



**INTERNATIONAL  
FLOORBALL  
FEDERATION**

# **ANNUAL REPORT 2019-2020**



1. INTRODUCTION .....	5
2. COVID-19 .....	6
3. MEMBER ASSOCIATIONS .....	7
3.1. Asia and Oceania Floorball Confederation (AOFC) .....	8
3.2. General Assembly 2018 .....	9
3.3. Associations' Meeting 2019.....	10
3.4. License System for Member Associations .....	10
4. CENTRAL BOARD .....	11
4.1. Main Fields of focus .....	12
4.2. Appointments .....	12
4.3. New Committees .....	12
4.4. IOC 50 Road Map .....	12
4.5. Lobby work .....	13
4.6. IFF Executive Committee (ExCo).....	13
5. CONTACTS TO INTERNATIONAL SPORTS FEDERATIONS.....	14
5.1. International Olympic Committee (IOC) .....	14
5.2. Global Association of International Sports Federations (GAISF) / SportAccord.....	14
5.3. Association of IOC Recognised International Sport Federations (ARISF) .....	15
5.4. International University Sports Federation (FISU).....	15
5.5. International Masters Games Association (IMGA) .....	15
5.6. International School Sports Federation (ISF) .....	15
5.7. International World Games Association (IWGA) .....	16
5.8. World Anti-Doping Agency (WADA).....	16
6. COMMITTEES.....	16
6.1. Rules & Competition Committee (RACC).....	16
6.1.1. Game Rules .....	17
6.2. Referee Committee (RC).....	19
6.3. Medical Committee (MC).....	20
6.3.1. Injury reporting in Floorball.....	20
6.4. Ethics Commission (ETC) .....	21
6.5. Appeal Committee (AC) .....	21
6.6. Disciplinary Committee (DC) .....	22
6.7. Athletes' Commission (ATC) .....	22
6.8. Strategy Task Force (STF).....	23
7. SPECIAL FUNCTIONS .....	24
7.1. Equality Function.....	24
7.2. ParaFloorball Function (PFF).....	25
7.2.1. Special Olympics (SO).....	25

7.2.2.	International PowerChair Hockey (IPCH).....	25
7.2.3.	International Committee Wheelchair Floorball (ICWH) .....	25
8.	MARKETING .....	26
8.1.	Champions Cup Branding .....	28
8.2.	Materials in competitions .....	28
9.	PARTNERSHIP AGREEMENTS .....	29
9.1.	UNIHOC .....	29
9.2.	Gerflor .....	29
9.3.	Swerink.....	29
9.4.	Sports Apparel.....	29
10.	TV & LIVESTREAMING .....	30
11.	DEVELOPMENT .....	31
11.1.	Development Program .....	31
11.2.	Material Support .....	32
12.	COMMUNICATIONS .....	32
12.1.	IFF Website .....	33
12.2.	Champions Cup website .....	33
12.3.	World Championships websites .....	34
12.4.	Newsletter .....	34
12.5.	WFC-related articles on digital media .....	34
13.	SOCIAL MEDIA .....	34
13.1.	Social Media Channels.....	35
13.2.	Social Media Statistics .....	35
14.	YOUTUBE .....	36
15.	INFORMATION & DEVELOPMENT MATERIAL .....	37
15.1.	Education materials .....	37
15.2.	Other materials.....	38
16.	MATERIAL BOARD.....	38
17.	ANTI-DOPING .....	39
17.1.	Education .....	39
17.2.	Testing.....	39
18.	SUSTAINABILITY.....	40
19.	ONLINE EVENT TOOLS .....	41
19.1.	Statistic Software.....	41
19.2.	Accreditation system .....	41
19.3.	Event Management .....	41
20.	COMPETITIONS .....	42
20.1.	World Championships .....	42
20.2.	Under 19 World Championships .....	45
20.3.	Champions Cup.....	46

20.3.1. Champions Cup Format .....	46
20.4. EuroFloorball Cup .....	47
20.5. EuroFloorball Challenge .....	47
20.6. World Virtual Freestyle Floorball Cup .....	48
20.7. The World Games .....	48
20.8. Southeast Asian Games .....	49
20.9. Asia Oceania Floorball Confederation Cup .....	50
20.10. Africa Floorball Cup .....	50
20.11. International weekends .....	50
21. TRANSFERS .....	50
22. FINANCE .....	51
23. ADMINISTRATION .....	52
24. CLOSING REMARKS .....	52

**Cover photo by Fabrice De Gasperis:** #6 Michelle Wiki scores the winning overtime goal for Switzerland in their semi-final match against Czech Republic at WFC 2019.

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# 1. INTRODUCTION



The two-year period has been dominated foremost by three major topics: new game formats, strategy, and Covid-19. On the competition side the processes related to the development of the game formats and the testing of these, generally described as the Future of Floorball, were further defined and implementation began. Strategy evaluation began in 2019, reviewing how the targets of the previous strategy period 2009-2020 had been reached. Based on this, the broad preparatory process was rolled-out to build a new strategy for the period 2021–2032. The Covid-19 pandemic hit the world of sport very hard and the IFF has needed to rapidly adapt to an ever-changing situation. We have been forced to postpone, or even cancel, all our planned events since the beginning of March 2020. Covid-19 has had a great effect on the operations of all our Member Associations, as well as the finances of the IFF.

The IFF Association Meeting 2017 had evaluated the effect of the proposed new playing format with less players and a shorter playing time, used during The World Games 2017 in Wroclaw, Poland, and based on this, the IFF Central Board (IFF CB) had started the preparations for a change of the playing system for the major events. Just prior to the IFF General Assembly (GA) 2018 in Prague, Czech Republic some of the bigger member associations raised severe concerns regarding the proposal for the Future of Floorball. Taking this under consideration, the IFF CB changed the proposal for the GA 2018 and introduced a testing phase for the proposed changes of the system for the seasons 2019-2020 and 2020-2021. During the period, the IFF CB has continued the discussion of how best to move forward with the Future of Floorball tests, as there was criticism that not enough tests have been made on a high enough level. As a result, the IFF CB made the decision to include the Women's WFC 2021 qualifications in the testing process, to be able to take the decisions concerning the changes to the IFF GA 2022.

The evaluation of the IFF Strategy 2009 – 2020 began in the first part of 2019 and concluded that most of the goals set by the GA 2008 and the revision made in 2014 has been reached, apart from the participation in the Olympic Games/Youth Olympic Games. It has become evident that although inclusion in the Olympic Games remains as an aim, it can in the present situation no longer be the driving force for the direction of the IFF. A Strategy Task Force (STF) was formed in 2019 and has since guided the strategy process. The IFF CB is proposing that the GA 2020 will approve the *IFF Strategy – Strengthening the Foundations* for the period 2021 – 2032.

The outbreak of the Covid-19 pandemic has hit our sport severely and it is still too early to say how we will be able to recover from its devastating effects. IFF has worked hard to minimise the effects of the pandemic, with the safety of the athletes being the paramount concern. This has created a lot of extra work and of course uncertainty of when and how we will be able to play the postponed events. Due to safety issues, travel and gathering restrictions IFF have had to cancel or postpone all events since March 2020. The IFF Office continuously monitored the situation with each separate organiser, making case-by-case decisions on how to proceed. The IFF CB made the decision to try to play as many events as possible, thereby postponing a majority of them with only the Men's WFC 2020 Asia Oceania qualification, the EuroFloorball Cup and EuroFloorball Challenge being cancelled. The postponement of the Women's U19 WFC 2020 in Uppsala, Sweden, and the Men's WFC 2020 in Helsinki, Finland for 2021, will make next year a super year, with four major World Championships.

The financial position of the IFF has been severely affected by the Covid-19 related postponement of the U19 and adult World Championships. Combined with already negative impact of the IFF's bail-out of the U19 WFC 2019 organiser (Canada) only a week prior to the tournament, which was a necessary measure to secure the event going ahead, the IFF finds itself at the end of this period in a very difficult financial situation. Despite the actions to freeze all travel and face-to-face meetings since March 2020, the IFF has recorded a deficit of around 200,000 – 250,000 CHF for 2020 and faces a cash-flow crisis, forcing the IFF to take drastic actions to furlough its employees for a period of 4-8 weeks. Several actions have been taken by the IFF to endeavour to shorten the duration of furloughing.

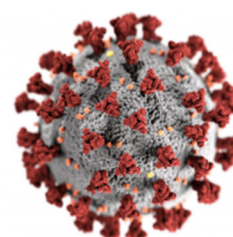


The IFF has continued to work with the three main pillars for the fields of activity, defined already in 2004, as the basis for our operations. These are: i) the increased awareness and visibility of the sport; ii) increased political visibility, awareness and lobbying of the sport; and iii) securing of an increased marketing revenue. Despite all the actions taken during the period, the IFF has still not been able to achieve any new sponsors and the cooperation started with Protocol Sports has, mainly to the Covid-19 pandemic, not led to any results yet. Floorball was included in the South-East Asian (SEA) Games 2019 in the Philippines and is still in the race for the SEA Games 2021 in Vietnam. In addition, Floorball has been included for the first time to the Asian Indoor and Martial Arts Games 2021 programme in Thailand, which is a major achievement. The World Games 2021 in Birmingham, USA has been postponed (due to the rescheduling of the Tokyo Olympics) until 2022.

The CB approved an update of the IFF Juridical Regulations in 2020. The IFF has focused on the restructuring of our regulations and policies to ensure we meet the requirements of the international sports community, especially in regards of Good Governance and Anti-Doping questions. As a result of this the IFF was ranked fifth of all the IOC recognised (ARISF) and other International Federations (AIMS) in the GAISF Good Governance review released in 2019.

## 2. COVID-19

The total closing of international borders, schools being shut, hospitals being stretched to their limits, people being forced to spend extended periods of time in lockdown. Never have we had to manage the effects of something this large, and there is no doubt that the Covid-19 pandemic has been the most dramatic event to impact the IFF operations, Floorball around the world, and just our regular daily lives in this past year.



The IFF and every one of its Member Associations have been affected. Competitions were abandoned mid-season, championships cancelled, training forbidden. The economic impact of this is what is being felt most strongly by the IFF, with development projects put on hold, television broadcast income negated, sponsorship possibilities severely limited. The lost revenue from major events being postponed has meant cutbacks on expenditure in the IFF office, including the furloughing of staff for a period of time. The financial impacts will take an extended time for the IFF to recover from.

Since March 2020, the IFF has cancelled six events and postponed six events, including the Women's U19 WFC 2020 and the Men's WFC 2020. Due to this, the competition calendar for 2021 already has 23 scheduled events. The IFF has worked closely with event organisers and registered teams to find the best solutions for holding events, with our aim to enable as many tournaments as possible to go ahead, while still putting the safety of all participants at the forefront. Whether we are able to play the scheduled events in 2021 is still to be seen.

Due to the Covid-19 situation, the IFF Central Board has had a significant increase in the number of meetings during 2020, with decisions about events and financial decisions requiring urgent attention. We have consulted with the International Olympic Committee, World Health Organisation, numerous government ministries and representatives, doing our utmost to gather the best advice from the most trusted and reliable sources.

Despite the negative effects of the pandemic, it has been heartening to see the strength of the global Floorball family, supporting each other through these difficult times. Through the use of #floorballathome the IFF social media was full of videos and photos of people making the best of their lockdown situations. We shared our experiences and learnt from one another. As 2020 draws to a close, Floorball activities have returned in many countries with clubs training and competitions beginning again, however, the situation still differs dramatically from one country to another. Another increase in positive Covid-19 cases has already caused many competitions to be stopped and

restrictions on activities to be re-introduced.

The IFF is working hard to secure our organisation and will work to assist all our Member Associations to recover. It is important that we all follow local guidelines and ensure that the image of Floorball remains strong. We have no doubt that Floorball will return to 'normal', but we must all work together to rebuild the momentum.

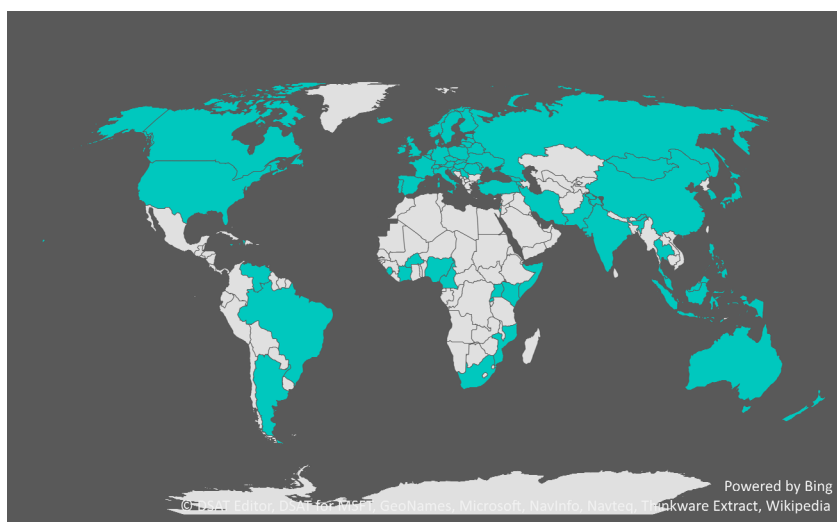


*Coronavirus prevention graphics designed by Freepik*

### 3. MEMBER ASSOCIATIONS

IFF today consists of 74 Member Associations of which 44 are ordinary members and 30 provisional members. During the period, the number of Member Associations have continued to grow with five new members from 69 to 74. There is strong growth in Asia, Africa, and South America, where more countries are on the way in. There are today some 85 – 90 countries where Floorball is being played and a total of 15-20 countries which are in the process of being able to apply for membership in the next two to four years.

The ordinary Members Associations are: Australia, Austria, Belarus, Belgium, Brazil, Canada, Cote d'Ivoire, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Great Britain, Hungary, Iceland, India, Indonesia, Iran, Israel, Italy, Jamaica, Japan, Korea, Latvia, Liechtenstein, Malaysia, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Russia, Serbia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, Ukraine and USA. The number of ordinary members has increased from 43 to 44.



The provisional Member Associations are: Argentina, Armenia, Burkina Faso, Cameroon, Central African Republic, China, Croatia, Haiti, Hong Kong, Ireland, Kiribati, Kenya, Kuwait, Lithuania, Malta, Moldova, Mongolia, Mozambique, Nigeria, Portugal, Romania, Rwanda, Sierra Leone, Somalia, South Africa, Togo, Turkey, Uganda and Venezuela. According to the Statutes of IFF, for provisional members, membership shall only initially be granted for a period of four years, after which the membership status of the country in question shall be subject for revision by the IFF CB, based on the activity of the member Association.

The IFF has continued the work to spread the sport of Floorball, but a lot of focus has been given also to the service of the members. There has been a growth in regional cooperation, in Asia within the AOFC and in Europe with the group called Six Nations (Denmark, Germany, Latvia, Norway, Poland and Slovakia), which are now co-operating in a number of fields like education and event organisation. Rather than aiming to just increase the number of member countries, there has been significant work of 'closing the gap' between the current Member Associations to bring the countries closer together, not just on field of play but also in organisation. It is important to secure that the organisations joining IFF are active, well-organised, and well-supported.

Helping the Member Associations to develop their own operations, while at the same time needing to develop the universality of the sport, especially outside Europe, is a challenge. The IFF has worked on this issue and have maintained contact with around 20-25 countries in Africa, the Americas, and Asia and Oceania, out of which Burkina Faso, Central African Republic, Kiribati, Kuwait and Togo have been approved as new IFF Member Associations during the period.

