6th IFF Associations’ Meeting in Helsinki, Finland 10\textsuperscript{th} and 11\textsuperscript{th} of December, 2021
Welcome and Opening by
The IFF President
Mr. Tomas Eriksson
The Agenda of the meeting
Start   End   Friday 10th
09:00   09:10   Opening (TE)
09:10   09:40   IFF Strategy implementation evaluation (SK)
              - Short presentation of strategy
              - Implementation and subgroup work
              - Targets and next steps
09:40   10:40   Groupwork- Why Floorball – exploring the strengths and weaknesses of the sport

A worktop exercise bringing member associations together to discuss the strengths of Floorball and their ideas of to improve the sport in one of the four Key priority areas: (Subgroup Presentation)
- Awareness and visibility
- Development, Service level and expansion
- Governance, Sport Culture and Leadership
- Sport Presentation and appearance

10:40 10:55  Gerflor Presentation, Mr. Lionel Arlin
10:55 11:10  Coffee Break
11:10 11:55  IFF WFC Event evaluation program, Quantum Consultancy
- Evaluation Program Introduction & Background
- Evaluation Program Data Metrics & Alignment with IFF strategy 2021-2032
- WFC Data Collection Methods & Tools
- Review of past evaluation reports (where are we now)
- Identifying Growth Opportunities & Areas for improvement

- Priorities and Stakeholder Objectives (IFF, NF; NOC/NSO, Host Cities, Sponsors)
- Achieving Collaboration & Synergies in Sport

12:25 12:35 Break

12:35 12:50 Roles of Athletes in sports organisations, Ms. Emma Terho, The IOC Athletes chair, video

12:50 13:30 Groupwork, How to activate athletes within National Associations and the IFF (ATC Members)
13:30 13:55  **Floorball FitForFuture**, Erasmus + project Mr. Filip Suman

13:55 14:00  **Closing of the Day 1 (TE)**
Saturday the 11th of December

09:00 09:10  Opening of the Day 2, Mr. Filip Suman, IFF Vice-President
09:10 09:25  The outcome of the Covid-19 Pandemic Survey, Ms. Sarah Mitchell
09:25 09:45  Pair discussion and findings, how to continue the Floorball after Pandemic
09:45 10:00  Study on Sexual Harassment and Abuse in Floorball (Ms. Mari Myllärinen)
10:00 10:20  Presentation of the Swedish Equality project Fifty-Fifty(Anders Jonsson)
10:20 10:35  Coffee Break
10:35 12:00  Future of Floorball
          - Presentation of the content of the Future of Floorball Proposal
          - Explanation of the decision making process
Saturday the 11th of December

- Report from the U19 WFC 20212 Survey
- Groupwork: SWOT analysis of the proposed concept for the national and international level

12:00-13:00 The IFF Extraordinary General Assembly
IFF Strategy implementation overview

Mr. Stephen King

The IFF ExCo
STRATEGY OVERVIEW

- Strategy adopted at General Assembly 2020
- Strategy targeted at strengthening our members
- Strategy focused on all members having an active role
- Members involved directly in working on the implementation of the Strategy and actions
- Strategy Working Group established to oversee the development of actions and work of the Sub-Groups that were established. Also reports to the IFF Central Board on progress
IMPLEMENTATION PLAN & SUB-GROUP WORK

- Established 4 sub-groups to align with the Targets of the Strategy Plan. Members of each Sub-Group were drawn from member associations nominations and calls for members and some from outside of Floorball
  - Sub-Group 1 – Awareness and Visibility
  - Sub-Group 2 – Development, Service Level and Expansion
  - Sub-Group 3 – Governance, Sport Culture and Leadership
  - Sub-Group 4 – Sport Presentation and Appearance
IMPLEMENTATION PLAN & SUB-GROUP WORK

- Sub-Groups are working on the targets from the Strategy Plan and expanding and developing actions, timings, responsibilities and budgets for the actions to achieve the Targets.
- Sub-Groups have had a number of meetings and allocated tasks to the sub-group members to prepare detailed action plans.
TARGETS & NEXT STEPS

- Sub-Groups to utilise feedback from the Associations Meeting work group sessions in reviewing work to date
- March 2022 Sub-Groups to report back to the IFF Central Board with updated and detailed Action Plans
- April 2022 Strategic Working Group, Sub-Groups and IFF office to meet to discuss priorities, available resources persons and funds. Actions to be agreed to proceed based on priorities and budgets
- Implementation of agreed Actions to commence
- Report back progress to members at General Assembly in Zurich November 2022
Group work

Group 1 – Awareness and Visibility
Group 2 – Development, Service Level and Expansion
Group 3 – Governance, Sport Culture and Leadership
Group 4 – Sport Presentation and Appearance
Group work

<table>
<thead>
<tr>
<th>Czech Republic</th>
<th>Denmark</th>
<th>Austria</th>
<th>Ukraine</th>
<th>Lithuania</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>Germany</td>
<td>Estonia</td>
<td>United States</td>
<td>Nigeria</td>
</tr>
<tr>
<td>Sweden</td>
<td>Latvia</td>
<td>Netherlands</td>
<td>Philippines</td>
<td>Somalia</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Poland</td>
<td>Spain</td>
<td>Iran</td>
<td>Uganda</td>
</tr>
<tr>
<td></td>
<td>Slovakia</td>
<td>Singapore</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Group work

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Country/Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Denmark</td>
<td>Germany</td>
</tr>
<tr>
<td>Poland</td>
<td>Estonia</td>
</tr>
<tr>
<td>Singapore</td>
<td>Spain</td>
</tr>
<tr>
<td>Austria</td>
<td>Nigeria</td>
</tr>
<tr>
<td>Somalia</td>
<td>Lithuania</td>
</tr>
<tr>
<td></td>
<td>Finland</td>
</tr>
<tr>
<td></td>
<td>Czech Republic</td>
</tr>
<tr>
<td></td>
<td>Germany</td>
</tr>
<tr>
<td></td>
<td>Slovakia</td>
</tr>
<tr>
<td></td>
<td>United States</td>
</tr>
<tr>
<td></td>
<td>Philippines</td>
</tr>
<tr>
<td></td>
<td>Iran</td>
</tr>
<tr>
<td></td>
<td>Uganda</td>
</tr>
</tbody>
</table>

