



EUROPEAN HANDBALL
FEDERATION

Business Report 2014



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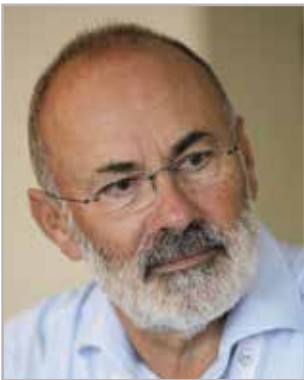
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From the President



“Patience is not passive waiting. Patience is active acceptance of the process required to attain your goals and dreams.”

Ray Davis

“Coming together is a beginning; keeping together is progress; working together is success.”

Henry Ford

With the passing of time, we are fortunate to be able to reflect on our undertakings. As 2014 draws to a close, we look back on an interesting year filled with ample activities. With the current sporting season 2014/15 still ongoing, the European Handball Federation concluded the business year on a high note; and at this time, we are pleased to present the EHF Business Report 2014.

The daily business kept the many employees, commissioners, board members, and stakeholders very busy as we recorded another year of progress; a year where patience was most definitely a virtue. The quintessential element that was the driving force behind the success of the European Handball Federation in 2014 can be summarised in one word: communication. The organisation has always prided itself on the open and transparent dialogues held with all handball collaborators. And in 2014, it was the representatives of the 50 EHF Members Nations and two Associated Federations who were instrumental in setting new precedents and changing the face of handball in Europe. What started as a request from the National Federations to re-evaluate the Men's European Championships in 2011, transformed into the most successful motion in the history of the EHF Congress.

It was not only a pleasure, but also a learning experience to be part of the process that instigated major changes on sporting level for the first time in over a decade. There were task forces and working groups; there was a Federations' Meeting held on the fringes of the inaugural Women's EHF FINAL4 in Hungary; there was the 8th Conference for Secretaries General that took place in Warsaw, Poland; and ultimately there was the 12th EHF Congress in Dublin, Ireland. The road was long but at the end, the results could not have been better – as of 2020 the Men's EHF EURO will be extended to accommodate 24 participants, and a new playing system will be implemented for the Men's and Women's Younger Age Category European Championships as of 2016/17.

Having the opportunity to get the national federations involved with such processes on such a multi-faceted level is a good indication that the European Handball Federation will be able to maintain handball's status as one of the top team sports in Europe. It is very easy to say that the accomplishments of 2014 could not have been won without the initiatives of the national federations, the input and actions of the members of the EHF internal Boards, Committees, and Commissions coupled with the steadfast endeavours of the professionals in the EHF office. And for that, you all have my sincere gratitude.

As we move together into a new year, we know that our success is also your success and we thank you, the reader, for your continued support. In 2015, with the final tournaments of the club competitions, and the summer of youth handball for national teams, as well as the 2nd Federations' Meeting in June, and an Extraordinary Congress planned for November, there is plenty to look forward to in the realm of European handball on both a sporting and organisational level. In the new year, we will continue to build on our achievements; and with your help and a common objective, open communication and meticulous cooperation will continue to be the bedrock of progress of handball in Europe.

Jean Brihault
EHF President



EHF Executive Committee



2014 was a year of remarkable development for European handball. An outstanding level of cooperation was reached across the spectrum of activities. We have listened to the voices of our members and stakeholders, and together we have effected positive change. With the amendments and innovation in the area of competition, challenges have been met and we have found many agreeable solutions to the ventures undertaken that saw the EHF embrace positive progress. Though the effect of some decisions taken in 2014 will only be seen in the future, we are proud of the contribution and engagement of all the protagonists in the decision-making processes not only within the Executive Committee, but also via the commissions, boards, and various meeting platforms such as our task forces and working groups.



Arne Elovsson
EHF Vice President

EXEC Members



Jean Brihault
President



Arne Elovsson
Vice President



Ralf Dejaco
Treasurer



Leopold Kalin
Chairman CC



Jerzy Elias
Chairman MC



Ole R. Jorstad
Chairman BC

The 12th EHF Congress

The EHF Congress is the primary administrative body within the European Handball Federation; this is followed by the EHF Executive Committee which is mandated to ensure the implementation and seamless transition of all Congress decisions. In the period leading up to the 2014 Congress, the Executive Committee oversaw the rightful submission of motions from three national federations and approved the motions submitted on behalf of the organisation. Following the conclusion of the Congress that was held in Dublin in late September, and based on the outcome of the motions submitted, it was up to the Executive Committee to forge a working group to deal with the topic of democratic representation; this focus group encompassed the issues raised in three motions. Also at the congress, the Executive Committee oversaw the conclusion of a mandated task force, which resulted in an unprecedented unanimous vote to change the EHF EURO playing system as of 2020.

EHF Executive Committee

Over the past twelve months, there have been many matters that have required action by the Executive Committee; at times resolution, approval or a final decision have been sought from the members. Overall, handball has been pushed forward only due to the significant cooperation, the sharing of views, and the expression of valid opinion. The EHF Executive Committee continued to work in close cooperation with the technical commissions, boards, and other bodies; moreover, intense coordination and cooperation were required of the members when dealing with the needs of specific national federations. Such action by the Executive Committee has included giving EHF approval to the foundation of new cross-border regional handball leagues, which has enabled some nations to enjoy regular competitive handball matches with teams from neighbouring countries. Also, on behalf of the European Handball Federation, the Executive Committee has supported a handful of member federations on various levels in situations that had a wide reaching impact on the sport such as natural disasters, political unrest, and changes in the administration of federations, in addition to supporting transitional phases of a federation when its EHF status has changed.

In the meetings, the Executive Committee continued to oversee all of the EHF business dealings on all levels. A recurring topic in these meetings was the amendment of the regulations for club competitions and specifically, the Men's EHF Champions League. The work undertaken on the level of the Competitions Commission, the EHF Club Competitions department, with the input from EHF Marketing, the Executive Committee was able to make the final decisions prior to the start of the administration process for the upcoming season. The Executive Committee have also kept a watchful eye of the activities within EHF Marketing GmbH (EHFM), the entity entirely owned by the EHF. The Executive Committee were privy to full reporting of marketing business on a regular basis and have also been present at the latest EHFM General Assembly. On the whole, the relationship between the Executive Committee and the representatives of the national federations, as well as internal bodies and external partners, remained positive. Five of the six meetings in 2014 were held outside the seat of Vienna, Austria giving the Executive Committee the opportunity to be received most amiably by the national handball federations of Denmark, Croatia, Ireland, and Hungary.

Boards and Commissions

The Executive Committee included, there are twelve internal EHF boards and commissions and the work undertaken within these specialist groups remains essential to the endurance of handball in Europe. Covering an array of topics, the boards and commissions are the first port of call for the Executive Committee. Over the course of 2014, a plethora of decisions taken by the Executive Committee was done so on the recommendation of the technical commissions. Furthermore, the integration of the stakeholder groups, which consist of the Professional Handball Board (PHB), the Nations Board (NB) and the Women's Handball Board (WHB), can be classified as fully accomplished; these groups also continue to play a most valuable role in the development of club and national team competitions, which remains vital to the progression and recognition of handball in Europe.

International and European Relations

On an international level, the European Handball Federation continues to enjoy a strong relationship with the International Handball Federation (IHF), led by its President, Dr. Hassan Moustafa. From the IHF Council through to Honorary Members, there are over 70 representatives from Europe serving at the highest level of the sport. President Jean Brihault and Vice President Arne Elovsson continue to represent the interests of Europe within the IHF Council, where they have been present at every meeting to take place in 2014. The European Handball Federation also held their customary meetings with the International Handball Federation in April at the IHF headquarters in Basel, and as recently as November 2014 in Vienna. The EHF leadership also had the opportunity to meet with the IHF leadership on the occasion of the 2014 IHF Super Globe event in Doha, Qatar. Over the course of the year, the two organisations have discussed the international calendar, which remains an ever present issue; as well as competition and development matters. The European Handball Federation looks forward to continuing this cooperation in 2015.

In 2014, the individual members of the Executive Committee continued with their duties to maintain and cement relations on a continental and international level. From being present at all national team events on a senior and youth level, as well as the final tournaments of all club competitions, the activities of the Executive Committee members were not limited to EHF competitions. In addition to this, cooperation meetings with external stakeholders and other external groups such as the European Team Sports Association (ETS), European Olympic Committees (EOC), European Fair Play Movement (EFP), and the International School Federations (ISF), International Masters Games Association (IMGA); the European Police Sports Union (USPE), European University Sports Association (EUSA) to name only a few, also benefitted from the active cooperation and participation of the Executive Committee. However, it was the cooperation with our member federations that were prioritised; the Conference for Secretaries General, followed by the Federations' Meeting on the occasion of the first Women's EHF FINAL4, and the 12th EHF Congress in Dublin, were great examples of the European Handball Federation and its Executive Committee fulfilling its obligation to its members and to the sport of handball.

In 2015, four meetings have been scheduled; however, there are over thirty additional meetings on an internal level that will require representation from the members of the Executive Committee. On the surface, the new business year looks to be very sedate; however, 2015 will be a year of intense preparation both on an administrative and competitive level and the EHF, through its agents, is also ready to strengthen ties with all its external stakeholders, sponsors, and partners.

EXEC Members



Per Bertelsen
Member



Predrag Boskovic
Member



Helga Magnusdottir
Member



Joan Marin
Chairman PHB



Lidija Bojic Cacic
Chairman WHB



The Finance Delegation

“ Transparency remains at the heart of all financial transactions undertaken by the European Handball Federation. In 2014, we were able to present the budgets that span three financial years to our members for their approval. Looking to the future, based on the outcome of the EHF Congress in Dublin, I believe that financial prudence will be the key to the continued success of the European Handball Federation. ”

Ralf Dejaco
EHF Treasurer



There were many hands at work securing the financial viability of the European Handball Federation in 2014. The Finance Delegation, together with the finance department headed by EHF CFO Andrea Moser, as well as the Executive Committee, has handled the financial business decisions of the EHF and its interests with precision. It is clear that the survival of the organisation is firmly based on its ability to meet its monetary obligations. To this end, in the meetings carried out over the past twelve months on a regular basis, the Finance Delegation evaluated both the income and expenditure of the organisation.

Following the 12th Congress, the 2014 budget underwent the necessary adjustments that would enable the EHF to deliver a balanced financial statement at the end of the year. In early 2015, the final accounting for 2014 will be finalised, and as required, the documentation will be subject to examination by the external auditor. It is the duty of the Finance Delegation to uphold the integrity of the organisation on this level as entrusted to the EHF by its member federations. The year ahead will see the European Handball Federation continue with the careful control of the expenditure. With many activities ahead, the Finance Delegation will proceed with discretion and caution.

The Finance Delegation

Jean Brihault	<i>EHF President</i>
Arne Elovsson	<i>Vice President</i>
Ralf Dejaco	<i>Treasurer</i>
Michael Wiederer	<i>Secretary General</i>
Andrea Moser	<i>Chief Finance Officer</i>

The Comptrollers

“ In 2014, the Comptrollers continued to safeguard financial rectitude of the organisation. I am very pleased to be able to inform all our stakeholders that the European Handball Federation has met all their financial commitments in accordance with the statutes; and just as important, in compliance with federal legislation. Every indication shows that the financial dealings of the EHF are harmonious, stable, and unbiased; such traits are invaluable. ”

Wolfgang Gremmel
EHF Comptroller



EHF Comptrollers



Bozidar Djurkovic



Robert Pretenthaler

The function of EHF Comptrollers is to evidence the correct execution of all economic transactions. In April 2014, the EHF Comptrollers undertook an in-depth examination of the financial records of the European Handball Federation, and in October the finances of EHF Marketing GmbH were inspected via the Comptrollers' Council. The balance sheets that covered two financial years (2012 & 2013) were presented to the representatives of the member federations at the Congress along with the profit and loss sheet. The report of the Comptrollers gave support to the comprehensive spoken report given by the EHF Treasurer, Ralf Dejaco and EHF CFO, Andrea Moser. The group also convened for an administrative meeting on the fringes of the EHF Congress in Ireland.