### 3.1. Asia and Oceania Floorball Confederation (AOFC)

The Asia and Oceania Floorball Confederation (AOFC) was founded by the Asia and Oceania Member Associations of the IFF in 2005. 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. It currently has its regional headquarters in Bangkok, Thailand and has its own website: <https://www.asiaoceaniafloorballconfederation.org/>



Due to Covid-19 the AOFC General Assembly, which was to be held in July 2020 was postponed until 28<sup>th</sup> November 2020. The meeting will be held online, and elections will be held at this time. The last AOFC General Assembly Meeting was held on 25 June 2018 in Singapore, when the following Executive Committee and Central Board were elected:

#### Executive Committee:

President	Dato Seri Chaiyapak Siriwat, Thailand
Senior Vice President	Mr. Stephen King, Australia
Vice President	Mr. Atul Gupta, India
Vice President	Adm. Graivut Vattanatham, Thailand
Vice President	Mr. Ching Sy Jeng, Singapore
Secretary General	Mr. Christian Bertschinger, New Zealand
Dep. Secretary General	Mr. Kenneth Ho, Singapore
Dep. Secretary General	Ms. Penthai Siriwat, Thailand
West Asia Envoy	Mr. Ramezanali Davalo, Iran
Treasurer	Mr. Kim Se Woong, Korea



#### Central Board Members:

Member	Mr. Jason Cowland, Australia
Member	Mr. Harinder Kumar, India
Member	Mr. Raymond Nangoy, Indonesia
Member	Mr. Soichi Kato, Japan
Member	Mr. Hwang Joo Kim, Korea
Member	Mr. Mohd Hafidz bin Zainalabidin, Malaysia
Member	Sheikh Huhammmad Junaid, Pakistan
Member	Mr. Ralph Ramos, Philippines
Member	Mr. Sharil Ismail, Singapore
Member	Mr. Liu Dong Wei, China
Advisor	Mr. Mark Aeron Sambar, Philippines

Several seminars have been held in the region during the period, with a focus on coaching and referee development. During 2020 many of the planned activities have had to be cancelled, however, some seminars have been held online which has proved very successful in allowing for greater participation, so it is expected that this model of delivery will continue to be used in the future for some seminar presentations.

The Men's WFC AOFC Qualifications were to be played in February/March in Bangkok, Thailand, but were cancelled due to Covid-19. Since that time, it has not been possible to hold any regional events, with the AOFC Cup being cancelled and the Men's U19 WFC AOFC Qualifications, planned for Singapore in October, being postponed until January 2021. The decision has also already been taken to postpone the Women's WFC AOFC Qualifications from January 2021 to June/July 2021.

### 3.2. General Assembly 2018

The 15th IFF General Assembly (GA) was held on the 8<sup>th</sup> of December 2018 in Prague, Czech Republic, in connection to the Men's WFC 2018, with a total of 120 attendees representing 49 Member Associations. 39 of the 44 ordinary members were represented. Statutory topics related to the approval of the IFF Annual Report 2017-2018, IFF Financial reports and Auditors reports for 2017 – 2018, Plan of Action 2019-20, and Budget for 2019-2020 were all handled. In addition, the GA, approved changes to the IFF Statutes concerning some Good Governance issues, the Continental Confederations, and the streamlining of IFF Operations.



As Mr. Poul-Erik Höyer resigned from his position as Ethics Commission Chair during 2019, the GA elected Mr. Olli Rauste (Finland) as the new Chair, and at the same time added a new member, Ms. Wendy Kuan (Singapore), to the commission. Based on the IFF CB motion, the GA decided to start testing the new format for the Future of Floorball playing system in the seasons 2019/20 and 2020/21. The motion from the EuroFloorball Tour-countries to create a new international competition the Euro Floorball Championships from 2023 was approved and the task of formalising the implementation and playing format was given to the RACC and IFF CB.

### 3.3. Associations' Meeting 2019

The IFF Associations' Meeting (AM) took place during the Women's WFC 2019 in Neuchâtel, Switzerland on 14<sup>th</sup> - 15<sup>th</sup> December 2019, with representatives from 40 IFF Member Associations present. The first AM took place in St. Gallen, Switzerland during the women's WFC 2011, replacing the IFF President's and Secretary General's meeting. It is a two-day planning and development meeting, where the IFF Member Associations can discuss topics with each other, the IFF CB members, and IFF Administration representatives.

In 2019, the meeting concentrated on the IFF Strategy for 2021-2032 and the discussions during the AM created the foundation for the work for the IFF Strategy Task Force (STF). The meeting consisted of several group work topics regarding the strategy, and the groups were led by members of the IFF STF itself. The feedback from the participants reflected their appreciation of being involved with this very important work for the future of Floorball.

Other topics were Women in Sports and how to activate women in different fields of Floorball. The World Games present situation was also presented alongside of good examples of best practices for the development of Floorball. The IFF License system 2.0 was also presented to the participants and the joint work to achieve the right tier groups for the members started.



### 3.4. License System for Member Associations

The IFF General Assembly in Prague 2008 approved the first License system implemented for the IFF Member Associations participating in IFF events. The License system was created to help guide the Member Associations in the development of their own organisations, rather than only focusing on participation in international events. The most important reason was that IFF's responsibility is to secure the level and the quality of the sport and to treat all members equally.

In Riga 2016 the IFF GA approved the proposed update, IFF License System 2.0, with different tier categories for IFF Member Associations. The IFF office, together with the IFF CB, carried out a survey to all Member Associations during August / September 2018, mainly to ease the work to categorise the associations to correct tier groups and in the General Assembly in Prague 2018 the implementation of the License system 2.0 was decided.

There are 21 different criteria that are assessed to calculate a Member Association's tier ranking. These include government recognition, the level of competitions being played, organisational structure, policies and procedures, development plans, financial situation, and media visibility. The three-tier system should make it easier for the IFF Member Associations themselves to define the needs and demands for "higher" tier groups and the License system 2.0 document should work as guidelines and instructions for the Member Associations for the future development.

The tiers are differentiated as follows:

**Tier 1** - The basic requirements to participate in regional Floorball tournaments and Friendly International matches at country to country level. This would cover tournaments such as Euro Floorball Challenge or APAC/Asian Cup

**Tier 2** - The basic requirements to participate in WFCQ, Continental/Regional Multi Sport tournaments (for example SEA Games)

**Tier 3** - The basic requirements to participate in WFC Final round tournaments, U19 WFC or Global Multi-Sport Games (for example The World Games)

## 4. CENTRAL BOARD

The IFF Central Board (CB) was elected for four years, in accordance with the new IFF Statutes, by the IFF General Assembly held in Prague, Czech Republic in December 2018 and has had the following composition:

	Meeting Attendance
Mr. Tomas Eriksson, Sweden, President	12/12
Mr. Filip Suman, Czech Republic, Vice President	12/12
Ms. Monica Birdal (nee Bakke), Norway, Treasurer	11/12
Mr. Jörg Beer, Switzerland, Member	12/12
Mr. Stephen King, Australia, Member (AOFC Senior Vice President)	11/12
Mr. Martin Klabere (nee Wolmhed), Sweden, Member	12/12
Mr. Carlos Lopez, Spain, Member	12/12
Mr. Steen Houman, Denmark, Member	11/11
Mr. Kimmo Nurminen, Finland, Member (resigned 8 <sup>th</sup> June 2019)	2/2
Mrs. Kaarina Vuori (nee Salomaa), Finland, Member (elected on 10 <sup>th</sup> June 2019)	9/9
Ms. Lidwien Reehuis, Netherlands, (Athletes' Commission Chair)	10/12
Mr. Ron Spence, Canada, Member	10/12

Mr. Torbjörn Ovedal, Denmark resigned from the IFF CB on 25<sup>th</sup> November 2018 and the replacement for him, Mr. Steen Houman was confirmed on 31<sup>st</sup> January 2019.

Between the General Assemblies there have been 13 IFF CB meetings, held as follows:

Per capsulam	29.01.2019
Malaga, Spain	10.03.2019
Skype Meeting	10.06.2019
Eerikkilä, Finland	08.09.2019
Neuchâtel, Switzerland	13.12.2019
Zurich, Switzerland	16.02.2020
Teams Meeting	23.04.2020
Teams Meeting	22.05.2020
Teams Meeting	15.06.2020
Teams Meeting	04.09.2020
Teams Meeting	29.09.2020
Teams Meeting	31.10.2020
Meeting	10.12.2020 (scheduled)

The IFF CB has continued to build its work by running specific working sessions during the first day of the two-day meetings to discuss, analyse and prepare more strategic questions, before the actual meeting itself on the second day. This has proven to be very efficient and has developed the work of

the board. Further it has given the board members the possibility to dig deeper into a number of topics. Due to Covid-19 the board was forced to change most of the meetings in 2020 to virtual meetings, conducted via Teams. It is hoped that there may still be an opportunity to have a face-to-face meeting before the end of 2020, if travel and quarantine restrictions so allow.

The most important decisions from the IFF CB meetings are published directly after the meetings are held via the IFF Newsletter. The minutes from the meetings along with the associated documents are also published on the IFF website after acceptance by the IFF CB.

#### **4.1. Main Fields of focus**

The IFF CB has, in accordance with the Plan of Action 2019-2020 that was approved in the General Assembly 2018, worked with the implementation of the IFF License System 2.0 and to support the Member Association to develop their operations. The process has not worked as smoothly as expected and a lot of work is still to be done to make all members aware of the License system requirements and the understanding of the tier system.

The board has been running the strategy process during the two years and a part of this work was focused on the renewal of the Statutes and most of the IFF Regulations to better represent the present situation the IFF is in. The IFF CB has also discussed the different alternatives for how to test the Future of Floorball and the changes needed to be able to introduce the Euro Floorball Championships in the coming years.

After the Covid-19 pandemic outbreak most of the CB activities have been related to the re-organisation of the competition calendar and securing the execution of the major events in 2021. The difficult financial situation has forced IFF to install different measures to get the Member Associations to pay their dues to IFF. In addition, a lot of energy has been given to find solutions for the financial crisis caused by the problems with the organiser of the U19 WFC 2019 LOC. The Covid-19 pandemic has also prevented the CB from conducting workshops as normal, so a part of the preparatory analytics has been made the IFF Administration.

#### **4.2. Appointments**

The following persons have been appointed by the IFF CB:

Ms. Monika Kraus, Competition Coordinator, April 2019 (new employee appointment)

#### **4.3. New Committees**

The CB elected a Strategy Task Force (STF) to run the Strategy process and prepare the proposal for the IFF Strategy 2021 – 2032. No other new committees have been formed during the period.

#### **4.4. IOC 50 Road Map**

The process and the system for inclusion of Additional Events for the Olympic Games in Paris 2024 and Los Angeles 2028 has been changed from the system for Tokyo 2020, where all IOC Recognised IF's were able to apply for inclusion. Now the IOC is steering the process, so that the Olympic Games Organising Committees (OGOC) are making a proposal of what seems to be 2-4 Additional Events. This severely diminishes the possibilities for Floorball to participate in the Olympic Games in the future and changes the direction of our activities to focus more on building our sport presentation and the operations.

IFF has continued to work for the inclusion in the Sport Initiation Program/SportLabs at the Youth Olympic Games or the GAISF Urban Games with the Urban/Street Floorball versions. As part of

this IFF has continued the process to update our operations and policies to fulfil the IOC requirements.

The IFF has been in close contact to the IOC Sports Department, following-up on the development work already done in relation to the requirements set for International Federations to seek participation in the Olympic Games and International and Regional Multi-Sport Games

#### **4.5. Lobby work**

The IFF CB has stressed the need to raise the awareness of the importance of lobbying the decision makers of the NOC and the International Sport Federations on a national and international level within the Floorball community. IFF representatives have been welcomed by many organisations, and meetings have been held with the most senior sports hierarchy and organisations during the period, showing that we have reached a higher stage of acceptance in the international sports family.

Through the IFF and Member Association representatives a lot of lobby work has seen good results in the form of inclusion in International Multi-Sport Events and positions in the sport organisations. The IFF representatives are invited to cooperate within the international sport community and are involved in discussions with the International Sport Federations, SportAccord, IOC, IWGA and WADA.

The IFF Secretary General, Mr John Liljelund, has been elected as a member of the council for the Association of IOC Recognised International Sport Federations (ARISF) for the period 2017-2021, working with the Strategy of ARISF, the IOC Case Study on Marketing and the preparation of the document Strengthening of the Role of ARISF.

#### **4.6. IFF Executive Committee (ExCo)**

The composition of the ExCo has been:

Mr. Tomas Eriksson, President & Chair  
Mr. Filip Suman, Vice President  
Mr. Stephen King, AOFC Senior Vice President  
Ms. Monica Birdal (nee Bakke), Treasurer  
Mr. John Liljelund, Secretary General

The ExCo has worked mostly with the international affairs and the cooperation with other sports authorities, also handling urgent daily business, especially related to the Covid-19 pandemic and its effects on the IFF Administration and the IFF Events. The work of the ExCo has mainly been handled by the President and the Secretary General in 2019-2020 and email discussions within the ExCo.

The IFF ExCo has had two meetings during the period

Skype	26.02.2020
Skype	20.03.2020



## 5. CONTACTS TO INTERNATIONAL SPORTS FEDERATIONS

### 5.1. International Olympic Committee (IOC)



The IFF has held several meetings with the IOC Sports Department discussing the development of the sport and the way for IFF to move forward. The level of the cooperation has moved far more towards an operational level on how to develop the sport.

IFF applied for, and was granted, the revised IOC support for development projects and anti-doping education on a yearly basis as an ARISF member. IFF has provided all needed information to the IOC in several questionnaires regarding Women and Sport, Sport for All, and matters related to Integrity in Sport and Sustainability. For the year 2020 the IOC has made it possible for the IF's to use the development support also for the running of the daily operations.

The IFF has applied and received the IOC Patronage for the Women's World Floorball Championships 2019. IFF organised a Floorball Day during the WFC 2019 in Neuchâtel, in which over 30 employees of the IOC Sport Department participated. IFF presented the sport, the organisation of the WFC, and played an IFF vs IOC friendly game after a short introductory training session, which was very positively received. The IOC participants followed one of the quarterfinals and some other matches as spectators.

### 5.2. Global Association of International Sports Federations (GAISF) / SportAccord



The IFF has actively taken part in the SportAccord Convention and General Assemblies held in 2019 on the Gold Coast, Australia. The SportAccord for 2020 was to be held in Beijing but was first moved to Lausanne and then cancelled. The contact to the new GAISF

President Mr. Raffaele Chiulli has been direct, as he is also the President of ARISF and IFF has constantly been in contact to the GAISF Director General Mr. Philippe Gueisbuhler, discussing the ARISF Strategy process and the Covid-19 pandemic effects and what can be done to help the situation of the IF's.

IFF has actively used the services of SportAccord provided to its members and, with their assistance has continued to work with two IFF YouTube channels via SportsHub, which is a web portal for live images of a number of sports. The channels are used for livestreaming IFF Events as well as building a library of floorball videos accessible by all. IFF has continued the monetisation of the YouTube channels, however, the revenue from this is minimal.

The GAISF ran the first Urban Games in Budapest, Hungary in August 2019. Floorball was not included on the program, but discussions are ongoing in regards of possible participation in the coming events.

Additionally, IFF has participated in the Policy Advisory Board for the .sport domain, which GAISF is seeking on behalf of the international sports community and launched the .sport domain in October 2018. IFF has also moved to use the .sport domain for our web site floorball.sport.

IFF has also participated actively at the SportAccord IF Forum in 2019 and the virtual event in 2020, where IFF was asked to make a presentation during one of the panel sessions: Staying Connected in Times of Crisis - Reassuring your Athletes, Fans, and Stakeholders.

### 5.3. Association of IOC Recognised International Sport Federations (ARISF)



IFF has taken part in the activities of the ARISF and participated in the ARISF General Assemblies in 2019 and 2020. The ARISF Development support has, since 2018, been included in the IOC development support.

In his position on the ARISF Council, the IFF Secretary General has been given the task of finding ways of how ARISF could better serve the interests of its members in the future. One of these projects is the cooperation with the IOC Sports Department, running the Case Study on Marketing which will be reported at the IOC-ARISF Workshop at the SportAccord 2021 in Ekaterinburg, Russia. Another project is the responsibility for the preparation of the strategic document Strengthening the Role of ARISF, which will be discussed at the ARISF AGM 2021.

### 5.4. International University Sports Federation (FISU)



In 2020, the World University Floorball Championships were planned to be held in Koper, Slovenia from 24<sup>th</sup> – 28<sup>th</sup> June, but the event was cancelled due to Covid-19. Many Member Associations had already, before the decision to cancel, advised that they would not participate, mainly due to financial reasons. FISU has proposed a new system for the Floorball championships in the future, whereby registered teams will come directly from the universities and not via the IFF Member Associations. It is not known at this stage what involvement the IFF will have in this new system.

The Floorball FISU Technical Delegate Mr. Taneli Tiilikainen informed FISU in 2020 that he is no longer able to take on the role for the next term. IFF is to discuss the replacement with FISU.

