



# **EHF OFFICE PARTNER MAPPING MANUAL/TOOLBOX 2023**



## **IMPRINT**

### **Project Management:**

Helmut Höritsch & EHF Directorship

### **Content & Images:**

European Handball Federation (EHF) / EHF Marketing GmbH (EHFM)

### **Design & Layout:**

Werbeagentur Irlacher OG

3434 Tübing, Austria

Richard Turner | EHF

### **Publication:**

October 2023 | European Handball Federation

# CONTENTS

<b>01</b>	Preface EHF President   Michael Wiederer	<b>09</b>	BG EURO Events
<b>02</b>	Introduction EHF Secretary General   Martin Hausleitner	<b>10</b>	BG Legal Management
<b>03</b>	EHF Partner Mapping Graphics	<b>11</b>	BG Business Development & Marketing
<b>04</b>	EHF Office Structure Graphics	<b>12</b>	BG Media & Communications
<b>05</b>	EHF Partners	<b>13</b>	BG Sport & Game Services
<b>06</b>	BG Strategic Business	<b>14</b>	BG Information Technology
<b>07</b>	BG Finance & Operations	<b>15</b>	EHF Marketing GmbH
<b>08</b>	BG Competitions	<b>16</b>	EHF Services & Infrastructure GmbH





TRUCK OUTLET 24 EHF FINA

FKB  
GETEC  
Humanas  
LOWE  
Cum  
HALL  
LOTTO  
Anhalt  
hummel

24





## **PREFACE**

### **EHF PRESIDENT**

### **MICHAEL WIEDERER**

Dear reader,

The European Handball Federation is constantly developing and striving for progress; the activities on a sporting ground have significantly advanced since 1992 and the official opening of the EHF Office. The achievements over the decades have resulted in increased income and as well financial distribution on the basis of mutually agreed shares.

Within recent years, we have seen new nations joining the EHF EUROs and the Younger Age Category events on both the men's and women's fields. Club handball and its competitions, with their Final4 tournaments, are regarded as highlights not only within the handball family, but as well on the overall sport and media markets.

Parallel to the direct sporting activities on the court, numerous technical responsibilities on the methodic field, indoor and outdoor (beach handball), as well as administrative duties are essential for the organisation of handball. The presentation of the sport and its products in the area of marketing and communication is directly linked to the management of events, play

an important role for the encompassing advancement of the business.

All of this needs a 'back office', meaning a strong and efficient organisation, which combines the expertise of elected representatives with the input received from the various stakeholders. In addition to that, all the activities are linked to accompanying measures, including services.

The office staff of EHF and EHF Marketing have the task to combine their personal knowledge with the activities on the field of European handball and to work with all the partners supporting the sport both internally and externally. The presented manual, 'EHF Office Partner Mapping', may serve as a basis for understanding who is working with whom, and where the contacts for topics of interest are available.

It is hoped that this toolbox, which will be updated in accordance with the respective developments, assists you in its purpose for the promotion and betterment of our sport.

**MICHAEL WIEDERER**  
EHF President



# EMERGING NATIONS ROUND TABLE

EHF

10.10.2018  
18:00 - 20:00







## INTRODUCTION

### EHF SECRETARY GENERAL

### MARTIN HAUSLEITNER

Dear Friend in Sport,

The reach of the European Handball Federation touches our stakeholders daily – the Member and Associated Federations, the Clubs, the Leagues, the Players, the Officials, the Coaches, Partners, the Sponsors, the Fans, and many more persons whether at the centre or on the periphery of our sport. As leading institution, it is the main responsibility of the EHF to develop the sport; we create and write our sporting epic and shape our legacy from our offices at the heart of Europe, here in Vienna, Austria. It is well-known that within the framework of the Masterplan and the Circle of Handball life, the activities of the EHF are defined.

Allow this manual to (re)introduce you to the departments as well as the professionals who strive to deliver top products and services year-round that are rooted in personal experience and knowledge. Comprising of nine departments with over 50 staff members, the EHF Headquarters illuminates and exudes the mission to make handball the number one indoor team sport in Europe through deeply interconnected communication and cooperation. Each staff member is committed to excellence within their designated area, and this dedication is reflected in our events and activities both on and off the court. It is the task of the professional staff to connect the interests, deliver projects to the leadership, implement the inputs of stakeholders, and be the competent and strong backbone of the organization.

Moreover, between the office staff and the numerous different partners in many areas, the close professional collaboration

allows for a high level of attention being paid to the EHF highlight events and competitions, and the development of the game in all age categories, trainers, managers, and referees. Together, we see it of utmost importance to be a reliable and modern partner for our stakeholders, and especially for our sponsors and suppliers as we deliver exciting products. This manual, encompassing the details of the European Handball Federation and its daughter company, for club competitions, the EHF Marketing GmbH, respectively the new EHF Services and Infrastructure GmbH dealing with the construction of the new home of handball, presents the strong and complex foundation and network upon which we build our success.

To strengthen our community, tailor-made content is delivered to various communities to inform them, to offer education, and strengthen the attendance at the highlight events. It is our mission to present our activities to the outside world and, at the same time, stay accessible to the stakeholders and fans. All our activities are organized upon the foundation of good governance, as the creation of a sustainable future is our leading goal. These primary aspects are mirrored in the tasks of the professional staff, who remain willing to contribute to this successful future.

As you connect with this manual, you will connect to the energetic core of European handball and the engine that keeps handball running 24/7/365.

As always, we remain at your disposal.

**MARTIN HAUSLEITNER**  
EHF Secretary General



BE PART OF HISTORY

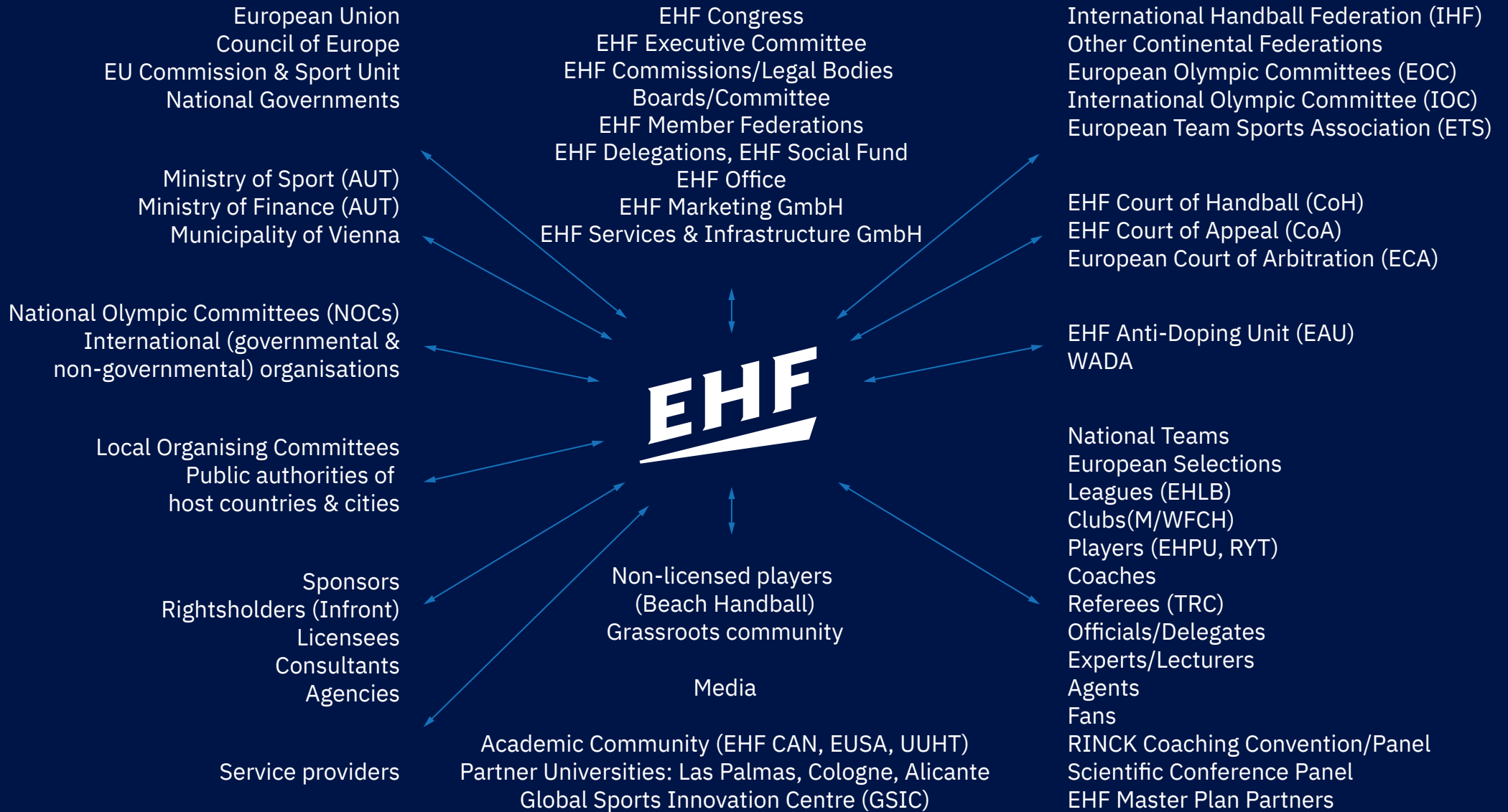


MACHINESEEKER



EHF  
CHAMPIONS  
LEAGUE

# EHF PARTNER MAPPING GRAPHICS







KEZELÁRDA CLUB  
VIPERS KRISTIANSTAD  
HÉNYEKESZÖSI TORNACSKO  
TEAM ESBIEG



EHF FINNLY 2023

CYÖR  
OMV  
SELECT



## GENERAL MANAGEMENT

**Chief Sports Officer (CSO)**  
Markus Glaser

Club Competitions | National Team  
Competitions | Sport & Game Services |  
EAU | Management Board

**President & Chief Executive Officer (CEO)**  
Michael Wiederer

Strategic Business | Legal Management |  
Media & Communications | Competence  
Academy & Network | HUB EHF/M

**Secretary General & Chief Operations Officer (COO)**  
Martin Hausleitner

EURO Events | Business Development |  
Information Technology | Personnel |  
HUB EHF/M | Management Board

**Chief Finance Officer (CFO)**  
Bernhard Binder

Finance & Operations |  
Management Board

## MANAGEMENT BOARD / BUSINESS GROUPS

**COMPETITIONS**  
CSO M. Glaser

**SPORT & GAME SERVICES**  
Senior Director D. C. Simion

**MEDIA & COMMUNICATIONS**  
Director T. Schöneich

**LEGAL MANAGEMENT**  
Senior Director M. Flixeder  
**EHF EURO EVENTS**  
Director J. Müller

**BUSINESS DEVELOPMENT & MARKETING - HUB EHF/M**  
Director J.J. Rowland

**INFORMATION TECHNOLOGY**  
Senior Director C. Gampfer

**FINANCE & OPERATIONS**  
CFO B. Binder

**Club Teams**  
Tækker

**Development Programs & Special Projects**  
tbd

**Corporate Design**  
Turner

**EHF EURO Events**  
Moritz  
Kozłowska  
Kozma  
Turi  
Racz  
Nagy

**Brand Management**  
Sperger

**Business & Competition Processes**  
Großschmidt  
Atripatri

**Bookkeeping**  
Bellan  
Kogler

**National Teams**  
Heim  
Sypkus  
Riede

**Education / Sport Management**  
Monteiro

**TV & Media Operations**  
Bagarić

**Digital Marketing**  
d'Este  
Teraz

**Online Experience & Fan Data**  
Nicolas  
Bihary

**Front Office**  
Kluz

**Beach Handball**  
Pisani  
Horvath

**Technical Services / Education**  
tbd

**Editorial Content**  
Margetić

**Legal Management**  
Živković  
Hofer

**Marketing Services**  
Makovec  
Magyar  
Tedesco

**Infrastructure**  
Großschmidt  
tbd

**Facility Management**  
Dizdarević

**Officiating**  
Bestilleiro  
Bebetsos

**Grassroots / Sport Management**  
Szécsényi

**Digital Content**  
Patachi

**AUXILIARY UNIT**  
**Strategic Business**

**Ticketing**  
Makovec

**Recurring Operation & Support**  
Musić

**Department Coordinator**  
Siller

**International Transfers / Players Eligibility**  
Brantl

**Social Media**  
Banholzer  
Vegas  
Laliga

**PA to the President**  
Lazić

**Department Support**  
La Cour

**Implementation & Support**  
tbd

**Anti-Doping Unit (EAU)**  
Lacina

**International Transfers / Sport Management**  
Reihofer

**Content Strategy & Marketing**  
Martinek

**Women's Handball Coordination**  
Cuderman

**Master Plan Coordination**  
Cuderman

**Documentation & eLearning**  
Erichsen

**Project Management Office**  
Bihary

**Facility Management**  
Hell

# 05 EHF PARTNERS

The EHF partners are an integral part of the future of European handball. The EHF places immense importance on the term ‘partnership’ rather than ‘sponsorship’ and strives to work with highly reputable global companies with a respected name on both the sporting and business markets. The emphasis is placed on long-term, deep-rooted, working relationships which power the sport of handball forward. The EHF would like to use this opportunity to thank its partners for their continued support and dedication to European handball. We are proud to have our name linked to such professional companies.

## MEDIA & MARKETING PARTNER

---

### INFRONT

Infront, one of the world’s leading sports marketing companies, is the EHF’s long-standing media and marketing partner, and has been the federation’s exclusive commercial partner for EHF EURO events since 1993. On 1 July 2020, a new 10-year agreement between the EHF, EHF Marketing GmbH and Infront commenced. The commercial partnership includes media and marketing rights in national team competitions and media rights in club competitions.

**Website: [www.infrontsports.com](http://www.infrontsports.com)**

## PREMIUM PARTNERS

---

### HUMMEL

hummel is a Danish sports and fashion brand with a history dating back to 1923. hummel designs, produces, and markets sportswear, training wear, equipment and sneakers for adults and children, male and female. Through the four product categories team sport, footwear, kids, sport lifestyle as well as selected premium collaborations, hummel delivers new styles multiple times during the year with a mix of retro and contemporary trends. hummel became the official sports supplier to the EHF and EHF Marketing GmbH in July 2020.

**Website: [www.hummel.net](http://www.hummel.net)**

### SELECT

SELECT Sport A/S is one of the world’s leading manufacturers of hand-sewn balls. The innovative, Danish company with a long and exciting history manufactures around three million balls a year and is represented in major parts of the world, also exporting to over 50 countries. SELECT is the official ball and resin partner of the EHF and supplies match balls across all the federation’s top competitions.

**Website: [www.select-sport.com](http://www.select-sport.com)**

## GERFLOR

Gerflor is recognised as a specialist and world leader in resilient flooring solutions and has been an EHF partner since 2004. Its TARAFLEX indoor synthetic flooring system is used across all the EHF's premium events and competitions, offering athletes the perfect performance flooring whilst at the same time meeting the requirements of top-class sports events.

**Website:** [www.gerflor.com](http://www.gerflor.com)

## SPORTRADAR

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. The company provides innovative solutions and services to media companies, bookmakers, sports federations, and state authorities. Sportradar, as the official data partner of the EHF club and national team competitions, provides live match scouting data to the EHF for the federation's club and national team competitions.

**Website:** [www.sportradar.com](http://www.sportradar.com)

## SPORTRADAR INTEGRITY

Since 2018 the EHF is cooperating with the integrity service team of Sportradar, who assists the EHF helping to protect the integrity of European Handball 24/7. A group of experts working is working with the Universal Fraud Detection System (UFDS). Additional investigators, intelligence analysts, educators and integrity specialists who help to protect and support the EHF as the sport governing bodies, legal bodies and authorities.

