

Minutes to the 16th Meeting of the EHF Women's Handball Board (WHB)

Date/Time: Tuesday, 9 October 2018 / 14:00 – 19:00

Venue: Vienna, AUT

Participants:

Nodjialem Myaro	Chair (FRA)
Pirje Orasson	Vice Chair (EST)
Narcisa Lecusanu	Member (ROU)
Liudmila Bodnieva	Member (RUS)
Deja Ivanovic	Member (SLO)
Henrik La Cour	EHF EXEC (DEN)
Martin Hausleitner	EHF Secretary General
Alenka Cuderman	EHF Coordinator Women's Handball Programme

Excused:

Leonor Mallozzi	Member (POR)
Gabriella Horvath	EHF EXEC (HUN)
Michael Wiederer	EHF President

1. Welcome

The EHF Vice President Finances La Cour warmly welcomed the participants to the meeting and acknowledged that two members are excused from the meeting, Mallozzi due to the private and Horvath due to the business reasons. He highlighted the importance of the board for the developing of women's handball, expressing his satisfaction with the fact that the EHF moved on from the gender equality issue to the capacity of the board, which is more important than the gender. Secretary General Hausleitner expressed his welcome and excused the EHF President Wiederer due to the tough meeting schedule, and forwarded best regards and good wishes for the meeting from the President.

2. Minutes of WHB Meeting No. 15 (3/2018)

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

3. EHF /EHFM Information

3.1. 14th Ordinary Congress of the European Handball Federation

Hausleitner stated that the Congress was a success. This important event was the first congress with the new Executive Committee and conducted under a positive atmosphere. It was highlighted that Scotland, a 'small' nation had organised a good Congress. The results were given with clear decisions and without any misunderstandings. The Congress also delivered a big success for women's handball due to the new board structure after 2021, where the women's handball will be treated completely equal as men's (*i.e. Nation's Committee M/W (new); representatives from the European Handball League Board and European Handball Players' Union nominated to the WHB; the Nation's Board will have a seat on the Executive Committee*); furthermore, a representative was elected for women's club issues to the Competitions Commission, all of which provides a good base for cooperation of men's and women's handball. The next important decision was in respect to the future cooperation for the period 2020-2030 with the media and marketing partners Infront and Perform. This agreement is to the benefit of all stakeholders.

Hausleitner provided the WHB with an overview of upcoming administrative EHF events:

- ◆ 14th Conference of Presidents – 1 June 2019 – Cologne, GER (*VELUX EHF Final4*)
- ◆ 15th Conference of Presidents – January 2020 – Stockholm, SWE (*EURO Finals*)
- ◆ 13th Extraordinary EHF Congress – January 2020 – Stockholm, SWE (planned)
- ◆ 15th Ordinary EHF Congress – April 2021 – Luxembourg
(*All EHF bodies will be elected according to the 2018 statutory changes*).

3.2. EHF Structure – Update

3.2.1. Nations Committee Men (NCM) / Nations Committee Women (NCW)

3.2.2. EHF Nations Board (M/W)

The mandated 'Task Force: EHF Structure 2020+' delivered recommendations that were initially discussed at the 13th Conference of Presidents in Zagreb that took place in January 2018, and presented as motions at the Congress in June in Glasgow. The success of the motions will see the chairperson of the reconstituted Nations Board join the chairpersons of the Professional and Women's Handball Boards with a seat on the Executive Committee. Therefore, it was underlined that together the Nations Committee Men and Women must select the person that can best represent the interests of the collective. With a larger structure in the future, it will be necessary to secure and retain expertise within the Executive Committee. The WHB noted that this represents a big achievement and opportunity for women's handball to have identical and balanced structures for men's and women's handball in the future, with the bodies that focus on the further development of the national teams. The new structure is designed to strengthen handball as a whole and especially women's handball.

