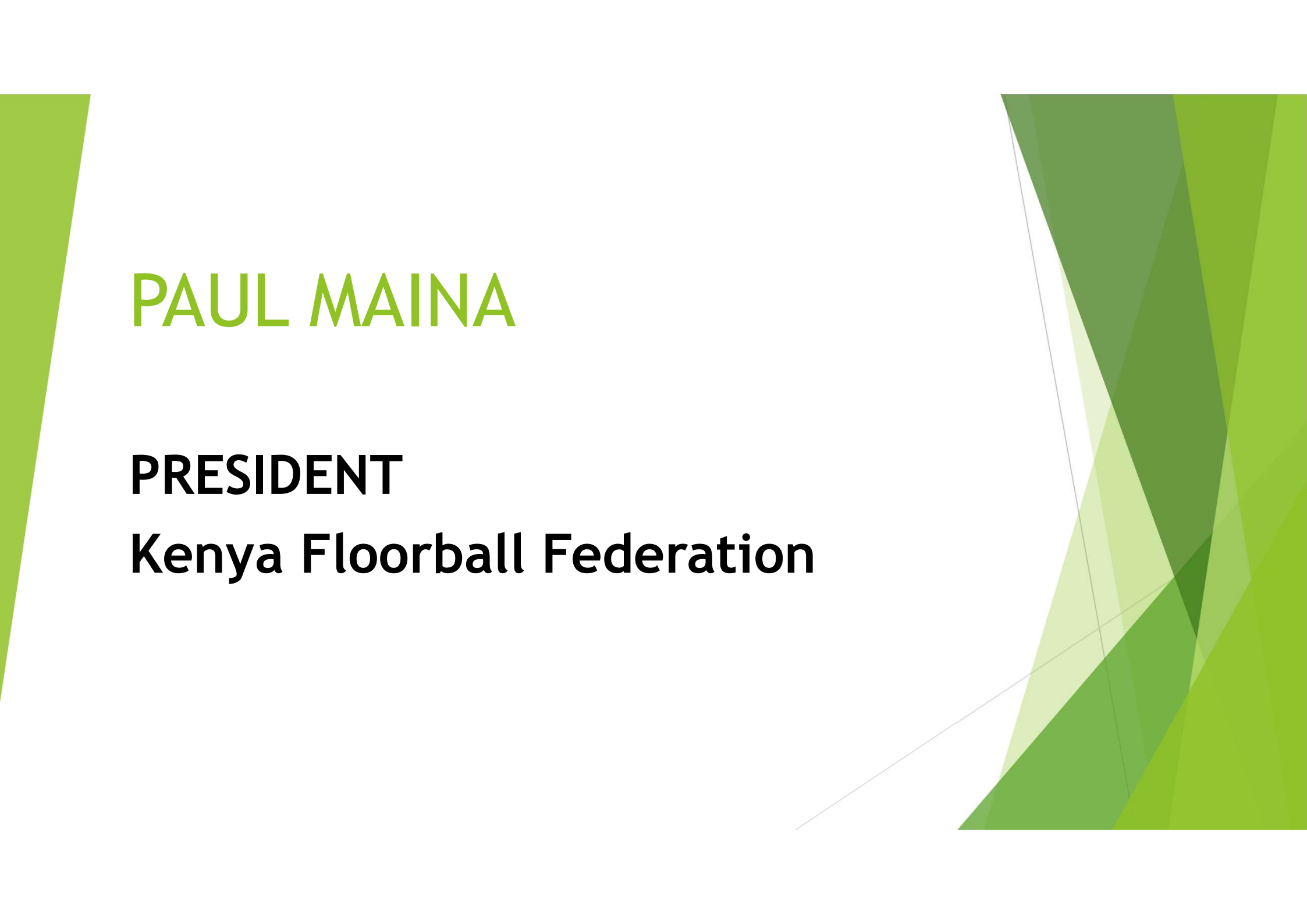
- ❑ Recreational Floorball is a hit
- ❑ 3 against 3
- ❑ Easy to start (400 € for 12 stick, 20 balls, get started workshop, practice cards, rules, marketing material)
- ❑ Studies has been made that prove Floorball is good for health

BEVÆG
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Africa Cup-source of development