### 5.5. International Masters Games Association (IMGA)



In 2019, Floorball was included as an official sport for the first time at the European Masters Games (EMG) held in Torino, Italy from 26<sup>th</sup> July – 4<sup>th</sup> August. The Italian Floorball Federation, in conjunction with the IFF and the EMG local organisers planned the Floorball tournament. This event was open to athletes from all around the world, not just Europe, and the event aimed to promote physical activity and diverse initiatives that enhance the values of sport. The focus was to socialise athletes through sport competitions, cultural activities, and entertainment.

The Floorball tournament was played over three days with 6 teams from five different countries. The teams took part in two competitions, 35+ & 45+. Securing participation for this event was very difficult. The main factor was that it was a new event and teams not being familiar with it were reluctant to commit to participate when there were other, more established, events that they could play in.

The next EMG will be held in Tampere, Finland from 20<sup>th</sup> June – 2<sup>nd</sup> July, 2023. Floorball will be included in the sport programme and a much higher level of participation is expected.

### 5.6. International School Sports Federation (ISF)



There has been no ISF Floorball Championships played during the period and no contact with the IFF.

## 5.7. International World Games Association (IWGA)



IFF has taken part in the activities of the IWGA and was involved in the IWGA Strategy and Statutes change process in advance of the IWGA AGM 2019. Further, IFF has participated in the IWGA General Assemblies in 2019 and 2020.

The IFF Secretary General is a member of the IWGA Marketing Committee which has been working on the renewal of the IWGA marketing product offering and sponsorship strategy. In addition, IFF has participated in the IWGA Media Workshop organised in cooperation with the Olympic Channel in Madrid 2019, discussing the use of social media and the media rules for The World Games 2022 in Birmingham, USA.

## 5.8. World Anti-Doping Agency (WADA)



The IFF has, during the period, prepared for the implementation of the new World Anti-Doping Code that will come into force January 1<sup>st</sup> 2021. The IFF Anti-Doping Rules 2021, which will also come into force on January 1<sup>st</sup>, have been approved by both WADA and the IFF Central Board.

IFF has actively taken part in the WADA's Anti-Doping work and commented upon the proposals for the new WADA Code and International Standards. The IFF has also participated in the IF's WADA symposium organised in Lausanne 2019 (the 2020 symposium was cancelled due to Covid-19).

# 6. COMMITTEES

## 6.1. Rules & Competition Committee (RACC)

The composition of the Rules & Competition Committee (RACC) has been:

Mr. Martin Klabere, Sweden, Chair  
Mr. Ari Vehniäinen, Finland, Vice-Chair  
Mr. Teo Turay, Slovakia, Member  
Ms. Meelike Terasmaa, Estonia, Member  
Mr. Hwang Joo Kim, Korea, Member  
Mr. Jan Jirovsky, Czech Republic, Member  
Mr. Beat Wullschleger, Switzerland, Member  
Mr. Stefan Erkelenz, Germany, Member  
Mr. Roman Lozynsky, Ukraine, Member  
Mr. Tomas Sladky, Czech Republic, Athletes' Commission Representative  
Ms. Agata Plechan, Poland, Athletes' Commission Representative

RACC Jury persons: Mr. Andris Dzenis (Latvia), Ms Zane Klabere (Latvia), Mr. Tamuz Hidir (Ukraine), Ms. Victoria Wikström (Sweden), Mr. Victor de Bruin (Netherlands), Mr. Ramezanali Davalo (Iran), Mr. Rainer Martiskin (Australia), Mr. Lobe Priso Charly Olivier (Cameroon), Mr. Yuan Yong (China), Mr. Lubomir Klosek (Slovakia), Mr. Jens Orhoj (Denmark) and Mr. Bogdan Zajdzinski (Poland).

Office responsibility: Mr. Stefan Kratz and Ms. Sarah Mitchell

The main tasks during the period have been to work with the development of the IFF competitions, including the Future of Floorball testing, start work on the Game Rules Edition 2022 and update regulations. Other tasks for the RACC have been to follow up on International Transfers,

Competition Regulations, Regulations for Friendly Internationals, preparation work for coming IFF events including technical inspections, update and follow up of guidelines for using video for goal review.

Updates to regulation documents have been made by the RACC as follows:

#### **2019**

Competition Regulations – National Teams  
Champions Cup Regulations  
Competition Regulations – EuroFloorball Cup and Challenge

#### **2020**

Competition Regulations – National Teams  
Champions Cup Regulations  
Competition Regulations – EuroFloorball Cup and Challenge  
Competition Regulations – Friendly International matches  
IFF Transfers Regulations  
Organisers Regulations

The RACC has prepared the testing of a Future of Floorball concept to be tested in the EFC 2020-2021, EFChallenge 2020-2021, The World Games 2021 and the WFCQ 2021. Due to Covid-19 no test events were carried out during 2020 and The World Games has been postponed to 2022. The Future of Floorball Concept will be decided upon by the General Assembly 2022.

During the period the RACC acted as the Jury in the following IFF Competitions:

- Men's WFC, December 2018 in Czech Republic
- Champions Cup, January 2019 in Sweden
- Women's WFC 2019 Qualifications, January/February 2019 in Thailand, USA, Poland & Slovakia
- Men's U19 WFC, May 2019 in Canada
- EuroFloorball Challenge, August 2019 in France
- Women's U19 WFC 2020 EUR Qualifications, September 2019 in Italy
- EuroFloorball Cup, October 2019 in Slovakia
- Women's WFC, December 2019 in Switzerland
- Champions Cup, January 2020 in Czech Republic
- Men's WFC 2020 Qualifications, January/February 2020 in Latvia, Slovakia & Denmark

#### **6.1.1. Game Rules**

IFF is changing the Game Rules in a four-year cycle, where the new edition of the Game Rules will come into force from the 1st of July 2022. The IFF Rules Reference Group, headed by Mr. Martin Klabere started its work in November 2019, asking the member associations and other stakeholders, including the Athletes' Commission members, for proposals to change the existing game rules. The IFF received a total of 80 proposals.

The composition of the Reference Group has been:

Mr. Martin Klabere, Chair  
Ms. Lidwien Reehuis, Athletes' Commission Chair  
Mr. Tomas Sladky, Athletes' Commission Member  
Mr. Sascha Rhyner, National team coach Czech women  
Mr. John Liljelund, IFF Secretary General  
Mr. Veli Halonen, IFF Operations Manager  
Mr. Stefan Kratz, IFF Competition Manager

The IFF Rule Reference Group had its first meeting in March 2020 and followed up feedback on the proposals from the Member Associations, IFF RC, IFF RACC, IFF Athletes' Commission and the IFF office, both in June and August 2020.

The reference group asked for associations to test "allowing to kick the ball more than once", and "free hit as beginning of power play after delayed penalty". Further, the reference group asked the proposers to testing "2+2 minutes bench penalty", one as an addition to the existing scale of penalties and one which would replace the 5-minute bench penalty. The testing started in September 2020 and the evaluation will take place in February 2021.

The Rule group started the work of writing the texts for the rules to be tested in July/August 2020 and the work with texts for all new rules started September 2020.

The composition of the Rule Group has been:

Mr. Martin Klabere, Chair  
Mr. Niklaus Güpfert, Rules expert  
Mr. Mattias Linell, Rules expert  
Mr. Stefan Kratz, IFF Competition Manager

For the Rules of the Game Edition 2022 the milestones are as follows:

- *November 2019*: Request was sent to all Member Associations and all persons in the IFF bodies urging them to send in proposals, with a priority list and in a special template
- *February 2020*: Deadline for sending in proposals
- *March 2020*: Reference group meeting. Preparing a list of rules for testing and asking for test Associations. Asking for feedback from IFF RC, RACC and Athletes Commission on the Changes in the book
- *April 15<sup>th</sup>, 2020*: Deadline to apply as test Association
- *April/May 2020*: CB decision of test Associations
- *June 2020*: Reference group prepared a final proposal and again asked for feedback
- *August 2020*: Deadline for feedback, Reference group handed in the proposal to the RACC.
- *September 2020*: The rule group started the work with formalising the text for the rule book
- *February 15<sup>th</sup>, 2021*: Collection of experiences from the tested rules
- *February 2021*: Reference group to evaluate the tests
- *March 2021*: Asking for feedback IFF RC, RACC, IFF Office and Athletes Commission on the final book
- *May 2021*: Deadline for feedback from IFF RC, RACC, IFF Office and Athletes Commission
- *September 2021*: IFF CB to make a final decision and new IFF Rules of the Game to be sent to all member Associations
- *December 2021*: RACC to organise a seminar for Interpretations of the Rules of the Game. All member Associations will be invited to participate on their own cost
- *July 1<sup>st</sup>, 2022*: The new edition of the IFF Rules of the Game will become valid



## 6.2. Referee Committee (RC)

The composition of the Referee Committee (RC) has been:

Mr. Carlos Lopez, Spain, Chair  
Mr. Lukas Gyger, Switzerland, Vice-chair  
Mr. Peter Harris, Australia, Member  
Mr. Ola Hamberg, Sweden, Member  
Mr. Radek Hora, Czech Republic, Member  
Mr. Mika Saastamoinen, Finland, Member  
Mr. Peter Zamecnik, Slovakia, Member

IFF Responsibility: Mr. Veli Halonen

The RC has been involved in appointing referees to all IFF events and Friendly Internationals, and to observe and educate the international referees during these events. The committee launched a project called “The IFF Way of Refereeing Playbook” in December 2016, with the main purpose of the project being to start the general development of unifying the rule interpretations and referee procedures in all IFF Member Associations. The process has continued annually with new updated versions.

The IFF CB decided in December 2019 that the RACC and RC should start the work together to unify the rule interpretations and the first meeting related to this topic has been held. Due to Covid-19 the physical meetings were never held, but virtual connections have worked quite well, and the process is now ongoing.



The RC started a referee development group in the beginning of 2011 and from that group the RC has been able to promote more than 25 new referee pairs to the IFF ordinary referee group. The development group is a cost-efficient way to educate the referees from new IFF Member Associations, whereby the IFF provides the observations and education and the National Associations have covered other costs. Development group referees come from Estonia, Germany, France, Hungary, Italy, Malaysia, New Zealand, Philippines, Poland, Russia, and Slovakia.

The AOFC Referee Development Group was established in February 2016 and since then there have been separate referee educations in conjunction with AOFC events. In April 2019, a referee clinic was held in Singapore with more than 25 participants and it was decided that the clinic will become an annual event. In 2020 the clinic will be organised virtually in November.

The new nomination period will start from the 1<sup>st</sup> of January 2021 on and the RC has received 144 proposals as international referees and 31 as international observers as of the 30<sup>th</sup> of September 2020. The number of female referees is growing very slowly, but the IFF Member Associations are working to implement programs to help increase these numbers. According to the IFF License system 2.0 all the member associations participating to the IFF events should at least propose one referee pair to international level.

The IFF RC has launched a new web-based tool which will be first tested in conjunction with the referee nominations for the period of 2021-2022. The intention is to run a rule test to all proposed referees and referee observers, taking the responsibility of this away from the IFF Member Associations.

There have been 110 international referees for 2019 - 2020 coming from the following countries (numbers in brackets indicate the number of pairs from that country): Austria (1), Czech Republic (8), Denmark (2), Finland (8), France (1), Hungary (1), Indonesia (1), Japan (1), Korea (1), Latvia (2), Norway (2), Poland (3), Serbia (1), Singapore (2), Slovenia (1), Slovakia (2), Spain (1), Sweden (8), Switzerland (8), Ukraine (2), and USA (1). Only 4 referee pairs were female.



During 2019 and 2020 there have been 24 international observers, of which only two are female, from the following countries: Australia (1), Czech Republic (4), Denmark (1), Finland (6), Netherlands (1), Norway (2), Poland (1), Slovakia (1), Sweden (4), and Switzerland (3).

### 6.3. Medical Committee (MC)

The composition of the Medical Committee (MC) has been:

Dr. Walter Frey, Switzerland, Chair  
 Dr. Tiina Nylander, Finland, Vice chair  
 Dr. Lars-Erik Bartels, Denmark, member  
 Dr. Patricia Wallace, Australia, member  
 Dr. Jonathan J. Koo, Canada, member

Office responsibility: Mrs. Merita Bruun

The MC acts as the IFF TUE committee, being responsible for granting Therapeutic Use Exemptions to Floorball players that are required to take prohibited medication. In addition, the MC functions as an expert group when renewing the IFF Anti-Doping rules and other practices regarding the Anti-Doping work, i.e. the Testing Pools and Test Distribution Plan (TDP). The MC is also involved in other fields which concern the promotion of athletes' health, the communication with and feedback given to WADA, and the preparation of Anti-doping materials, such as the Anti-doping Guidelines for IFF Events.

During 2020 the MC was consulted early on during the Covid-19 pandemic when the IFF was first making decisions on whether to postpone events, and in developing appropriate safety protocols in case events were to be held.

#### 6.3.1. Injury reporting in Floorball

IFF has collected statistics of Floorball injuries in Adult WFC & Champions Cup events since 2012 and in 2019 added the U19 WFC to the statistics collection. The aim is to gain further knowledge of the typical injuries in floorball, to help prevent injuries and be able to compare the statistics with other sports. The MC has been highly involved in planning the injury reporting system. Based on the statistics, one study, "Injuries during the international floorball tournaments from 2012 to 2015" was published in 2017, with a summary of the findings being presented at the IOC congress in the same year. The aim is to conduct and publish further studies of floorball injuries at IFF Events.

#### **6.4. Ethics Commission (ETC)**

The Ethics Commission (ETC), as elected at the IFF GA 2018, where the inclusion of an extra member on the committee was also approved, has the following members:

Mr. Olli Rauste, Finland (new), Chair  
Ms. Wendy Kuan, Singapore (new), Member  
Ms. Carol Roberts, Canada (re-election), Member  
Ms. Sylvia Shenk, Germany (re-election), Member

Office responsibility: John Liljelund, Secretary General

The ETC held its yearly meeting in 2019, in connection with the Women's WFC, and discussed the matters of Good Governance, IFF Ethics Policy, Guidelines for Prevention of Sexual Harassment, and Guidelines for Prevention of Competition Manipulation. The ETC has made an IFF Ethics Complaint form to be used in all ethics-related complaints received by the IFF.

The ETC approved the guideline for the Ethics Commission work, which was approved by the IFF CB in the end of 2018. The ETC has also made some proposals for the IFF Statutes, looking especially at gender diversity and Good Governance related questions.

The ETC has had no real cases to discuss during the period, except to review a case related to betting on their own game by players of the Russian U19 National Team during the U19 WFC 2019 qualifications. It was concluded that the matter had been dealt with by the Russian authorities and the National Floorball Federation of Russia in an acceptable manner and no further action by the ETC was necessary.

#### **6.5. Appeal Committee (AC)**

The composition of the Appeal Committee (AC) has been for the period of 2017-2020:

Ms. Märith Bergendahl, Sweden (new), Chair  
Mr. Tom Hedkrok, Finland (re-election),  
Member

Mr. Kim-Alexander Hofgaard Jorstad, Norway (new), Member  
Mr. Giorgio Rambaldi, Italy (new), Member

Ms. Aiga Staltmane-Veksa, Latvia, (re-election), Substitute  
member

Ms. Cui Linna, China (new), Substitute member  
Mr. Saqib Niaz, Pakistan (new), Substitute member

Office responsibility: John Liljelund, Secretary General

The Appeal Committee has not had any cases to deal with during the period.

## 6.6. Disciplinary Committee (DC)

The composition of the Disciplinary Committee (DC) has been for the period of 2017-2020 :

Mr. Ismo Haaponiemi, Finland, (re-election), Chairman  
Ms. Linda Noppa, Sweden, (re-election) Member  
Mr. Tomas Brezina, Czech Republic, (new) Member  
Mr. Daniel Buri, Switzerland (re-election), Member

Ms. Zhang Jing, China (new), Substitute member  
Mr. Marcel Wadja, Cote d'Ivoire (new), Substitute member  
Mr. Artis Krauklis, Latvia, (re-election) Substitute member  
Mr. Saleem Ahmad, Pakistan (new) Substitute member  
Mr. Petr Vrba, Slovakia (new), Substitute member

Office responsibility: John Liljelund

The DC has handled one case in both 2019 and 2020. The 2019 case was related to a player reported for a dangerous tackle to the head, reported by the opponent as the referees had not reacted to the situation. The DC left the request for disciplinary action without sanction having found it to be an unintentional offence, which would not have caused any further than a penalty during the game.

