



**INTERNATIONAL
FLOORBALL
FEDERATION**

PLAN OF ACTION 2023 - 2024

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1. INTRODUCTION

During the two-year period that lies ahead of us, IFF will in accordance with the IFF Strategy *Strengthening the Foundations*, concentrate on enhancing the member services and work to find new and better ways of working together with the member federations, in order to help them develop their own operations. This is something the IFF will not be able to do on its own, with our limited resources, but needs the support of all of the member associations regardless of size.

As the pandemic seems to be over, IFF will be able to return to a more normal competition calendar, without any Covis restrictions and protocols, which will give us more time and resources to work with the member associations. In the period there will be two U19 WFC's the Men's in Frederikshavn in April 2023 and the Women's in Lahti, Finland in May 2024. The Women's WFC 2023 returns to Singapore in December 2023 and the Men's WFC to Malmö in December 2024. The last version of the present edition of the Champions Cup will be played in Lempäälä in January 2023 and the new Home & Away edition will start in the fall of 2023, with the final in 2024. IFF will work to secure the organisation of the EuroFloorball Cup and the EuroChallenge and look for alternative solutions for the organisations of these events, as it is essential to provide an equal opportunity for all member associations to play in championships.



The fact that we were able to play the IFF events in the end, even after postponements took us back on track concerning the finances, which were severely damaged by the pandemic in 2020 and 2021. It must be a major objective for the IFF to further strengthen its financial base and increase the revenue from outside sources like sponsorship, streaming and TV.

The suggested actions to reach the targets set in the Implementation Plan for the *IFF Strategy 2021-2032 – Strengthening the Foundations* will be the basis for the IFF Plan of Action 2023-2024. The implementation of the IFF Strategy 2021-2032 and the first period 2021-2024 is the most important objective for the coming period.

2. ORGANISATIONAL DEVELOPMENT

IFF today consists of 77 Member Associations, out of which 45 members are Ordinary Members. According to the present IFF Statutes and the IFF Licence System for participation in major events, the members are classified in different Tier groups and support and service is provided in accordance to their development tier. The IFF strongly urges all Member Associations, if they fulfil the requirements stipulated by the IFF Statutes, to apply for Ordinary Membership in the IFF. As a part of the implementation of the licence system, the aim is to promote the values of the system – ensuring that our members are aware of the content and the process. Having said this, IFF will continue to work more closely with its members to try to find ways to strengthen their operations. The pandemic time lowered the activity of the project, but since it seems that the worst of the pandemic is over, the work can continue as has been planned.

Through the implementation of the IFF Strategy 2021-2032 the IFF administration will more actively strive to support the Member Associations to develop their operations and to increase the number of

leagues and that way also to increase the number of players globally.

As part of the process of recovering from the Covid-19 pandemic, the IFF will concentrate on rebuilding our finances and start different processes to strengthen our outside funding.

Based on a survey run with the athletes who participated in WFC qualifications the IFF Administration needs to find new ways to enhance athletes' participation, by defining targets and actions plans for online seminars, meetings in events, etc. The athletes are not that familiar about the ways they can influence the future of the sports and how to be involved more to develop Floorball further.

3. INTERNATIONAL FOCUS

The basis of our operations for the first two decades was to spread, grow and develop the sport globally, while at the same time seeking official approval and recognition from the international sports community. The IFF has now successfully secured the recognition and membership of all the major global sports organisations (IOC, SportAccord/GAISF, ARISF, IWGA, IMGA, FISU and WADA), so in what can be defined as the second phase of our existence, we now need to move to strengthen our members and the product of our sport and our positions and work towards global growth. The key is to increase the number of players internationally and through this help the member federations to grow and strengthen.

As the pandemic has severely slowed down the other operations than the execution of events in the last two years, the focus for IFF must now change and we need to be a more active, stronger, and trustworthy partner of the international sports community, bringing forward new ideas and operations which have proven to be effective in the Floorball community as a whole. It is key to grow the number of countries where Floorball is a major sport, both on and outside the field of play, during the coming ten years. The IFF must help with the development of the organisation, good governance, strategic planning and broadening the sports pyramid in these countries.

The future of Floorball, as a growing sport, is very closely connected to the success of how the IFF and its Member Associations will be able to develop hand-in-hand on the national and international level. It is crucial that all IFF members continue to strive for national recognition to their respective National Olympic Committee (NOC) and National Sports Confederations, and put forth the most suitable, and internationally well-known, national candidates with the biggest chances to be elected, regardless of whether they be sports politicians or high ranking employees. We need to plan how to use the success of participation in The World Games 2022 and the future participation in the Asian Indoor and Martial Arts Games 2023 in Thailand, as 'door-openers' to the NOC's and the National Sport Confederations.

Now is the time for the IFF and the whole Floorball community to change our approach. Instead of just



aiming for being included in multi-sport games, we must strive to strengthen our activities and operations so that the multi-sport organisers come to recognise that having Floorball as part of their event is crucial. This does not mean that we shall not seek inclusion in these events, but we need to build our organisation and our operations and make them stronger, so they are seeking our inclusion, rather than the other way around. The focus must be to secure participation in the regional games and through that have the possibility to, in the future, be invited for global multi-sport games.

In order to have a possibility to participate in the Youth Olympic Games in 2030, we need to develop the

Urban Floorball format to a global 3vs3 format, which can also act as an entry level event for smaller floorball nations both on the national and international level.

4. STRATEGIC OBJECTIVES FOR 2023-2024

The IFF is building and steering its operational planning based on a variety of documents, which are all approved by the Member Associations in the IFF General Assembly (GA). The IFF Strategy, serves as the main long-term reference document for the direction of our overall operation until 2032. This document, the IFF Plan of Action, serves as the short-term plan of what we need to do and how to reach the strategic objectives.

The IFF Strategy Working Group together with the Strategy subgroups have created an implementation plan for the defined time period 2021-2024, with a detailed execution plan and timeline for the needed actions to meet all the targets outlined in the IFF Strategy. These “Suggested Actions” (the actions to be taken to reach the targets in the Strategy) are now the basis for the operations of the IFF.

The implementation of the IFF Strategy must be tied closer together with the actions of the Member Associations. Discussions between the IFF and Member Associations on the co-operative plans are scheduled to start in 2023 with the Core Country 10 meeting and meetings with the Asia-Oceania federations and the American associations.

4.1. Increased number of players, members, and enhanced member services

To increase the number of players and series played in the different countries is one of the main short-term targets the IFF has set. Developing activities and service level through the IFF Licence System, as well as different development projects, will help us to reach the target. The preliminary outcome of the Czech Floorball Fit4Future Erasmus project clearly shows that there is a need to look over the Tier system.

The focus for IFF is not to focus on increasing the membership in Africa and Latin America, but more so take care of the existing countries, working to bring the new members up-to-speed and to help close the gap as early as possible. Different sources indicate that, at present, there are around 90 countries where Floorball is played in one form or another. The objective for IFF must be to collect these countries under its umbrella, and by the end of the period have around 80 -85 members.

