



EHF MASTER PLAN 2020 – 2027

SEVEN PLAYERS FOR THE FUTURE

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2021 EHF CLUB/FEDERATION MANAGER SEMINAR

- 2021 EHF Congress Brochure
by JJ Rowland / Director
Business Development & Marketing
- From „WHAT“ to „HOW“ - EHF
- Practical Implementation – Club/NF



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The vertical axis defines the direction:

- > where we come from/why we are here
- > what we do
- > where we are going

whereas the horizontal axis describes the relationship with stakeholders:

- > who we are
- > what we do
- > how we are perceived

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WHY WE EXIST

As members of the handball community, the passion for handball is part of all of us and it is our mission to pass on the sport to future generations in an even better state than we received it

WHO WE ARE

Active, likeable ambassadors
Respectful, honest and fair
Courageous and clever
Contributors to the future

WHAT WE DO

We play handball for fun, friendship and athletic, tough competition

HOW WE WANT TO BE SEEN

Intense, unique entertainment
Outstanding all-round athletes
Intelligent teamwork
Social responsibility

WHERE WE ARE GOING

We will be the most attractive team sport and grow our community

JOIN, WATCH AND VISIT!

BRAND CORE

The basis for the European Handball Master Plan is the brand core, developed as part of the EHF's new brand system and launched on 1 July 2020. This core provides guidance for the organisation – like a compass – and creates meaning for the outside world. It defines the very reason for our existence, our *raison d'être*; it describes the purpose we aim to fulfil (our promise); and it sets the direction and vision for the future. Our culture, the way we see ourselves and how we want to be perceived by others, helps to lead us in the right direction and keep a steady course.

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RESEARCH & CONSULTATION — 4500 FANS ACROSS 10 OF EUROPE'S TOP HANDBALL MARKETS + EHF STAKEHOLDERS

INSIGHTS

FANS

How do fans see handball?

Fans have a positive image of handball as fast-paced, social, exciting & intelligent

Following national teams is one of the key drivers for fans

How do we reach more fans?

Promote handball as a second sport

Promote free-to-air broadcasts

Multi-channel & differentiated content

BUT do not alienate older fans!

How do we engage Gen Z and younger fans?

Offer more opportunities to play the sport

Focus on social and fitness benefits of sport

Promote stars of the sport

Create social media icons

Create viral & sharable content

STAKEHOLDERS

Satisfaction with:

Governance of European handball

Development of sponsorship and media sales for top events

Development modern in-game technology

TV production quality and look & feel of elite EHF events

Recommendations:

Improve knowledge transfer

Raise level women's handball & gender equality

Increase revenue in European handball

Invest in technology and data

Attract more children and youth

More fan-focused media content

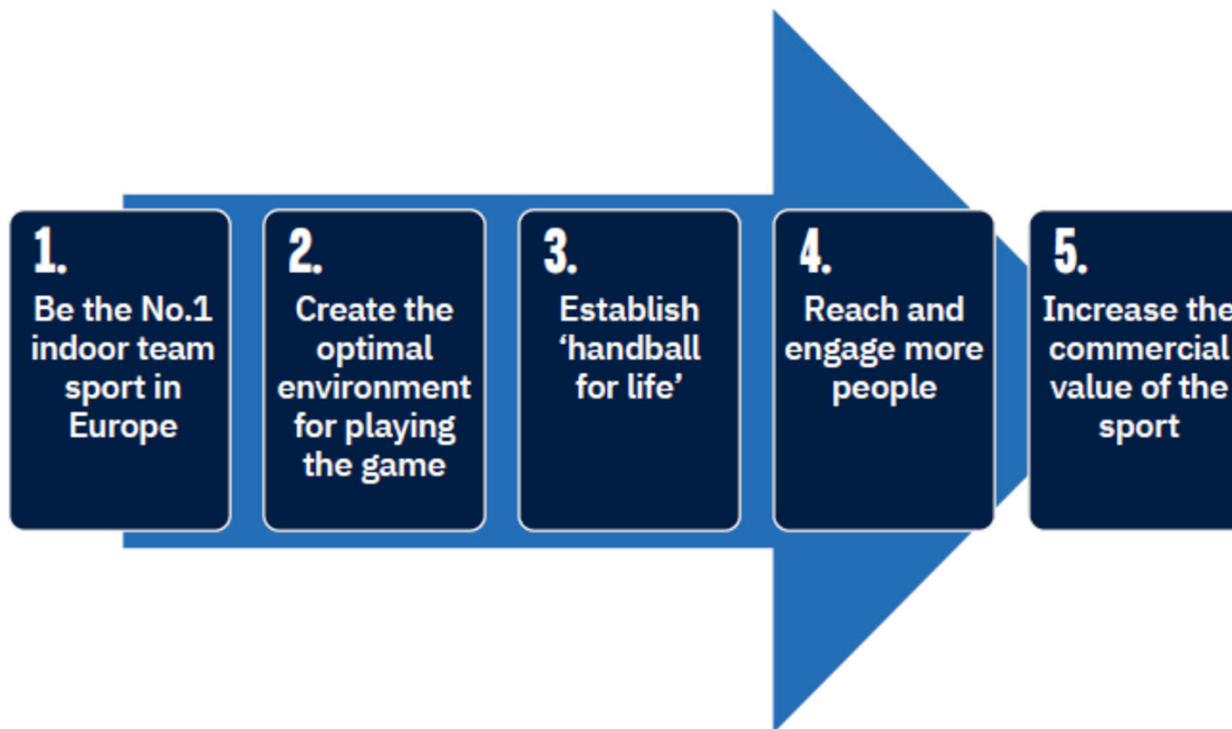
Make game easier to understand for fans & more accessible for new players