The 2020 case regarded the complaint made by Czech Floorball and the Champions Cup organiser regarding the behaviour of Team Storvreta (Sweden) in the bus transporting the team from Ostrava to Prague after the completion of the event. Initially, the DC made a decision to sanction Storvreta, but after additional information was provided it became apparent that some of the original evidence provided by the bus company had been mixed-up with another complaint. Based on the new information and the issues in the process the DC lowered the initial sanction.

## 6.7. Athletes' Commission (ATC)

During the period, the Athletes' Commission (ATC) members were:

Ms. Lidwien Reehuis, Netherlands, Chair  
Ms. Josefina Eiremo, Sweden, Member  
Ms. Eliisa Alanko, Finland, Member  
Ms. Yui Takahashi, Japan, Member  
Ms. Agata Plechan, Poland, Member  
Mr. Tero Tiitu, Finland, Member (until Feb 2020)  
Mr. Ole Mossin Olesen, Norway (until Feb 2020)  
Mr. Junoh Lee, Korea, Member  
Mr. Tomas Sladky, Czech Republic, Member  
Mr. Sergio Garces, Spain, Member (from Mar 2020)  
Mr. Jarno Ihme, Finland, Member (from Mar 2020)

Office responsibility: Ms. Sarah Mitchell

The election for the male members of the ATC took place in conjunction with the Men's WFC 2020 Qualification tournaments. Every player in these events had the possibility to vote. As well, the three teams (Finland, USA, Canada) who did not participate due to being directly qualified to the final round, had the opportunity to submit their votes via email. The cancellation of the AOFC qualification, due to Covid-19, also meant that votes from this region were collected via email. This had a direct impact on the number of votes received, seeing a slightly lower number than in past elections.

The results of the voting were as follows, with the top four candidates being elected:

Jarno Ihme (FIN) 220 votes  
Tomas Sladky (CZE) 186 (re-election)  
Sergio Garcés (ESP) 158  
Junoh Lee (KOR) 130 (re-election)  
Anže Šneberger (SLO) 125  
He Xiaolong (CHN) 86  
Marian Hrabovky (UKR) 56

Representatives from the ATC have been active in the Referee Committee and the Rules and Competition Committee. In the last period, the ATC members have been involved with work on the changes to the Game Rules and continued their Athlete's Blogs on the IFF website. They have been involved in several campaigns that the IFF has run during the period, such as the IOC Peace and Sports White Card campaign and the making of a supplements awareness video.

In March 2019, ATC member, Ms Agata Plechan, attended the WADA Annual Symposium in Lausanne, Switzerland. Around 75 athlete leaders gathered from around the world for a one-and-a-half-day session for them and their representatives. The session, which was hosted by WADA's Athlete Committee, for the first time as part of the Annual Symposium, reinforced the importance of athletes' involvement in clean sport.

Mr Junoh Lee (*pictured right with IOC President Thomas Bach*) attended the IOC Athletes' Forum in April 2019, held at the IOC Headquarters in Lausanne, Switzerland. Some 350 athlete representatives from 185 National Olympic Committees (NOCs), 50 International Federations (IFs), five continental Athletes Commissions (ACs), the ACs of all the Organising Committees of the upcoming Olympic Games, the International Paralympic Committee (IPC), the World Anti-Doping Agency (WADA) and the World Olympians Association (WOA) met over three days. It was the biggest ever gathering of official athlete representatives, to which athletes from all 206 NOCs were invited.



The ATC met in 2019 in Nijmegen, Netherlands. During the two days the members discussed a variety of topics, the most important being the proposals for the new playing system and the development of the IFF Strategy for 2021-2032. As well as the meeting discussions the ATC members hosted a training session with a group of young Dutch players who travelled from all over the country to attend. There were about 35 kids ranging in age from 6-16yrs who participated in a variety of training drills and short games.

With the travel restrictions, related to Covid-19, in place during May, the 2020 meeting was held online, and new members, Sergio Garcés & Jarno Ihme, participated for the first time. The IFF Strategy was discussed again as well as the rule change proposals that will come into effect in 2022. A new media plan was decided upon to help raise the awareness of the ATC and its work.

## **6.8. Strategy Task Force (STF)**

The IFF CB started to discuss the need to renew the IFF Strategical Vision 2009-2020 in 2019 after an analysis of how well the strategy had been achieved. The CB concluded that most of the objectives had been met, with the exception of inclusion to the Olympic Games. Prior to the start of the STF work the CB, in May 2019, made a SWOT analysis of the present situation of Floorball and the direction for the future. Based on this, a preliminary list of growth pockets was made.

An initial strategy survey was sent out to a number of floorball stakeholders in June - August 2019,



to validate the direction defined in the growth pockets. From the survey results a first list of Key Priorities was made. The Key Priorities and Strategic Targets were further defined by the IFF CB and the decision to form the Strategy Task Force (STF) was made.

The STF members were:

Mr Stephen King, Australia, IFF Central Board Member (Taskforce Chair)  
Mr Michael Zoss, Switzerland, swiss unihockey Managing Director  
Mr Filip Suman, Czech Republic, IFF Vice-President & Czech Floorball President  
Mrs Kaarina Vuori, Finland, IFF Central Board member  
Mr Junoh Lee, Korea, IFF Athletes' Commission member  
Mrs Helén Wiklund Wårell, Sweden, Swedish Floorball Federation Board Member  
Mrs Merita Bruun, Finland, IFF Communications Manager  
Mr John Liljelund, Finland, IFF Secretary General

The STF was given the main task of preparing the proposal for a Strategy document 2021 – 2032. To do this, they needed to plan the process of collecting information and input for the future direction of the development of Floorball and create two draft submissions of the Strategy for the stakeholders to comment upon. Since its inception, the STF has had seven meetings, mainly over Teams, due to the COVID-19 pandemic.

The STF prepared and ran the strategy workshops during the IFF Member Associations' Meeting in December 2019, to validate the initial thoughts. Based on the strategy workshop results the first draft of the IFF Strategy 2021 – 2032 was written in March 2020. The IFF CB approved the first draft and it was sent out for consultation to the Member Associations, committees/commissions and other stakeholders in April 2020. The STF analysed the feedback received and prepared a second draft in August 2020. The revised draft was again sent out for consultation, and based on the feedback, the STF prepared the final proposal - *IFF Strategy 2021–2032: Strengthening the Foundations*. This was presented to, and approved by, the CB at the beginning of November 2020 and has been proposed to the IFF General Assembly 2020 for final approval.

## 7. SPECIAL FUNCTIONS

### 7.1. Equality Function

The Equality Function has continued to promote equality, not just between gender, but also between nationalities, working to ensure that all floorball enthusiasts have the possibility to equally participate in the sport.

IFF GoGirls! Floorball Ambassadors were again appointed for the Women's WFC in 2019. Each participating country nominated one player that were presented via the IFF media channels both prior to and during the event. This project is planned to continue in the future with the possible expansion of the Ambassadors to the qualification events to give a much broader inclusion of the smaller countries to the programme.

GoGirls! Floorball offers materials for players, coaches, parents, local organisations, clubs and national associations that give advice and ideas on how to increase the number of girls and women in Floorball. The aims of the project are to provide information on how to get girls playing, how to teach them to play, and how to keep them involved.



In November 2019, IFF met with the new chair of the International Working group for Women in Sport to discuss the involvement of the IFF in their next congress which will be held in Auckland, New Zealand in 2022, at the same time as the Women's U19 World Championships will be held in Wellington, New Zealand. Both parties see a great possibility to promote Floorball at the congress.

During the 2019-20 period many of the IFF policy documents and regulations were reviewed with regards to the gendered language. All 2020 regulations were updated, and work is in progress to make all IFF documents to be gender neutral.

## 7.2. ParaFloorball Function (PFF)

The purpose of the ParaFloorball Function (PFF) is to coordinate and promote the activities of the different versions of Floorball played by disabled athletes. It was originally established by the IFF Central Board in December 2010 to coordinate and cooperate with the different international organisations that have floorball for the disabled on their program. Office responsibility: Mrs. Merita Bruun.

The PFF follows the IFF mission promoting all versions of Floorball being played. The IFF currently cooperates with three international organisations that have Floorball on their program, Special Olympics, International PowerChair Hockey, and the International Committee Wheelchair Floorball.

### 7.2.1. Special Olympics (SO)



Founded in 1968, and celebrating its 50th Anniversary in 2020, the Special Olympics movement has grown to more than 6 million athletes and Unified Sports partners in over 190 countries. With the support of more than 1 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and over 100,000 games and competitions throughout the year.

IFF and SO signed the Proclamation for partnership during the IFF Associations' Meeting 2011 and Floorball was an official sport for the first time in the Special Olympics World Winter Games held in Austria 2017 after being a demonstration sport in 2013 in Korea. Kazan, Russia will host the Special Olympics World Winter Games in 2022 with Floorball on the programme. Floorball has grown a lot within Special Olympics and there has been a lot of development seminars organised in cooperation with Special Olympics national organisations.

### 7.2.2. International PowerChair Hockey (IPCH)



IPCH (previously ICEWH) belongs to the sport section of the International Wheelchair & Amputee Sports Federation (IWAS) and is the international head organisation of Electric Wheelchair Hockey Floorball. PowerChair Hockey (PCH) is a sport for people in motorised wheelchairs. PCH is played on an area approximately

the size of a basketball court with a surrounding barrier. IPCH demonstration matches have been played in many IFF Events since 2010.

### 7.2.3. International Committee Wheelchair Floorball (ICWH)



ICWH was established in 2012 with the aim to spread and develop the sport further. Manual Wheelchair Floorball is played almost with the same rules as Floorball, 5 vs 5 plus goalkeepers. Manual Wheelchair Floorball demonstration matches have been played in some IFF Events and there have been discussions about more official cooperation between IFF and ICWH.

## 8. MARKETING

The composition of the Marketing function has been:

Mr. Jörg Beer, Switzerland, CCMNG Chair

Mr. John Liljelund, IFF Secretary General

Mr. Tero Kalsta, IFF Sales Coordinator

The work of the IFF Marketing function has continued to focus on the positioning of Floorball and increasing the visibility and sales value of Floorball in the market. This has been done in cooperation with the Core Country Marketing Network Group (CCMNG) to harmonise the sales arguments for the Floorball community on a general level and reinforce the brand image of the sport. This forum also acts as a platform to exchange ideas and best practices. The CCMNG convened once during 2019. The meeting for the second half of 2019 was postponed and in 2020 the Covid-19 pandemic prevented any physical meetings.

The IFF Sales Coordinator has continued the work of organising the operative work of the CCMNG, executing direct sponsorship sales, taking ownership of account management of existing sponsors, and has also taken overall responsibility of the operative marketing and development of sales. Due to the difficulties in reaching



potential sponsors the IFF decided to close an agreement with a global rights marketing agency. An agreement with Protocol Sports Marketing (PSM) was signed in September 2019 which grants them sales rights for sponsorship and broadcast (excluding the well-established tv relationships). Together with PSM the IFF created a sales strategy that the sales agency has followed. Progression is monitored in monthly sales meetings and the sales strategy is reviewed each six months.

The sales coordinator has also overseen the Champions Cup sales and marketing and in the recent events has been able to attract some Floorball manufacturers as sponsors. The overall aim is still to have two new sponsors by the end of 2020 and further increase the number with at least two more in 2021. The target is to close long-term, four-year agreements. The sponsor system for partners has been divided into a four-level system, with Title Sponsor on top, Main Sponsors, Partners and Official Material Sponsors.

The work to build on the strong social media channels has continued. As the consumption of the sport has increasingly moved into the digital realm this is also where the IFF needs to be present, building a further cornerstone in the long-term strategy to create more awareness with free-to-air broadcast / streaming. A sign of success is the increased numbers of YouTube subscribers and especially views. Part of future development is building new ways for partners to also utilise the IFF SoMe channels (more in Chapter 13 and 14). From a business to business point of view the LinkedIn presence of the IFF has been activated during 2017 which has substantially increased followers and impressions during the last reporting period.

The model for provisioning the marketing rights for the LOC in IFF events against a fixed fee has been well received. This gives both parties transparency and aids the IFF in financial management. Regardless of the model the sales progression for the events is done in close cooperation between the IFF and the LOC and is now even more important due to the new sales agency cooperation of the IFF.

The launch of the new corporate identity of the IFF (May 2017) has brought consistency in the brand and clarity for the LOCs with explicit guidelines on the utilisation of the IFF brand as well as creation



of the event logos. The focus of the IFF is also to illustrate the unity of the Floorball community and has kept pushing the widely used marketing slogan - One World One Ball – in all its events. Further, the hashtag #floorball has been an integral part of event signage and all social media activity. The online fan survey in late 2018 / early 2019 was carried out with the support from seven of the CCMNG countries and the IFF gained good insight of the Floorball target group which has been useful as part of the sales material. The IFF now has proof about the age structure, gender split, education, employment status, hobbies, and many habits of the target group. The outcomes also serve as a benchmark for any future fan surveys. The next survey, concentrating more on the brand and its successful renewal, will be carried out starting October 2020 with results available early 2021. As with the previous study, this will be done in cooperation with the Glion Higher Institute of Higher Education in Switzerland. In addition to evaluating the brand renewal we will also investigate how the brand is perceived.



The IFF joined the European Sponsorship Association (ESA) in 2018 to gain credibility, increase networking possibilities, and strengthen the in-house know-how. Through the membership, the IFF has gained visibility as well as access to the latest research material. ESA also offers educational programs for sponsorship professionals and arranges events for networking. The IFF Sales Coordinator completed an ESA course (Sales Certificate) to improve skills in sponsorship sales, resulting in a full restructure of the IFF Sales Presentation to better appeal to potential sponsors.

The cooperation with Sportcal, in conducting in-depth research of the financial and overall effects of the adult World Championships, has continued according to plan up to 2019. The Sportcal GSI Survey has produced valuable holistic information which has been utilised in communications, marketing, sales and as support material for bidding by future WFC host cities. Based on the findings, the ranking of the Men's World Floorball Championships was 18th out of 85 championship events in 2018 (opposed to 21<sup>st</sup> out of 70 events in 2016). For the Women's WFC the equivalent development could not be indicated in the 2019 report due to inconsistency in the reporting of attendance figures by some event organisers and owners (in 2015 the Women's WFC ranked 49th out of 83). However, according to reported attendance figures, Floorball was ranked 17<sup>th</sup> out of 39 disciplines within Olympic Sports World Championships.

The agreement with Sportcal was to cover the research to be conducted on adult events up to the end of 2020 however there have been significant personnel changes in Sportcal which directly affect the future research. A proposal has been prepared by Quantum Consultancy for the continued studies for the Adult WFC's in 2020 – 2022, to give the same kind of information as the previous Sportcal studies and allowing for comparative evaluation of the results.

The IFF has also in cooperation with the marketing agency i2 created a new product called Floorball Hat Trick. This project was initiated in the absence of international events, to create incremental revenue and help the IFFs financial situation. The concept was built to align with corporate social responsibility (CSR) programs/strategies in companies. With the support of the on-boarding companies the aim is to encourage kids and adolescents to play floorball anywhere, anytime. The core values of the initiative are: Joy of exercise, Friendship and Equality (indirectly this also aims to fight sedentary behaviour and increase exercise levels).

## 8.1. Champions Cup Branding

The five stakeholders of the Champions Cup (IFF, Sweden, Finland, Switzerland and Czech Republic) are jointly responsible for the sales and marketing of the CC. In relation to this the five stakeholders have agreed that the CC should be included in the national sales plan of the associations. The IFF Sales Coordinator has partially allocated their time to the sales and marketing of the Champions Cup as well as coordinating and supporting the National Associations and the Clubs participating in the CC, in the promotion of the Champions Cup.

