

Minutes to the 13th Meeting of the EHF Women's Handball Board (WHB)

Date/Time:	Tuesday, 7 March 2017 / 14:30 – 18:30 Wednesday, 8 March 2017 / 8:30 – 12:30	
Venue:	Vienna, AUT	
Participants:	Narcisa Lecusanu (NL) Pirje Orasson (PO) Nodjialem Myaro (NM) Leonor Mallozzi (LM) Liudmila Bodnieva (LB) Gabriella Horvath (GH) Alenka Cuderman (AC)	Chairwoman (ROU) Vice Chairwoman (EST) Member (FRA) Member (POR) Member (RUS) EHF Executive Committee Coordinator Women's Handball Programme
In Part:	Henrik La Cour (HLC) Michael Wiederer (MW) Markus Glaser	EHF Executive Committee EHF President EHF Chief Sports Officer

1. Welcome

Chairwoman Lecusanu welcomed the participants to their second meeting wishing them successful outcome in concluding the strategic objectives of women's handball programme and the master plan for the period 2017-2020. EHF President Michael Wiederer warmly welcomed the WHB members to the EHF house in Vienna inviting them to take contact with the EHF colleagues in coordination, who are not involved in the meeting. He also presented the treasurer Henrik La Cour, who for the first time joined the group.

2. Minutes of WHB Meeting No. 12 (12/2016)

Without additional comment, the minutes of the previous meeting were adopted.

3. EHF /EHFM Information

MW briefly informed the WHB on the follow up of the last EXEC meeting in Gothenburg in respect of the status of the decision taking procedure regarding the new Secretary General, the current evaluation of the contract with the EHF EURO Partner Infront, which has the first negotiation right until June 2017 and consideration of the further steps in respect of the EURO & media and marketing issues. He also informed on the EHFM activities in preparation of the F4s and dealing with the idea of changing of the Men's CL structure in the future.

Glaser provided information regarding "Sportradar", the global leader of sport data and digital services, which will provide "marketable" scouting data for the EHF competitions as of 2017/18.

4. Women's National Team and Club Competitions

2016 Women's EURO SWE

The WHB members noted the encouraging development of the Women's EURO as a product within the last years, including the extended exposure in marketing and media sectors, however

they realized the need to increase the interest of spectators, especially in the preliminary and main rounds. The changed playing schedule with two matches per day in the main round, which will be introduced at Women's EURO 2018 in France should contribute to improved spectators and TV figures. The raised image of women's handball and efficient promotion of the EURO event are required as well as the commitment of the participating National Federations to bring their own fans to improve the spectators situation is recommended.

2018 Women's EURO FRA

Following the presentation of the 2018 Women's EURO in France by NM the WHB noted the promising well-structured organization under female leadership, excellent infrastructure and the proactive promotion of the event undertaken with the schools in whole country. The WHB initiative for joint promotion of the event is concluded in consensus between organizer, EHF and Media and Marketing partner Infront. A working group shall be established.

Women's YAC Competition

WHB reviewed the new YAC competition structure and noted the positive opportunities for the players of all Federations to participate at the European Open, EURO/Championships, however there is a request for an additional competition in even years (2018/2020), when WWCh are played for the teams who did not qualify for the WU18/WU20WCh (example ranking 11- 30). It is recommended that an extension of the European Open tournament be undertaken for both age categories W16 and W20.

Women's Champions League & F4

Following the analysis of the development and the current status of the WCL regarding the spectators, TV figures, branding and match presentation, as well as provided an update by MW in absence of the EHFM Managing Director in respect of the financial situation, highlighting that 80% of advertising rights are returned to the Clubs and that there is currently no approach to the sponsors, the WHB noted that a major investment is required for further development of the product. Therefore, a concerted effort is urgently required to find a title sponsor/pool of sponsors for WCL. The target, aimed at raising the image of women's handball aligned with extended media exposure may assist in reaching the expectation of sponsors. To preview the further steps of the development of the WCL as a product, the WHB is requesting a detailed short and middle term development plan, as well as a product sales prospect be provided.

The group also noted the committed and motivated partner Hungarian Handball Federation in organizing the F4, presenting the main sponsor of the event and planning various additional entertainment activities, however it is important that the event will be developed as international event.

M. Glaser informed that the Competition Commission is proposing a motion to change the competition system in the WCL from season 2018/19, more specifically in the way that the fourth ranked teams from the Group phase would no longer continue in the EHF Cup competition, and therefore they will already be out of the seasons international club competition in November. The target is to encourage the teams at the beginning of the season to define/choose their preferred competition (WCL, EHF Cup, Challenge Cup).