**Website:** [www.sportradar.com/integrity/](http://www.sportradar.com/integrity/)

## SUPPLIERS

### BENZ SPORT

BENZ Sport, a leading German sports equipment manufacturer, has been named the official goal partner of EHF national competitions until 2026. BENZ Sport is a manufacturer of high-quality sports and gymnastic equipment and was established in 1907. The goals will be manufactured in the BENZ Sport factory in Winnenden, near Stuttgart, Germany.

The German company will supply official goals for the Men's and Women's EHF EURO 2024 and 2026 as well

as younger age category EHF EURO events and future European Wheelchair Handball championships. Their top-of-the-range BLACKLINE handball goal will be seen across the national team events, while a new product for the EHF's wheelchair handball events will be developed.

A key element of the new agreement is innovation, with the EHF to make full use of BENZ Sports' extensive technical expertise in the development of goals for use in top-class professional handball. As part of the

cooperation BENZ Sport and the EHF will look at the introduction of new ideas for EHF's top events including the integration of new and existing technologies into goals, as well as new camera angles and other concepts.

**Website:** [www.benz-sport.de](http://www.benz-sport.de)



## SUPPLIERS

---

### TRIAL

Italian company, Trial, is the official supplier of beach handball line system and playing balls. The innovative products of the Forlì-based Company are used for education courses, at Beach Handball EUROS (Senior and Younger Age Category), at ebt Finals and the EHF Beach Handball Champions Cup.

**Website:** [www.trialitaly.eu](http://www.trialitaly.eu)

### GAMMASPORT

GAMMASPORT is one of the leading manufacturers of sports equipment in Europe. Founded in 1988 by Sante Zanardo, the Italian company has thirty years of experience in the construction of gymnastic-sports equipment. Gammassport will supply goals for elite beach handball competitions including the EHF Beach Handball EURO, European Games, Champions Cup and ebt Finals.

**Website:** [www.gammasport.com](http://www.gammasport.com)

## SERVICE PROVIDERS

---

### CTS EVENTIM

CTS EVENTIM, one of the world's leading international providers of ticketing and live entertainment, is the official ticketing partner of the EHF EURO events. The company operates online ticketing portals under brand names such as eventim.de, oeticket.com, ticketcorner.ch, ticketone.it, lippu.fi and eventim.no. EVENTIM will be providing its ticketing services for the EHF EURO events, and this began with the Men's EHF EURO in 2022.

**Website:** <https://corporate.eventim.de/>

### KINEXON

KINEXON Sports & Media provides the EHF with player and ball tracking technology for the EHF EURO events. The company provides hardware for real-time detection of precise data as well as software solutions for smart data processing and analytics. This enables the EHF to provide on-court player tracking in real time as well as ball tracking using the SELECT iBall.

**Website:** <https://kinexon.com>

### ORACLE

Oracle is a leading integrated technology company supplying technology solutions for businesses worldwide. It provides the EHF with an integrated portfolio of digital marketing tools and solutions to enable the federation to deliver an enhanced and personalised experience to the sport's fans across digital platforms.

**Website:** [www.oracle.com](http://www.oracle.com)

## SWISS TIMING

Swiss Timing is one of the world's leading sports timekeepers. Its global reputation is based on an unparalleled range of services and a legacy of innovation. Swiss Timing not only provides timekeeping, data handling and results distribution, it is also behind the development of the industry's most important technology. Swiss Timing is a long-standing partner of the EHF, providing match scouting data for EHF EURO events since 1994.

**Website: [www.swisstiming.com](http://www.swisstiming.com)**

## HANDBALL.AI

Handball.ai, in partnership with Sideline – XPS Network, provides advanced statistics and analysis software to the EHF through its platform, which has been specifically designed based on inputs from handball coaches, assistants, players, sport analysts and federations. The company's team currently has more than 25 handball analysts from seven different nationalities. Handball.ai is an Estonian-based company with headquarters in Germany.

**Website: [www.handball.ai](http://www.handball.ai)**

## ACCREDITO

With a contract signed in 2020, Accredito is the EHF's new accreditation partner. The Poland-based company will develop a dedicated and personalised solution for the federation, offering event organisers an innovative online platform for the registration and management of media representatives, volunteers, players, and officials.

**Website: [www.accredito.com](http://www.accredito.com)**

## SPORTEEX

The Hungarian company, Sporteex Kft, has been the EHF's official merchandising for the EHF EURO events since the Men's EHF EURO 2022. The company will team up with the Germany agency, act.3, at the Men's EHF EURO 2024 in Germany, to sell an extensive range of branded merchandising products across all venues and online.

## SIDELINE SPORTS – XPS NETWORK

With XPS Network, the premier team & athlete management platform, Sideline Sports provides the EHF with software for video analysis and statistics. Based in Iceland and Sweden with a 20-year track record of excellence, Sideline Sports - XPS Network proudly serves over 30 handball federations and leagues with its XPS solutions.

**Website: [www.sidelinesports.com](http://www.sidelinesports.com)**





EHF EXCELLENCE AWARDS 2023







06

BUSINESS GROUP

**STRATEGIC BUSINESS**

## STRATEGIC BUSINESS LEADERSHIP

### MICHAEL WIEDERER

President & Chief Executive Officer (CEO)

### MARTIN HAUSLEITNER

Secretary General &  
Chief Operations Officer (COO)

**Led by the President and the Secretary General, the department of Strategic Business is responsible for the coordination of all sport-political processes as well as the harmonisation of the work across the organisation and its respective connection to internal political bodies. Facilitating the effective implementation of handball in Europe, Strategic Business has a comprehensive understanding of the core strategy, which allows for the alignment of the management procedures with the business development blueprints known as the EHF Masterplan. The European Handball Federation, and primarily the department of Strategic Business, follows the principles of good governance and transparency. Naturally, with the creation of the Masterplan, these values were embedded as the principium of the EHF developmental pathway.**

## SPORT-POLITICAL & INTERNATIONAL RELATIONS

The organisation of the Ordinary EHF Congress, the Conference of Presidents, the Extraordinary EHF Congress, as well as internal (Executive Committee, Finance Delegation) and network (Professional Handball Board, Women's Handball Board, Nations Committee for Men and Women) meetings are within the responsibility of the department. The processes are based on the EHF Statutes and Rules of Procedure of the Executive Committee, where responsibilities and tasks are defined.

Within the organisation, Strategic Business represents the first point of contact for external companies, stakeholders including, but not limited to, relevant local, national, and international (non-)political bodies. The range encompasses the platforms representing National Federations (Nations Board), Clubs (Forum Club Handball), Leagues (European Handball League Board), and Players (European Handball Players' Union), the International Handball Federation - and the representation of the EHF in international institutions on a political and sport-political level. Effective communication between Strategic Business and the EHF stakeholders is both vital and of great importance. Here, it is the EHF Executive Committee and the Finance Delegation (as well representing the EHF interests in the EHF Marketing Advisory Board) that links the sport-political and operational bodies.

## OPERATIONAL MANAGEMENT, BUSINESS UNITS, PERSONNEL & FINANCE

The financial health and integrity of the European Handball Federation is a key component of the workings of Strategic Business. It is an indisputable indication of the actions of the EHF bound in good governance and transparency. Attaining the economic basis of the EHF e.g., by means of tendering the media and marketing rights, are within the responsibility of the professional leadership; strong partnership negotiations have also resulted in long-term core contracts with equipment partners such as Gerflor, hummel, and Select.

Together with the Finance Delegation, the fiscal conduct as well as the handling of daily prevailing finance questions lies within the remit of Strategic Business. Furthermore, all human resource aspects and personnel questions, including employee development and staff activities, are handled in the department together with the Finance department. In addition, guest management at EHF events, and the nomination of staff and officials to club and national team competitions is also handled by Strategic Business.

Strategic Business strives to avoid any disconnect that could impact the formulation and execution of the activities on the EHF developmental pathway; the strength lies within the close collaboration to internal and external entities including the daughter company, EHF Marketing

GmbH to which regular HUB meetings to follow up and discuss questions of the daily business coordination, as well as the financial result, is firmly established.

Taking into consideration the vast expanse of undertakings within the department, the coordination of the daily business is not to be underestimated: weekly Management Board meetings, event organisation, daily alignment/coordination, task distribution, long-term planning, scheduling (harmonisation of the event and meetings calendars); supporting these activities are the tailored and targeted meetings with the General Management, Directors, and Project Managers.

A vital task within Strategic Business is the enhancement and conservation of the handball network through all available communication channels. The official communication with National Federations and all stakeholders is aligned within the department. Backed by a strong media and corporate communications division, cooperation on the sport-political level is agreed with various external groups i.e., EUSA, TSF, EOC, EU Office, etc.

#### **BUSINESS TOOLS & SPECIAL PROJECTS**

At this level of the organisation, Strategic Business takes the preeminent role in decisions about the implementation of new business tools; this can be evidence in the

creation of special projects such as the Masterplan, EHF Sustainability Concept, the 'Respect your Talent' (RYT) and 'Player of the Year' (EHF Excellence Awards) initiatives, and the building of the new EHF House: all of this, and more, is steered by the leadership. Furthermore, basic decisions regarding brand visibility, the safeguarding of the EHF mission statement and its core values are also within the responsibility of the department.

Being responsible for the development of women's handball special projects, conferences, and the Respect Your Talent (RYT) initiative as well as the coordination of the EHF Masterplan, all of which are directly organised within the Strategic Business department, it is imperative the projects on the EHF developmental pathway complement, and not compete with, the other.

## **STRATEGIC BUSINESS TEAM**

### **ALENKA CUDERMAN**

Women's Handball Coordinator  
Respect Your Talent Coordinator  
Master Plan Coordinator

### **VESNA LAZIĆ**

PA to the President

### **MARSHA BROWN**

Corporate Liaison

**"LEADING WITH THE  
MASTER PLAN & THE  
CIRCLE OF A HANDBALL  
LIFE, WE WILL DELIVER."**

MISSION 2023 | WE WILL DELIVER

**GENERAL MANAGEMENT**

- ◆ Weekly meetings: Management Board
- ◆ International meeting and event calendar coordination
- ◆ Task distribution
- ◆ Long-term planning
- ◆ Steering function: Governance, Integrity, Sustainability, Sport-Political Development, Covid-19; UKR/RUS/BLR; Partners

**OPERATIONAL MANAGEMENT**

- ◆ Executive Committee
- ◆ EHF Statutes/EXEC Rules of Procedure: Good Governance/Transparency
- ◆ EHF: Coordination, Financial oversight, HUB Meetings
- ◆ Partners/Sponsors: Contracts, Negotiations
- ◆ Stakeholders: NF, FCH, EHLB, EHPU - Regular meetings, Cooperation visits

**INTERNATIONAL RELATIONS**

- ◆ First contact for external companies
- ◆ Stakeholders
  - > International Handball Federation (continental representation); European Team Sports Association (ETS); European Union: EOC EU Office, White Paper on Sport, European Sports Model; Cooperation: EUSA, TSF, EOC, etc.

- ◆ Guest Management
- ◆ Conferences/Congresses

**FINANCES**

- ◆ Media/Marketing Rights; Budget oversight

**PERSONNEL**

- ◆ Recruitment; Performance Evaluation; Nomination to events

**COMPETITIONS**

- ◆ Top level event planning

**SPORT & GAME SERVICES**

- ◆ Development decision-making procedures

**BUSINESS DEVELOPMENT & MARKETING**

- ◆ Brand Visibility; Mission/Vision; Core Values
- ◆ Special Projects
  - > Women's handball; Masterplan; RYT; Sustainability; Home of Handball; Handball House; Player of the Year

**INFORMATION TECHNOLOGY**

- ◆ Coordinate processes and prepare decisions with department Senior Director
- ◆ Oversee the integration of IT products in alignment with the EHF IT Strategy

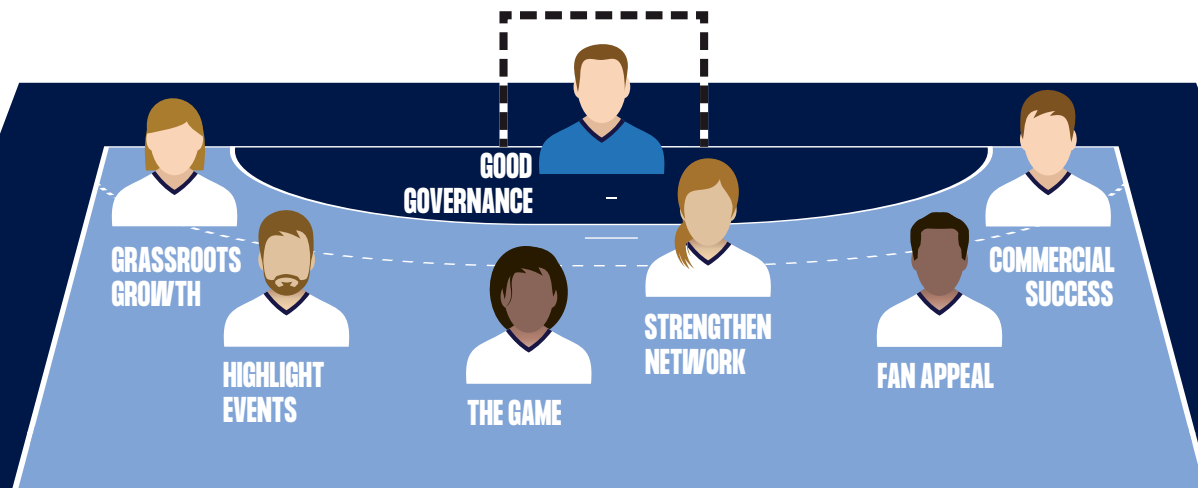
**STRATEGIC BUSINESS – TASKS****DAILY BUSINESS**

- ◆ Organization of sport-political processes, incl. meetings of EXEC, FD, Federations, Stakeholders ...
- ◆ Sport-political, business, and stakeholder relations
- ◆ Contact to national authorities
- ◆ Organization EHF Office & coordination of business development
- ◆ Professional staff relations
- ◆ Preparation of strategic and daily business decisions
- ◆ EHF Budget
- ◆ Coordination EHF - EHF: M
- ◆ Service and Infrastructure GmbH

**SPECIAL PROJECTS**

- ◆ Excellence Award
- ◆ EHF House – the new Home of Handball
- ◆ Business development of the Infront cooperation
- ◆ Further digitalization of the business environment
- ◆ EHF Congress 2023 SUI
- ◆ Preparation EHF EUROs 2024 GER – a special event, AUT/SUI/HUN – a women's showcase