Mr. Paul Maina

President of Kenya Floorball Federation



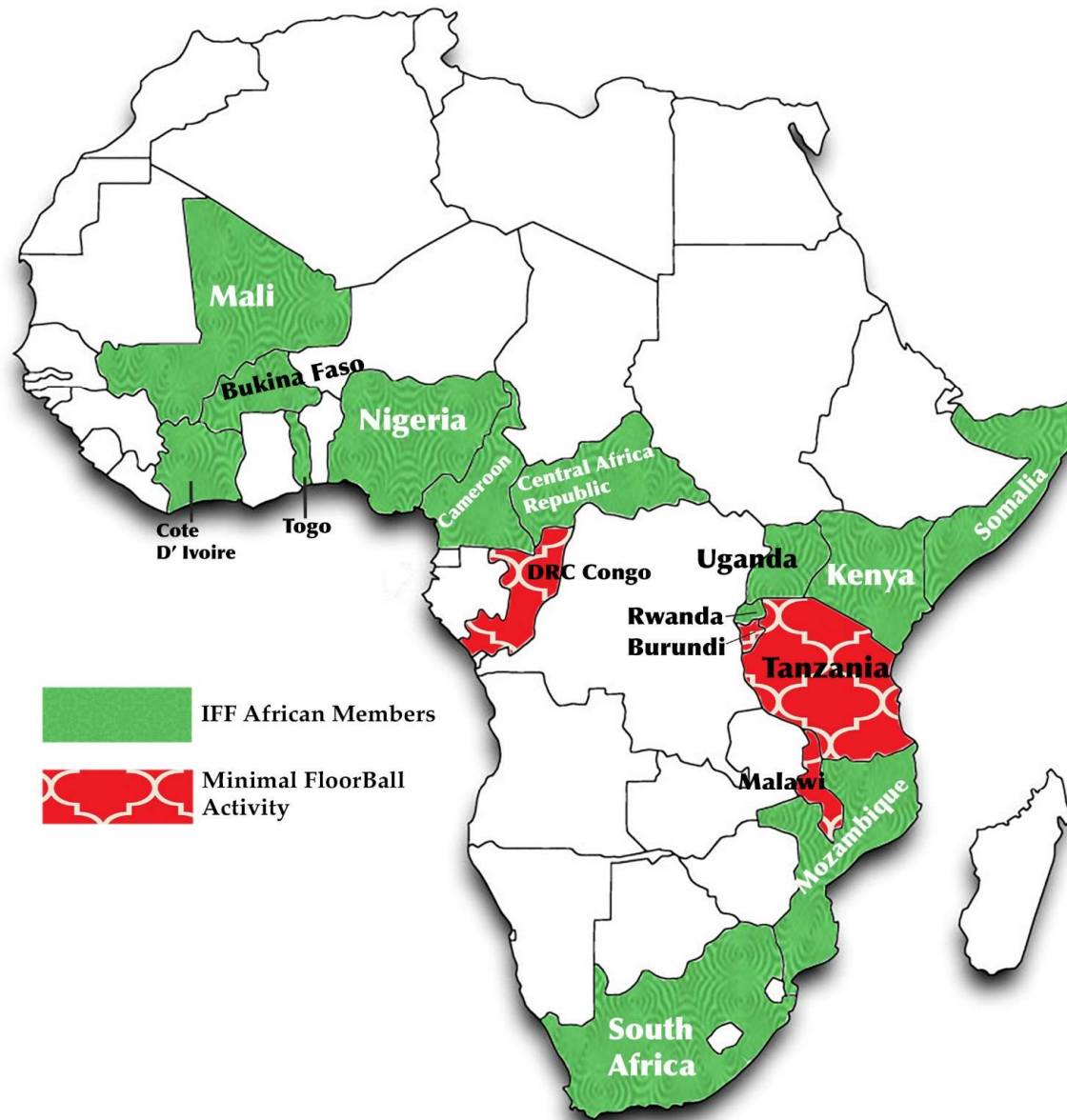
PAUL MAINA

PRESIDENT

Kenya Floorball Federation

How far
are
we In

AFRICA?



THE AFRICAN CUP 2019

➔ Between 21st - 23rd Sep

➔ 5 Nations, 7 Teams;

*Kenya, Uganda, Burkina Faso, Somalia
and Mozambique, All first timers
except Burkina Faso*

5 Men's teams and 2 ladies teams (Kenya and Burkina Faso)

- ❖ *Kenya won in both categories*
- ❖ *Burkina Faso was 2nd in both categories*
- ❖ *Somalia 3rd - men*
- ❖ *Uganda- 4th - men*
- ❖ *Mozambique- 5th - men*



What have we learnt?

