

Helsinki, Finland, 15th of November 2022

IFF Central Board meeting 7/2022 11.11.2022 as a physical meeting in Zurich, Switzerland

Place: Meeting held at the Hotel Novotel West Zurich

Participants: Tomas Eriksson	President
Filip Suman	Vice President
Monica Birdal	Treasurer
Jörg Beer	
Tamuz Hidir	
Steen Houman	
Calle Karlsson	
Stephen King	
Martin Klabere	
Carlos Lopez	
Agata Plechan	ATC Chair (virtual participation)
Pakkamol Siriwat	
Kaarina Vuori	
Veli Halonen	Operations Manager
Stefan Kratz	Competition Manager (virtual participation)
John Liljelund	Secretary General

Excused:

Minutes

§ 1. Opening of the meeting

Mr. Eriksson welcomed all members to the seventh CB meeting of the year 2022 during the WFC 2022 in Zurich. Mr. Eriksson opened the meeting at 08:35

§ 2. Approval of the agenda

Mr. Eriksson concluded that there are the following updated or new appendix and an updated agenda for the meeting.

Appendix	8	-	WFC report
Appendix	11	-	Strategy Implementation report
Appendix	19	-	Sportswik Regional pricing model
Appendix	22	-	IFF Instagram and TikTok

CB decided: To approve the report, the new and updated appendixes and the agenda for the meeting

§ 3 Minutes from the CB meetings: 06/2022 Copenhagen (09.10.2022)

The minutes from the last CB meeting 06/2022 were scrutinized, approved and put ad acta.
(**Appendix 1**)

CB decided: To approve the minutes of the IFF CB meeting 06/2022

§ 4. Financial questions

a) Financial report 2022 by 31.10.2022

Mrs. Birdal presented the financial report and balance sheet by the 31.10.2022 (**Appendix 2**).

The outcome per 31st of October is CHF 289,717, which is some CHF 55,000 (2021: CHF 344.668) lower than last year. The difference is mainly due to the earlier WFC and the costs connected to this with some income and costs still to come after the WFC. The forecast for the financial year still points at a final balanced outcome.

The liquidity continues to be on a healthier level compared to the last years. Per 31st of October the liquidity is CHF 630,691 which is CHF 185,500 (2021: CHF 445,171) better than last year, mainly depending on WFC organisers and marketing fees having been paid earlier than last year.

The forecast for the liquidity at the end of the year is CHF 313,289, some CHF 7,000 lower than last year with the investment in the OTT solution included, where the development cost 50,000 EUR and the annual fee for 2022, 25,000 EUR, both shall be paid by the end of this year. Mrs. Birdal felt that we should be quite pleased if we can reach an even result. Mr. Eriksson would like to highlight how the finances have been handled.

Mr. King asked if the income from the new IFF Mobile app is included in the forecast and Mr. Liljelund answered that it has not been included yet and can then positively affect the forecast.

The finances are continued to be monitored on a daily basis, and possible saves will be considered if and when we see signs of possible less income than now budgeted.

CB decided: To approve the reports.

b) Information on IFF claims – License system and WFC 2022 – status October 31st

Mrs. Birdal presented the claims situation by the 31.10.2022 for Associations participating in the WFCs 2022 and separately for those not participating in any of the IFF Events. (**Appendix 3 and 4**).

Since last CB meeting no payments have been done in accordance with the pay-off plans for Cote d'Ivoire, Malaysia, Russia, Slovenia and Ukraine (**Appendix 5**). Ukraine has asked for a pause in their pay-off plan due to the ongoing war (**Appendix 6**)

Mr. Kratz reported that only a few of the Associations not participating have reacted to the approach concerning their growing debts and possible pay-off plans. A continued follow-up is ongoing.

Mr. Kratz further reported that he is following up on financial eligibility to participate fully in the upcoming General Assembly.

Mr. Liljelund reported that there has been a meeting held during the WFC 2022 concerning the situation of Floorball Canada and their debt situation with the new Floorball Canada president Mr. Matthew Smith. Mr. Karlsson has also been in discussions with the Canadian federation. The old leadership has stepped down and been replaced with a new board of 11 persons. The new board consists of the following persons

President	Matt Smith
Vice President	James Daly
Secretary General	Sara Alfheim
Treasurer	Cedric Grenapin
Communications and Marketing	Patrick Mahoney
Community Development	Steve Broome
Sport Education	Matt Morgan
Men's High Performance	Francis Julien
Women's High Performance	Sonja Hotke
Competition	Tristan Walsh
Ref Dev	Sarah Bernier

It was agreed that IFF and Floorball Canada will organize a meeting to discuss the debt situation after the WFC.

CB decided: To approve the reports and to continue to follow up on the pay-off plans for Canada, Cote d'Ivoire, Russia, Malaysia, Slovenia and to grant Ukraine a pause on their pay-off plan due to the war and to continue to follow up on the debts of the non-participating Associations.

c) **IFF General Assembly 2022**

Mr. Eriksson informed that the CB is to discuss the running of the IFF General Assembly 2022 and the responsibilities presented the different topics during the GA. Mr. Eriksson will not be present during the IFF GA, due to personal reasons. The CB approved the final version of the Agenda for the GA (**Appendix 7**) The President, vice president and the secretary general have agreed upon the running of the meeting.

The CB discussed the presentation for the CB proposal concerning the Future of Floorball.

Mr. Halonen informed that at the present time there are 38 IFF member associations registered to the IFF GA. There are 30 ordinary members and 8 provisional members. Few member associations had to cancel their participation due to the reason that they were not granted the visas and some due financial issues. The pandemic is also still causing some travel restrictions to some regions. Travelling to Switzerland is not that cheap and the average price for accommodation is quite high compared to the other European countries and that also has its own impact on the participation of some member associations.

The IFF GA will be held on Saturday the 12th of November 2022 in Swiss Life Arena starting at 8:30 in the morning.

CB decided: To approve the report

§ 5. **World Championships**

a) WFC 2022, Zurich, Switzerland

Mr. Beer reported on the ongoing WFC 2022 and that the LOC are very happy about the start of the Event (**Appendix 8**). The start of the WFC has been running pretty smooth, with some expected issues, that has been solved during the first days. The LOC has been hit by a few Covid-19 cases with-in their volunteer, but nothing the LOC can't handle. There has been one player that has been tested positive with Covid. The collaboration with the teams is working well, the only real issues has been with the teams keeping the time for the entry for the matches. Thank to the school kid there has been a lot of audience, which has secured a very good audience for all the teams. There has also been a lot of activities organised by the Swiss Unihockey, with a Symposium, the SUHV general assembly and the President Day, with the presidents of the Swiss floorball clubs.

The budgeted ticketing income was reached just before the start of the WFC and so far, it looks like the LOC can reach their target of 150.000 spectators. The sales for the Swiss quarterfinal have been quite slow but is expected to rise as soon as the team will make it for the quarter finals. It has been a great thing that the spectators have watched also the other than the Swiss matches in the Swiss Life Arena.

The Swiss media has covered the WFC very well and the LOC is very happy with the result, as for example the Swiss games on the 5th and 6th of November has had a really good TV market share with 21,1% for Saturday and then 29,4 %, which is a new record for Floorball in Switzerland.

Mr. Liljelund expressed the view of the office upon the issues WFC, as there has been some issues with the lighting in the AXA Arena and the fact that not all technical issues are working in the Swiss Life Arena. There has been an extremely good cooperation with the LOC and the IFF Office is very happy with the LOC input and support. The solution to work on a joint media cooperation has worked very well.

Mr. Eriksson congratulated the Swiss Unihockey for a great organisation of the WFC. Mr. Suman felt that it is extremely important to note how great the atmosphere has been, when all the matches have been treated in the same way. Mr. Klabere feels that the communality in the event is fantastic and Mr. Klabere is very happy that the public transportation works very good.

Mr. Klabere reported on behalf of the IFF Jury on the WFC 2022, as the jury has had a pretty easy tournament, with just minor issues. Mr. Klabere and Mr. Suman asked if it would be a possibility to ask for a number of volunteers to join the IFF operations.

Mr. Liljelund gave an update on the TV situation for the WFC. IFF and LOC has been working together to build the best possible solution for the production and distribution of the WFC. PolarHD acts as the production company of the signal and has through the initiative of the LOC secured an OB-van for the four last days of the event in the Swiss Life Arena to have a top class production for the finals. The uplink of the signal has been handled in cooperation with Swiss TV (SRF), from which IFF/LOC has rented two Satellite cars, one for each arena and the satellite segment is handled through SatGat.

IFF has made the agreements with the main TV companies in Czech Republic, Denmark, Finland, Germany, Latvia, Norway, Slovakia, Sweden and the host. Protocol Sports has made agreements for the following territories so far Brazil, Canada, France/Andorra, Georgia, Indonesia, The Philippines, Slovenia, Singapore, Thailand and USA. In addition to this the TV channel Africa XP, which operates in the sub-Saharan Africa will show some 20 matches. (**Appendix 9**). There will in the end be some 330 – 350 TV matches broadcasted on TV, which is some 100 higher than for the Men's WFC 2021.

The LOC and the IFF has been working on the set-up for the bi-lateral service and securing the satellite uplink via the Swiss TV. The satellite has been booked for the whole event.

Mr. Suman felt that it is a great achievement to have the additional TV hours.

Mr. Kihm reported that the new IFF Media Platform Sportswik has successfully been launched, with still some user issues on the app. The biggest problem is that Google has still not approved the IFF app in the Play Store, even after already ten days on Sunday the 6th of November. As there is no way to get in contact with Google to ask about why the app has not been approved, Sportswik has created a solution on the IFF web site for non-iOS users to be able to download the App. Mr. Kihm has sent a message to the participating teams asking them on their side to promote the IFF App in their channels to get it spread wider. The CB members has also been asked to spread the message.

On Friday the 11th the IFF App had been downloaded by some 13500 people who have subscribed with their mobile phone to the new IFF Media Platform; and we have some 2200 persons who have purchased the event pass.

Mr. Suman felt that we are having the problems with not having the Android app working and the issue with the streaming quality in the first matches, it is good that we made the decision in Katowice to move to the Mobile App. Mr. Suman asked why we think that we had a relatively small number of registered persons for the App and what was the effect of not having the Android app. In addition Mr. Suman felt that the IFF CB members should have received the IFF App for free.

Mr. Kihm answered that IFF has only gave free access to the persons working at the event, the media centre and the House of Floorball. The relatively small number of the registrations is clearly due to the missing of Android app, which has a 70 per cent coverage. We have only received a relatively small number of negative comments. There has been some complaints about the commercial advertisements. Mr. King asked if the lack of the live matches on YouTube will affect the marketing, to which Mr. Liljelund and Mr. Kihm answered that there has not been any comments. Mr. Houman asked if there will be the highlights on the YouTube, Mr. Kihm answered that it has not been technically possible, and we believe that this would partly cannibalize the Mobile App.

Mr. Karlsson asked if there is road-map for the future of the Mobile App, Mr. Kihm answered that we have so far worked the last five weeks to get the app out and running. The idea is that the members can use the app, apart from the streaming. Ms. Vuori congratulated the IFF Office for being able to launch it in time.

Mr. Klabere feels that we have now moved from a low budget version to a professional version and hoping that there have been too many negative comments. The question for the handling highlights has not been decided for 2023.

Mr. Liljelund reported IFF has received information of a letter having been sent to a number of IFF member federations from Floorball New Zealand concerning the IFF decision to move the streaming of the IFF Events from the free-to-air YouTube channel to the IFF Media platform, which is behind a paywall. In the letter the Floorball New Zealand is indicating that it has not been possible to register for the app and make the payment. The IFF has been in contact with Sportswik, which has dealt with the problem of the mobile numbers and according to the statistics there are the following number of registered New Zealanders and none have paid for the viewing. A second point the New Zealand letter feels strongly about is that the move of international floorball matches from the free-to-air YouTube channel to behind the paywall it will effect the viewing of floorball in New Zealand and in the region, and for other countries where floorball remains a developing sport. In the letter they anticipate that very few people would purchase the IFF service even if it worked in New Zealand, and that this move will effectively eliminate casual

viewership of international floorball in our country. They would like to encourage the IFF to pursue a progressive development policy that minimises the barriers to viewership of international floorball in the developing markets which make up our region. We would also encourage the IFF to pursue more consultation with us when implementing such major changes, especially in short notice. The IFF CB has discussed the move from YouTube for over a year and the decision to move to the new IFF Media platform was in September. The reason for the move is to finance the spreading of Floorball, as YouTube only costed in production fees, but didn't bring any revenue. The IFF Office has already before the letter was sent, had discussions Floorball New Zealand about the possibility to find solutions for a broadcaster in New Zealand in the future.

Floorball New Zealand is asking for the thoughts of the other federations about the IFF's decision and the possibility to raise the topic at the IFF General Assembly. if you feel similarly I would be happy to discuss making a joint statement at the upcoming General Assembly in Zurich on behalf of our organisation/region.

The new IFF Media Application has so far been downloaded over 13.200 times (11.11.) from 65 different countries, even though the Android app is still not functional. Google had not approved the new IFF App for over 10 days and there was no way of contacting them. Only when we found a way into Google via the Finnish Google company, we found out why they had not approved it. The issue Google informed about was the privacy policy formulation, which has been changed. We are still waiting for an approval from Google. The total sales of the viewership are around brutto 38.400 CHF, which makes net 36.500 CHF, which is split even between IFF and Sportswik.

CB decided: To approve the reports.

b) U19 WFC 2022, Katowice, Poland

Mr. Kratz reported that the U19 WFC 2022 LOC has handed in a financial report from the event (**Appendix 10**).

The LOC have received financial support from Czech Republic, Finland and Switzerland (10,000 EUR each) and from Slovakia (6,810 CHF). The financial outcome of the event was -14,070 CHF which has been handled by the Polish Floorball Federation. Mr. Klabere reported that Sweden has also paid their share of 10.000 EUR, so the balance is updated with that additional and makes the Polish deficit smaller than reported in the appendix.

Mrs. Birdal expressed that it is problematic for the IFF of getting more organisers, as it seems that the Polish federation has done everything right.

CB decided: to approve the reports.

c) Next Events

Women's WFC 2023, Singapore

Mr. Kratz reported that the planning for all Women's WFCQ 2023 Qualifications are ongoing.

The WFCQs will be played in Latvia (Koceni) and Italy (Lignano Sabbiadoro) 31.01-04.02.2023, in Thailand (Chonburi) with the preliminary dates set for 31.01-05.02.2023 and in Canada (Toronto, ON) 25-26.02.2023.

CB decided: to approve the reports.

d) Upcoming Events

U19 WFC 2023, WFCs 2025 and WFCs 2026

Mr. Kratz reported that the preparations for the U19 WFC 2023 is ongoing.

The ticket sale has already started. The ballot is planned be held 30th November in Naestved, Denmark and a draft schedule will be produced after that and then finalised after the qualifications in Europe, Austria (Salzburg) and Spain (El Escorial) 24-28.01.2023.

The MU19 WFC LOC are using a separate event website for the Danish market. They were offered the possibility to have the official event website in both English and Danish but chose not to, advising that they would instead create a sub-page on the Floorball Denmark site where they would publish information and redirect people to the official event website.

Rather than a sub-page, they have in fact created what is actually a whole separate website (even though it may be created as a sub-page within their own website domain). It contains all of the same menu items and content as the IFF event site, but in Danish. (ENGLISH (IFF): <https://www.u19wfc2023.dk/> / DANISH: <https://floorballu19vm.dk/>). When originally published it lacked any of the agreed event branding or IFF sponsor graphics. This IFF sponsor information has since been added.

The main issues are that the two websites have a completely different look to them, which does not adhere to our branding guidelines, and that the IFF is unable to post any information themselves to the Danish site, such as sponsor ads or promotional campaigns. For the LOC they must now maintain two websites which are completely separate to each other.

It would be possible to still add Danish as a second language on the official IFF event website, but the cost would be approx. 1000-1200 EUR. If it had been done at the same time as the original website setup the cost would have been around 300-500 EUR.

Mr. Houman reported that due to financial problems that Floorball Denmark has made organisational changes in the office and will seek for a meeting with the IFF to look over the continued preparation for the U19 WFC 2023 in Denmark. Mr. King felt that it is important that the national federations has a full understanding of the finances.

Mr. Kratz gave an update on the bidding process for U19 WFC 2025 Switzerland & U19 WFC 2026 Italy and the WFC 2025 Czech Republic.

The bids for the U19 WFC 2025 and 2026 has been handed in and both looks well in line with what is expected from U19 WFC events.

Due to elections in Czech Republic the bidding date for WFC 2025 has been postponed to March.

For the adults WFC 2026 a reminder about this event was sent in October but as of now there is no interested organiser.

Mr. Kratz further reported that he has asked for letters of interest for the organisation of the Euro Floorball Championships 2025 Men and 2026 Women, in order to be able to appoint the organiser as soon as possible should the GA decide upon the creation of the event.

Mr. Halonen informed that both the MU19 WFC 2025 and the WU19 WFC 2026 bids have been completed. The U19 WFC 2025 was bid by the Swiss Floorball Association and the U19 WFC 2026 by the Italian Floorball Federation. No other member associations were bidding for the events. Both bids were carried out so that the bids mainly fulfill the criteria set by the IFF. IFF competition therefore proposes the IFF Central Board to grant the Men's U19 WFC 2025 to the Swiss Floorball Association and the Women's U19 WFC 2026 to the Italian Floorball Federation.

The Czech Floorball has asked for a prolonging of the process concerning their bid for the Women's WFC 2025, due to a change of procedures in the planned city administration and there are so far no official applicants for the Men's WFC 2026.

Ms. Vuori expressed that the Finnish federation will show interest to organize the Men's WFC 2026, possibly with some other country and would like to inform that they will also like to apply for the Women's WFC 2027. Mr. Suman reported that the Czech Floorball had also analyzed the possibility to combine the WFC 2025 and 2026.

Mr. Liljelund asked if it would be a good idea also opening the bid for the Women's WFC 2027. The CB felt that we need to open bid for the Women's WFC 2027 until end of February 2023.

CB decided: to approve the reports and to appoint Switzerland as the host for the Men's U19 WFC 2025 and Italy as the host for the Women's U19 WFC 2026. The CB further decided to prolong the bids for 2025 and 2026 and open the bid for the Women's WFC 2027.

e) **Covid-19 and other Event Status Update**

Mr. Kratz reported on the current status regarding the Covid-19 pandemic. Currently there are no news in this area and with exception from possible vaccination requirements to enter countries there are currently no other travel or local restrictions affecting our events.

CB decided: To approve the report

§ 6. **Club competitions**

a) **Champions Cup**

Mrs. Vuori reported on the preparations of the Champions Cup 2023 to be played in Finland, 7th – 8th January 2023 in the Bläk Boks Arena in Ideapark shopping centre in Lempäälä. The ticket sales has already started and the marketing will start after the WFC.

Mr. Liljelund reported that the contract is signed, and that the LOC has decided to stream all the matches for the Finnish market on the Finnish Federation's own TV channel Salibandy.TV, with Finnish commentary. IFF will stream onto the IFF Media Channel Sportswik, with English commentary.

Mr. Klabere reported that the Finnish Federation have handed in the need for technical exemptions. The exemptions are related to the height of the free playing space the placing of the match secretariate and the padded pillars near the rink.

Mr. Liljelund further reported that the Champions Cup Steering Group had a meeting on the 10th of November in Zurich to discuss the execution of the Champions Cup 2023 and the preparation of the Champions Cup Home & Away competition.

CB decided: To approve the reports

b) Euro Floorball Cup 2024

Mr. Kratz reported that he has sent a letter to the Associations normally participating in the EFC and EFCChallenge informed of the consideration of inclusion in Club events and asked for their opinion on this and also about the dates the EFC and EFCh now are played.

CB decided: To approve the report

§ 7. ExCo, Strategy Implementation and Ad Hoc group reports

a) ExCo reports

Mr. Eriksson reported on the ExCo activities after the previous CB meeting, which has mainly focused on the preparations of the IFF General Assembly 2022 in Zurich and the upcoming GAISF General Assembly to decide on the dissolution of GAISF.

Mr. Liljelund further reported that the IFF Ethics Commission held a planning meeting on the 13th of October to prepare for the yearly ETC meeting to be held on the 13th of November in Zurich.

CB decided: To approve the report

b) Strategy Implementation

Mr. King reported on how the Strategy Working Group is planning reported on the work of the IFF Strategy Implementation for the IFF GA, (**Appendix 11**) The Strategy Working Group will have a meeting on the 11th of November to prepare for the verbal presentation for the IFF General Assembly.

CB decided: To approve the report

c) CB Member responsibilities

Mr. Houman is reported about the Six Nations cooperation and that the new 3 year agreement will start in beginning of 2023 and during the WFC 2022 all Six nations will sign the agreement. Planning for 2023 will start autumn 2023. Mrs. Birdal asked if the format for the Six Nation Cup be changed in regard to the Future of Floorball decisions in the IFF GA. Mr. Houman answered that this is under discussion.

Mr. Lopez reported on the situation in Latin America. The only activity informed is coming from Brazil where they have held the national championships. The Brazilian federation has provided a report (**Appendix 12**) There are some issues with the fact that the Floorball4all is in some countries working contra productively with the IFF members, as the interests are different. Mr. Eriksson felt that the IFF needs to discuss with Floorba4all on the way how we work. Mr. Hidir expressed that the issue is that the new countries don't understand the difference between the Floorball4all and the IFF. Floorball4all can be a great help for the development of Floorball but

needs to be better coordinated. Mr. Beer feels that it is important to know what the issues are with the organisation and look into the topic.

Mr. Suman reported on the progress of the Czech Erasmus+ project Floorball - Fit for Future (**Appendix 13**) The project teams has been working on the third pillar "Maturity Matrix" and the plan is to finish this part by end of January. The 5th workshop was held in October and the next workshop will be held in January in Switzerland. the project has now come to the most interesting, but also most difficult part of the project when defining the Maturity Matrix. The next steps are to look how the implementation could start in the participating countries the first part of the next year.

Mr. Hidir reported on the situation in East-Europe and in the Middle East'. In Kazakhstan there has been a tournament organised with six teams from five different regions. It was interesting to see that there is a mix of sports people involved in the teams. There are developments ongoing in Moldova and in Northern Iran, in Kurdistan there are some first steps being taken to start floorball.

Ms. Siriwat reported on the situation in Asia and that everything is on track.

Ms. Vuori reported on the plans for the Membership Service function and there will be a meeting to see how to proceed after the introduction of the new mobile app.

CB decided: To approve the report

§ 8. International Sports

International Olympic Committee/IOC

Mr. Eriksson reported that the IFF has invited the IOC Sports Department for the WFC in Zurich and that Mr. Andrew Hofer, the IOC Recognised Federation relations manager will visit the WFC. Mr. Hofer congratulated the IFF and the Swiss federation for the organisation.

General Association of International Sport Associations/GAISF

Mr. Liljelund reported that GAISF organised a workshop session on the 2nd of November in which the ARISF and AIMS federations could ask questions concerning the proposed dissolution of GAISF at the Extraordinary General Assembly in connection to the IF Forum on the 29th of November. (**Appendix 14**)

During the workshop the GAISF president Ivo Ferriani presented the solution from moving the existing GAISF activities to the SportAccord and the formation of a Ne IF Recognition commission. There was a lot of questions asked during the workshop, to which Mr. Ferriani gave answers. IFF asked if the SportAccord would provide a written statement that SportAccord would ensure that they would follow the said agreement, if and when GAISF dissolution is decided. This letter was provided by Ivo Ferriani (**Appendix 15**)

Ivo Ferriani explained the reasons for the proposal of dissolution and the process for the dissolution and liquidation First there must be a decision made by the GAISF EGA 1 on the 29th of November. A letter will be sent from SportAccord to GAISF Council that SportAccord agrees to the solution described here. The confirmation will be made transparent for all stakeholders. EGA 2 will decide upon the GAISF proposal that EY will take care of the liquidation

EY will be in charge and responsible for the liquidation proceeds to ASOIF 42%, AIOWF 18%, ARISF 30% and AIMS

New SportAccord council will consist of ASOIF 3, AIOWF 2, ARISF 2 and AIMS 1 – future revenue will be divided as the above mentioned shares of SportAccord.

An Recognition Commission will be composed by five members, ASOIF, AIOWF, ARISF, AIMA and IOC to solve and address rivalry issues. The umbrella organizations will determine who will be selected for the Recognition commission. The commission will make a recommendation for the SportAccord board.

The cost of the liquidation process: In bank GAISF had some 5 mill CHF, the Combat Sport games will achieve 2,5 mill and the cost for the liquidation will be approx. 500.000 CHF. The final sum will be defined by the liquidator.

The multisport games will not create any liabilities for ARSIF/AIMS member federations, as the MSG are contracted to an outside operator. If there are any Olympic sport disciplines, the ownership of the MSG will stay with the SportAccord, if not with ARISF and AIMS. The idea is not to add new games, but to have valuable games.

The GAISF observers status will be decided by the new SportAccord council, as they are very important. Exactly how to integrate them into SportAccord must be done by the SportAccord council.

The IF Forum will be organised in the Olympic museum from the 28th to 29th of November.

Mr. Suman thanked for the report which clarified the situation towards the dissolution of GAISF.

Association of IOC Recognised International Sport Federations/ARISF

Mr. Eriksson reported that the time and place of the ARISF AGM has been set for the 28th of November in Lausanne. Apart from the statutory questions also the ARISF recommendation for the GAISF EGA will be discussed.

International World Games Association/IWGA

Mr. Eriksson reported that that the IWGA has informed that the IWGA will send out the application forms over the IMGS system in November. IFF has planned to apply for both Men and Women for the Chengdu 2025 World Games. IFF had a meeting with a representative of the IWGA office discussing the evaluation of the Birmingham World Games during the WFC.

International Master Games Association/IMGA

Mr. Liljelund reported that the European Master Games LOC has sent out the basic information about the EMG 2023. (**Appendix 16**) The preparations are proceeding, and Floorball will be played in the Tampere Exhibition and Sports Centre with two Gerflor flooring courts. Floorball and Handball are the only two sports with their own Master championships and therefore the participation fee has been set to 1.300 EUR per team, instead of the 200 EUR per person.

University Sport/FISU

Mr. Lopez reported that FISU on the 14th October have informed in a letter of the withdrawal of Poland - University Sports Association in Katowice - as the organizer of the 2024 FISU University World Cup Floorball. (**Appendix 17**)

Mr. Lopez and Mr. Liljelund has both contacted FISU asking if there is any plan or LOC interested in replacing the organizer but no answer so far.

Multi-Sport Games

Asian Indoor and Martial Arts Games 2023, Bangkok, Thailand

Ms. Siriwat reported that the 2023 AIMAG in Thailand is running as planned with Floorball on the program. The 2025 edition in Saudi Arabia is decided and here it is vital for Floorball to appear that there is a build-up of a NSA in Floorball in Saudi Arabia. The OCA is visiting the venues during this week in Thailand. Floorball are to be on a prime location in Bangkok

SEA Games 2023

Ms. Siriwat reported on the preparations with regards to the upcoming Southeast Asian Games (SEA GAMES) 2023 in Cambodia, where Floorball is on the program, which will be played in May 5th -16th, 2023, in Phnom Penh Cambodia,

The four next hosts are decided by the SEAGF Council, that means 2023 in Cambodia, 2025 in Thailand, 2027 in Malaysia, 2029 in Singapore. The implication of this is that Floorball will after the Cambodia Games be in category 2 and will be on the future program. Thailand will facilitate the Cambodian Team with training camp in Thailand and will also assist together with Singapore with goals and a rink sent to Phnom Penh for the 2023 SEA Games. President Chaiyapak is CEO of the SEAGF.

CB decided: To approve the reports.

§ 9. Committees and Commissions

a) Rules and Competition Committee (RACC)

Mr. Klabere reported from the RACC meeting held over Teams 18.10.2022 (**Appendix 18**). The RACC has planned to have three meetings before the next CB meeting.

Proposals on how to solve the organisation of the IFF qualifications and Club events will be discussed further in the next RACC meeting when also opinions from Associations normally participating in the Club events hopefully have been received.

When RACC in its September meeting discussed different versions of the WFC playing system there was a common understanding that the WFC shall consist of 16 teams.

Of the proposals discussed there were two versions that got the most voices, both with an added match for 8th place. Most voices were for the version where all teams still have the chance to win which was seen as a very important element and the first stage gave a real 'world' championship with teams from all over the world meeting each other, while the second stage ensured an equal amount of tough games against similarly-ranked opponents.

The other version is quite similar to the current system but ensures that all teams play an equal amount of games so that at the end of the event, in the most important matches, you are not playing against a team that has played less games. The CB is to discuss the proposals more in detail in its next CB Workshop, during the Prague meeting and the RACC is looking for input from the CB members.