**"STAYING TRUE  
TO OUR VALUES,  
WE WILL DELIVER"**

MISSION 2023 | WE WILL DELIVER

## OUR FRAME – MASTERPLAN

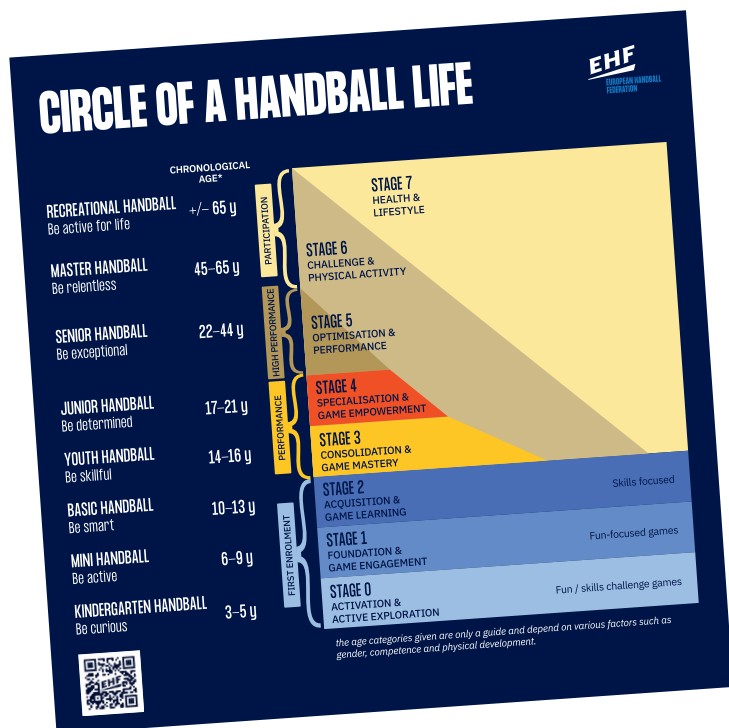
### SEVEN PLAYERS/PILLARS

- 1. THE GAME**  
player environment > technology > rules & regulations > competitions structures
- 2. HIGHLIGHT EVENTS**  
hosting > entertainment > TV production > legacy > event landscape
- 3. FAN APPEAL**  
digital marketing > content creation > channel strategy > rights distribution
- 4. GRASSROOTS GROWTH**  
life-long handball > youth handball > handball workforce > emerging nations
- 5. STRENGTHENING NETWORK**  
strengthen clubs & federations > knowledge transfer > education > representation
- 6. GOOD GOVERNANCE**  
democracy > integrity > heritage > sustainability
- 7. COMMERCIAL SUCCESS**  
partners & sponsors > ticketing/hospitality > new business > funding > media/marketing rights

### MASTER PLAN GOALS

- 1. BE THE NO.1 INDOOR TEAM SPORT IN EUROPE**
- 2. CREATE THE OPTIMUM ENVIRONMENT FOR PLAYING THE GAME**
- 3. ESTABLISH "HANDBALL FOR LIFE"**
- 4. REACH, ENGAGE AND RETAIN MORE PEOPLE**
- 5. INCREASE THE COMMERCIAL VALUE OF THE SPORT**

## OUR FRAME — CIRCLE OF HANDBALL LIFE



## WOMEN'S HANDBALL PROGRAMME

### EDUCATION

- ◆ EHF initiative for further education of female coaches, sports managers, referees, and delegates
- ◆ Mentoring of coaches in women's youth handball

### DEVELOPMENT

- ◆ Player Development Pathway/Grassroots/ Circle of a Handball Life
- ◆ RESPECT YOUR TALENT (RYT) – holistic talent development
- ◆ Strengthening National Teams (EURO 2024 with 24 teams)
- ◆ Update of the Women's Handball Strategy

### PROMOTION

- ◆ Pool of Ambassadors/recruitment; RYT, Player of the Year
- ◆ Female Leadership Award at YAC EURO/ Championships
- ◆ Promotion of Women's EHF EURO



## RESPECT YOUR TALENT PROGRAMME

A talent support programme of the EHF to promote the holistic development of talented players' careers on and off the handball court.

### Concept of Role Models – 25 Ambassadors

### EVENTS

- ◆ Player of the Match events - identification of players at W17/W19/M18/M20 EURO/ Championships
- ◆ RYT Camp for W17/M18 'All-Star Team' players

### DIGITAL PLATFORMS

- ◆ RYT@HoH  
[respectyourtalent.eurohandball.com](https://respectyourtalent.eurohandball.com)
- ◆ Ambassador sessions (launched 10/2022)
- ◆ RYT App – (from 7/2023), training sessions with ambassadors and players
- ◆ Introduction of RYT newsletter (in planning)



## COMMISSIONS/BOARDS

Ordinary EHF Congresses  
 Extraordinary EHF Congresses  
 Conference of Presidents  
 EHF Executive Committee  
 Finance Delegation  
 Technical Delegation/CAN  
 Advisory Board  
 Competitions Commission  
 Methods Commission  
 Beach Handball Commission  
 TRC (Technical Referee  
 Committee)  
 Scientific Network of Specialists  
 EHF Experts  
 EHF Expert Groups  
 EHF Task Forces  
 EHF Working Groups  
 EHF Comptrollers  
 EURO Delegation/Advisory Board  
 EHF EURO  
 IoP (Initiator of Proceedings)  
 Legal Delegation  
 IHF Functions  
 EHF/IHF Beach Handball WG  
 EHF/IHF Wheelchair HB WG  
 EAU (European Anti-Doping Unit)  
 Social Fund  
 Honorary Presidents  
 Honorary Members  
 Special Awards  
 EHF Marketing Advisory Board  
 (EHFM AB)  
 EHFM Comptrollers Council  
 EHFM Men's Club Board  
 EHFM Women's Club Board  
 Women's League convention  
 Emerging Nations Round Table

## STAKEHOLDERS

Nations Committee Men/  
 Women (NTCM/NTCW)  
 Nations Board (NB)  
 Professional Handball Board  
 (PHB)  
 Women's Handball Board  
 (WHB)  
 European Handball League  
 Board (EHLB)  
 European Handball Players'  
 Union (EHPU)  
 Forum Club Handball (FCH)  
 Women's Forum Club  
 Handball (WFCH)

## PARTNERS

**Media&Marketing**  
 Infront (incl. Task Forces/  
 Strategy Committee)  
**Premium Partners**  
 hummel  
 Select  
 Gerflor  
 Sport Radar  
 Suppliers  
 SportTransfer  
 Trial  
 BENZ Sport  
 Gammasport  
**Service Providers**  
 eventim  
 KINEXON  
 Oracle  
 SwissTiming  
 accredito  
 Sideline Sports – XPS  
 Network  
 Handball ai  
 handballlytics  
 Sportexx

**External Partners**  
 EU Commission  
 EOC (incl. EU Office)  
 ETS (European Team Sport  
 Assoc.)  
 EUSA (European University  
 Sports Assoc.)  
 EFPM (European Fair Play  
 Movement)  
 IMGGA (International Master  
 Games Assoc.)  
 EYOF (European Youth  
 Olympic Festival)  
 EO (European Open)  
 USPE (European Police  
 Sport Union)  
 MESGO (Executive Master in  
 Global Sport Governance)  
 University Cologne  
 University Las Palmas  
 UUHT (Union of University  
 Handball Teachers)  
 RINCK Convention

## TOOLS

HQ incl. Adrema  
 Home Of Handball Web  
 EHF APP  
 RYT APP  
 Excellence Awards

## PROJECTS

EHF House –  
 Home of Handball

## MEETINGS (INTERNAL/EXTERNAL)

General Management  
 Management Board  
 Employee Liaison (Human  
 Resources incl. Recruitment,  
 On-/Offboarding)  
 HUB  
 HoD  
 EURO  
 PPM  
 Masterplan  
 Circle of Handball Life  
  
 Cooperation Visits  
 Technical Inspections



BOJAN LAH  DAVID SOK

BOJAN LAH  DAVID SOK

BOJAN LAH  DAVID SOK

EHF TV

EHF TV







07

BUSINESS GROUP

# FINANCE & OPERATIONS



# 07 BUSINESS GROUP: FINANCE & OPERATIONS

## FINANCE & OPERATIONS HEAD

### BERNHARD BINDER

Chief Finance Officer (CFO)

## BUSINESS PROFILE

The Finance Department is responsible for managing the overall accounting, treasury and financial reporting of EHF and its affiliated companies. The main directive is to operate efficiently and effectively and to support other business units and stakeholders in financial matters. In connection to long term investments - as it is the case for the new office building project – the Finance Department safeguards the financial and contractual run-down.

To safeguard EHF's assets and to minimise risk of financial loss as well as to improve process management is the overall aim of the Finance Department. Moreover an up-to-date know how connected to tax law, npo law and rights handling/outsourcing has to be granted by the Finance Department.

The main addressees of the finance reports – in the form of financial budgets, forecasts and final accounts - are the Finance Delegation and the Executive Committee, which take place in regular time spans. Efforts in digitalisation, process simplification and process control have been increased and need ongoing efforts.

## PURPOSE / GOALS:

- ◆ Compliance of contracts and decisions – including preparation of EXEC and FD meetings
- ◆ Achieve an image of transparency and reliability
- ◆ As an internal service provider contribution to all players of the Master Plan

## FINANCE & OPERATIONS TEAM

### NATALYA BELLAN KATHARINA KOGLER

Bookkeeping

### DANUTA KLUZ

Front Office

### HASIJA DIZDAREVIĆ

Facility Management

## COMMISSIONS/BOARDS

EHF Ordinary Congresses  
EHF Extraordinary Congresses  
Conference of Presidents  
EHF Executive Committee  
EHF Finance Delegation  
EHF Comptrollers  
EHF Social Fund  
EHFMarketing Advisory Board (AB)  
EHFM Comptrollers Council

## STAKEHOLDERS

FCH (Forum Club Handball)  
Women's FCH

## PARTNERS

ANA  
Audit Company  
BDO

## TOOLS

HQ  
BMD  
Win1A Lohn

## PROJECTS

### European Handball

#### House

contracts in place  
financing secured  
costs under control  
building process started  
and of course in-time

### Digitalisations Projects

implementation of digital  
workflows  
(incoming invoice,  
expense sheets, time  
calculation)  
reducing indermediate  
steps and double  
handling

### Process Improvement

Handling of Federation  
Accounts  
further automate  
payments to Ref & Del  
shorten handling time

### Know How Improvement

Excel Know-How  
Tax Law  
NPO Law  
rights handling/out-  
sourcing

## MEETINGS (INTERNAL)

General Management  
Management Board  
EHF/M HUB  
Head of Departments  
IT PPM







08

BUSINESS GROUP  
**COMPETITIONS**



## COMPETITIONS HEAD

### MARKUS GLASER

Chief Sports Officer

- Coordination of the department
- Point of contact for Competitions Commission (CC) and Executive Committee (EXEC)
- Represents EHF Competitions overall to Federations, Clubs, stakeholders and further

## BUSINESS PROFILE

The EHF Competitions Department is responsible for the complete handling of all EHF Competitions for indoor handball as well as for beach handball. This includes the competition systems as well as the coordination of the EHF calendar and the coordination of all competition related issues.

The EHF offers a wide variety of competitions to its Member Federations and their clubs starting from Younger Age Competitions for 17-year old girls all the way to Masters handball for categories of even over 50 year old players.

The majority of these competitions are European wide competitions, but also include European Qualifiers to World Championships.

A close cooperation takes place on a daily basis with the EHF Marketing as well as with all other business groups within the EHF in order to keep a steady exchange of communication regarding all relevant topics.

Reports and status of information are provided regularly to the EHF Executive Committee, the EHF Competitions Commission as well as to relevant stake holder groups. The activities within the EHF Competitions are divided into various areas with a total of eleven staff members

plus the EHF Chief Sports Officer as the Business Group responsible.

The National Team Competitions unit is in a close co operation especially with the EHF Member Federations and overlooks the complete handling of all EHF National Team Competitions except the EHF Euros. This includes not only the handling of the competition related issues but deals with all connections to the other EHF units and especially focuses on the seasonal calendar combining the many different EHF competitions.

Parallel to this the EHF Club Competition unit has its focus on the six club competitions as the EHF Champions League, the EHF European League and the EHF European Cup is carried out both for Men and Women. Starting with the registration of the clubs for the different competitions in June of each year, summer belongs to the draws and the preparation of the first matches usually starting at the end of August. The Club Competitions then are in full swing during the complete season with the finals starting in May and the culmination of the Men's and Women's EHF Champions League Final4 in May and June.

The EHF Beach Handball Department has a different seasonal roll out as the highlights of EHF Beach Handball take place over the summer and request full focus of all staff as well as of the EHF Beach Handball Commission. There are Euros on a Younger Age Category level in both

genders as well as for Men and Women on a two year basis which produce more and more activities in all areas around the courts in order to further strengthen Beach handball and raise the level of the competition not only on the court but especially in the area of the presentation of the matches on TV as well as on the various communication channels and platforms.

All projects, initiatives as well as the daily business related to Referees and Delegates are bundled and overlooked by the EHF Officiating Department. While this was very much orientated on the handling of the nomination for each individual game as well as the implementation of the IHF Rules until some years ago, the EHF Officiating became a lot more complex especially with the use of technology supporting mainly the referees but lately also with the professionalization of all areas around refereeing and the tasks of delegates at all EHF events. The external experts contributing to all these improvements are combined in the EHF Technical Refereeing Committee which is a sub committee to the EHF Competitions Commission.

Completing the EHF Competitions Department's activities are those tasks that are expanding across the different competitions and must combine business areas from different units such as the Management of the Playing halls in all EHF Competitions as well as the organization and carrying out of Competition Commission meetings as well as Beach handball Commission meetings.

Last but not least is to mention that the EHF Anti Doping Unit is also included in the EHF Competitions Department as the testing as well as the education in this area is closely related to competition activities.

## COMPETITIONS TEAM

**INES TÆKKER**  
**INES REIN**

Club Competitions

**ATTILA HEIM**  
**RIMA SYPKUS**  
**MAXIMILIAN RIEDE**

National Team Competitions

**MARCOS BESTILLEIRO**  
**GEORGE BEBETSOS**

Officiating

**TOBIA PISANI**  
**ALEXANDRA HORVÁTH**

Beach Handball

**NADEZHDA LACINA**

Anti-Doping Unit (EAU), playing halls

**ANNIKA SILLER**

Competition projects



# EUROPEAN ANTI-DOPING UNIT (EAU) | ORGANISATION

- ◆ Play True Day by WADA
- ◆ ADAMS new user interface
- ◆ DCF paperless
- ◆ FUTURE Dried Blood Spots (DBS)

## THE ANTI-DOPING EDUCATION AND LEARNING PLATFORM

- ◆ ADEL by WADA
- ◆ EAU part of Respect Your Talent



# CLUB COMPETITIONS

- ◆ Machineseecker EHF Champions League
- ◆ EHF Champions League Women
- ◆ EHF European League Men
- ◆ EHF European League Women
- ◆ EHF European Cup Men
- ◆ EHF European Cup Women

- First contact for Clubs
- Registration ~250 Clubs
- Draws and Workshops in cooperation with EHFM
- Creation / Adaptation of Playing Systems →New MEL!
- Coordination of Playing Rounds
- Coordination Hall Availabilities in cooperation with EHFM
- Schedule Creation in cooperation with EHFM
- Verification of matches
- Processing and forwarding of Legal Cases
- Maintenance of the boards of honour
- Final Tournaments



# OFFICIATING

## 2023 CHALLENGES AND PROJECTS

- ◆ Video Replay system further development
- ◆ EURO 2024 officials' preparation
- ◆ EHF Candidate delegates' course
- ◆ Delegates' digital training and evaluation
- ◆ TV referee observer
- ◆ Coach's Challenge
- ◆ Officiating material rebranding
- ◆ New video match analysis system
- ◆ Referee courses



# NATIONAL TEAM COMPETITIONS

## MEN'S QUALIFIERS

- ◆ EURO 2026
- ◆ EURO 2024
- ◆ WCh 2025 Qualification Europe
  - Registration procedures
  - Draws and Regulations
  - Coordination of match schedules
  - Playing hall issues with Federations
  - Verification of matches

## WOMEN'S QUALIFIERS

- ◆ EURO 2024
- ◆ WCh 2025 Qualification Europe
  - Registration procedures
  - Draws and Regulations
  - Coordination of match schedules
  - Playing hall issues with Federations
  - Verification of matches