Our Lessons

- ❖ There is hope for African Floorball and even more opportunities for growth
- ❖ There is great potential in the African Floorball cup developing to a championship geared towards the world championship
- ❖ The game level has greatly improved

Benefits for Kenya

- ❖ Publicity from the Media - Resulted in massive growth and Floorball interest from learning institutions
- ❖ Exposure of our players being their first official international tournament
- ❖ Development Seminar- Improved skills of our coaches



Benefits Cont'd

- ❖ Interaction and exchange of ideas amongst African Floorball leaders
- ❖ Cohesion and unity in purpose in planning for the African cup



COMMON CHALLENGES

- ❖ In adequate Equipment and grounds
- ❖ Low Funding- Both government and Corporates
- ❖ Publicity- Relatively new sport in Africa

ONE WORLD ONE BALL

- ▶ COME DEVELOP AND INVEST IN AFRICA FLOORBALL
- ▶ AFRICA- THE FUTURE OF FLOORBALL
- ▶ mainapaul69@gmail.com
- ▶ floorballkenya@gmail.com
- ▶ +254723042043

Czech Street Floorball

Mr. Filip Suman
President of Czech Floorball



STREET FLOORBALL LEAGUE







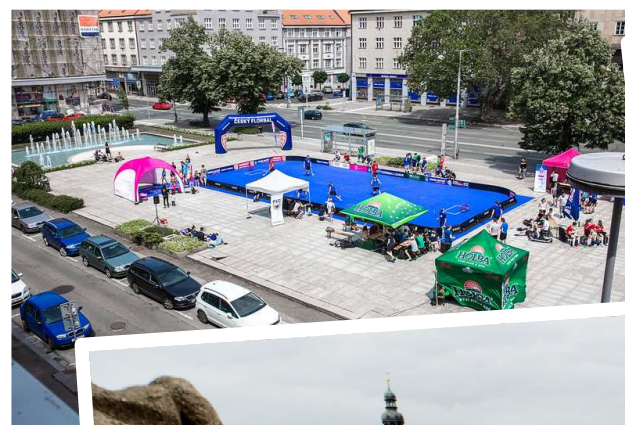
What is Street Floorball

- Outdoor
- Small field
 - 24 x 12 metres
- 3 players on each side
- Small goals
 - no goalies
- 12 minutes games



Street Floorball – Main advantages

- You can play almost anywhere
- Easy to organize
- Ideal showcase for the public
- Can be a small festival
- Chance to attract partners even if you are small
- Ideal summer activity, no break for floorball
- Way to recruit new players





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STREET FLOORBALL LEAGUE

Status of Future of Floorball

Mr. Martin Klabere
IFF RACC Chairman

To have a Perfect Game we need to look on all options



- The format we play with today works, but is it the ideal format for future development and closing the gap.
- We need to be open to test the alternatives and look for options – if then the Floorball Community feels that no change or some changes are needed, then that will have to be respected.

Projects within "Future Of Floorball"



- Testing of new format
- Number of teams participating in adult WFC
- Quota for adult WFC
- Euro Floorball Championship
- Calendar for international events
- Special calendar for 2022 due to World Cup in football

Future Of Floorball



The different aspects of the Future of Floorball forms are a multidimensional puzzle, where the picture changes for every single change we make.

It is not simply a question of the number of players, the quota for qualification or some other issues. We need to find a holistic solution for these questions.

Processes 2020



Due to the complexity of the Future of Floorball projects the IFF central board will need guidance from it's member federations. This will be done through consultations with the member federations so IFF Central Board can take decisions and make proposals to the General Assembly 2020

Group Work

The objective for the group work is to discuss:
What actions shall be taken to combine the Future Format of Playing (changed or not) and with the need of Closing the Gap



