

# Beach Handball: a market trend, lifestyle element or sport's development?

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Bucharest, 13 November 2015

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EUROPEAN HANDBALL  
FEDERATION

# My experience in the Handball World

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# The Champions Cup

A unique event

**EHF**

**GRAN CANARIA**  
EHF BEACH HANDBALL  
CHAMPIONS CUP 2015

**NOV 5th to 8th 2015**  
ANEXO II  
Playa del Inglés, Maspalomas  
GRAN CANARIA

*Come and enjoy it*

**24 European teams**  
From 09:00-18:00

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

EHF EUROPEAN HANDBALL FEDERATION

Gran Canaria

MASPALOMAS

Islas Canarias

Falors

LOPESAN

COOK ISLANDS

"Wha Bakrrano"

base: Home Sport

# The Champions Cup

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A unique event



Contribution to many different stakeholders

# The Champions Cup

A unique event



SPONSORS:



Beach Handball



EUROPEAN HANDBALL FEDERATION



"Ahora Baloremano"



PRESENTACIÓN CANARIA DE BALONMANO



LOPESAN GRUPO



COOK & EVENTS



GO fit



Gran Canaria



MASPALOMAS COSTA CANARIA



MASPALOMAS



Cabildo de Gran Canaria



# The Organiser



UNIVERSIDAD DE LAS PALMAS  
DE GRAN CANARIA

- The University has set up and coordinates the **Organising Committee**
- **More than 25.000 students** (some of them will act as volunteers)
- Expertise in **training, innovation, research, management and sports promotion**
- The University **promotes the event regionally and nationally**, transforming it in one of the main activities in the Gran Canaria



# The Champions Cup

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Different stakeholders involved making  
diverse interests compatible

# The Champions Cup

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EUROPEAN HANDBALL  
FEDERATION

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UNIVERSIDAD DE LAS PALMAS  
DE GRAN CANARIA

- Beach Handball top event consolidation
- Sport development
- Innovation & knowledge management

- Gran Canaria promotion
- Students involvement & professional experience
- EHF strategic alliance consolidation



# Event - EHF Beach Handball Champions Cup

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The whole event is **consistent with Gran Canaria Sport & Tourism Strategy** and contributes to position the island as a place that promotes...



- **Sport activities** and tournaments
- **Environment** friendly events
- New growing **sports and competitions**
- **Education and social development**

# A difficult situation

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## Sport challenges

- Disconnection with grassroots
- Private activities
- Image at risk due to corruption and doping scandals
- Events impact and legacy

## Social challenges

- Health issues related to sedentary lifestyle such as obesity
- Economic crisis
- Racism and intolerance
- Violence
- Cities and countries competing among them

# The IOC response to sport challenges

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## OLYMPIC AGENDA 2020 20+20 RECOMMENDATIONS



- New stakeholders management model, specially young people
- Education and development promotion through sport
- Sport and culture and social impact
- Olympic Solidarity
- New sports in the program