Members:
- FS, CK
- CL, SH
- TH
- Carsten
GERFLOR PROUD PARTNER SINCE 2000
1. Our sport Strategy
2. Floors matching demanding players needs
3. Joint objectives with IFF
4. One company : 2 solutions (indoor and outdoor)
GERFLOR HAS 5 SPORT DEVELOPMENT PILLARS
• TARAFLEX Embossing + 3 ACTION PROTECSOL SINCE 1997 = THE WORLD BENCHMARK

• FOR ELITE AND AMATEUR FLOORBALL PLAYERS

• DURABLE, SAFE, PERFORMANCE, PORTABLE, SUSTAINABLE ARE KEY BENEFITS FOR CLUBS & FEDERATIONS
TARAFLEX CREATE AND BOOSTS THE SHOW
INTERNATIONAL DEVELOPMENT OF FLOORBALL

WE ARE READY TO SUPPORT IFF WITH NEW COLOURS PROGRAM

THE TECHNICAL EXPERTISE IN 120 COUNTRIES

PRESENT IN 120 COUNTRIES TO SUPPORT NATIONAL ASSOCIATIONS

SUSTAINABLE POLICY

OUTDOOR AND INDOOR GAMES

GERFLOR SUPPORT IFF INITIATIVES
Congratulations to the Champions
outdoor floorball
- any players
- anytime
OPTIMISED DESIGN, PROTECTIVE AND PERFORMING

UV PROTECTION
Outstanding colour durability

WIDE AND DEEP CONNECTION LOOPS
High durability and stability
High safety for the players

DOUBLE GRID STRUCTURE
Faster drying, reduced water rebound
High safety for the players

FLAT SHAPED EDGES
Low skin abrasion
Good protection for players

Gerflor
LONG-LASTING AESTHETICS

- Customise your court by easily adding logos and game lines
TIME AND MONEY SAVING

DURABILITY WITH REDUCED MAINTENANCE COSTS

1000 m² COURT = 4H COURT INSTALLATION + 2H GAME LINE PAINTING
WITH A 4-PERSON TEAM

QUICK AND EASY ASSEMBLY / DISASSEMBLY
POWERGAME+ POLYPROPYLENE PROFILES

EASY AND FAST INSTALLATION
ADDITIONAL ELEMENTS TO FINISH THE COURT
POWEGAME+ METAL PROFILES

CORNER OF RAMP EDGES

FLAT THRESHOLD

RAMP EDGE

SKIRTING

ANCHORED INSTALLATION
RESISTANCE TO STRONG WINDS
OUTDOOR FLOORS IN SWEDEN......
Why not in your country?
Helsinki 30th of March 2021

After control of dimensions, conditions of material and fulfillment of international standards, the International Floorball Federation - IFF hereby

CERTIFIES

that the following sports products by GERFLOR are recommended products and homologated for international Floorball competitions such as the World Floorball Championships, Euro Floorball Cup, other international competitions, official and unofficial, organized by IFF.

- RECREATION 45 AND 60
- TARAFLEX EVOLUTION 7.5 mm (standard, drytext)
- TARAFLEX PERFORMANCE (standard, ecoft, drytext)
- TARAFLEX SURFACE on top of an area elastic sub construction for permanent installations
- TARAFLEX SPORT M COMFORT 12.5 mm
- SPORT COURT POWERGAME +19 MM, OUTDOOR

The International Floorball Federation is in favour of these Taraflex floors, since it recognizes the quality of it and recommends it to designers and providers of in-door sport facilities as the most suitable product for their project.

This certificate is valid for the period from 01.01.2019 to 31.12.2022.

Helsinki, Finland, 30th of March 2021

John Liljeland
Secretary General
SHARE TOGETHER MORE THAN SPORT

Bring people together for unforgettable moments and lifetime memories!
Coffee Break, 15 minutes
IFF WFC Event Evaluation program. Quantum Consultancy
Mr. Krzysztof Kropiełnicki
QUANTUM CONSULTANCY
INTRODUCTION

LOCATION
ESTABLISHED 2019
EDINBURGH, SCOTLAND

SERVICES
RESEARCH AND EVALUATION COMBINED WITH STRATEGY AND OPERATIONS

MISSION
ENABLING ORGANISATIONS TO BETTER USE DATA TO SUPPORT THEIR DEVELOPMENT AND GROWTH

CLIENTS
EVENT RIGHTS HOLDERS, ORGANISERS, DESTINATIONS AND AGENCIES AROUND THE WORLD
QUANTUM CONSULTANCY

INTRODUCTION

LOCATION
ESTABLISHED 2019
EDINBURGH, SCOTLAND

SERVICES
RESEARCH AND EVALUATION COMBINED WITH STRATEGY AND OPERATIONS

MISSION
ENABLING ORGANISATIONS TO BETTER USE DATA TO SUPPORT THEIR DEVELOPMENT AND GROWTH

CLIENTS
EVENT RIGHTS HOLDERS, ORGANISERS, DESTINATIONS AND AGENCIES AROUND THE WORLD
INTRODUCTION & BACKGROUND

INTRODUCTION

- Quantum commissioned by the IFF to conduct a four-year event evaluation programme
- Covers five editions of the WFC (M+W)
- Includes strategic framework monitoring and annual reporting to align with new IFF Strategy
- For each edition of the WFC an evaluation report will be provided 3-4 months after the conclusion of the event
- Assessment covers impact categories including economic and tourism, to commercial and marketing, to social and sustainability