CB decided: To approve the report and the proposals accordingly.

b) Referee Committee (RC)

Mr. Lopez is reported that the IFF Referee Committee will run the 2nd international observer seminar for the IFF international observer during the first weekend of the WFC 2022 in Zurich. There was a number of 21 international observers and four educators participating to the seminar. The IFF RC ran the first international observer seminar in conjunction of the WFC 2016 and the seminars have taken place during the first weekend of the men's WFC, except during the pandemic. The main discussion point was the level of physical play.

Mr. Klabere felt that it would be important to rename the referee observers to referee coaches.

There are two referee pairs to be nominated to the IFF referee development group; Mateusz Jarysz/Krzysztof Krawczyk from Poland and Jean-Marie Courteille/Arno Foulonneau from France.

The RC will also run a web-based rule test for all the nominated international referees and international referee observers by the end of November and the plan is then to run a webinar for the new international observers during January 2023.

Based on the feedback from the referee management of the WFC 2022, it seems that the IFF Physical Play project has been a somewhat success. The physical level in the event has been stricter and the referees based on the educations during the event have come much closer to each other when it comes to define the physical level.

The RC finds this extremely positive even though the RC also knows that the process has just started in the end of May 2022 and is now ongoing in increasing number of IFF Member Associations.

CB decided: To approve the report and the proposed referees to the development group.

c) Medical committee

Mr. Kihm reported that IFF has received a TUE application from a German player. The player is/was using medication for ADHD. WADA requires a complete documentation on why this medication/substance needs to be taken; this includes diagnosis, tests, evaluation, prescriptions and so on. Unfortunately, the player wasn't / isn't able presented such medically approved documents.

The TUE was handed in on 6th October. The player was asked to organize proper medical documentation in English. He couldn't produce this. On 26th October, the Medical Committee from IFF confirmed the initial decline of this TUE. To play along the WADA rules, IFF offices got in contact with WADA. A template letter for declining of TUE was provided; completed by the IFF office and sent to the athlete.

Precious time was lost within the German organization as the player's doctor signed the TUE in May 2022. On 30th October a member of the GER team staff contacted the IFF office and asked for a call. However, the GER team staff member hasn't made that call yet. The player was by the German federation removed from the final list and substituted the player.

During the WFC the IFF Office had a meeting with WADA and Ms. Letitia Zumbrunnen about the present topics in relation to the IFF Anti-Doping work and the WADA Code Compliance in 2023.

CB decided: To approve the report

d) Athletes commission

Mr. Halonen reported on behalf of Ms. Plechan is reported on the activities of the ATC. The ATC has prepared a written statement about the importance of allowing players to participate in the international weekends, which will be published in the weeks after the WFC.

The ATC will have their next meeting in conjunction to the Champions Cup in Tampere.

CB decided: To approve the report

e) Development Committee (DevC)

Mr. Houman reported that the members of the development committee are still providing info regarding 3vs3. There has been a request from some members to be given some more time to collect feedback, in order to get input from their respective network. When info has been provided the Development Committee will put forwards the thoughts regarding 3vs3.

CB decided: To approve the report

f) Entourage Commission (ENC)

Mr. Hidir reported on the work in relation to the IFF Entourage Commission.

CB decided: To approve the report

§ 10. Functions

a) Communication & Media function

Mr. Kihm separately reported on the present development and the sales numbers of the Sportswik media channel during WFC 2022.

The IFF Media Platform has been launched after plenty of extra hours. Unfortunately, OK System was not able to transfer the old IFF app to IFF for Android users (it worked well for Apple users). Otherwise, the launch has went smoothly.

During the WFC the IFF Social Media accounts Instagram and TikTok have been more actively used than before and has produced very good results in the last 7 days.
(Appendix 22)

Mr. Kihm presented a proposal for the paywall price structure in 2023. The proposal will show different event classes and regional pricing. **(Appendix 19)** The basis for the proposal is to define the Events in three classes; class 1 Adult WFC's, class 2: U19 WFC, WFCQ and Champions Cup and class 3 all other events. There will be some 150 events.

The paywall model we have agreed upon has been the package of 19,99 CHF and single matches 4,99 CHF. The proposal is the class 2 events 14,99 CHF and the other events 9,99 CHF. The solution for the regional pricing is to look upon a division between participating and non-participating countries, where the non-participating nations would have a discount of 20 per cent on the regular price. If a country would have a smaller GDP or PPP than 30% than the average the country would get a discount of 25 %.

Mrs. Birdal asked if the pricing for this event has been on target or has there been any comments. Mr. Kihm answered that there has not been any complaints about the pricing. Mr. Suman feels that that we should be flexible to be able to change the price based on changes on the market situation. Mr. Suman is in favour of the proposal. Mr. Beer feels that this proposal makes sense and is in favour of the proposal. Mrs. Birdal feels that the discount system is a good.

Ms. Vuori asked the IFF Office to make a comparison between the previous YouTube viewers and the viewers on the Mobile App. The

CB decided: To approve the report and the proposal for the regional pricing model.

b) Marketing function

Mr. Beer, reported about the current sales and marketing situation. **(Appendix 20)**

The IFF sales agency RCBA is very active during the autumn in their sales efforts. There is also a plan for a joint meeting with the Swedish Federation, RCBA and IFF to coordinate sales efforts in the Scandinavian area (in regard to the upcoming WFC 2024) to maximize use of resources and results.

In the end new partnerships for the WFC 2022 event were: New Wave Group S.A. (Craft Switzerland) as Sports Apparel partner for the WFC 2022, DUSCHOLUX as referee shirt sponsor and Fromm as event partner. The customised penalty benches (Schmidlin) also create some incremental revenue for IFF. The last offers regarding e.g. Goal Sponsorship did not create results. The IFF will be meeting with the sponsors at the WFC to discuss cooperation also beyond the 2022 championships.

Since the last CB meeting Protocol Sports has been able to secure some more broadcasting deals for the WFC 2022 including visibility in Sub-Saharan Africa and if programme scheduling overlaps can be solved also Poland . Even though the tournament is very close (when writing this report) there are still a few more markets pending for decision: Hungary, Bulgaria, Brazil, Iceland, Australia and Estonia.

The IFF media platform (Sportswik) was launched on the 31st of October and several companies delivered content in various formats based on our offer: LEND, Fleurop, Concordia, Gerflor, Fromm, UNIHOC (+DYNAMIC), Swerink and Craft. Event sponsors were also included into the line-up graphics (field of play).

Two out of three existing IFF sponsor agreement negotiations have been finalized and Swerink already published on the 2nd of November. One further discussion is on-going on a positive note with the target to be finalised before the end of the year.

The LOC is offering additional Quantum Consultancy research services to its sponsors (more precise measurement of brand specific visibility in specific markets). The IFF made the same offer to its sponsors but none of them were interested in purchasing a more accurate report of their tv and online presence.

The IFF and the LOC of CC 2023 are actively contacting potential sponsors with several discussions on-going.

The next CCMNG meeting will take place 13.12. in Frankfurt. The main topics on the agenda will be the new IFF media platform (Sportswik) and the possibilities it offers member associations, the new Champions Cup format and sharing success cases from national federations.

CB decided: To approve the report

c) Material function

Mr. Liljelund reported that the IFF Material Testing Institute RISE has through Mr. Lars-Åke Henriksson has prepared a proposal for an update of the IFF Material Regulation MR 2022, as the RISE Certification department interpreted that the new system will require more work for them and therefore the price would increase.

There has been a lot of discussions about whether there is any way to reduce costs for the manufacturers. What has come forward as a proposal now is, in connection with the companies being asked if they want to renew the certificates for a new 5-year period. It will also be suitable for merging shaft designs of the same type that have different flex values in one certificate. Flex values in the certificate is removed and only the minimum requirement remains.

The shafts division into different flex values is a historical requirement from an insurance company that required this, although it has always and only been a minimum requirement (mv. 23mm at 300N) in the Material Regulations.

It will approximately take 5 years before all certificates have been reviewed and the change is fully implemented. But there are no additional costs in the meantime, for the certificates that are already valid. Therefore, the IFF and the RISE testing unit has decided to keep the old certification system in force and will make needed changes to the Material Regulation during the coming weeks. This change is made to keep the costs down for the material manufacturers. IFF and RISE has informed the manufacturers of this in a newsletter (**Appendix 21**)

CB decided: To approve the report

d) Equality function

Nothing reported

CB decided: To approve the report

e) Parafloorball function

Nothing reported

CB decided: To approve the report

f) Sustainability function

Mr. Halonen reported on behalf of Mr. Kalsta that the UN Sports for Climate Network (S4CA) signatories Annual Meeting took place on the 5th of October in connection with the Sports Positive seminar. Mr Kalsta attended the meeting online. Unfortunately, there were numerous technical issues during the meeting so a good part of presentations were without sound and/or presentation material. During the meeting a summary of the framework participant report was presented however slides have until today not been distributed. A handful of signatories have lost their membership due to failing reported according to the framework requirements.

Mr Kalsta and Mr Liljelund were invited and took part in the IOC Recognised IFs Sustainability Workshop on the 25th of October. The IOC wants to assist recognised IF's to develop their sustainability programmes and plans to make the workshops an regular event (next planned for Q1 2023). After the meeting Mrs Julie Duffus, Sustainability Manager IOC invited Mr Kalsta to take part in sustainability panel in the IF Forum in Lausanne 29th of November.

A new campaign for FairFloorball started on the 5th of October. In addition to promoting IFF values it also encourages the community to post their own view of FairFloorball on IFF social media channels. The campaign will also run in the venues (LED panel, video cube, stream intro, player interview outro) throughout the WFC 2022. The campaign is coupled with some UNIHOC WFC 2022 giveaways. Further, new clips with player, team staff and referees to endorse the campaign will be collected during the tournaments and will be used to update promotion material.

The WFC 2022 has continued to publish material and concepts around their Green Goal concept. The LOC has published further videos in which their sponsors explain why they have engaged as sponsors and how they are contributing to the Green Goal. The videos (with English subtitles) are also being distributed in IFF channels.

UNIHOC has been active directly discussing with the carbon recycling pilot project lead. Currently the plan is the organise some recycled carbon fibre material for UNIHOC to evaluate its suitability for their production.

The IOC is planning to organise the next IOC Carbon Action Award to be announced in November at the IF Forum in Lausanne. There have been no news about the launch however once the application term will be opened the IFF will submit its candidacy (currently no news regarding this).

The EU Erasmus+ project (Green Approaches in Management for Enhancing Sports / Improve Good Governance in sport) consortium will have a steering committee (online) meeting on the 14th of November. All tasks are running according to plan and the project lead will start evaluating the participating organisations on their current green governance. The next face-to-face meeting takes place 15.12. in Pisa. The project lead will come to WFC 2022 (Green Goal Day) to evaluate how the LOC is implementing sustainability initiatives (part of the project plan).

CB decided: To approve the report

§ 11. IFF Office

Nothing reported

CB decided: To approve the report

§ 12. Members

Membership questions

Nothing reported

CB decided: To approve the report

Members under suspension

Nothing reported

CB decided: To approve the report

New Member applications

Nothing reported

CB decided: To approve the report

§ 13. Next meeting

Mr. Eriksson to conclude that the next planned ordinary CB meeting (M1), has been planned for the 25th – 26th of February in Prague, Czech Republic.

The topics for the CB working session will be the ~~the~~ future WFC playing system, Rules for the 3vs3 format and How to find new organisers.

The plan for the CB meetings in 2023 looks like the following

M1 25.-26.02. Prague, Czech Republic

M2 20.-21.05. Malmö, Sweden

M3 02.-03.09. Berlin, Germany

M4 11.-12.11. Helsinki, Finland

M5 07.-10.12. CB meeting 7.12. and Association meeting 8.-9.12., WFC final 10.12.

CB decided: To approve the report

§ 14. Closing of the meeting

Mr. Eriksson closed the meeting at 11.50

**John Liljelund
Secretary General**

**Tomas Eriksson
President**

Financial Report 31.12.2022

COSTS		Budget	Outcome 31.12.2022	Compared 31.12.2021	Outcome /Ann.budget
Cost Centre					
10	Central activities	25800	127428,67	264053,36	-101628,67
11	Office	840000	711363,69	768245,63	128636,31
12	CB	37700	35653,25	8649,54	2046,75
13	ExCo	5000	71,09	0,00	4928,91
14	GA/AM	10000	2075,10	6718,01	7924,90
15	External meetings	16100	7945,08	0,00	8154,92
17	Parafloorball	5000	9,21	0,00	4990,79
18	Equality Function	9900	0,00	17,56	9900,00
19	Athletes Commission	10000	3336,33	0,00	6663,67
20	WFC	206600	373231,01	396165,26	-166631,01
21	U19 WFC	48000	63853,72	59890,86	-15853,72
22	EFC	44000	0,00	0,00	44000,00
23	Champions Cup	72000	24991,23	20695,80	47008,77
24	World Games	53000	93330,13	12051,75	-40330,13
25	WUC	0	0,00	0,00	0,00
26	Regional Games	2500	0,00	0,00	2500,00
29	Anti-Doping	33600	30459,42	30595,14	3140,58
30	WADA and Edu. Meetings	8000	0,00	1231,68	8000,00
40	RACC	15800	116,73	29,57	15683,27
50	RC	24500	11214,87	2484,68	13285,13
60	Development	29050	8270,82	516,72	20779,18
61	Development mtrl	120000	120000,00	120000,00	0,00
70	Material*	115100	89320,20	44877,49	25779,80
80	Marketing	43450	31069,14	30760,94	12380,86
81	TV	1200	424,87	11,55	775,13
82	Internet TV	0	5476,75	0,00	-5476,75
83	Information	45700	86000,31	72630,46	-40300,31
89	MC	6000	0,00	0,00	6000,00
91	AC	1000	0,00	0,00	1000,00
92	DC	1000	0,00	0,00	1000,00
TOTAL		CHF 1830000	1825641,62	1839626,00	4358,38

INCOME		Budget	31.12.2022	31.12.2021	
3011	Transfers	120000	108110,00	113900,00	11890,00
3012	Participation fees	283500	226500,00	264000,00	57000,00
3013	Organizers fee	166000	203740,79	295355,00	-37740,79
3014	Shared cost payments	0	76500,00	37800,00	-76500,00
3015	Part.fees - non-competition	0	0,00	0,00	0,00
3019	Temporary play	6000	6160,00	1595,00	-160,00
3020	Sports Nationality	0	3115,13	0,00	-3115,13
3210	Membership fees	198000	194800,00	199000,00	3200,00
3219	Fines	10000	13100,00	500,00	-3100,00
3250	Sponsors & advertisements	247000	206045,45	186548,99	40954,55
3251	Value in kind	120000	120000,00	120000,00	0,00
3260	TV	175000	230500,08	319699,66	-55500,08
3261	Radio	0	1461,56	1333,66	-1461,56
3270	Internet-TV	3000	22767,31	4073,64	-19767,31
3300	Office support	140000	140000,00	142523,83	0,00
3310	Development support	29000	58101,81	29304,75	-29101,81
3320	Contributions	a 0	0,00	32751,70	0,00
3510	Sales	25000	26165,00	14744,57	-1165,00
3620	Invoiced freight	0	0,00	0,00	0,00
3860	Material approval income	300000	209266,75	143037,55	90733,25
3861	Material exemptions	4500	1363,83	1712,51	3136,17
3899	Other incomes	3000	1204,39	906,49	1795,61
8020	Interest	0	12,60	0,00	-12,60
8080	Exchange rate gains	0	502,13	487,19	-502,13
TOTAL		CHF 1830000	1849416,83	1909274,54	-19416,83
RESULT		CHF 0	23775,21	69648,54	-23775,21

Balance sheet

ASSETS		Appendix 2a	
Current assets		01.01.2022	31.12.2022
Cash		1440,00	1340,00
Credit Suisse 559200-11		320376,39	525267,69
Credit Suisse MasterCard guarantee		16800,00	16812,60
Receivables			
Deferr.exp. and accr.income		0,00	0,00
Claims 2019		141717,40	41281,88
Claims 2020		24200,00	24200,00
Claims 2021		301308,67	63730,00
Claims 2022		0,00	58441,23
Prepaid costs		7601,70	0,00
Receivables from rel.parties		15296,09	17888,31
Total assets		828740,25	748961,71
LIABILITIES AND EQUITY			
Current liabilities			
Accr expenses and deferr income		-357191,98	-353300,68
Other current liabilities		-31124,05	-23912,98
Loan		-75000,00	-60000,00
Transfers to reserves		-252991,04	-155739,09
Material Board reserves		0,00	-19800,57
Equity			
Retained earnings		-112433,18	-112433,18
Outcome 31.12.2022			-23775,21
Total liabilities & equity		-828740,25	-748961,71

Outcome of the material appr. system:

Income	209266,75
Costs	184516,03
Outcome	24750,72
80%	19800,57
20%	4950,15

COSTS		Budget	Outcome 17.02.2023	Compared 17.02.2022	Expectation 18.02-31.12	Forecast 31.12.2023	Outcome /Ann.budget	ASSETS	01.01.2023	17.02.2023
Cost Centre								Current assets		
10	Central activities	28600	4335,75	6589,52	0,00		24264,25	Cash	1340,00	1340,00
11	Office	831000	138584,44	128003,63	0,00		692415,56	Credit Suisse 559200-11	525267,69	567587,90
12	CB	35700	3061,82	331,48	0,00		32638,18	Credit Suisse MasterCard guarantee	16812,60	16800,00
13	ExCo	4600	0,00	0,00	0,00		4600,00			
14	GA/AM	10000	0,00	0,00	0,00		10000,00	Receivables		
15	External meetings	16100	0,00	0,00	0,00		16100,00	Deferr.exp. and accr.income	0,00	0,00
17	Parafloorball	3000	0,00	0,00	0,00		3000,00	Claims 2019	41281,88	41281,88
18	Equality Function	9900	0,00	0,00	0,00		9900,00	Claims 2020	24200,00	24200,00
19	Athletes Commission	10000	1351,45	0,00	0,00		8648,55	Claims 2021	63730,00	63730,00
20	WFC	239700	70945,70	5929,29	0,00		168754,30	Claims 2022	58441,23	49290,00
21	U19 WFC	89100	24487,28	0,00	0,00		64612,72	Claims 2023	0,00	12500,00
22	EFC	44000	0,00	0,00	0,00		44000,00	Receivables from rel.parties	17888,31	33002,81
23	Champions Cup	184000	36264,37	770,10	0,00		147735,63	Total assets	748961,71	809732,59
24	World Games	10000	0,00	0,00	0,00		10000,00			
25	WUC	0	0,00	0,00	0,00		0,00	LIABILITIES AND EQUITY		
26	Regional Games	16000	0,00	0,00	0,00		16000,00	Current liabilities		
29	Anti-Doping	33600	1955,99	0,00	0,00		31644,01	Accr expenses and deferr income	-353300,68	-174400,68
30	WADA and Edu. Meetings	3000	0,00	0,00	0,00		3000,00	Other current liabilities	-23912,98	-35383,46
40	RACC	12800	0,00	0,00	0,00		12800,00	Loan	-60000,00	-60000,00
50	RC	16500	0,00	0,00	0,00		16500,00	Transfers to reserves	-155739,09	-127988,27
60	Development	25150	0,00	0,00	0,00		25150,00	Material Board reserves	-19800,57	-19800,57
61	Development mtrl	120000	120000,00	120000,00	0,00		0,00	Equity		
70	Material*	112100	0,00	0,00	0,00		112100,00	Retained earnings	-136208,39	-136208,39
80	Marketing	32750	406,09	659,54	0,00		32343,91	Outcome 17.02.2023		-255951,22
81	TV	171200	1239,77	0,00	0,00		169960,23	Total liabilities & equity	-748961,71	-809732,59
82	Internet TV	0	0,00	0,00	0,00		0,00			
83	Information	75700	1639,68	6925,02	0,00		74060,32			
89	MC	6000	0,00	0,00	0,00		6000,00			
91	AC	1000	0,00	0,00	0,00		1000,00			
92	DC	1000	0,00	0,00	0,00		1000,00			
	TOTAL	CHF 2142500	404272,34	269208,58	0,00		1738227,66			
INCOME		Budget	17.02.2023	17.02.2022	18.02-31.12	31.12.2023		Outcome of the material appr. system:		
3011	Transfers	120000	7810,00	7810,00	0,00		-112190,00	Income		
3012	Participation fees	332500	190500,00	194000,00	0,00		-142000,00	Costs		
3013	Organizers fee	368000	67100,00	0,00	0,00		-300900,00	Profit		
3014	Shared cost payments	91500	27000,00	3000,00	0,00		-64500,00			
3015	Part.fees - non-competition	0	0,00	0,00	0,00		0,00			
3019	Temporary play	6000	165,00	220,00	0,00		-5835,00	80%		
3020	Sports Nationality	1500	935,22	0,00	0,00		-564,78	20%		
3210	Membership fees	198000	104000,00	98100,00	0,00		-94000,00			
3219	Fines	10000	500,00	0,00	0,00		-9500,00			
3250	Sponsors & advertisements	256000	16807,46	15444,46	0,00		-239192,54			
3251	Value in kind	120000	120000,00	120000,00	0,00		0,00			
3260	TV	170000	4420,14	0,00	0,00		-165579,86			
3261	Radio	0	0,00	0,00	0,00		0,00			
3270	Internet-TV	20000	0,00	0,00	0,00		-20000,00			
3300	Office support	120000	120000,00	120000,00	0,00		0,00			
3310	Development support	40000	612,56	0,00	0,00		-39387,44			
3320	Contributions	0	0,00	0,00	0,00		0,00			
3510	Sales	25000	146,93	3494,19	0,00		-24853,07			
3860	Material approval income	258000	0,00	0,00	0,00		-258000,00			
3861	Material exemptions	3000	197,48	153,87	0,00		-2802,52			
3899	Other incomes	3000	0,00	0,00	0,00		-3000,00			
8020	Interest	0	0,00	0,00	0,00		0,00			
8080	Exchange rate gains	0	28,77	122,51	0,00		28,77			
	TOTAL	CHF 2142500	660223,56	562345,03	0,00		-1482276,44			
	RESULT	CHF 0	255951,22	293136,45	0,00		255951,22			

Follow-up IFF claims (updated 17.02.2023)

Appendix 3

WFC 2023 teams

Association	Total debt	Paid WFC 2023	Paid U19 WFC 2023	IFF Events organiser debt	Pay-off plan followed	Pay-off plan not followed	Comments
Australia	0	03.01.2023	07.10.2021	0			
Austria	0	01.11.2021	08.10.2021	0			
Belgium	0	05.01.2022	05.01.2022	0			
Canada	18000	22.12.2022	30.12.2021	18000	X		U19WFC2019 org.
Czech Republic	0	05.01.2022	14.12.2021	0			
Denmark	0	26.01.2022	12.10.2021	0			
Estonia	0	07.01.2022	07.01.2022	0			
Finland	0	09.11.2021	01.11.2021	0			
France	0	16.01.2023	11.10.2022	0			
Germany	0	22.12.2021	22.12.2021	0			
Great Britain	2200	29.12.2023	14.11.2022	0			Annual fee 2022
Hungary	0		03.01.2023	0			
Italy	0	10.01.2022	10.01.2022	0			
Japan	0	16.01.2022	Not registered	0			
Korea	0	17.12.2021	Not registered	0			
Latvia	4000			0			Annual fee 2022
Netherlands	0	01.11.2021	05.10.2021	0			
New Zealand	0	18.10.2021	11.10.2022	0			
Norway	0	29.12.2021	29.12.2021	0			
Philippines	3600	28.10.2022	Not registered	0			Annual fee 2021-22
Poland	0	02.02.2022		0			
Russia	8000	Suspended	Suspended	0		X	Ann.fee 2020, 2022
Singapore	0	28.12.2021	11.01.2022	0			
Slovakia	0	31.01.2023	27.06.2022	0			
Slovenia	2000	Not registered	28.10.2022	0	X		U19 WFC 2017
Spain	0	29.09.2022	29.09.2022	0			
Sweden	0	04.11.2021	04.11.2021	0			
Switzerland	0	26.10.2021	26.10.2021	0			
Thailand	0	27.01.2022	Not registered	0			
Ukraine	6800	01.02.2022	Not registered	0	X		Plan: 1700 in October start 2021 until cleared. Paused
USA	0	18.01.2022	20.11.2018	0			
	44 600						

Association	Total debt	IFF Events organising	Pay-off plan is followed	Pay-off plan is not followed	Comments
Argentina	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Armenia	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Belarus	6000	0			Annual fees 2019-22. Suspended
Brazil	1500	0			Have not participated in any IFF event. Annual fees 2020-22
Burkina Faso	2400	0			Have played Africa Floorball Cup. Annual fee 2020-22
Cameroon	2900	0			Have not participated in any IFF event. Annual fees 2019-22
Central Africa	1500	0			Have not participated in any IFF event. Annual fees 2020-22
China	0	0			
Cote d'Ivoire	11000	0		X	Annual fees 2017-2018,2021-22, WFCQ 2020&2022. Plan: 500 per quarter starting March 2020.
Croatia	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Georgia	2000	0			Annual fees 2019-22
Haiti	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Hong Kong China	500	0			Have not participated in any IFF event. Annual fee 2019.
Iceland	0	0			
India	0	0			
Indonesia	3500	0			Participated in SEA Games. Annual fees 2019 & 2021-22.
Iran	3700	0			Annual fees 2019-22
Ireland	1500	0			Have not participated in any IFF event. Annual fees 2019-21. On hold
Israel	0	0			Have not participated in any IFF event
Jamaica	1500	0			Annual fee 2020-22
Kenya	6000	0			Have played Africa Floorball Cup. Annual fee 2019-22
Kiribati	1500	0			Have not participated in any IFF event. Annual fee 2020-22
Kuwait	1500	0			Have not participated in any IFF event. Annual fee 2020-22
Liechtenstein	0	0			
Lithuania	0	0			Have not participated in any IFF event
Malaysia	4400	0		X	Annual fee 2020, 2022
Malta	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Moldova	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Mongolia	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Mozambique	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Nigeria	2000	0			Have played Africa Floorball Cup. Annual fees 2019-22
Pakistan	4400	0			Have not participated in any IFF event. Annual fees 2019-22
Portugal	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Romania	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Rwanda	2000	0			Have not participated in any IFF event. Annual fees 2019-22
Serbia	4000	0			Annual fees 2019-22
Sierra Leone	3200	0			Have not participated in any IFF event. Annual fees 2019-22
Somalia	1500	0			Have not participated in any IFF event. Annual fee 2019, 2021-22
South Africa	1500	0			Have not participated in any IFF event. Annual fees 2019-21. On hold
Togo	1500	0			Have played Africa Floorball Cup. Annual fee 2020-22
Turkey	6000	0			Have not participated in any IFF event. Annual fees 2019-22
Uganda	3400	0			Have not participated in any IFF event. Annual fee 2019-22
Venezuela	2900	0			Have not participated in any IFF event. Annual fees 2019-22
	103 800	0			

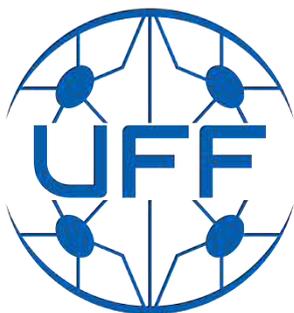
DEBTS PAY-OFF PLANS (IFF Events participants)

Update 17.02.2023

APPENDIX 5a

Association	Canada Plan	Cote d'Ivoire Plan	Malaysia Plan
Debt 13.12.2019	18000 17.2.2023 CAD	2000	3700
New/Additional	31.7.2023 5000	3500 WFCQ, ann.fee 2020	2200 Ann.fee 2020
Payments	31.7.2024 5000	1500 Annual fee 2021	2200 Ann.fee 2021
	31.7.2025 5000	5500 WFCQ, ann.fee 2022	2200 Ann.fee 2022
	31.7.2026 5000	500 06.11.2020 (1st pay)	1500 31.01.20
	31.7.2027 6000	500 01.02.2021 (2nd pay)	2200 13.05.20
		500 21.01.2022 (3rd pay)	2200 14.12.21
Debt 17.02.2023	18000	11000	4400

Association	Russia Plan	Slovenia Plan	Ukraine Plan
Debt 13.12.2019	1000 U19Q 2019	4000 1000 each 31.1,31.7.22	8500
New/Additional	6000 U19/WFCQ/Ann fee 20	0 31.1,31.7.23	0
Payments	4000 Annual fee 2022	1000 31.01.22 (1st pay)	1700 09.12.21 1700
	1000 18.11.20 U19Q 2019	1000 22.11.22 (2nd pay)	31.10.22 1700
	2000 20.07.21 U19/WFCQ20		Paused
Debt 31.12.2022	8000	2000	6800



ГРОМАДСЬКА СПІЛКА
“УКРАЇНСЬКА ФЕДЕРАЦІЯ ФЛОРБОЛУ”
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+38050 392 19 69
ЄДРПОУ 40997201

Член Міжнародної Федерації Флорболу (IFF) та Спортивного комітету України (СКУ)

Вих. № 178 від 14.10.2022

International Floorball Federation

Dear floorball friends, Mr. President, the Board of the International Federation.