Improve position of handball within society, the media and on a political level

Raise level of emerging nations in Europe

Make handball a truly global team sport

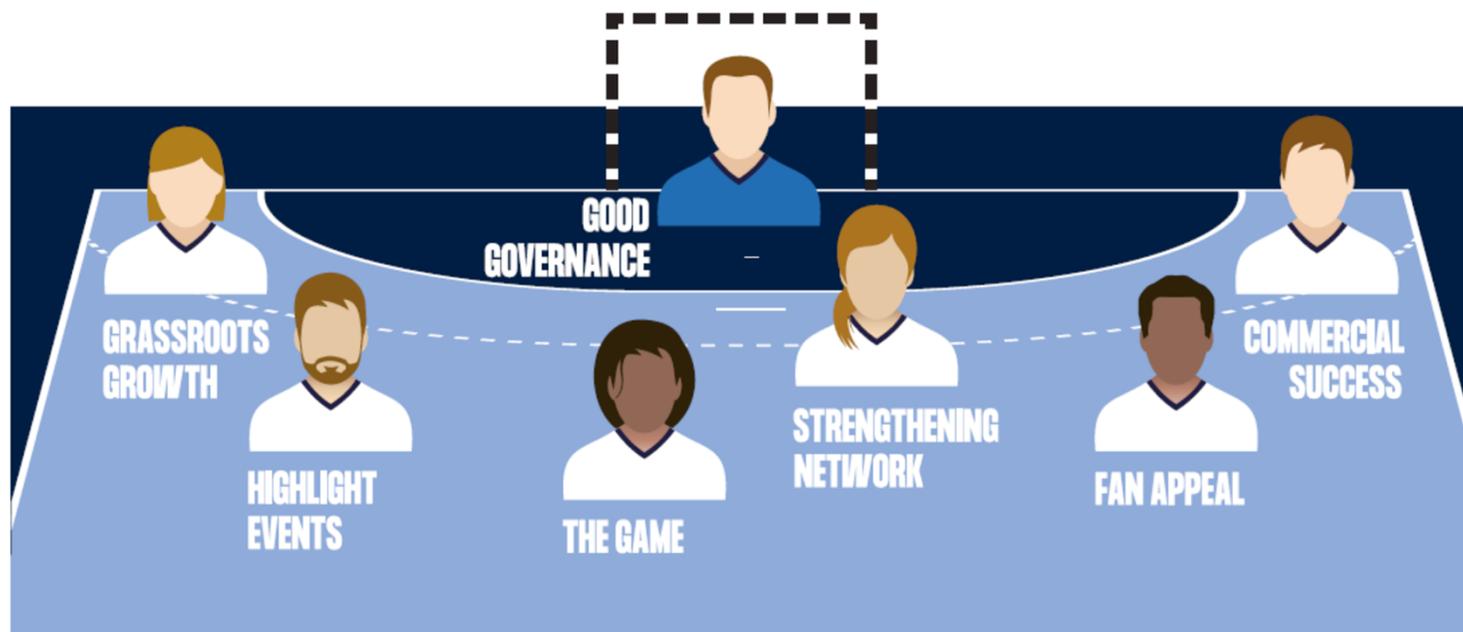
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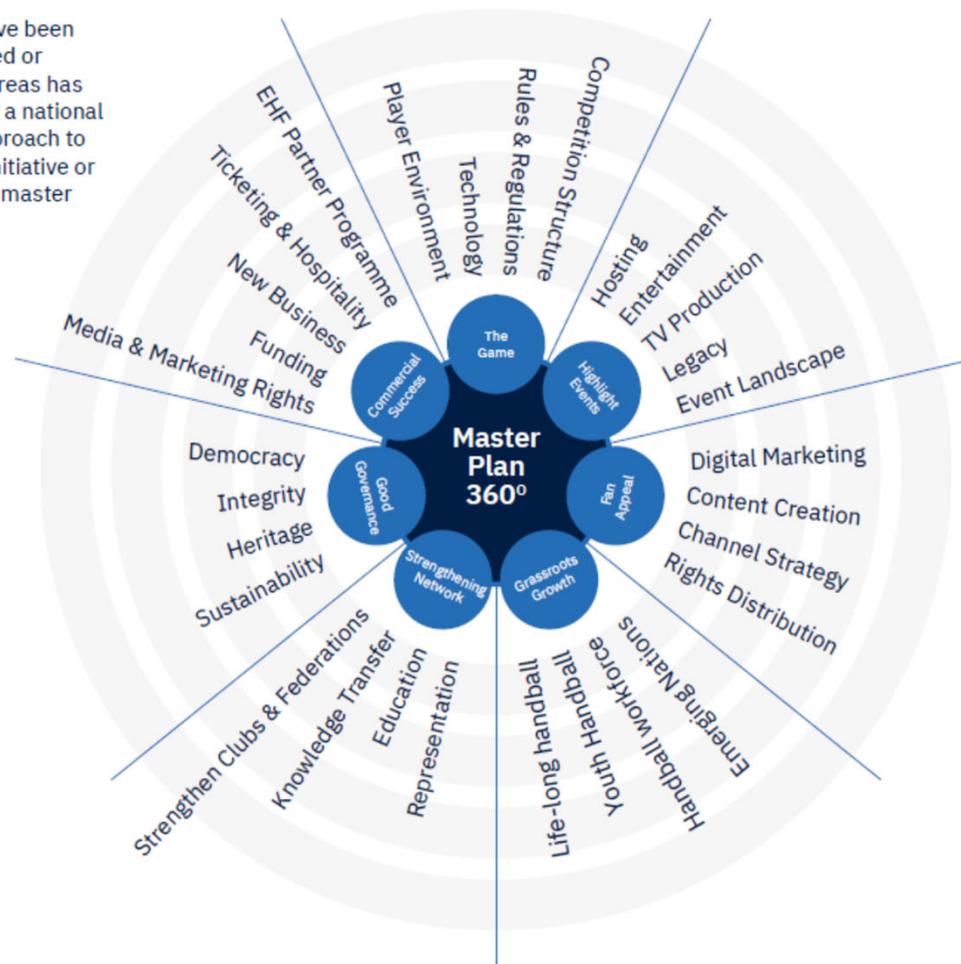
SEVEN PLAYERS



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MASTER PLAN 360°

For each of the seven pillars or 'players', a number of key areas have been identified where specific initiatives and projects need to be created or further developed in order to realise the plan. Each of these key areas has been highlighted in the initial phases as being important on either a national federation or European level. There needs to be a 360 degree approach to the development of the strategy, because each player and each initiative or project needs to contribute to the overall strategy in order for the master plan to be successful.



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4. GRASSROOTS GROWTH

Special efforts need to be taken to attract young people in kindergartens and schools and to retain more people in the sport throughout their lives. More opportunities for officiating and volunteering will also be important in developing grassroots growth.

Priorities:

1. Increase the number of active players, coaches and volunteers
2. Create opportunities to play handball at every stage of life and for all abilities
3. Use digital to channels reach new audiences
4. Individualised long-term national federation plans
5. Create content and Europe-wide campaigns to grow the sport

5. STRENGTHENING NETWORK

The success of European handball strongly depends on its administrators, officials and volunteers – their continuous education and the transfer of knowledge within clubs and federations and to external partners will result in the increased professionalism of all stakeholders.

Priorities:

1. Provide e-learning platform for handball community (professional managers to volunteers)
2. Create education programme for federations/clubs
3. Create business development mentoring programme for national federations
4. Support the development of clubs and federation professional staff through scholarships