One key target must be to strengthen and to help the member associations to create leagues and series, which play on regular bases, because this is the way to get more players and grow the association. To achieve this the approach must be changed and we need to educate and to find the ways to cooperate with the other member federations which already have leagues and also to add to licence system criteria that the administration should participate to some education organised by the IFF.

The cooperation with Special Olympics International (SOI) is crucial as there are already over 60 countries participating in the SOI Floorball programs. This calls for an increased strategic cooperation with SOI based on a concept proposal.

As IFF's resources are limited, we need to find new ways of working, like forming more country groups among the nations which participate in the WFCs, such as the Euro Floorball Tour or 6-Nations to help speed-up development. There is also a need to launch development projects together with the Member Associations for online education in fields of organisation, coaching and refereeing. Here there is already a possible opportunity to test this concept, with the Czech Floorball EU-project Fit4Future

To continue to grow and flourish, reaching our vision and set objectives, the most important factor for IFF is, without doubt, the welfare and positive development of our Member Associations. The whole is equal to the sum of its parts, neither more nor less, and so the success of the IFF depends directly on the success of our Members. The stronger our Member Associations become, the more and faster they can develop Floorball on a national level, increasing the visibility and importance of the sport, in turn, the IFF will become stronger. It is important to understand, however, that this requires a much tighter co-operation between all the stakeholders of the Floorball family.



There is a clear need to strengthen the internal communication between member associations. This could be done for example through increased networking between the top ranked 8-10 countries on a Presidential and Secretary General level. Also, the need for the IFF Core Country meetings is evident and these should be organised on a yearly basis, now after the pandemic. The IFF plans to organise more bi-lateral meetings with the Member Associations and targeted meetings, such as with the Core Countries representatives, to help improve this cooperation. The question is how can the Floorball community push the member federation to take the next step in their development.

4.2. Development work

Floorball Development Seminars will continue to be run by the IFF as a way of bringing together more countries, but the IFF is equally willing to offer country-specific education in the field of coaching, organisation, refereeing or good governance issues. Striving for further development in the Member Associations has seen the introduction of Level 2 seminars in Coaching and Refereeing. The lack of possibilities to meet face-to-face, due to Covid-19 until spring 2022, forced the IFF to seek new forms of running the seminars and a good and quick way to react to the needs of the Member Associations have been the webinars, which has become a solid part of the IFF development work. There is a huge need for new seminars and the IFF will plan and carry those out based on the financial resources, which exists.

Similar to what already exists for the international referees with their various classifications, the IFF will start a certification system for coaching education to help the Member Associations. Many countries already have their own coaching accreditation systems; however, we hope the IFF system may help to standardise these while also providing a new tool for those who have not developed their own system yet. The first steps have been finalised and the implementation process will start in the beginning of 2023

The forms of cooperation that we offer vary from material support to joint development clinics and seminars. The IFF needs to strongly focus on the regions where Floorball is not presently very well represented, such as Africa, Middle-East, South America and Central Asia, and must carefully choose the type of support offered to ensure that it best suits their needs and offers the greatest level of successful outcomes. The equipment support program will continue as it has been and hopefully the problems of 2021-2022, where delivery of equipment was severely limited. At the same time the requests for the equipment support from the Floorball communities have decreased significantly.



IFF will put more focus on the development of the organisational education to the member associations and tie this together with the continued process with the implementation of the IFF Licence System 2.0. This will need to survey what kind of organisational development materials the members would need. It will also need that the IFF will sell the need for organisational development to the member federations.

The IFF will continue to work as a partner in the Fit4Floorball Erasmus+ project, which is aiming to create material for the national sports associations of the development path of a sports organisation.

4.3. Implementation of Licence System 2.0

The IFF License System will be in full use in 2023 especially regarding the financial aspects. The IFF will investigate and evaluate the tier system and how it could be updated to help the member associations further to develop their actions. The plan is also to study if some mandatory administrative education should be included to the tier system during the upcoming few years.

The IFF needs to update the License Tier system in accordance with the Fit4Future project outcomes.

4.4. Lobby work and Multi-Sport Events

The lobbying work by the IFF has been very successful, yet there is still more to be done. Up until now, the IFF strategy has been to secure participation in any multi-sport event, but in the coming period, a careful return on investment analysis must be made, to determine where we shall concentrate our scarce resources and efforts.

With the confirmed inclusion of Floorball to the Asian Indoor and Martial Arts Games in Thailand 2023, the IMGA European Master Games in Tampere, Finland in 2023, and the SEA Games 2023 in Cambodia, it makes it necessary to analyse the resources of our activities and analyse when and where to seek entry into more multi-sport games. A key objective is still that IFF could secure the participation in more multi-sport events after 2023. The IFF is presently in the process to apply for participation in the IWGA World Games in Chengdu, China 2025 and to propose participation of both men and women. If we are only awarded one category, then IFF will propose to participate with Women, but in the name of equality IFF should have the possibility to participate with both genders.

The lobby work must be directed not only on the international level, but also on the local and national level by the Member Associations to ensure that the best possible result is achieved. The IFF CB will need to discuss how to communicate the importance of moving forward in the international scene to all stakeholders, including clubs, Member Associations, and their leadership groups, and to have the international work included in their strategic plans. During the period, IFF will actively seek inclusion into the framework of the international organisations, like the IWGA or WADA, as the situation with GAISF is still very unclear.

In Africa, the IFF will continue the development of the regional competitions. The plan is to play the African Cup in 2024, most likely with the new 3vs3-format. The aim will be to find a way to have participants from both east and west Africa together in the future. The travel distances and related costs are the biggest hurdle for these regional competitions.

4.5. Marketing

The foundations to generate the future revenues envisioned in the IFF strategy are based on IFF sales work and active cooperation with the sales agency Red Carpet Brand Alliances (RCBA). As several national federation and LOC sponsors have also indicated interest in international visibility the IFF will facilitate the collaboration with Member Associations and the Core Country Marketing Network Group. The Marketing function aims to secure the IFF Title sponsor and two main sponsors during 2022-23 to fund the planned actions in the IFF strategy. An increase in external funding is the key for further development of IFF services and activities.

To uphold the high requirements from the organisers and athletes, and a cohesive look to its events the IFF has been able to secure material equipment sponsors for the period 2023-2026. This is a paramount factor in upholding a strong and professional brand for Floorball. The new IFF brand (introduced in 2017) is being closely managed by monitoring the implementation of the brand according to the guidelines. This is emphasised in each design process for IFF event logos and designs. To grow the footprint and visibility of IFF we have as part of the new material sponsors agreements encouraged to utilise more the IFF brand in their own marketing.