With the conclusion of the final accounting for the year 2014, the findings of the Comptrollers will be delivered along with the final balance sheets to the external auditor. These independent audits remain the last bastion of propriety that upholds the vigorous financial controls and the high standards of EHF financial practices. Over the past few years of business, the EHF Comptrollers have found that the continuing existence of the European Handball Federation is not at risk and is able to sustain its activities in 2015.



Competitions Commission



Over the past 12 months we have spearheaded recommendations that have seen changes to playing systems, competition regulations; mandatory reporting from referees and delegates; and whatever has been done was with the purpose of raising the profile of EHF competitions and improving the game on a base level. We have also continued with our customary mandated tasks, such as dealing with the international calendar and making the necessary adjustments surrounding national team qualification events. What we started in 2014 will be fine-tuned and finalised in 2015, and we look forward to the new and interesting times in handball.



Leopold Kalin
CC Chairman

CC Members



Martin Hausleitner



Carmen Manchado



Dragan Nachevski



Sandor Andorka



Technical Refereeing Committee (TRC)

The Technical Refereeing Committee (TRC) oversees all officiating activities. Led by Dragan Nachevski, the division was much occupied in 2014. Among some of the tasks undertaken, the TRC worked in close cooperation with the Methods Commission and the EHF Legal Department to establish a unified process when a direct disqualification is dealt during a match. The TRC also extended the duration and programme of the Top Referees Seminar; which includes a dedicated course for the delegates nominated to EHF EURO events. In order to promote a more unified line across the board, the TRC spent more time on the 'Rules of the Game'.

During EHF EURO 2014 in Denmark, the new referee evaluation sheet was introduced and well received. Moreover, in cooperation with EHF CAN, new educational materials were introduced; three DVDs were produced and a new online e-learning platform was made available to referees. The Technical Refereeing Committee were also pleased to report that the Young Referees Programme continues to give the up and coming referees the vital experience on their journey to becoming the top referees of the future; in 2014 approximately 20 young referees couples were deployed across six tournaments around Europe during the summer.

Club Competitions in Brief

The revision of the Men's EHF Champions League was completed only with the tremendous efforts of the stakeholders involved. On the level of the Competitions Commission, we were tasked formulating and presenting a new playing system. The modification of the Champions League resulted in a long process due to the necessity of garnering input and feedback. The changes finalised in 2014 will be implemented with the 2015/16 handball season. Following the implementation of the new playing system in the Women's EHF Champions League, the first Women's EHF FINAL4 saw its premiere in the Papp Laszlo Sportarena in Budapest at the beginning of May. The occurrence was a source of pride for the members of the Competitions Commission as much intense work took in order to create the possibility of implementing a FINAL4 for the women's competition. Not only that, prior to the announcement of the event, there was much work undertaken on the technical level as changes were made to the main round phase, a quarter-final segment was introduced. Cooperation with the Women's Handball Board intensified due to the induction of the FINAL4. The second edition of the Men's EHF Cup Finals in Berlin was hosted by the participating team, Füchse Berlin. The Competitions Commission is in the process of evaluating a possible change to the EHF Cup playing system in view of the 2015/16 season.

All the competitions of the EHF European Cup continued to be executed in accordance with the regulations, and with the wellbeing of the teams and fans alike being of paramount importance to the EHF, during the season the Competitions Commission were faced with consequences of political turbulence which led to the rescheduling and relocation of a few matches and the disposition of security delegates; subsequently the matches were carried out without incident. The first draft of the 2016/17 calendar was completed, and made adjustments where necessary based on feedback from the stakeholders. Activities in the realm of the European Anti-Doping Unit (EAU) encountered another year of success after all the tests carried out in Europe were negative; this is another element that supports the integrity of the sport.

National Team Competitions

An in-depth analysis of the European Championship in Denmark is complete, and the review of the women's event in Hungary/Croatia will recommence in the new year. On a broad level, it was identified that changes to the awarding ceremony following the conclusion of the final match need to be optimised. Moreover, the Competitions Commission is in the process of tailoring a proposal in response to the recommendation to evaluate the event awarding process and to pursue potential alternatives for the future events.

On the heels of the Men's EHF EURO in January, the Women's IHF/EHF Challenge Trophy was the next national team competition to take place in early 2014. Eight teams participated in the 8th edition of the event held Larissa, Greece. In a follow-up, the Commission initiated an evaluation of the competition with a new concept for future events to be developed. The next edition of the Women's Challenge Trophy will be announced in March 2015. The Competitions Commission is working closely with the organisers of the 2015 Women's 17 (MKD) & Women's 19 (ESP) European Championships in the final preparatory phase leading up to the final tournament.

The Competitions Commission delivered three Younger Age Category competitions, Women's 18 European Open in Sweden; Men's 18 European Championship in Poland; Men's 20 European Championship in Austria. In addition to the competitions organised by the Beach Handball Commission, the International Handball Federation - the women's youth and junior world championships, and the International Olympic Committee - the Youth Olympic Games in China, as well as the various qualification tournaments to upcoming events, the teams in Europe were kept extremely active.

Younger Age Category Events

In 2014, the future of the Younger Age Category events was decided in September at the EHF Congress, as the motion that was put before the representatives of the national federations was accepted. This comes on the back of much work by the Competitions Commission in coordination with the staff in the EHF office. At the behest of the national federations who showed dissatisfaction with qualification tournaments that proved to be a financial burden for many federations, the Competitions Commission was mandated to find a modern and more practical alternative.

By changing the playing system, the Competitions Commissions found a solution that would increase the number of matches for member federations with fledgling teams, and also see the number of matches for teams of similar ability rise. By changing the regulations and introducing a playing system with two divisions, the Competitions Commission has met the challenge of introducing a system at a reasonable cost to the participating federations. The new format of the Men's 18 EHF EURO and the Men's 18 EHF Championship will begin 2016; the corresponding women's events will commence a year later. The initial ranking of the national teams will be determined on the results of the last eight events.

EHF EURO Events

One of the most pertinent happenings in the area of EHF EURO events was the finalisation of the national federation initiative that was raised in June 2013 at the Conference of Presidents. From the creation of a task force, to the many ideas and possible solutions, which were strategically revised based on input and feedback from the member federations and selectively reduced until one solid proposal remained. This was submitted as a motion to the EHF Congress and was presented by Vice President Arne Elovsson, who also served as the chairman of the 'Task Force EURO Events'. All EHF member federations were fully supportive of the proposal to increase the number of participating teams from 16 to 24 beginning with the 2020 Men's EHF EURO. The event was subsequently awarded to the handball federations of Sweden, Austria, and Norway who will present the event as joint organisers. Following the awarding of the next cycle of EHF EURO events [2018: Men - Croatia / Women - France; 2020 Women - Norway & Denmark], the organisational agreements were signed on the same occasion. The preliminary meetings with the organisers of the individual events took place prior to the end of the year.



Methods Commission



The EHF Methods Commission works diligently with all activities it undertakes. In 2014, once again, we were able to assist the European handball community in various ways and on many different levels with our assorted development and educational programmes. In 2015, we look forward to building on the solid foundation of achievements of the past years; the members of the Methods Commission will continue to work in close cooperation with the national federations; we will continue to initiate and support as many activities programmes as possible.



Jerzy Elias
MC Chairman

MC Members



Sjors Röttger



Peter Kovacs



Juan Anton



Pedro Sequeira



Nina Britt Husebo

The Methods Commission experienced a very positive year in the area of development. From the Foster programme that creates a bridge between more experienced nations and less experienced nations, to the SMART programme that is a cornerstone of material support within the EHF, to the Infrastructure Support Programme (ISP) that directly benefits national federations as they are able to designate a responsible person to focus only on pre-defined tasks and objectives – the EHF development programmes are a source of much pride within the Methods Commission.

In 2014, the MC was able to support 17 member federations in their short term requests; EHF Lecturers were deployed a total of 18 times around Europe to impart their technical knowledge and experience. Greece and FYR Macedonia signed SMART agreements. Four member federations [CZE-ARM, ISL-SCO] are progressing with their Foster programmes. The EHF development programme now supports a total of seven handball stakeholders via the ISP – Ireland, Scotland, and the European Handball Players' Union became the latest recipients. Ten individual tournaments of the European Beach Tour (ebt) were provided with materials in the way of line systems and balls.

Within the sphere of the EHF RINCK Convention, obligatory licensing of all coaches participating in EHF competitions on both club and national team level was introduced. Via the tailored EHF licensing course, the educational option of getting the EHF Master Coach status is open to all coaches that have attained level 3 of the RINCK Convention; the three modules of the 2014 EHF Open Master Coach & Licensing Course were successfully concluded. The first module took place in Denmark, and modules two and three took place in Hungary. In addition, bringing the number of member federations who have joined the RINCK Convention since 2000 to 36, Finland, Israel, FYR Macedonia, Greece and Malta became latest signatory nations in 2014.

The Methods Commission organised two courses on the fringes of the summer edition of the Younger Age Category competitions. The 2014 EHF Young Coaches' Workshop was held in Linz, Austria parallel to the Men's 20 European Championship, and the 2014 EHF Youth Coaches' Course in Gdansk, Poland was just as successful; the positive feedback from both courses has led the MC to schedule such courses with more regularity. The participants were subjected to practical as well as theoretical education. In a follow-up, video material was made available to the participants.



In 2014, the EHF Competence Academy & Network (EHF CAN) developed its cooperation with the University of Las Palmas Gran Canaria (ULPGC). Together, more exemplary teaching material was produced for specific areas of the sport. For referees the '2014/15 Referee Guidelines', which is an interactive video learning tool, was launched and uploaded to eurohandball.com; similar teaching material was produced for the area of beach handball; moreover 2D and 3D animated promotion web devices were created for mini-handball. ULPGC also assisted EHF CAN in the University Certification Project for EHF Master Coaches and in the processes relating to the EU Education Credit Transfer System in the certification of the EHF Master Coach education.

In the area of licensing, a blended learning programme for handball club managers was activated. Consisting of an e-learning component, mandatory presence at seminar, and concluded via an online testing system, the first successes from this course was seen when 13 club managers were awarded with the EHF Club Manager License on the fringes of the 2014 EHF Club Manager Seminar in Cologne in May 2014. The EHF Methods Commission & the EHF CAN also joined forces with the German Sport University in Cologne (DSHS Köln), this cooperation is in the process of creating the syllabus for a unique course "Sport Management for Handball Club Managers", to be offered at the University as of 2015/16.

The EHF CAN also called upon delegates to take part in mandated online testing that covered EHF European Cup Regulations, event management, and the fundamentals of the rules. In August 2014, in connection with the ILIAS e-learning system used by EHF, 18 persons were invited to the EHF Delegate Candidate Course in Vienna, where they passed the online test and received the EHF Delegate status; blanket online testing was carried out from mid-September to mid-October 2014. The 2014 EHF Referee & Delegate Seminar was held at the end of August. Fifteen top referee couples and 18 delegates convened and participated in a joint preparation course for the 2014 EHF EURO in Hungary and Croatia.

Looking forward to the new year, we are pleased to announce that the EHF Scientific Conference will return in November 2015, the 3rd edition of this special seminar will focus on medical aspects and beach handball. In other areas, the Methods Commission will continue working in the area of wheelchair handball.



Beach Handball Commission



It was as great year for beach handball. The first edition of the Beach Handball Champions Cup was played on the island of Gran Canaria. From the outset, there was so much interest in this competition, this event truly exceeded our expectations. Also the first Beach Handball Brainstorming Clinic was introduced, as well as our online testing system. In 2015, in addition to the return of the Beach Handball Champions Cup, more focus will be placed on beach handball education, and across the board, I hope to see even better results!