## YAC

- ◆ MU21 2023 WCH Qualification - ITA
- ◆ W17 Events in MNE (EURO), KOS and LTU (Championships)
- ◆ W19 Events in ROU (EURO), AZE and TUR (Championships)
- ◆ M20 and M18 2024 Preparation
- ◆ Qualification Tournaments for 2024 events

# BEACH HANDBALL

## MAIN TOPICS AND PROJECTS

### National Team Competitions:

- ◆ EHF Beach Handball EURO (Senior EURO)
- ◆ EHF YAC 16/YAC17 Beach Handball EURO
- ◆ EHF Beach Handball Championships (Qualification tournament for Senior EURO)

### Club Competitions

- ◆ European Beach Handball Tour (ebt) – around 70 tournaments per season around Europe
- ◆ ebt Finals
- ◆ EHF Champions Cup



- ◆ Development Program for attracting more NFs
- ◆ Professionalism in all part of the game:
  - Registration system for players and clubs
  - Media coverage and promotion
  - Marketing plan for attracting new partners
- ◆ Education Structures:
  - New licensing system for Coaches in accordance with RINCK Convention
  - Education courses (two per year) for new beach handball referee and delegates



**COMMISSIONS/BOARDS**

Technical Delegation  
 Competitions Commission  
 Technical Refereeing Committee

**STAKEHOLDERS**

Men's and Women's National  
 Team Committee

**PARTNERS**

Sportradar Data Scouting  
 FitGood Pro for Referee's  
 physics and nutrition  
 Vogo for Video Replay  
 in Men's and Women's  
 Champions League  
 Vokkero for Referees'  
 Communication  
 Sportradar Integrity  
 XPS Sideline for Video  
 clipping  
 Visionsports for Video  
 Replay at Final 4  
 Trial for Beach Handball  
 Line systems and balls  
 Gammasport for Beach  
 Handball goals  
 University Las Palmas for  
 Referee Education Tools

**TOOLS**

–

**PROJECTS**

Coach's Challenge

**MEETINGS (INTERNAL)**

Weekly department meetings



09

BUSINESS GROUP

**EHF EURO EVENTS**

**EHF**

EUROPEAN HANDBALL  
FEDERATION

## EHF EURO EVENTS HEAD

### JOHANNES MÜLLER

Director EURO Events

- Accounting | Budget
- Event concept
- Event coordination
- Project Management

### BUSINESS PROFILE

#### 30 editions of the EHF EURO

The first-ever EHF EURO for both men and women took place in 1994 – and in November 2022, the 30th EHF EURO took place in Slovenia, North Macedonia and Montenegro.

The competitions are now integral parts of the sporting calendar in Europe; indeed for some countries, it would almost not be Christmas without a Women's EHF EURO to look forward to just before.

The launch of the EHF EUROs in 1994 constitutes a crucial moment for the positioning of Handball as a core player on the international sports parquetry. The 'Handball European Championship', as it was first called at the time offered significant visibility as well as new and easier access of the sport to the public and the international sports market. The introduction of the EHF EURO helped to boost the profile of individual players, revitalising the transfer market, and giving clubs and club competitions a commercial boost on the back of national team success.

Hosting an EHF EURO can also boost the infrastructure of the hosts – for example when new hotels or arenas are built, as was the case for the first Men's EHF EURO in 1994. When developing the EHF EURO's a core factor

was reliable event partnerships, especially in the area of media and marketing, as well as the event statistics, the event flooring and the event equipment. The partners' contribution in the step-by-step development was decisive for the growth of the EHF EURO Events. The first years of the competition involved just 12 teams, but the EHF EURO expanded to 16 teams in 2002 for both men and women.

The target of an EHF EURO is to include a wide range of delegations and to present them on international level. Vice versa, there is huge interest by national federations to be present at an EHF EURO as it gives visibility, exposure to potential investors and it strengthens the position of handball in the respective nation towards other sports.

More participating nations also increases media and broadcast interest and encourages participation in the sport at grassroots level. Back in the early 2000s qualification results were extremely tight and there was little difference between the lowest-ranked teams in the tournament. Organisation-wise, a restructuring of the event took place. For the organising country the possibility developed to spread the event over four event venues in the Preliminary Round, two Main Round venues and a Final Weekend. With 16 participating delegations, the concept of joint organisation was developed and implemented the first time in 2010 (when Denmark and Norway co-hosted the Women's EHF EURO). The huge advantage of a joint

organisation was the availability of home spectators at two or more event venues. This secures the use of huge arenas and a stable income for the events.

In 2020 the Men's EHF EURO expanded further to 24 teams, and the Women's EHF EURO will take this step in 2024. The step from 16 to 24 is a much bigger one than from 12 to 16. One of the questions was whether the performance level of the teams, especially 20 to 24, would be good enough and the Preliminary Round group matches remain interesting, especially for the crowds and TV viewers of the top nations.

The EUROs in 2020 and 2022 proved that the quality of all 24 participating teams were extremely high and several surprises in results and qualifiers to the Main Round and the Final Weekend could be observed. The expansion was a big success with more market reach and higher spectator interest, largely because of the extra teams.

Other evolutions since 1994 include a steady development of the event standards. Potential hosts now have a clearer idea of their responsibilities and the expectations on them. Technologies have improved, enhancing the competition and the spectator experience. A key innovation was the introduction of the iBall, which uses technology developed by Kinexon to track actions on court that can then be analysed to improve performance and shared with fans.

The vision for the future is to play the EHF EURO in the biggest most modern arenas in Europe and to ensure a huge atmosphere for players and spectators to create an unforgettable experience for all parties involved. The opening match day of the Men's EHF EURO 2024 as an example will take place in Düsseldorf in the "Merkur Spielarena" in front of a record-breaking crowd of over 50.000 spectators. In addition, to enormous crowds, the experience at the venues shall be an absolute highlight for the spectators. Therefore, the EHF is working on further developing fan engagement activities, fan zones/ fan areas as well as the arena entertainment. In order to improve the excitement of the EHF EURO's "long lasting partnerships" are essential to support the event in all core areas and to secure the necessary professionalism.



## EHF EURO EVENTS TEAM

**MÁTĚ KOZMA**  
**EDINA TURI**

Event Organisation

**NATÁLIA RÁCZ**

Event Logistics & Guest Management

**PHILIPP MORITZ**

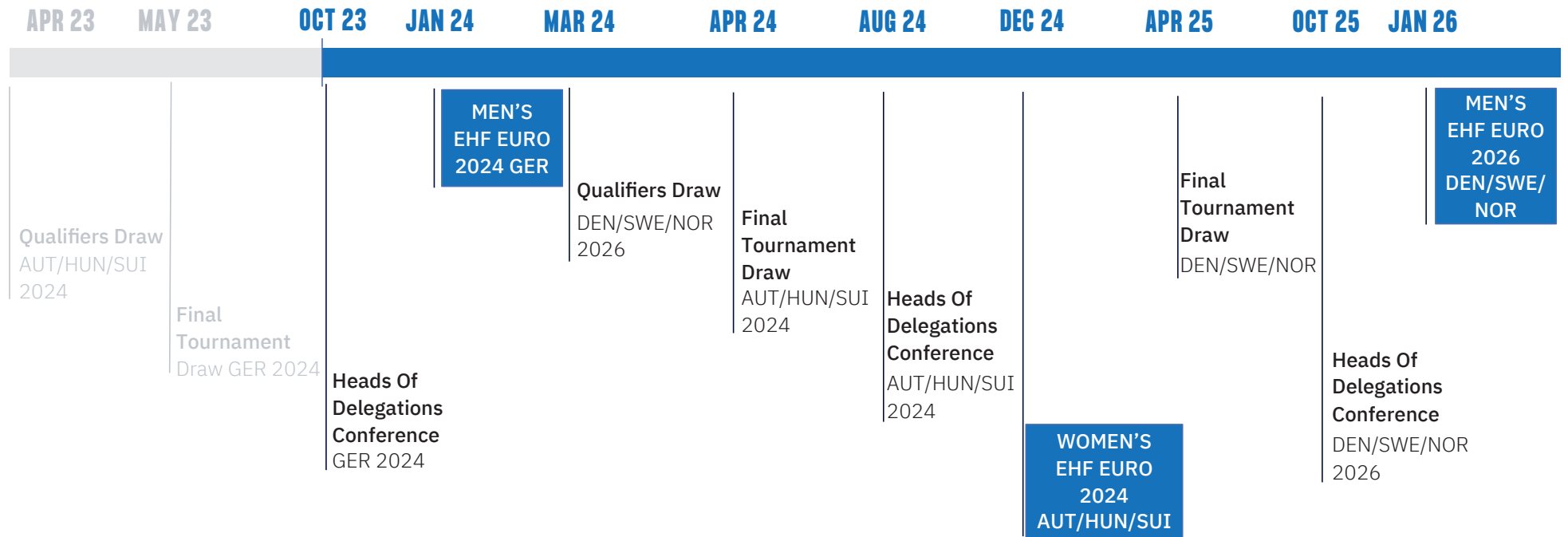
Event Infrastructure

**BEATA KOZŁOWSKA**

Event Implementation



# UPCOMING EVENTS



# PARTNER COOPERATION

## **INFRONT**

Media & Marketing Partner

---

## **HUMMEL**

EHF Equipment Partner

---

## **TV GRAPHICS**

TV Graphics Supplier

---

## **TO BE DEFINED**

Supplier Video Replay

---

## **HBS**

Host Broadcaster Services

---

## **SWISS TIMING**

Scouting & Statistics Services

---

## **ACCREDITO**

Technical Supplier Accreditation System

---

## **GERFLOR**

Flooring Partner

---

## **BENZ SPORT**

Goal Supplier

---

## **SPORTEEX MARKETING**

Merchandising Partner

---

## **SELECT**

Ball & Glue Supplier

---

## **KINEXON**

Players Tracking

---

## **XPS**

Digital Scoresheet/Observer Platform

---







10

BUSINESS GROUP

**LEGAL MANAGEMENT**

## LEGAL MANAGEMENT HEAD

**MONIKA FLIXEDER**

Senior Director

### BUSINESS PROFILE

#### European Handball Court of Arbitration

The ECA is a court of arbitration specialised in sport and more specifically in handball. It has been created by the EHF in 2007 during the 8th EHF Extraordinary Congress with the objective to make available to every sport and handball stakeholder a unique mean of disputes resolution. The ECA with its efficient, simple and independent arbitration proceedings and its thirteen years' experience has proved to be a serious alternative to civil court proceedings.

#### ECA and the EHF Legal System

The ECA has been officially recognised by the EHF in its Statutes. Cases decided by the EHF legal bodies can therefore be finally referred to the ECA under the condition that all legal remedies available within the EHF have been exhausted.

#### ECA Competence

The European Handball Court of Arbitration has been granted competence in the following matters: “disputes arising between the EHF and National Federations, between or among National Federations, between National Federations and their clubs on cross-border matters, in the event of disputes relating to the EHF competitions, as well as in disputes between and among players, player’s agents, the EHF, National Federations, and clubs.”. Moreover the ECA may handle other sport-related cases, “if this serves the protection of principles of law,

legal certainty and uniform application of the law or the resolution of issues of sports policy”.

#### ECA Composition

The cases are decided by the ECA through an arbitral chamber of three arbitrators chosen by the parties in the ECA Arbitrators List. The arbitrators included in such List have been nominated by the National Federations, the EHF and the groups recognised as representing the interests of the clubs, the leagues and the athletes taking in consideration their knowledge and experience in the domain of sport, their legal competence as well as their capacity to handle arbitration proceedings in total impartiality and independence. The arbitrators chosen to form an ECA arbitral chamber shall work in full impartiality and independence without following any directions or representing any party. This system of free choice by the parties of the arbitrators deciding on their cases has been put in place in order to assure the independence of this Court of Arbitration and its recognition by all members of the Sport world.

#### ECA Procedure

The arbitration proceedings within the ECA are dealt with in English. After a claim has been filed with the ECA Office to refer a certain case to the European Handball Court of Arbitration, each party nominates its own arbitrator from the ECA Arbitrators List. The third arbitrator is chosen also from the List by the two nominated arbitrators. He/ She presides as Chairperson over the proceedings. The proceedings may be handled orally and/ or in writing.

Upon presentation by each of the parties of arguments, pleadings, communications or documents, the ECA arbitral chamber decides on the case in accordance with the EHF Regulations and the relevant contracts, as far as this does not conflict with the general principles of law and renders a final written award. Following the EHF Ordinary Congress that took place in Vösendorf/Vienna on 24 April 2021, the EHF Court of Arbitration changed its name for European Handball Court of Arbitration, in order to emphasise its independency and impartiality. The Rules of Arbitration for the ECA have been amended in this regard and are available under this link.

Further information on the ECA procedure can be found in the Rules of Arbitration for the ECA and on the ECA official website: [www.eca-handball.com](http://www.eca-handball.com)

### **ECA Costs**

When bringing a dispute before the ECA after exhaustion of all EHF internal legal remedies, an advance fee of €5.000 applies. Within the frame of any other kind of dispute the advance fee depends on the amount at stake:

- ◆ €2.500 if the amount in dispute is comprised between €0 and €30.000
- ◆ €5.000 if the amount in dispute is over €30.000

The advance payment includes a registration fee, an advance payment of administrative costs/cash outlays of the ECA Office and the advance on arbitrators' fees. The registration fee amounts to €1.000 when the applicable advance payment is €2.500 and to €1.500 when the

applicable advance payment is €5.000. This registration fee is not repayable. The advance payments may be refunded to the claimant depending on the decision of the ECA arbitral chamber and the cost of the arbitration proceedings. As a general rule, the unsuccessful party bears the costs of the arbitration proceedings (including in particular the administrative costs and the arbitrators' fees). Such rule may be mitigated by the ECA arbitral chamber taking in consideration the circumstances of the case.

### **ECA Council - ECC**

The ECA Council, made up of three members - one President and two Vice-Presidents - and an Office, has been created along with the ECA in order to safeguard its independence and the rights of the parties. One of the two Vice-Presidents is a representative of the stakeholder's groups (the Professional Handball Board and the Women's Handball Board).

This new Council, besides having a role of representation of the ECA towards the EHF Congress, is mainly responsible for the administration of the new Court of Arbitration, including in particular the following functions:

- ◆ Work structuring,
- ◆ Confirmation of the nominated arbitrators after review of the legal criteria,
- ◆ Removal of arbitrators from the List,
- ◆ Appointment of substitute arbitrators,
- ◆ Appointment of arbitrators for interim measures of protection.

## **LEGAL MANAGEMENT TEAM**

### **TIJANA ŽIVKOVIĆ**

In-House Lawyer

### **NICO JULIAN HOFER**

In-House Lawyer

### **TBD**

Legal Intern



The ECA Council is currently managed by the following members:

- ◆ Michele Colluci, Italy, President
- ◆ Rémy Lévy, France, Vice-President
- ◆ Marta Utor, Spain, Vice-President (appointed by the PHB and WHB).