I am asking you to postpone payments on our debts until the end of the war. We are starting the championship, but our budget is in crisis. We are grateful for your support and hope that you understand us. Sincerely, Oleg Durbala, President of the Floorball Federation of Ukraine.

President UFF



Durbala O.

Proposal new pay-off plan Floorball Canada

CDN	
July 2023	5000
July 2024	5000
July 2025	5000
July 2026	5000
July 2027	6000

MINUTES IFF GENERAL ASSEMBLY 12.11 2022

Place: Swiss Life Arena, Zurich, Switzerland

Participants: According to enclosure 13

§ 1 Opening of the General Assembly by IFF Vice President Mr. Filip Suman

Filip Suman opened the General Assembly at 08:30 and greeted all the participants welcome to the 17th IFF General Assembly in Zurich.

Mr. Suman addressed the General Assembly with among other things elaborating over the ongoing WFC and the very good atmosphere created by the Swiss organiser. Further Mr. Suman talked about the last year with double Championships both for Adults and U19, the World Games this year and finally thanked all teams having participated in these events.

With these words Mr. Suman opened the IFF General Assembly 2022.

§ 2 Approval of present Associations and the voting roll

Mr. Liljelund conducted the roll call and the following ordinary member associations were present;

The IFF CB is proposing to the IFF General Assembly to confirm the decision to change of Italian membership in IFF from the Italian Floorball Association (FIUF) to Italian Field Hockey Federation. The inclusion has been approved by the Italian National Olympic Committee.

There are 30 ordinary member associations registered and present, i.e. Australia, Austria, Belgium, Canada, Coté d'Ivoire, Czech Republic, Denmark, Estonia, Finland, Germany, Iceland, India, Iran, Israel, Italy, Latvia, Liechtenstein, the Netherlands, New Zealand, Norway, the Philippines, Poland, Singapore, Slovakia, Spain, Sweden, Switzerland, Thailand, Ukraine and USA present, which according to the IFF Statutes § 29.2. have the right to vote at the General Assembly, if they have fulfilled their obligations towards IFF.

Coté d'Ivoire and Iran are not eligible to vote due to the debts to the IFF. Presently Belarus and Russia are suspended based on the decision by the IFF Central Board

A simple majority with 28 of all ordinary members participates in the meeting is 15 votes and the qualified majority of 2/3 majority is 19 votes, according to the Statutes.

There are 5 provisional members associations present, i.e. Kazakhstan, Kenya, Moldova, Nigeria and Venezuela.

Approval of the voting roll.

The General Assembly noted that 30 ordinary and 5 provisional member Associations were present.

The General Assembly decided that the voting roll was 28 ordinary members and that 15 votes are needed for a simple majority and 19 votes are needed for a 2/3 majority, and to confirm the decision to change of Italian membership in IFF from the Italian Floorball Association (FIUF) to Italian Field Hockey Federation.

§ 3 Greetings to the General Assembly

Mr. Michael Zoss, Secretary General of Swiss Unihockey, greeted the GA welcome to Zurich elaborating about the ongoing WFC.

§ 4 Election of two scrutineers of the General Assembly

Mr. Suman proposed on behalf of the IFF CB to elect as scrutineers Ms. Dorothee Vogelesang, the Netherlands and Mr. Marek Chomnicki, Poland.

The General Assembly decided accordingly to elect Ms. Dorothee Vogelesang, the Netherlands and Mr. Marek Chomnicki, Poland to act as scrutineers.

§ 5 Approval of the agenda (Appendix 1)

Mr. Suman proposed the General Assembly to approve the proposed Agenda for the IFF General Assembly.

The General Assembly decided to approve the agenda for the IFF General Assembly.

§ 6 Approval of the protocol of the last Congress (Article 31 paragraph 2)

The General Assembly noted that the protocol from the extra General Assembly held as a hybrid meeting 11th December 2021 in Helsinki has not been opposed to and is therefore automatically approved according to the statutes.

§ 7 Admission or expulsion of official member Associations

The CB has decided not to propose that the any provisional members would automatically be considered ordinary members, according to IFF Statutes, Article 13 paragraph 3.

The new voting roll will be re-confirmed by the General Assembly.

The General Assembly decided to re-confirm the voting roll according to the decision in § 2.

§ 8 Approval of the CB reports (Appendix 2)

Mr. Suman presented the Annual report 2021-2022, a short resume from the Plan of Action decided upon in the virtual Zoom meeting 2020 for the period 2021-2022 and the activities IFF has had in the period.

Mr. Suman asked the General Assembly to approve the Annual Report 2021 – 2022

The General Assembly decided to approve the Annual report 2021 – 2022.

§ 9 Approval of the financial report and the auditor's report 2020-2021

Calendar years 2020 and 2021 (appendix 3, 4, 5 and 6)

Ms. Birdal, IFF treasurer, presented the financial statements for 2020 and 2021.

Mr. Suman asked if the IFF General Assembly had any questions regarding the finances.

The Auditors report for 2020 and 2021 prepared by the Auditor Mr. Mikael Brandstam was presented by Ms. Birdal. Mr. Brandstam informed in the report that the annual accounts have been prepared in accordance with the Annual Accounts Act and, thereby, gives a true and fair view of the IFF's financial position and results of operations in accordance with generally agreed accounting principles in accordance with IAS.

U

P



Mr. Suman asked if the IFF General Assembly had any questions regarding the auditor's report.

Mr. Suman proposed the General Assembly to approve the financial reports of 2020 and 2021 and the auditor's report for 2020 and 2021.

The General Assembly decided to approve the financial report for 2020 and 2021 and the auditor's report for 2020 and 2021.

§ 10 Decision on freedom of responsibility for the CB

The Auditor Mr. Mikael Brandstam has recommended to the IFF General Assembly that the IFF Central Board and secretary general shall be discharged from liability for the financial years 2020 and 2021.

Mr. Tomas Jonsson, Norway, proposed that the General Assembly should grant freedom of responsibility for the CB, the President and the secretary general.

Mr. Suman asked if the General Assembly could grant freedom of responsibility for the the CB, the President and the secretary general according to the proposal.

The General Assembly decided to unanimously grant the Central Board, the President and the secretary general freedom of responsibility for 2020 and 2021.

§ 11 Decision on membership fee

The IFF Central Board proposes not to change the membership fees for the coming two-year period.

The General Assembly decided not to change the membership fees for the period 2023-2024 according to the proposal.

§ 12. Examinations and decisions on proposals and motions of the members (FS)

1. IFF Central Board Recommendation regarding the Motion about the Norwegian Floorball Federation concerning the IFF International weekends, presented by the IFF Secretary General Mr. John Liljelund

The IFF CB proposed that the IFF General Assembly will give the IFF Central Board the task to look over the formulation of the IFF Competition regulation concerning the freeing of players and the IFF Juridical regulation concerning the sanctions regarding the freeing of players, to clarify the present situation. Further the IFF Central Board are to look over the present system of the International weekends.

The General Assembly decided to approve the CB proposal.

2. Motion concerning the modification of the U19 WFC qualifications by the Belgium Floorball Federation, presented by the IFF Secretary general Mr. John Liljelund

The IFF CB finds that it has been extremely difficult to find organisers for the Men's U19 WFC 2023 qualifications. Based on this the IFF Central Board has in its meeting on the 4th of September given the IFF Office and the IFF Rules and Competition Committee the task to look over the conditions of the qualification system and the requirements for the organisers.

The IFF CB has defined that the U19 WFCQ's will have to be played by the end of February and are looking on different solutions for the future qualifications in regard to the qualifications.

Mr. Nicolas Senez, Belgium, asked for how the qualifications will be organised.

Mr. Liljelund replied that IFF is working on this and will discuss this in the workshop of the first CB meeting in 2023.

The General Assembly decided to approve the CB proposal.

3. The IFF Central proposal concerning the Future of Floorball and the start of development discussions inside the Floorball Community by the IFF Secretary General Mr. John Liljelund

The IFF CB proposes that there will not be any decision made to continue with the Future of Floorball format proposal, but instead continue the evaluation of, in which direction our sport needs to develop, based on an inclusive process run with all the stakeholders of Floorball.

The task of the IFF Central Board is to create a proposal, through involvement of all the stakeholders in various workshops, for a Development Plan of what we want our product to look and feel in the future and how this it can be reached. The aim is to have the work finalized by the IFF GA 2024, with first proposals discussed already at the Association Meeting 2023.

The General Assembly decided to approve the CB proposal.

4. The IFF Central Board proposal concerning the European Floorball Championships, presented by the IFF Secretary General Mr. John Liljelund

The CB proposal is that the GA 2022 shall decide:

-That the EFC should be played during the International Weekend in beginning in September, as a 7 days tournament, making it possible to prolong the season during the spring to strengthen the national leagues.

-To start the EFC with the Men in 2025, so that the EFC is played with a different gender than the WFC each year.

-To start the EFC with 8 teams, but with the possibility to enlarge it to 12 teams after a few years to give more countries the possibility to participate in the event if there is willingness for it.

-That the top 7 European nations from the previous WFC and the host nation shall be directly qualified for the EFC.

-That the teams directly qualified to the EFC are not to play the WFC qualifications for the next WFC, meaning that these countries are directly qualified for the next WFC, if they participate in the EFC.

Mr. Olafur Björgvin Sveinsson, Iceland, asked how the new system will work for the WFCQs and if there are discussions to enlarge the WFC to 20 teams.

Mr. Liljelund replied that this will be on the table now when the decision is taken but that the quota still remains as it is today.

The General Assembly decided to approve the CB proposal.









5. The IFF Strategy Working Group status report presented by the Strategy Workgroup Group chair Mr. Stephen King

Mr. King gave an update of the strategy work. Each Key Priority has a working document setting out the Actions required to achieve the Key Priority. Each Action has been allocated to a member of the office to manage and/or implement and has had dates set to commence and finish by. A traffic light system of colours is being used to track the progress where Green is completed, Yellow in progress and Red not yet commenced

SWG will monitor progress with IFF Office and report back on a regular basis on progress and, as required, members of the Floorball community will be asked to provide feedback.

§ 13 Approval of the IFF CB proposals, budget and working plan for the next two years

a) Plan of action for the period 2023-2024 (between General Assemblies, appendix 11)

Mr. Liljelund presented the CB proposal on plan of action for the period 2023-2024.

The IFF Central Board will work very closely with the IFF member associations and other stakeholders in order to develop Floorball as a product towards the direction that it serves the community the best.

Mr. Christo Matheson, New Zealand asked about the new IFF Media App and how to secure easy accessible visibility of the WFCs in all countries.

Mr. Liljelund replied that IFF is working with these questions trying to find solutions for more countries to have TV or stream.

Mr. Suman asked if the General Assembly could approve the plan of action for 2023 and 2024.

The General Assembly decided to approve the plan of action for the period 2023-2024.

b) Budget for the calendar years 2023 and 2024 (appendix 12)

Mrs. Birdal presented the budget proposals for 2023 and 2024 and informed that these are built to be in line with the strategy work and balanced.

Mr. Suman asked if the General Assembly could approve the budget for 2023 and 2024.

The General Assembly decided to approve the budget for 2023 and 2024.

§ 14 Elections

Confirmation of the election of two replacement members of the IFF Ethics Commission (ETC), made by the IFF Central Board.

The IFF CB proposes to confirm the election of Mr. Bill Howitt, Australia and Mr. David Sharpe, Great Britain for the remainder of the 2021-2024 term.

The General Assembly decided to confirm the election of Mr. Bill Howitt, Australia and Mr. David Sharpe, Great Britain for the remainder of the 2021-2024 term as members of the Ethics Commission.

§ 15 Appointment of a chartered auditor for 2 years

Mr. Suman informed that the IFF CB proposes re-election of the present auditor Mr. Mikael Brandstam.

The General Assembly decided to re-elect Mr. Mikael Brandstam as auditor of IFF for two years.

The election was unanimous

§ 16 Approval of Regulations within the meaning of article 15 paragraph 2 littera c)

The IFF Central Board does not propose any Regulations for approval for the General Assembly

The General Assembly noted that there are no regulations for approval by the General Assembly.

§ 17 Decision on all affairs being reserved for the General Assembly by the statutes or by law

The IFF Central Board does not propose any such affairs.

The General Assembly noted that there are no such affairs proposed for decision by the General Assembly.

§ 18 Appointment to be honorary member

The General Assembly noted that there is no proposal on honorary membership.

§ 19 Decision on the meeting place for the next General Assembly

Mr. Suman informed that the IFF CB proposes that the next General Assembly shall be held on the 14.12.2024 at 09:00, during the WFC 2024 in Malmö, Sweden.

The General Assembly decided accordingly to have the next General Assembly during the WFC 2024.

§ 20 Presentations on coming World Floorball Championships

Upcoming Championships were presented:

- a) Floorball4All presentation by Mr. Benjamin Lüthi
- b) WFC 2023 Men U19 in Frederikshavn, Denmark by Mr. Steen Houman, Floorball Danmark
- c) WFC 2023 Women in Singapore by Arif Azmar Azman, Singapore Floorball Association
- d) WFC 2024 Women U19 in Lahti, Finland by Mr. Pekka Ilmivalta, Finnish Floorball Federation
- e) WFC 2024 Men in Malmö, Sweden by Ms. Malin Eggertz Forsmark, City of Malmö



§ 21 Closing of the General Assembly

Mr. Suman thanked the participants for their efficient work during the General Assembly, all presenters in § 20 and special thanked the Associations for leading them with the responsibility required, wishing them successful work in the years ahead and with these words declared the General Assembly as closed at 11:02.

John Liljelund
IFF Secretary General



Filip Suman
IFF Vice President



Scrutineers



Marek Chomnicki



Dorothee Vogelesang

Reporting WFC 2022

IFF CB Meeting 25.-26.02.2023

Goal review WFC 2022

The following report provides a compact overview of the achievements of the WFC 2022 goals. It is intended as a supplement to the WFC 2022 evaluation report by Quantum Consultancy, and the sustainability report, both of which will be published later.

The WFC 2022 organizing committee will officially cease its operations as of February 28th. However, Daniel Kasser, Secretary General of WFC 2022, remains as contact person under the existing coordinates until further notice.

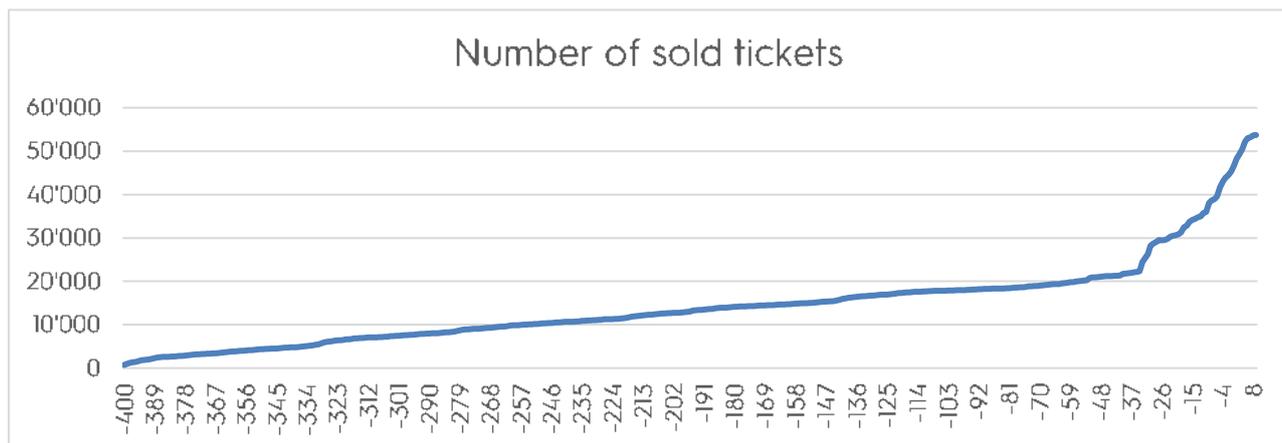
Goal 1: Total spectator attendance of 150'000

A total of 155,535 spectators visited WFC 2022 live on site, which means that the goal was achieved. This corresponds to the second-highest figure of all WFC's to date (after Prague 2018).

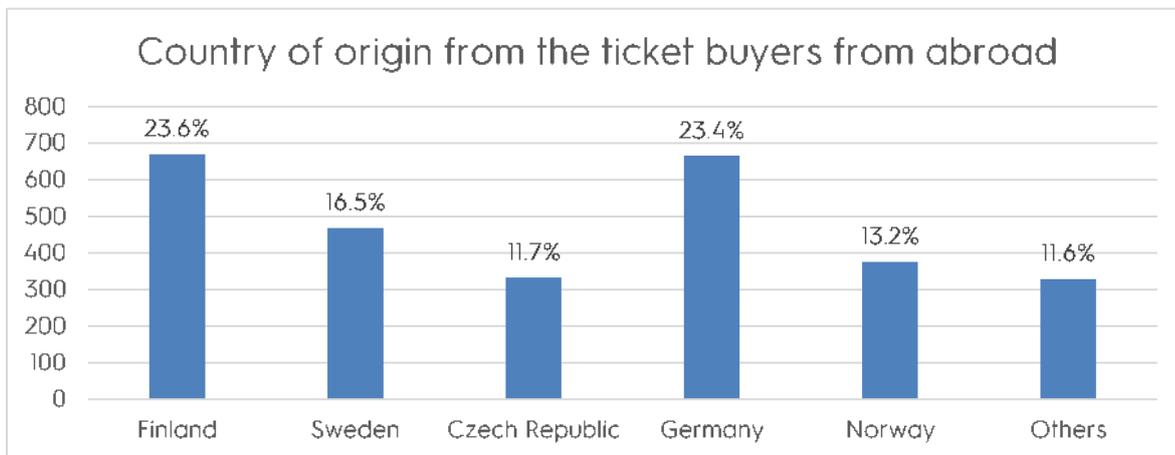
Particularly pleasing were the high attendance figures for all games on the opening weekend in the Swiss Life Arena. Somewhat below expectations was the attendance at the Swiss quarterfinal against Latvia on November 10th in the Swiss Life Arena.

The expected 11,254 fans on the final weekend in the sold-out Swiss Life Arena also meant a new spectator record for a floorball game in Switzerland. The previous record was the final day of the WFC 2012 with 10,518 spectators in the sold-out Hallenstadion in Zurich.

The ticket presale started on October 1st 2021, exactly 400 days before the start of the tournament.



- 36.7% of the total ticketing turnover was made in the last month (13.10.-13.11.)
- 17.0 % of the total ticketing turnover was made during the tournament (05.11.-13.11.)
- 7% of the spectators came from abroad



Goal 2: To engage 100'000 persons to play floorball actively

This goal was addressed with the launch of Street Floorball in Switzerland. Under the claim "reduced to the max", Street Floorball shall be as easy and accessible as possible.

swiss unihockey has set itself the goal to inspire more people in Switzerland to play floorball on the one hand and to enable all players to play new forms of the game on the other hand.

According to current status, swiss unihockey possesses 16 street floorball pitches. Those can be used by the clubs as well as from schools and are generating a relevant amount of weeks of operation all over Switzerland.

2021: 381 weeks of operation at 102 locations

2022: 467 weeks of operation at 103 locations

2023: Expected 480 weeks of operation at 112 locations

In order to create awareness and anticipation for the WFC 2022, the Mobilier Street Floorball Tour was implemented in 2021 and 2022.

Number of tournaments: 10

Number of participating teams: 222 (approx. 1500 persons)

The Mobilier Street Floorball Tour additionally acted as sponsoring asset for the Main Sponsors and Official Sponsors of the WFC 2022.

Goal 3: Attracting 20'000 school kids in the arenas

A total of 25'123 school kids from all over Switzerland visited WFC 2022 and created a fantastic atmosphere. One key to success to engage this large number of school classes came through the fact, that all classes were invited to use the public transport free of charge for travelling to the arenas, brought by Main Sponsor Concordia.

Goal 4: WFC 2022 is climate-neutral and reaches the "Green Goal"

swiss unihockey has set itself the goal of playing a pioneering role in terms of environmental sustainability with the WFC 2022. For this purpose, the goal was defined that a maximum of 3000 tons of CO₂ will be emitted. This corresponds to less than half of WFC 2018, which served as a benchmark. In addition, the CO₂ ultimately emitted is to be offset, making the WFC 2022 climate-neutral. The calculation of the CO₂ emissions as well as the definition of the target were realized in cooperation with

myclimate. Based on the findings of the WFC 2018, 5 areas were defined in which there is the most potential for CO2 savings: Operation of arenas, teams (travel, accommodation), travel of fans, catering and material/waste.

However, the goal was not to be achieved "only" through measures implemented by the organizing committee. Rather, the aim was to work together with partners and sponsors to find innovative solutions for reducing CO2 emissions on the one hand and creating added value for fans and stakeholders on the other. A special brand was created as a joint storytelling tool for the project: The Green Goal. All sponsors of the WFC 2022 had the right to use this brand and thus the opportunity to communicate their contributions to the Green Goal in an attractive way.

Measures implemented by sponsors and contributing to the achievement of the Green Goal were credited to the sponsoring fee.

Ultimately, the Green Goal was supposed to create a win-win-win situation:

- Sponsors are given the opportunity to position themselves in the area of environmental sustainability in a way that was effective for the public. In addition, it was possible to bring internal financial resources from the area of sustainability into the project, which could be credited to the sponsoring fee at the same time.
- For the WFC and its fans, the attractive measures offered various added values and strengthened the feeling of togetherness by achieving the Green Goal together in a fun way. In addition, best practice cases were created that can be used at future events.
- The environment was less polluted due to lower CO2 emissions.

The effective CO2 emissions are currently calculated by myclimate. All measures will be documented in the post-event follow-up and published in a manual to be made available to future event organizers.

Financial Outcome

WFC 2022 operated with a total turnover of over CHF 7 Mio and was by far the biggest floorball event in Switzerland concerning the budget. The final figures are as follows:

Earnings

Position	Amount (TCHF)	Remarks
Support from public authorities	2800	government, canton of Zurich, host cities
Sponsoring	1340	
Ticketing	2866	incl. Hospitality-Tickets
Miscellaneous	340	TV-rights, commissions, merchandising etc.
Total	7346	

Expense

Position	Amount (TCHF)	Remarks
PR/communication	858	incl. all promotions and TV production
Swiss Life Arena	1820	
AXA Arena	243	
Logistics	664	incl. accommodation
Entertainment	317	incl. special events
IFF	252	
Human resources	1320	WFC personnel, personnel swiss unihockey, external compensations
Legacy projects	1321	Street Floorball, school program, sustainability
Miscellaneous	281	VAT, insurances etc.
Total	7076	
Financial Result	270	

swiss unihockey is very satisfied with the financial result of the WFC and has reached the initial goal of a balanced budget. The most pleasing part is the fact, that swiss unihockey was able to invest over CHF 1.3 Mio into legacy projects such as Street Floorball, the school program or the sustainability initiative "Green Goal". All of them have already provided a great added value to the WFC 2022, but most important will support the development of floorball in the future as well.



QUANTUM EVENT EVALUATION REPORT

IFF Men's World Floorball Championships 2022

5-13 NOVEMBER 2022
ZURICH & WINTERTHUR | SWITZERLAND

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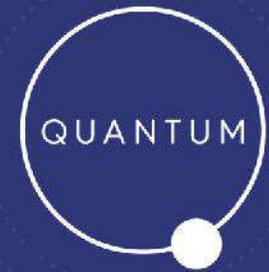
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The data and information prepared within this report has been obtained and produced from third-party data providers, publicly available sources and primary research conducted by Quantum and its delivery partners.

Images: IFF.



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



ECONOMIC & TOURISM

€Xm

Direct economic impact

€Xm

Total visitor expenditure

155,485

Total attendance

53,756

Tickets distributed

X

Bed nights generated

INTRODUCTION

The IFF Men's World Floorball Championships 2022 (WFC 2022) in Zurich and Winterthur, Switzerland has been credited as being one of the most successful and the most sustainability conscious WFC ever.

Building on the success of the women's WFC 2019 in Neuchâtel, Swiss Floorball Federation, considered the WFC 2022 as another opportunity to consolidate the position of floorball as one of the leading indoor sports in Switzerland and to further boost its growth in terms of public perception, commercial appeal and participation at all levels of the sport.

The organising team, led by an experienced event professional, Daniel Kasser, who had previously coordinated the organisation of the men's WFC in Bern and Zurich in 2012, focused on ensuring that the WFC 2022 would contribute to achieving Swiss Floorball's strategic goals while providing the best possible experience for participating fans and athletes.

With a cumulative spectator attendance of 155,485 the WFC 2022 became the second-most attended WFC in history (after the WFC 2018 in Prague, Czech Republic). It surpassed previous records in terms of the number of matches broadcast worldwide, as well as the total sponsorship revenues achieved. The sustainability programme also set the bar for future floorball events as **the tournament became the first ever climate-neutral WFC.**



ECONOMIC & TOURISM

- The direct economic impact of the WFC 2022 is estimated to be in the region of €Xm. This figure considers visitor expenditure and organisational surplus expenditure made specifically for the event in the host economy.
- The event attracted a cumulative spectator attendance of 155,485.
- X out-of-town spectators, including X overseas visitors are estimated to have attended the WFC 2022.
- The WFC 2022 was anticipated to make a profit of approximately X.

EXECUTIVE SUMMARY



STAKEHOLDER EXPERIENCE

97%

Spectator event satisfaction

98%

Athlete event satisfaction

% of athletes/spectators who rated their experience as good or very good



IMAGE & REPUTATION

92%

Positive rating of Zurich (spectators)

83%

Positive rating of Winterthur (spectators)

83%

Positive rating of Zurich (athletes)

% of athletes/spectators who rated Zurich/Winterthur as a good or a very good place to visit



STAKEHOLDER EXPERIENCE

- Overall satisfaction among athletes and spectators was very high at the WFC 2022.
- Spectators recorded the highest satisfaction ratings for the atmosphere at the event (90% positive), with the helpfulness of staff and volunteers (93% positive) and the sports presentation offering (90% positive) also tracking well.
- Even the lowest event experience ratings amongst spectators were still highly positive, with overall value for money (75% positive) and the availability of match data and statistics (72% positive) being least satisfactory event experience elements surveyed.
- In terms of athlete experience, the standard of the venues and facilities at the WFC 2022 was highly praised (including 97% positive event experience ratings), as was the atmosphere during the games (95% positive) and the quality of the flooring (93% positive). Athletes were less satisfied with the perceived quality of the refereeing and officiating during the tournament (55% positive).



IMAGE & REPUTATION

- The city of Zurich received strong overall scores as a place to visit with 92% of spectators and 83% of athletes rating the city as a 'Good' or 'Very Good' place to visit. As for Winterthur, 83% of spectators stated that it is a good place of visit.
- 71% of athletes would recommend Zurich as a destination to visit to their friends and family following their experience in the city.
- 68% of Zurich and Winterthur residents surveyed believed that the event had a positive impact on the city, while 92% of residents would like the event to come back to Zurich/Winterthur in future.
- The perception that floorball is a clean and fair sport remains incredibly high among both athletes and spectators (97% agreement). Disparity remains between athletes and spectators in relation to the perception that floorball is an accessible sport, with 92% of spectators agreeing with this statement, whilst 72% of athletes were in agreement.

EXECUTIVE SUMMARY

COMMERCIAL & MARKETING

5.4m	Cumulative TV audience
6.3m	Social media impressions
CHF 1.4m	Domestic sponsors

PARTICIPATION & PERFORMANCE

320	Athletes participating
140	Team officials
22	Technical officials

COMMERCIAL & MARKETING

- With 5.4m TV viewers, 572 hours of coverage and more than 300 individual broadcasts, WFC 2022 is believed to have been the most successful WFC to date in terms of broadcast reach.
- The new IFF app and streaming platform, developed in partnership with Sportswik and launched just before the championships, enabled the IFF to monetise its streaming content. More than 15,000 user accounts were created during the WFC 2022.
- Social media activity on the IFF and WFC channels generated 6.3 million impressions and 221,000 engagements.
- Sponsors contributed 1.37 million Swiss francs towards the event budget. Concordia, Mobiliar and Lidl received the highest spontaneous and prompted awareness scores amongst surveyed spectators., demonstrating the visibility and recognition of these brands and their involvement in WFC 2022.

PARTICIPATION & PERFORMANCE

- Sweden won gold at the WFC 2022 defending the title won at the WFC 2020 held in Helsinki, Finland in December 2021.
- Swedish floorball clubs were most represented at the WFC 2022. Around a quarter of all players represented clubs in Sweden.
- The average age of competitors was 25, while the average winning margin stood at 4.9 goals.
- Teams were supported by 140 accredited team officials and the competition was officiated by 22 IFF-appointed technical officials.