WHB opinion: Due to the fact that many of the clubs in the WCL competition are currently facing difficult financial issues, the WHB is therefore of the opinion, that an exit from the competition in November may further endanger the operational and financial situation of the clubs, in part due to higher expectation of the sponsors during their international presence, therefore the proposed motion is not supported. However, based on a longer discussion it may be considered the idea to change a current competition system (Group matches, Main Round) to one with Group Phase with 2x8 teams, followed by Last 16, Quarterfinals and F4. In this event all teams would be in competition until middle of March, what would contribute to improved financial situation of the clubs.

5. Women's Handball Programme

The members reported and discussed input from their stakeholders:

- There is a need for an updated survey data of National Federations regarding the current number of male and female players in various age categories, number of coaches, referees, delegates, sport managers, members of boards and commissions, players development and competition structure. The data shall be collected on a digital data basis. NL presented the first draft of the league survey and NM a survey regarding domestic organization in National Federations, both of which will be further developed.
- PO provided details regarding the activities of various emerging nations, and advised that they are seeking information regarding training opportunities & summer camps in Europe. She expressed their concerns regarding the conditions of EURO pre-qualification matches, (TV broadcasting, infrastructure standard, home/away or tournament system) and also highlighted a big gap between the lower ranked nations and the top nations.
- LM advised that TV rights of the top products are very costly and highlighted the importance to show the top handball events also in less developed nations, possibly on national TV channels to raise the interest and the popularity of the sport in the country. She also stressed that the physical education of young players is fundamental, due to the fact that in some countries handball is a sport that is not included in the school curriculum programme.
- LB informed that in RUS they will introduce an early approach of playing handball in schools, and that clubs will provide the trainers. She highlighted a need for a separate survey of the national team and club players.
- DI requested a title sponsor for the WCL and the development of the product and information in respective of these activities by the EHF, the obligation for streaming of the EHF cup matches, and central EHF handling of the administrative costs in the EHF Cup competition (travel, daily allowances of the referees and officials)
- The group created a proposal that after the EURO/WCL/F4 match one of the players of each team would be given the microphone as "speaker of the team" and speak directly to the spectators and express their emotions.

6. Work plan 2016 – 2020

Following the review of the 4-year women's handball programme the WHB decided to uphold the strategy and the objectives, however with adjusted focus and priorities i.e.: enhancing image and brand of women's handball, raising visibility, further development of top products and focus to youth handball.

Timeline	Objectives	In cooperation with
2017-2020	Enhancing image and brand of women's handball	
	Raise the image of female handball player Create a brand of women's handball Improve photo language through displayed emotions Promote role models	Experts EHF Media EHFM
2017-2020	Raising visibility and popularity of women's handball	
	EHF website with specific section directly relating to women's handball Extension of media exposure by increased use of social media channels, promotional campaigns, mainstream TV and streaming	EHF Media
2017-2020	Attracting sponsors interest for women's handball	
	Analyse and identify potential markets Compile a tailored promotional package Identify & engage dedicated staff/company to sell the product	EHFM
2017-2026	Enhancing women's handball products (WCL & F4, EURO)	
2017-2020	WCL & F4: Strategic development plan (short & middle term) Title sponsor, pool of sponsors Centralized branding and marketing Improved TV programming, audience and income Increase entertainment, social and commercial opportunities during the F4 (split: competition/event 70/30) Sold out F4 – international event	EHFM EHF Media
2017-2020 2017-2026	EURO: Increase spectators (PR, MR) Increase the number of participating teams to 20 Increase entertainment, social and commercial opportunities during the final weekend (split: competition/event 70/30)	EHF EURO EHF Media Infront
	Focus to youth handball	
2017-2020	Promote youth development tournaments at National Federations (15-19y.) and provide continuing mentoring of coaches and players via EHF nominated personnel Promote the image of young female handball player Involve ambassadors Promote fostering – best practice of players pathways from grass root to elite level	National Federations EHF CAN EHF Media
2017-2020	Enhancing the status of women in handball	
	Recruitment and education / Improvement of competences Empower and increase female leadership Promote gender equality and female representation in national boards and commissions (EHF: increase from 28% to 33%)	EHF CAN EHF Media
2017-2020	Work closely with emerging nations	
	Promote a basic structure and EHF development projects Encourage fostering and player pathways from grass root to elite level Encourage participation in EHF national team YAC competitions	EHF CAN

The Action plan for the period 2017-2020 is enclosed. It should be noted that the presented "Women's Handball Objectives" and the "Action Plan" will be provided to the Executive Committee for approval.