**ECA OFFICE – CONTACTS**

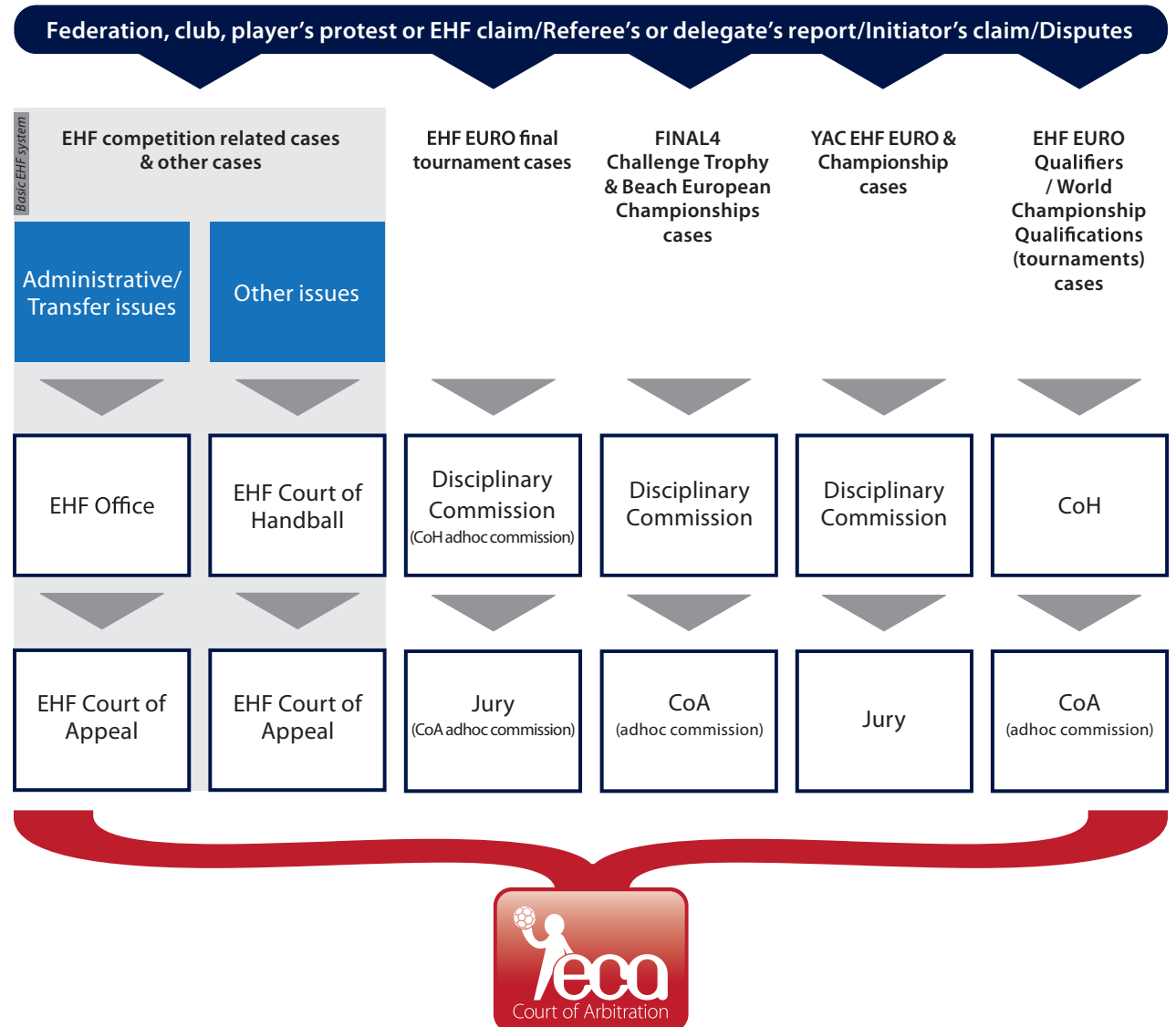
The ECA Office, as part of the ECA Council, has been given the function to look ahead for the arbitrational handling of the disputes by the ECA and to provide an organisational support to the ECA Council and the arbitrators in the view to assure the compliance with the Rules of Arbitration for the ECA, the transparency of the ECA proceedings and the neutral and independent administration of business of the ECA Council.

The ECA Office is also available to answer any questions with regard to the European Handball Court of Arbitration, do not hesitate to contact us:

ECA Office  
 Hoffingergasse 18  
 1120 Vienna, Austria  
 Tel: +43 (1) 80 151-114  
 Fax: +43 (1) 80 151-449  
 Email: office@eca-handball.com  
 Website: www.eca-handball.com

# AREAS OF RESPONSIBILITY

**EHF JUSTICE SYSTEM**



# AREAS OF RESPONSIBILITY

## OTHER AREAS OF RESPONSIBILITY

- ◆ Data Protection – GDPR Compliance
- ◆ Drafting/review of contracts:
  - Licensing, partnership, service agreements
  - Organisation Agreement -Competitions
- ◆ Regulations
- ◆ Drafting of motions and reports, also related to EHF Congress
- ◆ Trademark and intellectual property law
- ◆ Providing legal advice in relation to the day-to-day EHF business
- ◆ Legal Bodies Journal
- ◆ Breaches of payment obligations



# IT PROJECTS

- ◆ LEDA software updates via Family Portal/HQ
- ◆ Whistle-blower platform
- ◆ New ECA website



**COMMISSIONS/BOARDS**

LEGAL BODIES (LBs) including:  
 Legal Delegation (LD): consisting of the three Presidents of the three Legal Bodies

Court of Handball (CoH): carrying out proceedings in first instance – regular and ad hoc

Court of Appeal (CoA): carrying out proceedings in second instance – regular and ad hoc

European Handball Court of Arbitration Council (ECC):  
 Leadership body of the European Handball Court of Arbitration (ECA); responsible for the organizational issues of the court and process leading decisions if necessary

**STAKEHOLDERS**

National Federations  
 Clubs  
 Athletes  
 Leagues

**PARTNERS**

–

**TOOLS**

Legal Data Base (LEDA)  
 Legal Journal (LJ)

**PROJECTS**

Reconfirmation and adding of ECA Arbitrators

Update Legal Database

**MEETINGS (INTERNAL)**

One annual legal meeting per Legal Body





11

BUSINESS GROUP

**BUSINESS DEVELOPMENT &  
MARKETING**

## BUSINESS DEVELOPMENT & MARKETING HEAD

**J.J. ROWLAND**

Director

### BUSINESS PROFILE

#### Introduction

The EHF Business Development and Marketing Department was created in 2019 following the signing of the long-term media and marketing agreement with Infront and DAZN Group. This agreement brought with it new contractual requirements for the EHF as well as additional commercial and marketing related projects that are now within the remit of the department.

#### Department purpose

- ◆ Commercial success of the EHF
- ◆ Grow, engage and monetise the handball community
- ◆ Position, promote and enhance EHF brand and sub-brands
- ◆ Implementation of media and marketing contracts
- ◆ Strengthen the European handball network to increase the value of the sport

#### Roles and tasks

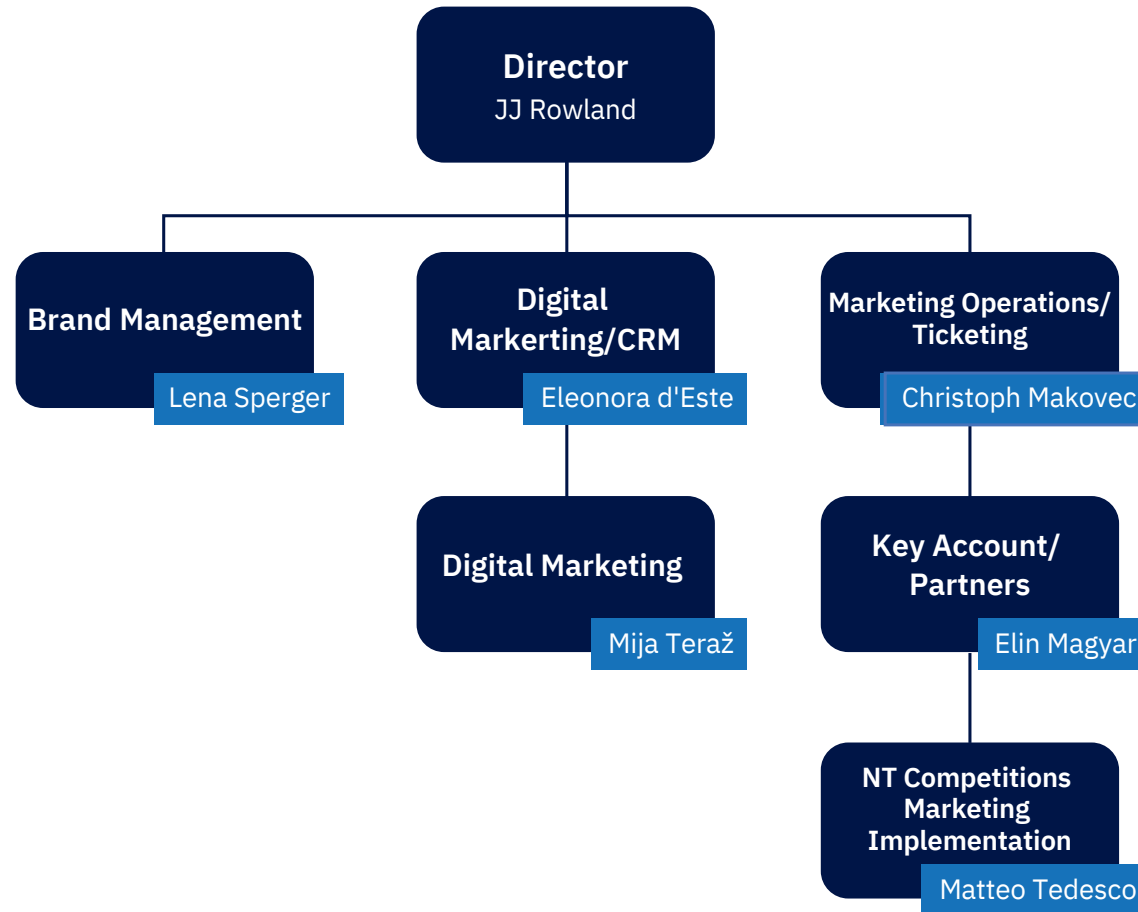
The EHF Business Development and Marketing Department was created in 2019 following the signing of a long-term partnership with the sports marketing agency, Infront. This agreement brought with it new contractual requirements for the EHF as well as additional commercial and marketing related projects that are now within the remit of the department.

**BRAND:** Responsible for the positioning, development and implementation of the EHF brand and its national team sub-brands including the EHF EURO, younger age category and beach handball events. The federation's brand manager works on the creation of concepts, visuals and storytelling in order to build an emotional connection to the sport's fans and stakeholders.

**DIGITAL MARKETING:** The digital marketing team is charged with growing, engaging and converting the European handball community through campaigns, paid media and content creation. Areas of focus include the promotion of ticket and merchandising sales for major national team events, driving OTT registrations and sponsor/partner digital activation. The work of the team is underpinned by the federation's CRM and data project, which has already generated a database of more than 500K fans and stakeholders.

**MARKETING OPERATIONS:** A team of three people manage the federation's marketing implementation and operations, working in close cooperation with national federations and the EHF's media and marketing partner, Infront. The main areas overseen by the team include ticketing for the EHF EURO events, key account management of EHF partners, EHFTV streaming operations and media/marketing rights implementation in national team competitions.

## BUSINESS DEVELOPMENT & MARKETING STRUCTURE GRAPHICS



## BUSINESS DEVELOPMENT & MARKETING TEAM

### LENA SPERGER

Brand Management

### ELEONORA D'ESTE

Digital Marketing/CRM

### MIJA TERAŽ

Digital Marketing

### CHRISTOPH MAKOVEC

Marketing Operations/Ticketing

### ELIN MAGYAR

Key Account/Partners

### MATTEO TEDESCO

National Team Competitions  
Marketing Implementation



# CHALLENGES FOR 2023/2024

- ◆ **PRODUCT DEVELOPMENT**
  - YAC EHF EURO from 2024: TV production tender, sale of media and marketing rights,
  - EHFTV: new paid platform and commercial strategy
  - EHF EURO Qualifiers/World Championship Qualification: raise profile of competitions
- ◆ **PARTNERSHIPS**
  - Sleeve partnerships for Men's and Women's EHF EURO 2024
- ◆ **MERCHANDISING**
  - Maximise income EHF EURO 2024 events
- ◆ **LICENSING**
  - Development new partner/supplier structure and licensing programme
- ◆ **PROMOTION**
  - Promotion strategies for EHF EURO 2024 events & across all events/activities
- ◆ **DATA & CRM**
  - Increase functionality of system and implement additional use cases
  - Establish stakeholder newsletter as marketing tool
  - Implement reporting tool
- ◆ **MASTER PLAN**
  - Create network of experts to deliver marketing topics to national federations
  - Organisation marketing, sponsorship and digital webinars

# PARTNER COOPERATIONS

## INFRONT

Media and marketing partner  
Streaming operations

---

## HUMMEL

Sports equipment partner

---

## BENZ SPORT

Goal supplier EHF EURO, YAC EURO and wheelchair handball

---

## EVENTIM

Ticketing services for EHF EURO events

---

## CUSTOMER:IO

Digital marketing tools

---

## IUBENDA

Consent management tool

---

## ACT.3

Merchandising Partner

---

## RESULT SPORTS

Marketing agency

---

## KINEXON

Player and ball tracking data

---

## SELECT

Ball & resin partner

---

## GERFLOR

Flooring partner

---

## GAMMASPORT

Beach handball goals partner

---

## ORACLE

Digital marketing tools

---

## SEGMENT

Customer data platform

---

## SPORTEEX

Merchandising Partner

---

## ML MARKETING

Marketing agency

---

## SPORTRADAR

Official data partner

---

## SWISS TIMING

Scouting & statistics services

---



12

BUSINESS GROUP

**MEDIA & COMMUNICATIONS**

# 12 BUSINESS GROUP: MEDIA & COMMUNICATIONS

## MEDIA & COMMUNICATIONS HEAD

**THOMAS SCHÖNEICH**

Director

### BUSINESS PROFILE

The EHF Media & Communications Department is responsible for the internal and external communication of the European Handball Federation. This includes corporate and stakeholder communications, content strategy, digital campaigning, club and federation media relations, TV & media operation for national team and beach handball events as well as overseeing the content production and managing the website and the EHF's social media channels.

As part of its positioning, the EHF Media & Communications Department conveys the image of the sport's top competitions including but not limited to the EHF Champions League, the EHF European League and the EHF EURO to the outside world. It works closely with and across the different business groups as well as with the EHF's marketing company, EHF Marketing GmbH, in order to fulfil their communication needs. A close cooperation also exists with the EHF's media and marketing partners, Infront, on the fields of content production across the EHF's competitions and for media operations at EHF EURO events.

Staffed (as of 30 June 2023) with 8 people altogether, the department is headed by the Director Media & Communications who is responsible for the department's strategic direction; at the same time, he/she fulfils the role

of the federation's spokesperson. The strategic direction is elaborated in close liaison with the EHF's leadership and the respective business groups and developed in line with the EHF's overarching goals as they are outlined in, for example, the European Handball Master Plan. The department's budget responsibility, upon confirmation of the budget as such by the EHF Secretary General and the Chief Finance Officer, also lies with the Director Media & Communications.

Over 2 million people follow the EHF's competitions and activities on social media and the federation has set itself high-reaching targets, as it seeks to engage with a new generation of younger fans in the future. To reach those goals, three people work in the 'Social Media' section of the department, overseeing the EHF's 19 different social media channels and platforms which include the presence on Facebook, Instagram, Twitter and Youtube, as well as on TikTok, Twitch and LinkedIn. Within the social media group, the Digital Content Manager oversees the entire content production. He/she develops event- and competition specific content strategies and liaises with external production and digital marketing teams at Infront to deliver content for EHF owned channels and ensures consistent storytelling. On his/her side, two social media specialists create engaging content and pro-actively develop communication and interaction with/between fans to ensure the consistent growth of the channels.