EVENT OVERVIEW

EVENT OVERVIEW

IFF MEN'S WFC HOSTS (1996-2024)

Year	City	Nation
1996	Stockholm, Skellefteå & Uppsala	Sweden
1998	Prague & Brno	Czech Republic
2000	Drammen, Oslo & Sarpsborg	Norway
2002	Helsinki	Finland
2004	Zurich & Kloten	Switzerland
2006	Stockholm, Helsingborg & Malmö	Sweden
2008	Ostrava & Prague	Czech Republic
2010	Helsinki & Vantaa	Finland
2012	Bern & Zurich	Switzerland
2014	Gothenburg	Sweden
2016	Rīga	Latvia
2018	Prague	Czech Republic
2021	Helsinki	Finland
2022	Zurich & Winterthur	Switzerland
2024	Malmö	Sweden

OVERVIEW

The IFF Men's World Floorball Championships 2022 in Zurich and Winterthur was the 14th edition of the event and took place from 5-13 November 2022. It was the third time Zurich has hosted the Men's WFC and the first time Winterthur has hosted the event. The City of Zurich co-hosted the event in 2004 alongside Kloten, and in 2012 alongside Bern.

Switzerland was awarded the WFC 2022 at the IFF General Assembly in December 2018. Swiss unihockey had originally planned to organise the tournament in partnership with the German Floorball Association, but in the end proceeded with a solo bid.

The objective of swiss unihockey and the organising team was to integrate the organisation of the WFC 2022 into the strategy of the federation. The tournament was the catalyst for the grassroots and sport development projects such as the promotion of outdoor floorball and the engagement of schools across Switzerland. Around one million Swiss francs was spent on these initiatives.

One of the key promotional platforms for the WFC 2022 was the Mobiliar Street Floorball Tour launched in 2021. The project enabled swiss unihockey to purchase 16 courts for outdoor floorball which have been used by schools and clubs across the country.

The school programme which enabled 25,000 children to attend the WFC 2022, was an opportunity to get teachers and pupils closer to floorball through the distribution of educational materials and the invitation for schools to witness the competition live in Zurich and Winterthur.

The organisation of the women's WFC 2019 in Neuchâtel was an important factor in generating the interest of fans, sponsors and media in 2022. The 2019 tournament ended with thrilling matches involving the Swiss national team which helped build anticipation for the WFC 2022.

Sustainability was also a core focus for the organisers with a range of initiatives designed to deliver the WFC 2022 as a climate neutral event. The vast majority of attendees used public transport to travel to the venues.

HOSTING OBJECTIVES (SWISS UNIHOCKEY)

1. Provide the best possible platform for the development of floorball in Switzerland.
2. Meet the attendance goal of 130,000.
3. Engage 25,000 children through the school programme.
4. Make a profit of CHF 300,000.
5. Become the first climate-neutral WFC in history.

EVENT OVERVIEW



Swiss Life Arena



AXA Arena

HOST PROFILE

HOST CITIES

- **Zurich** and **Winterthur** are the two most populous cities in the Canton of Zurich, located around 25 km apart. As the largest city in Switzerland (with a population of around 430,000 people), Zurich is home to many of the country's most successful sports clubs. Floorball team GC Zurich won the national championship in the 2021-22 season.
- **Zurich** will play host to the UCI Road and Para-Cycling Road World Championships in 2024 and the IIHF Ice Hockey World Championships in 2026. It also hosts major annual sporting events such as Weltklasse Zurich, an athletics meeting which also doubles up as the final of the World Athletics Diamond League.
- **Winterthur** is a regular host of sporting events on a local and national level, but the WFC 2022 was the largest sporting event that it had hosted since the Men's Fistball World Championships in 2019.



Stadt Zürich

Winterthur
switzerland

VENUES

- Zurich's **Swiss Life Arena** was the main event venue during the WFC 2022. The 12,000-capacity arena was inaugurated on October 2022, shortly before the WFC 2022. 26 out of 48 games played throughout the tournament took place at the venue which boasts the largest LED cube scoreboard in Europe.
- **AXA Arena** in Winterthur which opened in 2018 acted as the secondary venue at the WFC 2022. It has a seated capacity of 1,940 and is home to local handball and floorball clubs. 22 matches of the WFC 2022 were played in AXA Arena, including one group game of the host side Switzerland.

SwissLife
Arena



ECONOMIC & TOURISM



ECONOMIC & TOURISM

TOTAL ATTENDANCE

155,485

Cumulative attendance (spectators & accredited event participants)

MOST ATTENDED MATCHES

ZURICH – SWISS LIFE ARENA

Match	Attendance
Sweden – Czech Republic (Final)	11,254
Finland – Switzerland (3 rd place)	11,254
Sweden – Finland (Semi-final)	11,254
Switzerland – Czech Republic (Semi-final)	11,254
Finland – Switzerland (Group stage)	10,359

WINTERTHUR – AXA ARENA

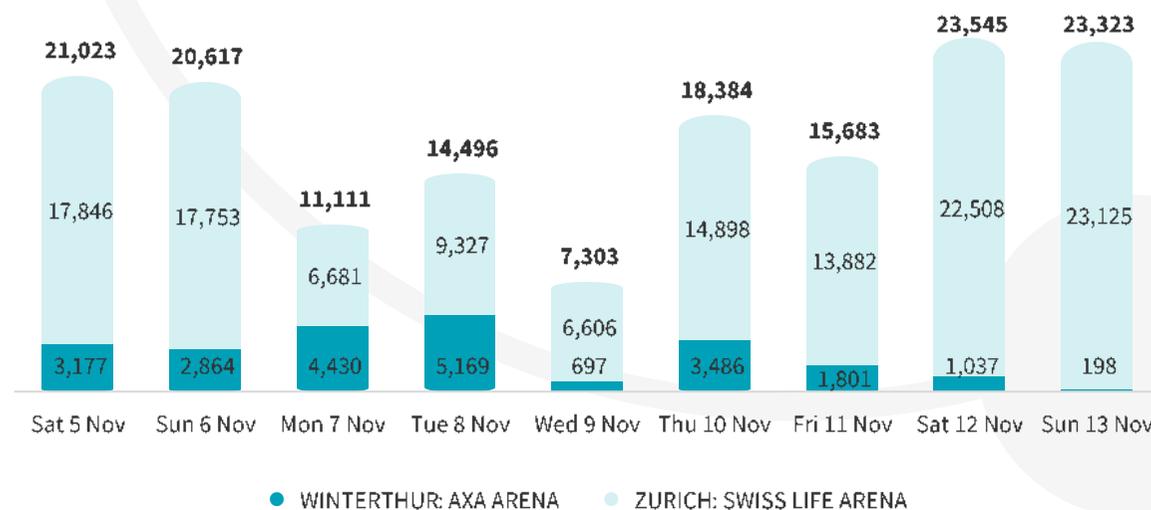
Match	Attendance
Slovakia – Switzerland (Group stage)	2,000
Denmark - Philippines (Group stage)	1,682
Estonia - Canada (Group stage)	1,677
Singapore- Thailand (Group stage)	1,659
Thailand - Philippines (Group stage)	1,523

ATTENDANCE

The cumulative total attendance recorded at the WFC 2022 was 155,485, inclusive of all accredited participants and spectators. A maximum capacity attendance of 11,254 was achieved during four games at the championships: the semi-finals, the 3rd place game featuring Switzerland and Finland, as well as the final between Sweden and Czech Republic.

- The attendance in Zurich and Winterthur has been calculated using a combination of ticket sales data and venue admissions data.
- Spectators attended the event on 2.2 competition days on average, rising to 3.8 days on average amongst spectators attending from overseas.
- Around 25,000 children attended the event between Monday 7 November and Friday 11 November as part of the school programme.
- The finals weekend (Saturday 12 and Sunday 13 December) welcomed a cumulative attendance of 46,868 in total.

CUMULATIVE ATTENDANCE BY VENUE & BY DAY



ECONOMIC & TOURISM

AVERAGE GROUP SIZE

3.1

Many spectators attended in groups, mostly with friends and family members.

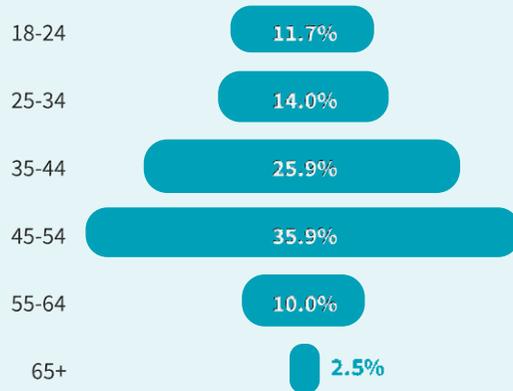
The spectator demographics profile below is based on results from a post-event spectator survey which queried 599 adults aged 18+ during their attendance of WFC 2022. Therefore, the data presented does not include the profile of those aged under 18.

GENDER PROFILE



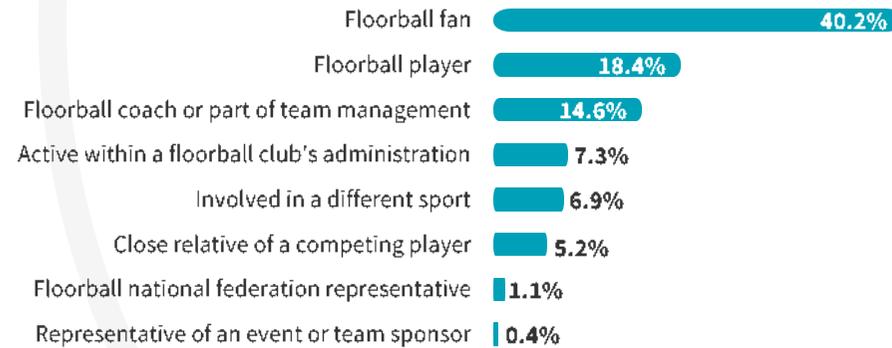
0.5% of respondents preferred not to say

AGE PROFILE

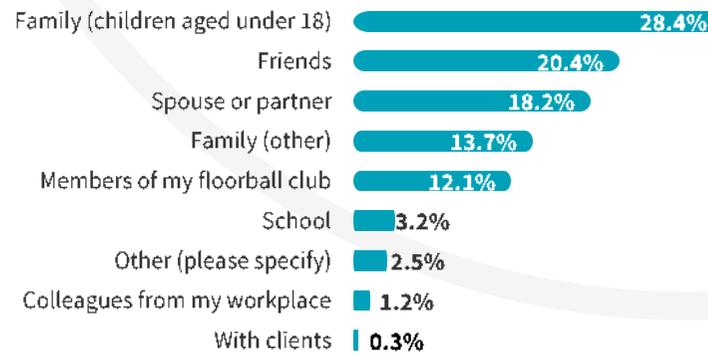


ATTENDANCE

SPECTATOR PROFILE | RELATIONSHIP WITH FLOORBALL (self-selected, multiple options)



SPECTATOR GROUP TYPE (self-selected, multiple options)



ECONOMIC & TOURISM

TICKETS DISTRIBUTED

53,756

Tickets distributed for the Men's WFC 2022

TICKETS SOLD & COMPLIMENTARY

39,340

Tickets sold

14,416

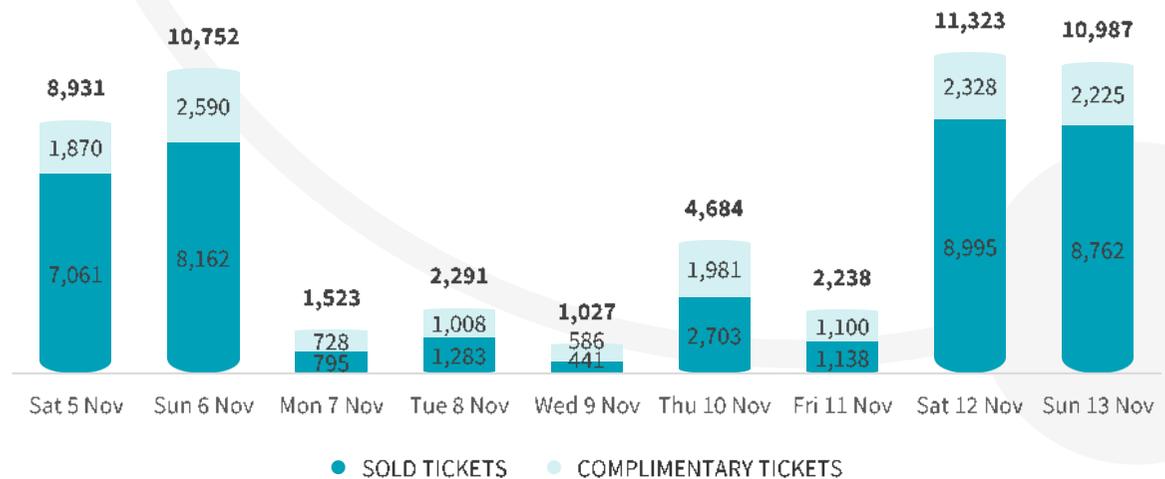
Complimentary tickets

Complimentary tickets were distributed to IFF and its stakeholders, event partners, volunteers, schools etc.

TICKETING

- There were 53,756 tickets distributed in total, of which 39,340 were sold and 14,416 were distributed free of charge amongst local schools and sports groups in a targeted effort to ensure attendances were maximised and so that young people could be inspired to take up floorball after experiencing the event in person.
- Ticketmaster Schweiz AG was appointed as an official supplier to the WFC 2022 and managed the ticketing process for the event. On 1 October 2021, advanced ticket sales were opened.
- Ticketing plans also included special designated seating sections at the Swiss Life Arena for fans from Czech Republic, Finland and Sweden during the semi-finals and finals to create a unique atmosphere and enable fans to enjoy the games together.
- During December 2021, a special ticket incentive as introduced whereby purchases made between 6-11 December would receive a pair of official WFC 2022 special edition socks.
- Following the completion of the group ballot, full ticketing information was published and all tickets went on sale on 15 June 2022.

TICKETS DISTRIBUTED BY DAY (SOLD & COMPLIMENTARY)



TICKET SALES BY TYPE

Type	Sold
Preliminary Round Day 1 day ticket	764
Preliminary Round Day 1 day ticket	6,297
Preliminary Round Day 2 day ticket	714
Preliminary Round Day 2 day ticket	7,448
Preliminary Round Day 3 day ticket	544
Preliminary Round Day 3 day ticket	251
Preliminary Round Day 4 day ticket	973
Preliminary Round Day 4 day ticket	310
Playoff Round Day 5 day ticket	257
Playoff Round Day 5 day ticket	184
Quarterfinals/Placements Day 6a day ticket	364
Quarterfinals/Placements Day 6b day ticket	2,339
Quarterfinals/Placements Day 7a day ticket	83
Quarterfinals/Placements Day 7b day ticket	1,055
Placement Games Day 8 day ticket	420
Placement Games Day 9 day ticket	205
Semi-finals Day 8 day ticket	8,575
Medal Games Day 9 day ticket	8,557
	39,340

* Sold for a limited time and removed from 2021 sales

TICKETING | PRICING

DAY TICKET PRICE (IN SWISS FRANCS)

Category	Swiss Life Arena						AXA Arena			
	5-6 Nov	7-9 Nov	10 Nov	11 Nov	12 Nov	13 Nov	5-7 Nov	8 Nov	10 Nov	9-13 Nov
1	99/69*	79/55	109/77	99/69	139/99	159/112	59/42	79/55	39/28	59/42
2	85/59	65/45	95/66	85/59	119/84	129/91	43/31	68/47	29/21	43/31
3	69/49	49/35	79/55	69/49	99/69	109/77	36/25	56/39	22/15	36/25
4	55/39	35/25	59/41	55/39	85/59	89/63	59/42	79/55	39/28	59/42
5	43/29	29/21	45/31	43/29	69/49	72/51				
6					55/38	59/42				
7					43/29	47/33				

* adult ticket / ticket for children aged <16

- Between June 2021 and February 2022, prior to the group ballot taking place, tickets for the preliminary round match days came with an early bird discount of 10%. Additionally, floorball clubs received a contribution of CHF 10.00 for every ticket sold via the "Support unlimited" campaign.
- As part of the Green Goal initiative, ticket purchasers were offered the opportunity to make a voluntary donation of CHF 2 per ticket which would go to the initiative "Cause We Care" to offset CO2 emissions.
- The WFC 2022 and Green Goal initiative was also supported by Swiss Railways SBB which offered all WFC ticket holders free public transport within the canton of Zurich on game days.
- As an added value bonus, WFC 2022 tickets also provided discounted access to local tourist attractions in Winterthur and Zurich to encourage wider visitation across the region.



STAKEHOLDER EXPERIENCE



STAKEHOLDER EXPERIENCE

OVERALL SPECTATOR EXPERIENCE

97%

% of spectators rating their overall experience as 'Good' or 'Very Good'

OVERALL ATHLETE EXPERIENCE

98%

% of athletes rating their overall experience as 'Good' or 'Very Good'



Look at this WFC and do the same thing again. Zurich best tournament ever.
Athlete Feedback

Mostly an amazing event. Hope that the standard of atmosphere, content and highlights can be maintained.
Athlete Feedback

*alles topp organisiert, ein super event
Everything was perfectly organized, a great event*
Spectator Feedback

*Tolle Stimmung, ich habe den Anlass sehr genossen. Tolle Halle die SwissLife Arena
Great atmosphere, I really enjoyed the occasion. Great hall the SwissLife Arena*
Spectator Feedback

SPECTATOR EXPERIENCE

- Spectators rated their experience of the WFC 2022 at the highest levels on record for the event with 96.5% of those queried stating that they had a 'good' or 'very good' experience in Switzerland. They praised the overall atmosphere during the games and the helpfulness of staff and volunteers. Sport presentation elements were also rated highly which demonstrates the successful progress in the IFF and its event organisers' strategic aims of improving the presentation of the sport.
- Some spectators felt that the availability of match statistics and data could have been better whilst the overall value for money was also not rated as highly as past editions of the Men's WFC.

SPECTATOR EVENT EXPERIENCE SCORES (% SATISFIED)

Atmosphere during the competition	98%
Helpfulness of staff and volunteers	93%
Sport presentation	90%
Ease of booking tickets	86%
Marketing and promotion of the event	84%
Entertainment provided at the venue	81%
Overall value for money	75%
Availability of match statistics and data	72%

ATHLETE EXPERIENCE

- Athletes participating at the WFC 2022 rated the standard of the venues and facilities extremely highly (97% 'good' or 'very good'). Players also felt that the atmosphere of the games, quality of flooring, transport provisions and information available at the venues were all positive (all 90%+ ratings for 'good' or 'very good').
- Players were less happy with the standard of refereeing and officiating during the games (55% 'good or 'very good'). Of all players surveyed, 10% stated the standard of refereeing and officiating was 'poor' or 'very poor', whilst 35.3% stated this was 'neither good nor poor'.

ATHLETE EVENT EXPERIENCE SCORES (% SATISFIED)

Standard of venues and facilities	97%
Atmosphere during the games	95%
Quality of the flooring during the games	93%
Transportation arrangements to and from the event venue	92%
Information/announcements available to athletes at the venue	92%
Accommodation during the event	78%
Standard of refereeing/technical officials you experienced	55%



**IMAGE
& REPUTATION**



IMAGE & REPUTATION

CITY SCORE (SPECTATORS)

92%

% of visiting spectators rating Zurich as a 'Good' or 'Very Good' place to visit

83%

% of visiting spectators rating Winterthur as a 'Good' or 'Very Good' place to visit

CITY SCORE (ATHLETES)

83%

% of athletes rating Zurich as a 'Good' or 'Very Good' place to visit

LIKELIHOOD TO RECOMMEND

SPECTATORS

67%

84%

ATHLETES

71%

% of out-of-town spectators/athletes that would recommend visiting Zurich/Winterthur to friends/family

DESTINATION IMAGE – ZURICH & WINTERTHUR

HIGHLIGHTS

- The city of Zurich scored highly as a place to visit amongst both athletes and spectators.
- When asked to rate Winterthur as a place to visit, spectators were also complimentary of the destination.
- Out-of-town spectators are likely to recommend visiting Zurich (84%) and Winterthur (67%) to friends and family following their visit to the WFC 2022.
- Likewise, players would also recommend visiting Zurich (71%) to friends and family.
- More than half of all residents surveyed believe that by hosting the WFC 2022, the international profile of Zurich and Winterthur will have increased.



Photo credit: Zurich, zuerich.com



Photo credit: House of Winterthur, winterthur.com

ZURICH AND WINTERTHUR RESIDENTS' AGREEMENT LEVELS WITH PERCEIVED EVENT IMPACT

92%

% of Zurich and Winterthur residents who would like the city to host another edition of the event

79%

% of Zurich and Winterthur residents who felt proud about WFC 2022 being hosted in Switzerland

68%

% of Zurich and Winterthur residents who believe the event had a positive impact for the host destinations

IMAGE & REPUTATION



ASSESSMENT CRITERIA

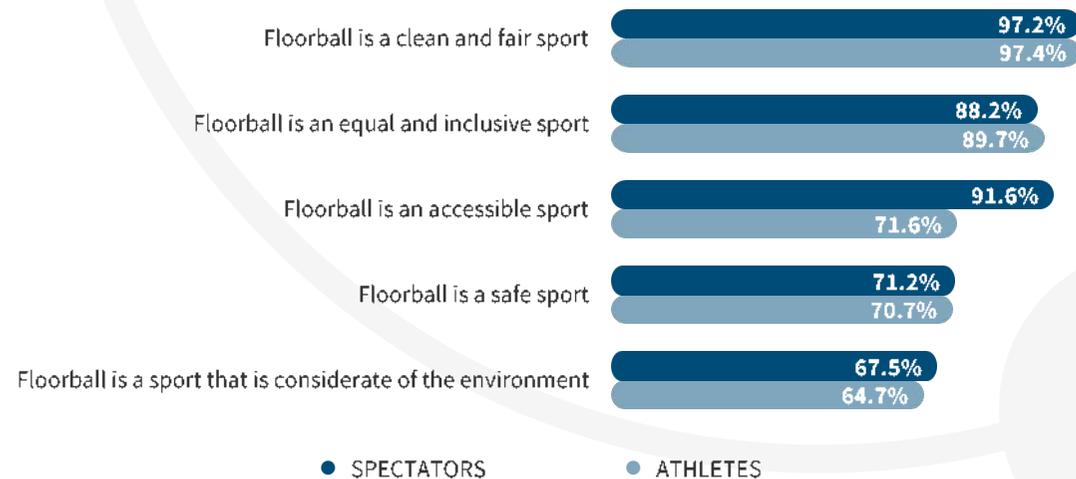
- **Accessible sport** (required facilities and equipment to play, e.g. court, stick and ball)
- **Clean and fair sport** (match-fixing, doping, adjudicating, scandal)
- **Equality and inclusivity** (gender parity, diversity of players/fans, disability friendly)
- **Environmental consideration** (sustainability initiatives and advocacy)
- **Safe sport** (likelihood and prevention of injury, protection from abuse – e.g. children/youth)

PERCEPTION OF FLOORBALL

HIGHLIGHTS

- There is strong consensus between WFC 2022 spectators and athletes that floorball is a clean, fair and inclusive sport.
- Continuous long-term consensus building is required to increase the perception that floorball is a sport that is considerate of the environment.
- Players feel less convinced than spectators that floorball is an accessible sport which is similar response to what has been assessed at during previous editions of the WFC. This topic demonstrates the widest difference in opinion between spectators and athletes.

LEVELS OF AGREEMENT WITH STATEMENTS ABOUT FLOORBALL (SPECTATORS & ATHLETES)



% of spectators/athletes that agreed or strongly agreed with the statements



**COMMERCIAL
& MARKETING**



COMMERCIAL & MARKETING

CUMULATIVE AUDIENCE

5.4m

Total viewership based on average audience data for WFC 2022 broadcasts.

KEY DATA

22

TV broadcasters

21+

TV territories

572h

TV broadcast time

TV & STREAMING SUMMARY

HIGHLIGHTS

- WFC 2022 enjoyed record-breaking coverage with broadcasters from 21 territories acquiring the rights to air 384 games during the tournament, more than any previous edition of the WFC.
- Around 572 hours of broadcast time were generated and 5.4m viewers watched the coverage of WFC 2022.
- Sport TV in Slovenia aired more coverage than any other broadcaster (more than 145 hours), but the largest overall viewership was recorded in Switzerland (1.5m) and Finland (1.3m).
- Streaming generated close to 2.5m live video views, of which around 1m were recorded in Finland, 0.8m in Switzerland, 0.3m in Sweden and 0.2 in Czech Republic.

DISTRIBUTION

- Media rights to WFC 2022 were distributed by IFF in selected key territories, including the host country, and by Protocol Sports Marketing internationally.

PRODUCTION

- Television production was handled by Polar HD. IFF was responsible for general coordination and the distribution of the feed to broadcast and streaming partners.

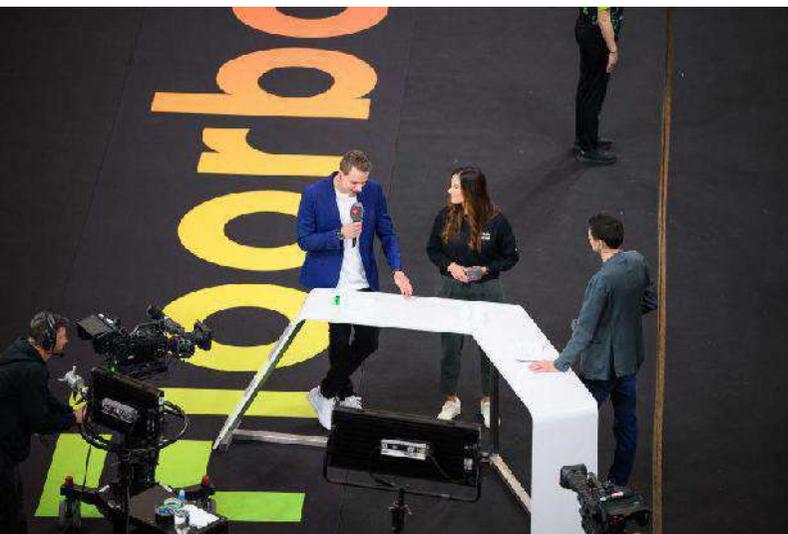
HOST BROADCASTER

- SRG SSR acted as the host broadcaster for the WFC 2022.

CUMULATIVE TV AUDIENCE COMPARISON IN KEY MARKETS (WFC 2018 – WFC 2022)

Event edition	Czech Republic	Finland	Sweden	Switzerland
WFC 2018	2,013,000	1,593,000	714,653	726,305
WFC 2020	753,000	1,632,000	1,296,000	518,609
WFC 2022	870,000	1,330,000	1,130,000	1,510,000

COMMERCIAL & MARKETING



BROADCASTERS

LIVE & DELAYED COVERAGE

Territory	Broadcaster	Territory	Broadcaster
Brazil	BandSports	Philippines	People's Television Network
Canada	CBC	Singapore	SG Sports TV
Czech Republic	Czech Television	Slovakia	TV JOJ
Czech Republic	TV Tipsport*	Slovenia	Sport TV
Denmark	Sport Live	Sub-Saharan Africa	Africa XP***
Finland	YLE	Sweden	Swedish Television (SVT)
France	RMC Sports**	Switzerland	RSI (SRG SSR)
Georgia	Silknet	Switzerland	RTS (SRG SSR)
Germany	Sport1	Switzerland	SRF (SRG SSR)
Indonesia	MNC Sports	Thailand	T Sports
Latvia	Sportacentrs	USA	beIN Sports
Norway	TV 2		

* Streaming only

** Incl. Andorra

*** No territory breakdown is available

COMMERCIAL & MARKETING

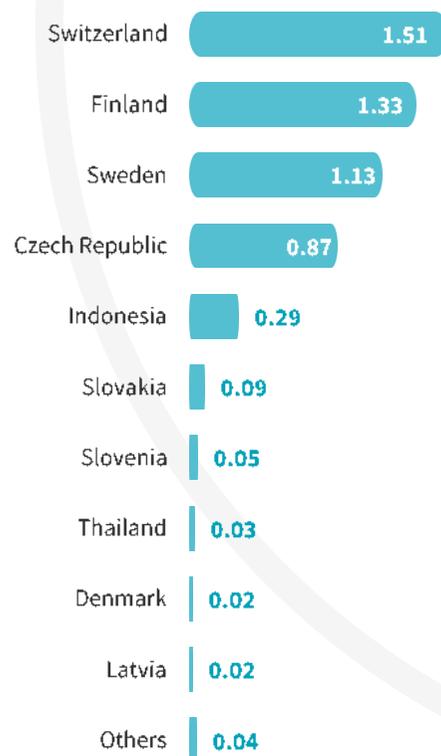
BROADCAST TIME

BY TERRITORY (HH:MM:SS)



CUMULATIVE AUDIENCE

BY TERRITORY (MILLION)



MEDIA CONTACTS

BY TERRITORY (MILLION)



Media contacts - Quality measure of the coverage relating broadcast time and audience ratings. A single contact is equal to one person viewing 30 seconds of a broadcast.