The composition of the Champions Cup Steering Group (CCSG) has been:

Kimmo Nurminen	Finland, Chair (departure in June 2019)
Tomas Frank	Czech Republic
Kari Lampinen	Finland (departure in early June)
Ari Vehniäinen	Finland (interim since the departure of Kari Lampinen)
Magnus Nilsson	Sweden
Michael Zoss	Switzerland
John Liljelund	IFF Secretary General (interim chair since departure of Kimmo Nurminen)

The main objectives for the organisation of the Champions Cup is to reach these three separate goals:

- CC is on black financial numbers for the organiser
- over 1000 spectators in average per match (reached in 2020 with +1500 average per match)
- increased TV and media visibility (see figures below)



The Steering Group conducted surveys with national clubs about their views, and the National Associations also must conduct a survey with their national top clubs, especially those who have recently participated, to collect views and comments on the Champions Cup. The IFF has created sponsorship sales material for the next extended format of the Champions Cup planned to start from season 2023/24.

In both 2019 and 2020, the YouTube statistics were similar for both CC events, with just over 168,000 views for each event. In 2020, viewers were engaged for longer with an almost 30% increase in minutes watched compared to 2019. Even though the event reduced the number of matches, changing to the 2-day format, the numbers of viewers and engagement has continued to increase which is very positive.

## 8.2. Materials in competitions

IFF is delivering flooring, rinks, balls and goals to IFF major events – World Floorball Championships (adults & U19), Champions Cup and EFC. The transportation is arranged so that the organisers of the events have secured storage facilities and the materials are delivered from one competition to another in order to save unnecessary transportation costs. The IFF materials are mainly stored in Latvia and Slovakia.

From 2017 on, the IFF has also offered the possibility for the Member Associations, who organise smaller IFF events, to use the IFF floors, rinks and goals without any direct charge, however they need to cover the transportation costs. That has not been widely used with only a few Member Associations having taken up this opportunity.



## 9. PARTNERSHIP AGREEMENTS

The agreements with all the IFF Partners have made it possible for IFF to build a solid foundation for the IFF events, where all the championships have the same look and feel when it comes to Floorball equipment and apparel

### 9.1. UNIHOC

The IFF and UNIHOC signed a new partnership agreement in 2018 for the years 2019 – 2022 to develop Floorball worldwide. Before signing, the conditions were renegotiated with improved agreement terms. UNIHOC is the IFF's official material provider, including sticks, balls, goals and goalkeeper equipment. UNIHOC provides the official IFF Match ball which has changed in 2019 from CR8ER to DYNAMIC. The material provided for the IFF Development work has in 2020 been utilised in the Kids with Sticks initiative.



UNIHOOC is also developing its sustainability strategy, having during the last 12 months introduced two ecological products in their portfolio (drinking bottle and stick bag). Aligned with the IFF sustainability efforts these have also been promoted by the IFF. The next product in the pipeline is an eco-stick model, with recycled blade raw material and a CO2 compensation contribution via climate fund myclimate.

UNIHOOC is supporting the IFF Mobile Event Application in "Guess the Winner" module with prizes. The parties have together executed several competitions and campaigns in our social media channels and tried to find other forms of co-operation to continue developing the sport.

### 9.2. Gerflor

Gerflor continues to be one of IFF's material partners in the field of the official certified floorings in IFF events. The agreement assures best playing conditions for the event organiser, players as well as referees. The contract between IFF and Gerflor lasts for a period of four years, until December 31<sup>st</sup> 2022.



### 9.3. Swerink

IFF renewed the agreement with Swerink in 2019, continuing the co-operation for the use of the official IFF Rinks in IFF events, a partnership ongoing since 2006. IFF and Swerink have continued the closer cooperation, in which Swerink has supported Member Associations and clubs by selling them used and renovated floorball rinks. The agreement with Swerink is signed for the years 2019-2022.



### 9.4. Sports Apparel

The IFF is still actively leading negotiations to find a sports apparel sponsor. This future sponsor contract will guarantee the IFF the possibility to continue having the same look and feel for the international referees and makes it possible to support the major event organisers with materials. The IFF WFC Most Valuable Player (MVP) Asics Golden Shoe award, which is handed out in both Men's and Women's WFC's to the MVP player has been renamed to be the IFF MVP Golden Shoe. A further renaming will be considered once there is a new sponsor on board.

## 10. TV & LIVESTREAMING

During the period, the IFF has concentrated on building guidelines and increasing the television visibility of Floorball based on the principle of distributing as many televised matches as possible at a reasonable price to the Member Associations. This approach has given a good result from the World Championships, with a total of 32 broadcasters across 17 nations in three continents providing broadcast coverage of the Men's WFC 2018, and 39 broadcasters across 19 nations in three continents providing broadcast coverage of the Women's WFC 2019. IFF has signed a cooperation agreement with Czech (CTV), Finnish (YLE) and Swiss (SRF) National Broadcasting Companies to secure visibility of IFF owned TV matches from the WFC and the Champions Cup for 2020. The Swedish federation has included an IFF module in its national TV agreement earlier, but presently IFF is not aware of any such arrangement concerning the IFF Events.



IFF is trying to offer the matches produced from the WFC group games for a nominal fee to the nations playing and to broadcasters within their geographical region, in order to build the relationship with TV. IFF made a highlights program from WFC 2018 and WFC 2019 which has been sold by BroadReach Media to almost 140 countries. The IFF plans to produce a similar kind of highlights program for future WFC events.

For WFC 2019, IFF acted as Host producer and broadcaster of the TV production, working together with the Swiss National Broadcasting Company. The IFF has a long-term contract for the production of the TV and livestream signals with PolarHD, a Latvian-based TV production company. PolarHD has produced the WFC 2015, WFC 2016 and WFC 2019 and was contracted to produce the WFC 2020, which has been postponed to 2021. IFF is to continue the agreement with PolarHD for the coming WFC's as well.

The Men's WFC 2018 had a total of 8,2 million (WFC 2016 was 8.4 million) and the Women's WFC 2019 had 7.5 million spectators in the TV games (WFC 2017 was 5.2 million). The visibility of IFF major events on The Olympic Channel continued. From WFC 2018, 21 matches were broadcast to the channel, and from WFC 2019 12 matches were seen.

IFF once again used the services of an English language commentator, Mr Olly Hogben, for both WFC 2018 and 2019. In total, 39 matches from these two events were broadcast with English commentary. Several highlights videos have also been produced, including English voiceover commentary, provided by Mr Hogben. Providing English commentary for other events, such as U19 WFC and AOFC Cup has also been discussed for the future.

IFF continues to provide livestreaming from all IFF events. It is now a requirement for all IFF event organisers to produce a livestream, and all international weekend event organisers are encouraged to provide streaming or online match replays. IFF's partnership with the SportAccord SportsHub on YouTube offers the IFF greater opportunities in regards of programming and monetisation. Although the IFF still has two online channels, changes to the YouTube streaming configuration now allows concurrent livestreams on the one channel, so all content is now focussed only to Channel 1 ([www.youtube.com/iffchannel](http://www.youtube.com/iffchannel)). (More information on YouTube can be found under point 15)

## 11. DEVELOPMENT

The Development function has been run in the IFF Office by Mr. Veli Halonen, IFF Operations Manager together with Mr. John Liljelund, the IFF Secretary General.

The Development function has during this period, in close co-operation with the respective committees and functions and the IFF Office, focused on developing the IFF members and gaining new member associations. The work to strengthen the development of the IFF member associations started in 2005 through the IFF Development Program Seminars.

The tendency among the Member Associations has been to organise separate clinics in coaching and refereeing. Good Governance, which would be a very important part of the development has not been that popular among the members. The IFF needs to stress the significance of that section as well, especially now, when the IFF License System 2.0 will become valid in the upcoming year. Understanding the importance of the structure of the administration in the process to fulfil the criteria of License System 2.0 will be very important for the Member Associations.

### 11.1. Development Program

The aim of the Floorball Development seminar is to give participants the tools to ‘train the trainers’ in their respective countries. The participating associations build a two-year development plan during the seminar, which the IFF then monitors. The IFF office, supported by the IFF-appointed educators, has updated the seminar materials to be used in the Basic, Level 1 and Level 2 seminars. The pilot for the Level 2 seminar was carried out in Ukraine in May 2018. The development materials are updated on regular basis.

In 2019—2020 there have been development seminars organised in Singapore and Kenya with participants from over 15 Member Associations. The plan was to run several specially designed seminars for African, European, and Asian members in 2020, but due to the global pandemic the plans needed to be modified. Instead webinars in co-operation with Special Olympics and some IFF Member Associations have been held. IFF ran a webinar in co-operation with Indian Floorball Federation in October 2020 with almost 100 participants, and another is planned for African countries by the end of the year 2020.

The IFF supported two major projects in 2019-20. The first was the Floorball USA project regarding The World Games 2021 in Birmingham, USA, and the second was a Floorball Philippines project aiming for SEA games 2019. The IWGA decided to postpone The World Games 2021 to year 2022 and the IFF Material Board decided to keep the support for the updated event.

The IFF launched Each One-teach One (EOTO) project in September 2014 with, at that time, 29 bilateral working pairs. There have been several projects throughout the past years, but the number has decreased in 2019 and 2020. The project is most active in Asia in both coaching and refereeing. The IFF has conducted a mentor coach program together with Floorball New Zealand and the AOFC, whereby a coach has been appointed to help the national team of New Zealand while participating to IFF events, both in the qualifications and the final round.

Year 2020 has been a challenge to IFF development functions due to Covid-19 and its influence globally. Web-based meeting software has been the only real means by which to organise educations, however, it has also shown how successful this method can be, helping to engage more participants with lower costs for both the IFF and organiser.

The development work which started in Africa in 2016 has also continued in 2019 and 2020. The number of African Member Associations has grown and the activity of the members has markedly increased. The African Members have also concentrated on national competitions and the visibility in social media in Floorball channels has reached a totally new positive level. The aim was to change the format of the African Cup to be played with normal size teams, 5 vs 5 in order to start to get the African countries familiar with that playing format as well and to start the preparations to participate to IFF events, however, these plans have been postponed to 2021/22 due to Covid-19.



## 11.2. Material Support

The IFF has been in the position to support new and growing Floorball countries as they strive towards developing their Floorball activities by providing them educational material and Floorball equipment. The IFF organised the 'Kids with Sticks' campaign again in 2020. This campaign was first organised in 2016 but it proved far more popular this time, with 55 applications from 30 countries.

During 2019-20, Floorball equipment support packages have been sent to 25 countries: Bolivia, Bosnia, Brazil, Burkina Faso, Chile, Columbia, Ecuador, Hungary, India, Italy, Kenya, Laos, Lithuania, Mexico, Moldova, Poland, Qatar, Saudi Arabia, Serbia, Slovakia, Slovenia, Spain, Taiwan, Uganda and Ukraine.

The materials were mainly sent in 2019, since from March 2020 (due to Covid-19) the Finnish mail service has been unable to deliver shipments outside Europe with only a few exceptions. The total amount of equipment has been:

- 1,218 sticks
- 2,328 balls
- 30 tool bags
- 15 goalkeeper sets

IFF also has an ongoing system for renting old Floorball rinks to Member Associations, based on a nominal rent for the period of two years. During 2019-2020 IFF has deployed rinks in the following countries: Burkina Faso and Kenya.

IFF is very thankful for the support of UNIHOC, which has made this material support possible.

## 12. COMMUNICATIONS

The IFF Communications aim to increase understanding among Member Associations of the services we provide, and therefore to improve satisfaction with these services. By ensuring that Member Associations are aware of the IFF activities, and future plans for the development of the sport, we can work together to further increase the visibility of Floorball and the IFF Events, inside and outside of the Floorball community. Through improved consultation and involvement, the IFF listens to the views of Member Associations so we can continue to develop the services we provide, making the brand image of floorball stronger through communication, and increasing sponsorship income and other partnerships.

A variety of methods, including digital marketing, are used to meet these objectives, including:

- News releases & Newsletters
- Website(s), with content such as news about Central Board Decisions, Committees, IFF Events & Results, Development, Partners & Sponsors, Member Associations
- Media Relations
- Social Media (Facebook, Twitter, Instagram, LinkedIn, Flickr, YouTube)
- Videos & Photos
- Mobile App(s)

## 12.1. IFF Website

During the period, a completely new website for IFF has been built with British company, Skylab. The main site was launched on 17<sup>th</sup> October 2018 with the new domain of .sport, and the new events section of the site was first used for the WFC 2019. The .sport domains are managed in collaboration with GAISF.

### Total number of users on the IFF website

	2017	2018	2019	2020*
<b>Users</b>	267,206	277,601	285,431	192,580
<b>Sessions</b>	665,724	680,926	585,773	349,891

\*For 2020 the statistics are only shown for up 1<sup>st</sup> November

### Daily website visitors for IFF events

Event	Highest daily number of website visitors	Highest number from past event
Men's WFC 2018	21,115 on Dec. 4th	22,202 at WFC 2016 (Dec. 11 <sup>th</sup> )
Champions Cup 2019*	2,994 on Jan. 4th	4,623 at CC 2017 (Oct. 7 <sup>th</sup> )
Women's WFCQs 2019	2,937 on Jan. 30th	
Men's U19 WFC 2019	7,310 on May 9th	10,337 at MU19 WFC 2017 (May 7 <sup>th</sup> )
EuroFloorball Cup 2019	2,941 on Oct. 10th	2,267 at EFC 2017 (Oct. 19 <sup>th</sup> )
Women's WFC 2019	20,327 on Dec. 15th	12,448 at WFC 2017 (Dec. 8 <sup>th</sup> )
Champions Cup 2020	3,757 on Jan. 12th	
Men's WFCQ 2020	12,292 on Jan. 30th	11,317 at Men's WFCQ 2018 (Feb 2 <sup>nd</sup> )
Women's U19 WFC 2020	<i>Postponed</i>	6,694 at Women's U19 WFC 2018 (May 2 <sup>nd</sup> )
World University Championships 2020	<i>Cancelled</i>	3,060 at WUC 2018 (Jun. 26 <sup>th</sup> )
EuroFloorball Cup 2020	<i>Cancelled</i>	

\* First time with the Final Four format over only 2 days.

## 12.2. Champions Cup website

Since 2012 the Champions Cup website has been launched under the IFF domain in cooperation with the local organisers. Each year some changes have been made to the CC page content (<https://floorballchampionscup.sport/>)



### 12.3. World Championships websites

Since 2015 the World Floorball Championships website has been launched under the IFF domain in cooperation with the local organisers. Each year some changes have been made to the WFC page content. (WFC 2018: <http://www.iffwfc.org/> ; WFC 2019: <https://neuchatel2019.ch/> ; WFC 2020: <https://www.wfchelsinki2020.fi/>)

Since 2020 the U19 World Championships website is also under the IFF domain in cooperation with the local organisers. (2019: <https://floorball.sport/10th-mens-u19-wfc-2019/> ; 2020: <https://www.u19wfc2020.se>)

### 12.4. Newsletter

Since 2006 the IFF has sent out Newsletter including the most important decisions made by the IFF Central Board, the upcoming IFF events and other Floorball news from around the world. During 2019 and 2020 the IFF sent out approximately 40 Newsletters per year (compared to approximately 20 in 2017) and there are currently over 1250 IFF Newsletter subscribers (as of September 2020).

