

## Minutes to the 15<sup>th</sup> Meeting of the EHF Women's Handball Board (WHB)

**Date/Time:** Tuesday, 6 March 2018 / 14:00 – 19:00

**Venue:** Vienna, AUT

<b>Participants:</b>	Nodjialem Myaro	Chair (FRA)
	Pirje Orasson	Vice Chair (EST)
	Leonor Mallozzi	Member (POR)
	Narcisa Lecusanu	Member (ROU)
	Liudmila Bodnieva	Member (RUS)
	Deja Ivanovic	Member (SLO)
	Gabriella Horvath	EHF Executive Committee (HUN)
	Alenka Cuderman	Coordinator Women's Handball Programme

<b>In Part:</b>	Michael Wiederer	EHF President
	Martin Hausleitner	EHF Secretary General
	Markus Glaser	EHF Chief Sports Officer
	Peter Sichelschmidt	BG National Team Competitions

<b>Excused:</b>	Henrik La Cour	EHF Executive Committee (DEN)
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### 1. Welcome

President Wiederer warmly welcomed the participants to the meeting and acknowledged the transfer of the WHB Chair position to Nodjialem Myaro as agreed at the EXEC meeting in December 2017 with Narcisa Lecusanu, due to her new Board position at the IHF. The new Chair Myaro thanked to the members for the confidence and looking forward to future cooperation proceeded with the agenda.

### 2. Minutes of WHB Meeting No. 14 (10/2017)

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

### 3. EHF /EHFM Information

President Wiederer provided information regarding potential structural changes for women's handball and in general, taking reference to the motions to EXEC in order to be discussed next week and prepared for the EHF Congress in June 2018. Due to the fact that the organisation is regularly faced with new issues, and the tender situation will definitely change the requirements to the EHF, he highlighted that therefore the essential structural changes will be defined and put before Congress in 2018, in due time prior to an electoral Congress.

The following motions, which will be proposed to the EXEC and might be changed according to the EXEC decision, were presented:

- ◆ Committees and Boards
  - The proposals refer to the findings of the Working Group: EHF Structure 2020+ and the resultant presentation at the Conference of Presidents, but regulates the situation with the ranking in a new way as well.
- (new established) National Committee Women (NCW): six members – one from each group (1-12, 13-24, 25-36, 37-50) and two members elected freely (reason is a better representation as well as the chance of having the most competent persons); two members from the NCW to the Women's Handball Board.

The aim is to ensure that the interest of both Federations and Clubs in respect of women's handball will be discussed openly and presented to the EXEC;

- National Committee Men (NCM): analogous to the NCW (modified election mode); two members from the NCM to the Professional Handball Board.
- National Federations Platform (NFP), consisting of six members in total comprised of three members from the NCM and NCW respectively, the Chairperson is nominated to the Executive Committee (altered EXEC composition – 3 Finance Delegation, 3 Technical Commissions, 3 Members, 3 Interest Representatives).
- To elevate the Women's Handball Board (WHB) to the Women's Professional Handball Board (WPHB), which will represent the stakeholder interests (National Federations -2 persons from NBW, Clubs -2 persons from WFCH, Leagues – tbn., Players – tbn., and openly deal with questions of interests; WPHB will have one member in the EXEC (as it is the case now);
- Concerning further areas of interest it was noted the league situation on the men's side presented a problem that needed resolution in the form of change as the current stakeholder group (EPHLA) cannot represent the interests with the current limited number of leagues. Therefore a new approach in achieving a global reflection must be sought.

The proposed structural change shall strengthen women's handball in the future, and allow enhanced handling of more political and strategic questions of women's handball, due to the fact that the current WHB focused more on development and promotional issues, the clash of interests does not occur very often. However, the motion requires to be agreed through a 2/3 majority of the Congress.

Lecusanu highlighted that women's handball in general faces lack of attention and support from Federations and therefore she recommends, that the EHF should always use the opportunity to present the women's handball topics e.g. at the EHF Secretaries General Conferences and Conferences of Presidents.