BACKGROUND

- Continuation of event impact studies at WFCs between 2016-2019
- Same delivery team for 2021-2024
### IFF WFC EVALUATION PROGRAMME 2021-2024

**SCOPE OF ANALYSIS**

<table>
<thead>
<tr>
<th>IMPACT CATEGORY</th>
<th>IN-DEPTH ANALYSIS</th>
<th>REVIEW OF ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECONOMIC &amp; TOURISM</td>
<td>• Direct economic impact</td>
<td>• Review of sustainability, social participation, educational and legacy initiatives and programmes</td>
</tr>
<tr>
<td></td>
<td>• Number of visitors</td>
<td>• Volunteers programme analysis</td>
</tr>
<tr>
<td></td>
<td>• Visitor spend</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Average length of stay</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Bed nights generated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ticketed and non-ticketed attendance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Event budget – revenues &amp; expenditure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Total event workforce</td>
<td></td>
</tr>
<tr>
<td>STAKEHOLDER EXPERIENCE</td>
<td>• Fan demographics</td>
<td>• Competing teams</td>
</tr>
<tr>
<td></td>
<td>• Attitudes to marketing/promotion of the event</td>
<td>• Athletes breakdown by continent, nation, club/league representation</td>
</tr>
<tr>
<td></td>
<td>• Satisfaction with on-site facilities</td>
<td>• Anti-doping policy and measures</td>
</tr>
<tr>
<td></td>
<td>• Satisfaction with transport arrangements</td>
<td>• Team officials breakdown</td>
</tr>
<tr>
<td></td>
<td>• Satisfaction with event/sport presentation</td>
<td>• Technical officials breakdown</td>
</tr>
<tr>
<td></td>
<td>• Overall experience and atmosphere</td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL &amp; MARKETING</td>
<td>• Broadcast hours produced and shown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Viewership data (TV &amp; online streaming)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Digital exposure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Website analytics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Social media reach, following and engagement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sponsorship structure overview</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Presentation of event brand and key marketing activities</td>
<td></td>
</tr>
<tr>
<td>PARTICIPATION &amp; PERFORMANCE</td>
<td>• Competing teams</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Athletes breakdown by continent, nation, club/league representation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Anti-doping policy and measures</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Team officials breakdown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Technical officials breakdown</td>
<td></td>
</tr>
<tr>
<td>SUSTAINABILITY, SOCIAL IMPACT &amp; LEGACY PROGRAMMES</td>
<td>• Review of sustainability, social participation, educational and legacy initiatives and programmes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Volunteers programme analysis</td>
<td></td>
</tr>
</tbody>
</table>

**EXAMPLE METRICS**

- Direct economic impact
- Number of visitors
- Visitor spend
- Average length of stay
- Bed nights generated
- Ticketed and non-ticketed attendance
- Event budget – revenues & expenditure
- Total event workforce
- Fan demographics
- Attitudes to marketing/promotion of the event
- Satisfaction with on-site facilities
- Satisfaction with transport arrangements
- Satisfaction with event/sport presentation
- Overall experience and atmosphere
- Broadcast hours produced and shown
- Viewership data (TV & online streaming)
- Digital exposure
- Website analytics
- Social media reach, following and engagement
- Sponsorship structure overview
- Presentation of event brand and key marketing activities
- Competing teams
- Athletes breakdown by continent, nation, club/league representation
- Anti-doping policy and measures
- Team officials breakdown
IFF WFC EVALUATION PROGRAMME 2021-2024

STRATEGIC FRAMEWORK REVIEW – OBJECTIVE AND PROCESS

OBJECTIVE

Establish evaluation parameters and align them with IFF’s strategic framework and priorities

PROCESS

STAKEHOLDER CONSULTATIONS
IFF Staff
Strategy Implementation Group
WFC hosts

SETTING EVALUATION PARAMETERS
Key evaluation metrics
Aligned with IFF Strategy 2021-2032
Presented to IFF Central Board

DATA/IMPACT WORKSHOP
Scope of future evaluations
Advice and recommendations
For all MAs and future WFC hosts

JUNE-JULY 2021
JULY-AUGUST 2021
DECEMBER 2021
IFF WFC EVALUATION PROGRAMME 2021-2024
STRATEGIC FRAMEWORK REVIEW – OBJECTIVES MAPPING

STRATEGY OBJECTIVES

Key Priority 1

Target 1
- KPI 1
- KPI 2
- KPI 3

Target 2
- KPI 4
- KPI 5
- KPI 6

WFC EVALUATION PARAMETERS

Impact Category 1

Sub-category 1
- Data metric 1
- Data metric 2
- Data metric 3

Target 2
- Data metric 4
- Data metric 5
- Data metric 6
## IFF WFC EVALUATION PROGRAMME 2021-2024

