



2nd IHF FORUM
15th OCTOBER 2014



GRUNDFOS

Time Schedule



13.10.2014		Arrival IHF (Event support)
14.10.2014		Arrival participants/guests Dinner
15.10.2014	8:00 – 8:45 h	Breakfast (Poul Due Jensen Academy)
	9.00 – 9.15 h	Welcome: - Dr Hassan Moustafa, IHF President - Kim Klasttrup, Grundfos Director of Corporate Branding - Poul Due Jensen, Grundfos Group Senior Vice President
	9.15 – 9.30 h	Results of the 1st IHF Forum 2010 - Dr Hassan Moustafa Presentation
	9.30 – 9.45 h	IHF's main goals and tasks 2014 – 2017 - Dr Hassan Moustafa Presentation
	9.45 – 10.00 h	IHF questionnaire - results - D. Späte Presentation
	10.00 – 10.30 h	Coffee break
	10.30 – 12.30 h	Discussion in the working groups Working group 1: Game development Moderator: Manfred Prause, Ramon Gallego Working group 2 to be combined with working group 3: Brand, Product, People and Channels: The Future of IHF 1. The brand: Handball and the "IHF" 2. The product: "IHF Events & Programs" Moderator: Robert Müller von Vultejus
	12.30 – 14.00 h	Lunch
	14.00 – 16.00 h	Discussion in the working groups Working group 1: Game Development Moderator: Manfred Prause, Ramon Gallego Working group 2 to be combined with working group 3: Moderator: Stefan Albrechtsson 3. The people: "IHF Target Groups" (main topic: how can we reach younger age groups nowadays?) Working group 2 to be combined with working group 3: Moderator: Robert Müller von Vultejus 4. The channels: "IHF Media"



15.10.2014	16.00 – 16.15 h	Coffee break
	16.15 – 17.00 h	Presentation of the results - IHF New Market Project – China - working group 1 - working group 3 - working group 2 <div>Presentation</div>
	17.00 – 18.00 h	Discussion of the results of the working groups (part 1)
	18.00 – 18.15 h	Short break
	18.15 – 19.00 h	Discussion of the results of the working groups (part 2)
	19.00 – 19.30 h	Conclusion and outlook - Dr Hassan Moustafa
	20:00 h	Dinner
16.10.2014		Departure



INTRODUCTION

WORKING GROUP 1:

Game Development: Is it possible to further increase the attraction of handball?

General questions

- Should the existing structure be changed/modified?
- Are there any possibilities of improving the match management?
- Can any misguided developments within the game be identified, which might have negative influence on the image of handball?

Moderator: Manfred Prause (IHF PRC Chairman), Ramon Gallego (PRC member)

1. Improvements in the Game Management

1.1 Simplifying the tasks of referees by means of technical innovations

Current Problems

The observing tasks of the referees have become more and more difficult over the past years. In parts, many actions in the modern high-speed game are taking place at the same time and for referees it is hardly possible to observe the entire match covering all areas.

To simplify the tasks of the referees, technical innovations (video proof) can be used in the future to fast and effectively evaluate certain game situations again.

Proposals for discussion

- goal or no goal (special goal cameras)
- red card against wrong player
- actions under rule 8:6 the referees have not seen



1.2 Mixed Couples, single referees

Current Problems

In line with the development of the handball game in the last years (speed of the game, high density of actions, many important actions at the same time), also the challenges for the referees have significantly increased. Main task of the IHF is to further improve the quality of referee performances. Sometimes unequal individual performances within a referee couple can be observed. Also differences in the personal appearance and the behaviour in critical situations can occur.

Proposals for discussion

- Creating new couples from different nations (mixed couples)
- Nomination of single referees (with long-term changes in the general system of referee education)

2. Improvement of rule interpretation

2.1 Body contact, permanent holding, and destructive fouls

Current Problems

In the last years, among others, the following negative tendencies could be observed in the handball game:

- Permanent mutual holding between defender and pivot at the goal area line
- Uncontrollable game situations at the goal area line: difficulty for referees to identify guilty players
- Different rule interpretations in punishing rule violations at the goal area line
- Holding and clutching of an opponent in order to provoke an interruption of the game (e.g. already in the build-up phase of the game, when warning signal for passive play is shown)
- General problem: the Rules of the Game contain sufficient formulations and explanations to punish these violations; however, these violations are often considered as “part of the game”



Proposals for discussion

- What characteristics should one-on-one situations have in the future (intensity, roughness, technique, etc.)?
- Which violations of the rules damage the image of handball and should therefore be punished more severely?
- Which characteristics are crucial for technique-oriented one-on-one situations (footwork, frontal basic position, allowed arm techniques, etc.)
- Should referees increasingly reward technique-oriented defence behaviour in frontal basic position?
- Are there any alternatives for the constant holding of the opponent's jersey? Should holding the jersey be generally prohibited?
- Clutching the player in possession of the ball (while normal passing, not in one-on-one situation) in order to interrupt the attack: consistent progressive punishment?