- ◆ Age Limit for Elections: The proposal is to follow the new IOC rules, where the mandate finished automatically at the end of the year that the function holder becomes 70; Congress can decide in favour of a one 4-year prolongation, which gives the chance of evaluating the competences and qualities.
- ◆ Compensation for EHF President: The two motions are connected through the situation of granting basic compensation to elected persons for their expenses and personal costs (covered in the budget under Compensation) and the compensation/salary for the position of a professional President (in the budget under Salaries).  
Due to the fact that at the time of nomination/selection of the candidates the conditions for all involved are completely different: personal circumstances, professional background, age/experience, position in business life, economic conditions in their country of origin, planned involvement (part-/full-time, occasionally), therefore the proposal is to install a Compensation Committee to analyse the situation regarding the position and to define the compensation range prior to the elections in a first step.
- ◆ Proposal to add one member for women's competitions to the Competitions Commission:  
The motion for this position is covered by club representation and corresponding to the Memorandum of Understanding concluded with Women's Forum Club Handball in 2014.
- ◆ Introduction of Chairman and substitute Chairman to lead the Congress (NOR motion) in order to allow the President to be part of discussion
- ◆ Initiating legal proceeding (IRL motion)

- ◆ Motions regarding the Regulations:
  - SLO - Professionalization of the refereeing, improved dealing with the protest/appeals, clarification of the Rules of the Game with the IHF
  - SWE - Sleeve advertising
  - BIH - Change of level of responsibility of delegates and team leaders

Further, President Wiederer provided updated information in respect of the tender process for the future marketing and TV rights for the period 2020-2030. The process of going to the market was initiated to improve the financial side of the competitions and to activate the development potential, which meant the EHF had to look to the future to define the future. As a result, the bidding process has proved a success with regard to both the financial and technical elements.

The positive side of the process: presenting handball on the market to look for potential media and marketing partners (media campaign/promotional step forward), signing of MoU with the Men's Clubs (MFCH) and regulating/stabilizing the position 2018-2030, strengthening of the dialogue, joined media coverage and marketing rights for national team and club competitions, YAC competitions and Beach handball, for both men and women (development for all, responsibility for production is with the partner), decision for joint venture option Infront/Perform present favourable financial position and professionalization of process (experts involvement), long term partnership.

#### 4. Women's National Team Competitions

##### Women's YAC Competition

###### 2018 European Open (SWE)

Sichelschmidt informed that 20 teams registered for the EO (W16) which will be divided in 4 groups of 5 teams. He highlighted that for the first time since the EXEC changed the age limit for the EO, the winner will directly qualify with the right age group for the European Youth Olympic Festival.

He informed that as a test event at the European Open (men & women) the age category was reduced by two years and that after EO 2018 an evaluation will follow. If no benefits will be recognised, the old system may come back, which means that EO could fill the gap in competition (W18/M19) in even years.

###### The future EHF Championship competitions (YAC)

The group was informed about two proposed changes, which will strengthen the respective competitions:

- Introduction of cross matches at Championships;
- Championship winners qualify directly for the final tournament of the subsequent world championship in the respective age category (W17/W19/M18/M20) - to be confirmed by EXEC;

###### 2018 IHF/EHF Women's Trophy (BIH)

Following the feedback received from the 21 emerging handball nations, within the priority groups one (1) and two (2), in respect of the alternative competitions offered and the organisation of same, it is apparent that the expressed preference is for the 2018 IHF/EHF Women's Trophy (W18 age category) as there are eleven (11) nations and three potential organizers, while only seven (7) Federations chose the EHF Women's Trophy (no age limit) and no organizational bids. Based on the three presented bidding applications the EXEC awarded the event to Handball Federation of Bosnia and Herzegovina (Tuzla, 29 May – 3 June 2018). Twelve (12) participants registered for the event, eight of them from the priority group one (1), which all were confirmed (AZE, BIH, BEL, CYP, EST, GBR, LUX and MDA).

Workshop and site visit took place on 26/27 February 2018. The venue structure is confirmed under the condition of renovation of the dressing rooms in the "Sports Centre Mejdan". The financial contribution of the EHF and IHF will enable the organizer to execute and the participants to participate at the event by using minimum of their own sources. During the event the coaches' clinic and the referee course will be organized, five couples from Young Referee Programme will participate.

**Suggestion:** Due to the fact that the participating teams are from the priority group 1 with a relatively low level of playing experiences, it is proposed, that the nominated EHF Officials would hold a separate session with the team delegations, to be able better to recognize their challenges and to support/assist them in time.