### STRATEGIC FRAMEWORK REVIEW – OBJECTIVES MAPPING

<table>
<thead>
<tr>
<th>Key priority</th>
<th>Target</th>
<th>KPI</th>
<th>WFC Evaluation</th>
<th>Metric(s)</th>
<th>Impact Category</th>
<th>Data Source</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>90 million live TV spectators for the Major IFF Events</td>
<td>Y</td>
<td>TV Viewership/Audience – Total and by Continent/Nation</td>
<td>Commercial &amp; Marketing</td>
<td>Broadcast rights holders / Member Associations (MA)</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>30 countries that are streaming IFF Events live</td>
<td>Y</td>
<td>Number of TV &amp; Online Broadcast Nations</td>
<td>Commercial &amp; Marketing</td>
<td>IFF data</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>10,000 articles on digital media in Major IFF Events</td>
<td>Y</td>
<td>No. of Related Articles - Total, by Day and by Nation</td>
<td>Commercial &amp; Marketing</td>
<td>Media monitoring supplier (e.g. Meltwater)</td>
<td>Monitoring period tbc</td>
</tr>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>1 million social media exposure of #Football per year</td>
<td>Y</td>
<td>Account Reach and Following – Total and By Day (No. of Posts, Impressions and Followers)</td>
<td>Commercial &amp; Marketing</td>
<td>Social media monitoring platform (Sprout Social)</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>1 million followers and 5 million total engagements annually on IFF and IFF Events Social Media</td>
<td>Y</td>
<td>Number of Interactions &amp; Engagement - Total and By Day (No. of Comments, Shares, Retweets, Hashtags, Views)</td>
<td>Commercial &amp; Marketing</td>
<td>Social media monitoring platform (Sprout Social)</td>
<td>FF &amp; WFC accounts, monitoring period tbc</td>
</tr>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>150,000 IFF mobile App users</td>
<td>Y</td>
<td>Number of Downloads &amp; Active Users - Total by Nation and by Day</td>
<td>Commercial &amp; Marketing</td>
<td>IFF Mobile App developer</td>
<td>Active users - event period, Downloads - before and during event</td>
</tr>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>Be first mover to test new emerging social media platforms and digital solutions</td>
<td>Y</td>
<td>Social media and digital ‘Stars’</td>
<td>Commercial &amp; Marketing</td>
<td>IFF/LOC staff interviews</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>More TV time and utilizing new media</td>
<td>Investigate and test new broadcasting possibilities like DCC</td>
<td>Y</td>
<td>Broadcast production standards</td>
<td>Commercial &amp; Marketing</td>
<td>IFF/LOC staff interviews</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Strengthening Marketing efforts</td>
<td>A total of one billion (10-15 % of the world population) knows the sport of Football</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Strengthening Marketing efforts</td>
<td>Football is known with one global brand name – World Football</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Strengthening Marketing efforts</td>
<td>There are professional Football Leagues in at least four countries</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Strengthening Marketing efforts</td>
<td>Football stands for clean and fair sport, with no fan related violence</td>
<td>Y</td>
<td>Anti-doping policy and measures, Anti-doping tests – Total and Positive / Event perception as safe and family-friendly</td>
<td>Participation &amp; Performance / Stakeholder Experience</td>
<td>IFF/LOC data + Spectator experience survey</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Strengthening Marketing efforts</td>
<td>IFF has one title sponsor and yearly sponsor income of at least one million EUR and to have at least one global company as a sponsor</td>
<td>Y</td>
<td>Number/Status of international sponsors / IFF sponsorship revenue</td>
<td>Commercial &amp; Marketing</td>
<td>IFF/LOC staff interviews/data</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Strengthening Marketing efforts</td>
<td>The IFF to create a generic global Football website</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Strengthening Marketing efforts</td>
<td>The IFF to evaluate the creation of a European League in the 2030s</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IPF STRATEGIC PRIORITIES

- AWARENESS & VISIBILITY
- DEVELOPMENT, SERVICE LEVEL & EXPANSION
- GOVERNANCE, SPORT CULTURE & LEADERSHIP
- SPORT PRESENTATION & APPEARANCE

STAKEHOLDER OBJECTIVES

IPF OBJECTIVES
- Provide an overall assessment of the event
- Encourage media and commercial investment through the use of data
- Identify areas for improvement/growth
- Explain the event to business and political stakeholders
- Compare with other sports

HOST CITY/REGION OBJECTIVES
- Generate tourism impact
- Build positive image of the city
- Position the city as a major event hosting destination
- Achieve international exposure
- Promote local initiatives (e.g., in sustainability) through events

HOST FEDERATION OBJECTIVES
- Increase visibility for floorball and attract new fans
- Boost floorball development
- Generate commercial interest in the game
- Gain experience in event hosting
- Engage local floorball stakeholders

ECONOMIC - attendance, ticket sales, financials, direct economic impact

TOURISM - spectator profile, room/bed nights, visitor data, visitor expenditure

EVENT EXPERIENCE - visitor satisfaction, perception of sporting level, entertainment value, host city image, fan activities

COMMERCIAL - TV reach and ratings, media coverage, sponsor visibility, social media data

SPORTING - team performance, competitiveness, comparison of team delegations (size, composition)

SUSTAINABILITY & SOCIAL IMPACT - environmental impact, sustainability initiatives, local activations

BENCHMARKING - indoor sports, Olympic sports, ARISF sports, AIMS sports, TWG sports

IMPLEMENTATION & MONITORING

DATA/IMPACT WORKSHOP TO MEMBER ASSOCIATIONS (DEC 2021)
WFC EVALUATION REPORT (3-4 MONTHS AFTER WFC)
REPORT TO STRATEGY IMPLEMENTATION WORKING GROUP - LINKING EVALUATION TO STRATEGY GOALS (6-5 MONTHS AFTER WFC)
ANNUAL REVISION OF DATA METRICS TO ENSURE RELEVANCE (6-5 MONTHS AFTER WFC)
01 WHAT?
02 HOW?
03 WHY?
IFF WFC EVALUATION
DATA SOURCES

PRIMARY DATA SOURCES

EVENT PARTICIPANTS SURVEYS (DURING AND POST-EVENT)
- spectators
- athletes

STAKEHOLDER INTERVIEWS (BEFORE, DURING AND POST-EVENT)

IFF DATA
- registration system data
- broadcast information
- website and social media analytics reports
- sporting data etc.

SECONDARY DATA SOURCES

IFF DATA
- attendance and ticketing information
- A&D and accommodation records
- event budget
- volunteering data etc.

LOC DATA
- event budget
- volunteering data etc.

THIRD-PARTY DATA
Data and information provided by third-party data suppliers and monitoring companies appointed by IFF or LOC.

PUBLIC DATA
Any other data available in the public domain.

DATA AGGREGATION & ANALYSIS
REPORT PRODUCTION
DATA REQUIREMENTS
EXAMPLE – ATTENDANCE & TICKETING

ATTENDANCE DATA

Total attendance at the event (event spectators and participants), including categorised attendance (ticketed attendance vs. non-ticketed attendance).

