

Minutes to the 20th Meeting of the EHF Nations Board (Men)

Date / Time:	Monday, 7 October 2019 / 16:00 – 18:30	
Venue:	Hilton Garden Inn Hotel, Vienna/AUT – Gloriette 6	
Participants:	Morten Stig Christensen	DEN Chairman
	Philippe Bana	FRA Vice Chairman
	Mark Schober	GER
	Marek Góralczyk	POL
	Ingo Meckes	SUI
	Stephen Neilson	GBR
EHF:	Michael Wiederer	EHF President
	Martin Hausleitner	EHF Secretary General
	Peter Sichelschmidt	Senior Manager National Teams
	Marsha Brown	Office/Minutes

1. Welcome and introduction

Chairman Christensen welcomed the group to the 20th meeting of the Nations Board and remarked on usefulness of the information presented at the common meeting, and the respective dialogues to the topics would continue.

2. Previous meetings – Minutes/Reports

2.1. EHLB/NB Meetings 03/2019

2.2. PHB 03/2019

2.3. EHPU/MFCH Meetings 06/2019

2.4. EXEC Meetings 06/2019, 09/2019

2.5. 14th EHF Conference of Presidents

With no additional comment or question, the NB took note of the minutes.

3. EHF Information

3.1. Meeting Calendar 2020

The NB took note of the dates presented; Member Bana remarked that due to other professional commitments, he was not available to attend the next meeting of the NB.

3.2. EHF Office Structure – Update

Secretary General Hausleitner presented the updated structure that provided an overview of the departments and positions. Starting with the General Management (GM), he highlighted the shared responsibilities among the four leadership positions (CEO, COO, CFO, and CSO). To the various business groups (BG) there were no major changes; however, in relation to the implementation of the new agreement, the BG Business Development was added to the schema. JJ Rowland will lead the BG and two new positions have been created in support of this area. Furthermore, additional persons (following a recruitment procedure) will be assigned to the business units (BU) EURO Events (1), Refereeing (1), Social Media (1); and BU Information Technology has already selected an additional person to join the team to cover project management and administration. Lastly, the team of the BU Finance has been relocated to the local EHF field office.

Upon request, the depiction will be updated with the areas of responsibility of the staff members within the units and, upon confirmation of the Executive Committee, will be distributed to the stakeholders.

3.3. Master Plan

Reference was taken to the presentation in the NB/EHLB common meeting; the following details are recorded for the minutes. The members of the NB showed appreciation for the work undertaken on the EHF Master Plan. Concern was raised that the gap with the National Federations (NFs) would widen, thus the need to take care of the NFs was emphasised. Referring to the presentation by Michael Naversnik, it was noted that the NFs are encapsulated under the 'Community' pillar and the concept of the partners is a major topic where there are many measures and much work to be done. It was also noted that as long as income (EURO/CL) is dependent on a small number of markets, from a business perspective, the organisation is vulnerable; thus, growing the sport in specific regions is important as it provides the chance to increase the value. To strengthen the position on the market cannot be done without the partners i.e. the NFs. The differences of the federations were mentioned, and it was commented that a strong professional structure within federations is needed; however such strategies have to be tailored to the specific federation demographic.

3.4. Brand Project

3.5. Digital Strategy

Reference to be taken to the minutes of the NB/EHLB common meeting.

4. EHF EUROS

4.1. 2019 Summer YAC Events - Review

In addition to the information provided at the joint meeting, Sichelschmidt referring to the 2019 EYOF (Baku/AZE) added that having only two delegates at the event was insufficient and that the nomination strategy has to be reconsidered and to be clarified with the EXEC for future events. The eleven YAC events were well prepared i.e. the Digital Match Report (DMR) was successfully implemented from a technical point of view at all events; the 'Respect Your Talent' campaign was well received and will therefore be transferred to the 2020 Men's YAC events; and, as a result of the input received and confirmed by the Executive Committee in Belgrade in September, all cross-/placement matches (excl. SFs, 3/4, F) will be decided with a penalty shoot-out. Following information on the awarding of the Men's YAC events in 2020 and the organisers' workshop that is scheduled to take place in Vienna in November, Sichelschmidt and Hausleitner elaborated on why, currently, it is not possible to award the YAC events earlier. From the resulting discussion it was determined that a qualitative analysis of the system since the changes were implemented in 2016 would take place, and would also consider the earlier awarding of the YAC events and if a further harmonisation (2nd half July/1st half August) with the international calendar was possible.

4.2. EHF EURO 2020 SWE/AUT/NOR – Preview

Supplementary information to the NB/EHLB common meeting:

- Major efforts have been made in the area of media coverage; it is expected to break previous records from other events.

4.3. EHF EURO 2020 NOR/DEN – Preview

Supplementary information to the NB/EHLB common meeting:

- Qualifications: the home matches of FAR that had to be played in DEN were handled in a very professional way and with no problems. The unified throw-off times in Round 6 (few exceptions) was supported by all Federations; the system will be retained for future events. The winner and runner-up of the qualification process will take part in the EHF EURO Cup. With the date for the

qualification draw fixed to take place in Bratislava on 23 April 2020 (on the fringes of the Conference for Secretaries General), the regulations for the event will be completed by end of January.

