



One World - One Ball



Status update IOC Road Map

5.10.2014 SUHV President's Day



IFF Olympic Path Milestones

- **1986** IFF founded
- **1993** 1st European Cup for club men's & women's teams played
- **1994** 1st European Championships
- **1996** 1st Men's WFC played, 15.106 spectators in Globe Arena
- **1997** 1st Women's WFC played in Åland, Finland
- **2000** IFF provisional member of Sport Accord (GAISF)
- **2001** 1st Junior (U19) WFC
- **2004** IFF ordinary member of Sport Accord
- **2008** IFF provisional member of IOC and the IFF Strategic Vision was defined
- **2010** IFF's brand message, *one world - one ball*, was launched
- **2011** IFF celebrated its 25th anniversary and an important milestone was reached when the IFF received the full Recognition by the IOC.

Accepted as a member of the Association of IOC Recognised International Sport Federations (ARISF)

- **2013** Floorball demo sport in the Southeast Asian Games & Special Olympics World Winter Games and IFF approved as member of International World Games Association (IWGA)
- **2014** Floorball included on the Wroclaw World Games 2017
Floorball approved in the SportAccord Urban Games 2016/Sea Games 2017
- IFF to prepare for IOC Short List 2015





IFF Strategic Vision 2020

- The IFF Strategic Vision is defined as follows in 2008:

*To be the **internationally approved/accepted** sole owner of the dynamic sport of **Floorball and all its different forms and identities** and serving as an attractive sport for all. Being a healthy organisation with sufficient human and financial resources, **with over 100 national members associations**, having and organising their own national championships and five continental confederations.*

*Floorball is **adaptable to be played on a global level** taking into consideration all the different infrastructural conditions, according to the standardised game rules, with a WFC played with participants from five continents, based on the qualifications and being on the **program of the Universiade, the World Games and/or the Olympic Games until 2020.***



IFF Strategic Vision 2020

The three pillar approach

- the international lobby work in respect to increase the visibility of the sport and inclusion into the multi-sport games;
- the development work of increasing the number of, and strengthening, our member associations; and
- the marketing of the sport, building and spreading the brand of Floorball.





IFF Strategic Vision 2020

The Olympic Objectives

- To reach as many Multi-Sport Games, in order to increase the awareness and the visibility of the sport globally
- To reach the present IOC Short List process, to legitimise the Sport finally in all NOC's
- To reach the Olympic Games is the ultimate proof of our existence





IOC News

The new IOC President Mr. Thomas Bach has launched a process called: Olympic Agenda 2020

- President Bach is calling for a renewal of a number of parts in the Olympic Charta
 - System of Sport Selection
 - Qualification of Athletes
 - Bid process
 - Test Events – World Games for new sports
 - New Role of the Youth Olympic Games
- IOC has run a number of working groups this summer, which has made a number of recommendations
- The IOC EB will prepare a proposal for the Extraordinary session in Monaco in December
- The implication of this will come in Q1 2015 => What process



IOC Short List Process

Based on the information we have received from the IOC Sports Department, the IOC members we talk to and the other IF's we follow the following approach:

- We work on the assumption that we need to fulfill the present IOC Criteria's for inclusion on the Short List
 - 8 themes, 49 fields and 63 questions.
 - Though ones are number of members, medalists, players and Multi-Sport Games. Also the part of Environment, Surveillance and Visibility
 - Work has been done with the following issues
 - Code of Ethics
 - Conflict of Interest Policy
 - Good Governance Policy
 - Strategy Half-Time Revision
 - Athletes Career program
 - Equality document
 - Two research has been made University of Paris and Lausanne



IFF Lobby work

The Lobbying work is done on three different levels:

- IOC Administration: Sport Department, Program Commission
- NOC's: Australia, Russia, NZ, Germany,
- Sport Influential Persons

Recent success:

- Participation in World Games secured – 6 men's teams
 - This serves as a test for the whole movement – how good are we
 - The role of World Games will change to a test-event for the Olympics
- New Initiatives:
 - Street Floorball Approach – Youth Olympic Games
 - Participation in the upcoming SportAccord Urban Games
 - Each One – Teach One Project – to closegap and meet the operative criterias
- Lobby towards the IOC
 - We have direct contact to over 30 hot-shots in the IOC and the Multi-Sport organisations.



Next Steps

Based on the IOC Extra ordinary session decisions we need to act:

- Evaluate the outcome of the decisions
- Try to anticipate how it will effect the "Short list process"
- Start discussions concerning Youth Olympic Games
 - Street Floorball project
- Seek acceptance in Asian Games 2018





What can Swiss Floorball contribute with

- Support the EOTO project
- Start to use the name Floorball in some way #floorball
- Work with different organisations to spread Floorball nationally and internationally
- Try to identify ethnic groups playing Floorball in Switzerland
 - Support them – help with affiliation
- To increase visibility, build on the TV/web-TV presence
 - Support the IFF Core Country Marketing Group
- Build Strong Events and also market them
 - League games
 - SuperFinale
- Lobby towards the Swiss International Delegates and invite them to your Events:
 - Any opportunity is a good one