Ole Jorstad
BC Chairman

BC Members



Marco Trespidi



Gabriella Horvath



Sinisa Ostoic



Georgios Bebetos



In 2014 beach handball was seen to flourish; early in the year the European Handball Federation, specifically the business unit beach handball, extended the partnership with 'Trial' until 2018. The company based in Forlì, Italy is the official supplier of all beach handball line systems and playing balls. The highlight of the year remains the Beach Handball Commission's successful integration of a new competition into its repertoire of events; the year also saw the conclusion of three competitions. Education was also a focal point during the year. In line with the educational direction as set by the EHF Competence Academy & Network (EHF CAN), the online testing system for beach handball referees and delegates was prolonged for the foreseeable future. The test questions for both areas of officiating were reviewed and the pallet of questions was updated - in September 2014 new questions were added to the array.

A series of courses were organised and carried out on the fringes of the 2014 ebt Finals. Over the weekend 28 May - 1 June 2014, Thessaloniki was the setting for the beach handball education courses. Three members of the Beach Handball Commission oversaw the effective execution of the EHF Course No. 9 for EHF Beach Handball Referee Candidates, the 8th Beach Handball Delegates' Course, and the 6th Beach Handball Coaches' Course. Eighteen referee candidates nominated by seven national federations had their knowledge of the game assessed and underwent rigorous physical testing in the bid to gain the coveted European status. Meanwhile, 10 delegates from nine nations had their beach handball competence proved in the area of 'Rules of the Game' and the electronic match report that was recently introduced at beach handball events; and 15 coaches from eight nations were given the opportunity to hone their skills as they were party to lectures on beach handball playing systems, as well as defensive, offensive, and substitution strategies. Through the Women's Handball Programme, the EHF was able to support the participation of 10 female referees, five female delegates, and six female coaches. In 2015, on the occasion of the ebt Finals, another referee education course will be held.

Another highlight of the year was the execution of the first EHF Beach Handball Brainstorming Clinic that took place in Gran Canaria on 30 October 2014. Within the framework of the Champions Cup, the Beach Handball Commission invited the European coaches to be part of a forum to discuss new ideas. Together with representatives from the University Las Palmas, beach handball experts from Austria, Germany, Norway, Portugal and Russia also joined the brainstorming clinic in Spain. In addition to the BC members who presented lectures on beach handball event organisation [Trespidi] and officiating - specifically rules & referee and delegate topics [Horvath], the top coach Sasa Kuburovic from Serbia gave a lecture on beach handball techniques and tactics, and Professor Javier Sobrino of Spain delivered a seminar on the subject of sport and tourism. As expected, the Beach Handball Commission received so much valuable input and also many new and innovative ideas all of which are going through the evaluation process.

Once again, the Beach Handball Commission was very pleased with the delivery of three excellent beach handball events. The 2014 ebt Finals were the culmination of the ebt 2013/14 season. From a total of 64 events played by 89 registered teams, only the top ten from the men's and women's category earned their spot in the finals that took place in Thessaloniki, Greece. The three days of beach handball thrilled both players and spectators alike. In preparation of the current ebt season, the competition regulations were updated.

The Men's and Women's 18 Beach Handball Championships were held in Lorca, Spain in July 2014. This event was a departure for the beach handball as the playing courts were located in the city centre. The successful organisation and management of a new tournament structure underlined the versatility of beach handball. Again, the cooperation with the organiser was seamless; this underpinned the success of the event.

In September 2012, the idea to create a championship for the winners of national championships was discussed in the first meeting of the newly reconstituted Beach Handball Commission following the elections in Monte Carlo. Marco Trespidi, the BC responsible for events, worked in close cooperation with the beach handball unit at the EHF office to conceive a comprehensive proposal. In June 2013, the proposal was given principle approval; at the next meeting of the Executive in September 2013, the Beach Handball Champions' Cup was green lighted. 2014 saw the first edition of the EHF Beach Handball Champions Cup (ChC) held in Gran Canaria, Spain from 31 October to 2 November 2014. With much pride, the EHF Beach Handball Commission considers this achievement the crowning glory on a great year for the sport.

The next edition of the senior and younger age category Beach Handball European Championships will be held in July 2015.



EHF

**Beach Handball
CHAMPIONS CUP
Gran Canaria**





Address of the Secretary General



As we exit one year and enter another, we remain fascinated by the sport; from the ambition and athletic capacities of our players, to the engagement and cooperation of our stakeholders, with the member federations leading the way. The development of handball in each of our member countries, coupled with the authentic operation of the European Handball Federation, is essential to the continuity of the sport. The EHF continues to appreciate the importance of moving forward, and in an organisation such as ours, this is not always easy. However, the fact that we have the courage to take action where necessary bodes well for the future of the sport of handball.



Michael Wiederer
EHF Secretary General



Though it seems like only yesterday, 23 years have passed since the first directive of the European Handball Federation; since the EHF office opened to oversee the professional handling of our sport. Now, in respect to the present, each day offers new situations, challenges, and fresh excitement. This is achieved through a near-perfect balance between the sport on the level of daily business and the varying interests of those strongly involved in the game, as well as our endeavours to ensure the organisation of competitions and events with both a proper structure and correct delivery. Much has changed that concerns the value of our ventures and by that I mean the intensity of cooperation in the various fields of activities; however, communication, contribution, and clarity are at the heart of our progress.

Handball, as well as media presence and expectations have grown; and recognition of our sport rests on the standards exuded within our top competitions. For the many different levels on which handball is played in Europe, we have the responsibility not only to organise our activities and events, but also to prepare the field for technical developments and services for indoor handball as well as outdoor handball activities in order to integrate the next generations of players and other protagonists. We do this for, and together with, the national federations, the leagues, the clubs, the players, and the schools – for the betterment of handball.

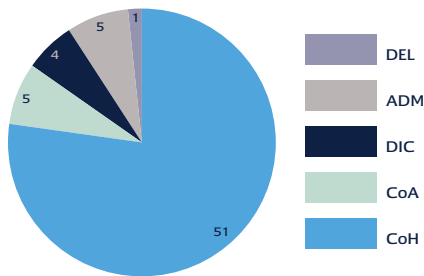
We now enter a transitional year, as are all the uneven years between championships seem to be. 2015, the year between the Women's EHF EURO (December 2014) and the next edition of the Men's EHF EURO (January 2016), is a year of preparation. The qualifications, the draws, the Heads of Delegation Conference, the Media and Television Tour are some of the most anticipated happenings in the realm of the next EHF EURO. The Women's EHF FINAL4 will see the second edition return to Hungary; the VELUX EHF Champions League returns in season 2015/16 with a revamped system as accentuated in the group phase; this will strengthen the professional component on all levels and will be the source of much discussion from all interested parties. In the end, as always, the men's season is to be concluded with the ever thrilling FINAL4 in Cologne.

The culmination of the current European Cup will segue into the summer activities, putting young players back in the spotlight. We look forward to the M19 European Open (SWE), the W17 European Championship (MKD), the W19 European Championship (ESP) as well as the Beach Handball activities – the European Championships for youth and senior, the ebt Finals (HUN), and the 2nd edition of the Champions Cup. The same holds true for the teams from Europe qualified to the IHF World Championships. But here in Vienna, it will be business as usual!

The volume of work that lies ahead for the EHF will not hinder us in targeting the future and specifically our main events; the EURO 2016 in Poland and Sweden, the EURO 2018 in Croatia and France, and even at this point in time, the EURO 2020 to be jointly organised for the men's event by Sweden, Austria, and Norway; and for the second time, Denmark and Norway will arrange the women's event. Alongside, the production of the championships, the EHF and all its annexed units will place more focus on the future of the federation, the development of the sport, and its marketing potential in order to attract the public, and by that, to be a relevant collaborator for media and marketing partners. To this end, we need a stable environment and a trustworthy cooperation with all stakeholders; hence, effective partners both internal and external are vital. Thus, we look forward to an interesting and energetic business year in 2015.



Legal Matters



General Overview

Since its reconstituted implementation in July 2011, the EHF legal system entered its fourth season; and the experience gained in the past 3 years has been invaluable when dealing with the high number of cases and the workload it generates. At the meeting of the Legal Delegation (consisting of the Presidents of the CoH, CoA, and ECA) that took place in May 2014, a comprehensive review of the activities of the bodies took place. Future strategies were also discussed. In 2014, the legal bodies closed 66 cases. The repartition among the different bodies is presented in the chart on the left.

EHF Court of Handball (CoH)

2014 has been a very interesting year for me and my colleagues who serve on the Court of Handball. The number of cases has markedly risen, with the significant jump being attributed to disciplinary cases. With the resources at hand, we have been able to maintain our objective of dealing with cases in an expeditious manner in accordance with the EHF Statutes and Regulations to which we uphold.

Rui Coelho
CoH President



CoH Members



Tapio Arponen



Panos Antoniou



Jolanta Jankeviciene



Willy Tobler



Henk Lenaerts



Ioannis Karanassos

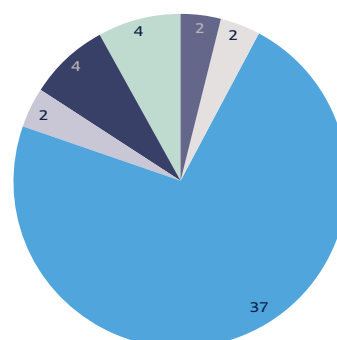
CoH Overview

From 1 January to 10 December 2014, 51 complaints were lodged with the EHF Court of Handball; only three were appealed. To underline the diversity of cases, out of these 51 cases, 37 related to disciplinary issues (direct disqualification, unsportsmanlike conduct, etc.), four concerned marketing issues (advertising, LCD set-up, branding, media); infringements in this particular area showed a decrease compared to the previous year. The Court of Handball also treated three cases that related to withdrawal from an EHF competition in terms of either organisation or participation. In addition, four more cases concerned security and good order; two centred on transfer related disputes, and two cases connected with a breach of regulations were recorded.

In 2014, cases submitted before the EHF Court of Handball for adjudication increased from 23 to 51; the variety of cases also enlarged as the CoH were faced with new types of cases as well as new issues to be solved. The expeditious pace at which the CoH members dealt with the cases led to a decision being delivered at the rate of one per week. As required, many of the direct disqualifications could be, and were, decided within a few days, especially when a team was scheduled to play a match on the following weekend. The high level of efficiency within the Court of Handball is due to the cohesive working methods of members who have been working together for many years. In response to the increasing workload, the CoH put a motion before the Congress to increase the members in the CoH from five to six; the success of the motion will see the implementation of a sixth member (a total of nine persons) at the beginning of the next electoral period.



Viktor Konopliastyi



CoH cases

- Withdrawal
- Breach of regulations
- Disciplinary
- Transfer
- Marketing
- Security

EHF Court of Appeal (CoA)

“ 2014 was a very stimulating year for the members of the EHF Court of Appeal. The five cases that were treated were complex and demanding. The CoA was reminded that each case is unique regardless of category of the infringement. This year, the Court of Appeal also had the opportunity to demonstrate its ability to conclude urgent cases within a matter of days; I am very proud of our achievements. ”

Markus Plazer
CoA President



CoA Members



Jens B. Rasmussen



Nicolae Vizitiu



Lucio Correia



Roland Schneider



Marek Szajna



Milan Petronijevic

CoA Overview

In 2014 the number of cases treated by the EHF Court of Appeal remained steady at five. However, only four cases came before the CoA in 2014, and they continued to adjudicate the solitary case that did not find resolution in the year it was filed. Once again the complaints covered the broad spectrum of infringements; two cases concerned disqualifications, one related to marketing, one match result protest, and one withdrawal. The CoA were able to bring all five cases to an enforceable conclusion. The number of cases were significantly lower than the cases brought before the CoH. Nevertheless, the amount of cases bore no correlation to the amount of effort needed to handle them - the volume of documentation increased on the one hand; and appealing parties are now usually represented by lawyers and barristers, extending the communication chain on the other.