The IFF will continue to produce event reports from adult World Floorball Championships and will serve as a strong base for sponsorship sales material. With the introduction of the new streaming and mobile fan-engagement platform the IFF will gain more insight into end-user behaviour as well as targeting tools for partners. All the mentioned material will also be made available to the IFF sales agency RCBA who, with emphasis on the WFC 2024 in Malmö, Sweden, will assist in reaching our sales targets. With growing initiatives and results from our sustainability work this will be emphasised in the sales material to meet the growing demands of sponsors.

4.6. TV & Livestreaming

One of the key factors for success in the field of sponsorship sales is the increased visibility of Floorball on TV and online platforms. The IFF has been able to develop the streaming product with the consistent use of professional commentary by Mr Olly Hogben and others, and to support the growth of the TV and livestream coverage the IFF will continue to include professional commentary for major events. In some cases, the television and live streaming coverage we currently provide is of a higher standard than that of well-established Olympic sports. IFF also plans to start producing an own studio for its stream during the major events as we are moving away from YouTube and into our own OTT channel.

All IFF events, big or small, are now required to be livestreamed to the IFF OTT channel. IFF will continue to act as the producer of the TV signal for major events and work with the coordination of the uplink and the satellite segment. During the period, the IFF will fully move from our present YouTube to the Sportswik Over-The-Top (OTT) platform, fully managed by IFF, to maximise the monetisation of content and increase revenue. IFF has secured long-term cooperation with the Latvian company PolarHD for the TV-production/ live streaming of our major events.



The more active use of the social media channels is essential for the future and the IFF will through the

Sportswik communication channel look at ways to increase and commercialise our presence in social and mobile media. The target is to integrate these channels as an important part of the sponsorship deals. The IFF, together with sponsors, will need to continue to attract more followers with active campaigns and develop new content, such as the World Virtual Freestyle Floorball Cup launched for the first time in October 2020.

4.7. Future of Floorball

The experience of The World Games 2017 with a shorter game time, smaller teams and very intense and exciting matches, fostered a discussion of the need to change the format also for the IFF major events. When discussed in the IFF Associations Meeting in Bratislava 2017, the Member Associations were clearly in favour of changing the structure. It was decided at the IFF General Assembly 2018 to execute a set of initial tests for the new system in IFF events during the seasons 2019/20 and 2020/21, as well as in other selected international events organised by Member Associations, with the objective to prepare a proposal for the General Assembly 2022.

Due to the Covid-19 pandemic very few tests were carried out in IFF Events in 2020 and 2021 but the Men's WFC 2022 qualifications were played according to the concept with 17 players & 5 officials and game time 3x15 minutes with 10 minutes intermission which gave more teams the possibility to test the format and participate in a survey concerning the format. The WFCQ 2022 and the TWG 2022 also gave some added statistics to compare with the ordinary system, however not as much as maybe would have been needed.

In the process the IFF and the EFT countries have discussed the need to enlarge the scope of the Future of Floorball concept, involving the member associations in a more broad manner. The idea is to look over the whole Floorball product and what possible rules, format or other changes might be needed and further evaluate the present Future of Floorball concept based on this during the next two years. IFF will arrange evaluation sessions during 2023 and a proposal on how to continue the process with the Future of Floorball concept will be reported in the Association meeting 2023 and a final decision in 2024. Actions will be taken based on the decision of the GA 2022.

4.8. Ethics

IFF will continue to develop the activities inside the organisation and towards the Member Associations to promote the positive values of sport, as described inside the IFF Good Governance Policy. These include fair play in a game without match-fixing, and a doping-free sport, giving our athletes the chance to perform in an environment without racism, hooliganism or other kinds of intolerance or violence. The IFF Guidelines against Sexual Harassment & Abuse will be updated and a stronger focus of implementation will be taken, both within the IFF and the Member Associations. IFF has made an agreement with Sportradar to follow-up on the betting activities in connection to the IFF Events and have a possibility to see if there is any irregular betting on Floorball.

When it comes to the work against doping and enhancing good governance structures, Floorball in general is standing out positively already and this will, on both a national and international level, become more important. A positive image for Floorball will foster many areas of work, including growth, sponsorship, and recognition. Securing the voice of the athletes throughout the organisation, and in all development processes, is also a factor needed for IFF to follow the general trend in International Sports.

5. ADMINISTRATION

The IFF administration, consisting today of 8,5 full time employees and the use of seasonal trainees and volunteers at major events, has continued to increase the number of services and operations that the IFF offers to its members. The growing number of competitions and IFF initiatives, the increased demand for services provided to the stakeholders, as well as the expectation that IFF should carry out more tasks on behalf of its members, requires that the IFF administration needs to develop both in numbers and quality. This is imperative if we are to maintain and expand the service level to our members.

There is a discrepancy between the need to increase the number of employees and the missing funds of realising this. The IFF office staff is the biggest asset the federation has, and it is imperative for the continuing development of the organisation. There needs to be succession planning created to secure the consistency of the organisation with priority tasks and services, which must be upheld. One key objective for the IFF is to secure the wellbeing of the IFF Office staff in this situation when there are the Champions Cup Home&Away implemented, the preparation of the Euro Floorball Championships for 2025 and the need to create more services for the members.

One solution could be to work more closely together with the national associations, to gain some support in concrete projects, as it is unlikely to gain much more manpower for the IFF. Having enough personnel or resources will be the key to reach the targets described in the Strategy.

Since the General Assembly in 2004, the IFF office has been located in Helsinki, Finland. In 2020 the IFF re-signed an agreement with the Finnish Floorball Federation whereby they will provide IFF with office facilities until the end of 2024, and thus the IFF office will remain in Helsinki for that time period. The IFF CB shall start the preparations in 2024 for a new agreement with the Finnish Federation, with the aim to keep the office in Helsinki for a future period. The process to register the IFF in Switzerland has been completed and the IFF is now officially registered in Switzerland in Canton de Vaud.



The basic plan is to continue hiring temporary help for the major events, as well as during the Finnish summer when traineeships traditionally take place. One solution is to use more in-house interns to work in the different fields of the activities, and the office will continue seeking opportunities to employ different trainees and civil workers on a project basis. Another approach is to start outsourcing certain duties. Since the IFF office has been financially self-funded for over sixteen years, and the turnover of the budget has increased relatively slowly during the last ten years, IFF needs to look more carefully on our revenue generation, in order for IFF to live up to the expected service level.

At the end of 2022, the IFF administration reached 8,5 employees, consisting of a Secretary General, Competition Manager, Event Manager, Communications & Anti-Doping Manager, Operations Manager, Marketing & Sales Coordinator, Information Coordinator, Competition Coordinator and Operations coordinator. The additional resources shall be directed to the fields of development and membership services, marketing and TV. On a regular basis, the IFF will inform our Member Associations about the different fields of responsibilities of the employees via the IFF web page and through our newsletters. When, and if, the financial situation permits, the administration will be strengthened during the period between the General Assemblies.

6. CENTRAL BOARD

The role of the CB has the nature of a more strategic level decision-making body, working with the overall political questions and direction of the movement. The Executive Committee (ExCo) plays a larger role in the tactical level questions, while the Office carries the operational execution responsibility in accordance with the decided direction.