1. What needs to be done?
2. What are the important factors?
3. How to drive the process?

How to activate Women in sport

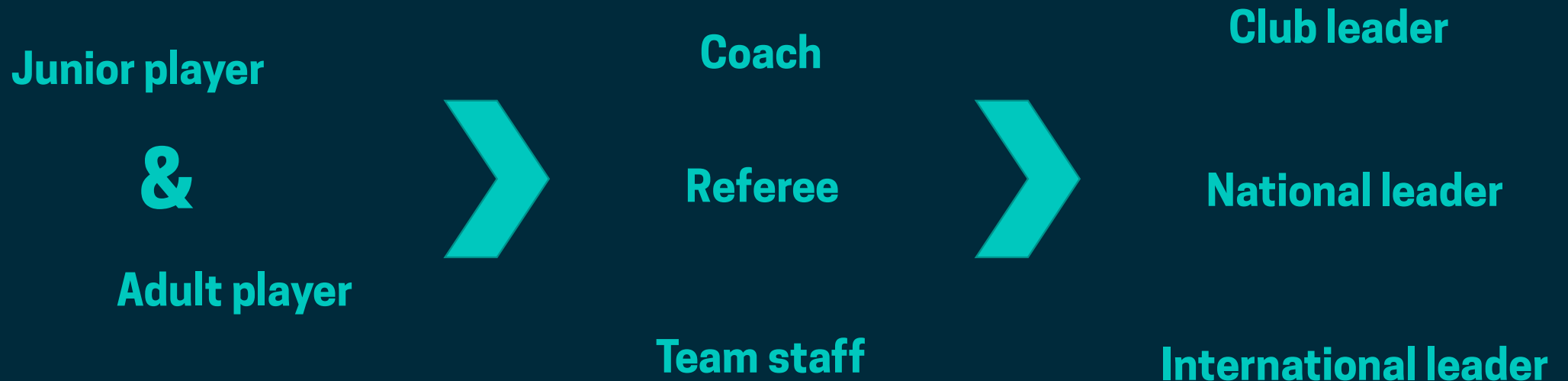
Ms. Kaarina Salomaa

IFF Central Board member

How to activate more women?



Women within floorball



Amount of players

350 000



80 000



23
%

27 600



8 %

52 400



15
%

Why should we involve more women?



Strengthening participation at all levels



Should the **image** be different for small girls?



VS.

No Girls Floorball.
No Boys Floorball.
No Women's Floorball.
No Men's Floorball.

JUST FLOORBALL.

Should the **game** be different for small girls?



vs.



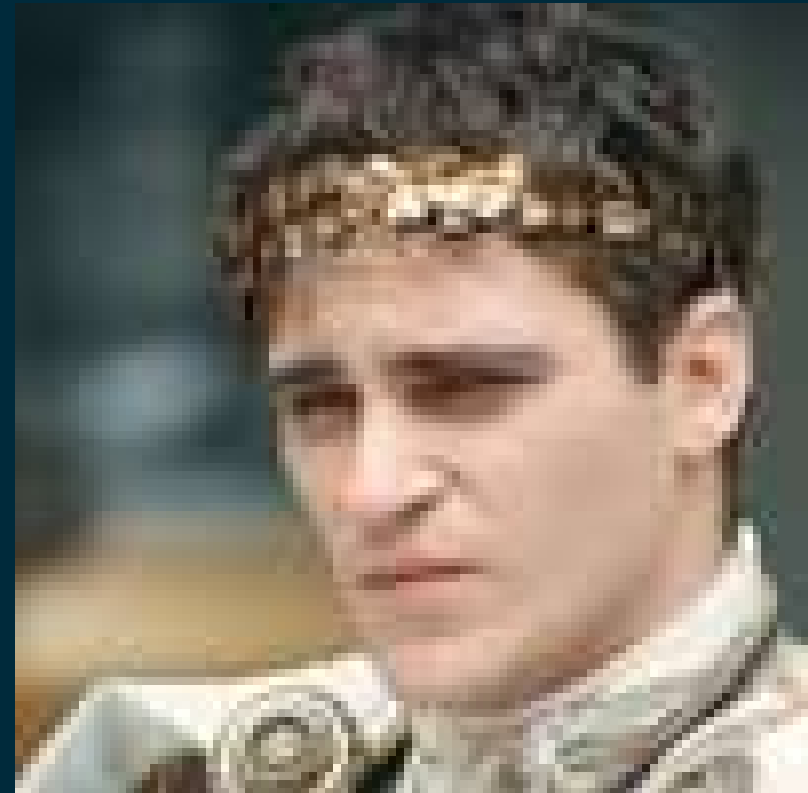
TWG 2021

Mr. John Liljelund

IFF Secretary General

Growing number of Multi-Sport Events

- How many Multi-Sport Games can there actually be for Floorball?
- If we believe the movie Gladiator and what the Emperor Commodus said: "To solve the unrest of the people we organise games, 50 days of games"