# The IOC response to sport challenges

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# Social challenges

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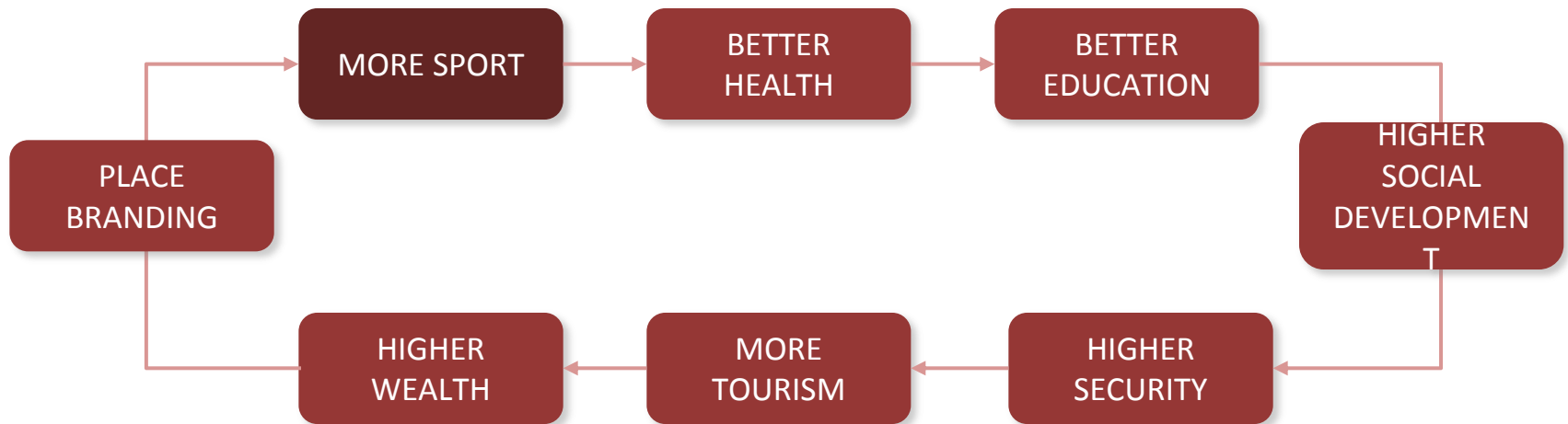
## The Mexican Sports National Strategic Plan