2.2 Passive Play

Current Problems

When evaluating passive play, big differences in rule interpretation can still be observed between the referees. Particularly after having shown the warning signal for passive play, various rule interpretations occur until the referees finally decide on passive play.

Proposals for discussion

- Can objective criteria of passive play after having shown the warning signal be defined?
- Proposals: determination of a certain amount of passes (e.g. 6 – 8 passes) or a certain playing time (e.g. 8 – 10 seconds) until deciding on passive play
- Consistent punishment (2-minute suspension) of the defenders in case they try to provoke a decision of the referees through destructive fouls (clinching/holding in order to cause an interruption of the game)



2.3 Executing free-throws after the final signal (half-time or end of the match)

Current Problems

If a free-throw must be executed after the end of the regular playing time, only one thrower can directly execute the free-throw against 6 defenders and one goalkeeper in terms of a fast execution of the free-throw.

Practice has shown, however, that the chances of scoring are very low in this one-on-seven situation and often, the ball is only “thrown away”.

Proposals for discussion

- Proposal: one-on-one situation (shooter against defender)
- Aim: creating a new exciting element in the game; defence has to act tactically and avoid free-throws through fouls (please refer to 2.2.)

2.4 Red card last minute = 7m mandatory

Current Problems

In important, deciding matches it can be observed that shortly before the end of a match, teams try by all means to prevent that the opponent scores a goal (for example: narrow lead and last attack of the opponent).

In doing so, they intentionally risk a red card, even though the player will be banned for the next match. The opponent is at a disadvantage when they are in no promising position to attempt to score because of this infraction.

Proposals for discussion

Proposal: Additional 7m in case of a red card decision in the last minute.



2.5 Interruption of playing time due to injured players

Current Problems

The treatment of injured players on the playing court often leads to long interruptions of the playing time. To some extent, these situations are deliberately provoked due to tactical reasons. The following rule change should limit such forms of interruption of the playing time.

Proposals for discussion

In case players are injured, lie on the court and need help (interruption of the playing time), a substitution of such players is mandatory before the match resumes. If they are not substituted, they must be punished progressively.

3. General aspects

3.1 Clear identification of the head coach at IHF events

Current Problem

Spectators in the arena and TV viewers have difficulties to identify the head coach of a team as he/she is wearing the same uniform as the players/officials on the bench. Following the example of other sports (e.g. football), the head coach should be differently dressed from the other members of his team. Stated goal is to strengthen the image of the head coach in the framework of the overall event presentation.

Proposals for discussion

- Dress code head coach: smart casual (e.g. suit pants, shirt; tie optional, not obligatory)
- Assistant coach, doctor and physiotherapist (in sportswear) should wear different colours from the players of both teams



3.2 General responsibility of the head coach

Current Problems

At IHF events frequently problems with the behaviour of officials and players on the benches occur (e.g. permanent protests against referee decisions, etc.)

Such kind of behaviour can harm the image and the presentation of the sport at World Championships and Olympic Games.

Particularly at youth and junior events such negative conduct should be prevented in view of role model function and personal development of young players.

Proposals for discussion

- The head coach is responsible for the behaviour of his/her team on the bench.
- In case of violations, only the head coach will be progressively punished (cards A, B, C are no longer required)
- Progressive punishment will be amended as follows: warning – 1.; 2-minute suspension – 2.; 2-minute suspension – 3.; 2-minute suspension – red card

3.3 New advertising board in the substitution area

In addition to the proposals 3.1 and 3.2, a re-organisation of the substitution area is suggested.

Proposals for discussion

- In front of both benches an additional advertising board is placed.
- Only the responsible coach is allowed to stay in front of the advertising board (except the substitution area).