The CB plans to have four to five meetings per year, out of which at least two are organised in connection to IFF events, but the CB will need to look over the scheduling of these, since the possible demands might require a change in the meeting calendar. The CB should have at least two-three meetings a year with everyone participating in person.

The IFF Executive Committee (ExCo), consisting of the President, the Vice President, Treasurer, the AOFC Senior Vice President, and the IFF Secretary General, will handle and prepare the upcoming issues for the CB and take decisions where they are needed. The IFF President and the Secretary General bear the responsibility of developing the contacts to the international sports community for the CB.

The IFF Central Board (CB) will continue to allocate questions in specific areas of responsibility to each CB member. These special responsibilities will be assigned to the respective committees, functions, office and, if required, to a special working group. This will give more time for the CB to concentrate on the top level strategic and political questions, which will help to determine what is best for World Floorball, and to help spread and develop Floorball worldwide.

The tested approach with dividing the CB meeting into a working session, discussing a few strategic questions in depth during the first day, and having the meeting the second day has proven to be very successful and will continue to be implemented for future meetings. The CB needs to look over the methodology of the workshops if the Covid-19 pandemic will continue for a longer period of time, as conducting the workshops online with the current format is not as effective as would be liked.

7. COMMITTEES & FUNCTIONS

The IFF CB will continue the chosen line to have a limited number of operational bodies – Athletes' Committee (ATC); Development Committee (DevC), Entourage Committee (ENC); Ethics Commission (ETC); Medical Committee (MC); Referee Committee (RC); and Rules and Competition Committee (RACC). The tasks of the RC and the RACC will be assessed to see if there is a possibility to better develop the way the committees are structured and how they are currently working. The CB is to look over the working process of the committees, to use them more to evaluate the prepared proposals created. It is essential that the new IFF committees are developed and supported and that the committees cooperate together.

The other fields of activity are organised into functions lead either by a CB member or a staff member. The functions for marketing, lobbying, and regional development are led by CB members. In addition to these, the IFF operates other functions such as development operations, equality, information, marketing operations, materials, and ParaFloorball. The responsibilities of the committees and functions are allocated by the CB. Additionally, the CB will ask the Secretary General to appoint the relevant employee to act as the secretary of the committees.

The IFF CB needs to more actively strive for gender equality in all of its organs, but especially in the IFF committees.

7.1. Rules and Competition Committee (RACC)

The Rules and Competition Committee (RACC) will continue to focus on dealing with the changing requirements and the fast development of our sport sets on our regulations and competition structure. The main task remains with the ongoing evaluation of the Adult as well as the U19 World Floorball Championships playing system and the timeframe for the playing of these competitions. We are seeing a lot of other sports changing the scheduling of their events which will have an influence on the timing of IFF events as we aim to avoid clashing, because of the impact on possible TV coverage and sponsorship deals. This will have to be monitored closely by RACC.

In addition to the regular administrative work of running IFF events, the RACC will continue to modify the Competition and Organiser Regulations as needed. The introduction of new age categories for international events will be developed, and the international calendar will continue to be revised to among other things include new versions of the game. A review of the WFC playing system has already started and should be completed during the period and the review of the U19 WFC playing system, where the first steps to a structure nearer the adult WFCs were taken in the final rounds of the U19 WFC 2020 (postponed to 2021) and the U19 WFC 2021 and 2022, will continue.

The new format of the Champions Cup, starting in the second half of 2023, needs to be attended to when it regards the tasks division between RACC, staff and the CC steering group. The new format will require more need of jury persons to handle the home- and away matches.

In the IFF Strategy 2021-2032 – Strengthen the Foundations, it has been defined as a target to create new game formats and playing systems, such as mixed floorball, various number of players and size of the field of play. The IFF will continue the work to be able to have new products ready for testing during the two-year period. During the period, to be presented at the Associations meeting 2023, an entry level with 3vs3 or 4vs4 on a smaller field shall be created to which game rules shall be worked out for both indoor (Urban) and outdoor (Street) play. A mixed version for floorball shall also be discussed and evaluated.



In addition the IFF will continue the process and preparations for the introduction of the Euro Floorball Championship in 2025 should the GA 2022 decide that this shall be introduced. In this work also the next step of this event shall be worked out. RACC will actively work with implementation of the IFF Strategy 2021-2032 in all areas affecting competition, seek new solutions for the EuroFloorball Cup and Challenge as well as getting organisers to these and the U19 and WFC qualifications.

Further the RACC will follow-up the Rules of the Game Edition 2022 to check what safety protocols are needed. A Case book will be created to further clarify the game rules and how to handle certain situations. RACC will also continue the cooperation with the Referee Committee in various projects such as the Physical Play project.

7.2. Referee Committee (RC)

The number of appointed international referees has been adequate to carry out all the international events over the last two years. The number of countries where the IFF referees are coming from has increased, with the development being especially good in the AOFC area. Singapore Floorball Association has been an asset to IFF in the development of the AOFC referees and IFF has together with the SFA already agreed that the programs will continue in the upcoming years as well, especially now when it seems that the world is once again opening after the pandemic.

The challenge in getting new referees from new countries has been the number of tournaments and games played. There are a limited number of IFF events annually, where the referees can be educated in real games and the IFF RC needs to secure the level of refereeing in those tournaments and therefore the education aspect can't necessarily be fulfilled fully. The IFF RC will cooperate even more closely with the member associations to find the solution on how to educate referees during the international tournaments.

The IFF RC is to evaluate the possibility of duplicating the system of having a referee development group in the Americas, like the one they have in the Asia-Oceania region.



A continuing challenge for the RC, as in many team sports, is the low number of female referees, and close co-operation with the IFF Member Associations will be crucial in our efforts to increase the numbers. The RC needs to stand forward and also show example by working hard to get women also to the RC to have decision making positions. There has been a positive increase in the number of female referee observers in past years and the IFF RC will continue to nominate female observers as the heads of the referees in IFF events, which already during the last 12 months has turned out to be a success.

The work of the observers, as well as their education, is an important foundation of the overall referee function. The RC will work to find more tournaments suitable for the observers to participate in, as a way to help maintain their connection to international Floorball and also to co-operate with the IFF member associations to find more tournaments for the education purposes.

7.3. Medical Committee (MC)

The Medical Committee (MC) will continue to focus its work on following the requirements set by WADA and adopting them to the IFF Anti-Doping rules and regulations, administrating the IFF TUE procedure, evaluating the IFF in- and out-of-competition testing programme and the Anti-doping education programme.

7.4. Ethics Commission (ETC)

The IFF Ethics Commission (ETC), which is elected by the IFF General Assembly, will continue to work with the documents guiding the IFF operations and the implementation of the Good Governance principles. The questions of advocating equality, preventing any form of harassment in Floorball, and stopping irregular betting and match fixing are high on the agenda.