COMMERCIAL & MARKETING

KEY DATA – IFF FLOORBALL APP (04.11-14.11)

30,357

Watch time (hours)

15,248

Registered users

2,977

Purchases

MOBILE & STREAMING APP

HIGHLIGHTS

- In October 2022, the IFF announced the launch of its new media platform which would replace the old mobile app and become the main streaming service and fan communications tool for all IFF events.
- Developed in collaboration with Swedish company Sportswik, which offers a white label solution for rights holders, the platform provides match results, live feeds, statistics, photos, video highlights and live streaming, in addition to other fan engagement features such as live chat and match predictor.
- During the WFC 2022 the app was available only on Apple devices as the Android version was only cleared and released by Google the day after the tournament concluded.
- As of 14 November 2022, the number of user registrations totalled 15,248, with 95% of these users being based in Europe.
- Users could purchase access to live streams and highlights from the WFC 2022 either in PPV (for the price of €4.99 for a single match stream) or as an event pass (€19.99) enabling access to all streaming and video content from the tournament. 2,977 purchases were made in the app, including 1,877 event passes and 1,120 PPV buys. The income from in-app sales totalled around €40,000.
- The number of recorded viewing hours dropped from 204,629 during the WFC 2020 (when all matches were streamed free of charge on YouTube) to 30,357 for the WFC 2022.

COMMERCIAL & MARKETING

WEBSITE TRAFFIC

- The traffic generated on the WFC 2022 website (www.wfc2022.ch) during the event period was significantly greater than for the previous edition of the tournament.
- In comparison with the WFC 2020, the number of users, sessions and page views has increased threefold.

KEY DATA – WFC 2022 WEBSITE (05.11-13.11)

193,355 **477,446** **1,494,942**
USERS SESSIONS PAGE VIEWS

USERS BY COUNTRY OF ORIGIN

Switzerland	74%
Sweden	4.7%
Finland	4.1%
Germany	3.5%
Czech Republic	2.4%
Norway	1.0%
Latvia	0.9%
Slovakia	0.8%
Estonia	0.7%
Singapore	0.7%

DIGITAL NEWS

- 2,310 news stories about the WFC 2022 were published during the event period +/- seven days, according to data from the news and online content monitoring service provider, Meltwater.
- Around 86% (1,989) of all stories were published during the event period.

DIGITAL NEWS PRE-, DURING AND POST-EVENT



% OF ALL NEWS BY TERRITORY

Sweden	24%
Czech Republic	19%
Finland	17%
Switzerland	14%
Slovakia	7.1%
USA	6.3%
Latvia	3.0%
Vietnam	2.6%
Germany	1.3%
Estonia	1.1%

ACCREDITED MEDIA / LOCAL COVERAGE

- 171 accreditations to WFC 2022 were granted to media representatives, including broadcasters and media staff from member federations.
- Around 42% of all accredited media were from Switzerland. Among the other most represented nationalities were Sweden (26 media representatives), Czech Republic (25) and Finland (16).
- In total, media representatives from 18 countries applied for accreditations to attend the WFC 2022.
- The promotion of the WFC 2022 in local media focused on; the Mobilier Street Floorball Tour (originally launched in 2021 and then continued in 2022), the WFC qualifiers in April, May and June 2022 and the WFC 2022 draw at the end of June 2022.
- Swiss national team players Luca Graf, Pascal Meier and Tim Braillard were appointed as ambassadors of the WFC 2022. A 60-minute documentary introducing the three players and the national team coach David Jansson was produced and released shortly before the WFC 2022 by the domestic broadcaster SRF, providing further in-depth coverage of the event.

COMMERCIAL & MARKETING

KEY DATA (05.11-13.11)

6,301,293	Impressions
220,842	Engagements
151,601	Reactions
3,276	Net audience growth
1,587	Comments
1,195	Posts
1,337	Shares

Data based on analysis of six IFF and WFC accounts across Facebook, Instagram and Twitter.

SOCIAL MEDIA | OWNED MEDIA

HIGHLIGHTS

- IFF uses its main federation accounts and the WFC accounts on Facebook, Instagram and Twitter to promote WFC-related content. The WFC organising committee is responsible for the administration of the WFC accounts in the year of the world championships.
- The performance of IFF's owned social media channels during the WFC 2022 was broadly similar to the results achieved at the previous edition of the Men's WFC. While the number of impressions declined by around 21%, there was a greater level of engagement from users, resulting in more comments and shares.
- 85% of all impressions were generated on Instagram, while the highest engagement rate recorded, 10%, was on Facebook (WFC account).
- In 2022, the IFF also launched an account on TikTok to target young floorball fans. During the WFC 2022 the TikTok videos published by the IFF recorded around 1m views, 30,000 likes and 300 comments.
- According to analysis conducted by the media monitoring company, IRIS, IFF's owned channels accounted for 24% of all engagement and 54% of the overall reach generated by the WFC 2022 on social media.

PROFILE PERFORMANCE – IFF/WFC ACCOUNTS (05.11-13.11)

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate
Twitter (IFF)	14,508	70	19	38,651	2,049	5.3%
Twitter (WFC)	2,655	142	497	277,876	15,336	5.5%
Instagram (IFF)	80,499	1,273	248	3,306,175	87,796	2.7%
Instagram (WFC)	16,343	1,685	344	2,073,596	61,173	3.0%
Facebook (IFF)	43,334	49	34	345,589	28,654	8.3%
Facebook (WFC)	15,758	57	53	259,406	25,834	10.0%

COMMERCIAL & MARKETING



SOCIAL MEDIA | OWNED MEDIA

MOST POPULAR POSTS

Facebook	Twitter	Instagram
13 November 2022	5 November 2022	6 November 2022
 <p>World Floorball Championships Sun 11/13/2022 7:28 pm CET</p> <p>Ladies and Gentlemen, this is 🌟 The All-Star team of the Men's WFC 2022! GOALKEEPER: Lukas Bauer cz DEFENDER: Ondrej Nemecek ...</p> 	 <p>@IFF_Floorball Sat 11/5/2022 9:33 pm CET</p> <p>Ketil Kronberg has now played in 12 World Floorball Championships 🏆 What a legend! Kronberg scored two goals against Switzerla...</p> 	 <p>iff_floorball Sun 11/6/2022 3:46 pm CET</p> <p>When the tournament MVP is actually a radio controlled truck 🚚 🏆 #floorball #WFC2022 #FloorballUnlimited</p> 
<p>3,689 TOTAL ENGAGEMENTS</p>	<p>1,623 TOTAL ENGAGEMENTS</p>	<p>6,525 TOTAL ENGAGEMENTS</p>



SOCIAL MEDIA | EARNED MEDIA

TOP HASHTAGS

TOTAL ENGAGEMENT		# MENTIONS	
Hashtag		Hashtag	
floorball	737,467	floorball	593
WFC2022	436,953	WFC2022	579
florbal	373,998	floorballunlimited	434
ceskyflorbal	372,224	ceskyflorbal	99
floorballunlimited	364,956	florbal	99

TOP AUTHORS

# POSTS		REACH	
ceskyflorbal	89	ceskyflorbal	1.70m
salibandy.fi	58	SG Sports TV	1.52m
swissunihockey	49	SVT Sport	0.81m
svenskinnebandy	37	svenskinnebandy	0.79m
SG Sports TV	20	salibandy.fi	0.78m

TOTAL ENGAGEMENT		AVERAGE ENGAGEMENT	
ceskyflorbal	331,236	Lukasbauer74	6,568
svenskinnebandy	100,993	galantecarlstrom	6,105
swissunihockey	97,344	kimnilsson70	5,148
salibandy.fi	95,218	ceskyflorbal	3,722
lanyz29	40,069	lanyz29	3,082

COMMERCIAL & MARKETING

WFC 2022 SPONSORS

IFF SPONSORS



WFC 2022 MAIN SPONSORS



WFC 2022 OFFICIAL SPONSORS



SPONSORSHIP | OVERVIEW

HIGHLIGHTS

- In commercial terms, the WFC 2022 has been the most successful WFC to date, with local sponsors contributing more than CHF 1,371,000 in cash and in-kind agreements.
- The LOC signed 18 sponsors for the event. The two main sponsors, Concordia and Mobiliar, each contributed around CHF 300,000, while four official sponsors (AllAccor, Fleurop, Lend and Lidl) each paid around CHF 100,000 for the sponsorship rights. Another CHF 150,000 in cash and CHF 240,000 via in-kind support was provided by event suppliers.
- International sponsors comprised long-standing IFF partners (Gerflor, Swerink, Unihoc), as well as three other brands which signed agreements with the IFF specifically for the WFC 2022: Craft (official sports apparel provider), Duscholux (referee shirt sponsor) and Fromm (IFF event partner).
- In the build-up to the WFC 2022 IFF announced the extension of its partnership with Swerink. The company will continue to supply floorball rinks to major IFF events through 2023-2026.
- Sponsors received additional visibility in the new IFF Floorball app with a wide range of advertising banners and other visual mentions used to promote key event partners. In total, these banners had more than 1.2 million impressions during the tournament.
- Most sponsor activations were linked to the sustainability goals of the WFC 2022, e.g. through the contribution to the reduction of the carbon footprint of the tournament – these activations are further described in the Social Impact & Sustainability chapter of this report (page 43).





SPONSOR CASE STUDY – CONCORDIA

BACKGROUND & OBJECTIVES

- Concordia, the health insurance company, has been the main partner of Swiss unihockey since 2018. For the insurer, which was also the partner of the women's WFC hosted by Switzerland in 2019, the sponsorship of the WFC 2022 was its largest ever sponsorship commitment.

ACTIVATION

- Concordia Family Club was the core idea for the sponsorship leverage programme. Family-oriented activities spanning from a player escort initiative to providing free transportation to children reflected Concordia's vision for the partnership.
- The player escort initiative, which Concordia also ran at the WFC 2019, engaged children from schools attending the WFC. Over 2,000 children took part over the duration of the tournament and could retain special outfits that they wore as they walked out the players before the games. For the home side's matches there was a competition organised to select the player escorts.
- Ticket competitions were also organised to give fans the chance to witness the WFC 2022 from the Concordia lounge and attend a behind the scenes tour of the venue during the final weekend.
- Through the sponsorship Concordia was aiming to strengthen its association with floorball. As the main partner of the WFC 2022, the company benefited from extensive branding and media coverage, while its activation focused on providing opportunities and experiences to children and families.
- Concordia supported the Green Goal initiative by providing free public transport to all children taking part in the school programme. In addition, the sponsor developed a platform where ticket buyers could apply for a CHF 20.00 voucher for public transport. More than one thousand registrations were made on the platform within one week of its launch.
- As part of the sponsorship, Concordia was also a partner of the Mobilier Street Floorball Tour, a series of outdoor summer floorball events which was launched in 2021 and then continued in 2022. Concordia had an activation stand at the events on the tour, promoting its services to participants and spectators.

COMMERCIAL & MARKETING

”

For us as the main partner of swiss unihockey, the additional commitment around the WFC was obvious. Not being able to take advantage of this sporting highlight would have been a huge missed opportunity from our point of view. We are very proud of our long-standing partnership with swiss unihockey and, despite the lack of a medal for Switzerland, we can look back at a gigantic event with a new record number of spectators. In the field of indoor sports, a new benchmark was set here and it was great fun to have been a part of this event.

Luca Linder
Head of Sponsorship, Mobiliar

SPONSOR CASE STUDY – MOBILIAR

BACKGROUND & OBJECTIVES

- Mobiliar’s partnership with swiss unihockey was initiated in 2007. The property insurance company has supported numerous floorball initiatives and events since, including the WFC 2019 in Neuchatel, and the association with the sport was further enhanced through the sponsorship of the WFC 2022.

ACTIVATION

- Mobiliar’s commitment to floorball extends to all levels of the sport: from the national team and league/cup competitions to mass participation and grassroots projects. As a result, Mobiliar became the title partner for the Mobiliar Street Floorball Tour to support amateur and youth players. The tour played an important role in building anticipation and excitement for the WFC 2022.
- Another activation highlight before the tournament was the Unihockey WM Trophy, a competition organised in association with Blick.ch, a media partner of the WFC 2022. Fans could take part in a daily quiz and win attractive prizes, including floorball sticks and tickets to the final weekend of the WFC 2022.
- To coincide with the start of the WFC 2022, Mobiliar launched a national campaign promoting its involvement in the four indoor sports.

- Mobiliar supports four indoor sports in Switzerland (handball, volleyball, basketball and floorball) and floorball has consistently generated the highest returns in terms of the overall visibility for the Mobiliar brand.

- On-site during the event Mobiliar was visible through extensive branding, a sales booth, the MOVE dance team and a remote-controlled blimp. Over the nine-day competition, Mobiliar also hosted more than 720 guests from 38 general agencies.



COMMERCIAL & MARKETING



SPONSOR AWARENESS

UNPROMPTED AWARENESS (TOP 3)

CONCORDIA

69%

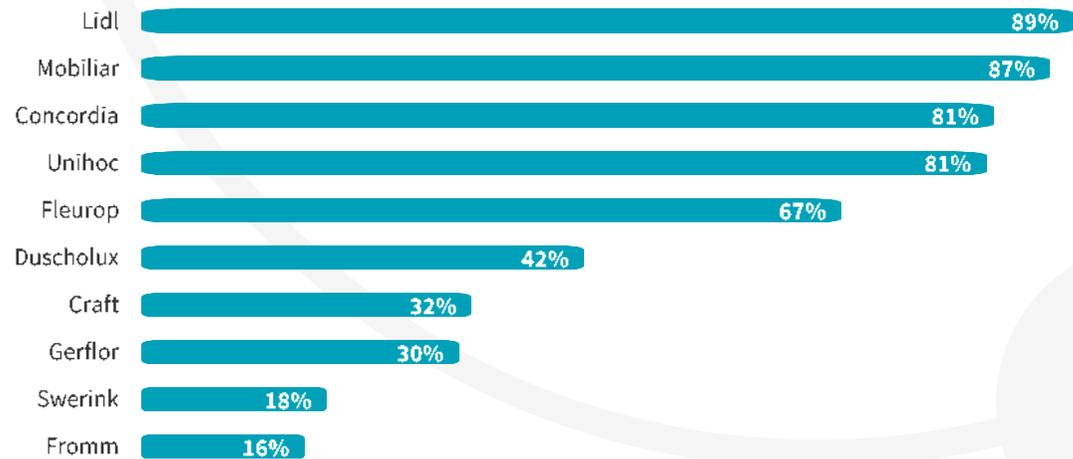
die Mobiliar

55%

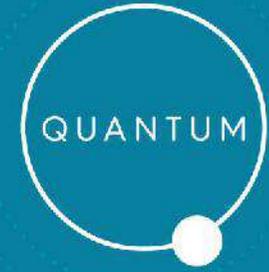


42%

PROMPTED AWARENESS (TOP 10)



Source: Post-event spectator survey.



**PARTICIPATION
& PERFORMANCE**



PARTICIPATION & PERFORMANCE



EVENT FORMAT

- Five regional qualifications were held in April to June 2022 to determine the 16 teams that would compete at the WFC 2022.
- The Americas Qualifier took place in Fort Worth, TX, USA in April 2022 with USA and Canada contesting the one qualification spot for the WFC 2022.
- The three European Qualifiers were held in May 2022 in Latvia (two events) and Italy. 23 teams competed (incl. Ivory Coast from Africa) and 10 qualified for the WFC 2022.
- Singapore hosted the Asia-Oceania Qualifier in May-June 2022 with eight competing nations.
- The WFC 2022 took place over nine days of competition. The 16 teams were divided into four groups, with the top eight nations, according to IFF rankings, being placed in Groups A and B, and the lower ranked nations in Groups C and D.
- At the conclusion of the group stage, the top two teams from Groups A and B automatically advanced to the quarterfinals.
- The third- and fourth-placed teams in Groups A and B and the top two teams from Groups C and D faced each other for a place in the quarterfinals. Nations which did not progress through the play-off round or quarterfinals took part in the placement round to decide the final rankings (5th-16th place).

QUALIFYING TOURNAMENTS

Americas Qualifier	29-30 Apr 2022
Europe 1 Qualifier	25-28 May 2022
Europe 2 Qualifier	25-28 May 2022
Europe 3 Qualifier	24-27 May 2022
Asia-Oceania Qualifier	30 May - 5 Jun 2022

COMPETITION DATES

Group Stage	5-8 Nov 2022
Play-off Matches	9 Nov 2022
Placement Matches	10-13 Nov 2022
Quarterfinals	10-11 Nov 2022
Semi-finals	12 Nov 2022
Bronze Medal & Final Match	13 Nov 2022

PARTICIPATION & PERFORMANCE

ATHLETES & NATIONS

320

Athletes

16

Competing nations

4

Continents



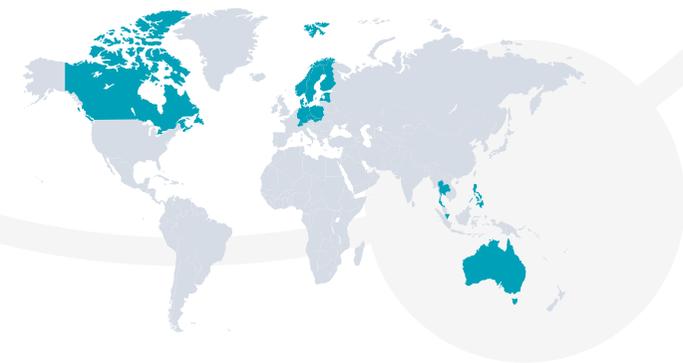
SPORT PARTICIPATION

HIGHLIGHTS

- A total of 320 athletes representing 16 nations took part in the WFC 2022 in Zurich and Winterthur, Switzerland. The maximum squad size was set at 20 players per team.
- Europe was represented by 11 nations, including 10 that won their spot in the qualification process and the host nation Switzerland. Three nations came from Asia and one each from the Americas and Oceania.
- The players represented clubs from 15 nations. 77 of them (almost one quarter of all participants) represented clubs from Sweden. 37 players were from clubs in Switzerland. Clubs from Czech Republic had 36 representatives at the WFC 2022.
- The average age of those competing was 25 years old. Philippines had the youngest team (the average age of players was 22.4 years old), while Sweden had the oldest team (average player age of 28.3). The youngest player was 16 years old at the time of the competition and the oldest was 42 years old.

COMPETING NATIONS

Canada	Americas
Australia	Asia-Oceania
Philippines	Asia-Oceania
Singapore	Asia-Oceania
Thailand	Asia-Oceania
Czech Republic	Europe
Denmark	Europe
Estonia	Europe
Finland	Europe
Germany	Europe
Latvia	Europe
Norway	Europe
Poland	Europe
Slovakia	Europe
Sweden	Europe
Switzerland	Europe



PARTICIPATION & PERFORMANCE

WFC 2022 FINAL STANDINGS

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

AVERAGE WINNING MARGIN

4.9 GOALS

The average winning margin at the WFC 2022 was 4.9 goals

LARGEST WINNING MARGIN

18 GOALS

Germany 21-3 Canada

SPORT PERFORMANCE

- Sweden won the world championship title with a 9-3 victory over Czech Republic in the final at the Swiss Life Arena in Zurich. It was the second straight title for Sweden and 10th overall since 1996.
- In the bronze medal match Finland, the runners-up at the WFC 2020, beat the host side Switzerland 5-3 in overtime. Latvia claimed the 5th place with an 8-3 victory over Germany whilst Slovakia finished in 7th position after their 10-5 win over Norway.
- Canada was the highest placed team from outside Europe, finishing 12th place in the tournament standings, while Thailand had the best performance of teams from Asia, finishing 14th overall.
- The average winning margin of 4.9 goals was smaller than at the WFC 2020 in Helsinki (5.6 goals). In 44% of all games, the goal difference was not larger than three goals.

MEN'S WFC HISTORICAL STANDINGS

Year	Host	Gold	Silver	Bronze
1996	Stockholm	Sweden	Finland	Norway
1998	Prague	Sweden	Switzerland	Finland
2000	Oslo	Sweden	Finland	Switzerland
2002	Helsinki	Sweden	Finland	Switzerland
2004	Zurich	Sweden	Czech Republic	Finland
2006	Stockholm	Sweden	Finland	Switzerland
2008	Prague	Finland	Sweden	Switzerland
2010	Helsinki	Finland	Sweden	Czech Republic
2012	Zurich	Sweden	Finland	Switzerland
2014	Gothenburg	Sweden	Finland	Czech Republic
2016	Riga	Finland	Sweden	Switzerland
2018	Prague	Finland	Sweden	Switzerland
2021	Helsinki	Sweden	Finland	Czech Republic
2022	Zurich & Winterthur	Sweden	Czech Republic	Finland

PARTICIPATION & PERFORMANCE

OFFICIALS

140

Team officials

22

Technical officials

14

IFF Referee

4

IFF Referee Management

4

IFF Jury

TEAM & TECHNICAL OFFICIALS

TEAM OFFICIALS BY TEAM

Territory	#	Territory	#
Australia	8	Norway	6
Canada	10	Philippines	10
Czech Republic	10	Poland	5
Denmark	5	Singapore	9
Estonia	8	Slovakia	10
Finland	10	Sweden	10
Germany	10	Switzerland	10
Latvia	9	Thailand	10

TEAM OFFICIALS BY ROLE

Role	#
Coach / Assistant Coach	49
Physiotherapist	19
Team Manager / Leader	18
Head Coach	17
Team Official	15
Equipment Manager	7
Other	15



**SOCIAL IMPACT
& SUSTAINABILITY**



SOCIAL IMPACT & SUSTAINABILITY

TOTAL NUMBER OF VOLUNTEERS

1,039

Zurich volunteers: 600
Winterthur volunteers: 372
swiss unihockey volunteers: 67

BREAKDOWN BY PLACE OF RESIDENCE

80%

CANTON OF
ZURICH

18%

ELSEWHERE IN
SWITZERLAND

2%

OVERSEAS

Based on volunteer data from Zurich.

VOLUNTEER PROGRAMME

HIGHLIGHTS

- The volunteer programme was designed in collaboration with local floorball clubs in Zurich and Winterthur (GC Zurich and HC Rychenberg) which handled the recruitment, training and management of volunteers in their respective locations. An additional group of volunteers providing support in key event roles was managed by swiss unihockey.
- In total, more than 1,000 volunteers were recruited, of whom around 60% contributed to the delivery of the event in Zurich.
- The volunteers in Zurich and Winterthur contributed 15,710 volunteer hours, working across 2,435 shifts.
- The average age of volunteers was 28 in Zurich and 30 in Winterthur. The youngest volunteer in Zurich was eight years old, while in Winterthur 10 years old. The oldest volunteer in Zurich was aged 72, while in Winterthur 87.

VOLUNTEER SHIFTS BY ROLE

	ZURICH		WINTERTHUR
Arena security, services and support	596	Arena security, services and support	272
Volunteers operation centre	261	Competition (rink crew, statistics, doping)	160
Competition (rink crew, statistics, doping)	250	Other	138
Build-up/takedown	160	Build-up/takedown	112
Drivers	112	Event study	50
Ticketing	58	Welcome desk	40
Event study	54	Drivers	40
Welcome desk	43	Ticketing	19

SOCIAL IMPACT & SUSTAINABILITY

TOTAL NUMBER OF PARTICIPANTS

1,500

1,500 participants and 222 teams across 10 event locations.

EVENT DATES AND LOCATIONS

Date	Location	# Teams
28 Aug 2021	Winterthur	15
25 Sep 2021	Zurich	20
14 May 2022	Sierre	24
21 May 2022	Biel	21
11 Jun 2022	Winterthur	31
18 Jun 2022	Chur	20
3 Jul 2022	Bern	35
9 Jul 2022	Kloten	27
20 Aug 2022	Basel	14
22 Oct 2022	Zurich	15

MOBILIAR STREET FLOORBALL TOUR

HIGHLIGHTS

- The Mobiliar Street Floorball Tour was a series of outdoor floorball events launched in 2021 as part of swiss unihockey's efforts to build the interest in the upcoming WFC and to support its long-term goals of driving sport participation.
- Two categories were open for registrations: a family category (Concordia Family Cup), encouraging the participation of young and adult players from the same household or family, and an open category for players aged 18 and over.
- 10 tournaments across seven cities and five cantons (Basel, Bern, Grisons, Valais and Zurich) were held during the two summers before the WFC 2022. The concept of the series was first tested in 2021 with two initial events in Winterthur and Zurich, and was further expanded in 2022 with eight additional events.
- Swiss unihockey purchased the flooring required to organise the tournaments and floorball clubs and schools could apply to use it for free for a limited time.
- The final event on the tour which was held at the main station in Zurich in October 2022 was also a promotional event for the WFC 2022. Participants and spectators could listen to the first live performance of the official song of the tournament, receive autographs from the national team players and purchase tickets for the WFC.
- Significant investment was made in communication and marketing activities to drive the awareness of the tour and to increase participation in the events during the summer season.



SOCIAL IMPACT & SUSTAINABILITY

SCHOOL PROGRAMME PARTICIPANTS

25,123

18,937 school children attended games in Zurich and 6186 in Winterthur.



SCHOOL PROGRAMME

HIGHLIGHTS

- The WFC 2022 school programme enabled school children from all over Switzerland to attend the WFC 2022. The programme was organised in association with Concordia, one of the main sponsors of the event, which saw it as an opportunity to connect with families. The initiative played an important role in fulfilling the WFC 2022 organisers' objective to inspire the children and youth to play floorball.
- Concordia covered the cost of travel by public transport to the event for all children participating in the programme, while another tournament partner, national railway company SBB coordinated the delivery of free public transport tickets to schools.
- Participating schools and teachers received educational materials produced by Swiss Unihockey and Swiss Olympic with exercises designed to engage children with floorball in a fun and relaxed way.
- Around 850 schools from all but one canton in Switzerland took part in the programme which lasted for five days from Monday 7 November to Friday 11 November. In total, more than 25,000 children were engaged, with 75% of them attending the games in Zurich.

PROGRAMME ATTENDANCE BY DAY

ZURICH		WINTERTHUR	
Date	# Children	Date	# Children
Monday 7 November	3,580	Monday 7 November	1,654
Tuesday 8 November	4,092	Tuesday 8 November	1,601
Wednesday 9 November	2,987	Wednesday 9 November	71
Thursday 10 November	3,985	Thursday 10 November	1,308
Friday 11 November	4,293	Friday 11 November	1,552

SOCIAL IMPACT & SUSTAINABILITY

WFC 2022 GREEN GOAL

3,000t

A maximum amount of CO2 emissions linked to the organisation of WFC 2022.

GREEN GOAL INITIATIVE ASSESSMENT

86%

% of spectators aware of the Green Goal initiative that believed it gave additional value to the event



SUSTAINABILITY | GREEN GOAL

The organisers of the WFC 2022 developed the Green Goal initiative with the key aim of delivering the first ever climate-neutral WFC. Working together with myclimate, a Swiss consultancy on CO2 and carbon offsetting, swiss unihockey measured the CO2 emissions at the WFC 2018 in Prague and set the goal of reducing the emissions by more than 50% through the development and implementation of sustainability activities relating to the choice of products, suppliers, travel and transportation.

The Green Goal reflected IFF's drive towards sustainability. The IFF signed the UN Sports for Climate Action charter at the end of 2019, while the IFF Strategy 2021-2032, approved in 2020, sets out sustainability goals for the sport, one of which is to make all IFF events carbon neutral by 2028. Like swiss unihockey, the IFF also partnered with myclimate to further its own sustainability efforts.

WFC 2022 sustainability activities were broken down into five groups:

- Arena** – both venues were built according to the Minergie Standard, a quality standard for sustainable building, and have a photovoltaic installation on the roof to produce energy.
- Teams** – the organisers examined the most efficient ways in which the teams could travel to reduce emissions. The choice of accommodation providers was also partially driven by their sustainability policies. Excluding athletes, the vast majority of accredited participants used public transport to travel between the venues and their place of accommodation.

- Travel for fans** – public transport was promoted as the best means of getting to the arenas and all ticket holders could use public transport within the Canton of Zurich free of charge. 80% of spectators used public transportation to get to event venues, according to the post-event spectator survey.
- Food** – the organisers worked with the WFC 2022 catering partner and myclimate to prepare sustainable food options for event spectators.
- Material and waste** – a range of innovative ideas were used to provide recycling solutions, reduce waste, manufacture sustainable clothing for volunteers and optimise transportation routes.

It is believed that WFC 2022 set the blueprint for future floorball events in the field of sustainability. In association with myclimate and based on the learnings from the WFC 2022, the IFF is looking to publish a Sustainability Manual for floorball event organisers to facilitate the planning and implementation of sustainability programmes.

SOCIAL IMPACT & SUSTAINABILITY

SUSTAINABILITY INITIATIVES

CO2 CALCULATION



Swiss unihockey and myclimate developed a CO2 calculator for floorball clubs to help them measure their own carbon footprint. The tool also suggests areas for a possible reduction in emissions and gives information on energy saving.

SUSTAINABLE SIGNAGE



The signage from the WFC 2022 was partially recycled and used to produce merchandise items such as toiletry bags and gym bags which were sold online following the conclusion of the tournament.

GREEN GOAL DAY AND AWARD



The first day of the quarterfinals at the WFC 2022 (10 November) was named the Green Goal Day.