7. Women's Handball Projects 2017

Timeline	Objectives	In cooperation with
March	Coaches' Licensing in Women's Handball & follow up (male + female)	
March	Promote Role models	EHF Media
March	Initiative for Certificate Programme European H. Manager 2018 (German)	EHF CAN
April-May	F4 Ambassador Project	EHFM EHF Media
May	EHF Media & Marketing Workshop (during F4)	EHF Media EHFM
May	Digital Media Course for Players	EHF Media
May - July	Women's Handball & EHF Website and Social Media	EHF Media
May- June	EHF Club Management Seminar Cologne EHF Young Coaches' Workshop	EHF CAN
July	Young Reporter Project (W19 EURO)	EHF Media
July-Aug.	National Team Head Coach at YAC EUROS/Championships All Star Team at YAC EUROS/Championships Photo Project (W17 EURO)	
September-December	Image of the Young Handball Player / Mentoring (project preparation)	
September	Women's Handball Newsletter	
October	Workshop for Strengthening of Women's Handball Network	

8. Women's Handball Promotional Strategy

This agenda point was held over to the next meeting due to the time restriction.

9. Miscellaneous

The WHB acknowledged a strong position of Norwegian Handball Federation on the field of involvement of women in handball as well as a big contribution of strengthening female representation on the sport political level by initiating the Congress motions, therefore the offered exchange of the experiences, method and structures by Norwegian Handball Federation is very welcomed and the Vice President Bente Aksnes will be invited to the next WHB meeting.

Closing the meeting, NL thanked the WHB members for their attendance and contribution and hoped that the group will continue to work hard together for the future of women's handball.

Attachment: Women's Handball ACTION PLAN 2017-2020
Coaches' licensing in Women's Handball 2016/17

For the minutes: A. Cuderman
10 December 2017

Cc: WHB, EXEC, NFs

Women's Handball ACTION PLAN 2017-2020

EDUCATION	2017	2018	2019	2020	Total participants
Coaches' Development Programme					
EHF Young Coaches' Workshop (F)	x	x	x	x	28
EHF TOP Coaches' and EHF Licence Renewal Seminar (F)		x		x	10
EHF Rinck Convention Open Master Coach & Licensing Course (F)		x		x	10
EHF Beach Handball Coaches' Course (F)	x		x		10
NF/Youth Development tournament (15-19y.)// EHF Coaches' Mentoring (M+F)	x	x	x	x	
Sports Manager Development Programme					
EHF Club Management Seminar (F)	x	x	x	x	16
Certificate Program European Handball Manager (F)	x	x	x	x	8
Women's Handball & Media & Marketing Workshop (M+F)	x	x	x	x	
Female Leadership development Programme					
Female Leadership workshop (F)		x	x	x	
Players' Development Programme					
Digital Media Course for Players	x	x	x	x	
NF/Youth Development tournament (15-19y.)// Players' Image /Mentoring	x	x	x	x	
Recruitment & Players' Post Career Programme (digital)		x	x	x	
*) Projected courses/workshops shall be possibly delivered in association with the top events					

DEVELOPMENT	2017	2018	2019	2020	Total projects
National Federations Survey / Focus on Players, Coaches & Leagues (digital data)	x			x	2
Players Survey (National Team & Club)		x		x	2
Survey on Women's Club Handball in Europe			x		1
Coaches' Licensing in Women's Handball & follow up (male & female)	x	x	x	x	4
EHF Workshop for Strengthening of Women's Handball Network					
EHF Workshop for Smaller Nations /Best Practice	x	x	x	x	4
Women's Handball and EHF Website and Social Media	x	x	x	x	4
Women's Handball and Expert (TV Commentator)		x	x	x	3
Initiative for a new YAC national teams competition for the teams which did not qualify for Women's WCh U18/U20					
Emerging Handball Nations support (on request)		x		x	2

Women's Handball ACTION PLAN 2017-2020

PROMOTION		2017	2018	2019	2020	Total projects
EURO Ambassador project			x		x	2
F4 Ambassador project		x	x	x	x	4
Role models		x	x	x	x	4
Young Reporter project (W19 EURO)		x		x		2
Promotional campaigns (image, youth)		x	x	x	x	4
Women's Handball Forum 2018			x			1
Women's Handball Newsletter (3 x year)		x	x	x	x	4
Female National Team Head Coach at EHF EURO events		x	x	x	x	4
Awards for All Star Team at Women's EHF EURO			x		x	2
Photo project		x		x		2
Women's Handball Development award			x		x	2

KEY:

Existing projects

New projects

(F) Support of female participants (M) Support of male participants

Cua/March 2017