The Ethics Commission will deal with any reported case of unethical behaviour or abuse, based on the guidelines for what type of cases the ETC will deal with. The ETC will continue to overlook the operations of the IFF, reviewing any behaviour or actions it deems to require attention.

7.5. Athletes' Commission (ATC)

The Athletes Commission (ATC) is now elected during the adult WFC qualifications which allows for a much greater number of athletes to participate in the voting. The latest voting was for the male

representatives in January / February 2020. The current female representatives will continue serving until their elections in 2021, and the chair of the Athletes Commission (currently a female) serves ex-officio on the IFF CB and will remain in this position until after the female elections in 2021.

The ATC elections are usually held in conjunction with the WFC qualification events in January/February, however, with the confirmation of the AOFC event not being held until the end of June and the uncertainty of whether the scheduled events at the start of the year will go ahead as planned, an alternative election method may need to be used. It is possible that voting will be done via an online platform.



Representatives from the ATC are now included in the Referee Committee, the Rules and Competition Committee, and the Rules Change group. One ATC member has been identified as a key candidate to be educated in Anti-doping matters and will be the 'face' of the IFF's AD education work, including assisting IFF staff with Outreach programmes during events. When appropriate, they will also attend WADA conferences as an IFF ATC representative.

The ATC has extended its work in regional areas, especially in Asia Oceania, and the members help to promote the ideals of the IFF and educate on IFF campaigns, such as Anti-Doping and match-fixing awareness. They will continue the work in the region to help strengthen the ties between the many developing countries in the region and the more established European members. The ATC continues to work to increase the visibility and awareness of its work and the members will draw on their Floorball experience to act as role models and Floorball mentors.

In conjunction with the ATC annual meetings, it is planned to always offer some form of training session between the ATC members and local junior players and / or U19 WFC participants. This kind of face-to-face work has proven very popular with both the participants and ATC members and will continue to be a feature of the ATC work. The U19 WFCs remains the best event for the ATC to really make an impact on young players, while during the adult WFCs the ATC members (who are not playing at the event) will be used in media and IFF promotional roles. The overall aim of the ATC continues to be to act as the voice of the athletes in the IFF's decision-making process.

7.6. Entourage Commission

The work of the Entourage Commission (ENC) started in 2022 and the first meeting will take place latest in the beginning of 2023 to further define the workload and to find a way also to co-operate with the IFF Athletes Commission, since there are mutual objectives between these two committees.

7.7. Development Committee

The IFF Development Committee members were re-nominated in the IFF Central Board meeting in October 2022.

The aim of the committee The Development Committee's role is to debate various issues in the sport of floorball, and give both IFF central board and other IFF Committees their considerations and recommendations.

The Development Committee will start with the work related to the member services and development work defined in the strategy and look upon questions like what an entry level competition might look like, based on the Development Committee role document approved by the CB.

8. IFF COMPETITIONS

The appointment of organisers for the IFF major competitions follows a specific appointment schedule, meaning that a first letter asking for organisers normally is sent 60 months prior (five years) to the competition and the appointment is made 48 months (four years) prior to the competition. The organiser bids are done using the IFF Event Management Tool and the Bid Evaluating tool. As a part of this process there is a need to continue to address how best to secure profitability and increase marketing and organisation revenue for both the IFF and the organising national associations of major events.

It is hoped that in 2023 and 2024, the international floorball calendar will return to normal, following a similar schedule as it did prior to Covid-19.

8.1 Adult World Championships

In 2023, Singapore will hold the 14th Women's World Floorball Championships (WFC) from 2nd - 10th December. This is the second time that they will host this event, and is also just the second time that an adult WFC has been held outside of Europe. The 15th Men's WFC in December 2024 will be played in Malmö, Sweden. It is also the second time for this event to be played there, but the first time that it will play host to the final matches of the WFC (in 2006, only group matches were played in Malmö, with the final being played in Stockholm).

IFF will continue with the regional qualifications, which normally are played in January/February of the final round year. Several changes to the qualification system are under consideration, including more teams receiving direct qualification and the use of other regional events as qualification tournaments.

The playing format of the WFCs is already under review by the Rules & Competition Committee (RACC). This review includes the assessment of different types of playing formats as well as the number of teams included in the final round.



Women's World Floorball Championships 2023

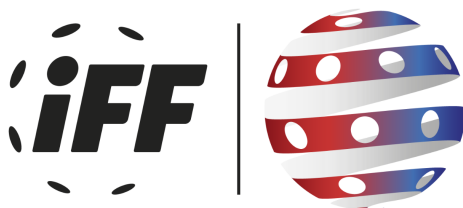
2 Dec - 10 Dec | Singapore

8.2. U19 World Championships

The 12th Men's U19 WFC will be played in Frederikshavn, Denmark from 26th - 30th April 2023. The whole event will be played under one roof in Arena Nord - the same venue that hosted the Women's WFC in 2007. Lahti, Finland will host the 11th Women's U19 WFC from 1st - 5th May 2024.

As with the adult WFC playing system, the U19 format will be reviewed. In addition, the scheduling of the event (currently in May) will be discussed with the Member Associations. Many find the timing of this event difficult as several of the European countries have school and university exams during this time, affecting the availability of players. This has been the topic of competition reviews in the past and no

'best' solution that fits worldwide has been found, however, we will continue to consider all possible options.



MEN'S U19 WORLD FLOORBALL CHAMPIONSHIPS 2023

April 26-30 | Frederikshavn | Denmark

8.3. Champions Cup

Unlike the other IFF competitions, the top club competition in Europe, the Champions Cup (CC), is run by the EFT-countries (Czech Republic, Finland, Sweden, Switzerland) in cooperation with the IFF. The CC was introduced in 2011 and since 2019 has been played as a final four event with only the champions from the EFT countries participating.



The Champions Cup Steering Group has worked with the new playing system to replace the final 4 from 2023, where a home and away matches system will be introduced from 2023, still with teams only from the EFT-countries. The original idea was to introduce the home and away matches involving all national club champions in Europe but this extension will be evaluated with a possible inclusion after two years. The overall goals of the CC continue to be more spectators, positive financial results and broader visibility for the event. The promotion of the CC and the other club competitions will be key in the process and it will be led by the IFF Sales Coordinator, together with the Champions Cup Steering Group. It's also important to create the Champions Cup to become an event with its own recognisable identity.

8.4. EuroFloorball Cup & Challenge

IFF will continue to organise the EuroFloorball Cup (EFC), which this far has been scheduled to be played every year in October with 6 teams for both men and women and the EuroFloorball Challenge (EFCh) which has been scheduled for August each year with the winner of each Challenge event directly qualifies to the next higher-level event in the following year. The EFC and EFCh are organised for the national champions of the 5th and lower ranked Member Associations. Since there has been a low interest to organise these events efforts will be put in to find new solutions for the organisation where organisers of large Club events will be approached for a possible inclusion in any of these events

8.5. Asia Oceania Floorball Confederation Cup

The Asia Oceania Floorball Confederation (AOFC) Cup is scheduled each year (usually in June/July) being played for men and women in alternate years. In 2021, the Women's event was held in conjunction with the Men's WFC Qualifications and the success of this re-scheduling will be reviewed by the IFF and AOFC and may see a new plan for future years. The inclusion of Floorball to regional multi-sport events, such as the Southeast Asian (SEA) Games and the Asian Indoor and Martial Arts

Games (AIMAG) may require a re-evaluation of this event and its timing.

