

Helsinki, Finland, 26<sup>th</sup> of September 2021

## IFF Central Board meeting 7/2021 26.09.2021 over email

**Place:** Per Capsulam over email

**Schedule:** Sunday, September 26<sup>th</sup>, 2021

<b>Participants:</b> Tomas Eriksson	<b>President</b>
Jörg Beer	
Monica Birdal	<b>Treasurer</b>
Tamuz Hidir	
Calle Karlsson	
Stephen King	
Martin Klabere	
Carlos Lopez	
Agata Plechan	<b>ATC Chair</b>
Pakkamol Siriwat	
Filip Suman	<b>Vice President</b>
Kaarina Vuori	
John Liljelund	<b>Secretary General</b>
Stefan Kratz	<b>IFF Competition manager</b>

**Excused:**

## Minutes

### § 1. Opening of the meeting

Mr. Eriksson opened the meeting at 19:00 CET and wished all members of the IFF CB welcome to the virtual per capsulam Central Board meeting.

### § 2. Approval of the agenda

Mr. Eriksson concluded that there are no changes or additions to the agenda.

**CB decided:** To approve the report

### § 3. Go/No-go decision for the WFC 2020 and 2021

Mr. Eriksson to report that the Go/NoGo dates for the Teams for both the WFC's was set for the 17<sup>th</sup> of September and on the 24<sup>th</sup> of September for the LOC. Initially the publication of the final Go/No-go decision was planned for publication for no later than 30<sup>th</sup> of September.

The IFF Competition Office has asked the teams to provide a Go/No-go answer if they are in position to participate in the Women's and Men's WFC.

The result for the Women's WFC 2021 in Uppsala is as follows. Australia and Japan have announced that they due to Covid-19 travel and quarantine restrictions will not be able to participate in WFC 2021 in Uppsala. The competition office has asked for replacement teams and Thailand and Italy have confirmed their participation as replacement teams:

Confirmed participation: Czech Republic, Denmark, Estonia, Germany, Finland, Latvia, , NFFR, Norway, Poland, Singapore, Slovakia, Sweden, Switzerland, and USA  
Replacement teams: Italy and Thailand  
Not able to participate: Australia and Japan

The result for the Men's WFC 2020 in Helsinki is as follows. Australia and Japan have announced that they due to Covid-19 travel and quarantine restrictions will not be able to participate in WFC 2020 in Helsinki. The competition office has asked for replacement teams and the Philippines and Italy have confirmed their participation as replacement teams:

Confirmed participation: Canada, Czech Republic, Denmark, Germany, Finland, Latvia, , Norway, Poland, Singapore, Slovakia, Sweden, Switzerland, Thailand and USA  
Replacement teams: Estonia and Philippines  
Not able to participate: Australia and Japan

The present conditions for entry to either Finland or Sweden is clarified in the attached document (**Appendix 1**).

Ms. Mitchell has prepared a proposal for the Covid-19 Vaccination and Testing for the WFC 2020 and WFC 2021, with the separate vaccination and testing proposals for the WFC Events (**Appendix 2**).

At the moment, the most important information from the proposals that needs confirmation of the CB is the one concerning the teams and IFF Officials. Members of the team delegations will either need to be fully vaccinated or, if not, they will need to present a negative PCR test upon arrival and then take PCR tests every 72hrs during their time in the event. The quoted prices of PCR tests in both Sweden (200e) and Finland (110-160e) are very high so this could be a significant cost for teams.

All IFF Officials must be vaccinated, including also the IFF CB Members, in order to be able to be accredited for the events. Therefore without a vaccination, IFF will not be able to accredit persons and for this group there is no option of testing.

The situation with the media is the most unclear issue. In both countries it will now be allowed for any media to be accredited with no restrictions – no need for vaccination or testing (unless this is required by the local authorities at the time). However, inside the venue we must find some way to control the access of the media and to restrict their contact with the teams. There must be some minimum requirement of protection – at present our Covid-19 regulations say that this is testing within 48hrs of contact.

