



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

Appendix 18

Helsinki, Finland 23.03.2015

To:
IOC Sports Department
Mr. Christian Wassmer

CC:
Mr. Kit McConnell

Re: General Status Report of IFF Activities during 2014-2015

Dear Christian,

As it now has been agreed when we will have a joint meeting during SportAccord, we thought within the IFF Executive Committee, that we would update you and the IOC Sports Department with a Status report on the 2014-2015 IFF activities, achievements and development of the Sport, in order to secure that you have all the relevant information available before the meeting.

The IFF Executive Committee has discussed the Olympic Agenda 2020 and the implementations of the approved 20+20 recommendations. As there are still a number of issues that are open and unclear for us, when it comes to the process of inclusion of new sports to the Olympic Games, we have based all our activities and decisions on our understanding of how we shall build the IFF and develop our sport to meet the present requirements. It will also be important for IFF to define, together with the IOC, the next steps, how the International Olympic Committee appreciates our approach and which are the suggestions that your colleagues in charge of the Olympic programme will share with us.

After IFF received the full IOC recognition in 2011, the work has continued in all fields to prepare and bring the whole organization to a level which would give Floorball a possibility to enter as many Multi-Sport Events as possible, in order to strengthen the sports brand and visibility on a global level. A lot of the activities have been designed keeping this in mind, as we have also spent a lot of energy to strengthen the operations within the membership.

Based on the discussions we have held during the past years, for the IFF General Assembly in Gothenburg 2014 we prepared a number of documents and policies to streamline the growing number of tasks and the movement as a whole.

Please find described in short the main achievements of the IFF in the last 16 months.

1) IOC Road Map

The IFF CB has built the organization to perfectly match with the requirements of the IOC and the other Multi-Sport Games. As Floorball has been and still is a fast growing sport with relatively small resources, we have until now focused much more on the organic growth, but as a part of our vision to one day be on the Olympic Games, we have also streamlined the operations to meet the coming requirements and thus enhancing our operations and procedures.



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Athletes Entourage

The IFF CB has approved the Guidelines for the Conduct of the Athletes Entourage and formed an Entourage Commission, which has started its work with producing the IFF Event Participant Acknowledgement document. The structure of this will be discussed more during 2015.

Ethics Commission

The IFF General Assembly confirmed the election of the IFF Ethics Commission and the EC has started its work to revise the IFF Code of Ethics, Policy for Good Governance and Conflict of Interest documents. The IFF Ethics Commission is composed of 4 members, out of which 3 are from outside the IFF, and it is chaired by Mr. Paul-Erik Höyer, IOC Member.

Athletes Commission

The Athlete members of the Athletes Commission are still elected separately by their peers during the WFC's, which we need to re-address in some way, but the ATC has been very active, giving its input in the new rules process and looking on different regulations and policies affecting the Athletes. The ATC now has a member representing the ATC in all the IFF Committees (Medical, Referee, Rules and Competition). We also conducted the ATC Election for the Male representatives in connection to the Athletes Outreach and had a participation level of over 82 per cent.

Equality & Equity

The IFF Equality work has so far been organized through a function run by one of the employees and we have built a very good GoGirls project which will run some workshops and events during the WFC 2015 in Tampere. The CB is preparing a Policy Paper on how to work with Equality inside IFF, also broader than only as a gender question, but also concerning race, religion, sexual orientation etc. The equity action plan will also address inclusive practices for minority groups and those with disabilities, as IFF today cooperates with both manual and electrical wheelchair floorball and Special Olympics.

2) Participation in Multi-Sport Events

Without question, the main achievement for IFF during the period has been the acceptance of Floorball in the IWGA Wroclaw World Games 2017 and the participation in the upcoming SportAccord Urban games. In addition to these Floorball is also on the South-East Asian Games in Singapore this year as a medal sport after the successful participation in the Myanmar 2013 games.

As a part of our strive to enter more Multi-Sport Events, IFF has been working on formulating the version of 3 vs 3 / 4 vs 4 Floorball as an own discipline of the sport with a "Urban Sport" spirit. This is also used as an entry version of the sport in a number of countries, with limited facilities and player numbers. IFF is preparing a Concept Paper for the 3vs3 Floorball, as it has been played as a recreational version and a training format for over 20 years in a number of countries. We would be interested in presenting this concept to your colleagues in charge of the YOG / Sports Lab to get their feedback and recommendations.

IFF has started the 2nd phase of the Top Elite Club/National Champions European tournament, the Champions Cup and is now employing a CC Brand Manager to develop the product and combine the second layer club tournament, the EuroFloorball Cup with the Champions Cup.