Within the section 'Media & Editorial Management' tasks such as TV matters, media operations at EHF EURO events, project management, PR & Corporate Communications as well as the editorial coverage of the EHF's club and national team competitions are being handled. The editorial content lead manages the EHF's network of freelance editors and journalists and coordinates their coverage as they supply the EHF's channels with news from all around the handball world. He/she also produces the EHF's media guides for all major events and is the main contact for all clubs playing in EHF competitions when it comes to editorial and media management topics.

The editorial content lead also manages the EHF's B2B communication. He/she is responsible for the federation's media releases, the direct contact to (sports) business journalists and the placement of EHF relevant topics via earned media. On the editorial side, he/she coordinates the EHF's coverage for EHF Activities and beach handball. He/she is also responsible for the production of the EHF's newsletters (Home of Handball and EHF CL Weekly) and the EHF's annual business report. EHF Media is currently seeking to employ a communications specialist to further strengthen the department and take over some of the tasks mentioned.

The TV & Media Operations responsible is the direct contact for the national federations for all questions related to media management ahead of the EHF EURO and

the corresponding Qualifiers as well as for other national team competitions and the younger age category events. TV production matters for the EHF EURO, including the YAC EHF EUROs, as well as the EHF Beach Handball EURO (partly in close cooperation with the EHF's media and marketing partner Infront) also fall within her/his field of responsibility. At the EHF EUROs, he/she is the EHF's main media manager who coordinates the federation's media supervisors and their work at all venues.

EHF Media & Communications also employs a content strategy specialist. This person is responsible for digital campaigning and the department's paid media strategy across its digital channels, runs the campaign for the Home of Handball app and has taken on the development of the 'Home of Handball' Twitch channel including the creation of new and innovative formats for the platform.

Completing the EHF Media & Communications department is the EHF's graphic designer who manages all tasks related to 'Corporate Design'. Pretty much as the department as such, his/her responsibilities stretch across the entire EHF when it comes to the illustration and design of various publications, print documents, screen graphics and logos.

## **MEDIA & COMMUNICATIONS TEAM**

### **RICHARD TURNER**

Corporate Design

### **JELENA BAGARIĆ**

TV & Media Operations

### **SIMONA MARGETIC**

Editorial Content Lead

### **IOANA PATACHI**

Digital Content Lead

### **JOSEPH BANHOLZER**

**XAVI VEGAS**  
**SERGI LALIGA**

Social Media

### **CLEMENS MARTINEK**

Content Strategy & Marketing

### **DANIEL HENSHAW**

Communications

## AN OUTLOOK TO 2023

### PARTNER OVERVIEW

**ATHLETIA:** The EHF works with German company for the media monitoring of its owned and operated as well as of selected external digital channels. Here, Athletia's managed services provide a holistic approach alongside the value chain of digital sports. Combining proprietary tech and extensive experience, their modular solutions are tailored to meet the individual needs of the EHF. The cooperation includes the EHF EUROs and the corresponding Qualifiers as well as the EHF CL and EL (cooperation managed by EHF).

**KOLEKTIFF:** Kollektiffimages is the EHF's dedicated and highly trusted photo service agency. Ever since their first employment at the Women's EHF EURO 2018, Kolektiff's coverage of EHF events has developed significantly, now including not only the EHF EUROs but also beach handball, corporate events as well as the final tournaments in the EHF CL and EHF EL. Kolektiffimages is a photo service that started as a seven-member collective. Their work builds on the highest standards of quality as they create high-quality images and visual documents for prominent clients who respect the value of Kolektiff's approach and high-quality visual content.

**CONTENT STADIUM:** The services of Content Stadium support the EHF Media and Communications Department with simplifying its social media processes by providing a range of custom-made visual templates for use in its national team and club competitions. Content Stadium gives the social media team the tools to create, share and post branded social media content, in just a few clicks by offering a set of easy-to-use content creation and distribution tools combined with a tailored approach, to ease setup and focus on our unique social media goals.

**EMPLIFI:** Emplifi is the EHF's partner for social media analytics and community management. Emplifi provides the EHF with insights needed to empathise with customers and amplify the right experiences.

**MELTWATER:** Meltwater is the EHF's partner for media monitoring and analytics. On a daily basis Meltwater tracks online, print, social media, TV and radio sources to generate a picture of the daily coverage of handball across Europe.

- ◆ Reshape of social media ecosystem with a focus on beach handball, Home Of Handball (fan engagement) and EHF (corporate communications)
- ◆ Extend the Twitch presence of European handball to club competitions and implement a regular season coverage on the platform
- ◆ Follow-up on women empowerment from EHF EURO 2022 and increase the 'female voice' the EHF's coverage through a female commentator coverage
- ◆ Elevate Younger Age Category coverage through increased media presence at the Women's 19 EHF EURO and distinct RYT coverage
- ◆ Turn the first "EHF Excellence Awards" event into a resounding success for the promotion of European handball
- ◆ Set up an inspiring promotional campaign for Men's EHF EURO 2024 in Germany
- ◆ Significantly increase reach and awareness of European handball, also through improved workflows with Infront for digital marketing and content production

# EHF MEDIA DEPARTMENT STRUCTURE

—STATUS OCTOBER 2023

**Thomas Schöneich**  
-----  
**Director Media & Communications**

## DIGITAL CONTENT & STRATEGY

**Ioana Patachi**  
-----  
**Digital Content Lead**

**Xavi Vegas**  
-----  
**Social Media Specialist**

**Joseph Banholzer**  
-----  
**Social Media Specialist**

**Sergi Laliga**  
-----  
**Social Media Specialist**

**Clemens Martinek**  
-----  
**Content Strategy**

*Core tasks:*

- Social media coverage for clubs, national teams, beach handball and YAC events
- Community management
- Creation of new content ideas and and formats
- Social analytics
- Content Creator project management
- Content Strategy
- Campaigning
- Paid media

## EDITORIAL CONTENT, TV & MEDIA OPERATIONS

**Jelena Bagaric**  
-----  
**TV & Media Operations**

*Core tasks:*

- Club & national team coverage
- YAC event and beach coverage
- PR & Corporate Communications
- Newsletters
- Website analytics & reporting
- Publications, media guides
- Media Management, TV, Media Operations and Projects
- Freelance Daily / matchday editor management

**Simona Margetic**  
-----  
**Editorial Content Lead**

**Daniel Henshaw**  
-----  
**Communications Specialist**

**Richard Turner**  
-----  
**Corporate Design**

## PARTNER COOPERATIONS

**ATHLETIA**

**KOLEKTIFF**

**EMPLIFI**

**INFRONT**

**AIPS**

**STYLEHEADS**

**MELTWATER**

**SPORTRADAR**

**WARPDESIGN**

**CONTENT STADIUM**

**DIVVYHQ**

**ZEL — ZEPPELIN,  
EMIL, LUDWIG**

**LINKEDIN LEARNING**









13

BUSINESS GROUP

**SPORT & GAME SERVICES**

# 13 BUSINESS GROUP: SPORT & GAME SERVICES

## SPORT & GAME SERVICES HEAD

**DORU SIMION**

Senior Director

### BUSINESS PROFILE

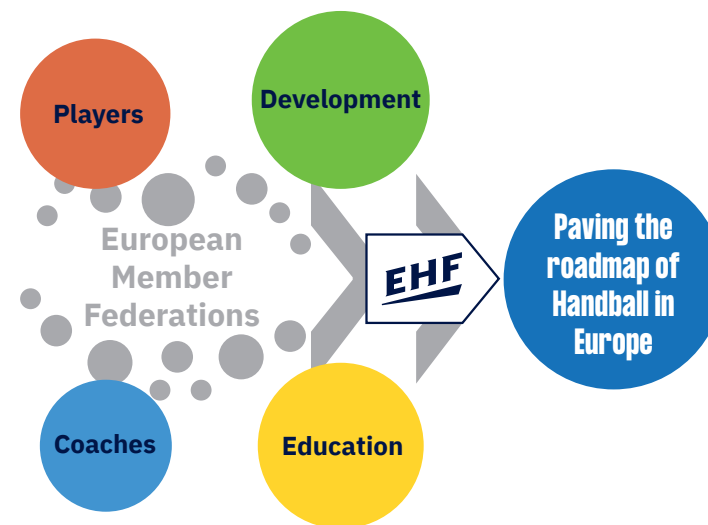
The European Handball Federation (EHF) is the organisation that oversees 50 National and two Associated Federations across Europe and is intrinsically recognised by the International Handball Federation (IHF). The EHF is dedicated to the organisation and management of prominent handball competitions that today are crowned by the EHF EURO events for national teams and the EHF Champions League for club teams. The scope of duties exceeds the arrangement of events, the EHF is committed to the development of the game from grassroots development and education to top-level events.

Speaking about sport and leisure, the education of athletes and the permanent development of handball is of prime interest and of great importance to the structure of European coaching framework, being integrated part of the EHF master plan strategy.

The level of handball and consequently the recognition of the game by spectators and the media crucially depend on the way human qualities are utilised and in which direction activities, together with developments in the field of practice and strategies, are channelled.

We need to create a diverse, dynamic and inclusive culture of play, where everyone feels safe, valued and they belong.

### ACTIVITY FIELDS



### TASKS - RESPONSIBLE MANAGEMENT

Allows the action plan to be implemented in order to ensure that all the required steps to achieve the set objectives are put in place. The following are the basic functional principles and competences:

- ◆ Lead: define the objectives and the means to be used to achieve them, define the working methods and organise their implementation, allocate tasks to the different group members and ensure internal communication to carry out the different missions within the department.



- ◆ Mobilise: identify the skills (soft and hard skills) to be deployed to achieve the defined objectives, then organise the management of resources efficiently. Provide group with all the tools they need to work effectively. Set up meeting times between the various departments to ensure the flow of information, strengthen group cohesion and avoid conflicts.
  - Planning – core competences
  - Team cohesion – psychosocial aspects
  - Digital skills – applying technologies in monitoring – observing – controlling
  - Knowledge and competences of / in both of sport science as of general sciences and specific sciences
  - Effective communication skills – oral and written
  - Ability to multitask – while having the end goal in mind
  - Practical thinker and operationally oriented to solving problem & troubleshooting when necessary
  - Team player – adaptable and flexible, able to deal with different cultures and behaviours.
- ◆ Control: Accompany all staff in their daily tasks, discuss any difficulties, and monitor the progress of the project by setting up KPIs and a reporting procedure. Check that the objectives have been achieved.

## TRANSFER

The players' movement by changing clubs and countries highly increased in the last decade, mostly following the

career professionalisation, but also studying and playing under certain rules and conditions. The international transfer system is based on the IHF regulations. The EHF has made a substantial contribution to this work due to the transfers casuistic and existing number of transfers within Europe.

The implementation of new tools – EHFfamily e-transfers/ Professional Players Lists (PPL)/official squad/Players' Database – enables an accurate maintenance and a transparent exchange in due and real time.

The international transfer section is an informational service based on daily administration and execution in terms of:

- ◆ Transfers procedure – initiation till concluding the release – follow-up
- ◆ Controlling and over-proving players' eligibility/national teams: Official Squads/various events
- ◆ Controlling and over-proving players' eligibility/club teams: Delegation Lists – all European Cup competitions (including licenced coaches)
- ◆ Controlling and over-proving players' status / Professional Players' Lists – National Federations
- ◆ IHF - official communication and data exchange

## SPORT & GAME SERVICES TEAM

### CHEN NEI NICOLE RABENSEIFNER

Development Programmes & Special Project

### TBD

Education & Grassroots

### TBD

Technical Development

### CLAUDIA BRANTL

International Transfers

### JOAO PEDRO MONTEIRO FREITAS

Intern

## ADDITIONAL ACTIVITIES

The section covers currently competition-wise and logistical assistance for the EHF European Open Championships (W16/M17), European Youth Olympic Festivals (W/M17) and European Handball Masters tournaments (M+35/45/50/55 and W+33/43).

## HANDBALL TECHNOLOGIES

Within the variety of game services, a multivalent offer tackles multiples sectors of handball activity and research: Quantitative and Qualitative Analyses/EUROs + YACs Events, Ball + Players' tracking, Scientific Analysis, Officiating + Coaches Database/PRO Licences, Activities Website, Cooperation with Universities. Game Administration (Video Replay, Goal Light/Line Technology), Electronic Score-Sheet and Digital Scoresheet.

Sideline Sports – XPS Network and Handball.ai will become analysis service and software suppliers for several competitions with the start of the season 2023/2024. The joint-venture provides software solutions for clubs, coaches and players; the use will refer as well for referee performance monitoring and education as well as for all EHF experts and coaches' education.

## EDUCATION & EHF COMPETENCE ACADEMY & NETWORK (CAN)

Handball research, know-how exchange and competence transfer in Europe is fostered as an EHF service for the EHF member federations by making use of national and international handball experts as well as external lecturers from sport science, medicine, other sports, economy

(marketing, equipment suppliers), media (press, TV, Internet) and other team sports.

For the global development of handball, the contribution of experts in the various fields is vital. With the introduction of new rules for the game, new training methodologies, technology, etc. the game (players, coaches, referees, officials) is developing in different ways.

Sport is one of the rare social activities which brings people together without any distinction about race, religion, geographical barrier or level of richness, is a universal vector of integration. Handball excels by the mere fact that it is a team sport, strengthens and fosters this aspect, being among other political strategies, a true facilitator.

In this respect and regards the EHF "RINCK" Convention was born as a managing factor inside the Europe wide education development, having as the main objective the coordination and the mutual recognition of standard guidelines and certificates in the field of coaches handball education in Europe. EHF "RINCK" Convention promotes the European integration and particularly, the free movement of the specialists (coaches and trainers, physical instructors etc.) stressing on the coordination and the mutual recognition of national systems in educating and instructing in the field of handball.

The EHF counts on of a group of 42 signatory nations out of the 50 EHF member federations. Under the EHF CAN roof and the professional guidance of the EHF Methods Commission, projects and activities are planned – monitored – administrated, through evaluative analysis covering as follows:

- ◆ EHF Experts Coordination

- ◆ EHF Scientific Network Coordination
- ◆ EHF "RINCK" Convention Seminar and EHF "RINCK" Convention Panel coordination
- ◆ EHF Scientific Conference
- ◆ EHF Master Coach PRO Licence courses
- ◆ Intellectual Disability (ID) Handball – Wheelchair Handball EHF/IHF
- ◆ EHF Wheelchair Handball Referees, Delegates and Coaches' Education
- ◆ Development Programmes: 360° / Short Term Project / EHF Grassroots Growth /Kindergarten Handball / Handball at School
- ◆ Analyses YACs
- ◆ YAC Injury Analysis
- ◆ EHF Manuals – contents, lay-out, transparent visibility and informational impact
  - EHF Experts, Nutrition, Mental Coaching, Kindergarten Handball
- ◆ EU Week of Sport (EWOS)
- ◆ University Programmes EHM (Cologne)
- ◆ MESGO Administration
- ◆ EOC – EU Office Contacts
- ◆ EHF EURO Analyses
- ◆ MC Coordination
- ◆ Cooperation University Alicante – Kinexon Tracking Data
- ◆ National Master Coach Courses
- ◆ EHF "Home of Handball" Website Activities
- ◆ EHF CAN Services / Certificates
- ◆ Cooperation Webinars and e-learning services
- ◆ Educational Services Ref/Del EUROs - teaching material referees (Las Palmas)

## EHF DEVELOPMENT

The main purpose of the department is channelised for serving the sport/handball and its people. The future drives us to think big and globally, developing effective programmes that influence countries and territories, training and involving people who form it by sharing experience to facilitate - best practice, because they will be the ones who lead when intervention ends.

