

Common Meeting  
**20<sup>th</sup> EHF Nations Board (NB) / 4<sup>th</sup> European Handball League Board (EHLB)**

<b>Date / Time:</b>	Monday, 7 October 2019 / 14:00 – 16:00	
<b>Venue:</b>	Hilton Garden Inn Hotel, Vienna/AUT	
<b>Participants NB:</b>	Morten Stig Christensen	DEN Chairman
	Philippe Bana	FRA Vice Chairman
	Mark Schober	GER
	Marek Góralczyk	POL
	Ingo Meckes	SUI
	Stephen Neilson	GBR
<b>Participants EHLB:</b>	Nikolas Larsson	SWE Chairman
	Frank Bohmann	GER Vice Chairman
	Patrice Hitz	SUI
	Alf Mangor Johannessen	NOR
	Thierry Wagner	LUX
<b>Excused:</b>	Stefano Podini	ITA
<b>EHF:</b>	Michael Wiederer	President
	Martin Hausleitner	Secretary General
	Markus Glaser	Chief Sports Officer (CSO)
	Peter Sichelschmidt	Senior Manager National Teams
	JJ Rowland	EHF Business Development/Marketing
	Marsha Brown	Office/Minutes
<b>Guest:</b>	Michael Naversnik	External Consultant

## 1. Welcome and Introduction

EHF President Michael Wiederer welcomed the members of the European Handball League Board (EHLB) and the Nations Board (NB) to the joint meeting that took place prior to the individual board meetings scheduled later the same day. The nature of the meeting was to impart relevant information on various topics from the side of the European Handball Federation (EHF) in an efficient manner. Stating that the previous joint meeting was of use, and pointing to the continuation of activities distributed through the notes in the between periods, Wiederer outlined the purpose and benefits of an information exchange with the two bodies; the importance of input from the stakeholder groups was emphasised.

Michael Naversnik joined the meeting to present an update on the 'EHF Master Plan' and was introduced to the participants.

## 2. Information on Competitions

**EHF EURO 2020 SAN:** providing a brief status update, Secretary General Hausleitner noted that with 24 teams across three venues, the biggest EURO event organised is only four months away. The communication with the organisers remains regular, and a workshop to discuss the final weekend rundown has taken place i.e. the 3/4 match (bronze medal) will take place as a feature event on

Saturday (25.01.20) the utilisation of stadium was a factor in the decision, as well as the change of procedures, the modified winners' ceremony, and the entertainment concept. In terms of presentation, procedures defined will safeguard standards in all venues. Hausleitner also spoke of the measures taken to safeguard the team environment that includes the optimisation of the playing schedule, which was presented to the team representatives through the Heads of Delegation Conference.

**Officiating at the EURO:** upon request CSO Glaser reiterated the process of nominations of the officials who will serve the event in January. 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**. The referee nominations have been made public, and the publication of the delegate nominations will be done shortly; Glaser also noted that throughout Phase 1 only the referees will change venues. He noted that the logistical aspect will be challenging, but the new system also provides chances to nominate more of the experienced referees. The physical preparation of the referees will take place at a local level overseen and guided by experts including H. Holdhaus; however, a mandatory Officials Kick-Off Seminar will take place in Vienna on 06/07.01.2020. The referees will also have access, prior to and throughout the event, to mental coaching provided by Gunnarsson/ISL and supported by TRC members. All officials will also have a dedicated communication channel for the event for the timely and efficient transmission of relevant information.

**2019/20 Club Competitions:** no special report.

### 3. International Activities

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

No special report was given to the IHF Council Meeting n°5; but the decision on the education compensation was mentioned. It was expressed that confusion still remains as to the definition of emerging/developing/top nations, as well as compensation and where it was to go i.e. releasing federation or club of receiving federation and if it was only for player education; the impact on the ranking was also voiced. It was agreed that clarification was needed. From the side of the EHF, following the Council meeting a letter of intervention was sent to the IHF and, as a result, the implementation of the IHF regulation was postponed until 1 July 2020 in order to be further analysed and after the approval in February to be communicated on time.

Concerning 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. Out of the brief discussion that followed, it was mentioned that there was still confusion surrounding player eligibility based on two contradicting pieces of information available, and the number of naturalised players allowed; Wiederer elaborated and 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 delivered a concise update on the situation as the organisation moves towards the start of the media and marketing agreement that was concluded in May 2019. To the first steps of implementation and in addition to the various business fields, the EHF competitions have undergone a restructuring. JJ Rowland (Business Development Manager), now responsible for implementation of the agreement oversees the coordination of the ten task forces. Hausleitner added that the Strategy Committee will be expanded in the future with a person representing the National Federations as it is the case for the Clubs. 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.
- **Calendar/Competitions:** the dates are fixed and communicated; further information will be given at the Conference of Presidents in Stockholm in January.
- **Production:** cooperation in this area has been intense and budget questions (resource utilisation) remain open. The finalisation of the strategic concept (audience reach, tailored content) is ongoing.
- **Events:** this task force has three focus areas (beach, club, national teams); beach handball will now incorporate qualification tournaments. The task force is also focusing on innovation together with Kinexon (app, tracking), as well as new technologies (5G).
- **Finances:** the work undertaken is proceeding as expected. Though a level of confidentiality is to be safeguarded, the organisation continues to grant the necessary transparency.
- **Organisation:** quarterly meetings are taking place on the level of Strategy Committee and Steering Board.
- **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.
- **Digital:** various tasks need sculpting; the task force has many ambitious ideas and it was underlined that priorities are to be outlined. The various fields have been divided into three sectors, and the social media platforms are to be reshaped. The scouting tender (independent of the agreement) is still ongoing; in the future the scouting system is to be harmonised and will be implemented across all competitions. In regards to data capture and usage, it was emphasised that the EHF will hold the rights.
- **Brand:** the corporate identity will be harmonised (logo, typeface, fonts, etc.); 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 the figures presented at the Conference of Presidents in Cologne serves as a basis for the next ten years. The shares attributed to the clubs (EHFM) and the national teams (EHF) was discussed. It was noted that the correct 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.

Closing the agenda point, information on the internal coordination body (EHF/M Hub) was given. The Hub sees the responsibilities of the agreement being shared between the EHF and EHF, and it also provides an efficient platform for communication exchange; this was necessary in aiding the development of an overall strategy for handball.

## 5. Master Plan – Information and Feedback

Introducing the final part of the agenda, President Wiederer spoke of the tender process and the necessity to start the next tender negotiations early enough (in 2027). The ‘EHF Master Plan’ is about being market fit for the future by defining a strategy for the upcoming period and the responsibility to reach an improved situation. He also spoke briefly of the brand initiative, emphasising the point once again, that this area of interest was not just about logos, but determining the core of the brand.

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 covering 10 years (2020-2030); with the advent of the deal, it was crucial for the EHF to define the long term perspectives for the sport in Europe. A restructuring of many EHF competitions has already taken place and this will now be closely monitored and mirrored in a long term strategy. Moreover, recent trends in sports and society (i.e. individualisation, media consumption habits, sports participation) are constantly evaluated by the EHF and caused the organisation to amend the way it practises, perceives and manage the sport in Europe. The ‘EHF Master Plan’ is to serve as an overarching umbrella to task the ‘who, what, and when’.

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.

In the discussion, it was noted that in this area there is much happening, but the organisation will not ‘be starting from scratch’; topic will be added where necessary and the elements will be prioritised and fine-tuned. The text of the vision is secured as work continues on the seven goals and will eventually have corresponding KPIs.

Concluding the common meeting, the participants were thanked for their collaboration.

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

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