European Court of Arbitration (ECA)

“ The cases that come before the EHF Court of Arbitration are in need of a conclusive form of conflict resolution. This year, we only dealt with one case, and I do feel much satisfaction from only having one case submitted to the ECA, because it is a reminder that the systems in place, one the level of the CoH and the CoA are functioning exceptionally well; but for those cases that require more, the ECA is here. ”

Jörgen Holmqvist
ECA President



ECA Members



Janka Stasova



Jaques Bettenfeld

ECA Overview

The EHF Court of Arbitration dealt with one case concerning the withdrawal from the organisation of an event. This has been the most challenging case, but of the utmost importance, which the ECA has had to deliberate since the installation of the EHF Court of Arbitration in 2011. However, it was also a case that was most expeditious, as it was concluded within three months. Also in 2014, the ECA welcomed a new arbitrator to its ever growing pool; Mr. Roger Canals, Attorney-At-Law from Spain. Furthermore, the EHF Court of Arbitration are in the process of launching the first ECA Journal. This publication will be a summarised and anonymised overview of all the cases that had been treated since 2011.



Nations Board (NB)



For national team activities, 2014 has been a pretty eventful year. As the Chairman of the Nations Board, and also as a Dane, I was very proud to be part of EHF EURO 2014 in Denmark, one of the most successful events in the history of the competition. Moreover, European teams performed well at international level throughout the year, and we bore witness to first unanimous 100% vote at an EHF Congress, and it was as a result of a cohesive cooperation with the national federations. The EHF also took a great stride towards the future with the changes to be implemented in the Younger Age Category competitions. The year ended on a high note with the Women's EHF EURO 2014 in Hungary and Croatia, and we look forward to continued successes and progress on the national team level in 2015.



Morten Stig Christensen
NB Chairman

NB Members



Philippe Bana



Heiner Brand



Marek Goralczyk



Francisco Sanchez*



Stephen Neilson*



Martin Simonides*



Arsene Welter*

NB Activities 2014

The EHF National Team Ranking List is the foundation for the positioning of the member federations within the Nations Board. Each national federation is assigned a place based on the combined points attained by participating in competitions organised by the European and International Handball Federations in the men's youth, junior, and senior age categories over the course of a two-year cycle. Any representative of a national federation fulfilling the candidature conditions can be nominated to serve on the Nations Board. During the 12th EHF Congress in September 2014, the members of the Nations Board to serve in the period 2014 - 2016 were elected. Due to an amendment in the EHF Statutes, as of 2016, the members of all EHF Boards will serve for a period of four years. This is an important step for the Nations Board as it allows for continuity. The new composition of the Nations Board following the election in September 2014 saw the departure of Martin Simonides (SVK) and Arsene Welter (LUX). On behalf of the European Handball Federation, and their NB colleagues, they are sincerely thanked for their dedication and contribution to the Nations Board.

For national team events, the most notable development was the conclusion of the work conducted by the Task Force EURO Events. From the recommendation of the national federations, to the creation of the Task Force, through the ideas and submissions to the final outcome; the Nations Board has overseen the process through each step. Fully in support of the motion that went before the Congress, the members of the Nations Board were pleased to see it pass with such overwhelming and unprecedented support. The same can be said for the work that went into the revision of the men's and women's younger age category competitions. With the success of the motions that changed the playing systems on two levels, and based on the feedback and input by the emerging national federations, the Nations Board sent a proposal to the Competitions Commission with the request that the qualification procedure to be re-evaluated taking the concerns raised into consideration.

Based on the progress made in the area of education and also on the presentations by the EHF Competence Academy and Network (EHF CAN), the Nations Board sent a request to the education division to initiate an education programme for the managers of national handball federations. Work on this specific matter will continue in 2015. To the issue of sponsorship and promotion specifically targeting the future development of the Men's EHF EURO, general sponsorship, and in particular sleeve advertising; the Nations Board nominated Mark Schober (GER) and Cedric Pouthier (FRA) to be part of the expert group that will examine the matter, and the Nations Board will also oversee any advancements in this area. On the level of club team matters in relation to scheduling, player release, insurance, etc. the Nations Board were kept fully informed of all relevant developments and gave their input and feedback to specific topics where necessary.

In October 2014, the Nations Board reconvened for its second and final meeting of the year, the newly elected members participated for the first time and were informed on the purpose and objective of the Nations Board.

*Francisco Sanchez and Stephen Neilson replaced Martin Simonides and Arsene Welter as of October 2014.

Professional Handball Board (PHB)



The attention of the Professional Handball Board was focused on the future development of the Men's EHF Champions League; though many other matters were discussed, it was this particular competition that was very time intensive. Input from all stakeholders was imperative; the perfect solution could not be found, but with the intense cooperation of the representatives from various areas, we were able to reach a healthy compromise. The achievements of 2014 took much courage to develop new ideas, some of which were unpopular with the masses. However, it is this willingness to engage and cooperate that will take professional handball into the future.



Joan Marin
PHB Chairman

Elected PHB Members

Nations Board



Morten Stig Christensen



Philippe Bana

Forum Club Handball



Joan Marin



Gerd Butzeck

European Handball Players Union



Marcus Rominger



Emeric Paillason

European Professional Handball League Association



Frank Bohmann*



Peter Gentzel



Reiner Witte*

PHB Activities 2014

Established in 2010, the Professional Handball Board was the platform instigated to represent the interest of the stakeholder groups representing the handball clubs, players, and leagues. It was also the solution that combined the interests of the former national team and club committees. Due to the nature of the forum, it has the status of an advisory board that reports directly to the Executive Committee. Due to a change in the EHF Statutes in accordance with the outcome of the corresponding Congress motion, as of 2016, the elected members will serve on the board for an electoral period of four years. On the level of stakeholder cooperation, the agreements contained within a tailored Memorandum of Understanding with the players - European Handball Players' Union (EHPU) and the clubs - Forum Club Handball (FCH), were renewed in 2014. Due to the ongoing negotiations, it was not possible to conclude an agreement with the European Professional Handball League Association (EPHLA), it is expected that the Memorandum of Understanding with the league representatives will be concluded in early 2015.

In 2014, the Professional Handball Board concerned itself with the progress of the national team competitions in relation to players on the level of releases, injuries, compensation, including payments to the releasing federations. The international calendar that is coordinated on a continental level is monitored by the PHB in order to avoid potential scheduling conflicts. Furthermore, the topic of player injuries during European Championships was on the agenda of both meetings, though no ultimate resolution was found, it was underlined that for injuries to be dealt with accordingly, any incident needed to be reported immediately as there must be a semblance of personal responsibility. The matter would return to the agenda at the next meeting. The European Championships are a regular topic on the agenda of the Professional Handball Board; the group discussed the EHF EUROs of 2014, and the upcoming events in 2016 - 2020 in relation to strategies for viewership and ticket sales. Also treated by the Professional Handball Board was the matter of the qualification to the 2016 Olympic Games in Brazil and the inevitable burden on the players should the planned qualification system be implemented. This remains a matter of great interest for the PHB and this topic will be treated again in the new year.

On the level of club competitions, the EHF European Cup is at the end of a period of renewal; recent implementations such as a final tournament system in the EHF Cup and a quarter-final phase in the Women's EHF Champions League have been positively received. In relation to the Men's EHF Champions League, the primary objective for the organisation was to expand the reach of the competition and increase the attractiveness on the sports market. The changes considered were treated with a view for implementation in the 2015/16 season.

Executive Committee Representatives

Arne Elovsson
Ralf Dejaco

EHF Representatives (Non-Voting Participants)

Jean Brihault
Michael Wiederer

*As of September 2014 Frank Bohmann replaced Reiner Witte.

Women's Handball Board (WHB)



In the two years since the introduction of the Women's Handball Board, we can look back on both subtle and major changes that have worked to the benefit of the game on various levels. From the Women's EHF FINAL4, an improved Champions League playing schedule, the increased activities of the ambassadors, even the growth of our network, we have done what we intended when we first embarked on this journey of progression. We are proud to have worked alongside various bodies and stakeholder groups, to effect these changes. Looking to the future, the WHB intends to focus more on the athletes as we remain committed to our objectives set out in the WHB work plan.



Lidija Bojic-Cacic
WHB Chairwoman

WHB Members



Tina Fensdal*



Pirje Orasson



Narcisa Lecusanu



Marta Bon



Saskia Mulder*



Nodjialem Myaro*



Ernő Kelecsenyi*

WHB Activities 2014

The Women's Handball Board (WHB) remains the EHF strategic platform tasked with developing the women's branch of the sport in close cooperation with other internal bodies and commissions, as well as relevant stakeholders such as the national teams, clubs, leagues, and players. In 2014, the WHB moved forward in their objectives of developing women's handball on all levels. The initiatives called for the equal treatment of female players in national and international competitions, as well as more education opportunities for female coaches, managers, delegates, and referees – also in the area of beach handball. The WHB also modified their research activities to include commercial and spectator interest; furthermore, the women's handball ambassador project reached new heights as just prior to the start of the EHF EURO 2014, they joined the EHF Media Hangout for the first time. During the final weekend of event, the ambassadors also played an integral role in the awarding of the All Star Team of the EHF EURO 2014.

For the Women's Handball Board, 2014 was a year of many achievements; working in close cooperation with EHF internal bodies, the inaugural Women's EHF FINAL4 took place in Budapest, Hungary; the 2014/15 Champions League season also brought changes to the playing system. On a national team level, the WHB input led to increased promotional activities via ambassadors and photo projects. The Women's Handball Network continued to grow in 2014 and now has over 500 contacts. The WHB chairwoman was also present at the international working group conference "Women in Sport" in June 2014 in Helsinki; following the participation, the WHB recommended the EHF begin the process to sign the Brighton Plus Helsinki 2014 Declaration on Women and Sport; the equality principle of Brighton Declaration is already integrated in the WHB strategy.

In September 2014, the members of the Women's Handball Board set to serve out the remainder of the current EHF electoral period were selected at the 12th EHF Congress in Dublin. As a direct result of the congress saw the constellation of the members change and the WHB welcomed Nodjialem Myaro (FRA) and Ernő Kelecsenyi (HUN) as the newest members of the board. The Women's Handball Board would like to thank Tina Fensdal (DEN) and Saskia Mulder (NED) for their significant efforts and input over the past two years; the current members of the WHB will serve until 2016.

The WHB will continue to take the various projects of their work plan further. In addition to continuing with the promotional aspects of the 2014 – 2016 detailed work plan, which includes a recruitment drive to bring more women to the sport, the WHB will begin with the analysis of the second players' survey conducted on the fringes of the EHF EURO 2014 in Hungary and Croatia; and a next step will be to finalise the assessment of women's handball clubs. The WHB will work in close cooperation with the EHF CAN & Methods Commission by supporting the participation of female participants in various educational courses on offer including the participation of young female coaches at summer camps, mini handball and handball-at-school programmes.

Executive Committee Representatives

Arne Elovsson
Helga Magnusdottir

EHF Representatives

Jean Brihault
Michael Wiederer

*Nodjialem Myaro and Ernő Kelecsenyi replaced Tina Fensdal and Saskia Mulder as of October 2014.



12th Ordinary EHF Congress



12th EHF CONGRESS
19 – 20 September 2014
Dublin, Ireland

The European Handball Federation (EHF), in close cooperation with the Irish Olympic Handball Association (IOHA) presented the 12th EHF Ordinary Congress in Dublin, Ireland. The most important administrative event of the organisation opened on Friday 19 September and concluded on 20 September 2014. The European Handball Federation welcomed 189 participants, which included delegates from 51 federations, guests of honour, the members of the EHF Committees and Boards, as well as electoral and event candidates. Paschal Donohoe, the Irish Minister for Transport, Tourism, and Sport; Stephan Herth, Executive Director of Summer Sports at Infront Sports & Media AG; and the President of the International Handball Federation, Dr. Hassan Moustafa delivered words of welcome to the congress attendees.