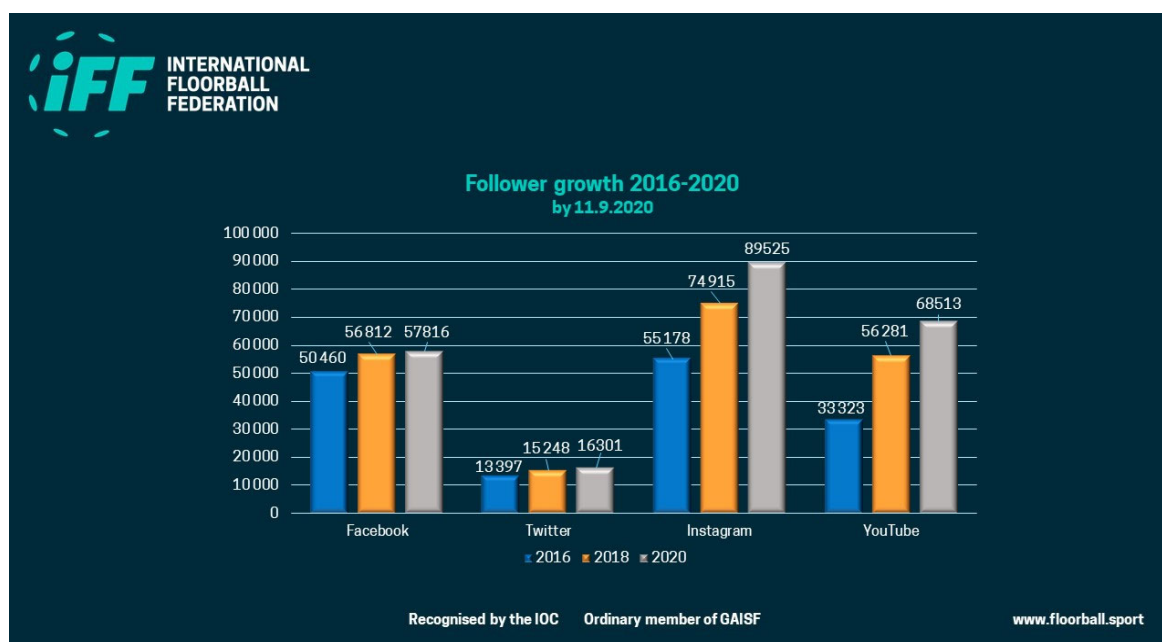
### 12.5. WFC-related articles on digital media

- 2018: 4,300 Men's WFC articles
- 2019: 3,270 Women's WFC articles

Source: Meltwater

## 13. SOCIAL MEDIA

IFF maintains several social media accounts across various platforms, with the majority of focus on Facebook, Instagram and Twitter. Apart from the IFF's own accounts there are also specific social media sites for the major events, with WFC, U19 WFC and Champions Cup all having their own Facebook, Instagram and Twitter accounts.



IFF Social Media Follower growth 2016-20. Aggregate figures from IFF and WFC accounts.  
Source: Facebook, Twitter, Instagram, YouTube

### 13.1. Social Media Channels



**Facebook:** The IFF Facebook page ([www.facebook.com/IFF.Floorball/](http://www.facebook.com/IFF.Floorball/)) is updated with IFF news, videos and photos. In addition to the IFF Facebook page, the IFF Events (WFC, U19 WFC, Champions Cup) have their own pages that are updated by the local organisers of the respective events.



**Twitter:** The IFF Twitter ([www.twitter.com/iff\\_floorball](http://www.twitter.com/iff_floorball)) shares IFF news, floorball tweets, videos and photos and #floorball tweets show on IFF website. WFC, U19 WFC and CC have Twitter for the respective events, which are utilising a specific event hashtag when posting results, news and other material related to the events.



**Instagram:** The IFF Instagram ([http://instagram.com/iff\\_floorball](http://instagram.com/iff_floorball)) is updated with selected IFF news, event photos and videos as well as reposting of floorball related photos and videos. In addition to IFF Instagram, WFC, U19 WFC and Champions Cup have own Instagram channels where to post event related photos and videos.



**Flickr:** IFF's Flickr photo account ([www.flickr.com/photos/iff\\_floorball](http://www.flickr.com/photos/iff_floorball)) has a collection that now totals over 88,000 photos. All IFF Event organisers are required to upload match photos during their events. Member Associations are free to use photos from Flickr for promotional (not commercial) purposes, with credit given to the photographer and IFF.



**LinkedIn:** The IFF's LinkedIn Profile ([www.linkedin.com/company/floorball/](http://www.linkedin.com/company/floorball/)) was opened in 2017 and now has 536 followers (4<sup>th</sup> November 2020).

### 13.2. Social Media Statistics

Figures include IFF, WFC & U19 WFC Facebook, Twitter & Instagram accounts

#### Exposure of #floorball

- 93,300 in 2019
- 66,700 in 2020\*

#### Total engagements

- 2,538,193 in 2018
- 2,356,720 in 2019
- 1,288,871 in 2020\*

#### Total impressions

- 50,580,369 in 2018
- 63,031,227 in 2019
- 29,551,795 in 2020\*

*\* 2020 figures include only 1<sup>st</sup> January – 1<sup>st</sup> November 2020*

*Source: Sprout & Meltwater*

## 14. YOUTUBE

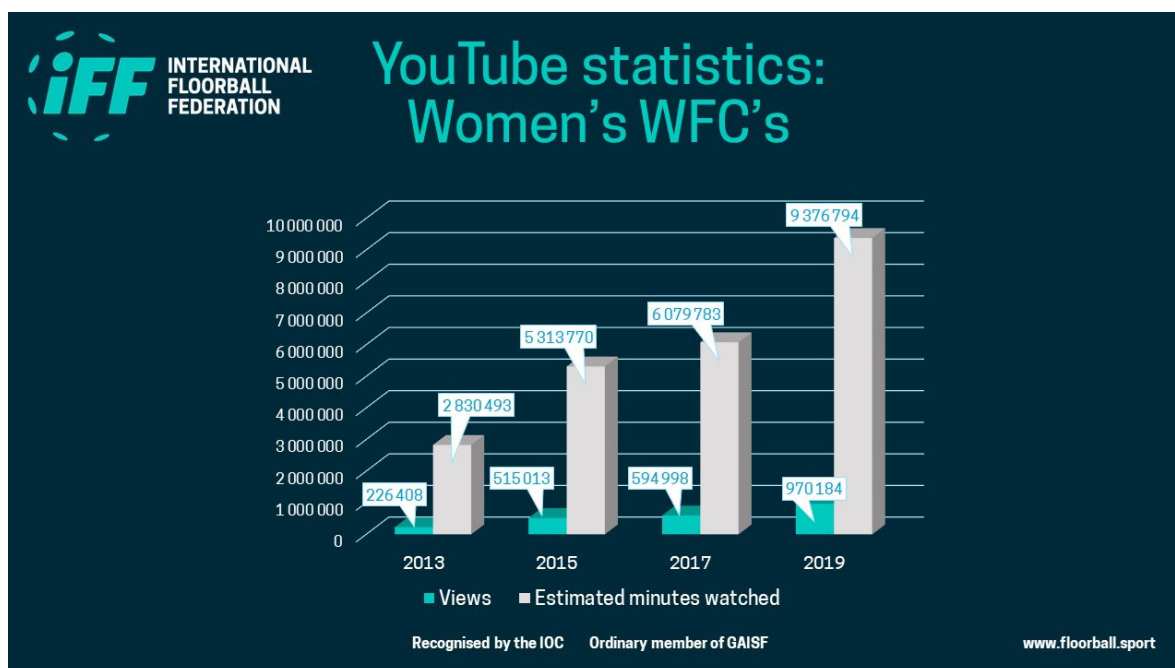
IFF first opened a YouTube channel ([www.youtube.com/iffchannel](http://www.youtube.com/iffchannel)) in December 2009, and in April 2012 a second channel ([www.youtube.com/ifflive](http://www.youtube.com/ifflive)) was added. The second channel was primarily used for streaming from two venues simultaneously, however, changes to YouTube now mean that multiple streams can be shown on a single channel at the same time. As a result of this the second channel has not been used for any live broadcasts since the middle of 2019. All material is now only included to Channel 1.

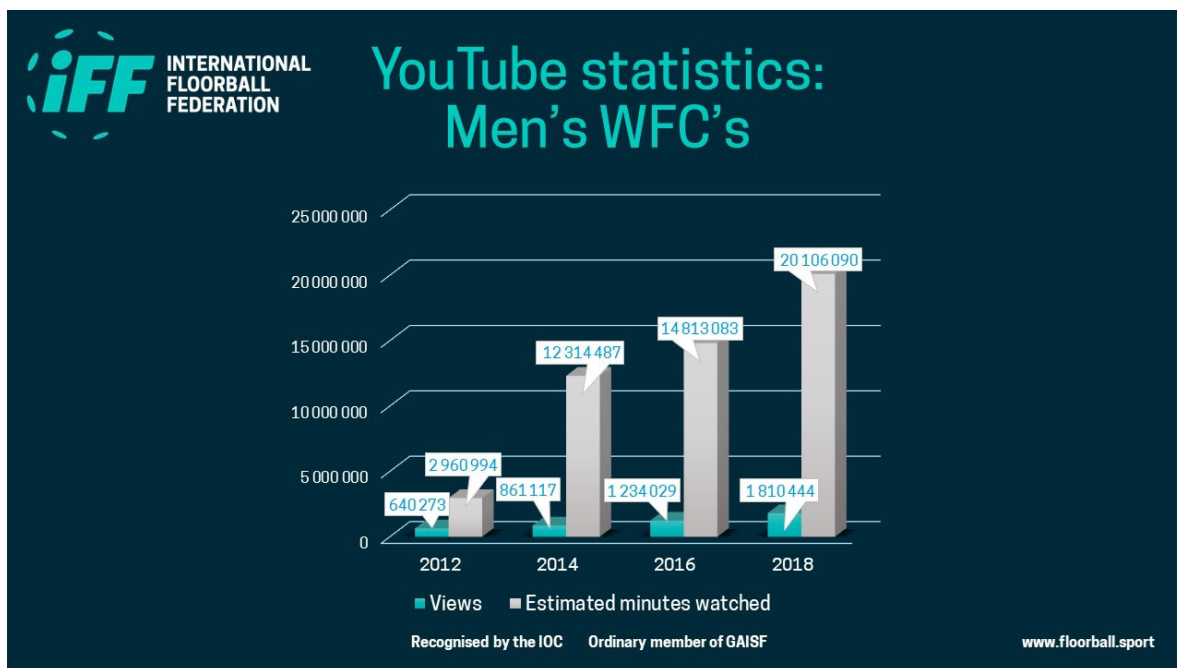


Every match replay, match highlights &/or daily highlights, and player interviews from IFF events is uploaded to the channel. Live streaming is a requirement for all IFF events and many international weekend events also use the IFF channels for streaming.

Work has continued to increase the visibility and awareness of the YouTube channels and the number of registered users, uploaded videos and video views has continued to grow over the last two years. A promotion, in co-operation with Unihoc, was run in September / October 2020 as the subscriber numbers approached 50,000. The promotion will reward two subscribers with sticks from Unihoc as the channel passes the 50,000 (reached in September 2020) and 52,000 subscriber mark.

Between December 2018 and October 2020, 359 international games were broadcast on the IFF YT channels (down from 447 in the previous period). In addition, there are highlight videos and player interviews from all events. This reduced number of livestreamed games is as a direct result of the reduced number of events that were held in 2020 due to Covid-19. If all events had been held as scheduled in 2020, it is assumed that over 500 games would have been broadcast.





### IFF YouTube Channels combined figures

	31.10.2018	31.10.2020	% change
<b>Views</b>	13,043,030	17,106,250	+31%
<b>Subscribers</b>	46,975	68,512	+45%
<b>Uploaded videos &amp; Livestreams</b>	22,544	23,556	+4%

## 15. INFORMATION & DEVELOPMENT MATERIAL

As a part of the service to the Member Associations, IFF has continued producing new materials, while existing materials have been updated and/or translated into different languages for Floorball development purposes. All the written educational materials are free to download from the IFF website and most of the materials are also published in an easy-to-read version on Issuu ([http://issuu.com/iff\\_floorball](http://issuu.com/iff_floorball)).

### 15.1. Education materials

**Coaching Material.** This coaching material, based on the IFF Development program, has been updated to cover three different levels – Basic, Level 1 and Level 2. The coaching material should be used by trained educators to ensure that they are instructing the right topics in the correct manner.

**School Curriculum.** For the basic and grassroots level coaching the IFF has created a School Curriculum document with more than 50 different drills, which are animated in the document. The School Curriculum is for free use and can be found from the IFF website.

**Basic referee education material.** This material is meant for basic training and will give more tools for the referee trainers when training referees. The material has been updated according to the Rules of the Game 2018.

**GoGirls! Floorball.** This material includes information for players, coaches, parents and organisations on how to increase girls and women's participation in floorball. It offers materials that help to understand girl's participation and how to encourage it. There is information about how to design programmes specifically for girls and tips for parents and coaches. All the material can be downloaded in PDF from the IFF website.

**Keep Floorball Honest.** This is a flyer that highlights Betting & Match-fixing issues and outlines IFF's Policy & Education overview. It was created in cooperation with the IFF Athletes' Commission and is distributed to all players & officials at major IFF events. An updated version of this flyer was produced in 2019.

**STOP Harassment & Abuse in Sport.** This flyer helps to raise awareness of the different types of harassment and abuse that participants can face and offers advice on how to handle such unwanted behaviour.

**Special Olympics.** A comprehensive digital Floorball coaching guide for SO athletes produced by Special Olympics. It includes information on training drills, planning sessions, and game modifications specific for SO Floorball. Along with other SO materials it is available for download from the IFF website.

## 15.2. Other materials

**IFF Mobile application.** The IFF launched the IFF Events mobile app for iOS and Android in 2012. The mobile application is created by a Czech company OK System and includes all the latest updates and statistics from the ongoing IFF Events (WFC, WFCQ, U19 WFC and Champions Cup), the IFF news as RSS feeds and links to the IFF social media channels. The users can guess results and win prizes. Currently the mobile app has over 65,300 downloads.

**Points Master.** IFF, together with the Finnish Floorball Federation has a Floorball Points Master application for a recreational form of floorball for the iOS, Android and Windows. There are also PDF instructions available via the IFF website.

**Event Handbook.** A guide to organising Floorball events, covering topics from media, VIPs, accreditation, volunteers and much more. Separate sections are available for download from the IFF website or the whole document is available via Issuu.

**This is Floorball – 25<sup>th</sup> Anniversary Edition.** A magazine presentation that details the history of the IFF and Floorball from the start until the IOC recognition. Floorball player profiles from the past, the present and the future are also presented, giving a face to Floorball. Available for download from the IFF website.

## 16. MATERIAL BOARD

IFF Secretary General, Mr. John Liljelund, has been responsible for all questions related to Floorball material and the Material Approval system, run by the Swedish Testing and Research Institute (RISE - previously SP). The IFF Material Board (previously the Development Board), which is a co-operative body of the IFF and the major Floorball manufacturers decided to change the name to the IFF Material Board to help clarify the role of the group.

The main work has been the follow-up of the Material Regulations, which involved several meetings with RISE and the Czech Test Institute, ITC, as well as with the manufacturers of Floorball equipment. During the period, a new version of the Material Regulations was published and were brought into force from 1<sup>st</sup> July 2020 for the next two-year period. In the process for preparation of the Material



Regulations 2020, IFF brought forward a proposal to include a marking fee for the Floorball stick blades and the grips sold separately. This was originally approved by the IFF Material Board, however after some of the companies withdrew their support, the proposal was changed.

During the last year, a lot of focus has been put on the financial problems of a few companies who have debts to the IFF and RISE, which puts their certification at risk. Now, all companies are fulfilling the Material Regulation rules. Another area of work has been the follow-up on the use of dangerous and illegal grills for the goalkeepers' facemasks. This process was started in September 2015 and has involved education and checking of materials at all IFF events during 2019. The finding of illegal equipment during these events has been very low, even close to nil, indicating that the education has been successful.

Together with the Material Board, IFF has continued the exemption for the use of over-length sticks for players taller than 190cm. The system has now been used for the sixth year in a row, with good feedback from the players, describing that their health problems have been reduced significantly due to the possibility to use longer sticks. The number of new approvals was 19 in 2019 and 21 in 2020, giving a total of 112 approvals since the exemption was introduced.

The Material Board has during the period supported development projects in the Philippines for the SEA Games in 2019 and The World Games in 2020 (now 2021).

## **17. ANTI-DOPING**

During this period, the IFF has renewed its Anti-Doping Rules to meet the requirements of the World Anti-Doping Code which will come into force on 1<sup>st</sup> January 2021. The final version of the IFF Anti-Doping Rules were approved by the World Anti-Doping Agency (WADA) in June 2020 and by the IFF CB on 4<sup>th</sup> September 2020. The IFF Anti-Doping Rules are adopted and implemented in conformance with IFF's responsibilities under the Code and are in furtherance of IFF's continuing efforts to eradicate doping in the sport of Floorball.

### **17.1. Education**

The aim of the IFF anti-doping education programme is that the players first contact with anti-doping should be information and education, not testing. IFF has continued to deliver anti-doping education according to the IFF Anti-Doping Education Programme with focus on the U19 players. The education programme approach requires cooperation with the National Anti-Doping Organisations (NADO) for the athletes to primarily receive anti-doping education in their own language from their NADO or National Association. In addition, E-learning programmes are utilised. The current focus is on educating the younger athletes (U19) and new teams entering the IFF Events.