Cumulative number and breakdown of attendance by:
1) day
2) sport
3) session (+ average number of sessions attended)

Attendance at cultural events/festivals/fan zones relating to the event (total and by day/session).

TICKETING DATA

Ticket sales data.

Breakdown of:
1) number of tickets available (total and by day/sport/session/venue/type)
2) number of tickets sold (total and by day/sport/session/venue/type)
3) number of tickets sold by POS (online, ticket agents, at the gate)
4) number of unique ticket buyers
5) number of ticket buyers by place of origin (city/state/country)
6) number of ticket purchased on average by a single buyer
7) number of complimentary tickets distributed to VIPs, guests, school programmes and other initiatives

Ticket buyers data (place of residence, gender, age).

Ticket price breakdown.
COORDINATED DATA COLLECTION

CHALLENGE

OPERATIONS
- Attendance figures
- Ticketing data
- Accommodation records

COMMERCIAL
- Media coverage
- Sponsor activations
- Brand exposure

COMMS
- Press clippings
- Media accreditations
- Social media figures

SPORTS
- Athletes & officials data

Where does the data sit? How is it stored? How will it be collected?

Who is the data owner? When can it be provided?
POST-EVENT EVALUATION REPORT
PRAGUE 2018

IFF Men's World Floorball Championships 2018
Prague, Czech Republic
1 December – 9 December 2018

Event Experience
GSI Ratings

Event Organisation and Venue

- Attendance during the competition
  Score: 4.74 / 5.0
- Date of opening of the event
  Date: 1 December 2018
- Date of closing of the event
  Date: 9 December 2018
- Venue of the event
  Venue: Prague Exhibition Centre
- Signage around the venue
  Signage: Excellent
- Efficiency of access into the venue (speed, bag searching)
  Efficiency: 4.74 / 5.0

POD: DRINKS AND MERCHANDISE

- Quality of the venue
  Quality: 4.25 / 5.0
- Drinks available on the venue
  Drinks: 3.67 / 5.0
- Food available on the venue
  Food: 3.67 / 5.0
- Merchandise price at the venue
  Price: 3.67 / 5.0
- Postponement at the venue
  Postponement: 2.89 / 5.0

POST-COMPLAINTS

- Post-event
  Complaints: 4.93 / 5.0

OVERALL EXPERIENCE

- Overall experience
  Experience: 4.76 / 5.0

Comparison Data Analysis
Attendance
2018 World Championships

<table>
<thead>
<tr>
<th>Attendance rank</th>
<th>IFF Men's World Floorball Championships 2018</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance total</td>
<td>30,500</td>
<td>573</td>
</tr>
<tr>
<td>Event attendance</td>
<td>29,500</td>
<td>573</td>
</tr>
</tbody>
</table>

Attendance figures are available for live of 20 events within the World Floorball Championships.
POST-EVENT EVALUATION REPORT

NEUCHATEL 2019

**IFF Women’s World Floorball Championships 2019**
Neuchatel, Switzerland
7 December – 15 December 2019

**Progress:**

Bed Nights

It is estimated that the IFF Women’s World Floorball Championships 2019 produced at least €250,000 bed nights for the city of Neuchatel and the neighbouring areas.

IFF member federations received the accommodation costs for officials, team officials and national federation representatives, under the organiser’s commitment plan for the accommodation of the technical officials and the IFF staff.

The number of beds captured in order to establish bed nights analysis for all participating nations and operations leading to Neuchatel to attend the event, therefore only listed participants are considered. However, it can be expected that the actual number of bed nights generated by event participants was more than 15,000.

**Neuchatel 2019 – Bed nights**

<table>
<thead>
<tr>
<th>GROUP</th>
<th>NO. OF VISITORS</th>
<th>HOURS OF STAY</th>
<th>BED NIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>74</td>
<td>55.5</td>
<td>1,029</td>
</tr>
<tr>
<td>IFF women and guests</td>
<td>50</td>
<td>6</td>
<td>180</td>
</tr>
<tr>
<td>Officials (national and IFF)</td>
<td>50</td>
<td>65.9</td>
<td>1,526</td>
</tr>
<tr>
<td>Press</td>
<td>44</td>
<td>5.9</td>
<td>264</td>
</tr>
<tr>
<td>Volunteers</td>
<td>11</td>
<td>7</td>
<td>67</td>
</tr>
<tr>
<td>Chefs de missions</td>
<td>30</td>
<td>2</td>
<td>1,135</td>
</tr>
<tr>
<td>TSSU</td>
<td>1,458</td>
<td>4.7</td>
<td>1,444</td>
</tr>
</tbody>
</table>

**Comparative Data Analysis**

**Attendance**

World Championships in Summer Olympic Sports

<table>
<thead>
<tr>
<th>IFF Women’s World Floorball Championships 2019</th>
<th>No. of events</th>
</tr>
</thead>
<tbody>
<tr>
<td>157/33 events</td>
<td></td>
</tr>
</tbody>
</table>

**Attendance comparison**

<table>
<thead>
<tr>
<th>IFF Women’s World Floorball Championships 2019</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,029,000</td>
<td></td>
</tr>
</tbody>
</table>

*Attention: Figures not available for one of 60 events in comparative analysis.***
## DATA AND ANALYTICS
### WHAT DO TECHNOLOGY COMPANIES KNOW ABOUT US?

<table>
<thead>
<tr>
<th>Information</th>
<th>Google</th>
<th>Facebook</th>
<th>Apple</th>
<th>Amazon</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>🜒</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birthday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relationship Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income Level</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit Cards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government IDs (such as Social Security and Driver's License Numbers)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IP Addresses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Emails</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Contacts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Phone Calls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Chat Conversations/Messages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calendar Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search History</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Videos Watched</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Security.org*
DATA AND ANALYTICS

WHAT DO TECHNOLOGY COMPANIES KNOW ABOUT US?
DATA AND ANALYTICS

HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?
DATA AND ANALYTICS

HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?