3.2.3. EHF Marketing

Hausleitner informed on important changes to the reactivated WCB (*the members thereof were elected in Budapest in May 2018*). Together with the WFCH, who will be represented with one person in the Advisory Board of EHF and in the EHF Comptrollers' Council, the WCB will ensure the clubs can present their interests on the decision making level of the EHF.

3.3. IHF Information

Hausleitner stated that the relationship between the EHF and IHF remained good and continued to improve. At this occasion the common projects were listed: Rules of the Game (rule development); the ongoing development of global handball in USA and CHN (establishment of *handball academies, development of club handball, bringing there the top events i.e.: Women's Super Globe 2019 CHN*). The EHF continues to support the IHF on the topic of USA/CHN in the understanding that there are markets outside of Europe which are of interest. Hausleitner highlighted a close cooperation concerning emerging nations and confirmed that the EHF is strongly supporting the IHF newly presented structure for YAC competitions (women's and men's).

The IHF Council will meet in Doha (QAT) on 18 October 2018. Moreover, the idea, raised by EHF at in Glasgow, of expanding the World Championships (men senior/youth/junior) Final Tournament to 32 teams will be decided at the IHF Council meeting and it is expected that an expansion will be approved. Lecusanu mentioned that the IHF is ready to invest more money for the development of women's handball.

4. Women's National Team Competitions

4.1. IHF/EHF Women's Trophy 2018 (BIH)

Cuderman, who served as the event coordinator, reported on the 2018 IHF/EHF Women's Trophy, which took place in May 2018 in Tuzla/BIH, with eight (8) nations participating that were selected according to the respective women's national team rankings. The performance of the teams was better than at the 2016 event; there were no results with very high goal difference and the semi-finals and finals were competitive. The top four teams BIH, BEL, LUX and EST showed a good technical and physical level of handball for emerging nations. The cooperation with the teams was very good, including the participation of their coaches at the Coaches' Clinic.

The organisation of the event was very successful and the local organisers (BIH and HF of Tuzlanski Kanton) delivered a good level of professionalism, leadership and enthusiasm. The sixty (60) volunteers massively contributed to the success and good appearance of the event. The OC invested in presentation of the event: fixed boards, floor stickers, town branding, and a nice closing ceremony. The tournament is very useful for the emerging nations obtaining the playing experience as well as for the coaching and refereeing education programmes. The cooperation with the IHF was excellent.

In their feedback, for the future events, the teams requested to be allowed to use 16 players and 4 officials (currently 14 players and 3 officials) and to add a second rest day, due to the fact that the physical preparation of the young players is not on an adequate level for the tough scheduled competition. In addition, the competition shall be scheduled in March (national team week) because of the university obligation of the 18 years old players (matriculation in May). The WHB is forwarding the request to the EHF Competitions Commission.

The WHB also briefly discussed the topic "How to broaden/extend handball in emerging handball nations?" and decided to put it as one of the main points to the agenda of the next meeting.

4.2. EHF EUROS

4.2.1 Women's EHF EURO 2018 (FRA)

Cuderman and Myaro provided a short update:

- ◆ Event has a five venue system: Nancy, Montbéliard, Nantes, Brest and Paris; final tournament draw took place in Paris on 8 June 2018; event period 29 November - 16 December 2018;
- ◆ The preparation of the EURO is in the final stage; the Referee and Delegate seminar took place in Vienna in August 2018, the Heads of Delegation Conference took place in Paris in October 2018, and the Officials Conference will take place in Nancy in November 2018 prior to the start of the final tournament;
As seen at previous EUROS several technology services will be provided by the EHF in France: Goal Light technology, Goal Line technology, Digital Score Sheet, and a fully synchronized scoreboard system; new guidelines for the video assistance have been approved by the EXEC.
- ◆ The start of ticket sales: packages (9/2017), individual tickets (5/2018), currently 50% of the tickets are sold; due to the individual ticket sales the spectators will have to leave the playing hall after each match;
- ◆ Final weekend side activities of the FFHB and EHF in the new education centre "Maison du Handball": various coaches and sports managers courses/FFHB, EHF Master coaches course, EHF Women's Handball Convention and EHF Grassroots Handball Market;
- ◆ Joint promotion of the event: FFHB/Infront France and EHF on the European market (EURO promotion via WCL: EURO animation, promotional video, EURO ambassadors) and social media campaign "Handball Inspires Generations" in conjunction with EURO promotion;

4.2.2 Women's EHF EURO 2020 (NOR/DEN)

The EURO will be 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). The organisation within the host countries is ongoing, but with low priority.