Election of the Nations Board (for Men's Handball)

The following six members were elected to serve until 2016

Member 1 - ESP

Francisco Sanchez

Member 2 - DEN

Morten Stig Christensen

Member 3 - Nations Ranked 3 to 6

Heiner Brand / GER

Member 4 - Nations Ranked 7 to 12

Philippe Bana / FRA

Member 5 - Nations Ranked 13 to 24

Marek Goralczyk / POL

Member 6 - Nations Ranked 25 to 50

Stephen Neilson / GBR

The Presidential Report

EHF President Jean Brihault opened his address by briefly revisiting the events of the previous EHF Congress of 2012; the year the face of the EHF Executive Committee changed. Brihault affirmed that eleven members continued to work in harmony upon a foundation of solid working methods and an unadulterated dedication which upholds the transparent and democratic actions of this handball authority. The dialogue with the representatives of the EHF Member Federations continues to be a priority and the various meetings and cooperation visits attest the open communication; several issues raised by the national federations of Europe were treated on the various technical and administrative levels and returned to the congress as motions that were voted upon later in the Congress.

In his report, the President also spoke of the benefits of inclusion, and highlighted the involvement and acceptance of stakeholders in terms of the work of the European Handball Federation through many meetings with representatives of leagues*, clubs and the players, which resulted in the renewal of the respective Memorandum of Understanding with Forum Club Handball and the European Handball Players' Union. He underlined the positive development in the realm of men's club handball via the platform Professional Handball Board over the past four years, as well as the progress in the area of women's global handball development since the foundation of the Women's Handball Board 24 months ago, in addition to the integration of the newest stakeholder group – the Women's Forum Club Handball (WFCH). Brihault also spoke of the positive individual relations with partner institutions, such as the International Handball Federation, the Continental Federations of Africa, Asia, Pan-America, and Oceania; the European Olympic Committees, as well as commercial partners.

While highlighting the positive experiences and activities of the past two years, Brihault also warned against complacency as he spoke of the ongoing economic downturn and TV situation, which also adversely touched the EHF. Nevertheless, he underlined the need to maintain the integrity of the sport as well as preserving the balance across the spectrum of EHF activities which include the areas of competition, development, education, to name but a few. As he closed his report, Brihault emphasised that by supporting innovation on the various levels, and due to the proactive stance of the organisation, the future of handball is bright.

**Going to print, MoU negotiations with the European Professional Handball League Association were ongoing.*

Election of the Women's Handball Board (WHB)

The following three members were elected to serve until 2016; for the positions member 4, 5, and 6 – due to the nomination process no voting process was required.

Member 1 - Nations Ranked 1 to 6

Nodjalem Myaro / FRA

Member 2 - Nations Ranked 7 to 24

Lidija Bojic-Cacic / CRO

Member 3 - Nations Ranked 25 to 50

Pirje Orasson / EST

Member 4 - Representing the clubs*

Ernö Kelecsenyi / HUN

Member 5 - Representing the leagues**

Georgeta Narcisa Lecusanu / ROU

Member 6 - Representing the players**

Marta Bon / SLO

EHF Elections

The 12th EHF Congress was segmented for ease of procedure in four parts. Following the official opening, the effecting of congress protocol, and the reports from the President, Secretary General, and Treasurer; the second part of the proceedings concerned the selection of the men and women to serve the organisation for the remainder of the electoral period from 2014 – 2016.

**Nominated by the Women's Forum Club Handball (WFCH) on 20.09.14 during the Congress*

***Nominated by the Executive Committee on 20.09.14 immediately following the Congress*

12th Ordinary EHF Congress

Motions relating to Statutes

Motion 1: Age limit for elections - withdrawn

The motion was withdrawn by Austria.

Motion 2: - Promoting gender equality in handball - withdrawn

The motion was withdrawn by Norway.

Motion 3: Separation of functions - adopted

EHF President Brihault introduced the motion submitted by the EHF giving an overview of the current situation that had no provisions concerning the articulation between national, continental, and international functions. This has resulted in a number of handball representatives holding different functions on various levels. With more professionals involved in handball, it was proposed that steps be taken to avoid a conflict of interest on the top level and stressed the need for a clear line of representation. The motion was adopted after obtaining 36 votes in favour.



Motion 4: Rules for previous holders of top position within the EHF

The motion was withdrawn by the European Handball Federation.

With the consent of the Congress, it was agreed that motions 1, 2, and 4, as well as other relevant issues regarding the statutes in order to further develop the democratic representation within the EHF system would be treated with a working group. The results shall be developed until June 2015 and be prepared then for an extraordinary congress in autumn 2015 for having a sound basis for the 2016 EHF Congress.



Motion 5: Term of election for board members

EHF Secretary General Michael Wiederer presented the motion which proposed to adapt the working period for the board members to correspond to that of the other EHF elected bodies - for a period of four years; consequently, the members of the Nations Board and the Women's Handball Board would be elected under this vein starting in 2016. The vote obtained 35 votes in favour.

Motion 6: Competitions Commission - Member Club Competitions

Executive Committee Member, Per Bertelsen addressed the Congress with a proposal to amend the constellation of the EHF Competitions Commission (CC) by amending the statutes to allow for the Member Club Competitions to be nominated by an EHF recognised stakeholder group representing the interest of clubs in EHF competitions as of 2016. The proposal was adopted after the vote resulted in 33 federations in favour.



Motion 7: Number of Court of Handball members

Joan Marin, Member of the Executive Committee presented the motion, initially suggested and supported by the Court of Handball (CoH), that proposed to increase the number of CoH members. In order to uphold neutrality and to ease the burden on the current members who administrate the first legal instance due to an increasing workload, the EHF proposed to increase the number of CoH additional members to from five to six. This would bring the total number of members to nine. The motion was approved with 41 votes in favour.

Motions relating to Regulations

Motion 8: EHF EURO Events with 24 teams

EHF Vice President Arne Elovsson presented the motion that concerned Men's EHF EURO events; speaking of the initiative of the national federations initially treated in a working group and concluded with a task force, the motion proposed an increase of the participating teams in the Men's EHF EURO Final Tournament from 16 to 24. The motion to increase the number of teams from 16 to 24 as of the year 2020 achieved unanimous approval of the Congress, gaining 100% of the vote.

Motion 9: Structure of YAC Events

Leopold Kalin, Chairman of the Competitions Commission, introduced motion 9 that proposed a change in the structure of the Younger Age Category (YAC) events. Based on the fundamentals of handball, the proposal focused on the development of YAC with the key factors being the reduction of costs, an alternative to the qualification system, and open participation. The proposal, to be introduced in 2016 (men) and 2017 (women) respectively, was accepted with 93% of the Congress attendees in favour.

Motion 10: Overall sponsorship for European competitions

Due to the complexity of the motion and the potential consequences, the Congress decided that the motion required further treatment by the respective boards for approval from the Executive Committee and subsequently, no vote was taken.

Motion 11: Basis for sports organisers rights to consent to bets

EHF Executive Committee member Predrag Boskovic presented the motion that proposed the exploitation of the right to consent to bets in EHF Competitions under individual and specific conditions by amending the EHF Competition Regulations. The European Handball Federation stressed that any income resulting from the amendment shall be used in a way that benefits the sport. The motion achieved the simple majority needed with 37 votes in favour.

Motion 12: Initiation of proceedings during tournaments

Ole Jorstad, Chairman of the Beach Handball Commission presented the proposal that concerned legal proceedings and on behalf of the European Handball Federation requested of the Congress that, the EHF Tournament Management have the permission to initiate legal proceedings if other bodies do not. The motion achieved the simple majority needed with 46 votes in favour.

Motions relating to Finances

Motion 13: 2015/16 Membership fees

On behalf of the EHF, Treasurer Ralf Dejaco presented the proposal not to charge any membership fees for the financial years 2015 and 2016, in keeping with practices from previous years. The motion achieved the simple majority needed with 43 votes in favour.

Motion 14: Competition fees

Treasurer Dejaco presented factual information to the subject of competition fees on both a national team and club competition level, which have remained unchanged since 1998. Despite being presented with information to the current financial disparity based on the consumer price index, which indicated that the EHF has lost 37% of its value over the past 15 years; the motion failed to achieve the simple majority with 20 votes in favour and 26 votes against.

Motion 15: Delegates / referees compensation

The motion was withdrawn by Faroe Islands.

Awarding of Events

Men's EHF EURO 2018	Croatia	12 – 28 January 2018
Women's EHF EURO 2018	France	30 November – 16 December 2018
Men's EHF EURO 2020	Sweden / Austria / Norway	10 – 26 January 2020
Women's EHF EURO 2020	Norway / Denmark	4 – 20 December 2020

Admission of New Members

EHF President Jean Brihault presented an overview of situation concerning the status of Kosovo in the European Handball Federation. He reiterated the steps taken by the EHF, which included giving the Kosovo Handball Federation the status of associated federation in 2004; reference was also made to the 2012 mandate by the Congress. Following ardent presentations, the National Federations representatives were asked to vote on the application for full membership. With a simple majority of 58%, the Kosovo Handball Federation became the 50th member of the European Handball Federation by 25 votes in favour.



EHF Federations' Meeting



The next edition of the EHF Federations' Meeting is scheduled to take place 4 June 2015 once again in Budapest.

The EHF Federations' Meeting was held in Budapest on 4 May 2014; the meeting was called to serve as a platform to exchange information and viewed as a precursor to the 2014 EHF Congress scheduled for September 2014. The meeting, attended by 60 representatives from 41 national federations, was chaired by the EHF Executive Committee. During the proceedings, Finland, FYR Macedonia, Greece, Israel, and Malta signed the RINCK Convention; Scotland, an associated federation, became the recipient of an ISP agreement; and Greece and FYR Macedonia signed SMART agreements. The content of the meeting was based on the issues treated at the Conference for Secretaries General held earlier in the year.

EHF EURO Events in the future

The Men's EHF EURO in the future was the main feature of the summit; what began as a request from the national federations to develop the European Championships and explore the possibility of raising the number of participants from 16 to 24, voiced during the Conference of Presidents in Cologne in 2013, led to the creation of the EHF Task Force EURO Events with its members representing the stakeholders i.e. the national federations, partners, and the EHF. A recommendation was sent to the Executive Committee supporting a playing system for 24 teams with an enhanced preliminary round, with implementation scheduled for 2022. The attendees were informed of negotiations surrounding a possible organisation of the Men's EHF EURO in three nations as early as 2020. The planned championship would see two preliminary rounds in each country, Austria would also host a main round, and Sweden would host all three phases of the competition including the final weekend. It was noted that the result of these discussions would affect the awarding process. It was underlined that implement possible changes from 2020 onwards would give national federations the time needed to develop a competitive team.

Younger Age Category Events as of 2016

To complement the information delivered at the 8th Conference for Secretaries General, the EHF made it known that it would implement a system that focused on education and gaining experience for the federations and their teams in the coming years. With a potential preparation phase of six years, the EHF aims to increase participation in the lower ranked nations. To this end, the proposed system, reworked based on the input from the national federations, was distributed. The advantages of discontinuing the current qualification system, as well as the initial ranking in the new system, and the one-venue-one-week concept were communicated; and the correlation of the possible changes to national team competitions on a youth and senior level expressed. The EHF objective is to have as many member federations sending a national team to the EHF EURO qualifications.

The EHF Champions Leagues

Handball has undergone significant change over time; this has also been reflected in the club competitions. In the women's competition, the two main requests to change the competition structure and introduce a Women's EHF FINAL4 were initiated in the 2013/14 season; the system was described in detail at the Federations' Meeting. Information given at the meeting told of the more complex situation surrounding the men's competition. With more clubs showing a growing interest in participation, possible changes had to be considered on many levels including technical and marketing aspects. The proposed new system was briefly reviewed; it allows for top clubs to have top matches, but gives new clubs the chance to enter the competition.