Ticket buyers who purchased their tickets before the end of May 2022 could pick up the limited-edition Green Goal socks produced by sau.ch, one of the event partners. The socks were manufactured with organic cotton and in a sustainable production.

Additionally, the Green Goal Award was presented during Switzerland's quarterfinal match to a floorball club that had submitted its own project to reduce CO2 emissions in a competition run by swiss unihockey. The winning club received 5,000 Swiss francs as a contribution towards the implementation of the project idea.

SPONSOR COOPERATION

- MSS Holding AG which supported the WFC 2022 through the Enterprise brand which it operates in Switzerland, provided a fleet of electric vehicles to reduce the CO2 footprint during the event.
- Logistics company Planzer offered a distribution centre to store the materials and equipment required to set up the Mobilier Street Floorball Tour events. Where possible, the materials were transported by rail and an electric truck to reduce emissions.
- The University of Applied Sciences of Eastern Switzerland (OST) provided an innovative solution to recycle floorball sticks and balls by turning them into souvenirs and awards for the event.
- WFC hotel partner Accor made a commitment to plant a tree for each fan at the WFC 2022 that signed up to Accor's loyalty programme.
- Swiss clothing company wek5 ag produced around 5,000 individual pieces of sustainable clothing for the volunteers. Polo shirts and T-shirts used by the volunteers were made of recycled polyester and recycled cotton.



QUANTUM CONSULTANCY

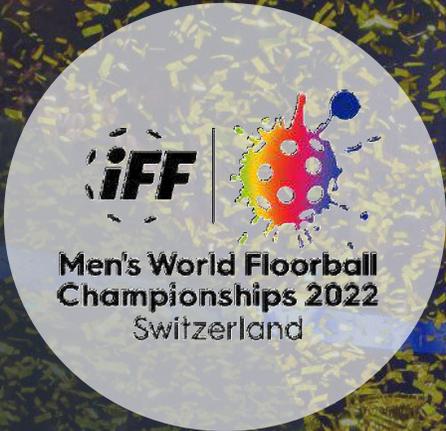
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IRIS
INTELLIGENT RESEARCH
IN SPONSORING



08.02.2023

IFF WORLD FLOORBALL CHAMPIONSHIP 2022 - REPORT

IRIS CROSS MEDIA RESEARCH



CONTENT

IFF WORLD FLOORBALL CHAMPIONSHIPS 2022

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02	SOCIAL MEDIA RESEARCH	PAGE 16
03	CONTACT & TERMINOLOGY	PAGE 24

DATA BASE



	TV 	WebTV* 	ONLINE 	SOCIAL MEDIA 
COMPETITION	IFF World Floorball Championships			
EVENT(S)	IFF World Floorball Championships 2022			
MONITORING PERIOD	31.10.2022 – 18.11.2022	31.10.2022 – 18.11.2022	31.10.2022 – 18.11.2022	31.10.2022 – 18.11.2022
MARKETS	Global dedicated coverage	Czech Republic, Finland, Germany, Norway, Sweden, Switzerland	Global	Global

* No avg. viewing duration available. WebTV results therefore higher than usual.



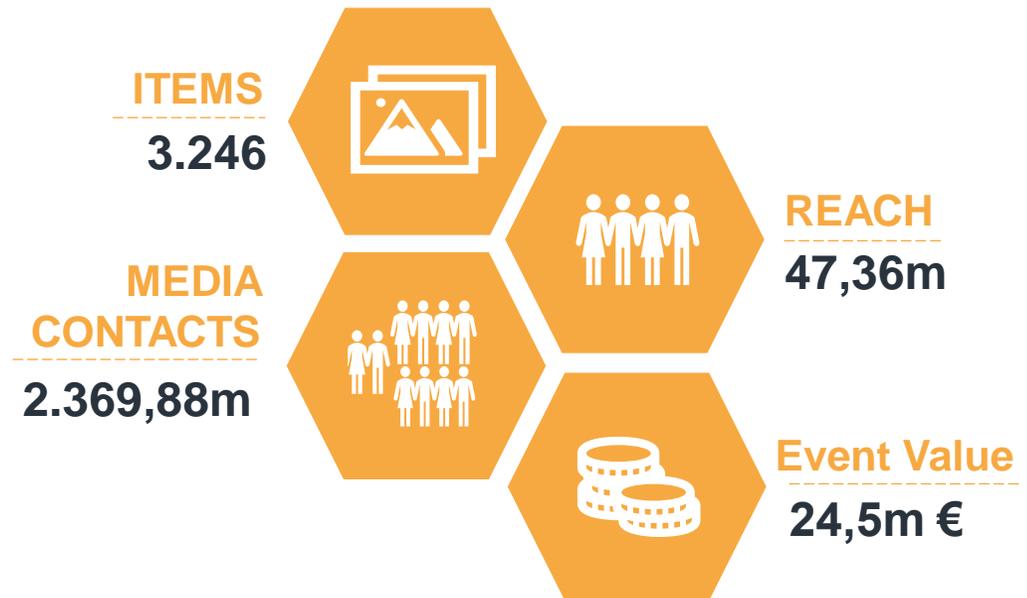
01

CROSS MEDIA RESEARCH



CROSS MEDIA RESEARCH

KEY FACTS



CROSS MEDIA RESEARCH

STRENGTHS & WEAKNESSES



ADVANTAGES

VS.

DISADVANTAGES



The host market Switzerland was the most valuable TV market in terms of event value → highest reach among all countries (28% of total reach) with just 7 % of the total broadcasts.



The Czech Republic, Finland, Sweden and Switzerland were broadcasting the games on the top national TV broadcasters, which generated great audience figures for linear-TV as well as Web-TV.



There were a few good performing hashtags → #WFC2022, #floorball, #FloorballUnlimited. Whilst #WFC2022 had the highest amount of usage and reach, #floorball generated the most engagement by far (65% of total engagement was achieved by using the hashtag #floorball).



Two articles have been displayed on msn.com which generated a total event value of 0,1m € → 12% of total event value for online articles. Having big well known sites communicate about the event might bring more people towards the sport.



Even though the main channels in the top 4 countries previously mentioned broadcast a lot of the event, there is a risk of a value decrease when one of those channels is not interested in broadcasting the IFF World Championships → Having top broadcasters in other countries will help.



Include sponsors during the event in Online or social media posts more frequently. The University of Applied Science OST did not have text mentions during the event of the owned social media channels. They were only mentioned in May (Instagram & Twitter image) and October (Facebook and YouTube video).



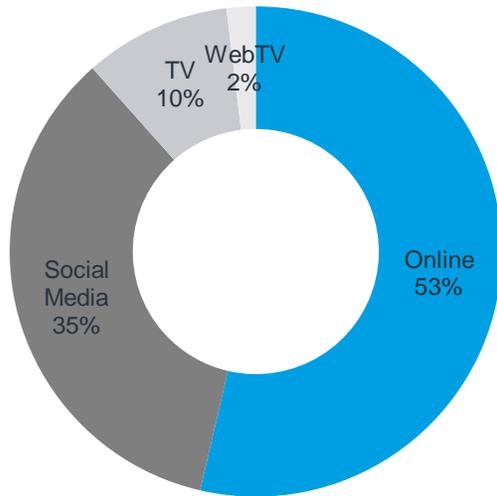
The LED Board is poorly visible during low camera angle shots. Installing taller LED boards would increase the visibility, as they are half blocked by the barriers in front.

CROSS MEDIA RESEARCH

MEDIA SPLIT

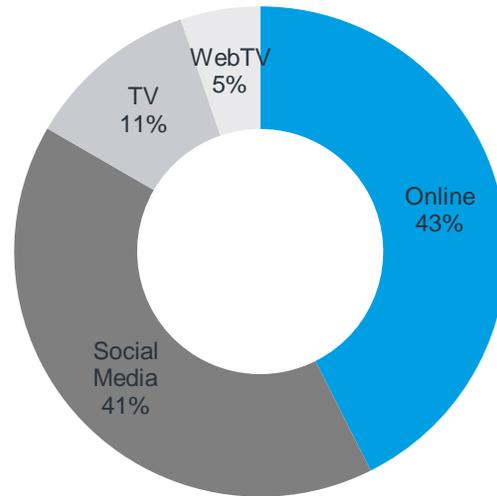


Items



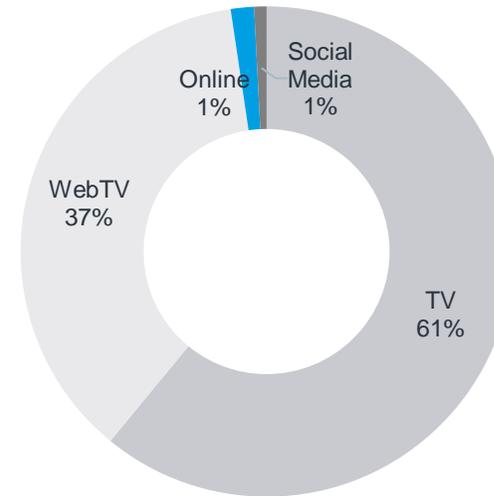
Total: 3.246

Reach



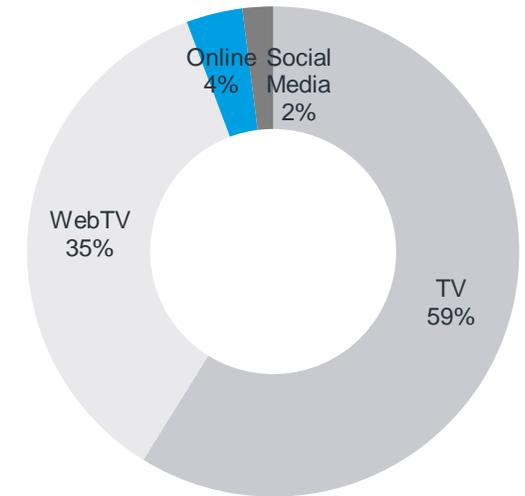
Total: 47,36m

Media Contacts



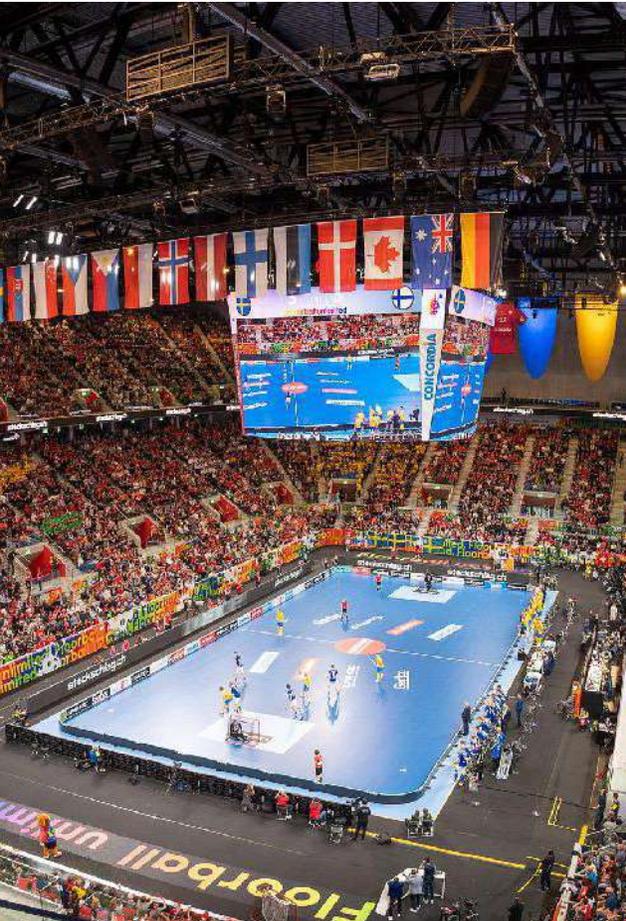
Total: 2.369,88m

Event Value



Total: 24,5m

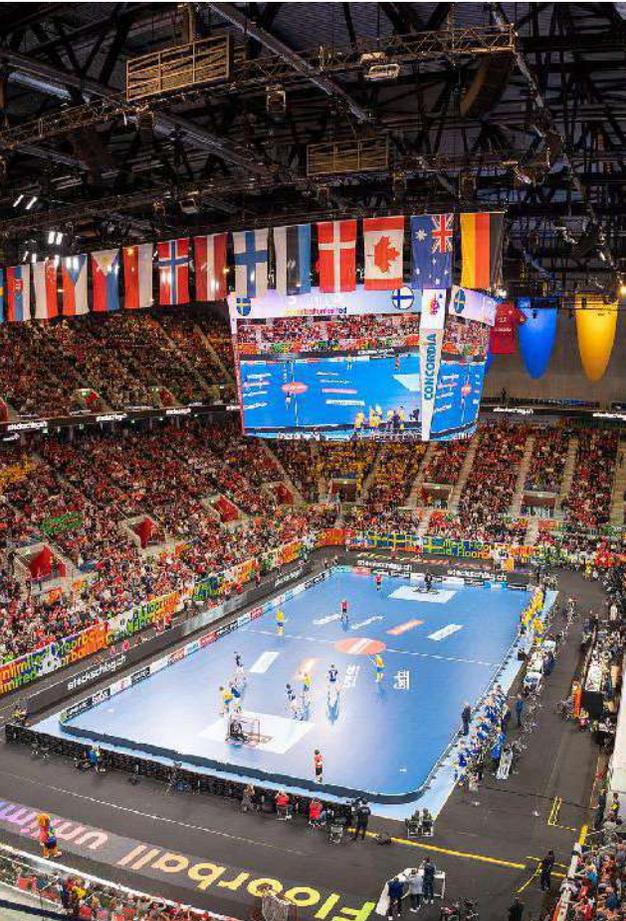
CROSS MEDIA RESEARCH BY MEDIA TYPE



	TV 	WebTV 	ONLINE 	SOCIAL MEDIA 	TOTAL
Number of items	313	62	1.741	1.130	3.246
Number of channels/websites/publications/platforms	21	8	263	5	297
Broadcasting Time (hh:mm)	572:18	178:09	-	-	750:27
Reach (million)	5,40	2,48	20,17	19,32	47,36
Media Contacts (million)	1.444,44	870,03	36,09	19,32	2.369,88
Event Value (€)	14.444.421	8.700.273	908.496	492.585	24.545.775

CROSS MEDIA RESEARCH

SUMMARY (1/2)



TV

- Although the broadcasting time in Slovenia was the longest of the IFF World Floorball Championship 2022, broadcast in Switzerland generated the highest reach. That's because of the high reach of SRF 2 (26% of total TV reach). Slovenia had 3 TV channels covering more than 25 matches of the event with live and repeat coverages (Sport TV1, Sport TV 2, Sport TV 3).
- Next to SRF 2, CT Sport and Yle TV2 (20% and 19% of total TV reach) have the highest event value. Altogether, 59% of the total event value across all media was generated on TV.

WebTV

- WebTV generated one third of the total event value of the IFF World Floorball Championship 2022.
- Due to YLE, Finland generated the highest event value (35% of total WebTV event value). Switzerland (SRF 2) was second, with 32% of the total.
- Broadcasting the World Championships on linear TV as well as on their respective Livestream platforms increased the total audience figures.

CROSS MEDIA RESEARCH

SUMMARY (2/2)



ONLINE

- 263 websites published a total of 1.741 articles about the IFF World Floorball Championship 2022.
- Online websites generated 44% of the total reach of the event. Three websites were key to the success of the overall online reach of the event: msn.com (USA, 20% of total online reach), onet.pl (Poland, 17% of total online reach) and tvspielfilm.de (Germany, 7% of total online reach).

SOCIAL MEDIA

- Social media contributed significantly to the overall reach of the event, reaching a total reach of 19,32 million. 14,05 million was generated on Instagram.
- As expected, the top hashtag by engagement and mentions is #floorball. The event hashtag #wfc2022 performed second best.
- Ceskyfloorbal was the best performing author in terms of total engagement with 32% of the total engagement.
- It is also notable that almost two thirds of the posts are posted by owned channels (International Floorball Federation (IFF) and iffwfc).

CROSS MEDIA RESEARCH

KPI OVERVIEW OVER ALL MEDIA BY COUNTRY - TOP 10

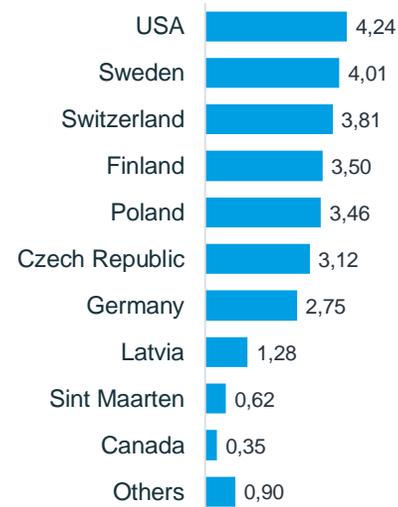


Items



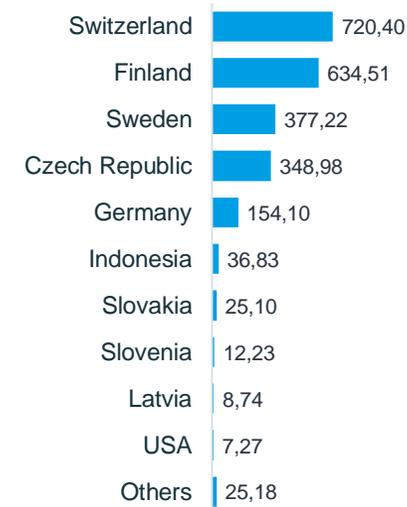
Total: 3.246

Reach



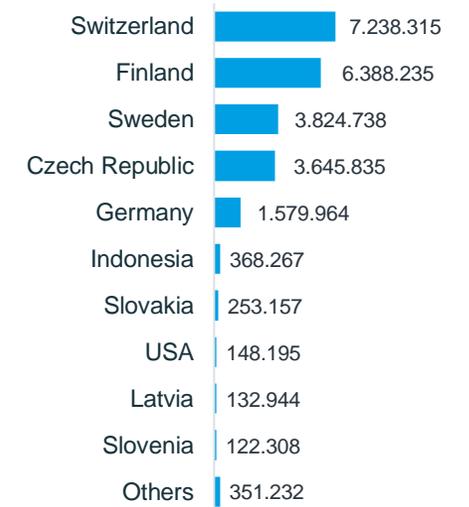
Total: 47,36 million

Media Contacts



Total: 2.369,88 million

Event Value

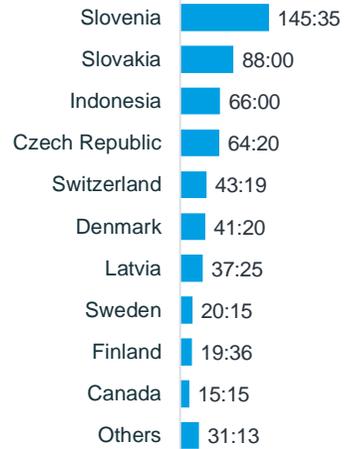


Total: 24,5 million €

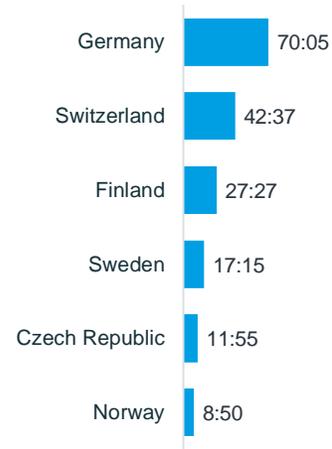
CROSS MEDIA RESEARCH BY COUNTRY - TOP 10 (1/2)



TV



WebTV



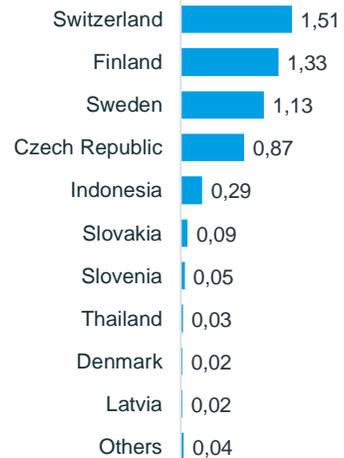
ONLINE



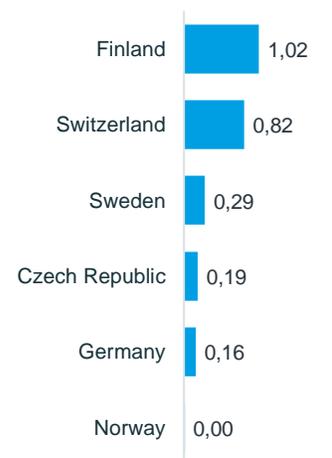
SOCIAL MEDIA



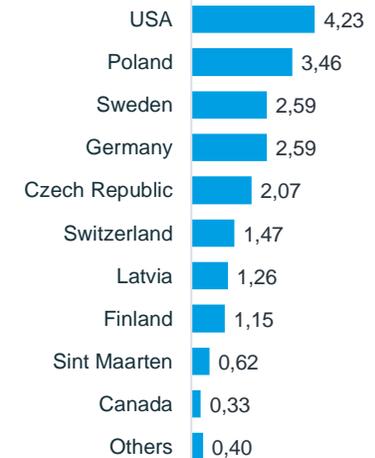
TV



WebTV



ONLINE



SOCIAL MEDIA



Broadcasting Time
(hh:mm) /
Items
(number)

Reach
(million)

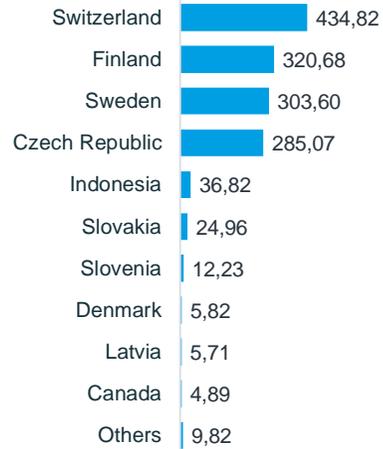
CROSS MEDIA RESEARCH

BY COUNTRY - TOP 10 (2/2)

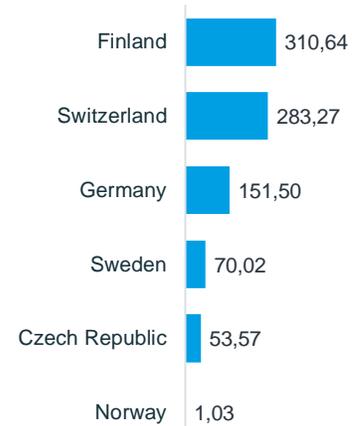


Media
Contacts
(million)

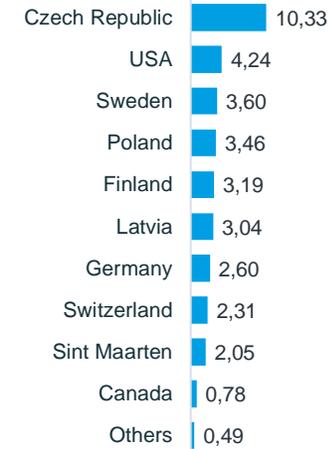
TV



WebTV



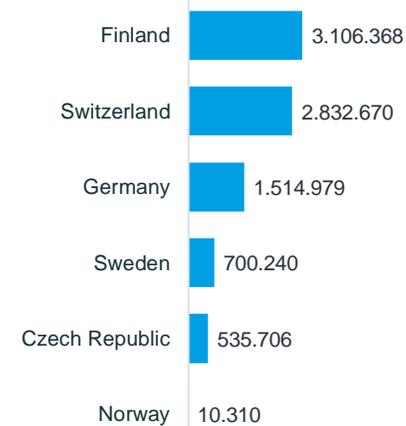
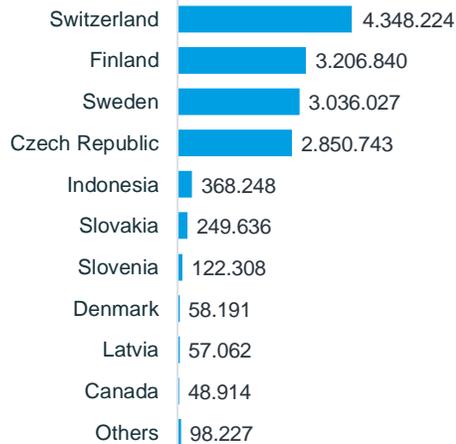
ONLINE



SOCIAL MEDIA



Event
Value
(€)

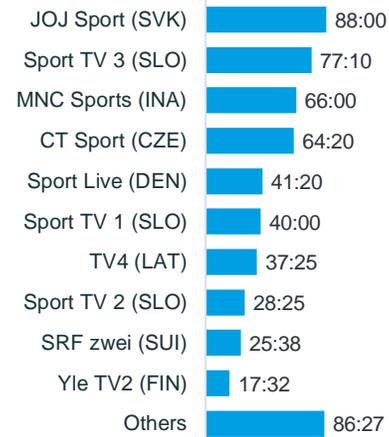


CROSS MEDIA RESEARCH

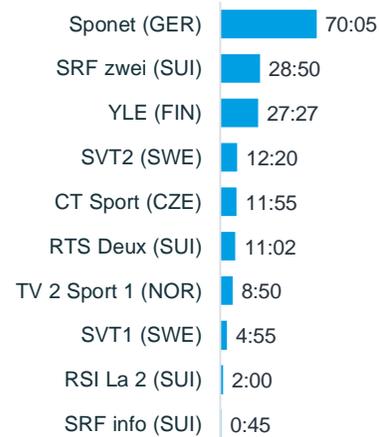
BY PLATFORM - TOP 10 (1/2)



TV



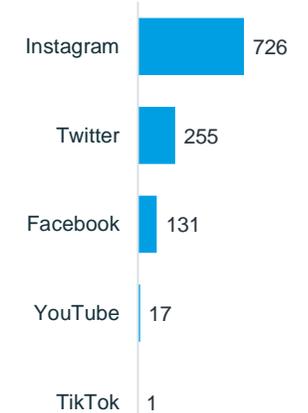
WebTV



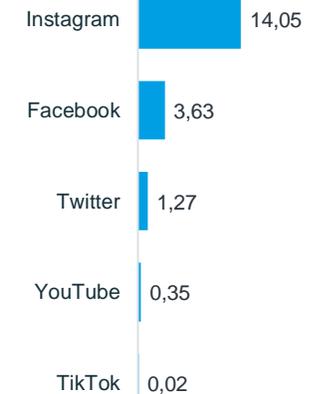
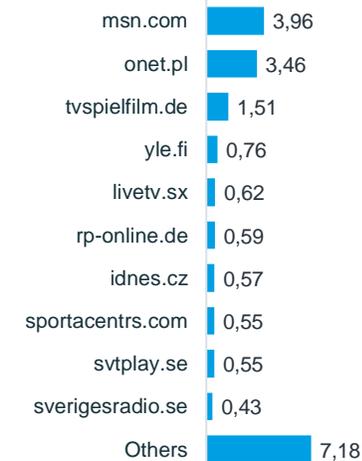
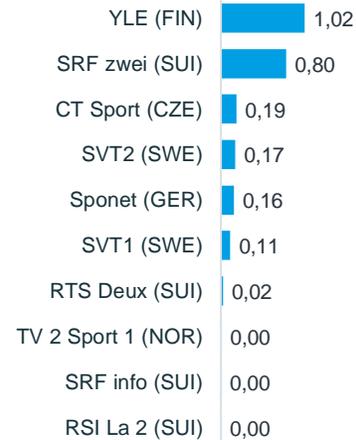
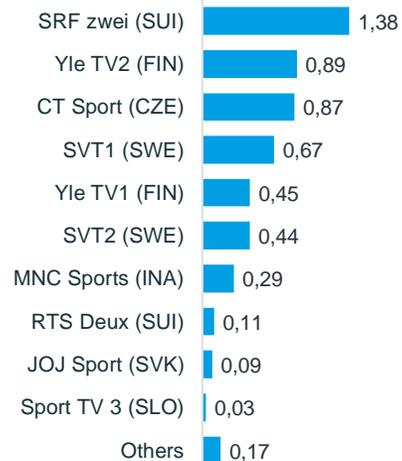
ONLINE



SOCIAL MEDIA



Reach (million)



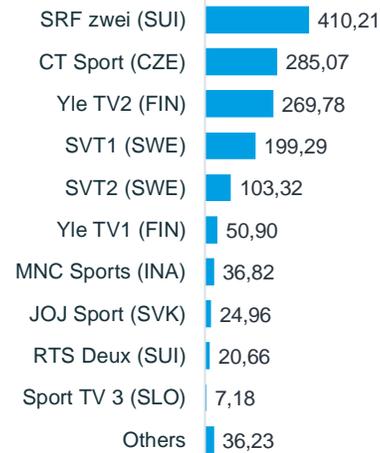
CROSS MEDIA RESEARCH

BY PLATFORM - TOP 10 (2/2)