Source: Shottracker.com
DATA AND ANALYTICS
HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?

De Bruyne explains how analytics influenced his decision to sign new Man City contract

Peter McVitie
Last Updated May 07, 2021
DATA AND ANALYTICS

HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?

All the big guys are using data analysis, they just don't like to talk about it

- Alexander Zverev
DATA AND ANALYTICS
SO HOW CAN DATA BE USED IN A BUSINESS CONTEXT?

BETTER SALES
- Increased opportunities for monetisation
- Added value for sponsors
- Better assessment of return on investment

BETTER MARKETING & COMMUNICATION
- Increased fan engagement
- More efficient targeting in communication and marketing campaigns
- Ability to reach new audiences

BETTER EVENTS
- Improved servicing of fans attending events
- More in-depth understanding of the marketing, social and economic value of the events
DATA AND ANALYTICS

SOURCES OF DATA

- WEBSITE
- ONLINE STORE
- SOCIAL MEDIA
- E-MAIL CAMPAIGNS
- MEDIA MONITORING REPORTS
- TICKETING SYSTEMS
- MOBILE APP
- LOYALTY PROGRAMME
- MARKET RESEARCH
# EVENT EVALUATION

## MOTIVATION & OBJECTIVES

<table>
<thead>
<tr>
<th>PROJECT ACCOUNTABILITY</th>
<th>ENCOURAGE COMMERCIAL INVESTMENT</th>
<th>ENHANCE COMMUNITY ENGAGEMENT</th>
<th>JUSTIFY GOVERNMENT EXPENDITURE</th>
<th>BENCHMARKING &amp; COMPARISON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Log and monitor event hosting objectives and targets to demonstrate success and highlight any learnings for next time.</td>
<td>Use of data-driven analysis to attract investment in future events and the community.</td>
<td>Ask for people’s opinion to understand what the community and event participants want.</td>
<td>Evidence-based research which highlights the benefits of government expenditure used to fund events.</td>
<td>Comparisons between different editions and similar events in other sports.</td>
</tr>
</tbody>
</table>
EVENT EVALUATION

BENEFITS OF HOSTING EVENTS

- Economic & Tourism: True
- Commercial & Marketing: True
- Image & Reputation: False
- Sport Participation & Performance: False
- Social Impact & Legacy: False
EVENT EVALUATION

KEY CHALLENGES

1. Owners and hosts don’t collect event data in a consistent manner
2. What is important is often not measured
3. Measurement focuses on economic and media impacts
4. No consistency in methodologies and terminology
5. Numbers are inflated and not reliable
6. Event owners and organising committees immersed into delivering sport competition
7. Measurement is an afterthought rather than a strategic process
8. Evaluation processes designed to prove a point and not to provide an objective assessment
EVENT EVALUATION

KEY OBSERVATIONS

1. The benefits of hosting sports events are often undervalued

2. Looking at the wider holistic impact of an event can help stakeholders
   • To identify the true impact and value of their events
   • To engage with participants, spectators, local communities
   • To improve future editions of the event

3. Everyone has their own interpretation and assessment of the impacts and benefits of an event

4. Standard methodology for gathering and analysing data allows for greater understanding

5. Capturing the narrative as well as data is very important

6. Set your goals early and decide how they will be evaluated
EVENT EVALUATION
CONSIDERATIONS

What to consider when evaluating your events?

1. Always start by questioning objectives - Why are you doing this?
2. Set and document the targets and objectives of all stakeholders
3. Monitor the progress towards achieving these using reliable data metrics
4. Always take the time to reflect - What did we learn from the process and how could the event be improved next time?
Propose ten data indicators that you would collect and use to demonstrate the impact and the value of floorball to:

a. Host city  
b. Prospective sponsor  
c. Prospective broadcaster
Same groups as in previous group work
**EVENT EVALUATION**

**ASOIF – COMMON INDICATORS FOR MEASURING THE IMPACT OF EVENTS**

<table>
<thead>
<tr>
<th>Event Experience</th>
<th>Explanation</th>
<th>Outcome</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Generated</td>
<td>-</td>
<td>+</td>
<td>1</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>-</td>
<td>-</td>
<td>0</td>
</tr>
<tr>
<td>Social Impact</td>
<td>-</td>
<td>+</td>
<td>2</td>
</tr>
</tbody>
</table>

**Common Indicators for Measuring the Impact of Events**

- Revenue Generated
- Economic Impact
- Social Impact

---

**Figures 1, 2, and 3:** Detailed analysis of event outcomes with visual data representation

---

**Event Experience**

- Revenue Generated: +
- Economic Impact: -
- Social Impact: +
THANK YOU!

Krzysztof Kroplelnicki
Head of Insights & Analytics

krzysztof.kroplelnicki@quantumconsultancy.org
Break, 10 minutes
Role of Athletes in sport organisations Ms. Emma Terho, IOC Athletes Comission Chair Video
Group work

How to activate the Athletes within the national associations and IFF
Ms. Agata Plechan
IFF Athletes Commission Chair, member of the IFF CB
- Group 1: Czech Republic, Sweden, Finland, Switzerland
In which direction the sport presentation shall be taken, i.e. what needs to be develop?
How the International Calendar is built (Number of International matches and when the Championships are played)?
How the Champions Cup is played.
other? please share

What can be done to make players' voices heard in different matters?

Do you have athletes’ representation in your National Federation?
yes - how it works?
no - why?
Group 2: Denmark, Germany, Latvia, Poland, Slovakia

Introduction of additional technical tools for the referees to better referee the game.

What an WFC venue should look like (Arena capacity). other? please share

What do you think is the best way to make it possible for the Athletes to take part in the IFF decision making process?