8.6. Africa Floorball Cup

This event has not been organised since 2019. Problems with organisation, participation and, of course more recently, Covid-19 have meant that the limited resources within African floorball have been redirected elsewhere. The playing of international matches is important for the visibility of the sport, but the growth of the sport at grass-roots level requires the most attention.

With this kind of tournament, the difficulty of how to include teams from both Eastern and Western Africa remains a challenge, with the travelling distances and cost factors being significant barriers to participation in a combined event. Discussions between the IFF and African Member Associations to consider the best solutions for this will continue. Finding ways to ensure the highest possible participation levels remain the key aim.

The use of the modified format for this event - 3 v 3 or 4 v 4 - will most likely continue as it has proved very successful in the past.

9. PARTICIPATION IN INTERNATIONAL EVENTS

The strategic evaluation of which multi-sport games IFF is seeking inclusion in, was taken after the evaluation of the IOC Agenda 2020 and IFF has now entered The World Games, the Asian Indoor and Martial Arts Games, the South-East Asian Games and European Master Games. The Olympic Agenda 2020 clearly indicates that The World Games and the Master Games are the global multi-sport events highest on the radar of the IOC. It is of course important to be able to participate in also other multi-sport events on a regional level, to increase the visibility and awareness of Floorball among the National Olympic Committees and National Sport Confederations. However, IFF will need to evaluate the pros and cons of participation in new multi-sport events and have a dialogue with the concerned Member Associations.

Over the next period, the IFF will work with the following multi-sport events and international organisations:

9.1. The World Games (TWG)

The application process for the World Games to be held in Chengdu, China in 2025 will be started in 2023 and the sports will be announced during the IWGA AGM in May 2023. IFF will apply for the participation of both genders and are ready to propose participation only with female teams, if not provided quotas for both genders.



The cooperation with the Chinese Floorball Union will have to start as soon as the participation has been confirmed.

9.2. International University Sports Federation (FISU)

IFF is to provide its view on the new playing format for the FISU University World Games in 2024 still during 2022. IFF will propose the format of 3vs3, to make it easier for the Universities to find teams to participate. This will also give IFF an additional forum to introduce this entry level format.

9.3. International Master Games Association (IMGA)

Floorball was included in the European Masters Games for the first time in 2019 when the event was held in Torino, Italy. The next EMG will be held in Tampere, Finland from 26th June – 9th July, 2023. Floorball will be included in the sport programme and a much higher level of participation is expected. Preparations have already begun and the IFF needs to continue to work closely with the National Associations to promote this event.

9.4. Global Association of International Sports Federations (GAISF) – previously SportAccord

As the future of GAISF is unclear and there is a proposal from within GAISF to dissolve the organisation by the end of 2022, so it is therefore a bit unclear how and if the GAISF Multi-Sport Games will be organised in the future. If the Urban Games will be organised in the future, IFF needs to determine if we want to explore the opportunity to participate in the GAISF Urban Games and if this is the case take the needed actions to secure our participation with the 3vs3 format.

9.5. Regional Multi Sport Events

9.5.1. Southeast Asian Games

Floorball has been included on the programme of the Southeast Asian (SEA) Games 2023, in cooperation with the Cambodian NOC and the AOFC is ongoing. The IFF will work with the AOFC member countries to try and ensure the highest possible participation in the event. The 2023 SEA Games is scheduled to be played from May 5th -16th, 2023, in Phnom Penh.



9.5.2. Asian Indoor and Martial Arts Games

Floorball is for the first time included in the Asian Indoor and Martial Arts Games to be held in Thailand from 17th -26th of November 2023 in Bangkok/Chon Buri with a maximum of 8 Men's and 8 Women's teams from Asia participating. This event is organised by the Olympic Council of Asia. The Thailand Floorball Association is closely connected with the planning of the event with the President of the Thai Association, Dato Seri Chaiyapak Siriwat, also being a Vice President of the Thai Olympic Committee.

10. RULES OF THE GAME

The preparation of the Rules of the Game - Edition 2026 (valid from July 1, 2026) will start in November 2023 when the Rules Reference Group will ask the Member Associations and other stakeholders for proposals to change the existing 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 2026. There are two groups who work on the change of rules - the Rules Reference Group which is tasked with reviewing and confirming the proposed changes, and the Rule Group whose task it is to actually write the text for new/changed rules as it will appear in the Rules of the Game.

For the Rules of the Game Edition 2026 the milestones are as follows:

- *November 2023:* Request to be 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 2024:* Deadline for sending in proposals

- *March 2024*: 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 15th, 2024*: Deadline to apply as test Association
- *April/May 2024*: CB decision of test Associations
- *June 2024*: Reference group to prepare a final proposal and again asked for feedback
- *August 2024*: Deadline for feedback, Reference group to hand in the proposal to the RACC.
- *September 2024*: The rule group to start the work with formalising the text for the rule book
- *February 15th, 2025*: Collection of experiences from the tested rules
- *February 2025*: Reference group to evaluate the tests
- *March 2025*: Asking for feedback IFF RC, RACC, IFF Office and Athletes Commission on the final book
- *May 2025*: Deadline for feedback from IFF RC, RACC, IFF Office and Athletes Commission
- *September 2025*: IFF CB to make a final decision and new IFF Rules of the Game to be sent to all member Associations
- *December 2025*: 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 1st, 2026*: The new edition of the IFF Rules of the Game will become valid

11. ANTI-DOPING

Protecting the sport and clean athletes is one of the major tasks of the IFF. In 2003 the IFF became a World Anti-Doping Code signatory and has implemented the World Anti-Doping Code ever since. The “Code” is the fundamental and universal document upon which the World Anti-Doping Programme in sport is based. There will be an audit by WADA where all the IFF Anti-Doping Standards will be evaluated.

In co-operation with the National Anti-Doping Organisations (NADOs), the IFF will continue to implement the IFF Anti-Doping Education Programme with the primary education target groups being U19 teams and any new nations entering IFF events.

12. DEVELOPMENT

One key focus in the development of the Member associations is to strengthen the membership services provided by the IFF during the next few years. Among others there is the idea to build a platform for sharing ideas and knowledge between the member federations and the IFF. The Czech Floorball EU-project Fit4Future will produce federation a maturity matrix, which will be a good source to see what type of services the IFF will need to develop in the coming years.