Life Long Learning principle as payable tribute to the next generation of players and coaches is making science visible and applicable for the on- and off-court activities and embraces a consistently wide framework of activity fields:

- ◆ Strengthen the university network and actively approach institutions/experts on certain topics to form cooperation regarding educational topics, scientific research, expert concepts, etc.
- ◆ The player s' environment, from grassroots to the top, synthesised in educational path
- ◆ EHF technical, respectively educational services (Cologne)
- ◆ EHF Master plan – embrace handball
- ◆ Strengthen the support for professional and young players = dual/post career/mentoring
- ◆ Fast Lane – EHF “RINCK” Convention/Panel – EHF MC/tutoring path
  - players/coaches
- ◆ Effectiveness of talent development pathways
- ◆ Developing policy recommendations for clubs, federations and associations which are involved in sport employability
- ◆ Higher education and training curriculum design
- ◆ Additional specialisation categories: grassroots, goalkeeper, youth

- ◆ Developing efficient channels for reaching the amatorial handball-practising population
  - Goalcha/ iCoachkids /Share and Play
- ◆ Research opportunities with/through experts
- ◆ Develop specific e-learning and career platform/s wearing the needs/wishes
- ◆ Regular opportunities and settings for exchange of growing and educating the handball “working manpower”
- ◆ Offering regular education (webinar) on various topics mental coaching, injury prevention, officiating vs. coaching, nutrition, communication, coaching of kids, wheelchair handball, etc. – European Handball Online Summit
- ◆ Organize, digitalize, maintain documentation for the duration of assigned project/s
- ◆ Assistance project management and documentation

## SPECIAL PROJECT

- ◆ EHF “Circle Of A Handball Life”
  - basic overview on the various stages in a handball life, impacting on all documents and/or manuals – living document, offering on one hand, a sustainable approach, and on the other hand, anchored in reality, a continuous adaptation.
  - the requirements for each age group can be seen at a glance, serving as a starting point for planning practices and by highlighting the technical and tactical elements which should be acquired as well as the sporting abilities which need to be developed.

## AREAS OF RESPONSIBILITY

- ◆ INTERNATIONAL TRANSFERS/OFFICIAL SQUADS
  - Control of the International Transfers & Players Eligibility and EHF Players’ DB maintenance
- ◆ EHF CAN & EDUCATION
  - Coaching Licensing / Circle of Handball Life /EHF Activities Webinars 2023 / EHF Experts Webinars /EHF Glossary of Handball Terms & Expressions 2023/ EHF Manuals /EHF Master Coach Course 2024 / Master Plan Projects / New EHF Activities Website / University Projects
  - EHF “RINCK” Convention to be relaunched on the competencies basis, defining new specialisations – complementary education for Foundation/Base, Level I + II.
  - EHF Glossary of Handball Terms and Expressions
- ◆ GRASSROOTS & DEVELOPMENT
  - Development Programmes (short term project, SMART) / EHF Kindergarten Manual / Goalcha / I Coach Kids
- ◆ WHEELCHAIR HANDBALL & ID HANDBALL
  - Wheelchair Handball Webinar
- ◆ HANDBALL TECHNOLOGY
  - Coaches Database ( Pro Licence) / EURO + YAC Analysis ( quantitative and qualitative) / New Activities Website / Kinexon / Sideline Sports – XPS Network / Handball.ai
- ◆ ADDITIONAL ACTIVITIES
  - European Masters Games in Tampere / M17 European Open in Sweden / 2023 EYOF Maribor



**COMMISSIONS/BOARDS**

Technical Delegation  
 Methods Commission  
 Beach Handball Commission  
 Competitions Commission

**STAKEHOLDERS**

Universities

- German University Cologne
- University of Alicante – Faculty of Education
- University of Porto – Faculty of Sport

**PARTNERS**

Goalcha  
 iCoachkids  
 Share and Play  
 Sideline Sports – XPS Network  
 Handball.ai

**TOOLS**

activities Website  
 activities Youtube

**PROJECTS**

Kindergarten Handball  
 Mental Coaching Manual  
 Nutrition Manual  
 Circle of A Handball Life  
 EHF Glossary of Handball Terms and Expressions  
 2023/2024 Webinars  
 EURO 2024 – National Coaches Seminar  
 E-learning

**MEETINGS (INTERNAL)**

MC  
 Tuesday – every second week/internal  
 Video-calls (Teams)



14

BUSINESS GROUP

**INFORMATION TECHNOLOGY**

## INFORMATION TECHNOLOGY HEAD

**CHRISTOPH GAMPER**

Senior Director

### BUSINESS PROFILE

The department is mainly focusing on the continuous development of the data quality for EHF's main competitions. More than 25 years ago EHF already started the digitalization process and due to the extreme development of the IT world we are constantly keeping track of the latest industry standards and tech developments.

The key fields of the EHF IT Department's responsibility are the introduction of new software and technologies to drive the organization forward on the path of the digitalization, maintaining and safeguarding a reliable and secure IT environment for all EHF Office staff members and stakeholders, bringing tech expertise to all EHF projects and providing onsite support for EHF events on all kind of scale.

Having brought project management knowledge inhouse and set up an environment for cross functional operations we are aiming to have a more efficient and flexible project delivery and knowledge sharing in the upcoming period.

The team consists of 8 people currently with a will to grow. Although there are some mainly focusing on support activities and other mainly managing projects, we are aiming to have a solid overall knowledge when it comes to the support topic in order to provide a continuous service for all of our stakeholders.

For daily maintenance and error fix we are using the Jira Service Desk ticket system, which immediately sends notifications to the responsible people within the department giving the chance for the quickest solution time.

EHF introduces the market leading products by setting up cooperations (scouting, tracking, game observation, analyses, etc.). The EHF IT department ensures specific game administration needs by development of customized software covering all regulations and special handball related demands in cooperation with IT partners.

## DEPARTMENT PURPOSE

- ◆ Saveguarding a reliable and secure IT working environment for all EHF Office staff members and stakeholders
- ◆ Ensuring data security and integrity for EHF on a long-term basis
- ◆ Contributing with tech expertise to all EHF projects
- ◆ Driving the digitalization process of EHF forward
- ◆ Support and maintenance of the EHF tech environment (IT and AV)
- ◆ Supporting and running AV production for EHF events (EHF Congress, Draws, etc.)



# GOALS 2023

- ◆ New setup of the EHF IT department
  - Implementation of an additional level of hierarchy to the department structure
  - Backup of services and roles
  - Enhancing knowledge transfer
  - Save guarding services and knowledge
- ◆ Taking IT project management to the next level
  - Better demand management
  - Enhancing initiating phases of projects
  - Long and mid-term planning without loss of flexibility when it comes to events
  - Enhancement of roll out phases incl. hand over to business
- ◆ Driving the documentation project forward
  - Manuals
  - Documentation of application and partner landscape
- ◆ Enhancing of internal department collaboration and communication
- ◆ Project priorities
  - Change process DAZN-Infront
  - Excellence Awards
  - EHF Enterprise Layer enhancements incl. inbound inspection
  - Enhancement of player management
  - Implementation of new 24 teams YAC event playing system
  - Competition history
  - Data consolidation
- XPS sideline and handball.AI service implementation
- EURO debrief and project implementation with tech partners
- YAC EURO optimization
- SR API.new implementation
- LEDA - security and application enhancements
- Migration of webserver incl. options of scaling and black out strategies
- Renewal of IT test environment
- Renewal of Club Ranking/Seeding Application
- ebt – renewal of administration tools and website
- TV feed and TV station management
- Finalization of necessary quick shot projects
- New EHF Office project

## INFORMATION TECHNOLOGY TEAM

### PETER GROSSSCHMIDT

Application Management (Business & Competition Processes), Infrastructure Management, IT Project Management

### ISAAC VICTOR SUKUMAR ATRIPATRI

IT EURO Program Management, IT Scouting Coordinator, IT Project Management

### JERRY NICOLAS

Application Management (Online Experience & Fan Data), IT Project Management

### GABOR BIHARY

Project Management Office, IT Project Management

### CHARLY MUSIC

Recurring Operation & Support

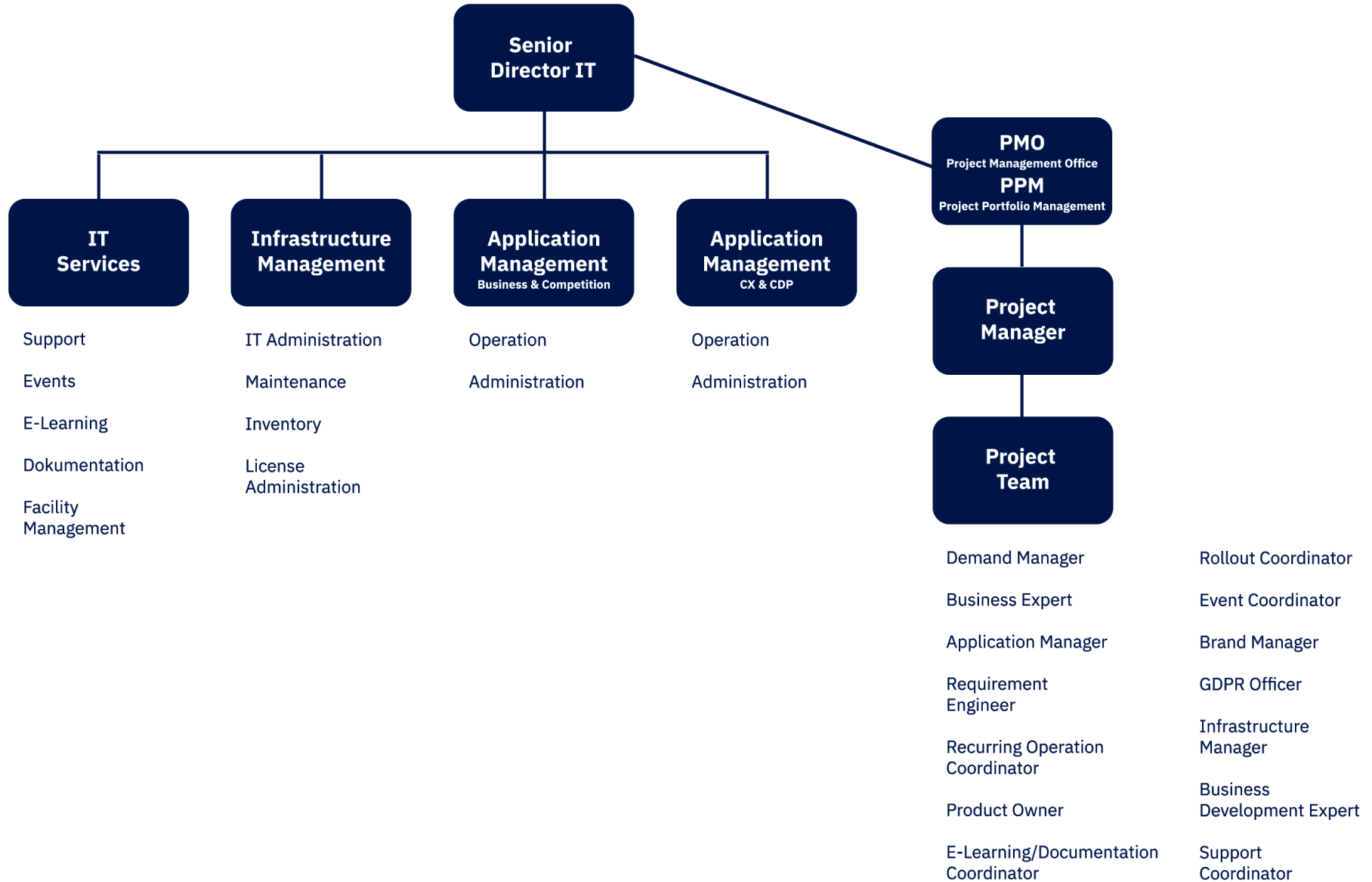
### LARS ERICHSEN

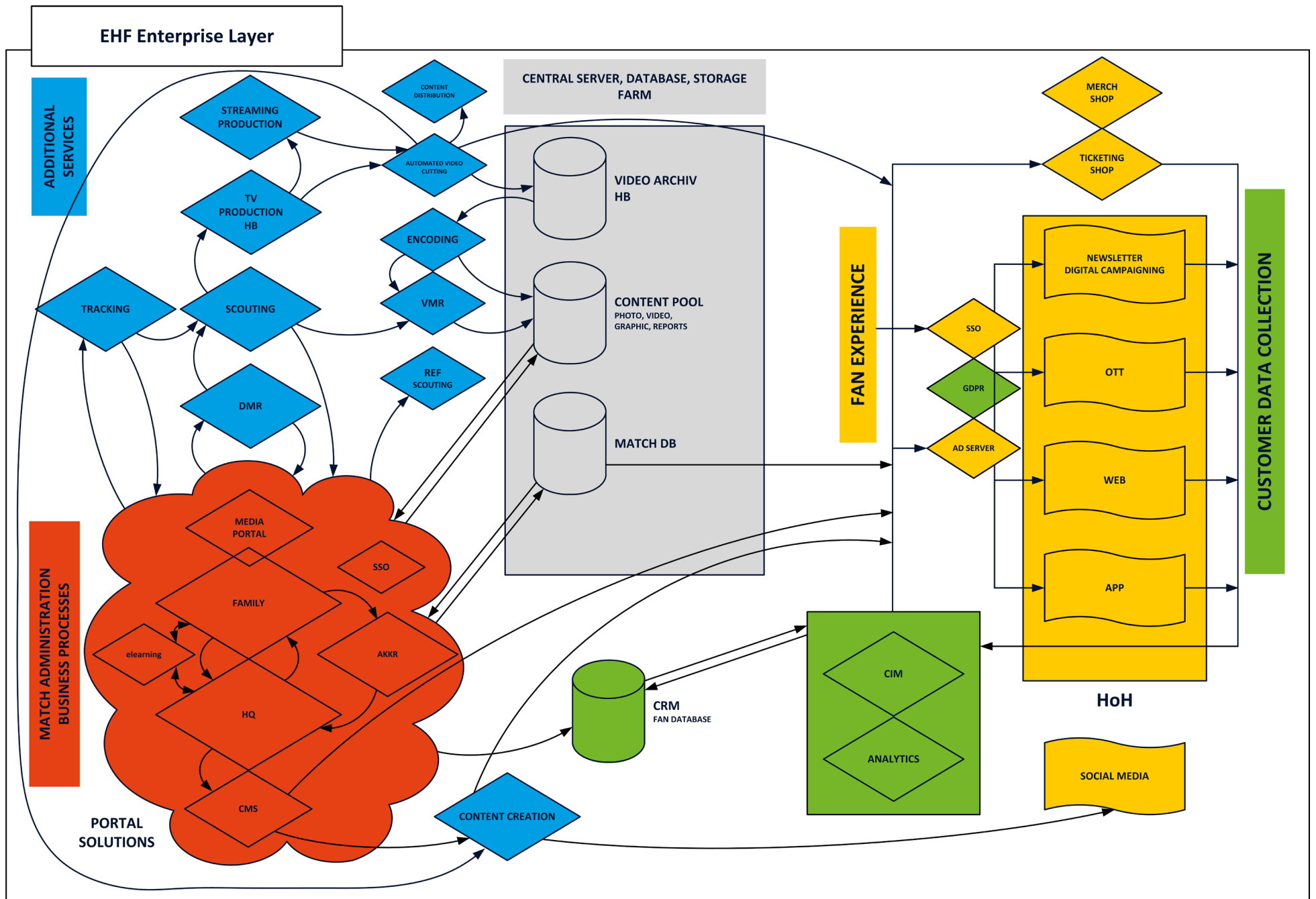
Documentation & eLearning

### MICHAEL HELL

Office Technician & Facility Management

# INFORMATION TECHNOLOGY DEPARTMENT STRUCTURE







**COMMISSIONS/BOARDS**

EHF Congress  
 EHF Conference of Presidents  
 EHF Secretary General Seminar  
 Conferences  
 Seminars  
 Workshops  
 Gala Events  
 Webinars