Do you have athletes’ representation in your National Federation? yes - how it works? no - why?
Group 3: Austria, Estonia, Netherlands, Spain, Singapore
Change of game time.
Qualification system for the WFC’s
Other? please share

What advantages do you see in having players involved in IFF’s work?

Do you have athletes’ representation in your National Federation?
yes - how it works?
no - why?
Group 4: Ukraine, United States, Philippines, Iran
Level of the physical play in Floorball
Change of the Rules of the Game
other? please share

What can IFF do to get more players involved/engaged in IFF's work?

Do you have athletes’ representation in your National Federation?
yes - how it works?
no - why?
Group 5: Lithuania, Nigeria, Somalia, Uganda

Colour combination of the ball and floor colour for International Events. Shall IFF have a similarity to a Ballon d’Or or at least a voting for the best player
Other? Please share

What can be done to make players' voices heard in different matters?

Do you have athletes’ representation in your National Federation?
yes - how it works?
no - why?
Floorball Fit For Future Erasmus + project
Mr. Filip Suman
Czech Floorball
FLOORBALL: FIT FOR FUTURE
EURASMUS SPORT+ PROJECT

- 2019 - 2020 – Project proposal for the EU
- 10/2020 – Approval of the project by EU
WE BELIEVE FLOORBALL CAN BECOME A BIG GLOBAL SPORT BUT ONLY IF THERE ARE STRONG NATIONAL FEDERATIONS WHICH BELONG AMONG TOP SPORT ORGANIZATIONS IN THEIR RESPECTIVE COUNTRIES.
CONTENT OF THE PROJECT

To create a universal tool which helps floorball federations to develop and become stronger.
CONTENT OF THE PROJECT

5 Main Pillars:

1. Detail description of all areas of operation within the federation - Summary
2. Detail analysis of the federation – Questionnaire
3. Maturity levels in different areas of operations - Maturity Matrix
4. Discovery of Delay Causes and Development Action Plan
5. Handbook and Case Studies
PARTNERS OF THE PROJECT

**Group 1** – Denmark, Germany, Poland, Slovakia, Spain

![Flags of Denmark, Germany, Poland, Slovakia, Spain](image)

**Group 2** – Czech Republic, Sweden, Switzerland

![Flags of Czech Republic, Sweden, Switzerland](image)

**Group 3** – International Floorball Federation

![IFF logo](image)
FIRST EXPERIENCES
OUTCOME OF THE PROJECT

a) Pilot project for international development
b) Outcomes shared with all federations
Closing of the Day 1
Mr. Tomas Eriksson
The IFF President
Opening of the Day 2
Mr. Filip Suman
The IFF Vice President
Outcome from the IFF Covid-19 Pandemic Survey
Ms. Sarah Mitchell, the IFF Event Manager
COVID-19 IMPACT STUDY 2021

www.floorball.sport
SURVEY METHOD

- Online survey via Webropol
- From 74 Member Associations, 32 responses (42%)
- Surveys received from at least one member association on each continent
SURVEY CATEGORIES

- Competition
- Participation
- Referees
- Organisation
- Media

- Marketing
- Transfers
- Finance
- National Teams & IFF Events

International Floorball Federation
Were you able to complete all national competitions in season 2019/20?

This includes all competition categories - adults, juniors, seniors for any competitions scheduled between September 2019 - June 2020
During season 2020/21 were you allowed spectators at games?

This applies for any competitions scheduled between September 2020 - June 2021

*International Floorball Federation*
Did you see an increase or decrease in licenced players between the 2019/20 & 2020/21 seasons?

Season 2019/20 = September 2019 - June 2020
Season 2020/21 = September 2020 - June 2021

International Floorball Federation
Have you organised referee courses and education during the 2020-21 season?

This refers to the period September 2020 - June 2021

International Floorball Federation
During the pandemic have you been able to increase the reach of Floorball through other methods (for example TV / streaming)?
Have you received financial support, from the government or National Sport organisations, specifically related to Covid-19?
Will there be an effect on your ability to register for future IFF events due to Covid-19 related impacts?
FUTURE

- Further analysis of the results & responses
- Follow-up survey in 2022
- Mattias Kauk will conduct further study on this topic for his university dissertation and will contact a selection of National Associations for more detailed responses
Pair discussions and findings
Have a pair discussion with the person next to you who is not from your own member association
Study on sexual harassment and abuse in Floorball
Ms. Mari Mylläriinen
IFF Media Coordinator
Sexual harassment and abuse in floorball

An empirical study of prevention policy in national floorball associations in Europe and Asia Oceania
Background

- These topics are not new in sports
  - The first sociological studies were done after high-profile harassment and abuse scandals in elite sport
    - The #MeToo campaign that originated in 2017 changed the conversation culture
    - One of the most notable cases in sport during #MeToo has been the case of Larry Nassar in US gymnastics
Definitions

Sexual harassment

Any unwanted and unwelcome conduct of a sexual nature, whether verbal, non-verbal or physical.

Sexual abuse

Sexual abuse means coercing or tricking someone into a sexual act this person does not want or is not adequately mature to consent to.
Lessons learned from previous research

- Anyone can be a perpetrator of sexual harassment and/or sexual abuse
- Anyone can be a victim of sexual harassment and/or sexual abuse
- Sexual harassment and abuse can occur in any sport and in any level
Study on national floorball associations

Questions

⚫ To what extent the national floorball associations have implemented prevention strategies on the topics of sexual harassment and abuse?