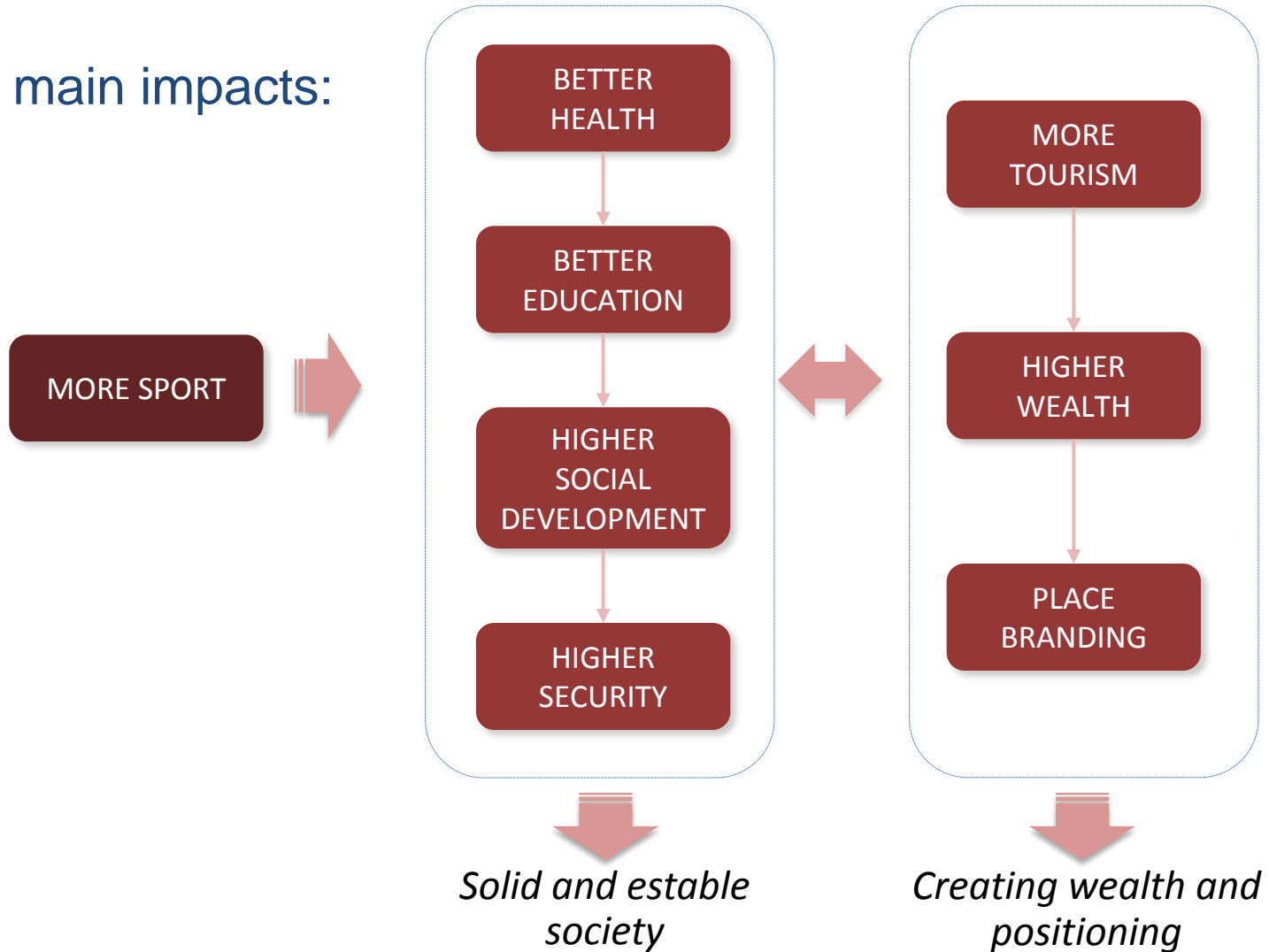
# Social challenges

## The Mexican Sports National Strategic Plan



# Sport & Society

Two main impacts:



# Beach Handball

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- Beach Handball is the outdoor version of the Olympic team sport, which was **launched in the 1990s** in Italy
- It has become an **official competition in EHF and IHF**
- **European Beach Handball Championships started in 2000 and World Championships in 2004**
- The **EBT** has become a regular event in the European calendar
- Beach Handball has be included in the **European Youth Festivals**

# Beach Handball

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# Beach Handball is...



Attractive



Acrobatic



# Beach Handball is...

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Highly competitive



Fair play

## But, most importantly, Beach Handball is...

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- Communication tool



- Complement of the indoor version

SPORT  
DEVELOPMENT

## But, most importantly, Beach Handball is...

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- Related to young people



- In a friendly atmosphere

EDUCATIONAL  
AND SOCIAL  
DEVELOPMENT



## But, most importantly, Beach Handball is...

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- In public and open spaces

HEALTH AND  
ECOLOGICAL  
DEVELOPMENT



- In contact with nature

## But, most importantly, Beach Handball is...

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- A promoter of tourism

- A key place branding driver

PROMOTION  
AND WEALTH  
DEVELOPMENT





## SAN DIEGO AWARDED INAUGURUAL 2017 ANOC WORLD BEACH GAMES

viernes, 30 octubre, 2015

ANOC General Assembly unanimously approves San Diego as 2017 host city

**30 October 2015; Washington, D.C.:** The ANOC General Assembly today unanimously approved the ANOC Executive Council's recommendation to select San Diego as the host city of the inaugural 2017 ANOC World Beach Games.

ANOC has received interest from many cities around the world to host the first ANOC World Beach Games. As part of its ongoing commitment to good governance, ANOC commissioned an extensive, independent assessment by Dow Jones Sport Intelligence (DJSI) into the event-related criteria for the ANOC World Beach Games. The ANOC Executive Council studied the comprehensive report before selecting San Diego during its meeting in Washington, D.C on 28 October.

The General Assembly unanimously approved San Diego as the host city of the ANOC World Beach Games. Following the approval, the San Diego Exploratory Committee was invited to present its concept to the 204 NOCs in attendance.

The ANOC World Beach Games has been a key initiative of ANOC President Sheikh Ahmad Al-Fahad Al-Sabah for almost two years. The ANOC President wanted to create an event which will add real value and allow NOCs to engage with millions of young people around the world. To fulfil this vision, the ANOC World Beach Games will move beyond a traditional multi-sport event and incorporate many different cultural and entertainment events into its programme. More than 20 sports are expected on the sports programme, with some sports to be voted on by the NOCs as ANOC tries to ensure that all NOCs are actively involved in the development of the event.

## A strategic priority

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Beach Handball: a market trend, lifestyle element or sport's development?

**A GREAT OPPORTUNITY FOR ALL THE  
STAKEHOLDERS IN THE HANDBALL FAMILY**