4.2.3 Women's EHF EURO 2022 (SLO/MNE/MKD)

The organisers were awarded in June 2018 at the EHF Congress in Glasgow.

4.2.4 Women's EHF EURO 2024 (to be awarded)

Whilst the EHF acknowledged the many good candidates at the EHF Congress for the men's EURO events 2022 and 2024, no bids were submitted for the women's EHF EURO 2024. Therefore a new awarding process with the following timeline will be initiated, starting with the letter of intent in December 2018, bidding document in March 2019 and allocation of the event by the EHF EXEC in June 2019. The EHF will continue to look for more capable organisers to host future events; at this there are only a very limited number of countries (with state support or free market) that can organise an EHF EURO. It is hoped that this can be turned around in the next few years. An evaluation to determine whether the women's event should be expanded (20 or 24 teams) was undertaken by the Competitions Commission, it was determined that the change would not be beneficial to the event at this point in time.

4.3. YAC Competition

4.3.1 2018 European Open (SWE)

Twenty teams registered for the EO 2018 (W16), which were divided in 4 groups of 5 teams. Since the EXEC changed the age limit for the EO, the winner Hungary for the first time will directly qualify with the right age group for the European Youth Olympic Festival. According to the last EHF EXEC decision, the playing system for the European Open Championships Tournaments will be kept with the age groups of M17 and W16 in the future (no change of current system).

4.3.2 2019 YAC Events Preview

The preparations for the W17 EURO (SLO), W17 Championships (GEO/ITA), W19 EURO (HUN), W19 Championships (BUL/LTU) events are ongoing.

4.3.3 YAC Events in the Future

Based on the results with large goal differences at the 2018 EHF YAC events, the development of the "b/c-level" of competition was discussed by the Competition Commission; it was concluded that it is mostly impossible to find an organiser for the "c-level" event. However, in order to secure the progress of the YAC events, the mandate was given back to the Competition Commission to work on the matter, beginning with a discussion with all relevant stakeholders.

5. Women's Club Competitions

5.1. EHF Champions League (WCL)

Opening the agenda point, Hausleitner reviewed the dynamic and the static figures regarding the development of the WCL. The situation in the WCL has reached the stage where the product is good and the TV visibility and audience are no longer rising, due to the fact that public channels are not ready to invest; however the TV coverage and the number of TV partners continue to increase. The new cooperation with the Olympic Channel is also important for the WCL highlights and FINAL4. Compared

to the last season, the media value 2017/18 increased by 7.4 % and the sponsorship value (Uniq; Select; Salming) by 14.8%.

The Women's EHF Final4 has been organised five consecutive times by the Hungarian Handball Federation under supervision of the EHF/EHFM. The event is growing and becoming an international showcase event for women's sport, which is appreciated by the clubs and partners. The organisational contract with the Hungarian Handball Federation is signed until 2019, and the HHF has shown an interest for a long-term partnership, which will be negotiated with the consideration of the Infront/Perform partnership 2020-2030. It was noted that a new arena for 20.000 spectators will be built in Budapest for Men's EURO 2022.

The arena in Budapest, with a 12.000 spectator capacity, that hosted the 2018 edition of the Women's EHF Final4 was sold out. The TV production was of a high standard (14 cameras), 22 TV partners broadcasted the event to more than 55 territories, two OTT platforms (ehfTV.com and Olympic Channel) streamed the event worldwide, a duration of 654 broadcast hours on TV, and a cumulated TV audience of 24 million.

