

IFF DEVELOPMENT PROGRAMME SEMINAR'S 2005 -2010

Evaluation



1. Introduction
2. Initiative
3. Objectives
4. Actual/Obligation
5. Mode of acting/measurements
6. Realisation
7. Findings/outcome
8. Conclusion/Recommendation

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1. Introduction

This evaluation report shall reflect the merit and the value of the IFF Development Programme Seminars, which were introduced late 2005 after a decision taken by the CB of IFF in 2004.

It shall make a judgement on the effectiveness of the efforts made towards the stakeholders of IFF – Associations, Clubs, coaches, referees and officials/administrators.

It shall be a short report asking the question “*are the results desirable, affordable, replicable and sustainable*” and not “*what was the problem?*”.

This evaluation report is primarily an instrument for the CB of IFF to decide about further development; and less for another audience. Therefore it can be short and does not have to be too scientific.

2. Initiative

In 2001 the CB of IFF held its first Strategic Workshop. The analysis was based on a review of the present situation, in order to make a plan for the future. The end result of the workshop was to formulate the first vision statement of IFF, putting forward the question of “where do we go”! In this process the basis, however, was laid down for an ongoing discussion about how IFF could grow, expand and by what means.

On August 25th, 2004 the Presidents of the three Founder Nations (Sweden, Finland and Switzerland) and the President of IFF met in Helsinki in order to discuss a possible breakthrough in achieving its goals and the planning of the future of IFF.

It was established and approved by the CB of IFF that in order to grow and to become a respected Federation, the focus has to be on three main topics:

Marketing – **Development** – Political Work

The three Founder Nations already had put a considerable amount of resources into development worldwide. Sweden, Finland and Switzerland had agreed to “divide” the Floorball world into sections, thus each of them being responsible for the support of individual associations.

It was stated, that only by offering a joint development to the member associations a sustainable growth can be achieved. It was agreed, that it would be of a great advantage to concentrate and “bundle” the activities and resources.

The basic objective still was to strengthen the federations and IFF, to service, promote and unite the whole Floorball world.

The task to formulate a Development Action plan was given to the Development Steering group, headed by Renato Orlando, with Martin Vaculik and John Liljelund as members. Based on this preparatory work the IFF CB decided to give the task to the vice president

Mr. Renato Orlando to prepare an appropriate project-proposal. Soon the General Secretary, John Liljelund, was also involved in the preparation work.

3. Objectives

By offering the development seminars to the member associations, the participants of such seminars shall have a basic knowledge of Floorball and after following the seminar they shall be in a position to teach, coach and observe coaches, referees and officials/administrators in their respective federation.

Train the Trainer - is the key-point

At least three to four neighbouring countries shall be invited to a seminar since the success of such an event depends also on the interaction of the participants. Common knowledge, exchange of ideas and future cooperation strengthen the support of the Floorball-sport.

4. Actual/Obligation

The persons in charge made an actual/obligation analysis of the development in various federations. It was established, that not many countries were properly organised in education but relied mostly of help given by one of the three founder nations of IFF.

In order for a federation to grow it is vital that the development sector is fully working. Therefore the federations shall install an appropriate organisation for education, administration and observation.

These facts are also essential for IFF to become a respected and recognised International Federation.

Since the necessity of such a programme was never doubted and the benefit was foreseen, the initiators made only a short SWOT Analysis. There were no threats, hardly any weaknesses but a lot of strength and opportunities.

5. Mode of Acting/measurements

Before presenting the project the following questions were raised:

- What the project was going to do
- What the objectives were
- How it was to be done
- Where it was to be done
- Who was going to do it
- At what cost

a) Programme:

On the basis of experience, clarification and investigation, the programme (*enclosure 1*) was built up which, in the opinion of the members of the project, fulfilled the requirements and was very close to the expectation of IFF.

The design of the project was also to improve the capability of the participants to become educators and also leaders in their federation.

The idea was to: ***Train the Trainer***

b) Resources

In order to get the “right” message through - next to the technical education in particular also the regulations and rules of IFF - persons (experts) of a sound knowledge of the themes were “engaged”.

The financing was in the initial phase funded through the IFF Development Board resources, but from 2006 forward the Development Seminars were financed solely by the IFF Budget.

The costs of the lecturers (travelling and board and lodging) and the material (dvd, cd, t-shirts, certificates, etc.) was taken by IFF. No daily allowance was paid to the lecturers with the exception of the last one in St. Petersburg (according to the system of the events).

The Development Seminars were organised in cooperation with the IFF and the national association organising the Event. The organisation was made according to the principle, “the national association provides the premises and IFF brings the Party”. The Participants have paid their own travelling, board and lodging.