➢ State of each action (installed/planned to install/not installed)

➢ The associations also evaluated their resources

⚫ What kind of motives, barriers, and facilitators are present in the implementation process?
Results - survey

- A total of nine federations took part in the study (AUS, CZE, ESP, FIN, NOR, SGP, SUI, SWE, UKR)
- Only a few associations had implemented an adequate number of preventive strategies on sexual harassment and abuse
- Guidelines and police record checks were most often implemented actions
- 77.8% agreed that prevention of SHA is an important issue for their association
Results - interviews

Prevalence of sexual harassment and abuse

- 2/3 of respondents had knowledge of past cases
- The cases varied from verbal sexual harassment to physical sexual abuse and from the border of criminal activity to conviction and imprisonment.
Results - interviews

- Motives

Safeguarding
Responsibility
Raising awareness and education
Governmental enforcement/pressure
Results - interviews

Barriers

Lack of resources – time, money, staff
Distance from the clubs and the players
Culture
Lack of authority
Results - facilitators

Cultural change
#MeToo movement has changed the conversation and made it more open

Assistance
From national sport organisations/IFF

Responsibility balance with clubs
Strong relationships with clubs and leadership by the association
THANK YOU!

The study will be published on IFF website.

If you have any questions, please contact me at myllarinen@floorball.sport
Swedish equality project Fifty/Fifty
Mr. Anders Jonsson
Development Manager
Swedish Floorball Federation
FIFTY/FIFTY
Fifty/Fifty global launch
Gender equality online course Fifty/Fifty made available to all Member Associations and clubs within the global floorball community.

Quick, easy introduced “start where you stand” questions and tasks in focus, with long term step by step development.

Everyone can work in the right direction without having to start with comparing oneself against other clubs or national, quantity objectives.
This is Fifty/Fifty

- Fifty/Fifty is an online course consisting of six sessions that aim to inspire and share knowledge about gender equality in sports.
- Fifty/Fifty is intended to enable the participating club/association to make relatively small changes that, in the long run, result in significant improvement.
- The sessions combine inspiration, facts, discussion and reflection with a focus on what you and your club/association could gain from greater gender equality.
This is Fifty/Fifty

• The aim of the course is for you and your club/association to increase your knowledge about why it is important to work with gender equality and the benefits that it offers both the club and its members.

• The Fifty/Fifty online course is aimed at the boards of clubs and federations and is available free of charge to all sport clubs and sport federations in Sweden.

• From January 2022 Fifty/Fifty is also available free of charge to all clubs and federations within the International Floorball Federation.
How did it start?

• The Swedish Floorball Värmland Region and the Värmland Region of the Swedish Sports Confederation made an online course, supported by both Swedish Floorball and the Swedish Sports Confederation.

• The idea was to show everyone that gender equality is possible to work with from your own club’s perspective, without feeling the burden of for example out of reach, national quantity objectives.

• Quite fast Fifty/Fifty went from “all sport clubs in Värmland and all floorball clubs in Sweden” to “every sport club in every sport in Sweden” thanks to the work from all involved.
Why international launch?

When discussing the Swedish Floorball Federation’s 40 year anniversary, and how to aim for another 40 years of development, the idea of an increased, international openness or collaboration was a natural ingredient. The Fifty/Fifty course suited this perfectly.
Why international launch?

Destination Uppsala showed interest in our gender equality work before the 2021 WFC, and Destination Malmö did the same when we started the planning of WFC 2024. We thought this is something we should do as a part of Swedish Floorball’s attention to areas not always making the headlines but nevertheless are essential if we want to increase the headlines about floorball in general.
Why international launch?

That combined with the fact we already had a positive response from the IFF when asking to make Fifty/Fifty reachable for all countries, really made up our mind. Fifty/Fifty, we believe, will help the floorball community’s gender equality efforts, such as the IFF’s 30/70 % objective.
Why international launch?

We also, of course, are more than happy to get feedback from users of the Fifty/Fifty so we are able to evaluate and readjust the course to a higher level in the future.

To have not only national clubs involved is an exciting prospect and could give the floorball sport new and important knowledge of if, and how, national founded educational tools work in different environments.
What now?

- The cost of running the site and course is planned to be a part of SFF’s budget until WFC 2024.

- The online course is almost completely self-managable but national associations should know some work is needed when clubs use the course.
What now?

- The English version opens for everyone to register with and use in the end of January 2022.
- From today, you can check out the Fifty/Fifty site, learn more and register interest to be contacted when Fifty/Fifty is up and running.
- Swedish Floorball will offer some guidance sessions or short Teams education occasions for national associations interested.
Visit

fifty-fifty.nu/en

to learn more and register interest
FIFTY/FIFTY
Coffee Break
Future of Floorball – Broader discussions

- Presentation of the content of the Future of Floorball
- Explanation of the decision-making process
- Report from the U19 WFC survey
Decision process – Test of new format.

1. Changing the Structure of Future Floorball Major Events/ GA Prague 2018
2. Central Board decided test tournaments in February 2020
4. GA Helsinki 2021/Central Board proposes to the IFF Extraordinary General Assembly to confirm the continued testing of the Future of Floorball concept during the season 2021-2022, due to lack of IFF Events so far.
5. Test tournament/WFCQ men 2022
6. Evaluations from participating countries during spring 2022
7. RACC working out a proposal to IFF Central Board*
8. IFF Central Board proposal or report regarding the outcome of the testing to GA in Zurich November 2022

*Most likely there will be more communication with the national federations depending on how the result is from the evaluations
Changing the Structure of Future Floorball Major Events/ GA Prague 2018

Tests shall be played with National Teams consisting of a maximum of 22 persons in the Team delegation, consisting of 17 players and 5 team officials.

The playing time is 3 x 15 minutes effective time, with 10 minutes intermissions.

Central Board decided test tournaments

To organise additional Future of Floorball format tests in the season 2020 – 2021, based on the RACC proposal WFCQ, EuroFloorball Cup, EuroFloorball Challenge and in The World Games.
Test of new format / GA Helsinki 2021

The IFF Central Board proposes to the IFF Extraordinary General Assembly in accordance with the IFF Statutes Article 26 to confirm the continued testing of the Future of Floorball concept during the season 2021-2022, due to lack of IFF Events so far.
Groupwork

SWOT analysis of the proposed concept for the National and International level
Closing of the IFF Associations’ Meeting
Mr. Tomas Eriksson
The IFF President