### **17.2. Testing**

The IFF has conducted doping tests during IFF events as well as Out-Of-Competition (OOC) testing. The IFF annually collects, publishes, and reports to WADA the doping tests conducted by the IFF (details can be found on the IFF website under Anti-doping). The IFF has also actively taken part in the events and consultation rounds arranged by WADA and in the process of renewing the World Anti-Doping Code and the International Standards. Covid-19 has affected the doping control activities as events have been cancelled and other Covid-19-related restrictions have affected the testing procedures and capacity.



The IFF has maintained a Testing Pool (TP) from which athlete whereabouts are obtained, which can be used to increase the effectiveness of the OOC testing program. The TP consists of the top three national teams according to the results from the previous World Floorball Championships and according to the WFC being played that year. The whereabouts are collected for the purpose of efficient test planning.

The IFF uses the WADA's web-based database management system, Anti-Doping Administration & Management System (ADAMS), which was developed for the purpose of coordinating anti-doping activities and to provide a mechanism to assist stakeholders with their implementation of the Code. The IFF uses ADAMS for the management of daily anti-doping activities such as TUE's and Whereabouts.

There were no Anti-Doping rule violations in 2019-2020 in the tests authorised by the IFF.

## 18. SUSTAINABILITY

As part of the strategy work the IFF has begun investigating the possibilities to integrate sustainability as an integral part of the future strategy. In the end of 2019, the IFF signed the UN Sports for Climate Action framework. This gives a clear indication to the public how the IFF is committed to fighting climate change and further to encourage the Floorball community to participate. Within this framework the IFF also takes part in two working groups which aim to create best practices for signees and measurement tools to fulfil the requirements of the framework. The main driver for sustainability is to contribute, but at the same time the IFF will also align with the criteria of many potential sponsor partners.

Since IFF has started working more consistently on sustainability, the IOC encouraged the federation to apply for the IOC-DOW Carbon Action Award. On the 6<sup>th</sup> of November 2020, during the IF Forum IOC Sustainability Session 2020, the IFF was one of the 15 International Federations and 5 NOC's to be recognised with this award. As part of the recognition, the IFs and NOCs receive carbon offsets. It creates a landmark for the IFF sustainability work and creates strong credibility.

To reinforce its sustainability efforts and utilise the best know-how in the market, the IFF negotiated a cooperation with myclimate, a climate fund that helps companies through consultation, education and climate protection projects. The partnership was officially launched on the 19<sup>th</sup> of May 2020. myclimate



offers the IFF communicative support and assistance in creating best practices, for example, Sustainability Manual for Event Organisers. Further, the IFF supports its members, sponsors, and other stakeholders in any of their efforts on environmental topics. The IFF has facilitated an agreement between the WFC 2022 LOC and myclimate. The cooperation aims to assist the 2022 event in becoming as climate neutral an event as possible (target is 100% climate neutrality). In addition, the IFF also facilitated matchmaking between UNIHOC and myclimate. As part of the partnership IFF has also committed to compensate for travel induced CO2 emissions.

In June 2020 GAISF launched sustainability.sport. It is a free online platform dedicated to sport and sustainability. Created to collate sport's efforts in sustainability onto one single platform, the portal features a vast array of resources to inform, educate and inspire. All IFF sustainability projects have been submitted and published on the portal.

The recycling initiative "Stick with it!" was planned to take place the first time in the Men's WFC 2020 in Helsinki. Due to the postponement of events this will be implemented in the Women's WFC 2021 and the postponed Men's event in 2021.

## **19. ONLINE EVENT TOOLS**

Over the years the IFF has developed several online tools that provide statistical information for events on the IFF website, as well providing help with event administration for organisers.

### **19.1. Statistic Software**

The IFF Statistic Software has been used in IFF events since WFC 2007. All matches in IFF events can be followed live through the on-line match records of the software and the software provides tournament statistics on the web. The software has also made it possible to have all the statistics from IFF events gathered in one place. Member Associations are required to use the software for all international matches.

During 2020, the IFF statistics system was used by Special Olympics, providing online match information for their Invitational Games in Sweden. This was the first time that this type of statistics had been used in a SO event.

Work to develop a new statistics system was begun in 2018 but the complexity of the job and the associated costs meant that the project was put on hold. It was decided that it was better to focus on the integration of the current statistics with the new IFF website. Event information, including all the statistics are now displayed in a new format on the website. A list of upcoming events is available, with events automatically moving to a current events list as the events go live. The statistics are now also easily integrated to the major event websites.

### **19.2. Accreditation system**

The IFF has continued the use of its online accreditation system, called GATE. The card layout is personalised for each event based on the event branding and provides information on the person accredited, accreditation group they belong to, and the areas to which they have access. Every team member, IFF official, media representative and LOC staff or volunteer is required to have an accreditation card.

Since 2018, there are now two card formats which can be used by event organisers. A simplified version used for the majority of events, and a more complex version used for WFC & U19 WFC which offers greater customisation, including the use of privilege graphics and barcodes.

### **19.3. Event Management**

IFF has continued to use the web-based event management tool, Eventello, during 2019 and 2020. Together with the event organisers the task list is updated on a regular basis and allows customisation according to the needs of each event organiser. As well as being a key tool in event preparation, Eventello is also used for the bidding for the event, providing a comparative evaluation of the bidders. In 2020, the IFF created bidding documents to support the bidders in their process of applying for IFF events.

Eventello was first tested with the Women's WFC 2015 and since then several updates have streamlined the processes, making the tool far more efficient and effective for both the IFF staff and local organisers. The tool is now used for all world championships – adult & U19. Eventello has proved helpful in improving regular communication between IFF and organisers, allowing all users to keep track of tasks and event-related information.

## 20. COMPETITIONS

### 20.1. World Championships

The Adult WFC is played with 16 teams which are divided into 4 groups based on ranking, with the teams ranked 1-4 & 5-8 are balloted to groups A & B and teams ranked 9-12 & 13-16 to group C & D. In addition, there is a first play-off round, giving more teams the possibility to play in the quarter finals.

Since 2014, the regional qualification system has been in use, whereby all teams, apart from the organiser, must participate in regional tournaments to qualify for the Final Round. In 2020, the number of teams participating in the European qualifications for the Men's WFC allowed for a new playing format to be used. The qualifications were played with four groups with two in each event location, being played over 4 days, rather than the normal 5. The first 3 days matches were played within the groups and on the last day cross-over games between the groups decided the group placings (1-8).

The quota for the participating teams by continent is based on the number of registered teams, using a deviation factor of 16 equalling the number of participating teams, and thereby determining the continental quota. This quota system was reviewed during 2019 and a new system was proposed by the RACC. The new quota system will be based on results from the previous WFC. The CB decided in September 2020 that the new system will come into force from 2021, with the results of WFC 2021 determining the quota for WFC 2023.

#### **12th Men's WFC: 1st – 9th December 2018 in Prague, Czech Republic**

34 teams registered to this event. 1 team, the organiser, was directly qualified to the tournament while the remaining 33 teams played qualification tournaments to determine the final 16 teams. The qualification events were held in January/February 2018 in South Korea, Estonia, Latvia, Slovakia, and Canada.



Final round was played with 16 teams divided into 4 groups via ranking and ballot system.

#### **Final standings:**

1		Finland	9		Slovakia
2		Sweden	10		Estonia
3		Switzerland	11		Canada
4		Czech Republic	12		Australia
5		Latvia	13		Poland
6		Germany	14		Thailand
7		Norway	15		Japan
8		Denmark	16		Singapore

#### **Qualification Results:**

**WFCQ EUR1** – Tallinn, Estonia: 31<sup>st</sup> January – 4<sup>th</sup> February 2018

1. Finland; 2. Estonia; 3. Poland; 4. Netherlands; 5. Belgium; 6. Liechtenstein

**WFCQ EUR2** – Nitra Slovakia: 31<sup>st</sup> January – 4<sup>th</sup> February 2018

1. Sweden; 2. Slovakia; 3. Germany; 4. Slovenia; 5. France

WFCQ EUR3 – Valmiera, Latvia: 30th January – 3rd February 2018

1. Switzerland; 2. Latvia; 3. Russia; 4. Hungary; 5. Iceland; 6. Italy

WFCQ EUR4 – Nitra Slovakia: 31st January – 4th February 2018

1. Norway; 2. Denmark; 3. Spain; 4. Great Britain; 5. Austria

WFCQ AOFC – Jeju Island, Korea: 22nd – 27th January 2018

1. Australia; 2. Singapore; 3. Japan; 4. Thailand; 5. Korea; 6. New Zealand; 7. Malaysia; 8. China

WFCQ AMER – Toronto, ON, Canada: 10th – 11th February 2018

1. Canada; 2. USA

### **12th Women's WFC: 1st – 9th December 2019 in Neuchatel, Switzerland**

30 teams registered to this event from which one withdrew (Slovenia). One team, the organiser, was directly qualified to the tournament while the remaining 28 teams played qualification tournaments to determine the final 16 teams. The qualification events were held in January/February 2019 in New Zealand, Poland, Slovakia, and USA.



The final round was played with 16 teams divided into 4 groups via ranking and ballot system.

#### **Final standings:**

1		Sweden	9		Norway
2		Switzerland	10		Denmark
3		Finland	11		Australia
4		Czech Republic	12		Singapore
5		Poland	13		Japan
6		Slovakia	14		Estonia
7		Germany	15		Thailand
8		Latvia	16		USA

#### **Qualification Results:**

WFCQ EUR1 - Gdansk, Poland: 30th January – 3rd February 2019

1. Sweden; 2. Norway; 3. Denmark; 4. France

WFCQ EUR2 – Trencin, Slovakia: 30th January – 3rd February 2019

1. Finland; 2. Germany; 3. Russia; 4. Spain; 5. Austria

WFCQ EUR3 - Gdansk, Poland: 30th January – 3rd February 2019

1. Czech Republic; 2. Poland; 3. Estonia; 4. Italy; 5. Belgium

WFCQ EUR4 - Trencin, Slovakia: 30th January – 3rd February 2019

1. Slovakia; 2. Latvia; 3. Hungary; 4. Netherlands

WFCQ AOFC – Bangkok, Thailand: 27th January – 1st February 2019

1. Australia; 2. Japan; 3. Thailand; 4. Singapore; 5. Malaysia; 6. New Zealand; 7. Korea; 8. Philippines

WFCQ AMER – Denver, CO, USA: 8th – 9th February 2019

1. USA; 2. Canada



### **13<sup>th</sup> Men's WFC: 4<sup>th</sup> – 12<sup>th</sup> December 2020 in Helsinki, Finland\***

35 teams registered to this event. 3 teams, the organiser, Canada and USA, are directly qualified to the tournament while the remaining 32 teams played qualification tournaments to determine the final 16 teams. The qualification events were held in January/February 2020 in Denmark, Latvia and Slovakia. The AOFC qualification in Thailand, planned to be played the first week of March, was cancelled due to the Covid-19 pandemic so the top 4 ranked teams qualified to the final round.



A team from Africa – Cote d'Ivoire – registered and competed for the first time and were included to one of the European qualification groups.

\*Due to the Covid-19 pandemic the WFC 2020 final round has been postponed and will be played from 3<sup>rd</sup> – 11<sup>th</sup> December 2021.

#### **Final Round teams:**

<b>Group A</b>		<b>Group B</b>	
	Finland		Switzerland
	Sweden		Czech Republic
	Denmark		Germany
	Latvia		Norway
<b>Group C</b>		<b>Group D</b>	
	Slovakia		Canada
	Poland		Australia
	Thailand		Singapore
	USA		Japan

#### **Qualification Results:**

WFCQ EUR1 – Frederikshavn, Denmark: 30<sup>th</sup> January – 2<sup>nd</sup> February 2020

1. Sweden; 2. Denmark; 3. Poland; 4. Estonia; 5. Slovenia; 6. Iceland; 7. Ukraine; 8. Great Britain

WFCQ EUR2 – Poprad, Slovakia: 30<sup>th</sup> January – 2<sup>nd</sup> February 2020

1. Switzerland; 2. Slovakia; 3. Norway; 4. Russia; 5. Hungary; 6. Belgium; 7. Italy; 8. Côte d'Ivoire

WFCQ EUR3 - Liepaja, Latvia: 29<sup>th</sup> January – 1<sup>st</sup> February 2020

1. Czech Republic; 2. Latvia; 3. Germany; 4. Spain; 5. Netherlands; 6. Austria; 7. France; 8. Liechtenstein

## 20.2. Under 19 World Championships

In 2020, the new format of the U19 World Championships was to be used for the first time. Future U19 WFC final rounds will be played with teams divided into 4 groups by ballot, rather than A- & B-division. The top 9 teams will qualify directly to following U19 WFC.

### **10th Men's U19 WFC: 8th-12th May 2019 in Halifax, Canada**

26 teams registered to this event. 11 teams received direct qualification to the Final Round, based on results from the previous U19 WFC and host/regional considerations. Qualification events were held in August/September 2018 in Russia, Italy, and New Zealand.



The final round was divided into A- and B-division, with 8 teams in each. The top 9 teams qualified to the U19 WFC 2021.

#### **Final Standings**

<b>A-Division</b>				<b>B-Division</b>			
1		Czech Republic	9		Germany		
2		Sweden	10		Slovenia		
3		Finland	11		Russia		
4		Switzerland	12		Poland		
5		Latvia	13		Canada		
6		Slovakia	14		USA		
7		Denmark	15		Japan		
8		Norway	16		New Zealand		

#### **Qualification Results:**

U19 WFCQ EUR1 - Moscow, Russia: 5<sup>th</sup> – 9<sup>th</sup> September 2018

1. Slovenia; 2. Russia; 3. Estonia; 4. Belgium; 5. Spain; 6. France

U19 WFCQ EUR2 – Bolzano, Italy: 29<sup>th</sup> August – 2<sup>nd</sup> September 2018

1. Germany; 2. Hungary; 3. Austria; 4. Netherlands; 5. Italy; 6. Great Britain.

U19 WFCQ AOFC – Wellington, New Zealand: 27<sup>th</sup> - 29<sup>th</sup> September 2018

1. Japan; 2. New Zealand; 3. Australia

### **9<sup>th</sup> Women's U19 WFC: 6th-10th May 2020 in Uppsala, Sweden\***

19 teams registered to this event. 14 teams received direct qualification to the Final Round. One qualification was held in September 2019 in Italy.



The final round will be played with the new U19 WFC playing system of the teams divided by ranking into 4 groups, rather than A- & B-division. The top 9 teams will qualify directly to U19 WFC 2022.

\*Due to the Covid-19 pandemic the U19 WFC 2020 final round has been postponed and will be played from 5th - 9th May 2021.

## Final round teams:

	<b>Group A</b>		<b>Group B</b>
	Finland		Sweden
	Poland		Czech Republic
	Switzerland		Norway
	Germany		Latvia
	<b>Group C</b>		<b>Group D</b>
	Slovakia		Russia
	Canada		Austria
	New Zealand		Australia
	USA		China

## Qualification Results:

U19 WFCQ EUR – Lignano Sabbiodoro, Italy: 11<sup>th</sup> - 15<sup>th</sup> September 2019

1. Russia; 2. Austria; 3. Hungary; 4. Netherlands; 5. Italy

## 20.3. Champions Cup

In 2019, the new Champions Cup Final Four playing system was used for the first time. It is now a 2-day tournament, with 4 men's and 4 women's teams, representing the national club champions from Finland, Sweden, Switzerland and Czech Republic. On the first day the teams play semi-finals according to an earlier held ballot draw and the medal matches are played on the following day.



### Champions Cup 2019: 3<sup>rd</sup> – 4<sup>th</sup> January 2019 in Gävle, Sweden

Women's final standings: 1. IKSU (SWE); 2. 1.SC Tempish Vitkovice (CZE); 3. SB-Pro Nurmijärvi (FIN); 4. Piranha Chur (SUI)

Men's final standings: 1. Classic (FIN); 2. Storvreta IBK (SWE); 3. Floorball Köniz (SUI); 4. Technology Florbal MB (CZE)

### Champions Cup 2020: 11<sup>th</sup> – 12<sup>th</sup> January 2020 in Ostrava, Czech Republic

Women's final standings: 1. Täby FC IBK (SWE); 2. Kloten-Dietlikon Jets (SUI); 3. 1.SC Vitkovice (CZE); 4. SB-Pro, Nurmijärvi (FIN)

Men's final standings: 1. Storvreta IBK (SWE); 2. SV Wiler-Ersigen (SUI); 3. Classic (FIN); 4. 1.SC Vitkovice (CZE)

### 20.3.1. Champions Cup Format

Since 2018, the CCSG has been formulating a new concept for a European Club competition, which in the end will combine the Champions Cup, EFC and EFCh into one event.