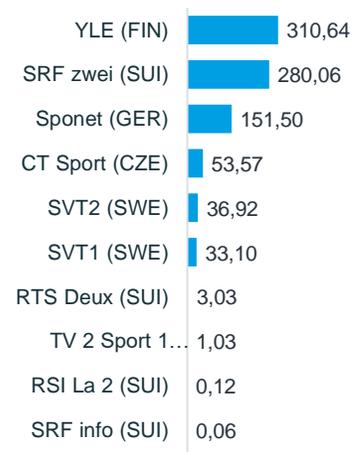


Media
Contacts
(million)

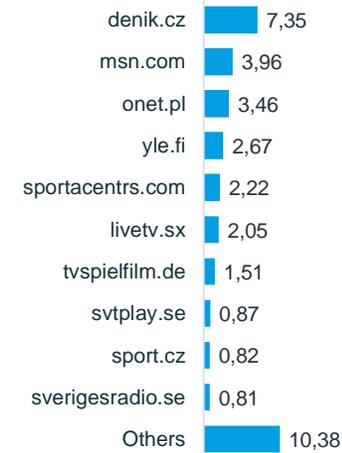
TV



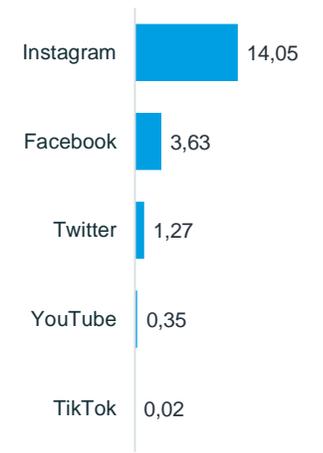
WebTV



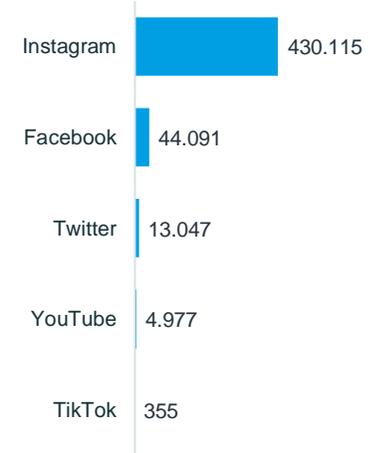
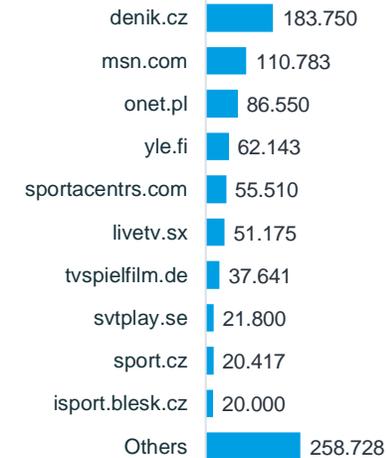
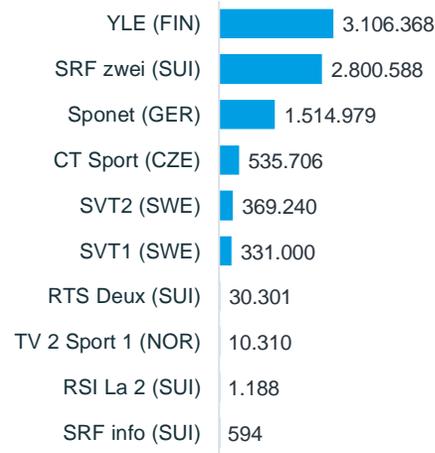
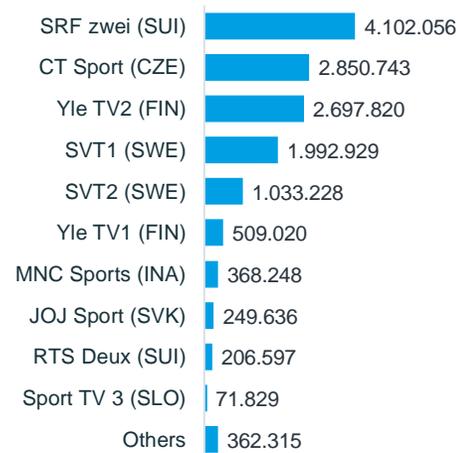
ONLINE



SOCIAL MEDIA



Event
Value
(€)





02

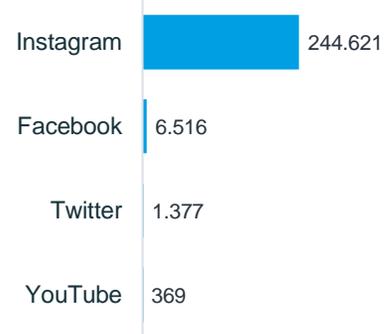
SOCIAL MEDIA RESEARCH

SOCIAL MEDIA RESEARCH

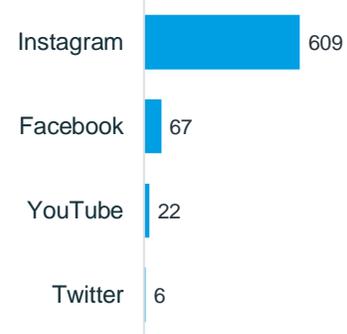
ENGAGEMENT OWN CHANNELS



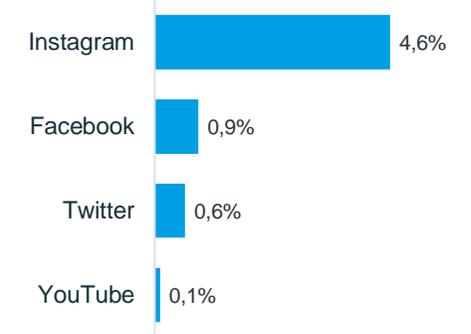
Total Engagement



Average Engagement



Engagement Rate



Post with highest engagement

ENGAGEMENT:
12.723



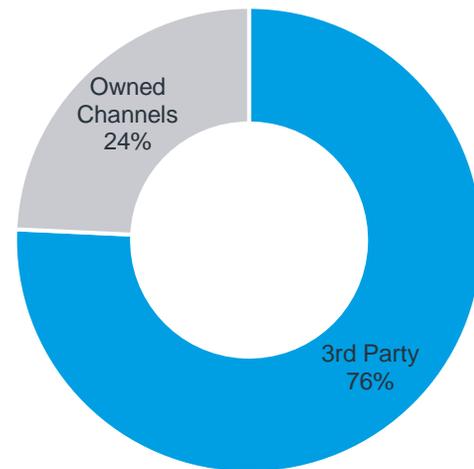
- The top 29 posts by engagement were on Instagram
- 3 of the top 5 posts by engagement are about the goal by Swedish world champion Robin Nilsberth

SOCIAL MEDIA RESEARCH

OWNED & EARNED SPLIT

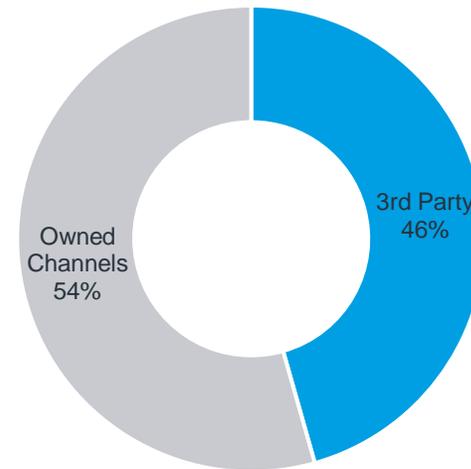


Engagement



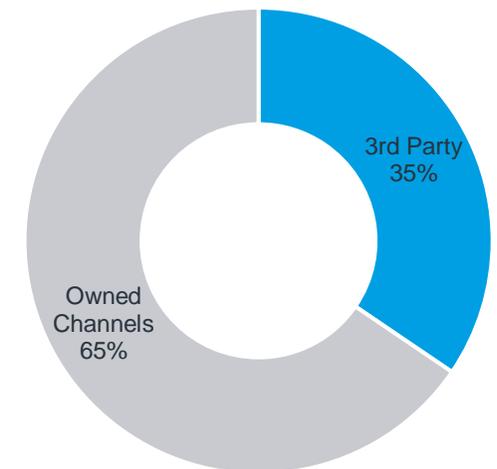
Total: 1.042.259

Reach



Total: 19,32 million

Number of Posts



Total: 1.130

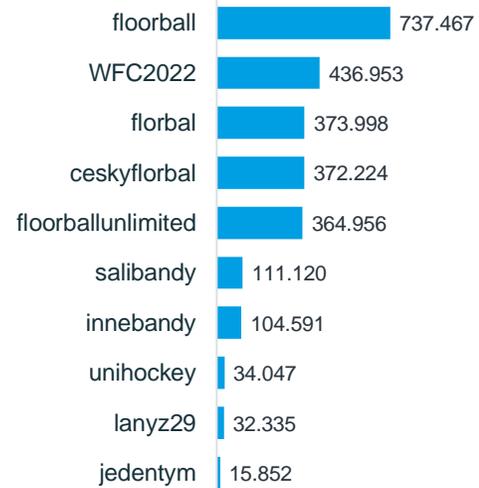


SOCIAL MEDIA RESEARCH

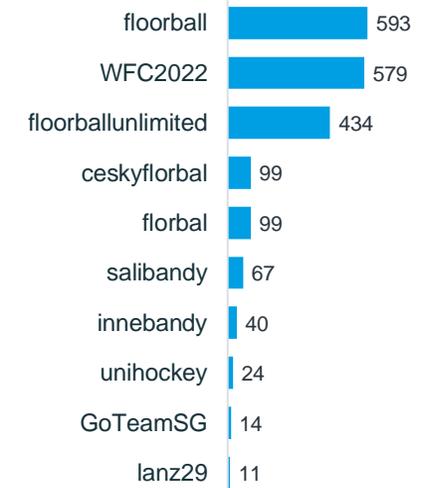
TOP HASHTAGS



Top 10 hashtags - engagement



Top 10 hashtags - mentions



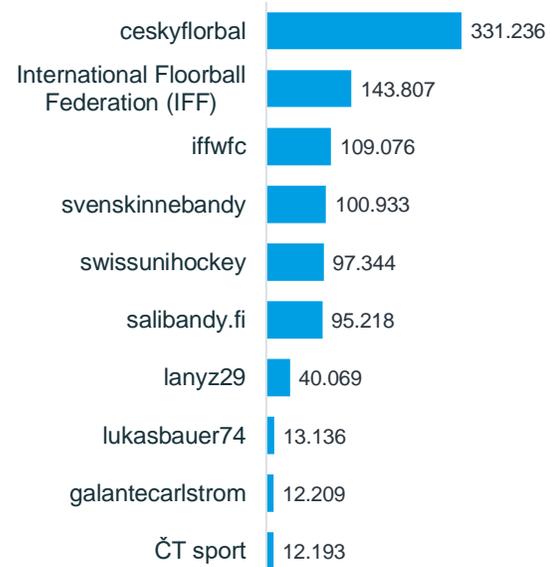


SOCIAL MEDIA RESEARCH

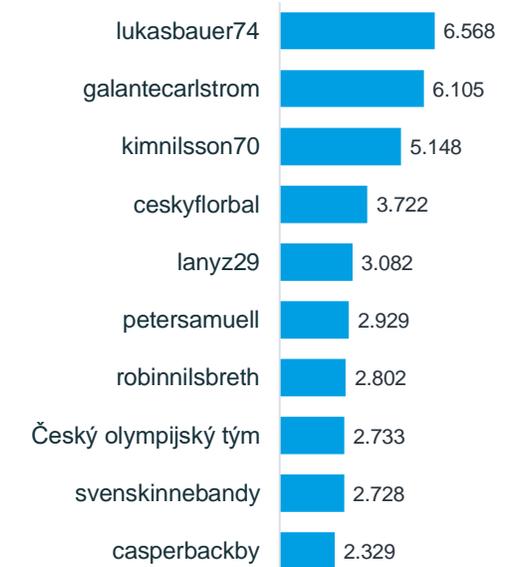
TOP AUTHORS – ENGAGEMENT



Top 10 authors – total engagement



Top 10 authors – average engagement



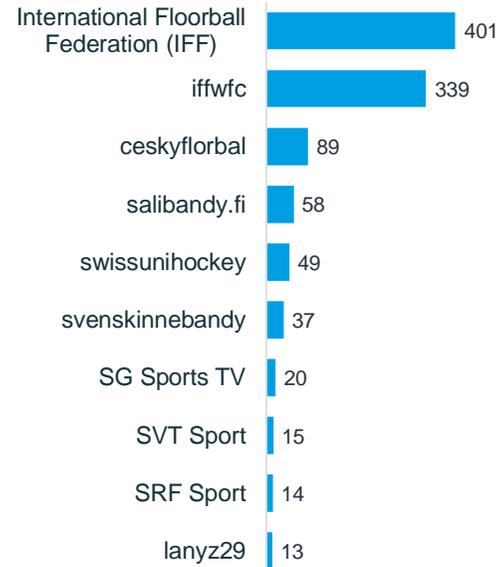


SOCIAL MEDIA RESEARCH

TOP AUTHORS – POSTS & REACH

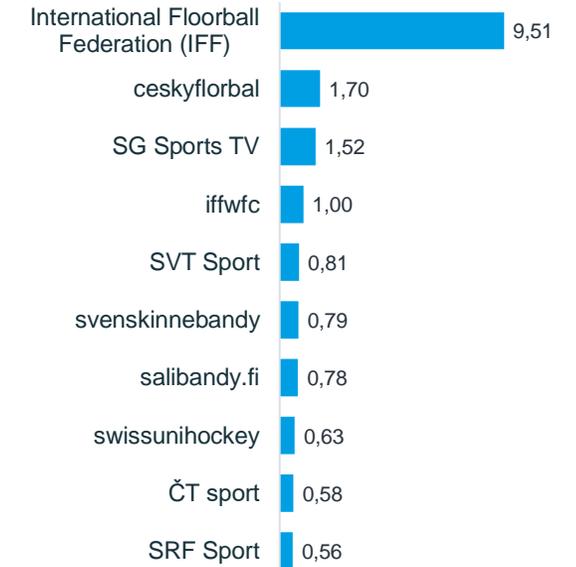


Top 10 authors – number of posts



Total: 1.130

Top 10 authors – total reach

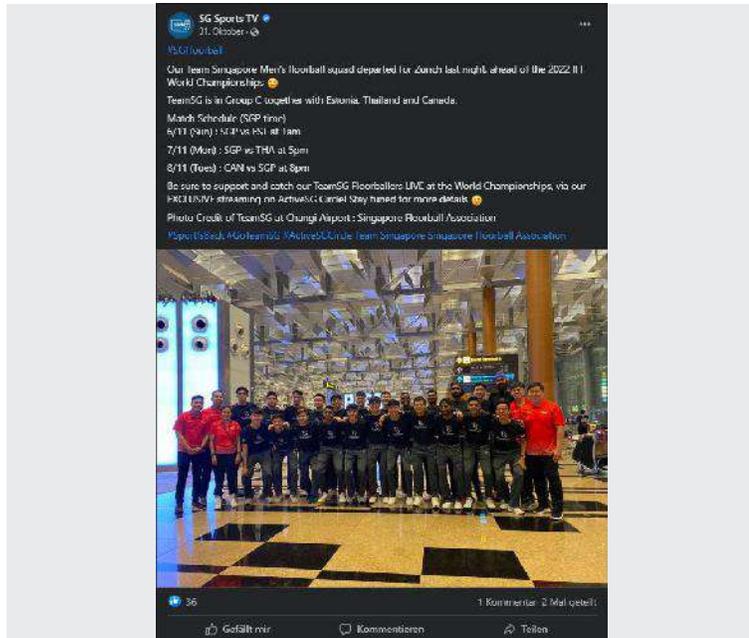


Total: 19,32 million

TOP 3 POSTS BY REACH



1.



Reach: 0,16 million

*10.



Reach: 0,10 million

*11.



Reach: 0,10 million

*The top 9 posts are all from the Facebook account of SG Sports TV

TOP 3 POSTS BY ENGAGEMENT



1.



Engagement: 12.723

2.



Engagement: 10.691

3.



Engagement: 8.772

03

CONTACT & GLOSSARY





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CONTACT

OUR TEAM FOR YOUR INDIVIDUAL NEEDS

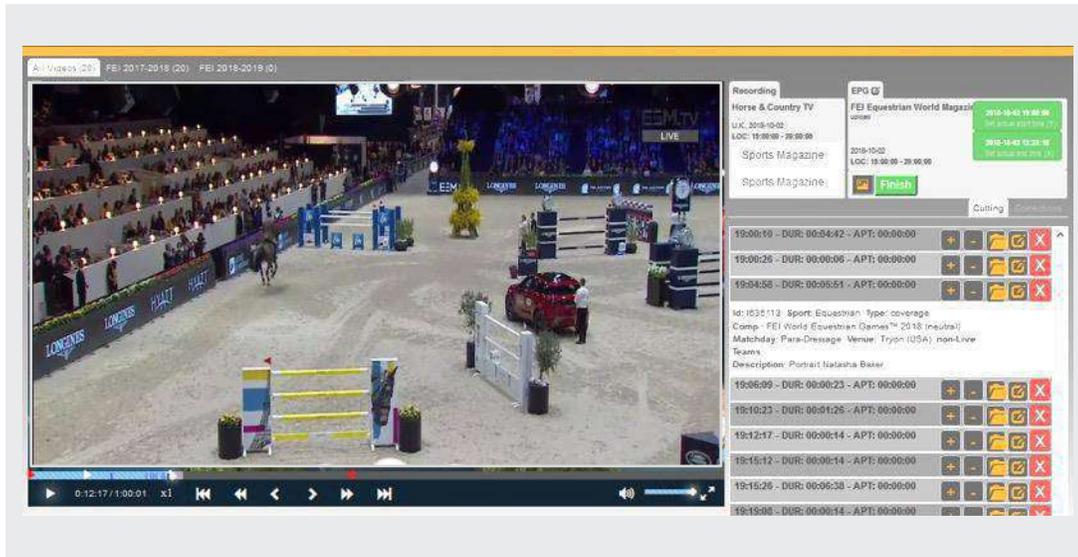
MEDIA RESEARCH SERVICES

TV / WEB-TV MONITORING

STEP 1: COLLECTING THE RELEVANT BROADCASTS/VIDEOS/ARTICLES/POSTS TO AN EVENT



TV



SECONDARY REPORTING (NEWS, MAGAZINES):

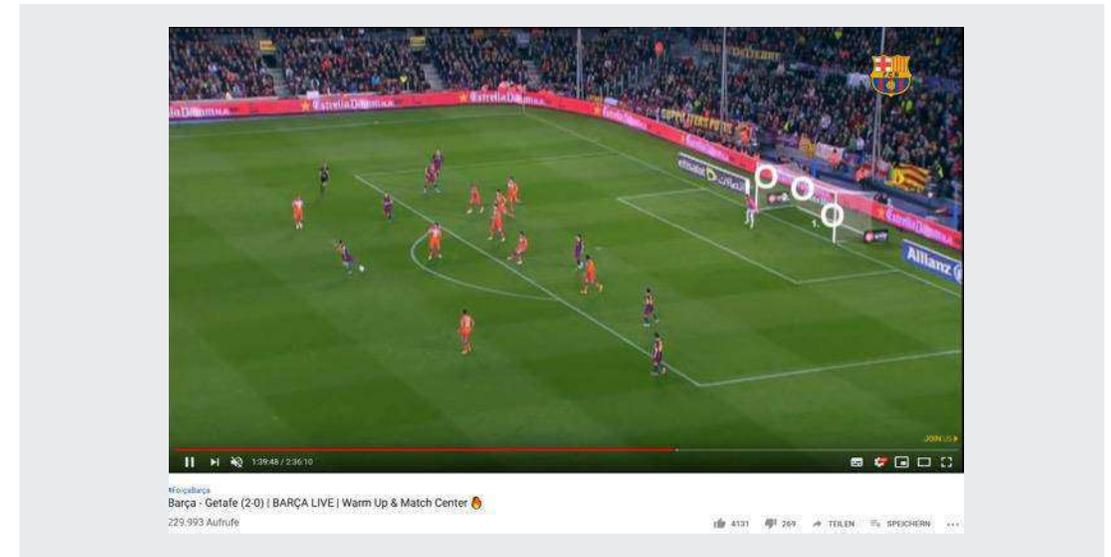
IRIS production system: Collection and analysis of the relevant video content by experienced evaluators in the defined panel

SPECIFIC REPORTING (LIVE, DELAYED, HIGHLIGHTS):

Via EBS (electronic broadcast schedule) - recording of the relevant programmes via an automated access to programme descriptions in the EPGs



WEB-TV, SOCIAL/MOBILE VIDEOS



ANALYTICS:

Collection of the relevant videos via Analytics access given by the customer

CONTENT WITHOUT ANALYTICS ACCESS:

Collection of the relevant videos using keywords (see Social Media)

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA MONITORING

STEP 1: COLLECTING THE RELEVANT BROADCASTS/VIDEOS/ARTICLES/POSTS TO AN EVENT



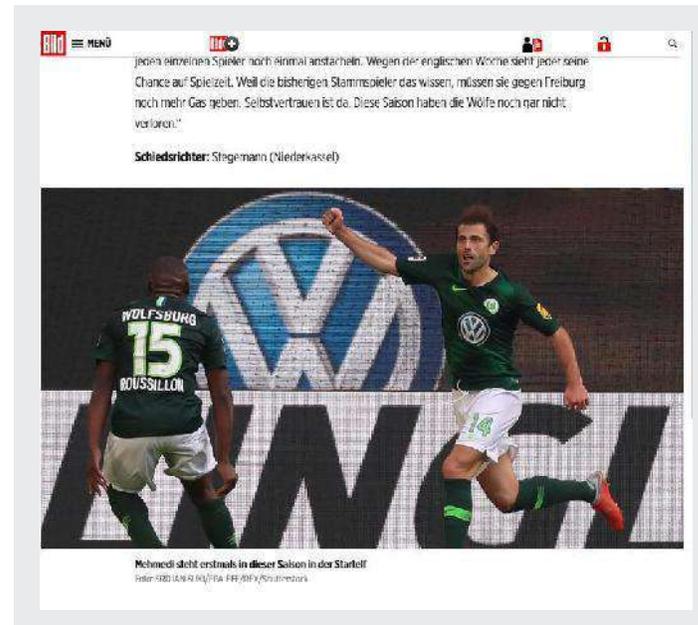
PRINT



ONLINE



SOCIAL MEDIA



Collection of the relevant articles using search terms in a defined top panel (contains the most widely read newspapers / magazines / websites +, if necessary, a sports-specific extension)

Collection of the relevant posts using search terms in publicly accessible posts. Global access, but definition of the languages is necessary for search term creation.

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA MONITORING

STEP 2: ALLOCATION OF REACH PER BROADCAST/VIDEO/ARTICLE/POST

Page visits of the website where the article was published:

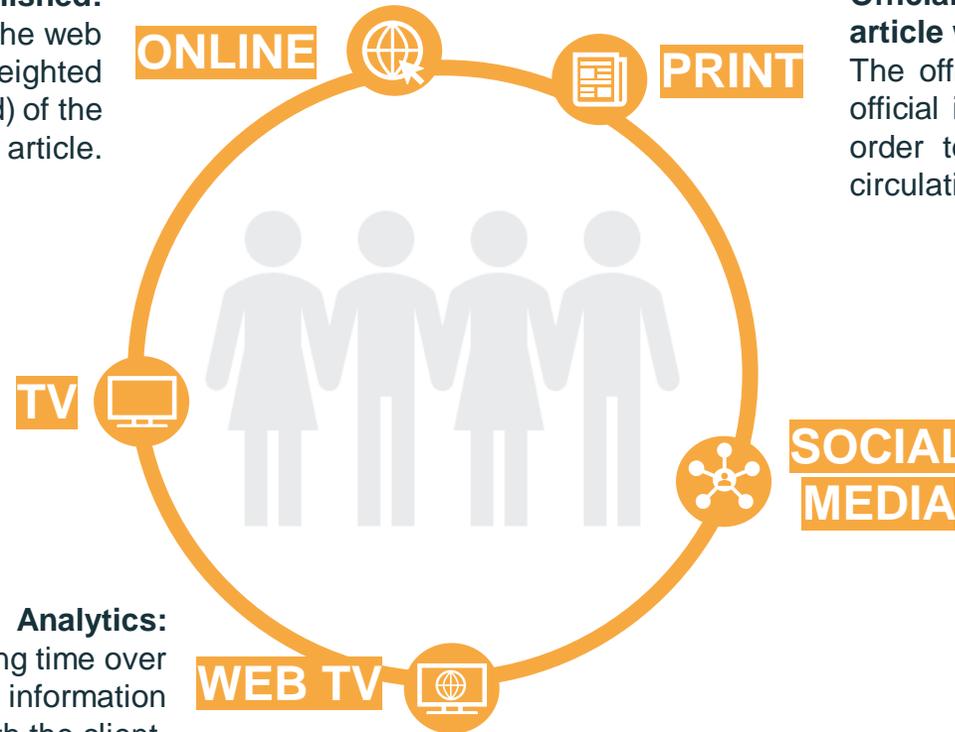
Since the page visits are only issued centrally for the web pages and not for each article, the page visits are weighted according to the reading probability (genre-related) of the article.

Average reach of the programme in which the content was recorded:

Quota information of the responsible quota institute for measured channels, IRIS quota forecast model for transmitters that are not measured

Analytics:

Collection of the video views and average viewing time over analytics access provided by the customer or information provided by the platforms. In consultation with the client, views may be weighted by the average viewing duration to reflect a realistic audience figure.



Official edition of the publication in which the article was recorded:

The official edition is published both centrally by official institutes and decentrally by marketers. In order to determine the number of readers, the circulation is multiplied by one factor

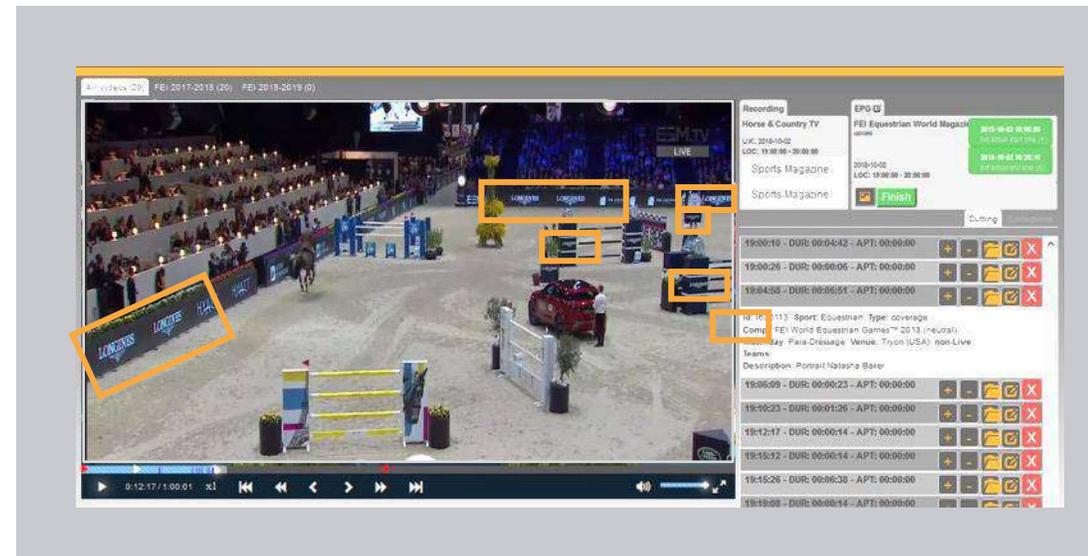
Different approaches to reach determination per platform:

- Facebook: (author's follower + (commitment x average number of friends)) x reading probability
- Instagram: Follower of the author x probability of reading
- Twitter: Follower of the author x probability of reading
- YouTube: Number of video views

MEDIA RESEARCH SERVICES

TV / WEB-TV SPONSORSHIP EVALUATION

STEP 3: ANALYSIS OF SPONSOR'S PRESENCE



The duration of the sponsoring presence is measured by the IRIS production system to the second in the previously recorded relevant content, as soon as the advertising message is visible in the picture for at least one second. The advertising message must be at least 75% visible.