What are The World Games

- It is a multi-sport game for 30+ sports with some Olympic IF's non-Olympic disciplines, disciplines of the IOC Recognised federations and some non recognized IF's
- Organised every 4 years, next in 2021 Birmingham, USA and then 2025 in Chengdu, China
- The conditions for participation is to have the best athletes
- We have now 8 teams, but only men and a quota of 14 players and one coach + the possibility to bring in 3 Extra officials.
- TWG pays the Board & Lodging in USA, participants the travel
- Around 3500 – 4000 participants

How Teams are Qualified for The World Games

- The qualifications are played at the WFC in Helsinki
- Top five countries
- Best non-European team, if ranked at least 12th
- Best Neighbouring team, if ranked at least 12th
- Host nation USA

What should be the main Objectives of the participation in the TWG?

International

- Promote The World Games and Floorball, also for the future
- Achieve higher recognition and awareness for the Sport
- Secure the presence of Floorball in TWG 2025
- Showcase the sport for the Olympic movement (IOC members, NOC, YOG & OG Organisers, IF Leadership)
- Strengthen the position of the National Associations towards their NOC's
- There will be around over 50 countries participating without Floorball federations.
- Media presence
- Can boost our self-confidence

What should be the main Objectives of the participation in the TWG?

National level

- Raise the awareness of the TWG, to support our own political position
- Strengthen the relationship with the NOC's (Czech and Germany)
- Cooperate with the other sports in your sport on The IWGA program to push
- Get the NA's to understand the importance of participation in Multi-Sport Events
- Experience of the Multi-Sport Events should be utilized – it is a stepping stone for future development
- Help for recognition in all countries –
- Move forward in the benefit program of the NOC's, like Germany – NOC meetings
- Expectational experience for the Athletes – as it is the highest we can reach
- Opportunity pathway for us for the Youth Olympic Games

TWG 2021 preparations and promotion

Mr. Calle Karlsson

President of Floorball USA

Workshop – in pairs

How can we make The World Games an Event for all of Floorball?

- Think of Ideas for Promotion and Activation?
- What should be the Slogan for TWG Floorball 2021 and the preparation for the Event.