**The conditions of the future IHF/EHF Challenge Trophy events** will be discussed with the IHF at the scheduled meeting in April 2018 regarding the age groups and the playing period for women's and men's competitions.

#### **2018 Women's EURO (FRA)**

- Event played with a five venue system: Nancy, Montbeliard, Nantes, Brest and Paris;
- Ticketing concept available; start of ticket sales: packages (9/2017) , individual tickets (5/2018);
- Final tournament draw to take place in Paris on 8 June 2018;
- Event period 29 November - 16 December 2018;
- Joint promotion of the event: EHF/ FFHB/ Infront France;

#### **2020 Women's EURO (NOR/DEN)**

Event played in a four venue system: one PR venue with two groups played in Trondheim (NOR) and two groups played in Herning (DEN), MR in Stavanger (NOR) und Herning, and the final weekend in Oslo (NOR).

### **5. Women's Club Competitions**

#### **Champions League**

Glaser informed about two innovations in the organisation of the F4 in Budapest:

- New arrival concept of the teams at the F4 (Thursday instead of Friday), allowing the Technical meeting to be on Thursday, with Friday reserved for side activities (Media Call, Handball Festival and VIP dinner).
- Use of electronic TTO (respective new rules are available)

He also presented, in connection to the current tender, the proposed WCL playing system after 2020/21 with one group phase with 2x8 teams, followed by quarterfinals and F4. In this event all teams would be in competition until the middle of March, which would contribute to an improved financial situation of the clubs, especially with the centralized management of the advertising rights. With two matches more (14 instead of 12) the international and national calendar will be effected.

#### **EHF Cup**

Currently there is a number of clubs which cannot yet produce a good set- up, the competition is not yet established. The four group competition system (4x4) is supporting the clubs at development due to the three fixed matches in the group and allowing them to offer packages to the fans and sponsors.

The future competition system of the EHF Cup after 2020 will not be changed, only the name "Women's European Handball League".

### Challenge Cup

The competition is designed for the clubs to play matches on an international level, there are no requirements regarding the venue set-up.

### Regional Handball League

Glaser informed about the received initiative from SLO/Kalin for re-installation of the Regional Handball League in the area of the former Yugoslav Republic countries, with the intention of 8 teams participating in the season 2018/19. Further information was requested prior to approval.

## 6. Women's Handball Programme

The members reported and discussed input from their respective stakeholders:

- ◆ Lecusanu as responsible for leagues provided input for the League survey, however some of the topics had already been integrated into National Federation survey, which was issued to the Federations in January 2018. It was agreed, that the finalization of the League survey will follow after analysis of the outcomes of the NF survey.
- ◆ Myaro confirmed the organisational possibilities for the Women's Handball Programme activities during the final weekend of the 2018 Women's EURO in France, which can be in part supported by the FFHB. She suggested that the "Women's handball workshop for Federations & Clubs" should be organized with the following agenda topics: communication and marketing rights strategy, mass media and social media, best practices from other sports events, presented by experts in their respective fields and followed by workshop sessions. The group agreed that after appropriate clarification regarding the costs and availability of the required facilities and of the experts as well as the respective costs of organisation, a package proposal including accommodation, EURO tickets and workshop fee shall be costed, and if agreed, offered to NF and Clubs. The alternative is to join the EHF Handball Market activities and the respective agenda of the women's handball activities shall be provided by the members by end of April 2018.
- ◆ It was agreed, that Orasson will prepare until next WHB meeting the agenda for an "EHF workshop for smaller nations" with concentration on their needs and requirements. The project can be executed in 2019.
- ◆ Bodnieva intimated that she recently contacted the leadership of the European Handball Players Union (EHPU) and is looking for their feedback and respective possibility for the future cooperation.

A further step is proposed, to create a "Life skills" manual based on the IOC/Adecco Athlete Career Programme (i.e. how to speak to media, preparing for interviews, projecting a positive image, how to be a good public speaker, how to network effectively, how to make the most of the social media, dual career/ balancing sport and education,..), which could be shared with the players via Federations and Clubs. Bodnieva will prepare the draft proposal prior to the next WHB meeting.