The Women's Handball Programme

At the meeting, the WHB members were introduced and an overview of the tasks and responsibilities were given. The WHB manifesto is to strengthen the sport and close the gap between men's and women's handball. The EHF believes that being female is not enough to enhance the status of women involved in handball; education, qualifications, as well as competence remain essential. The WHB would continue towards this objective and the national federations are encouraged to become more active in the Women's Handball Programme to promote the sport on a national level.

8th Conference for Secretaries General

The 8th Conference for Secretaries General, held in Warsaw from 9 - 11 April 2014; a brief summary of the main topics are presented below.

EHF Coaches Licensing

The EHF informed on educational aspects such as blended learning and the e-Learning module. A portable data device that contained the EHF Coaches Licensing Implementation Manual for 2014/15; the 2012 edition of the EHF RINCK Convention; information on EHF Master Coaches; a communication to the non-signatory national federations, where the invitation to non-signatory nations to join the RINCK Convention was issued once again; and the latest version of the EHF Competitions Regulations was also distributed to the attendees.



**8th EHF CONFERENCE FOR
SECRETARIES GENERAL**
9-11 April 2014 • Warsaw, Poland

Calendar Conference

Information on upcoming national and club team events, including the change in dates of two events in 2015 and 2016, was given. The request to hold the Olympic and WU20 WCh qualifications for women during the same period was supported and approved. Information was also given on the reduction of the men's national team weeks in June 2016 to one week (first week of June); the scheduled week in October 2015 would remain the same. The attendees were given an overview to the 2014/15 club season, as well as information on the adjusted Women's EHF Champions League playing system.

EURO Events in the Future

The expert group had convened to evaluate the possibility of extending the EHF EURO to a 24-team event as of 2022. A draft of an enhanced playing system was presented to the conference participants with a full explanation given to the schedule, the advantages and challenges of such a change, as well as a joint organisation of an event with three host nations. The importance of the qualification process, especially home games that are vital to the promotion of handball was stressed. The direct link between the development of EHF EURO events and the development of the Younger Age Category competitions as well as the European Open was highlighted.

Younger Age Category Events

It was underlined that the Younger Age Category (YAC) events would have a great impact on the EHF EUROs in the future. The challenges of the current system that were a catalyst for the YACs to be re-evaluated were highlighted. Based on the input received in 2012, changes have been proposed presented, and modified; the latest draft containing the changes to the men and women's events was shown. At the conference, it was suggested that four teams be promoted and the competition be identified as European Championships. Following the approval of the final proposal by the Executive Committee, the ultimate decision to change the YAC system would be made at the EHF Congress.

EHF Champions League

The proposal to change the playing system of the Men's EHF Champions League treated on the level of the Professional Handball Board and submitted to the Executive Committee for approval was presented. After the formal decision was taken in March for the implementation of the new system in the 2015/16 season, the EHF calendar was completed. At the conference, it was underlined that 18 months remain until the implementation of the system.

European Open

The European Open (EO) is viewed as a way to get more national teams participating in competitions as it is a keystone in the future performance of players. An overview of the event which began in 2005 was given, and current top players that participated in the European Open were mentioned. The European Open remains a good opportunity for national teams to gain experience on the international stage. The national federations were encouraged to register their teams for the EO.

EHF Media and Communications

2014 proved to be a busy year for the EHF Media and Communications Department, with a schedule of events that included the Men's EHF EURO in Denmark in January, the Women's EHF EURO in Hungary and Croatia in December and three major club competition finals at the end of the season, including the first edition of the Women's EHF FINAL4 in Budapest.

More than 2,000 news reports, interviews and feature stories were published on the EHF's websites, with content provided by the federation's growing network of professional journalists around Europe. A focus too on fan engagement through social media brought a number of new initiatives including the first Google Hangout involving both star players and fans at the VELUX EHF FINAL4. This successful strategy saw the number of followers across all EHF social media channels rise to almost 250,000 people.

Digital boost for EHF EURO

The year began with the Men's EHF EURO 2014 in Denmark and the realisation of a new digital media project, developed in close cooperation with Infront Sports and Media, the EHF's media and marketing partner for EHF EURO events. The project looked to optimise the competition's digital media offering, providing a fan-focused content strategy alongside a re-launch of online, mobile and social media channels. A new mobile-optimised website was released, with a revamped look and additional features, including live blogging and social media integration. At the same time new social media channels were created, as was a mobile app offering news, results and live streaming.

The Women's EHF EURO 2014 in December brought further developments, with live streaming on ehfTV.com and the creation of near-live and viral video content, enabling fans to see highlights from games even before the final whistle had been blown. In excess of one million minutes of video were watched on the official YouTube channel during the two-week event with the most popular video clips watched more than 100,000 times each.



Investing in the media of the future

The EHF also started its own Young Reporter Programme in 2014, giving young professionals aged between 20 and 27 the chance to gain valuable experience working alongside the EHF's own media team during major championships. A total of 22 young journalists took part at the Men's and Women's EHF EURO events and the Women's EHF FINAL4. Their role was to provide flash quotes for the EHF news service and produce additional content for online channels. At the Women's EHF EURO 2014 this meant a focus on digital mobile reporting, with young reporters providing extensive behind-the-scenes reports, bringing fans closer to the event and the players than has ever been possible before.

A further cooperation with the European Broadcasting Union saw reporters from the EBU Young Radio Reporter Programme working with the EHF media team. Radio reports and daily podcasts were produced at the VELUX EHF FINAL4 for the first time, with content also shared on the EURORADIO Sports Exchange, the online platform that allows the EBU's radio member stations access to audio news files.

Media services expanded

The new EHF Media Portal went live in January, providing a one-stop-shop for media representatives looking for the latest media news and information. In addition to media guides for all of the federation's club and national team competitions, the portal provides historical and head-to-head statistics and a news service with flash quotes provided directly from EHF events.

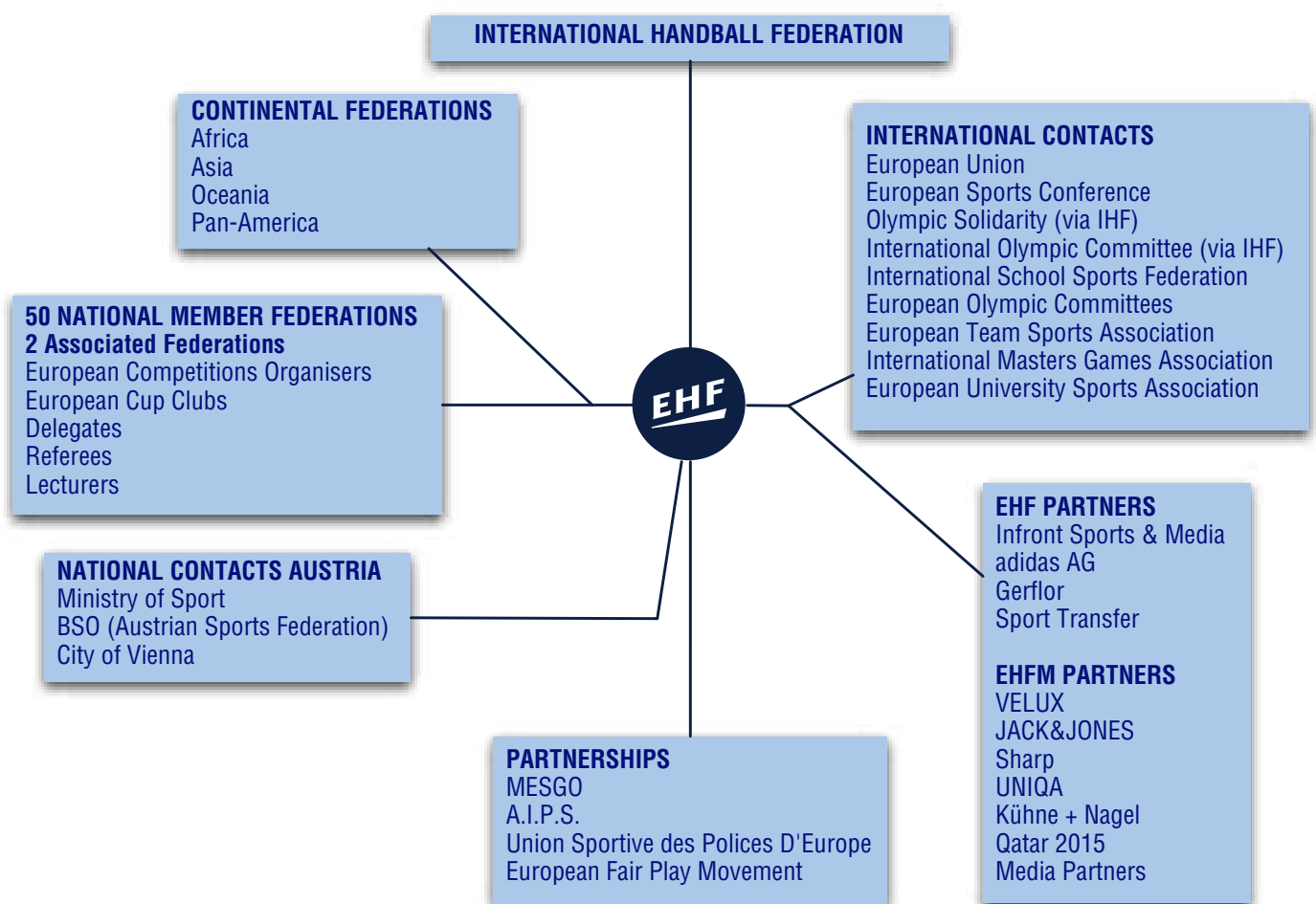
Experts share know-how

Media managers from many of Europe's top clubs were in Denmark during the Men's EHF EURO for the first edition of the EHF Media and Communications Know-how Forum, a workshop focused on media-related issues including brand communications, media management and social media. The forum provided participants with the opportunity to discuss the issues around their daily business, as well as to learn from best practice in the sports industry. Presentations were given by media industry experts on topics such as perfect-minute and native advertising, the role of the media manager and fan engagement through social and digital media.