In phase 1 of the change the Champions Cup will be played only with teams from Czech

Republic, Finland, Sweden and Switzerland, and EFC and EFCh will continue to be played separately. During this time the Champions Cup will be organised once a year during the period of 2019–2023 in the beginning of January (preferably first full week) by Sweden (2019), Czech Republic (2020), Switzerland (2021) Finland (2022) and a location not yet defined (2023). The champions (men and women) from the top four floorball countries: Czech Republic, Finland, Sweden and Switzerland will participate during these years. For these CC events the two-day format with semi-finals, 3<sup>rd</sup> place matches and finals will be used.

In phase 2, which will be implemented based on the review of phase 1, all national champions in Europe will be invited and the three tournaments will become one. During 2020 it was decided to start this new system with home and away matches starting from 2023.

## 20.4. EuroFloorball Cup

Open for registration to any of national champions from the IFF European Member Associations ranked 5<sup>th</sup> and below. It is played with six women's & six men's teams with teams split into 2 groups, playing group games, semi-finals, finals and placement matches. It is a 5-day tournament.

If more than six teams for either/both genders register, then teams are placed into EFC or EuroFloorball Challenge based on ranking. With the removal of the link between EuroFloorball Cup (EFC) and Champions Cup, whereby the winners of EFC used to participate in CC, there has been an obvious decrease in interest for some clubs to participate in this event. Although there is still prize money for the EFC winners, the chance of being part of CC was a big incentive to participate. The growing competition from other club events, especially those played during summer, has also impacted on the number of teams registering for the EuroFloorball Cup and Challenge events.

### **EuroFloorball Cup 2019: 9th - 13th October 2019 in Malacky, Slovakia**

Played with six women's and six men's teams

Women's final standings: 1. Nauka-SAFU (RUS); 2. MKŠS FBK Kysucké Nové Mesto (SVK); 3. Interplastic Olimpia Osowa Gdansk (POL); 4. UHC Sparkasse Weissenfels (GER); 5. CDE El Valle (ESP); 6. CUF Leganes (ESP)



Men's final standings: 1. Tsunami Báhorská Zyrtrica (SVK); 2. Greåker IBK (NOR); 3. FBK AS Trenčín (SVK); 4. MFBC Leipzig (GER); 5. Phoenix Fireball SE (HUN); 6. SZPK Komárom (HUN)

**EuroFloorball Cup 2020:** Not played due to Covid-19 pandemic

## 20.5. EuroFloorball Challenge

Ideally, EuroFloorball Challenge (EFCh) is played with six women's and six men's teams but can be played with less, depending on the number of registrations for EFC. If there are more than six teams then the EFCh can be played in multiple tiers, with teams placed in each tier based on ranking. The winners of EFCh qualify directly to the EFC for the following year.

### **EuroFloorball Challenge 2019: 14<sup>th</sup> - 18<sup>th</sup> August 2019 in Besançon, France**

Played with 3 teams for women and 5 teams for men.

Women's final standings: 1. UFC Utrecht (NED); 2. SZPK Komarom (HUN); 3. Lyon FC (FRA)



Men's final standings: 1. CUF Leganes (ESP); 2. FBC Lemberg (UKR); 3. UFC Utrecht (NED); 4. Les Dragons (FRA); 5. Viking Roma FC (ITA)

**EuroFloorball Challenge 2020:** Not played due to Covid-19 pandemic

## 20.6. World Virtual Freestyle Floorball Cup

The IFF launched the first ever World Virtual Freestyle Floorball Cup (WVFFC) in October 2020. The aim of this new competition format is to activate floorball players around the world and organise events utilising new virtual concepts, especially during the Covid-19 pandemic when regular Floorball activities were limited. In addition, this event format gives the possibility for players from countries with no national teams to participate in an official IFF Event.



This is a competition where every Floorballer can take part by showing in a short video (maximum 30 seconds) their best tricks or skills. The competition was organised virtually, and the winner will be crowned based on social media voting on Facebook and Instagram.

Video entries were able to be submitted between 12<sup>th</sup> – 26<sup>th</sup> October 2020. A total of 70 entries from 27 countries were received, and based on the entries, were divided into two categories – Under 16 (37 competitors) and Adult (33). The top 10 videos in each category were selected by the IFF Administration and were announced via the IFF Facebook and Instagram channels on 2<sup>nd</sup> & 3<sup>rd</sup> November, with voting taking place via these same channels between 2<sup>nd</sup> – 11<sup>th</sup> November. The 1st World Virtual Freestyle Floorball Cup champion will be announced on 12th November.

## 20.7. The World Games

During 2019-20 the preparations for The World Games (TWG) in Birmingham, Alabama, USA began. Floorball was reconfirmed as a medal sport with eight men's teams participating. The IFF had applied to have a competition with six women's and six men's teams, but due to the restricted number of participants that was allowed for Floorball this was not possible. The decision to have the men's teams only was based on a regional assessment and the greater marketing and television potential of these games, as shown by past WFC figures.



**The World Games**  
**2022 BIRMINGHAM, USA**

In July 2020, TWG announced their Official Sports Program which includes 30 official and 4 invitational sports. The 2<sup>nd</sup> Competition managers meeting was scheduled for October 2020 but has been postponed until 2021. Regular meetings are held between IFF, United States Floorball Association (USFbA), and the LOC to discuss the event planning.

The event was scheduled to be played in July 2021 but due to the postponement of the Olympics 2020 to 2021 (due to the Covid-19) TWG 2021 has been postponed to 2022, with the new dates of 7<sup>th</sup> – 17<sup>th</sup> July 2022.

The event will be played with eight men's teams which will be decided based on results from the Men's WFC 2020 (to be played in 2021). The teams will qualify as follows:

- USA (host country)
- Top 5 placed teams at WFC 2020
- Highest placed team from the Americas (excluding USA) at WFC 2020
- Highest placed team from Asia Oceania at WFC 2020



The teams will be allowed 14 players and one team official, the costs of which are paid by TWG. These costs include local transport, accommodation, and meals. Up to three extra officials can be registered, however, all costs for these are the responsibility of the National Association. The tournament will be played based on the conditions the IWGA have given IFF, as a five-day tournament in two groups of four. The first three days will be group games followed by two days of semi-finals, placement & medal matches. The matches will be played with 3x15 minutes periods, as they were in 2017.

The USFbA is in regular contact with TWG organisers and are involved in providing promotional and educational support. Floorball has been included as one of the initial sports of the 'Live Healthy, Play Global program' being run by Blue Cross and Blue Shield of Alabama. The aim is to support a physically active and globally minded Birmingham, ensuring that students engage in physical activity, see the importance of traditional sports values, and benefit from the enhancement of physical education and social studies curriculums inspired by The World Games. The program will provide students with the opportunity to play sports featured in The World Games 2021 through a partnership with the "Let's Move" initiative. Initial sports will include Korfball, Floorball and Flying Disc. It will also provide classroom resources and activities that will connect The World Games 2021 with physical education, social studies and athletics, as well as provide professional development opportunities for educators.

The IFF has already received approval for several activation events during TWG, including:

- A dedicated space in the Sports Garden with a mini rink and speed shooting competition
- Info sessions on The World Games Plaza stage
- Field of play competition break sessions

The USFbA national championships and Men's U19 WFC 2021 Americas qualifications were planned to be held in August 2020 in Birmingham as a test event, however, due to Covid-19 this was postponed. A test event will now be planned for 2021.

For Floorball, participation in The World Games (TWG) is, at this stage, the best opportunity for us to prove that we can bring added value to the multi-sport events through a spectacular sport, dynamic and interesting matches, broad fan base from the Floorball community, and high visibility in social media.

## 20.8. Southeast Asian Games

The Southeast Asian (SEA) Games is a biennial multi-sport event involving participants from the current 11 Southeast Asian countries. The games are under the regulation of the Southeast Asian Games Federation with supervision by the International Olympic Committee and the Olympic Council of Asia. Floorball was a demonstration sport in Myanmar 2013 and was an official medal sport for the first time in Singapore 2015.

### **SEA Games 2019: 25<sup>th</sup> November – 1<sup>st</sup> December 2019 in Manila, Philippines**

Played with 5 Men's and 5 Women's teams each in one group, with group matches and medal matches.

Women's final standings: 1. Singapore; 2. Thailand; 3. Malaysia; 4. Philippines; 5. Indonesia

Men's final standings: 1. Thailand; 2. Singapore; 3. Malaysia; 4. Philippines; 5. Indonesia



## 20.9. Asia Oceania Floorball Confederation Cup

The Asia Oceania Floorball Confederation (AOFC) Cup is a national team event for Member Associations who are part of the AOFC. In even years it is played for women and in uneven years for men.

### **Men's AOFC Cup 2019: 7<sup>th</sup> - 12<sup>th</sup> July 2019 in Biñan, Philippines**

Final standings: 1. Singapore; 2. Thailand; 3. Philippines; 4. South Korea; 5. Japan; 6. Malaysia; 7. India; 8. Pakistan



**Women's AOFC Cup 2020:** Not played due to Covid-19.

## 20.10. Africa Floorball Cup

Africa Cup is a national team event for Member Associations in Africa. It is currently played as an Urban Floorball event (4 vs 4 plus goalkeeper) on a modified size court with the matches played 2 x 15 minutes.



Participation in the event is strongly affected by where it is held and the possibility for teams to travel, sometimes very long distances. The limited number of players available means that teams often have very few players and it has been the experience that teams can withdraw at the very last minute – even as late as the first day of play. There is a need to encourage better commitment from the participating teams and support them wherever possible to ensure the highest level of participation.

### **Africa Floorball Cup 2019: 21<sup>st</sup> - 22<sup>nd</sup> September 2019 in Nairobi, Kenya**

Men's final standings: 1. Kenya; 2. Burkina Faso; 3. Somalia; 4. Uganda; 5. Mozambique  
Women's final standings: 1. Kenya; 2. Burkina Faso.

**Africa Floorball Cup 2020:** Not played due to Covid-19.

## 20.11. International weekends

There are currently five official international weekends each year, in February, April, September, October & November. In 2019, there were 199 international matches hosted by Member Associations, but in 2020 just 41 were played. The number of events was severely affected by Covid-19, however, the total number for the period, of 240, is still comparative to the 2017-18 period when a total of 242 international matches were played. All international matches are included to the IFF Statistics system.

## 21. TRANSFERS

All players wanting to transfer from one Member Association to another, must apply for an International Transfer. The IFF Office is responsible for handling and approving the transfers, of which there are six different categories:

- International Transfer
- Express International Transfer
- Temporary Transfer
- Intercontinental Visitor transfer

- Student Overseas Transfer
- Intermediate Student transfer

All transfers are handled by the IFF office during the official International Transfer window of 1<sup>st</sup> July – 15<sup>th</sup> January. Only Student Overseas Transfer can be handled outside of this transfer window. The International Transfer window remains open for a whole year for players that have not had a valid license for the past two seasons.

In 2019 the total amount of ordinary international transfers reached 617 (618 in 2019) of which 69 were express transfers. In addition, there were 21 International Student Transfers and 13 Temporary play transfers. In total, there were 651 International transfers which is 3% less compared to 2018 (672). International transfers were done to a total of 24 different countries in 2019, with the top four destinations being Switzerland (96), Finland (90), Sweden (88), and Czech Republic (83). Players were mainly transferring from Sweden (121), Finland (100), Switzerland (88) and Czech Republic (68).

A change in transfer fees was implemented at the beginning of 2020. The transfer fees each rose by 10%. Current fees are: International Transfer 220 CHF; Express International Transfer 330 CHF; Temporary Transfer 110 CHF; Intercontinental Visitor transfer 110 CHF; Student Overseas Transfer 110 CHF; Intermediate Student transfer 55 CHF.

As many of the IFF Member Associations were forced to stop their seasons temporarily at the end of 2020, a temporary transfer rule was introduced, valid from 1<sup>st</sup> November 2020 – 30<sup>th</sup> June 2021. The purpose for this was to make it possible for players to continue playing in other countries and leagues and simplify the process of returning to their ordinary club when their own leagues restart.

## 22. FINANCE

Over the last years, the volume of the IFF economy has remained relatively constant and not grown as budgeted. This is mainly due to the number of sponsors and marketing income, as well as income from material, have not provided as much revenue as forecast.

Based on recommendations of the IFF auditor a depreciation of old claims was made in 2018, which was reported in the General Assembly 2018. The Financial Regulations were updated in both 2019 & 2020.

The finances of the IFF have been negatively hit with two completely unexpected events during the period. In 2019 the IFF, at a very late stage in the event preparations, had to step in financially with a loan to save the organisation of the U19 WFC 2019 in Canada and thereby securing the participation of the 15 countries participating. This caused a major problem in the IFF cashflow so, to safeguard the operations, IFF borrowed 25,000 CHF each from the Czech, Swedish, and Swiss Floorball Associations. In 2020 the world was affected by the Covid-19 pandemic and IFF had to postpone or cancel all events from March onwards. These unforeseen situations have seriously affected both the financial result and the liquidity for 2018-2020.

Due to Covid-19, and to lower costs, the IFF has since April 2020 held all meetings online and kept travelling to an absolute minimum. In October 2020, the IFF Central Board made the decision to furlough the IFF staff for a period of at least one month to further save costs. The IFF received funding from the Finnish Ministry of Education and applied for extra grants from the IOC. As well, applications for long-term loans from the IOC and the Finnish Floorball Federation were made to be able to cope with the financial effects of the pandemic during 2020.

IFF has, with the implementation of the IFF License system 2.0, worked a lot with the Member Associations to reduce the number of debts to the IFF and for those with large debts pay-off plans

have been made and followed-up. This has also been part of a clear effort to not compromise their participation in the upcoming IFF events. For the registration of the WFC 2022 no country can register while having debts to the IFF, in accordance with the IFF License System.

To secure a sound development the IFF still needs to find ways to increase the outside financing, which primarily comes from the TV/livestreaming and sponsors, especially from outside the Floorball market.

## **23. ADMINISTRATION**

As the IFF has grown in respect of the number of members and competitions, the need to have a larger number of staff has also constantly increased. For many years now, the IFF administration has worked at the far limit of its existing resources, especially with the growing number of events, which is expected to increase further in the future. As there is a constant need for more resources in the field of competition and development, the IFF has needed to increase the number of the employees and start to use as much outside working force as possible within the limits of the available financial resources.

One new employee has been contracted during the period, taking the total to eight full-time employees:

- Mr. John Liljelund, Secretary general.
- Ms. Merita Bruun, Communication & Anti-Doping Manager
- Mr. Stefan Kratz, Competition Manager
- Ms. Sarah Mitchell, Events Manager
- Mr. Veli Halonen, Operations Manager
- Mr. Tero Kalsta, Sales Coordinator
- Ms. Mari Myllärinen, Information Coordinator
- Ms. Monika Kraus, Competition Coordinator (started 3<sup>rd</sup> of June 2019)

All the IFF office and staff email addresses were changed to be format [lastname@floorball.sport](mailto:lastname@floorball.sport) in October 2019.

The year 2020 brought new challenges to IFF office due to the Covid-19 global epidemic, which caused all the IFF events from March 2020 onwards to be postponed or cancelled. The financial impact has been vast and the IFF has been in the situation that there is a need to furlough the staff for at least one month during 2020/21. The CB and office have taken several actions to try to decrease the time for furloughs.

## **24. CLOSING REMARKS**

The IFF Central Board would like to thank all Member Associations, as well as all committee members, sponsors, the great number of volunteers who have helped IFF in different ways, and of course the office staff, for the tremendous work done in order to develop floorball in all possible aspects. This year, 2020, has proved to be very difficult. Everyone's lives have been changed in ways we could never have predicted, and our Floorball activities have been severely restricted. We look forward to a more positive outlook for the next period and will work with all our Member Associations to return Floorball to the schools, local venues, national events, and international television audience as quickly and as strongly as possible. With the possibility of four major World Championships in 2021 it could be our biggest year yet.