

Common Meeting

**23<sup>rd</sup> Professional Handball Board (PHB) / 18<sup>th</sup> Women's Handball Board (WHB)**

**Date / Time:** Tuesday, 8 October 2019 / 09:00 – 10:45

**Venue:** Hilton Garden Inn Hotel, Vienna/AUT

<b>Participants PHB:</b>	Gerd Butzeck Nikolas Larsson Morten Stig Christensen Philippe Bana Gregor Planteu Frank Bohmann Michael Sahl Hansen Marcus Rominger Predrag Bošković Stefan Lövgren	Chairman / MFCH / GER Vice Chairman / EHLB / SWE Member NB / DEN Member NB / FRA Member MFCH / SLO Member EHLB / GER Member EHPU / DEN Member EHPU / GER Member EXEC / MNE Member EXEC / SWE
<b>Participants WHB:</b>	Nodjialem Myaro Pirje Orasson Leonor Mallozzi Narcisa Lecusanu Liudmila Bodnieva Deja Ivanovic Henrik La Cour Gabriella Horvath	Chairwoman/ Nations Representative / FRA Vice Chair/ Nations Representative / EST Member/ Nations Representative / POR Member/ Leagues/ ROU Member/ Players/ RUS Member/ WFCH / SLO Member EXEC / DEN Member EXEC / HUN
<b>PHB/WHB:</b>	Michael Wiederer Martin Hausleitner	EHF President EHF Secretary General
<b>EHF Office:</b>	Markus Glaser Alenka Cuderman Marsha Brown	Chief Sports Officer (CSO) Coordinator Women's Handball Programme Office/Minutes
<b>Guest:</b>	Michael Naversnik	External Consultant

## 1. Welcome and Introduction

PHB Chairman Butzeck welcomed the participants to the common meeting, the first meeting together with the members of the Women's Handball Board, which provided the opportunity for an information exchange and discussion. EHF President Wiederer gave a brief overview of what was to be expected and noted that some members (EHLB/NB) heard the information during their session the day before; he also underlined the importance of feedback and input from the members of the stakeholder groups.

## 2. Information on Competitions

**EHF EURO 2020 SAN:** CSO Glaser opened the topic by explaining the process of the nomination of the referees and delegates that would serve the largest EURO event in three countries. The Referee and Delegate nominations were carried out and determined as follows: **Preliminary Round - 18**

**Couples & 18 Delegates** (8 Delegates and 11 couples go home after phase 1); **Main Round - 12 Couples & 10 Delegates** (7 couples from Phase 1 plus 5 'new' couples nominated to phase 2; 7 couples go home after phase 2); and **Final Weekend - 5 Couples & 10 Delegates**. Emphasising the value of (personal) time, it was decided that the referees would not all arrive on the first day, instead to bring them in when needed and will be released after the phase of their matches. Additional activities have been organised for the preparatory phase with more tailored activities in October to December. Wiederer continued that the new system allows for the resources to be used in the best possible way and provides more flexibility in the future, as well as the opportunity to nominate more referees from one country. Following the men's EURO, an analysis of the application of the new system will be undertaken in view of the women's event in December 2020.

**EHF EURO 2020 NOR/DEN:** concerning the venues, the participants are reminded that the Trondheim venue is about to be finished, which leaves set-up questions to be resolved. The qualifications are ongoing and the organisation of the event is proceeding in a normal way.

**EHF EURO 2022 HUN/SVK:** the initial preparations are underway. The qualification draw will take place in April in Bratislava on the fringes of the Conference for Secretaries General; further information will follow.

**EHF EURO 2022 SMM:** the possibility of a new arena being built in MNE could change the situation of the main round. Discussions are ongoing, but with three years until the event there is plenty time to handle the matter.

**2019 YAC Events:** six events (EUROs/Championships/EO/EYOF) were brought to a successful conclusion with no major issues. The organisation and cooperation with the OCs was very good. In 2020 there will be seven events. The organisers' workshop will take place in November in Vienna, and the cooperation is going well.

**2019/20 Club Competitions:** all competitions running according to schedule and with no major issues. The EHF Women's Champions League has a main sponsor for the season (DELO from RUS); therefore an EHF Marketing Supervisor will be dispatched to and activated at each match. Wiederer added that the current season (old system with current regulations) is an intermediate year; as the 2020/21 season will see new challenges, there is a potential for changes to the regulation. Thus, if necessary, this will be discussed with a full presentation in the March session of the Boards. In the discussion that followed surrounding club competitions, the topic of regular salary payments to players from clubs was raised. Due to the complexity of the situation, it was determined that the topic would be explored in order to find out if on the level of the EHF measures can be taken.

### 3. International Activities

President Wiederer briefly mentioned the 2019 IHF Ordinary Congress and how the event was executed successfully in terms of organisation, rundown, task distribution, etc. He also commented on the orchestration of the many other meetings.

Concerning the 5<sup>th</sup> IHF Council Meeting that also took place prior to the Congresses, the decision on the education compensation was discussed. It was mentioned that there was still confusion regarding the definitions of top, emerging and developing nations as it pertains to compensation and its respective distribution i.e. releasing federation or the club of receiving federation and that clarification was needed. The EHF, following the Council meeting sent a letter to the IHF and, as a result, the implementation of the regulation was postponed until 1 July 2020 in order to be further analysed and after the approval in February to be communicated on time.

To the World Championships, it was noted that the decisions to award the events of 2025 and 2027 have been postponed until February 2020 (the next Council meeting).

The WC events (YAC/Senior) were briefly discussed in terms of foreseeable challenges around the matter of substitute nations. In the short discussion that followed, the confusion surrounding player eligibility based on two contradicting pieces of information available, and the number of naturalised players allowed was mentioned. Wiederer stated that in accordance with the information provided by the IHF, two naturalised players are allowed and as to the list (USA, China, India, Australia, and South Africa) of the countries having project status, cannot 'collect' performance places for the continent.