6. Realisation

The persons in charge analysed all aspects for the organisation of the seminars (where, necessity, level, which countries, etc.) and decided upon these facts. Potential organisers (federations) were contacted and date and venue were fixed. Then the neighbouring countries were invited and informed about the event and the procedure; the preparation work started (choosing of lecturers, programme, material, etc.). The material was put together, using existing materials of the national associations (FIN, SWE and SUI), the IOC and UEFA, as well as other related IFF materials, like forms, guidelines and regulations.

The programme was formed according to the requirements of IFF and the possibilities of the organisers. Most of the seminars were held over three and a half days. Some were shortened due to time-factor, costs and/or availability of the infrastructure.

A main task was also to get the participants to talk to each other, to interact and to agree to a common exchange of views and meeting each other. Although the aim was not to solve all local problems of the participants in their clubs and/or federations, it still took a lot of time to get through and to solve most of them.

In order to get the participants to be active and “awake”, no handouts were given before the lecture. The programme was rather heavy with not much free time. It is important that all participants were aware of the tasks to be fulfilled and that there is always a way to overcome obstacles.

The responsible persons of the seminars took the advantage to have discussions, meetings and talks with members of education- and sport-departments, leaders of federations, schools and media.

They were also involved in building up or reconstructing federations, regions or clubs. Coaching and refereeing was easier to get through than organisation/administration, where one had to be more flexible in the subject, due to the different know-how of the participants.

The seminars were mostly held in sport schools or in hotels in the following countries:

Year	Month	City	Country	Countries participating	Seminar participation by block			Total	
					Organisation	Refereeing	Coaching		
2005	December	Eger	Hungary	4	AUT, HUN, SLO and SVK	6	6	10	22
2006	September	Rotterdam	Netherlands	4	BEL, GER, HOL and UK	9	6	15	30
2006	October	Wolsztyn	Poland	3	LAT, LIT and POL	3	5	11	19
2006	December	Singapore	Singapore	7	AUS, CHN, IND, JAP, KOR, MAL and SIN	10	13	28	51
2007	April	Toronto	Canada	2	CAN and USA	5	7	8	20
2007	September	El Escorial	Spain	3	ESP, ITA and POR	3	4	20	27
2007	December	Canberra	Australia	2	AUS and SIN	-	14	6	20
2007	December	Singapore	Singapore	5	AUS, IND, JAP, MAL and SIN	-	8	10	18
2008	March	Zeleniki	Slovenia	7	AUT, BIH, HUN, SER, SLO, SVK and TUR	9	10	17	36
2008	April	Buenos Aires	Argentina	1	ARG	-	-	15	15
2008	September	Fresno	USA	1	USA	-	-	15	15
2009	April	Valmiera	Latvia	5	BLR, EST, LAT, LIT and RUS	9	9	18	36
2009	April	Vancouver	Canada	1	CAN	-	-	18	18
2009	September	Wellington	New Zealand	2	AUS and NZ	-	7	5	12
2009	September	Lucknow	India	3	IND, INE and IRA	7	13	24	44
2010	September	St Petersburg	Russia	3	EST, RUS and UKR	12	22	38	72
Total			16	53	36 different countries	73	124	258	455

In addition to this the IFF Development function organised in September 2009 a development workshop for training lecturers for regional development work and clinics in Asia-Oceania.

The following lecturers were involved in the seminars:

Lecturer	Country	Seminar block	Nr of seminars
Mika Muukkonen	FIN	Coaching	4
Petri Kettunen	FIN	Coaching	3
Merita Bruun	FIN	Coaching	1
Harri Lind	FIN	Coaching	1
Thomas Thim	SWE	Refereeing	6
Ronny Brännbacka	FIN	Refereeing	2
Luckas Gyger	SUI	Refereeing	1
Klaus Koskela	FIN	Refereeing	3
Mohd. Sharil Bin Ismail	SIN	Refereeing	1
Jürg Kihm	SUI	Refereeing & Coaching	4
Renato Orlando	SUI	Organisation	13
John Liljelund	FIN	Organisation & Coaching	15
Annina Paavilainen	FIN	Assisting in the seminar	1
Kaarina Salomaa	FIN	Assisting in the seminar	1

7. Findings/outcome

Amongst others, the key-questions were:

- Were the right people in place?
- Were the inputs well organized and timely?
- Were reports and evaluation done and were they used?
- Did the implementation process interfere with or advance the achievement of stated objectives?

The evaluation is based mostly of the feedback by the participants. At the end of each day a feedback sheet was filled out by each participant. Also the verbal and written feedback by participants and organisers, the debriefing by the lecturers and also the comments by “outside” persons who came into contact with the seminar or its idea, were taken into account.