12.1. Floorball Development Program

The success of international Floorball is based on the development of the IFF, the National Associations and the extended Floorball family. This is the ideal which shapes the overall development work. The implementation of the IFF new strategy will bring more added value for the development program and new materials and programs will be launched in 2023 and 2024. The challenge is to find the needed resources to fill the gap, which the pandemic caused and IFF will not be able to run all the requested seminars and clinics, but by combining and co-operating with the member associations it is possible to find the most efficient ways to run the education. IFF will also continue to run webinars, which are a very cost-efficient way to have basic education.

12.2. Each One Teach One

The Each One Teach One (EOTO) initiative, will still be an option in the future but will concentrate on more tailor-made solutions for bilateral partners. The experience has proven that the most efficient EOTO programs have been in the field of refereeing and coaching projects, especially, those which have involved neighbouring countries who share the same sports culture and/or language. The IFF development function will act more as consulting partner to find the suitable education programs for the Member Associations and match the with the most appropriate mentor.

12.3. Regional development



The IFF needs to continue growing, both in the number of players as well as in the number of Member Associations, as this is one key factor for increased visibility, awareness, and increased market value of the sport. Continental and regional development is key to this. The IFF needs to “restart” the work after the pandemic and concentrate on co-operation with the present members to find new active communities in the regions in order to involve them in the global Floorball community. Some projects have already started at the end of 2022 and will continue during the upcoming years. The aim is to find more projects like that.

12.4. IFF Material Board

The cooperation between the IFF and the Floorball manufacturers has, since 2001, been directed through the IFF Material Board which consists of representatives from the largest Floorball material manufacturers and the IFF. The main task of the Material Board is to focus on what types of technical changes are needed for Floorball material and evaluate the direction of development. The board is also making proposals to the IFF concerning revision of the IFF Material Regulations 2024.

The other task of the Material Board has been to find ways for how the manufacturers and IFF can cooperate in different ways to promote Floorball worldwide. The usage of the surplus from the material approval system is being discussed within the board and will be decided on by the IFF in the coming period.

The process of the changes of the actual technical requirements continues, and eventual changes take place every second year, next time in 2024, with proposals sent in by manufacturers in February 2023. The IFF has re-signed the contract with the technical institute RISE, in Sweden, for the coming three-year period, 2023-2025, which concerns the administration of the material testing of new material and the materials in the retail markets.



13. COMMUNICATION

The IFF aims to continuously improve the quality of communication as part of its overall commitment to promote the sport and increase participation levels among all ages, genders, cultures and abilities. The

IFF publishes a variety of different content and utilises different digital marketing and communication channels. We also assist our Member Associations and other stakeholders by spreading and promoting their activities through the IFF channels..

There are several key points and projects which will earn specific attention and efforts.

- Implementation of the holistic communication solution Sportswik. It will be important to use all the current channels to drag all the followers to the new platform
- As there will be a paywall for live games within the Sportswik solution - it is crucial to create more own content for a better visibility and gain more attraction
 - To investigate in the options of an own IFF TV studio - a first trial is planned for WFC 2022 in Switzerland
- Investigate into new distribution channels for the spread of our news
 - First trial during WFC 2022: to send a daily press release to various media entities all over the world
 - Explore the opportunities of web3, NFT's and Meta-Verse
- Create and execute various campaigns over our media channels; first campaign will be the promotion of #FairFloorball
- Looking into options to create virtual events
- Increase the efforts in promoting our sport with a specific focus to include the athletes more prominently

14. EQUALITY

Following the updating of all current regulations, the use of non-gender specific language will be prioritised in all future documents. The IFF Strategy for 2022-2032 includes some clear objectives for equality, especially in the area of representation in administrative bodies, both of the IFF and Member Associations, and it will be important work in the coming period to ensure how these objectives become substantive actions.

With the growth of the WFC Ambassador programme to include both men and women, the next step will be to expand further to include all countries participating in the WFC qualifications. The inclusion of the qualifications was planned to begin already in 2021 but the cancellation of events and the constant rescheduling due to Covid-19 made this difficult.

The IFF Development seminar format is in the process of being reviewed and the inclusion of equality-themed sections will be considered. These should include not just gender equality information, but also how to encourage the participation of other diversity groups, for example disabled athletes, the aged, refugees, and marginalised groups within communities who could benefit from participation in organised team sports.

In 2021, the Swedish Floorball Federation launched an English-language version of their own equality project called Fifty/Fifty. The Fifty/Fifty online course is aimed for the boards of clubs and federations and is available free of charge to all sports clubs and sports federations whose national floorball federation is an affiliate of the International Floorball Federation (IFF). The aim of the course is for clubs and federations to increase their knowledge about why it is important to work with gender equality and the benefits that it offers both the club and its members. It is often stated that equality issues are 'too difficult' or 'too hard to fix', but the Fifty/Fifty project highlights that even small changes can make big differences. In the Women's WFC year of 2023, the IFF will focus on promoting this tool and encourage clubs and national federations to complete the learning.

15. SPECIAL OLYMPICS & PARAFLOORBALL

The IFF will continue to actively cooperate with the Special Olympics organisation, which has proven to be a good path chosen for developing FLOORBALL in new parts of the world. The IFF will also continue to cooperate with the International PowerChair Hockey (Floorball) organisation. There is a strong interest by IPCH to become a member of IFF.

IFF will work together with the Special Olympics to enhance the cooperation with the countries where the Special Olympics has floorball programs, which are not yet IFF member countries.

16. FINANCE

The key for IFF's financial success is still an increase in external funding, which can best be reached through sponsorship sales. We will continue to work to find a Title and a Main sponsor for the IFF and look upon how the marketing rights will be distributed with the organisers of IFF events, in order to strengthen the finances of the IFF and the Local organisers.

In relation to the requirements of the Licence system, the IFF will, during the period 2023-2024, continue to follow up on the issue of the outstanding debts of the IFF member associations, in accordance with the guidelines given by the IFF auditor. The situation with the COVID-19 pandemic has affected the IFF and the members negatively, further straining the financial situation which has prevented both IFF and the Associations to grow their economies which has slowed down the implementation work but will from the WFC 2024 be fully implemented when it e.g. concerns payments of participation fees on registration time.

The CB will continue to focus on finding new funding sources for the IFF and evaluate what type of new sources of income IFF could have with Merchandising, TV/Streaming, licensing etc. as the present models clearly are not adequate for the continued growth of the organisation and additional services that we need and/or wish to provide.

As a priority, the IFF will focus on supporting the establishment of membership licensing systems in our member countries where it currently does not exist or is limited. This will provide the opportunity for the Floorball community to increase the level of funds in the total sport and thereby relieve some pressure on the IFF budget with more members becoming financially self-sufficient to continue their development.

The Budgets and Financial Reports will be published on the IFF web site. IFF will continue to strive for a healthy financial situation with breakeven financial results when the finances and liquidity situation have been restored after the Covid-19 pandemic.