## 7. Women's Handball Projects 2018:

### *Educational projects /EHF CAN (5):*

- ◆ **2018 EHF "Rinck" Convention (RC) Open Master Coach and Licensing Course:** support of the three (3) female participants; the participation fee for all three modules will be covered by the EHF.
- ◆ **2018/19 European Handball Manager in Cologne (English language):** WHB initiative for support of the two (2) female participants; the EHF absorbed 60% of the associated course costs.
- ◆ **2018 EHF Club Manager Seminar in Cologne:** WHB initiative for support of the five (5) female participants; the EHF absorbed 75% of the associated course costs.

- ◆ **2018 Young Coaches Workshop in Poland:** WHB initiative for support of the seven (7) female participants aged <28 years; the EHF absorbed 100% of the associated costs.
- ◆ **2018 EHF Course for Beach Handball Referees, Delegates and Coaches:** WHB initiative for support of the six (6) female participants; the EHF absorbed 100% of the travel costs.

All participants that received financial support are obligated to submit a report to the EHF/WHB.

### *Development projects (2):*

- ◆ **Mentoring of Coaches in Women's Youth Handball (6/2018, EXEC approval required)**

The project above was created as a women's handball development project with the objectives to propel the EURO and WCL competition to the next level and to develop more female elite players in more countries in the future, and especially to close the gap to the top nations. The target group are member Federations with the women's national team ranking 10-25, however max. of six federations in the same project period.

It is therefore essential to improve the level and motivation of coaches actively involved in women's youth handball, which will indirectly support young players to reach a higher handball level and motivate them to remain within handball during the drop out period. Whilst one of the aims of the EHF is to support development of coaches actively involved in the work with young female players of the age group 12 – 18 on a national level, it is also interested in encouraging cooperation between federation, clubs and schools.

The project will be executed as the EHF service through provision of a lecturer for continuous mentoring of coaches actively involved in women's youth handball in form of "coaches' clinic", which shall be organized by Member Federation during their respective national/regional tournaments for female players aged 12-18years, three times a year over two years (all together 6 sessions). The project should be covered in National Federation budget.

The Federation can apply to the EHF for lecturer and/or mentoring support, presenting their current situation, respective objectives and plans, as well as their desired coaches' development programme. Each Federation has their own specific needs in the area of coach development therefore the EHF will take this into account and will work closely with the NF when formulating the agreed programme.

After each course/workshop the hosting Federation and the EHF lecturer will be required to provide the EHF Office with a written report. The respective administration guide is available.

- ◆ **National Federations Survey (1/2018)**  
The online survey was distributed to the National Federation for consideration in January 2018 and the current response rate is 73%, which hopefully with the support of all Member Federations will be increased. The respective analysis will follow in due course /asap.

### *Promotion projects (2):*

- ◆ **Promotional video for women's handball** – concluded (12/2017)
- ◆ **Role models campaign in conjunction with the 2018 Women's EURO promotion** – in the preparation (2018-2019)

The European Handball Federation will, upon the initiative of the Women's Handball Board introduce a new project "Role model campaign" in conjunction with the Women's EURO 2018 promotion. The role models are selected players, coaches, referees, delegates, representatives and sports managers.

**Objectives:**

- Raise image, brand and popularity of women's handball in Europe
- Empower, show and promote strong female leadership and competence
- Inspire young players via role models for top level handball and post-career
- Promote 2018 Women's EURO in conjunction with EURO participating Federations

Timeline: June – November 2018 (generational link incl. EURO promotion /Handballissime) & February – August 2019 (all roles & voice for women's handball)

**CONCEPT 1: Generational link video**

The main idea is to connect the generations of players /generational link through the story video of a legendary player and specific aspects of the journey the sport puts you on. The pathway of the legendary player is showing that history repeats itself, that the journey may be different but the destination is the same. At each stage of the players' career they set goals and pursue dreams, which make them the person they are today. The story is to be presented by a legendary player, who tells her story and informs about the generational peaks, which are shown through the engagement of 6 selected players, each from a significant stage in the sporting career. The story is showcased through an integral video of approx. 3 min.