Year	City	Country	Feedback average 5 = very good, 1 = very poor				Total
			Information level	Usefulness	Gave me ideas	Relevance	
2005	Eger	Hungary	4,15	4,19	3,87	4,14	4,09
2006	Rotterdam	Netherlands	3,97	3,94	3,72	4,2	3,96
2006	Wolsztyn	Poland	4,28	4,24	4,11	4,32	4,24
2006	Singapore	Singapore	4,16	4,22	4,05	4,25	4,17
2007	Toronto	Canada	4,19	4,24	4,13	4,36	4,23
2007	El Escorial	Spain	4,31	4,34	4,15	4,42	4,31
2007	Canberra	Australia	4,23	4,32	4,12	4,34	4,25
2007	Singapore	Singapore	3,99	4,21	4,09	4,22	4,13
2008	Zeleniki	Slovenia	4,2	4,27	3,97	4,15	4,15
2008	Buenos Aires	Argentina	n/a	n/a	n/a	n/a	n/a
2008	Fresno	USA	n/a	n/a	n/a	n/a	n/a
2009	Valmiera	Latvia	4,39	4,38	4,17	4,34	4,32
2009	Vancouver	Canada	n/a	n/a	n/a	n/a	n/a
2009	Wellington	New Zealand	4,24	4,21	3,94	4,19	4,14
2009	Lucknow	India	4,2	4,19	4,1	4,18	4,19
2010	St Petersburg	Russia	4,36	4,15	4,07	4,28	4,22
Total		16	4,21	4,22	4,04	4,26	4,18

Out of 16 seminars only one was considered “low profile” by one or two exponents of IFF – thus most of the participants of said seminar were satisfied.

After an extensive and thoroughly analysis the following statements can be made:

- The aim is achieved: vision, mission, objectives and values were realised and reached.
- The Strategy was clear and proved to be correct.
- The main topic: the forming of the programme was on a top level.
- All of the seminars held were according to the aim and the philosophy of IFF.
- Some were held on a “lower level”, due to the development stage of the Floorball organisation in the country, but still fulfilled the expectation of IFF.
- One of the great successes was the interaction between participants themselves and also between participants and IFF. Many problems could be discussed and often solved.
- The message of the united Floorball family came through.
- Further discussions and meetings with stakeholders and opinion leaders brought Floorball to a higher level in all aspects.
- A main achievement was also the realisation of founding an association and/or the re-instalment of such a body.

- The experts were all on top of their task. The idea to have only few lecturers was successful since we insisted that only **the** IFF-language was spoken so that all concerned, regardless of language, culture, level, etc, understood the message.
- All having taken part were of full respect (some full of praise) of the effort made, the effectiveness and the efficiency of the persons involved.

These findings are no speculations or interpretations of the author, but are based on facts, in particular of the feedback by the participants and the lecturers as well as other relevant indicators.

8. Conclusion/Recommendation

a) Conclusion

The Idea of supporting the federation with the implementation of Development seminars and its realisation is/was very successful.

The project succeeded!

The benefits were far more than sufficient to warrant the effort.

The frame of the programme satisfied the needs of the participants. Small amendments to the programme made were due to the different approach of certain federations and still proved to be adequate.

Also thanks to the running of the development seminars, a number of associations were founded or reinstalled.

90% of the conclusions are positive. Negative was in one or the other seminar the behaviour of participants in particular the lack of willingness to cooperate. These problems were often solved on the spot.

It is with great satisfaction to notice, that the project leaders, together with the involved lecturers, unanimously underline the success of this project. This was also confirmed by a vast majority of the participants.

b) Recommendation

The development seminars shall be part of the IFF-strategy for the future. The gathering together of a number of associations is the best way to improve the sport, for the understanding of the international community and in particular for the networking.

The close cooperation of the Material function/Development Board and the Development function will be needed also in the future in order to have enough Floorball Materials to effectively spread the sport.

The programme itself shall be adapted, which in fact has to be done according to the changes within the movement of our sport. Any major influence shall be considered, taking into account the needs of both IFF and its member associations. Especially the implementation of the IFF Licence system and the requirements it puts on the member associations will have to be included in the Development Seminars.

The idea of “train the trainer” must be upheld. It is not for IFF to travel to each federation to teach how to blow the whistle or how to hold a stick in the hand! This is for “bigger” federation to do so in neighbouring countries.

AOFC is on the right track but shall concentrate their efforts. Its programme and acting has to be in accordance with the IFF.

Follow up seminars are to be organised in order to update and to control the standard of federations.

The best possible experts shall be involved – it is no easy task and not everybody is suitable to do this job. Next to the key-qualification quite some soft skills are essential.

The development and the respective seminars held so far were one of the highlight in the history of IFF. It is the best tool for a sustainable support; improvement and spreading around sound Floorball knowledge. It strengthens IFF and its member associations.

Therefore the question: “*are the results desirable, affordable, replicable and sustainable*”, can be 100% answered positive.