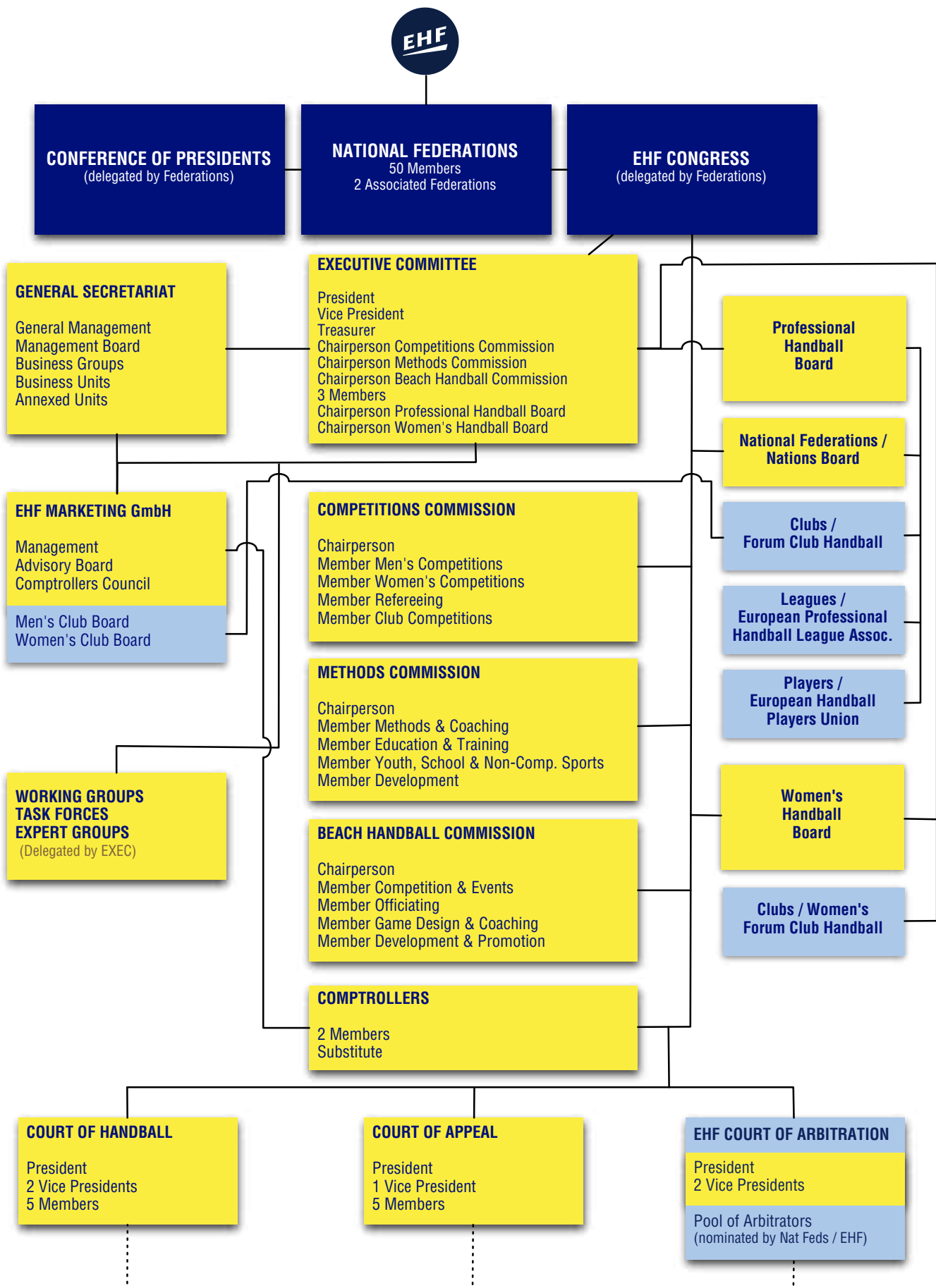


EHF Corporate Network

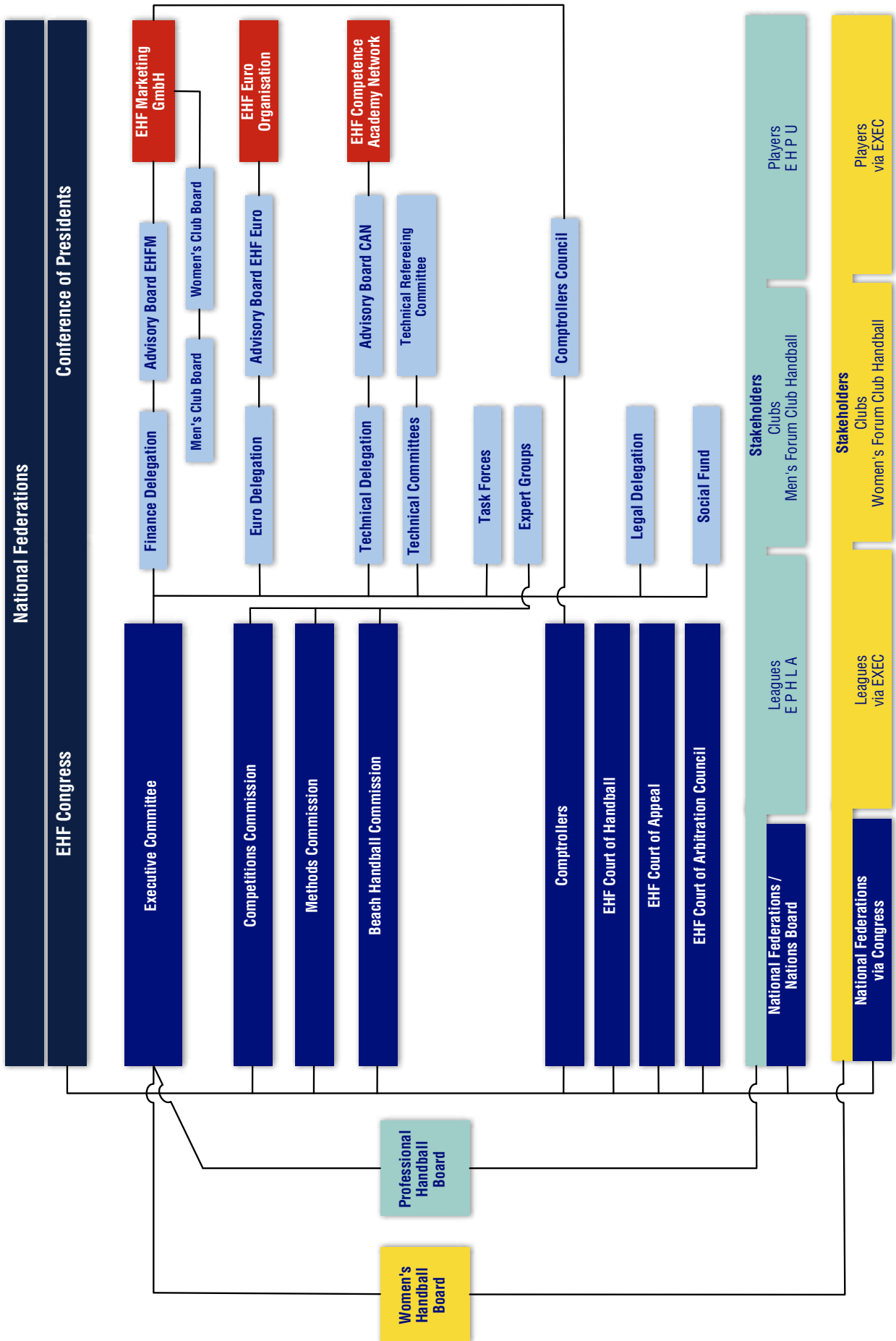
The administration of handball flows not only from the EHF Office in Vienna, Austria, but also internationally. Foremost, the continental federation of Europe is bound by the bylaws of the International Handball Federation (IHF), which regulates the sport on a global level; the non-profit organisation is also held accountable to the corporate laws of Austria. The work of the European Handball Federation (EHF) goes beyond the borders of Europe as international cooperation, with the continental federations of Asia, Africa, Oceania, and Pan-American, is continuously sought after and mutually reciprocated. Furthermore, our relationship with internal and external stakeholders, ranging from players to officials, to our member federations, partners, and the members our boards and commissions, is vital to the success of the organisation. Thus, the European Handball Federation bears a great responsibility to carry out business in a highly professional and efficient manner. Centrally, 57 staff members distributed across two organisations – the European Handball Federation and EHF Marketing GmbH (EHFM), administer handball in Europe.



EHF Corporate Network



EHF Corporate Structure





The Team



EUROPEAN HANDBALL
FEDERATION

General Management

Michael Wiederer	Secretary General
Andrea Moser	Chief Finance Officer

Management Board

Michael Wiederer	Strategic Business
Andrea Moser	Finance / Operations
Monika Flixeder	EURO Events / Legal Management
Helmut Höritsch	Education and Development / EHF CAN
Markus Glaser	Club Competitions
Doru Simion	Additional Activities
Peter Fröschl	Beach Handball
Peter Sichelschmidt	National Teams
Peter Vargo	EHF Marketing
David Szlezak	EHF Marketing

Strategic Business

Vesna Lazic	Executive Coordination / Congress
Marsha Brown	Corporate Liaison
Alenka Cuderman	Women's Handball Programme

EHF Media & Communications

JJ Rowland	Head of Media & Communications
Richard Turner	Corporate Design
Vladislav Brindzak	Club Teams
Thomas Schöneich	National Teams
Chris O'Reilly	Social Media

EHF EURO Events

Johannes Müller	Organisation
Yannick Maresch	Support

Legal Management

Loïc Alves	In-house Lawyer
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Education & Development

Nicole Rabenseifner	Development
Beata Kozłowska	Methods

Club Competitions

Ines Capek	Club Teams
Mario Kovacic	Club Teams
Marcos Bestilleiro	Referees / Delegates
Vladimir Rancik	Referees / Delegates
Thomas Gangl	Venue Management
Adrienn Öri	Anti-Doping

National Teams

Rima Sypkus	Qualifications
Anna Psintrou	Challenge Trophy

Additional Activities

Claudia Brantl	Transfers
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Operations

Sevgi Herdem	Facility Support
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Information Technology

Christoph Gamper	Head of IT
Andreas Krywult	IT Junior Manager
Marlies Seidl	Administration & Support
Charly Music	Implementation & Support

Finance

Eva Kalocaiova	Bookkeeping EHF
Inge Nevole	Bookkeeping EHF

Goodbye & Thank You

Over the past twelve months, both the European Handball Federation and EHF Marketing said goodbye to a small number of staff members who left to enter new and interesting phases of their lives. A few left Austria for new adventures in other European cities; there was also entry into the realm of parenthood, a return to academia for a few, a foray into self-employment for another, and the lure of a new challenge at a new company was just too tempting for some.

Therefore, we take a moment to say goodbye and thank you to:

Vanja Nikolic, Nadine Biehl, Nadja Lacina, Nicole Krutz-Gundolf, Bernd Schönbichler, Elisabeth Herbst, Akos Moczan, Jitka Ugurhan, Cyril Dujacquier, and Christian Hein.

Wishing you all every success for the future!

Welcome

In 2014, the organisation and its daughter company also had the opportunity to welcome new (and old) faces. Longstanding employee, Marianne Überlacher transitioned from the EHF and her position of Brand Manager returning to EHF Marketing to manage the presentation and promotion of the Women's EHF Champions League and the Women's EHF FINAL4. Thomas Gangl joined the Competitions Department to work in the area of Venue Management; Inge Nevole joined the finance department; and Anna Schilling, Nora Forgo, and Katalin Vasi were recruited by EHF Marketing GmbH. Welcome aboard!