4.4. EHF EUROS 2022/2024 – Status Update

Supplementary information to the NB/EHLB common meeting:

- **EHF EURO 2022 HUN/SVK:** In accordance with the media and marketing agreement, the EHF will assume the responsibility for ticketing as of the 2022 EURO events. The preparations are ongoing; Veszprém will no longer be a venue, but Budapest from the beginning of the EURO. Qualification Phase 1 is ongoing; CYP, LUX, and GEO will face BEL, EST, and FIN respectively in the next round of matches (January 2020); these matches will determine which teams continue to Phase 2 of the qualification.
- **EHF EURO 2024 GER:** it has been determined that the opening match of the event will be held in the football stadium in Düsseldorf. The decisions regarding the arenas will be finalised in May 2020, and the dialogue on branding (logo pitch) will begin before the end of 2019.

4.5. EHF EURO Issues – Reference Points

- In relation to the upcoming changes in procedure, the area of ticketing was elaborated. The EHF will, as of the EHF EURO 2022, work with an experienced ticketing partner. The interests of the organisers in this respect have been safeguarded. Furthermore, a promotion budget will also be part of the EHF EURO organisation in the future.
- Three applications to host the Women's EHF EURO 2024 were received. Based on the quality of the applications and due to the changed timetable with an extraordinary Congress being introduced, the decision to award has been returned to the Congress and will take place on 25 January in Stockholm.
- The timeline for the EHF EUROS 2026 application process is ready, and it is expected that the events will be award at an EHF Extraordinary Congress in 2022; it was underlined that the awarding of the EHF EURO events would no longer be held at the same time as an election congress.

4.6. World Championships and Qualifications

The NB briefly spoke of the European qualification phase to the upcoming men's world championship (2021 EGY); Phase 1 will take place with 15 teams, which will see a tournament format played in TUR, LUX, and ITA. Group 2 of qualification phase on will play their matches in a home and away format. For the final tournament in January 2021, Europe has 13 places (plus champion) available. The challenges of this phase were mentioned due to the last qualification match to the Olympic Games will take place on 26 January as well as the last match of the CAHB qualification in Tunisia.

5. Follow-up to the Common Meeting

The organisation of the meeting was deemed useful to facilitate the exchange of information between the EHF and the stakeholder groups.

6. Media and Marketing Agreement 2020

During the common meeting of the NB and EHLB information on competition issues (club/national team competitions) was imparted. Thus, the topic 'Media and Marketing Agreement 2020' in view of the concerns of the NB was reintroduced; this included a reiteration of the meeting 'Task Force: 2020+ EURO Finances' comprising the background as to why the meeting was called and the subsequent outcome; the minutes of the meeting were at hand.

To provide an overall picture of the situation, the slide of the finances (2020+) that was first presented to the stakeholders at the Conference of Presidents in Cologne was shown once again to

the members of the Nations Board, and to which an explanation of the distribution percentages was given. For the benefit of the members, it was stated that prior to an agreement being finalised with Infront/DAZN, an agreement renewal with the clubs to financial distribution was reached. The fact that the old agreement only covered the EHF EUROs and as of 1 July 2020, the agreement will cover all national team competitions including qualifications, as well as the incorporated service agreement (venue dressing, scouting, etc.) was reiterated.

An in-depth discussion took place on the matter of financial distribution, which included the description of the percentages, the importance of investment (events, qualifications, development, digital, etc.), and the fact that due to the change in the environment the EHF will also assume and absorb more costs. Moreover, a comparison of the 2018/2022/2030 (M/W) EHF EURO income distribution showing the gradual increase on monies given to the participating teams (bearing in mind that as of 2022 this accounts for 24 teams) was discussed.

The NB agreed that it was important that the teams be recognised for their contribution to the product. As the dialogue turned to development e.g. emerging nations, grassroots, branding, internal development, etc., it was questioned whether the current distribution concept (percentages as well as utilisation) should be reconsidered since as there was more money available; for the sake of transparency it was reiterated that any change to the percentages would have to be put before congress. However, it was possible to rethink the utilisation under the percentages.

Underlining the complexity of the matter, it was agreed that the NB would deliberate on what kind of strategy was needed for the future. Closing the agenda point it was agreed that the EHF would send a breakdown of current development spending in order to enable the NB to formulate a response by the end of October (prior to the November meetings of the Finance Delegation and Executive Committee).

7. Various

7.1. Preparation for PHB Meeting

With the agenda at hand, Member Bana provided an overview of the player agent situation and also voiced concern about the approach of such agents towards players. The ensuing discussion illuminated the fact that the EHF would not be able to provide licenses as this was the responsibility of the Chamber of Commerce. Due to the complexity of the topic, the EHF agreed to analyse the situation and to find out what general conditions are; the outcome of this analysis would be provided at the next NB meeting.

7.2. Officiating System

Supplementary information to the NB/EHLB common meeting:

- CSO Markus Glaser is responsible for the application of the new officiating system; all (CL/EURO) nominations of referees and delegates take place formally within the framework of the EHF Office in Vienna. The CC responsible (D. Nachevski) is actively informed on all processes and the input received based on his experience.

Thanking the participants for their contribution, Chairman Christensen closed the meeting.

For the Minutes: M. Brown
Vienna, 11 October 2019

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