Ms. Ebba Wengström, Project Manager

Ms. Anna Lindström, Director Uppsala Convention Bureau

Women's WFC 2021

Women's U19 WFC 2020



Women's U19 World Floorball
Championships 2020

6-10th May | Uppsala | Sweden

*ITS ALL
ABOUT
UPPSALA.*



Recognised by the IOC Ordinary member of GAISF

www.floorball.sport

Upcoming Events

Ms. Hanne Pirkola

Event Director

WFC 2020

Helsinki

WFC2020 Helsinki, Finland 4.-12.12.2020



**WORLD FLOORBALL
CHAMPIONSHIPS 2020**

December 4-12, Helsinki, Finland



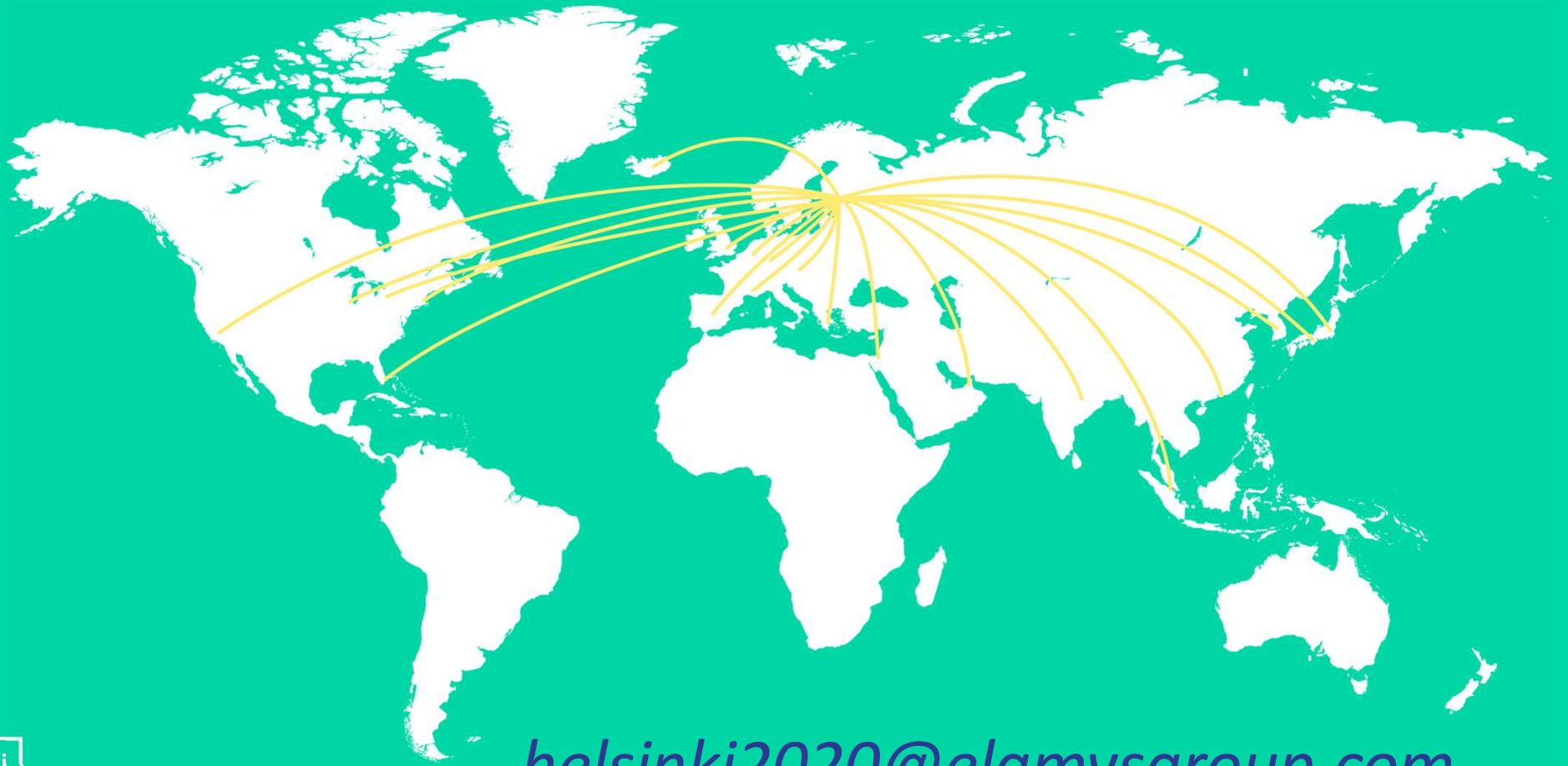
*WFC2020 is the biggest international sporting event
in Finland in 2020*