- The first person talks about what made her (the chosen legend) step on the court as a young girl (10 years old –stage1),
- The moment she knew she was something special, that she had potential (Rising star – stage2), her first peaks and falls on the international playing court.
- The challenges and the proud moments she encountered as an (Established player - stage 3),
- Then followed by the scary moments, when she felt she had reached her peak and what will come when it is time to leave professional sport (Mature player – stage 4). Also in a role of proud mothers the players are still showing the excellence and contributing to the team success.
- Then the satisfaction and unique moments that connect a player and coach when passing on the knowledge as a (Coach – stage 5) to the next generation.
- And what life gives you after professional handball. How the sport has helped her to be the woman (legend – stage 6) she is today. The story ends with the shot/action of the legend.

The generational link video will be produced in two versions, one with the conclusion on EURO promotion (Handballissime) and one with the conclusion on the women's handball slogan in general. Proposed use at various occasions:

- EURO promotion with the "role models" or "ambassadors"– Final tournament EURO draw event, European Open, Golden league, selected WCL
- Ambassadors' activity – W19 EURO 2019, in conjunction with the project "Mentoring of coaches in women's youth handball"

The generational link video shall be first presented at the EURO draw event in France (8 June 2018) and in the video presented 4 players shall possibly assist the draw (Key markets: NOR, DEN, NED, FRA). In addition, the video and the "Role models campaign" will be presented on the EHF website, as well as used as a format for the EURO participating nations to follow – to make a generational link in the form of a story and to become a part of the Handballissime group, using the branded campaign\_photo format of players with the EURO mascots. The respective photo with the statements of the players (stage 1-6) shall be part of the EHF social media promotional campaign in conjunction with the EURO participating Federations.

The "local role models" are better received by the local fans, therefore they have a stronger voice locally for EURO promotion. Parallel the image and popularity of the players will be raised throughout Europe and the young players will be inspired.

**CONCEPT 2: Individual video interviews (30 sec.) of the selected role models:** players from the generational link, coach, referee, delegate, manager/representative, ambassador.

**EURO promotional material:** mascots costume, Handballissime stick/banner, t-shirts, tickets flyers, Select promo balls

#### **ACTIVITIES TIMELINE:**

- **8 June 2018 /Draw event FRA: Presentation of the generational link video** & announcement of the Role model campaign (EHF website & social media activities)
- **5/6 July 2018 /European Open finals:** Promotional activity of 2 players from the generational link video (half time activities for fans and involvement in the awarding All Star-team & social media promotion)
- **September – October 2018 /Participating Federations (16) will present a generational link story and branded generational link photo with mascots & Handballissime** (website & social media activities)
- **September – October 2018 /Story & short video interview of the selected players from the video “Generational link** (website & social media activities)
- **September (24-30.9.) and November (19-25.11) /Golden League (NOR, DEN):** Promotional activity of 2 players from the generational link video (half time activities for fans, autograph sessions & social media promotion)
- **October – November 2018 /Cross promotion of the EURO via WCL** (EURO animation on the LED and Ambassadors’ EURO promotion at selected matches)
- **October – November 2018 /3x FRA/EHF Social Media EURO promotional campaign**  
Using local Ambassadors of the FFHF and the “Handballissime” group (players from generational link of 16 Federations)
- **February – June 2019 / Story & short video interview of the selected role models** as a coach, referee, delegate, sport manager/representative, ambassador (EHF website & social media channels)
- **July 2019 /W19 EURO finals: Liudmila Bodnieva as WHB Players responsible & Referee role model will hold a session** with the players on a rest day (life skills document to be created) and with the young referees (social media & awarding of All Star-team)
- ◆ **Women’s Handball Programme activities during the 2018 Women’s EURO** – in preparation (12/2018)

#### **8. Various**

Thanking the members for their cooperation and contribution, Myaro closed the meeting.

For the minutes: A. Cuderman  
8 March 2018

Cc: WHB, EXEC, NFs



## Assignment of tasks

### **6. Women's Handball Programme – Areas of responsibility**

WH Workshop during the 2018 Women's EURO in France  
Agenda topic for the WHB workshop above  
Workshop for smaller nations (topics, organization)  
Preparation of the Life skills manuals, to be shared with the players

Myaro/EHF  
WHB Members  
Orasson/Cuderman  
Bodnieva

### **7. Women's Handball Action plan**

Mentoring of Coaches in Women's Youth Handball (Follow up)  
Role models campaign in conjunction with the EURO promotion

Cuderman/EHF CAN  
Cuderman/EHF Media