Currently there is a clear contradiction in requiring the teams to vaccinate or PCR test to give the highest level of safety to them, but then on the other hand we will require them to have contact with media who may have no vaccination or testing at all. It is very unclear as to how this will be solved while not contravening the local regulations. The IFF will discuss this further with the LOC's

The CB members expressed that they felt the proposals were well prepared and fully reflects the present situation.

Ms. Mitchell has prepared an update to the IFF Covid-19 Event Protocol (**Appendix 3**), based on the present local authorities directions and the development of the Covid-19 pandemic. In the updated (version 3) IFF Covid-19 Event protocols the major changes are:

- Replacing of '2m safety distance' to be 'safe distance'
- #6 Vaccinations
- #7 Testing & participation requirements
- #10 & 11 Simplification of Accommodation & transport requirements
- Appendix 4 Simplification of Hotel & Transportation Requirements
- Appendix 6 Changes to Competition protocols such as the number of players on the final list and the movement of players between the final and emergency list due to covid testing

Mr. Klabere asked for a clarification of a detail related the need of all IFF representatives being fully vaccinated. Ms. Mitchell answered that the document has been adjusted accordingly. Mr. Klabere further asked if the assumption is that only the vaccines approved in the EU are accepted in Finland and Sweden, the IFF Office explained that the vaccines approved for the event are the ones approved in the host country.

**CB decided:** To confirm the playing of the Women's WFC 2021 in Uppsala, Sweden 27.11-5.12.2021 and the Men's WFC 2020 in Helsinki, Finland 3.12.-11.12.2021. To confirm the participating teams and give the IFF Competition Office the task to investigate possible replacement teams, if needed.

The CB further approved the proposal for Covid 19 Vaccination and Testing during the WFC 2020 and WFC 2021 and the IFF Covid-19 Event Protocols.

#### § 4. **New Sales agency agreement for the IFF**

Mr. Liljelund reported on behalf of Mr. Kalsta that since the IFF terminated the relationship (sponsorship sales) with Protocol Sports Marketing we have re-evaluated the situation of what type of marketing and sales agency we need. We then came to the conclusion that there still is demand for an outside sales agency to help in creating leads, company specific concepts and sales. Further, the conclusion was that the most likely markets to find a sponsor are in the Scandinavian area.

In the process leading up to the agreement with Protocol Sports Marketing the CB requested that all agreements with marketing agencies would be approved by the CB. Therefore, we are now bringing the following proposal for the CB (**Appendix 4**). After discussion with one Swedish and two Finnish companies the proposal is to enter into a relationship with the Finnish company Red Carpet Brand Alliances (RCBA). The arguments in favour of this agency are:

- clear focus in sponsorship sales (matching rights holders and brands)
- CEO and partner has extensive experience (ex-marketing manager for the Finnish Football League, ex-CEO of the Finnish Event Marketing and Sponsorship Alliance)
- CEO has extensive network (Board Member of the European Sponsorship Association, Chair of the Finnish Event Marketing and Sponsorship Alliance)
- RCBA has a target to become the market leader in their branch in Scandinavia / plans to open office in Sweden within 12 months) => Swedish strategy based on extensive discussions with local brand owners and consultation with the local Event Marketing Alliance
- Have indicated and preliminarily presented the IFF a sales team of three people
- Simple agreement terms

The key points from the suggested agreement are:

- flexible termination clause (immediate termination on both sides)
- limited exclusivity (FIN/SWE/DEN/NOR)
- existing and on-going IFF leads are excluded by listing from start of cooperation
- a commission of 20 per cent up to 200.000 EUR for the net revenue per year and 25 per cent for any surplus revenue.

The start would be immediate after signing of the deal, in order to be able to take use of the upcoming WFC's in Uppsala and Helsinki.

**CB decided:** To approve the proposed sales agreement with Red Carpet Brand Alliance

§ 5. **Athletes Commission**

Ms. Mitchell informed that after as the IFF CB had confirmed the IFF Athletes Commission nomination of Ms. Agata Plechan as a member as the WADA Athletes Committee, the IFF has now submitted a letter of recommendation to WADA to support the application (**Appendix 5**).

**CB decided:** To approve the report

§ 6. **Closing of the meeting**

Mr. Eriksson closed the meeting at 19:05.

**John Liljelund  
Secretary General**

**Tomas Eriksson  
President**