**WORLD FLOORBALL
CHAMPIONSHIPS 2020**

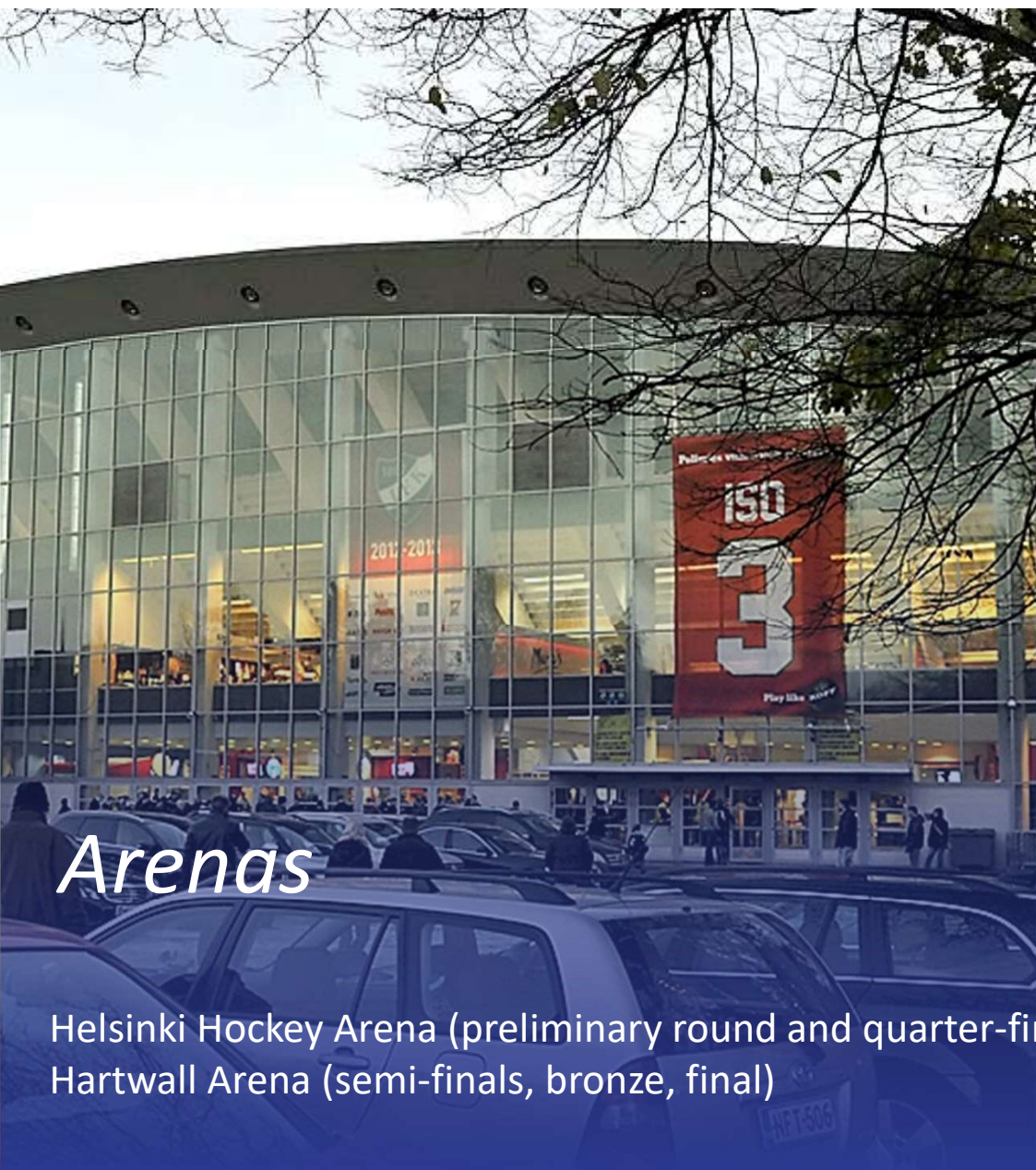
December 4-12, Helsinki, Finland

The Finnish capital is served by 60 airlines operating direct flights to over 140 cities globally. Helsinki is a gateway to Asia, with over 80 direct flights to Asian destinations weekly.



Helsinki

helsinki2020@elamysgroup.com



Arenas

Helsinki Hockey Arena (preliminary round and quarter-finals)

Hartwall Arena (semi-finals, bronze, final)



**WORLD FLOORBALL
CHAMPIONSHIPS 2020**

December 4-12, Helsinki, Finland

Final Weekend Ticket Sales Has Started!



**NÄE
PARHAAT
PELIT
LÄHELTÄ**

**Osta liput
MM-kisoihin heti!**
ticketmaster.fi

WORLD FLOORBALL
CHAMPIONSHIPS 2020
December 4-10, Helsinki, Finland



**BUY YOUR
TICKETS NOW!**

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HELSINKI 4.-12.12.2020

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**FINALHELGENS
BILJETTER NU
TILL SALU!**

INNEBANDY VM
HELSINKI 4.-12.12.2020

IFF
WORLD FLOORBALL
CHAMPIONSHIPS 2020
HELSINKI FINLAND

Marketing materials



**WORLD FLOORBALL
CHAMPIONSHIPS 2020**
December 4-12, Helsinki, Finland

Ticket Sales Status

- Final weekend sales started **8.11.2019**
- Final weekend package: two semi-finals, bronze game and final
- Status as of **10.12.2020**:
 - **3300** Final Weekend Packages sold
 - In addition, VIP tickets and boxes

Preliminary round and quarter-final daily tickets will be on sale in March/April 2020