In the 2018/19 season the teams in the group matches come from 11 countries: two (2) from Hungary, Denmark, France, Norway and Germany and one (1) from Romania, Russia, Montenegro, Slovenia, Sweden and Croatia. The cooperation approach and requirements concept changed to the positive: the use of the electronic advertising board system on the long side of the playing court is mandatory, site visit of the matches by the EHFM to strengthen the relation and understanding of the club position, introduction of the WCL ambassador(s) and extension of the women's handball role model campaign "Handball Inspires Generations" via WCL, development of the TV and social media production (dedicated media personnel). A title sponsor of the WCL is an aim for the future.

5.2. EHF Cup

Currently there is a number of clubs which cannot yet produce a good set-up; the competition is still not established. The four group competition system (4x4) is supporting the clubs with development due to the three fixed matches in the group and allowing them to offer packages to the fans and sponsors. In the future, the competition system of the EHF Cup after 2020 will not be changed; it is expected that the name will change to the "Women's European Handball League".

5.3. 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.

5.4. Future Club Competitions Seasons – Schedule/Calendar

Hausleitner informed about the proposed changes in Calendar 2020/21, which shall improve the conditions for the players, not having any European obligation after the Final4, therefore the national competition schedule has been rescheduled: two weeks competition in spring, no competition in June. The proposed changes will be presented next week to the IHF and will be further discussed with the EHF stakeholders (Players, Leagues, National Federations, and Clubs).

6. Women's Handball Programme

The members reported and discussed input from their respective stakeholders:

- ◆ Orasson summarised the proposed topics for the agenda for the "2019 EHF Workshop for Smaller Nations" based on the proposals received by the respective nations; Grassroots handball promotion: How to present handball more attractive than other sports and how to avoid very early drop out of the girls; Education and inspiration at every level (players, coaches, managers, parents). It is

proposed to present structured models for handball development for various age categories involving experts and other Federations examples, role models, public relations, staff and officials education etc. The financial support shall be given for the well-structured development programmes only.

- ◆ Mallozzi reported in writing regarding the Good Governance, Leadership and Competence - Gender Equality seminar in Portugal, which was organised by the National Olympic Committee. She highlighted the importance of female education, raising the competences and strengthening/empowering female leadership in all positions. She sees the responsibility of the women to make the necessary changes, to invest in their education, and to develop leadership competences and capabilities. It is necessary to stress the importance of the visibility and recognition of the women in the high level position in sports leadership. No woman wants to be elected because she is a woman (gender), but no woman wants to be deferred by the same reason either. The WLB confirmed her statement.
- ◆ Bodnieva presented the draft proposal of the topics for the “Life skills manual for the players”: Projecting a positive image, Preparation for the interview, Communication with the media, Use of social networks, Dual Career and Anti-Doping, which was positively evaluated by the members and encouraged for completion with all details, after contacting the experts from specific areas, if required. The topics are seen as a good starting point, which can be extended to various areas i.e. nutrition, mental performance, etc. The objective is to prepare the players to present themselves and the values of handball in the best way, therefore raise the image and profile of themselves and the sport. The topic may be of interest for the new EHF/M Partner Perform due to their strategic approach to see grassroots and women’s handball as attractive area; therefore, information on the project will be provided to them. The document shall be available for the players in digital form and shared with the Federations, Clubs, Handball Academies, and participants of the women’s EHF YAC events.