17. MARKETING

Floorball growth was severely impacted by the pandemic but based on partnership sales and general interest in the WFC 2022 this indicates a positive return. It was also very important, and here we were also very lucky, that we were able to organise both adult events at the end of 2021. After a long absence of major floorball events this gave momentum entering 2022.

Several TV-agreements in major markets have been signed to cover upcoming floorball events, some even until 2026. Further, the agency Protocol Sports Management is actively selling and closing deals on many smaller and developing markets, some of which in countries which are not even participating in the championships. The fundamental switch to a dedicated streaming platform is happening late 2021 early 2022. The requirement to register will give the IFF new tools to collect data and create commercial packages. The introduction of registration and payment for streaming

gives reason to closely monitor the uptake development and general sentiment of the floorball community towards the change. Paywall for streaming creates new revenue streams for the IFF in accordance with goals set forth in the new IFF strategy.

During the period 2023-24 floorball will have many chances to gain visibility and traction. In accordance with the IFF strategic goals we will be included in the 2023 South-East Asian (SEA) Games and the 2023 Asian Indoor and Martial Arts Games giving more credibility and leverage on the international arena. During next summer floorball will also be a discipline in the 2023 European Masters Games taking place in Tampere, Finland. IFF office will actively continue its work to secure floorball participation in the 2025 World Games.

The IFF will continue with its core message “*One World, One Ball, Floorball*” to communicate the unity and inclusiveness of floorball. Another fundamental initiative is the responsibility campaign Fair Floorball which was launched during the adult championships 2021. Fair Floorball will highlight several ethical topics, including work against doping, racism, and irregular betting, as well as incorporating activities striving for equality, fair play and environmental sustainability.

The event surveys which IFF commissions for the adult events included parts in which we measure the perceptions about our sport. We continue the surveys to map spectator and athlete sentiments with the following statements:

- Floorball is an accessible sport (required facilities, game formats and equipment to play)
- Floorball is an equal and inclusive sport (gender parity, diversity of players/fans, disability friendly)
- Floorball is a clean and fair sport (match-fixing, doping, adjudicating, scandal)
- Floorball is a safe sport (likelihood and prevention of injury, protection from abuse)
- Floorball is a sport that is considerate of the environment (sustainability initiatives and advocacy)



National Associations will be surveyed about the IFF brand renewal, how it is perceived and how successful it has been in comparison to the set goals.

The Core Country Marketing Network Group (CCMNG) will continue its work to collect and distribute nationally proven models to other floorball markets. One big on-going project is the utilisation of national league footage on the new IFF streaming platform. The aim is to increase the visibility of the national leagues and their respective streaming services and try to develop new commercial elements for national sponsors. With the introduction of the

new IFF mobile application we can also offer member association sponsors opportunities to have presence in major events with a joint possibility to earn revenue (IFF / MA)

As the key channels in IFF marketing and communications are digital, it will continue to build the well-established social media channels, which will not only serve the fan community, but also increasingly our partners. The federation will also continue growing the new channels such as TikTok.

The results from the event studies conducted in each of the adult WFC's will act as a cornerstone for marketing. The outcome of the studies has proven the strong economic impact the WFC has on the

local economy and businesses. The survey also collates the visibility of the events on TV, media and social media. It has been agreed that studies will be conducted by Quantum Consultancy at least to 2023-2024.

While our sales agency is chasing new deals in Scandinavia the Sales Coordinator is actively in contact with companies that were active leads before agency agreement. Further, there is active key account management to meet and even exceed the sponsor expectations. There are also possibilities to do some upselling once the new streaming and mobile application have been fully rolled out.

18. SUSTAINABILITY

The development of IFF sustainability efforts in the future years will be based on two elements:

1. Collaboration and participation in the UN Sports for Climate Action Group (S4CA) and the Race to Zero networks
2. Partnership with the myclimate climate fund

As a requirement for being a member in the above-mentioned networks a sport organisation will be required to:

- Measure emissions associated with its operations (all scopes / see below)
- Reduce GHG emissions by 4.5% year on year / 45% by 2030 (all scopes included) against an agreed baseline
- After reduction, offset as much as possible remaining emissions, using credible offsetting (recommended: UN backed credits)
- Report publicly on progress with climate goals

To meet future requirements and reporting standards, the IFF will need has invested some money in measurement tools. The tools and know-how are provided by myclimate. To meet the required measurement criteria the IFF will need to present numbers for three different standardised areas, which have been reported for our base year 2020:

Scope 1 – All Direct Emissions from the activities of an organisation or under their control. Including fuel combustion on site such as gas boilers, fleet vehicles and air-conditioning leaks

Scope 2 – Indirect Emissions from electricity purchased and used by the organisation. Emissions are created during the production of the energy and eventually used by the organisation

Scope 3 – All Other Indirect Emissions from activities of the organisation, occurring from sources that they do not own or control. These are usually the greatest share of the carbon footprint, covering emissions associated with business travel, procurement, waste and water.

As a result of the WFC 2022 Green Goal initiative to organise a climate-neutral event the LOC and myclimate will produce a Sustainability Guide for Event Organisers. It will be made available for anyone and will help organisers focus on the right things and present concrete examples of what has and can be done. The IFF will further encourage all member associations to develop their sustainability within their resources of course.

The IFF is part of an EU-funded project GAMES (Green Approaches in Management for Enhancing Sport) which will run over the next three years. The consortium consists of the project leading school Sant'Anna School of Advanced Studies and consultancy Touchline, and three sports represented by World Athletics, International Biathlon Union and Swedish Floorball Federation. The IFF is part of the consortium in a supportive role (one non-EU party allowed). The goal of the project is to audit the organisations for their current green approaches, create best practices to meet environmental

requirements and finally implement these in the respective organisations.

Through its network IFF has also been able to assist its sponsor to develop their sustainability work. Unihoc has developed a stick model which is partially CO2-compensated by myclimate. Further, we have introduced Unihoc to a carbon fibre recycling project and they will continue to investigate if the recycled material fulfils their production quality requirements. The possibility to introduce carbon fibre recycling in the floorball world could be a major paradigm shift.

19. FAIR FLOORBALL

The campaign launched in November 2021, aims to encourage everyone to act responsibly. The foundation, fair, derives from IFF values and emphasises many points from IFF sustainability programs.

The following punchlines are used to cover different areas:

- *FairPlay – Anti-doping / Illegal betting / Match-fixing / Game rules*
- *FairAccess – Special Olympics / Wheelchair Floorball / Diverse formats the the sport*
- *FairTreatment – Equality /LGBT+ / Discrimination / Racism / Respect*
- *FairFuture – Youth / Development / Environment / Economic support*

Each of these areas have dedicated Athletes' Commission ambassadors to promote the message.

The IFF will continue to communicate about the campaign. It will be visible in IFF events in various formats on advertising surfaces, social media, players and referees. The event study has proven that the initiative is not very well known yet, so new campaign material is produced to better encapsulate the thinking behind Fair Floorball. In the WFC 2022 we will also encourage and engage the public to publish their own material about Fair Floorball.