→ Some reservations from clubs and partners have already been made

www.ticketmaster.fi/wfchelsinki2020



**WORLD FLOORBALL
CHAMPIONSHIPS 2020**

December 4-12, Helsinki, Finland

WFC2020 –partners on a journey towards December 2020



IFF PARTNERS



OFFICIAL PARTNERS



WORLD FLOORBALL
CHAMPIONSHIPS 2020
December 4-12, Helsinki, Finland

Hope -campaign

Helsinki

ILTA-SANOMAT TORSTAINA 1. 8. 2019

URHEILO

9



LAPSET LIIKKUMAAN

Hope ry:n toimintapaikalla Eveliina Huotila ja Salibandyliiton toimintapaikalla Kari Lampinen esittelevät Anna mahdollisuus -kampanjaa elien Helsingissä.

Mahdollisuuksia harrastaa

SALIBANDY: MM-kotikisat lyöttäytyi yhteen Hope ry:n kanssa. Kampanjassa kerätään urheiluvälineitä vähävaraisille lapsille ja nuorille.

ENDI vuoden viisiten salibandy MM-kisat käynnissä Helsingissä. Jatkokissa on suomen kakkos ja hopeanottokilpailu. Hopea on alustavasti pelattavissa kampanjassa.

ELIINA HUOTILA mukana kampanjassa.

Eveliina Huotila mukana kampanjassa. Hän on mukana myös jatkossa, niin kuin kaikki muutkin. Kampanjassa on tarkoitus kerätä urheiluvälineitä vähävaraisille lapsille ja nuorille. Kampanjassa on tarkoitus kerätä urheiluvälineitä vähävaraisille lapsille ja nuorille.

Hope ry:n toimintapaikalla Kari Lampinen esittelee Anna mahdollisuus -kampanjaa elien Helsingissä.

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> Pienillä teoilla kynnykset matalammaksi

TAUPEKSEN Oskari on tällä hetkellä kampanjoiva salibandyliiton toimintapaikalla. Hän on mukana myös jatkossa, niin kuin kaikki muutkin. Kampanjassa on tarkoitus kerätä urheiluvälineitä vähävaraisille lapsille ja nuorille. Kampanjassa on tarkoitus kerätä urheiluvälineitä vähävaraisille lapsille ja nuorille.

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Anna mahdollisuus



Hope

Noin joka kahdeksas lapsi ja nuori elää vähävaraisessa perheessä, jossa ei ole mahdollisuutta harrastaa tai hankkia sopivia varusteita. Tuo käytetyt harrastusvälineet Stadiumin ja Starkin myymälöihin, to 1.8. - su 18.8., niin viemme avun perille. Katso myymälät ja ohjeet: mahdollisuusharrastaa.fi



Salibandy MM-kisat 2020 yhteistyökumppaneineen Hope ry:n kanssa tukee kaikille tasa-arvoista mahdollisuutta harrastamiseen.

Salibandyliitto on vahvasti mukana Anna mahdollisuus -kampanjassa - MM-kotikisat vipuvartena

P
22.08.
2019



Kuva: Kuvakaappausvideosta

Suomen Salibandyliitto on lähtenyt näkyvästi mukaan Anna mahdollisuus -hyväntekeisyysprojektiin. Projektin tarkoituksena on tarjota liikuntamahdollisuuksia myös



WORLD FLOORBALL CHAMPIONSHIPS 2020

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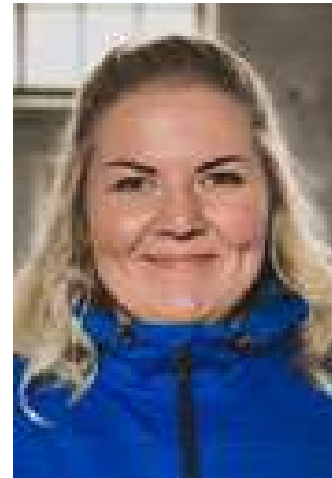
Welcome to Helsinki in December 2020



Hanne Pirkola
Event Director
hanne.pirkola@salibandy.fi



Minna Koivisto
Marketing and Communications
minna.koivisto@salibandy.fi



Hanne Nyrönen
Event Production
hanne.nyronen@salibandy.fi



**WORLD FLOORBALL
CHAMPIONSHIPS 2020**
December 4-12, Helsinki, Finland

Recap of the Day 2 and closing the meeting

IFF President

Mr. Tomas Eriksson