7. Women’s Handball Projects 2018

7.1. Educational projects/EHF CAN (6):

- ◆ **2017/18 European Handball Manager in Cologne (German language):** WLB initiative to support three (3) female participants; the EHF absorbed 75% of the associated course costs, all three women obtained the licence.
- ◆ **2018 EHF “Rinck” Convention (RC) Open Master Coach and Licensing Course:** support of two (2) female participants; the participation fee for all three modules will be covered by the EHF.
- ◆ **2018/19 European Handball Manager in Cologne (English language):** WLB initiative to support one (1) female participant; the EHF absorbed 60% of the associated course costs.
- ◆ **2018 EHF Club Manager Seminar in Cologne:** WLB initiative to support six (6) female participants; the EHF absorbed 75% of the associated course costs, all six women obtained the licence.
- ◆ **2018 Young Coaches Workshop in Poland:** WLB initiative to support 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:** WLB initiative to support 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/WLB. The objective is to raise the competences of the female non-playing staff and to empower their leadership.

7.2. Development projects (3):

- ◆ **Mentoring of Coaches in Women's Youth Handball (6/2018):** 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 with a maximum of six federations in the same project period.

Following the implementation of the project and the first feedback received from the targeted federations is indicating that the girl's handball is not (yet) on the development priority list of certain federations or they are undertaking the development activity with their own coaching staff. However, there is an interest from the lower ranked federations, which have already alone taken an important development step e.g. BEL, ENG, and the project is currently in negotiation with them.

- ◆ **National Federations Survey (1/2018)**

The online survey was distributed to the National Federation for consideration in January 2018 and the response rate was 90%, however by analysing the data it was noted, that the quality of the received data is not satisfactory to be able to effectively compare it i.e.: players population in various age categories, etc., therefore some Federations will be asked to provide or further clarify the data before the figures can be presented on European level.

- ◆ **Women's Handball Convention (12/2018)**

The project is targeted at Clubs in the Women's EHF Cup competitions and Federations' responsible persons for women's handball with the aim to provide them with the updates regarding the current women's handball projects, to inform about the future requirements for the Clubs in the EHF Cup competitions, to provide some marketing best practices from other women's sports, as well as to encourage them to support, promote and follow the WHB initiatives. In addition there is an opportunity to visit the EHF Grassroots Handball Market, which is organised by the EHF CAN and their external partners with the topics: Goalcha Street handball, 'Share & Play' Project, Playfinity Ball-Digital Ball Games, 'Handball 4 All' Project, Anti-Doping in Handball, Handball 4 Dual Career.

7.3. Promotional project (1):

- ◆ **Role models campaign "HANDBALL INSPIRES GENERATIONS" in conjunction with the Women's EHF EURO 2018 promotion (6-12/2018) and with the 2018/19 WCL/Final4 promotion – in preparation (1-5/2019)**

The European Handball Federation, upon the initiative of the Women's Handball Board introduced a new project "Role model campaign" in conjunction with the Women's EURO 2018 promotion, which will be extended for the promotion of the 2019 WCL/Final4 as well. The role models are selected players, coaches, referees, delegates, representatives and sports managers.

The objectives are listed below:

- 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 Women's EHF EURO 2018 and Women's EHF F4 in conjunction with EURO participating Federations and WCL Clubs

ACTIVITIES TIMELINE:

- **8 June 2018 /Draw event FRA: Launch of the generational link video** & announcement of the Role model campaign “Handball Inspires Generations” (EHF website & social media activities, all Member Federations, Clubs in the Women’s EHF competitions)
- **September (24-30.9.) and November (19-25.11) /Golden League (DEN & NOR):** EURO ambassador promotional activity (half time activities for fans, autograph sessions & social media promotion)
- **October 2018 /Participating Federations (16) will present a generational link story and branded generation link photo with Handballissime** (EURO website & EURO social media channels, respective Federations website)
- **October – November 2018 /Cross promotion of the EURO via WCL** - EURO animation on the LED, campaign video “Handball Inspires Generations” and individual videos of the role models on the screen in the sports hall, and Ambassadors’ EURO promotion at ten (10) selected matches
- **October-November 2018 /Story & short video interview of the selected players and officials from the video “Generation link”** (EURO website & EURO social media channels, respective Federations website, Clubs in the Women’s EHF Competitions)
- **October – November 2018 /2x EHF Social Media EURO promotional campaign** using all EURO Ambassadors and the “Handballissime” group (players from generation link of 16 EURO participating nations (80))
- **December 2018 - Awarding of All-Star team by the EURO Ambassadors** (in preparation)
- **February – May 2019 / Story & short video interview of the selected role models** from the WCL (EHF website & social media channels, Clubs website)
- **July 2019 /W19 EURO finals: Liudmila Bodnieva as WHB Players responsible & an EURO ambassador will hold a session** with the players on a rest day (life skills manual for the players) (social media & awarding of All Star Team)