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3) *Visibility and Social Media*

The development of the Floorball Social Media has been very rapid. The IFF Social Media channels have continued to grow in number of likes and reach. IFF has worked to streamline the Corporate Identity of the main Events and starting from the WFC 2015, we now have the Event web page as a part of the IFF web page and are using the same Social media Channels to gather the traffic to one source. IFF is present in Facebook, Twitter, Flickr, Instagram and YouTube. In addition we have built our own Mobile Application for the IFF Events and one for the Floorball PointsMaster game activation format for 3vs3/4vs4 playing.

IFF has secured that all matches from all the IFF Events (WFCQ, WFC, U19 WFC, U19 WFCQ, Champions Cup and EuroFloorball Cup) are streamed on the IFF YouTube channel. In addition TV broadcasts are made from Adult and U19 WFC's and the Champions Cup tournaments.

4) *Focus on the Development of the Sport outside Europe*

As it was recommended by the IOC EB when granting the provisional recommendation that IFF needs to grow outside Europe, we have been working very much upon this. As there has been a growing number of non-European countries, which have wanted to join the IFF, without having any Floorball activity in the country, we have been forced to change the opus moderandi for accepting new members.

As a part of this process we have started a very close monitoring of the level of the game in these mostly African countries. We have some 20-25 countries where some kind and level of Floorball is played and out of these we are working with a number of them to secure the level of operations before accepting them as members:

Africa: Somalia, Ivory Coast
Americas: Chile, Colombia, Costa Rica, Haiti, Mexico
Asia: Bangladesh, China, Hong Kong, Laos, Myanmar, Nepal, Taiwan
Oceania: Fiji, Samoa, Tonga

As a tool in this development work we are still using the Floorball Development Seminars and Workshops outside Europe.

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| Held seminars: | Planned Seminars: |
| - New Zealand, February 2014 | - China/Hong Kong, July 2015 |
| - Canada, May 2014, | - Australia, August 2015 |
| - China, July, 2014 | - Fiji, August 2015 |
| - India, September 2014 | - Cameroon, September 2015 |
| - Iran, February 2015 | - Mongolia, tbd 2015 |

IFF is also building its own School curriculum for PE teachers to be used when introducing Floorball to the Schools. This curriculum is built around animated drills available on-line to explain the movement of players on the field.

In addition to the continued work to spread and develop the sport all over the world, the IFF has supported the member associations in their work to seek and gain the membership/recognition of the NOC's where it is possible. During the period the following NA's have been granted NOC recognition/membership: Germany, Indonesia, Korea, Malaysia, the Philippines, Poland and Slovakia.



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5) 10th IFF Men's World Floorball Championships 2014

The Men's WFC proved to be a real success in a number of fields. The event made a new record of spectators attending the games with over 104.400 spectators, and also gathered a total of nine countries broadcasting matches live from the event, with a total of over 8 million TV spectators from the televised 17 games, which was an increase with over 50% from the previous Men's WFC. We also gathered close to a million views on the IFF YouTube channels from the event.

In addition the new playing system for the WFC, where the two best teams in the C and D group meets the 3rd and 4th placed team of the A and B group in a first play-off round, gave much more interest to the games as a total of 12 teams had the chance to advance to the quarter and semifinals. The average goal difference between the winners and the losers went down by over 45 per cent, making the matches very interesting and exciting. The theme of closing the gap between the countries is a continuing focus for the future.

A new initiative during the WFC was the Athletes Outreach organized by the IFF Office to give Anti-Doping Education and advice to the Athletes during the WFC. All teams participated in the outreach and they will continue with this in the Women's 10th WFC in Tampere, Finland in December 2015.

The IFF GA approved the revised update of the IFF Strategy until 2020, which has been built as the guiding lighthouse for our direction towards the next decennium. The update was needed as the development of certain fields has been much faster than expected.

6) Each One – Teach One project (EOTO)

The IFF has, together with its member associations, based on the Association Audit made in 2013 built a tailor-made set of development tools and materials for its members, based on their needs in a total of thirteen different fields. Included are solutions for competition and tournament systems, series systems, development and school materials, as well as TV, marketing and social media plans and guidelines. This work is ongoing during 2015-2016.

The second phase of the EOTO project, is the building of bi-lateral support projects between two member associations, where we today have some 25+ designated cooperation pairs with a mentor country and a mentee country, working together on projects defined by them together. The IFF acts as the steering and monitoring body in this process. The objective of the project is to speed up the development of the less developed countries and provide them extra resources to develop faster.

If there is any additional information needed, we will be more than pleased to give you any available information we might possess.

Looking forward to your continued communication, we remain

with sincere regards,
International Floorball Federation

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