#### 4. 2020+ - Status Information

Secretary General Hausleitner provided an update on the new partnership agreement for the period 2020-2030. The working structure had been adapted and ten task forces created including the addition of 'TF Communication' and 'TF Organisation'. Regular meetings of the task forces are taking place, and the Infront/DAZN teams are getting bigger as the partners are located in London, Zug, and Madrid offices. On the side of the EHF, the members of the Steering Board have been defined. JJ Rowland (Business Development Manager) was nominated to oversee the implementation of the agreement, which includes the coordination of all ten task forces. Hausleitner also introduced the EHF/M Hub that provides a platform for the exchange of relevant information. The Hub members meet every two weeks to coordinate all common issues and work flows. Taking reference to the task forces, the following information was given:

- **Media Sales:** major agreements have been signed in Scandinavia, the Balkan region, and Germany; a smaller agreement was signed covering Georgia.
- **Marketing Sales:** all packages for EURO 2020 SAN (last EURO period prior to the start of the new agreement) are sold-out; eight strong partners are ready to activate their packages. There have been difficulties selling the club packages; the team is working on this and the packages have been redefined and this information has already been communicated to the clubs. The DELO sponsorship was also concluded for a longer period.
- **Production/Digital/Communication:** the strategy is to be conceptualised by the end of the year. Investment will be restricted to core elements for products in order to safeguard promises made.
- **Events:** this task force has three focus areas (beach, club, national teams); beach handball will now incorporate qualification tournaments. The environment to be presented to the market is also to be defined.
- **Organisation:** quarterly meetings are taking place on the level of Strategy Committee and Steering Board. The next meetings will take place in London.
- **Communication:** the task force is currently preparing a presentation for the SPObis (the biggest media and marketing conference in the German speaking territories) in order to find more reach in the market.
- **Brand:** the corporate identity will be harmonised (logo, typeface, fonts, etc.) as indicated by the short video clip presentation; the basic principle was defined together with a revised vision. A comprehensive presentation will be given in January.

Continuing with an overview of the agreement finances, it was reiterated that it serves as a basis for the next ten years. A proportion of the figures provided in the overview will correspond to the 2021/2022 budget currently in preparation that will be presented to the Congress for approval on 25 January in Stockholm. Discussions with the club stakeholder representatives have taken place as to the utilisation/distribution of the monies available on the club side (EHFM), and now discussions are ongoing how to use the allocated percentages based on the 2008 Congress decision. The NF stakeholder group agreed that a new strategy was needed accounting for all the various elements;

input from the NB/WHB is expected prior to the upcoming meetings of the Finance Delegation (budget preparation) and Executive Committee (budget confirmation) in November 2019. The importance of input was emphasised once again as all feedback corresponds to the sense of the 'EHF Master Plan' as the targets and pathways are defined.

Concluding the agenda point, Hausleitner delivered information to the working field of 'Digital'. The organisation in this field has been divided into three main areas: online experience, fan data, and services & innovations. The current work in progress includes the handball app, the OTT platform, a new CMS to ease the work of the media department. On the data side, match data collected will be merged with the scouting and tracking partners. Looking to the future there is also a focus on new technologies (5G, True View); the enterprise layer is where all the processes will merge. It is expected that all fields will be fully developed and operational by June 2020.

## 5. Master Plan – Information and Feedback

Opening the final agenda point, President Wiederer spoke of the new agreement; he stated the though the agreement brings more income to the organisation, it also changes the landscape of responsibilities. The deal will be implemented as the July 2020 and will cover a period of ten years, and despite this, if the EHF wants to increase the value of its products, it is necessary for the organisation to think about the timing to start the next tender process early enough (in 2027). Thus, in order to be ready for the new negotiation process, the EHF announced the 'Master Plan' in Cologne. The preparation of this business plan is being undertaken in cooperation with the external consultant, Michael Naversnik, who was introduced to the group by President Wiederer.

Taking the floor, Michael Naversnik presented a status update on the 'EHF Master Plan' and elaborated on the reasoning behind the action that began with the signing of a media and marketing agreement. Naversnik iterated that such strategic planning processes are found in many major businesses and covers all operational fields, and with all the changes happening within the EHF, such a plan allows for a constant monitoring process. Moreover, not only has the organisation looked within, it has also taken the time to explore what is happening outside of the sport. The 'EHF Master Plan' provides the overarching umbrella that will manage the many successful processes being implemented.

Continuing, Naversnik spoke of information sourcing aimed at gathering insights on the future of handball from a variety of internal and external stakeholders that included, but was not limited to, Infront, DAZN (*+4000 online survey of handball fans*), EHF Boards and Commission, Clubs, Federations, IOC (evaluation of Olympic sport disciplines), and ASOIF (development of benchmarking criteria). An initial evaluation of the information gathered led to the creation of the 7 pillars of the European handball master plan: Good Governance, Commercial Growth, Fan Appeal, The Game, Grassroots Revolution, Highlight Events, and Building Community (internal and external), to which Naversnik gave relevant examples. The participants were then invited to participate in a control group and to give input. Following this session, the participants were encouraged to send any additional feedback to [masterplan@eurohandball.com](mailto:masterplan@eurohandball.com); the 'EHF Master Plan' will be completed considering the input delivered from both internal and external sources. The final presentation of the plan is scheduled to take place during the 15<sup>th</sup> Conference of Presidents in Stockholm on 25 January 2020.

The meeting was concluded with thanks extended to the participants for their cooperation and input.

For the Minutes: M. Brown

Vienna, 11 October 2019