EHF Activities in 2015

- JANUARY -

Competitions

Men's National Team Week
2015 IHF Men's World Handball Championship
Final Tournament
2015 IHF Men's U21 World
Handball Championship *Qualification*
Women's EHF Champions League
Main Round 1

Meetings

EHF Finance Delegation

- FEBRUARY -

Competitions

2015 IHF Men's World Handball Championship
Final Tournament
VELUX EHF Champions League *Group Phase*
Men's EHF Cup *Group Phase*
Men's Challenge Cup *Last 16*
Women's EHF Champions League
Main Round 1-4
Women's European Cup *Last 16*

Meetings

EHF Technical Delegation
EHF Technical Commissions [CC, MC, BC]

Draw Events

VELUX EHF Champions League *Last 16*
Men's Challenge Cup *Quarter-final*
Women's European Cup *Quarter-final*

- MARCH -

Competitions

Women's National Team Week
2015 Women's 17 European Championship
Qualification
VELUX EHF Champions League *Last 16*
Men's EHF Cup *Group Phase*
Men's Challenge Cup *Quarter-final*
Women's EHF Champions League
Main Round 4-6
Women's European Cup *Quarter-final*

Meetings

EHF Executive Committee
EHF Finance Delegation
EHFM Advisory Board
Nations Board
Professional Handball Board
Women's Handball Board
EHFM Men's Club Board
EHFM Women's Club Board

Draw Events

VELUX EHF Champions League *Quarter-final*
Men's EHF Cup *Quarter-final*
Women's EC *Semi-final*

- APRIL -

Competitions

Men's EHF EURO 2016 *Qualification 2 /*
Rounds 3-4
Men's EHF EURO 2018 *Qualification 1 /*
Rounds 3-4
2015 Women's 19 European Championship
Qualification
VELUX EHF Champions League *Quarter-final*
Men's EHF Cup *Quarter-final*
Men's Challenge Cup *Semi-final*
Women's EHF Champions League
Quarter-final
Women's European Cup *Semi-final*

Meetings

EHF Technical Delegation
EHF Technical Commissions [CC, MC, BC]
EHF Comptrollers
EHF Legal Delegation
EHF Legal Bodies [CoH, CoA, ECA]

Draw Events

Men's EHF Cup *Final Event*
Men's Challenge Cup *Final*
Women's EHF Champions League
FINAL4
Women's European Cup *Final*

- MAY -

Competitions

Men's EHF EURO 2016 *Qualification 2 /*
Rounds 3-4
Men's EHF EURO 2018 *Qualification 1 /*
Rounds 3-4
VELUX EHF Champions League *FINAL4*
Men's EHF Cup *Final Event*
Men's Challenge Cup *Final*
Women's EHF Champions League *FINAL4*
Women's European Cup *Final*

Meetings

EHF Finance Delegation
EHFM Advisory Board

- JUNE -

Competitions

Men's EHF EURO 2016 *Qualification 2 /*
Rounds 5-6
Men's EHF EURO 2018 *Qualification 1 /*
Rounds 5-6
Women's National Team Weeks
2015 Women's IHF World Handball
Championship *Play-Off Europe*
2015 Men's 19 European Open in Sweden

Meetings

EHF Federations Meeting in Hungary
EHF Executive Committee

Draw Events

VELUX EHF Champions League *Qualification,*
Group Phase
Women's EHF Champions League
Qualification, Group Matches

- JULY -**Competitions**

2015 Men's 19 European Open *in Sweden*
 2015 Men's & Women's 19 Beach Handball European Championship *in Spain*
 2015 Men's & Women's Beach Handball European Championship *in Spain*
 2015 Men's U21 IHF World Championship *in Brazil*
 2015 Women's 19 European Championship *in Spain*
 2015 Men's & Women's 17 European Youth Olympic Festival [EYOF] *in Georgia*

Draw Events

Men's EHF Cup *Qualification 1-2*
 Men's Challenge Cup *Round 2*
 Women's European Cup *Round 1-2*

- AUGUST -**Competitions**

2015 Men's U21 IHF World Championship *in Brazil*
 2015 Women's 19 European Championship *in Spain*
 2015 Men's U19 IHF World Championship *in Russia*
 2015 Women's 19 European Championship *in FYR Macedonia*

Meetings

EHFM Advisory Board

- SEPTEMBER -**Competitions**

VELUX EHF Champions League *Qualification / Group Phase 1-3*
 Men's EHF Cup *Qualification 1*
 Women's EHF Champions League *Qualification*
 Women's European Cup *Round 1*

Meetings

EHF Executive Committee
 EHF Finance Delegation
 EHF Technical Delegation
 EHF Technical Commissions (CC, MC, BC)

- OCTOBER -**Competitions**

Women's National Team Week
 Women's EHF EURO 2016 *Qualification / Rounds 1-2*
 VELUX EHF Champions League *Group Phase 3-6*
 Men's EHF Cup *Qualification 2*
 Men's Challenge Cup *Round 2*
 Women's EHF Champions League *Group Matches 1-3*
 Women's European Cup *Round 2*

Meetings

EHF Finance Delegation
 EHFM Advisory Board
 Nations Board
 Professional Handball Board
 Women's Handball Board
 EHFM Men's Club Board
 EHFM Women's Club Board
 EHFM Comptroller Council

Draw Events

Men's EHF Cup *Qualification 3*
 Men's Challenge Cup *Round 3*
 Women's European Cup *Round 3*

- NOVEMBER -**Competitions**

Men's National Team Week
 Women's National Team Week
 2017 Men's IHF World Championship *Qualification Europe / Rounds 1-2*
 VELUX EHF Champions League *Group Phase 7-9*
 Men's EHF Cup *Qualification 3*
 Men's Challenge Cup *Round 3*
 Women's EHF Champions League *Group Matches 3-6*
 Women's European Cup *Round 3*

Meetings

12th EHF Conference of Presidents
 12th EHF Extraordinary Congress
 EHFM General Assembly

Draw Events

Women's European Cup *Last 16*

- DECEMBER -**Competitions**

Women's National Team Week
 2015 Women's IHF World Championship *Final Tournament*
 VELUX EHF Champions League *Group Phase 10*

Draw Events

Men's EHF Cup *Group Phase*
 Men's Challenge Cup *Last 16*





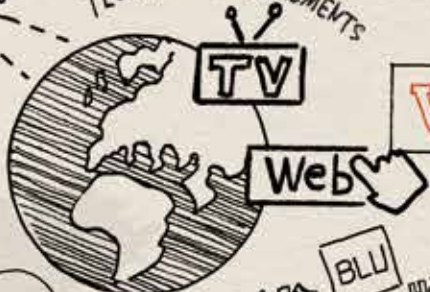
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VELUX EHF CHAMPIONS LEAGUE FINAL 4



VELUX EHF FINAL 4

SOLD OUT



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TV & Media



Managing Director



TV-RIGHTS

IT MEDIA & COMMUNICATIONS COMPETITIONS FINANCES



MP & SILVA



EHF CUP & Projects

CHAMPIONS LEAGUE



Christine Schauer



Administration



WELCOME

WELCOME



WOMEN'S
EHF CHAMPIONS LEAGUE
FINAL 4

WOMEN'S EHF
CL & FINAL 4

PROFESSIONALISM
GROWTH

WE ACTS
Budapest

Marianne
Überlacher

Katalina Vasi
VIP

HUNGARIAN
HANDBALL
FEDERATION

Sponsors &
Partners

Documentation
Season 2013/14

EHF
MARKETING

SPONSOR
activation

Julia Nalepka

Cyliana Bachmann

COMPLAINT
MANAGEMENT

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HELPING
ID
ATION

Market
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Analysis

NEW
IDEAS

BRANDING
TROUBLE

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FANS

VELUX

Nina Kernmayer
PA & Sales

Nora Forgo

Stefan Golger

Mia Boesen
MANAGERS

JACK & JONES
SHARP

TULLN

Implementation

Marketing Supervisor

MATCH
MONITOR!

UNICA

PRODUCING

Qatar 2015
adidas

KUEHNE+NAGEL

Gerflor
theflooringgroup

Nothing short of spectacular

As soon as one VELUX EHF FINAL4 is complete, planning for the next begins. The EHF Marketing team works together with some of the entertainment industry's leading creative experts over 12 months to develop the ideas and concepts that will keep 20,000 handball fans in the LANXESS arena completely enthralled during the event. In 2014 this meant the most ambitious and breathtaking show yet. Over 100 performers, lights, lasers and special effects were complemented by specially produced animations shown on 12 huge, high-definition moving video walls covering more than 300m². Nothing short of spectacular!

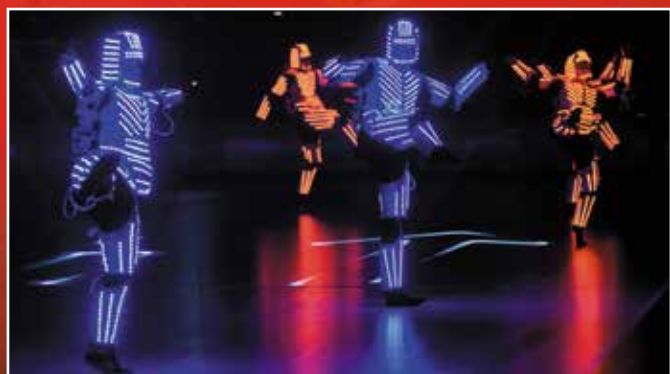


VELUX®



EHF
CHAMPIONS
LEAGUE

FINAL4





WOMEN'S

EHF
CHAMPIONS
LEAGUE

LET'S FACE IT!

“Let’s face it” is not only the claim of a recent social media campaign for the 2015 WOMEN’S EHF FINAL4 in Budapest, but also reflects the current spirit that is the underlying force behind the latest developments in women’s club handball.

The main and most visible step in this development was the introduction of the first ever WOMEN’S EHF FINAL4 in 2014 – a decision, which was not a stand-alone event. Lots of smaller initiatives were taken, less visible to the outside, but essential to have a strong base to start from.

Kicked-off by the EHF Brand Strategy, the profile of women’s handball was sharpened providing strategic guidance. Investments were taken to have a team of professional photographers following the final phases of the Women’s EHF Champions League, while sales material and efforts were professionalised, with the main aim to present the competition as premium sport event on the European market. A dedicated in-house resource is constantly monitoring the clubs organisational performance so that slowly, but steadily the path for a product upgrade is prepared.

Let’s face it – it’s still a long way to go, which is far from being easy. But efforts and forces are joined to get things moving, which is key for long-term success.

Driven by passion



Michael K. Rasmussen
The VELUX Group

What makes sponsorship of the VELUX EHF Champions League an attractive proposition for an international company such as the VELUX Group?

The teams participating in the VELUX EHF Champions League are driven by passion, both for the sport and to become the best of the best. At the VELUX Group, we are also driven by a passion for improving peoples living environments with daylight and fresh air, and to be rated as the best of the best in our own industry. Being a title sponsor

of a strong and popular sports competition supports our status as one of the biggest brands in the global building industry. Through extensive media exposure, we can raise awareness and provide opportunities to talk about our company, products and values. Our sponsorship also provides us with an excellent and extremely professional platform for us to reinforce relations with partners and customers in our key markets across Europe.

The VELUX Group has been title sponsor since 2010, what factors have made the partnership so successful?

From the outset, the VELUX Group and EHF had a clear ambition to deliver a first-class sponsorship product. We have created professional and dynamic teams dedicated to fulfilling the full potential of the partnership. We maintain a very close cooperation and strive continuously to challenge each other to keep improving the VELUX EHF Champions League both in and outside the arenas. However, both parts also recognise the importance of staying innovative and relevant in order to remain attractive in the eyes of fans and customers.

The culmination of the season is the VELUX EHF FINAL4, how does the VELUX Group approach its activities around the event?

Over the past five years we have increased our activations and this year's event was once again an overwhelming success. The VELUX sales companies invited close to 800 guests, who were treated to a world-class experience in terms of handball action, hospitality and side events. We also worked hard to increase the fan experience by creating new and exciting activities.

What have been the highlights of the past year?

For me personally, one of the real highlights has been our initiative to support the next generation of handball talent by giving youth teams the opportunity to win a training session with Danish legend, Lars Christiansen. We had three winners, selected because of their commitment to the development of youth handball. This was a chance for the VELUX Group to support players of the future and offer them an experience that will stay with them for the rest of their lives.

What does the future hold for the VELUX Group and its title sponsorship?

Our partnership with the EHF, EHF and the sport of handball is a strong one, and in the coming years, the VELUX Group will remain the title sponsor of the VELUX EHF Champions League for sure. We have a positive feeling about the partnership and we still believe that there is always great potential for improvement as well as new and exciting activation ideas.



“ EHF Marketing is proud to have partnered with the VELUX Group for more than five years; this is an effective collaboration which continues to emit positive signals in relation to future cooperation. Apart from a strong professional cooperation, there has been a significant development on a personal level too. The communication between the VELUX Group and EHF Marketing has resulted in a mutually beneficial relationship, and together we are able to implement new ideas that strengthen our product, the VELUX EHF Champions League. ”

Peter Vargo
EHF Marketing - Managing Director



VELUX®



EHF
CHAMPIONS
LEAGUE

FINAL4

30 / 31 May 2015 LANXESS arena Cologne

2015 VELUX EHF FINAL4

TICKET SALE

Admission prices

Category 1:	€ 265,-
Category 2:	€ 195,-
Category 3:	€ 135,-
Category 4:	€ 65,-

Tickets are available
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at the LANXESS arena
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