7.4. Women’s Handball Projects 2019 (draft/conclusion by end of 2018):

Educational projects (6):

- ◆ EHF initiatives for further education of female coaches, sport managers, referees and delegates in handball and Beach handball (EHF CAN)
- ◆ EHF lecturer support for emerging nations (EHF CAN)

Development projects (3):

- ◆ Mentoring of coaches in women’s youth handball (EHF CAN)
- ◆ Workshop for women’s handball emerging nations (in cooperation with EHF CAN)
- ◆ Cooperation with the Perform/Infront regarding the image /brand of female handball and digital environment

Promotional projects (4):

- ◆ Role model campaign and promotion of WCL/F4 and EHF YAC events (new videos to be produced with the focus on the club players)
- ◆ Female leadership award (All-Star team at EHF YAC events, Best female trainer of the season)
- ◆ Join campaign “Respect Your Talent” & YAC EHF EUROS (Best Player of the match & T-shirt “Respect Your Talent”)
- ◆ Mobile Reporter project at the W19 EHF EURO 2019

8. Agreements 2020 – 2030 / Status update

Hausleitner provided following the 2018 EHF Congress decision an update for the future cooperation 2020-2030 with the marketing and media partners Infront and Perform, regarding the final stages of the contract negotiations and the signing of the agreement, which will define the way of cooperation. It was mentioned that it was the right decision to enter into a tender process, which will strengthen the sport and the position of all stakeholders. The EHF and EHFEM will have strong partners in Infront and Perform, which will create and work on personalised corporate identity.

Definition of Working Fields

The EHF has begun work on the structure that will support the new agreement, the internal 'Commercial Partnership – Working Structure' document was shown to the Women's Handball Board and explained.

- ◆ **Strategy Committee (4 persons):** comprised of 1 member from EHF, EHFEM, Infront, and Perform. Receives information from and confirms ideas and proposals of the steering board; a decision-making body. This body covers the shared responsibilities of the partners.
- ◆ **Steering Board (8 persons):** comprised of 2 members each EHF, EHFEM, Infront, and Perform. An oversight body reporting to the Strategy Committee.
- ◆ **Eight (8) Task Forces:** comprised of EHF/M professional staff and cover the areas of Digital, Brand, Media Sales, Marketing Sales, Production, Finances, Events, Calendar/Competition. Collaborative bodies reporting to the Steering Board. The inaugural meetings of the task forces will be in October and November.

The first Task Force meetings have already started i.e. Brand meeting and the possibility for the further development of the "Role models" project, of the development of the EURO and Final4 events, also the useful information of the "Life skills manual" and this kind of cooperation was mentioned.

9. Various

Thanking the members, especially to Hausleitner and La Cour for their cooperation and contribution, Myaro closed the meeting.

For the minutes: A. Cuderman
Vienna, 17 October 2018

Cc: WHB, EXEC, NFs

Assignment of Tasks

6. Women's Handball Programme – Areas of responsibility

Workshop for smaller nations (topics, organization)

Cuderman/Orasson

Preparation of the Life skills manuals for the players

Cuderman/Bodnieva

7. Women's Handball Projects 2018

Mentoring of Coaches in Women's Youth Handball (Follow up)

Cuderman/EHF CAN

Role models campaign in conjunction with the EURO promotion

Cuderman/EHF Media

Women's Handball Convention in Paris (14 December 2018)

Cuderman/EHF