**STAKEHOLDERS**

EHF Office departments  
 EHF Marketing  
 EHF commissions and boards  
 Legal bodies  
 National federations  
 Clubs involved in EHF  
 competitions and player  
 transfers  
 Coaches and players  
 EHF officials – Referees and  
 Delegates covering indoor,  
 beach and wheelchair  
 Media and journalists  
 LOCs of EHF events  
 EHF and EHF IT partners  
 Fans

**PARTNERS**

EOS  
 Infront and  
 Subcontractors  
 Kraftwerk  
 House of Web  
 Iubenda  
 HSM  
 Swisstiming  
 Sportradar  
 Kinexon  
 XPS Sideline/  
 Handball.ai  
 Oracle  
 Primeone  
 Customer.IO  
 Segment  
 Firmix  
 ANEO  
 Cancom  
 TMT  
 FIVE9S  
 NEXXACON  
 Whistleb  
 Nowconsultians  
 Doppler Consulting  
 Nuntio  
 Klangfarbe  
 ETAS

**TOOLS**

EHF HQ portal  
 EHF family portal  
 Customized portal  
 applications and tools  
 Customized applications  
 and tools  
 WEB/APP tools  
 Business administration  
 tools  
 CRM tools  
 Scouting/tracking/  
 analyses  
 Video/OTT/streaming  
 Project management/  
 documentation/  
 e-Learning/collaboration

**PROJECTS**

EHF enterprise  
 layer  
 Home of Handball  
 Website  
 Home of Handball  
 App  
 OTT, video  
 analyses & video  
 distribution  
 Scouting/tracking  
 Accreditation  
 e-Learning  
 Historical database  
 Player management  
 Beach Handball  
 New office building  
 Competition  
 management tools  
 - extension

**MEETINGS (INTERNAL)**

Management Board Meeting  
 IT Business Unit Meeting  
 PMO Meeting  
 Head of Departments Meeting  
 Euro Coordination Meeting  
 PPM Meeting  
 Demand Manager Meeting  
 BU IT Workshop  
 Partner Meetings



15

# EHF MARKETING GMBH

## MANAGING DIRECTOR

DAVID SZLEZAK

## ASSISTANT MANAGING DIRECTOR

NINA KERNMAYER

### BUSINESS PROFILE

#### Who we are

The EHF Marketing GmbH is the marketing arm and subsidiary of the European Handball Federation. The company works closely with marketing and media partners as well as Europe's leading clubs to realise the full potential of handball on the international sports market. The EHF Marketing (EHFM) is responsible for the exploitation, organization and promotion of the European club handball competitions including the EHF Champions League and EHF European League.

#### EHF Marketing Structure

The EHF Marketing GmbH is based in Vienna, Austria. The office now has a staff of more than 25 sports professionals from numerous European nations.

Our team members specialise in office operations, clubs and administration, marketing and sales, partner management, implementation and venue management, event organisation, media, content, and strategic business.

### THE CLUB COMPETITIONS

#### EHF Champions League

The EHF Champions League was introduced in 1993 and is the most important club handball competition for men's and women's teams in Europe. It involves the leading teams from the top European nations. Since the 2009/10 season the semi-finals and final of the EHF Champions League are played over the course of one weekend.

With the season 2022/23 Machineseecker was introduced as a title sponsor for the Machineseecker EHF Champions League. The winner of the first TruckScout24 EHF FINAL4 2023 in the LANXESS arena/Cologne (GER) was SC Magdeburg (GER). After a sold-out event in the MVM Dome/Budapest (HUN), Vipers Kristiansand (NOR) won the EHF FINAL4 Women for the third time in a row in 2023.



### EHF European League

Introduced in 2020, the EHF European League replaced the EHF Cup as the second-tier competition of European club handball. The semi-finals and finals of the EHF European League are played over the course of one weekend. In 2023 Ikast Handbold (DEN) won the EHF Finals Women in the Raiffeisen Sportpark/Graz (AUT), followed by the success of Füchse Berlin (GER) two weeks later in the Campushalle/Flensburg (GER).

### EHF European Cup

Originally founded as the EHF City Cup in 1993, it was renamed as EHF Challenge Cup in 2000. Since the 2020/21 season, the official name of the competition is EHF European Cup. In 2023, Antalya Konyaalti BSK (TUR) won the EHF European Cup Women, followed by Serbian club HC Vojvodina in the men's competition.



## EHF MARKETING GMBH TEAM

**DAVID SZLEZAK**  
**JAKOB GRAUSENBURGER**

Strategy

**MARIE VLASÁKOVÁ**

PA to the MD

**NINA KERNMAYER** \*PT  
**JANNE GREMMEL** \*PT  
**PATRICK STANZL**  
**DARIO TRIGILIA**  
**NADINE BRANDFELLNER** \*ML

Office & Clubs

**MIGUEL MATEO**  
**LUCA FRIEDEL**  
**KATHARINA HACKER** \*PT  
**VIKTORIJA SLYNCHUK**  
**KAMIL KOTVAN**

Media

**ZOLTAN NAGY**  
**EMIL LUNDIN**

Sales

**GEORG RIECK**  
**TOMAS EITUTIS**  
**OLIVER LAABER**  
**ETIENNE BOUMAZA**

Implementation

**LISA WIEDERER** \*ML & PT AS OF 20.11.23  
**JANA LEUKEL**  
**LIV KATHRINE OLSEN**  
**LILI PREKOP**  
**LAURENZ PÖLZLEITNER**

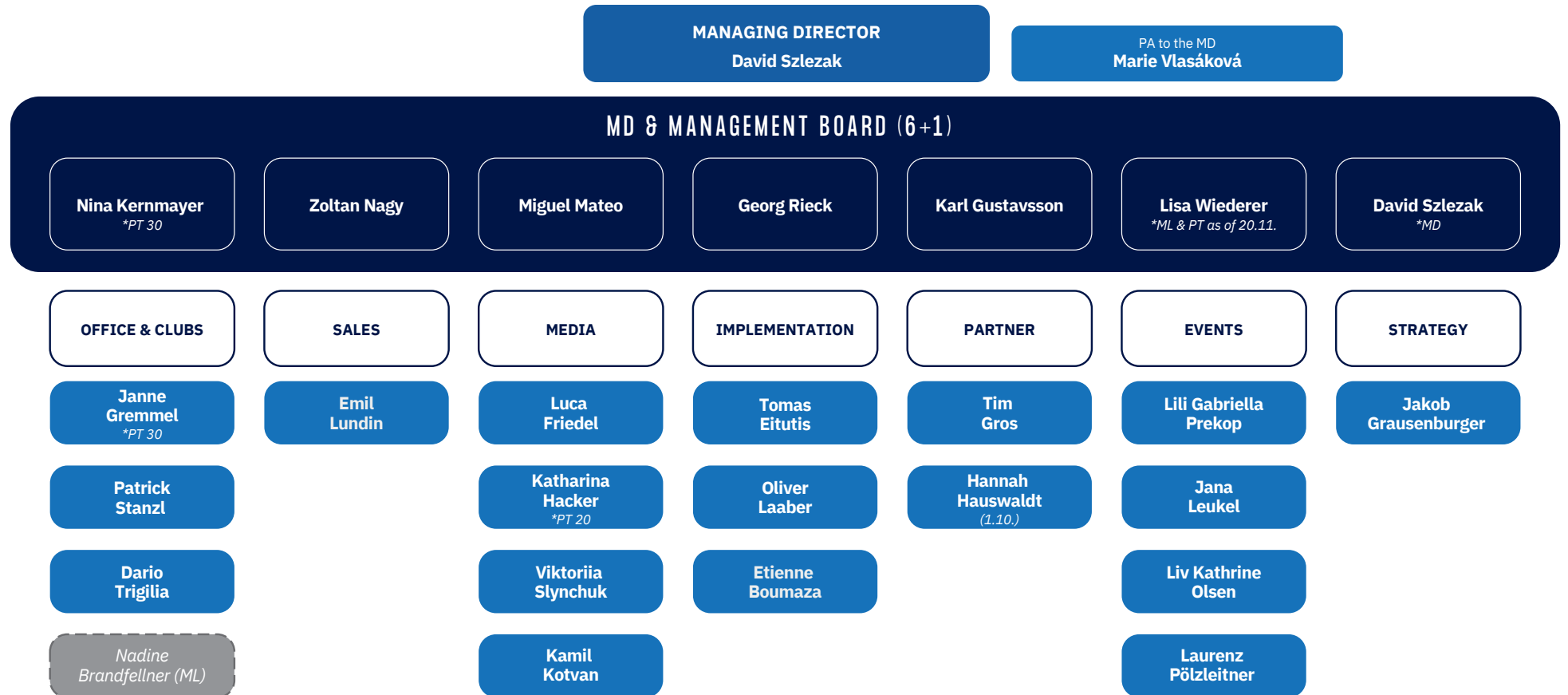
Events

**KARL GUSTAVSSON**  
**TIM GROS**  
**HANNAH HAUSWALDT** AS OF 1.10.23

Partner



# 15 EHF MARKETING GMBH OFFICE STRUCTURE



## OFFICE & CLUBS

Serves as the structural basis for the EHF's operational business including club administration, finances/accounting, office management, human resources as well as the sports political link to EHF in regards of operational EHF business.

- ◆ Club administration
- ◆ Finances/accounting
- ◆ Office management
- ◆ EHF boards & stakeholder relation
- ◆ Human resources

### Projects in 2023/24:

- Disbursements to clubs
- EHF Club Competitions Regulations
- IT demand management
- Recruiting & Onboarding
- Sustainability

## SALES

Serves as an important revenue stream to safeguard the targeted turnover of EHF including sponsorships, partnerships, corporate hospitality and VIP.

- ◆ Sales strategy
- ◆ Sales materials
- ◆ Partnerships
- ◆ Hospitality
  - VIP suites
  - VIP tickets
- ◆ Advertising consultation group

### Projects in 2023/24:

- Media agency relationship development
- Valuation of new and existing assets
- Sustainability in partnership
- Attract new partners and sponsors

## MEDIA

Serves as hub to create, develop, implement and continuously optimize the media, content, marketing and data strategies around the competitions managed by EHF. Includes the control and monitoring of the rights and duties set in the LFA signed with Infront.

- ◆ Media Operations
- ◆ Content
- ◆ Digital
- ◆ Data & Scouting
- ◆ Brand Management
- ◆ Graphic Design
- ◆ PR & communication
- ◆ Performance analysis

### Projects in 2023/24:

- General content plan EHF Club Competitions
- 360 degree seasonal campaign
- PR strategy during different stages of the season
- Performance analysis in TV, digital, data and on-site activities
- Implementation of partner agreements
- Host broadcasting for final events of the EHF Club Competitions
- Next Gen Broadcasting

## IMPLEMENTATION

Serving as the main logistical hub for the season management of the EHF Club Competitions taking care of layout, production, logistics and implementation of all branding materials, club communication and quality control (Marketing Supervisors). Safeguarding correct marketing set up and ensuring sponsor and partner exposure.

- ◆ Season management
- ◆ Club communication
- ◆ EABS
- ◆ Marketing Supervisors
- ◆ Final events

### Projects in 2023/24:

- Venue management and site inspections
- New partner integration EHF Champions League
- New playing system EHF European League Men
- Harmonizing official entry ceremony procedure
- Floor management and official protocol final events

## EVENTS

Serves as the main contact for the overall organization of the final events of the EHF Club Competitions, and other events related to these competitions. This includes the holistic planning of the events, including VIP guest management, marketing/promotion and communication with internal (EHF/M) and external (local organizers, partners, etc.) stakeholders.

- ◆ Ticketing
- ◆ VIP
- ◆ Communication
- ◆ Clubs
- ◆ Partner & sponsors
- ◆ Entertainment/fan tv/side events
- ◆ Event staff

### Projects in 2023/24:

- TruckScout24 EHF FINAL4
- EHF FINAL4 Women
- EHF Finals Men
- EHF Finals Women
- European Handball Talks
- EHF Excellence Awards
- Workshops & draw events

## PARTNER

Serves as main contact for all partners, sponsors and suppliers. This includes activations, implementation and development to create long-term partner relations and continuously optimise our partnerships.

- ◆ Partners and sponsors
- ◆ Suppliers
- ◆ Key accounting
- ◆ Partner relations

### Projects in 2023/24:

- Partner activations
- Implementation of partner agreements
- Partner events
- Create possibilities for our partners and sponsors
- Market research

# STRATEGY

Plays a role as a think tank within EHF by assessing the sports market and its trends to support the planning of upcoming projects.

- ◆ Strategic business until 2026 and beyond
- ◆ Institutional strategy
- ◆ Strategic development of the EHF Club Competitions
- ◆ Strategic development of the finals events
- ◆ Corporate communications strategy
- ◆ Digital strategy

## Projects in 2023/24:

- Enlargement of network
- Enhance go-to-market strategy
- Employer branding
- Club visits





**COMMISSIONS/BOARDS**

EHFM Advisory Board  
 Men's Club Board  
 Women's Club Board  
 EHFM Comptrollers Council  
 EHFM General Assembly

**STAKEHOLDERS**

EHF  
 Forum Club Handball  
 Clubs  
 Players  
 Fans

**PARTNERS**

Machineseeker  
 TruckScout24  
 Gorenje  
 MOL  
 Modular Systems  
 Hummel  
 SELECT  
 Gerflor  
 Infront  
 Die Werbegestalten

**TOOLS**

Nielsen  
 Athletia  
 Accredito  
 EHF Design Guide  
 Content Stadium  
 SmugMug  
 Socialie

**PROJECTS**

See projects on  
 previous pages

**MEETINGS (INTERNAL)**

EHF MB Meeting  
 EHFM MB Meeting  
 EHFM Topic Meeting  
 HUB Meeting  
 IT Demand Management Meeting

16

**EHF SERVICES &  
INFRASTRUCTURE GMBH**

## EHF SERVICES & INFRASTRUCTURE GMBH LED BY

**MARTIN HAUSLEITNER**

Managing Director

**BERNHARD BINDER**

Deputy Managing Director

Supervised by the EHF SI Advisory Board  
(identical with the Finance Delegation).  
Controlled by the EHF Comptrollers.

### ORGANISATION

In close coordination with legal experts and tax advisors, the European Handball Federation opted for organising its properties in form of a separate company which is fully owned by the institution EHF. Based on the agreement with the company building the new handball house, the handling procedure will be steered via the EHF Services & Infrastructure GmbH (EHF SI).

In a first step, SI serves to build the new EHF House of Handball in Neu-Marx. After moving to the new office space, planned for January 2025, the EHF Services & Infrastructure GmbH will run the new office building and thus accommodate the European Handball Federation and the EHF Marketing GmbH. For the future it is to be evaluated which additional business activities, including the follow-up process with the current building to be taken over by EHF Services & Infrastructure GmbH.









**EUROPEAN HANDBALL FEDERATION**

Hoffingergasse 18

1120 Vienna

Austria

+43 1 80 151 0

[office@eurohandball.com](mailto:office@eurohandball.com)

[eurohandball.com](http://eurohandball.com)