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA SPONSORSHIP EVALUATION

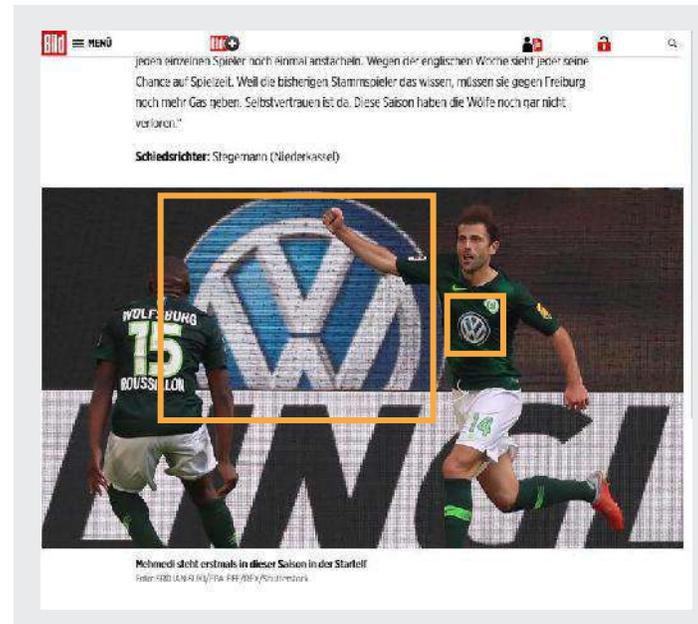
STEP 3: ANALYSIS OF SPONSOR'S PRESENCE



PRINT



ONLINE



SOCIAL MEDIA



Identifiers:

A sponsoring presence is captured as soon as the advertising message appears in the article or in the post previously captured using the search term in image or text. At least 75% of the advertising message must be recognizable.

MEDIA RESEARCH SERVICES

PRINT / ONLINE / SOCIAL MEDIA SPONSORSHIP EVALUATION

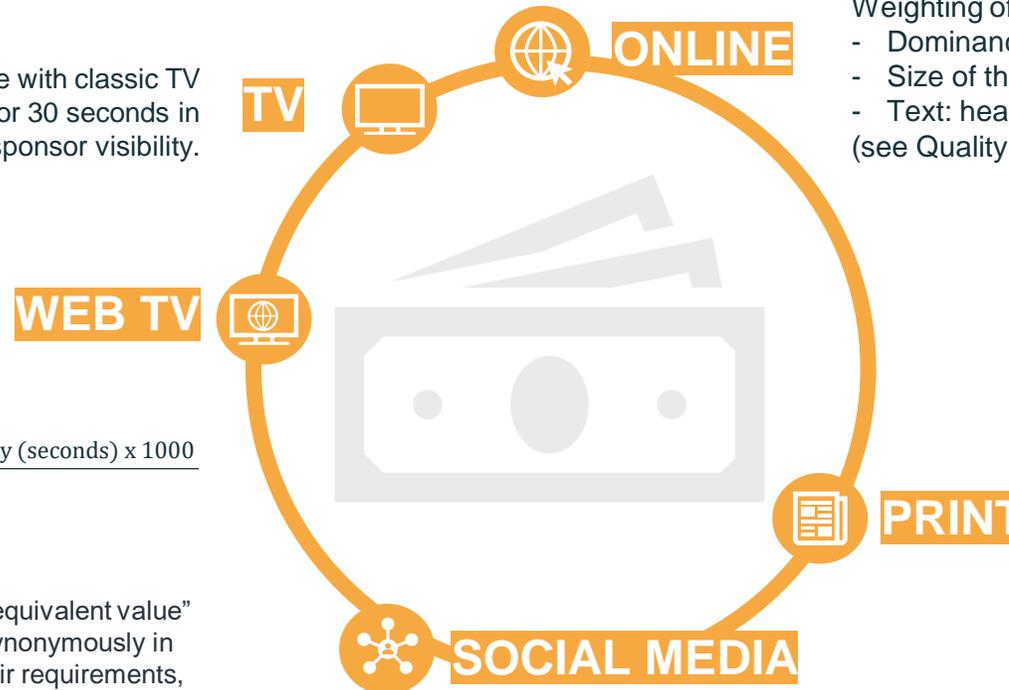
STEP 4: CALCULATION OF ADVERTISING EQUIVALENT VALUE / SPONSORING VALUE

Advertising equivalent value*, comparable with classic TV advertising. Basis: Official TV spot prices for 30 seconds in relation to the actual length of the sponsor visibility.

Advertising equivalent value
Calculation of the monetary value based on predefined CPTs comparable to classical advertising (depended on the platform)

$$\text{Monetary Value} = \frac{\text{CPT} \times \text{Audience (million)} \times \text{visibility (seconds)} \times 1000}{30}$$

*The terms “advertising equivalent value”, “ad equivalent value” and “sponsoring value” are frequently used synonymously in consultation with the client. Depending on their requirements, some clients prefer the calculation of a sponsoring value based on a predefined CPT (especially on TV) that corresponds to an adequate sponsorship cost-benefit ratio (see KPIs).



Weighted advertising equivalent value

Basis: Official banner CPTs of the website.

Weighting of the sponsor presence according to:

- Dominance class (dominant, recessive neutral)
- Size of the advertising message
- Text: heading vs. subheading vs. mention in article (see Quality Score)

Quality Score:

BRANDING TYPE	SIZE	PROMINENCE	QUALITY SCORE
Logo	0-20% of image size	dominant or secondary	25-35%
	21-49% of image size	dominant or secondary	30-40%
	50%+ of image size	dominant or secondary	45-65%
Text	Single mention or multiple mention	body of story	10-30%
		headline/ subheading	45-55%

Weighted advertising equivalent value

Base: publications' official ad rates; same weighting as in online media (see quality score)

Weighted advertising equivalent value Basis:

Social Media CPTs; same weighting of the sponsoring presence as in the online sector (see Quality Score)

EXPLANATION OF MOST IMPORTANT KPIS

KEY PERFORMANCE INDICATORS

EVENT VALUE / PR VALUE

CPT

MEDIA CONTACTS

SPONSORING CONTACTS

SPONSORING VALUE

ENGAGEMENT

ENGAGEMENT RATE

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS

EVENT VALUE / PR VALUE

As all content to a competition/event is accompanied by communication effects, IRIS calculates a monetary value for the competition/event based on the total coverage. Therewith, the **EVENT VALUE / PR VALUE** represents a hypothetical maximum Sponsoring Value provided that a sponsor would be visible the entire broadcasting time or occupied all articles/posts completely.

TV / WEB TV / OTT / SOCIAL VIDEOS

Based on spot rates or CPT (dependent on commission)

Event Value = Spot rate per second (Euro) x Broadcasting Time (seconds)

$$\text{Event Value} = \text{CPT} \times \frac{\text{Broadcasting Time (seconds)} \times \text{audience (million)} \times 1000}{30 \text{ seconds}}$$

PRINT *Event Value = Size of article x ad price (1/1 page)*

ONLINE *Event Value = $\frac{\text{CPT} \times \text{reach}}{1.000}$*

CPT based on standard banner prices per website category (between 20€ - 35€)

SOCIAL MEDIA

CPT based on post type (between 10€ - 25€)

CPT

Price-performance ratio of a sponsorship

TV / WEB TV / OTT / SOCIAL VIDEOS

Depending on the individual sponsoring fee, the ratio shows the amount of money that must be invested to reach 1.000 people within 30 seconds.

If IRIS is not informed about the exact sponsoring fee, a fee of 100.000 Euro or 1.000.000 Euro, depending on the size of the commitment, is being assumed. The sponsor can calculate its own CPT through this formula:

$$\text{CPT} = \frac{\text{actual sponsoring fee}}{\text{assumed sponsoring fee}} \times \text{shown CPT}$$

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS

MEDIA CONTACTS

Quality measure of the coverage in the different media:



TV / WEB TV / SOCIAL VIDEOS

Relates Broadcasting Time and audience per 30 seconds (FASPO convention)

$$\text{Media Contacts} = \frac{\text{Broadcasting Time (seconds)} \times \text{audience (million)}}{30 \text{ (seconds)}}$$

Example: A Broadcast with a viewership of 5 million and a broadcasting time of two minutes means 20 million media contacts.

The calculation is made for every item separately.



PRINT

Multiplies the Print readership and the number of articles per event. E.g. two articles in one publication are counted twice for the media contacts, thus the total media contacts for a competition are higher than the total reach – for the reach, readership is counted only once per publication and day.



ONLINE

Multiplies the Online visits and the number of articles per event. E.g. two articles on one website are counted twice for the media contacts, thus the total media contacts for a competition are higher than the total reach – for the reach, visits is counted only once per website and day.



SOCIAL MEDIA

The Social Media reach is counted per post, therefore there is no difference between the reach and the media contacts on social media.

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS

SPONSORING CONTACTS

Quality measure of the sponsor visibility in the different media:

TV / WEB TV / SOCIAL VIDEOS

Relates sponsor visibility and audience per 30 seconds (FASPO convention)

$$\text{Sponsoring contacts} = \frac{\text{visibility (seconds)} \times \text{audience (million)}}{30 \text{ (seconds)}}$$

Example: A Broadcast with a viewership of 5 million and a sponsor visibility of two minutes means 20 million media contacts.

The calculation is made for every item and sponsor separately.

PRINT

Multiplies the Print readership and the number of articles with sponsor presence. E.g. two articles with sponsor presence are counted twice for the sponsoring contacts, thus the total sponsoring contacts for a competition may be higher than the total reach.

ONLINE

Multiplies the Online visits and the number of articles with sponsor presence. E.g. two articles with sponsor presence on one website are counted twice for the sponsoring contacts.

SOCIAL MEDIA

For the sponsoring contacts, the reach is counted once per post where a sponsor is present.

SPONSORING VALUE (based on a pre-defined CPT)

Monetary value of a sponsorship based on an assumed CPT. The assumption of the CPT is based on the price that a sponsor would be willing to pay to reach 1000 contacts. Sponsorship-specific CPTs vary between 1 and 5 Euros. Furthermore, there are approaches where the CPT is derived from classical advertising between 10 and 30 Euros (depended on the market).

TV

$$\text{Sponsoring Value} = \text{CPT} \times \left(\frac{\text{SponsoringContacts}}{1.000} \right)$$

OVERVIEW OF KPIS

KEY PERFORMANCE INDICATORS



ENGAGEMENT (in Social Media)

Amount of interactions with posts/videos on social media platforms

The engagement is measured for the different platforms as follows:

- Flickr: favourites + comments
- Facebook: likes + comments + shares
- Instagram: likes + comments
- Twitter: retweets + favourites
- YouTube: likes + comments



ENGAGEMENT RATE (in Social Media)

Measures the amount of interaction social content earns relative to reach

$$\text{Engagement Rate (in percent)} = \frac{\text{Total engagement per post}}{\text{reach per post}} \times 100$$

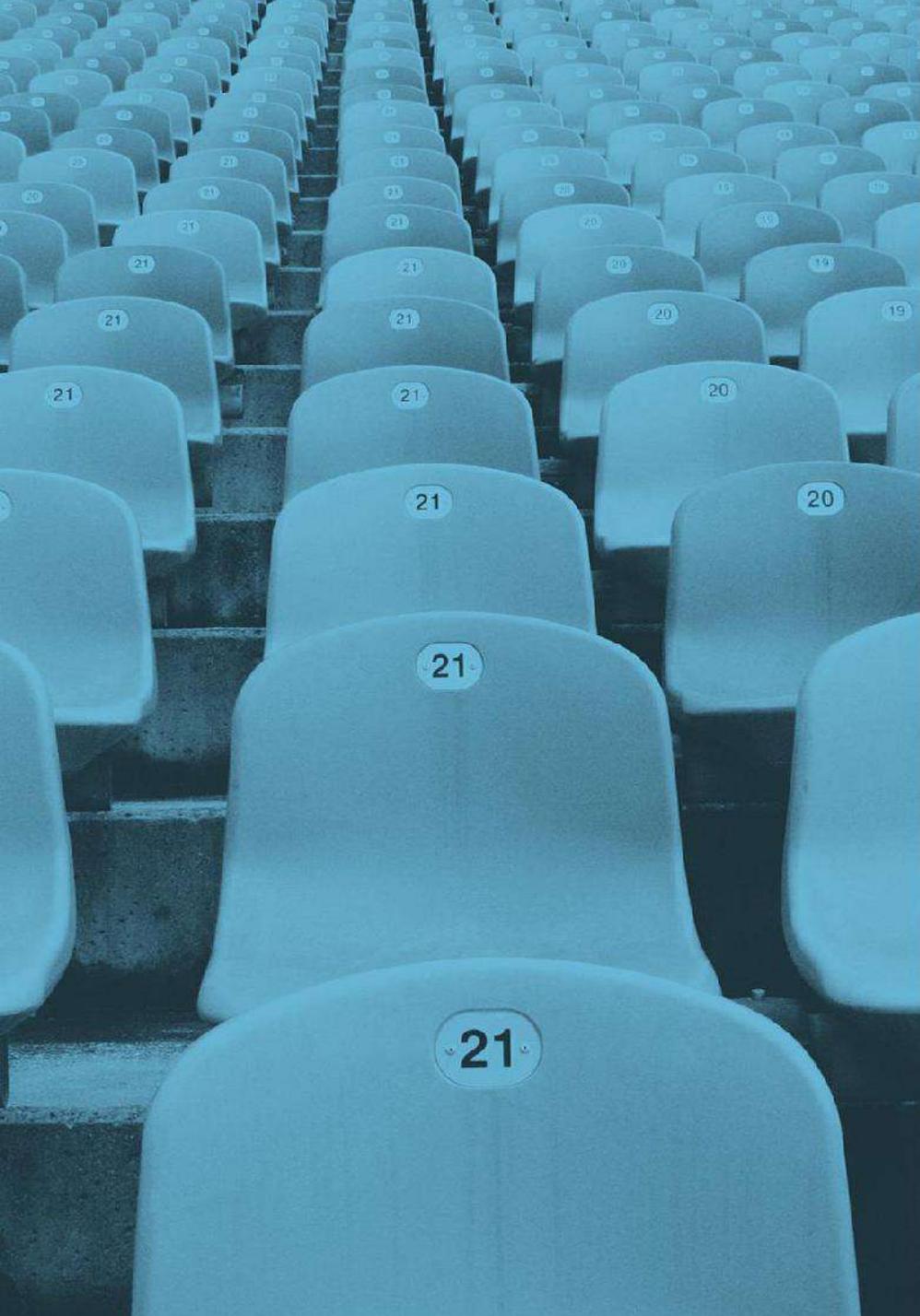
The calculation is made for every item separately, the total engagement rate is an average of all single engagement rates

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INTELLIGENT RESEARCH IN SPONSORING

MEDIA | MARKET | INTELLIGENCE | DIGITAL

Our services and the resulting insights are targeted to provide valuable decision-making support around your sponsoring activities, and a solid basis for the successful integration of sponsoring in your corporate communication. The basis we are building upon is the objective, comprehensive, compliant monitoring and evaluation of all relevant formats in the respective national and international broadcasts and publications.

Based on our long-time industry expertise, we consult clients in the sponsoring selection phase, review sponsoring contracts, deliver media performance documentation, provide optimization proposals for your sponsoring implementation and investigate and analyze perception about your sponsoring impact in the target group.

We are using all available Media, Market and Consumer Research instruments to integrate and embed sponsoring more successfully in the overall marketing communication strategy of our clients.

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LinkedIn



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Men's U19 World Floorball Championships 2023

EUR2 Qualification

24th - 28th January, El Escorial, Spain

Men's U19 WFCQ 2023

Eur2

El Escorial – Spain

24th – 28th January 2023

Final report



Men's U19 World Floorball Championships 2023

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24th - 28th January, El Escorial, Spain

ORGANIZATION

BUDGET

ARENA

MARKETING

MEDIA

SOCIAL MEDIA IMPACT

STREAMING

ATTENDANCE

SIDE ACTIVITIES





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EUR2 Qualification
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ORGANIZATION

Collaboration: Floorball Spain – LOC – Municipality of El Escorial – IFF was fluid and efficient since the beginning.

El Escorial was the chosen place by LOC-AEUF due to the experience, easy logistics for LOC, collaboration with local authorities and facilities for set up all the necessary preparations.

The event has also been, for the first time, worked in coordination with “non Floorball partners” in order to find collaborations for future possible events, as well as future partnership for Floorball Spain



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BUDGET

This is probably the hardest point when facing these challenges.

There are several issues difficult to cover with our resources and finding sponsors is very hard due to the visibility of Floorball in our countries.

Transportation of teams and streaming are the main areas to cover.

Hope not to end in minus which would situate us in a very difficult position.



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ARENA

Since we were nominated the goal was to offer the best possible image of our sport. Not just playing games but give the real impression to all, how important an event like this is.

We change all the setting at the arena :

Rink área:

Gerflor flooring – Extra spectators stand for teams, VIP and guests)

VIP área – Mixed zone – Secretariat and “sound” tables – new situation of team benches – independent entrances for teams to rink – press and media area – flag displays – adverts in rink – roll ups for ceremonies – physio area – specific wifi for org – internet cable for streaming – IFF office – entrance control – First aid services – Security services – Special stand for tv cameras.

Arena spaces:

Refs locker rooms – 4 team’s locker rooms – closing entrances for separate spectators from teams – antidoping room – org room – merchandising place – extra bar in stand for spectators – extra seats (from the second day) – clear and complete signals for everyone

Exterior:

Display place for sponsors – Reserved parking places



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MARKETING

The sponsorship is the most complex chapter. First of all, the emergency of the event (it has been prepared in three months) and the reality of Floorball in our country with no previous deals prior to this event.

We worked in two directions: local business and future of Floorball.

We sent invitations and we did a lot of contacts not only with collaborators for the event but also to show Floorball to possible future sponsors.

Locally we got some help from:

El Escorial municipality – arena

Talleres Renault Escorial - two official cars

Capfun – Camping El Escorial – accommodation for teams

Hotel Florida – accommodation for IFF staff and refs

Paco Pastel – VIP and catering

Asociación de Comerciantes de El Escorial – get to know Floorball locally

GSD – Grupo escolar Gredos San Diego – printing and MVP awards

La Real aperitivos – VIP and catering

Agua Sierra de Cazorla – water and drinks for teams

Carmaplas – Everyone 360 - printing



Even that most of the collaboration is in added value LOC was satisfied with the achieved.



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MEDIA

Media work has been directed by the TRIVINCI communication group.

Their work has included:

Development of the image and promotion of the event

Social media management

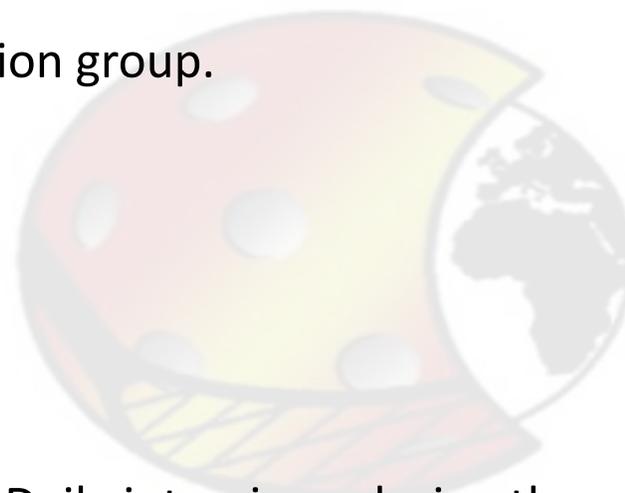
Promotion in press, radio and television.

Promotion and presentation to the authorities.

Promotional management to sponsors and collaborators

Photo management of the event with Pre-event interviews, Daily interviews during the event, (before, during and after the matches)

Distribution of news as an agency





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MEDIA

First press release - shorturl.at/sPT28

Official press and authorities presentation (over 150 people) - shorturl.at/ptFKP - shorturl.at/ERXZ9 - shorturl.at/cepS2

Local press impressions:

26th Sept– (Aquí en la Sierra) shorturl.at/gqW16

4th Jan – (Aquí en la Sierra) shorturl.at/hzDGP – (Deportes en la Sierra) shorturl.at/cirRY

26th Jan – (Aquí en la Sierra) shorturl.at/jtV34

28th Jan – (Aquí en la Sierra) shorturl.at/fjqw6

29th Jan – (Deportes en la Sierra) shorturl.at/aehs1

National press impressions:

3rd Jan – (MARCA) shorturl.at/kmyET

22nd Jan – (MARCA) shorturl.at/epX03 – (MSN News) shorturl.at/FNSU6

26th Jan – (M24h) shorturl.at/BJOY4 – (MARCA) shorturl.at/kqtyY

27th Jan – (MARCA) shorturl.at/akwxJ

28th Jan – (MARCA) shorturl.at/mvxOV

1st-2nd Feb – (El Mundo) shorturl.at/dms06





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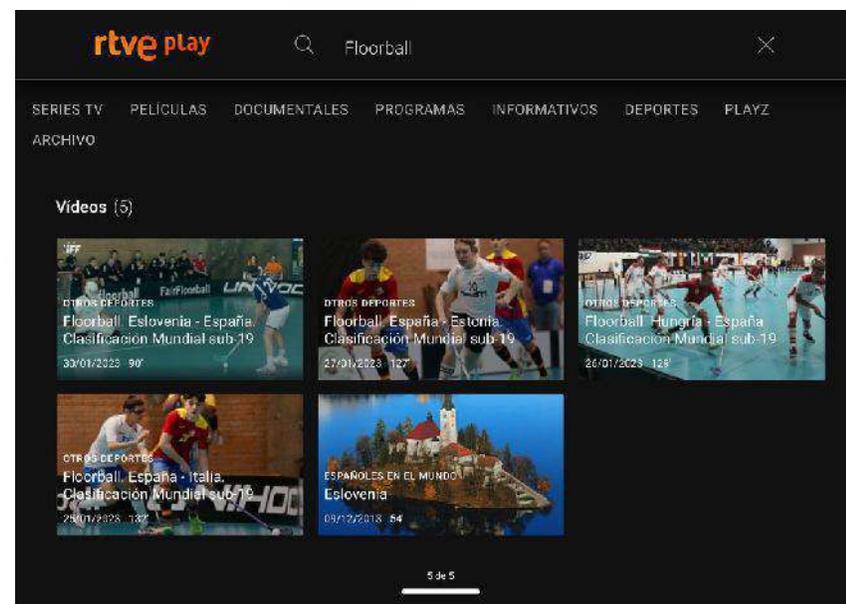
MEDIA

Radio impressions:

4th Jan – (La voz de la Sierra – Onda Cero) shorturl.at/awzFH
19th Jan – (La voz de la Sierra – Onda Cero) shorturl.at/eIJLV
24th Jan – (Cadena COPE) - shorturl.at/lnwIM
25th Jan – (Cadena COPE) - shorturl.at/abEST
26th Jan – (Cadena COPE) - shorturl.at/FS357
3rd Feb – (Cadena COPE) - shorturl.at/ehjDS
Several days – (Radio Marca) - shorturl.at/moAQX
Several days – (Cadena COPE) - shorturl.at/cgELO

TV impressions

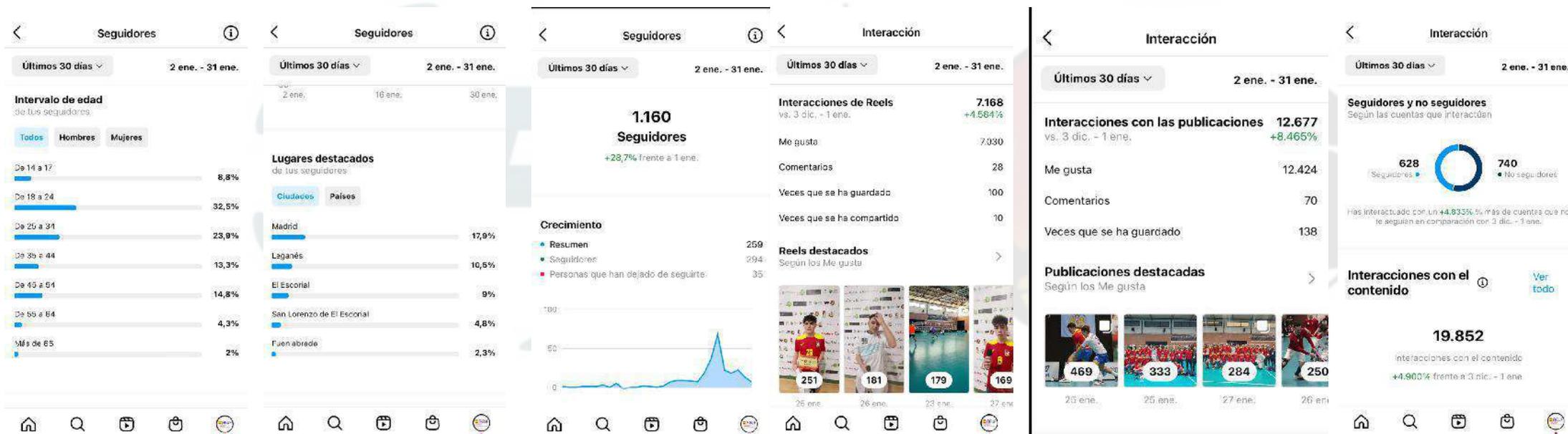
26th Jan – (TeleMadrid) shorturl.at/kpY28
Live and replays – (RTVEPlay) - shorturl.at/BIPQR (Spanish team matches)
Replays – (Teledporte) - shorturl.at/mtHPX (Spanish team matches)





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SOCIAL MEDIA IMPACT – source Instagram Insight





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MEDIA – SOCIAL MEDIA IMPACT – source Instagram Insight





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STREAMING

The event was produced by CAMBIA Producciones, which used a set up of four cameras +1 (for the scoreboard). Two cameras located on the long side of the rink (central area in front of the main spectators stand) and another two behind the goals. Commentators to all the matches have been provided by the company itself with support in each match by the organization in coordination with AEUF, two commentators per match*.

The production company did all the tests previous to the event following the instructions given by IFF and the streaming was produced without any issues.

Just in the last days prior to the beginning of the event we were contacted by RTVE and they offered the possibility of broadcasting the matches of Team Spain through the RTVEPlay (national TV channel internet App). Work was done almost instantly to make it possible, both by obtaining the relevant permission from IFF and by signing the contract with RTVE.



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STREAMING — **source IFF App at the end of the matches - **comparative with other events in a separate doc*

Numbers of followers:

Tuesday 24th:

Estonia vs Hungary – 878

Italy vs Slovenia – 655

Wednesday 25th:

Slovenia vs Estonia – 704

Spain vs Italy – 623

Thursday 26th:

Estonia vs Italy – 619

Hungary vs Spain – 557

Friday 27th:

Slovenia vs Hungary – 564

Spain vs Estonia – 558

Saturday 28th:

Hungary vs Italy – 477

Slovenia vs Spain – 659

We do not have the monitoring data of the matches in RTVEPlay.



Total Livestream	6274
Average per match	627



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ATTENDANCE – Number of spectators

Live attendance to the matches has been massive, especially in when Spain was playing where capacity was exceeded from day one.

This meant an urgent meeting with the director of the sports center, who, in contact with local services, maintenance personnel and the organization itself, decided to remove the seats from the main stand in order to increase the capacity by approximately 150 people.

This was done in a record time of two hours with the commitment by the organization to put everything back at the end of the event.





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ATTENDANCE – Spectators – **source match record **comparative with otjer events in a separate doc*

Numbers of followers:

Numbers of spectators:

Tuesday 24th:

Estonia vs Hungary – 200*

Italy vs Slovenia – 100*

Wednesday 25th:

Eslovenia vs Estonia – 217

Spain vs Italy – 527

Thursday 26th:

Estonia vs Italy – 102

Hungary vs Spain – 583

Friday 27th:

Slovenia vs Hungary – 167

Spain vs Estonia – 649

Saturday 28th:

Hungary vs Italy – 156

Slovenia vs Spain – 613

Matches played	10
Total Attendance	3314
Match avergae attendance	331



**on the first day the count of spectators was not carried out correctly and that was solved by IFF staff and Secretariat*



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SIDE ACTIVITIES

The organization of the event has also arranged a series of parallel activities around it

Training for Floorball promoters at some schools

Training of new Floorball teachers

Training of referees in collaboration with the refereeing staff of IFF and AEUF

Volunteer training

Sports physiotherapy conference in collaboration with FISIOMED RECOVER and the European University

Meeting place and presentation of the sport to diverse target groups





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Matches played	10
Total Attendance	3314
Match average attendance	331

Total Livestream	6274
Average per match	627

Max spectators – 649	ESP-EST
Min spectators - 100	ITA-SLO
Max Livestream - 858	EST-HUN
Min livestream - 477	HUN-ITA

Max goal dif - 12	HUN-ITA
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FINAL STANDINGS	POINTS	GF-GA
Estonia	8	37-15
Slovenia	6	26-15
Hungary	4	35-24
Spain	2	14-23
Italy	0	13-48

24th Jan	
EST-HUN	7-6
Spect.	200
Livestream	858
ITA-SLO	1-7
Spect.	100
Livestream	655

26th Jan	
EST-ITA	16-3
Spect.	102
Livestream	619
HUN-ESP	4-3
Spect.	583
Livestream	557

28th Jan	
HUN-ITA	18-6
Spect.	156
Livestream	477
SLO-ESP	8-1
Spect.	613
Livestream	659

25th Jan	
SLO-EST	3-6
Spect.	217
Livestream	704
ESP-ITA	7-3
Spect.	527
Livestream	623

27th Jan	
SLO-HUN	8-7
Spect.	167
Livestream	564
ESP-EST	3-8
Spect.	649
Livestream	558



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