3.4 Extending the duration of the team-time-out

Objectives:

- Creating new possibilities for TV (e.g. showing attractive slow motion re-runs, highlights, short explanations of important game situations, commercials)
- More time for the coach to give instructions

Proposals for discussion

- Prolongation of the duration of the team-time-out to 1:30 min



3.5 Specific rule changes for Youth events

Current Problems

The analyses of international Youth events (U18 events, recently the 2014 YOG in Nanjing) reveal problems particularly in the development of the individual defence behaviour of players. Violations against the opponent which would have to be punished progressively can often be observed; generally the status of training in technique-oriented one-on-one situations often has not yet reached a satisfying level.

However, for the future development of the sport it is of utmost importance that the correct basics for an overall individual education of the players are already imparted in the training of younger age categories. Targeted rule changes could contribute to promote corresponding priorities in the training with young players.

Proposals for discussion

Some youth-specific rule changes:

- Limitation in player substitutions: substitution of players is only allowed in attack
- Game 5 against 5



WORKING GROUP 2:

The people: “IHF Target Groups“

(main topic: how can we reach younger age groups nowadays)

General questions

- How to reach younger age categories (“the next generation“) on global level?
- How to improve the quality of information?
- Are special campaigns required?

Moderator: Stefan Albrechtson

1. How can we reach younger age groups nowadays (“the next generation“) and introduce them to handball?

- What fascinates today’s youth about handball?
- Are there any reservations regarding the current sport (girls)?
- Does handball/the IHF need a younger image and how could it look like?
- Define value proposition of handball for the next generation

2. Concrete measures: how to approach today’s youth?

- Are new information and communication strategies required? (e.g. social networks)
- How should information for younger age groups look like? What is interesting for fans, youngsters etc.?
- Discuss opportunities to develop and promote handball for girls/women
- Significance of top stars in handball; new strategies

3. Examples and ideas for implementation

Within the scope of the discussion, concrete proposals for implementation should be elaborated (e.g. campaign for girls’ handball).



WORKING GROUP 3:

Brand, Product, People and Channels: The Future of IHF

Moderator: Robert Müller von Vultejus (UFA Sports)

1. The brand: Handball and the “IHF”

- Discuss the definition of brand identity for handball (sport) and the IHF (body) (benchmarking/best practice e.g. FIBA, FIFA, UEFA, DFB)
- Check the registration of IHF as official trademark
- Show relevant touch points for general brand implementation (e.g. events, media production, digital content and campaigns, PR)
- Perspectives for extended communication and brand guidelines (e.g. for events, media, sponsors, members)
- Cluster of IHF asset and product portfolio (e.g. events, CSR programs, other services)
- Insights for partnership development initiatives (individual programmes for (new) sponsors, e.g. nutrition partner for youth handball; benchmarking/best practice)

2. The product: "IHF Events & Programmes"

- Future opportunities and challenges for IHF events as “TV product”
- Development of uniform guidelines for media production and event presentation
- Highlight the potential of new ideas and modern communication technologies for event presentation (benchmarking/ best practice e.g. FIBA, FIFA, UEFA, DFB)
- Innovation programme with media and brand partners (requests/wishes; regular workshops; trends for content distribution and reporting; TV presentation)
- Other challenges: acquire hosting federations for IHF events

3. The people: “IHF Target Groups”

- Define value proposition of handball for the next generation (=> connected to “definition of brand identity”)
- Narrow the future core markets for handball/IHF for both spectators and participants
- Discuss opportunities to develop and promote handball for girls/ women



4. The channels: “IHF Media”

- Outline the power of content and its potential for IHF (benchmarking)
- State of the art concepts for social media communication and activation (benchmarking)
- Website: potential evolution of IHF’s digital home
- Potential strategy for IHF TV including content, technology and commercial potentials (benchmarking)



SHORT PRESENTATIONS

Working group 1

Moderator: Manfred Prause/Ramon Gallego

- Manfred Prause: Rule changes in the last 40 years
- Manfred Prause / Ramon Gallego: Game development

Working group 2 to be combined with working group 3

Moderator: Robert Müller von Vultejus

1. The brand: Handball and the “IHF”

- Introduction : Robert Müller von Vultejus, Robert Zitzmann (UFA Sports)
- Marc Rapparlie (Global MMK): What fascinates today's youth about sport? What is interesting for them?

2. The product: "IHF Events & Programs"

- Qatar 2015: Promotion concept Qatar 2015 “The Game of fast – campaign“
- Morten Stig Christensen (Danish Handball Federation): Event presentation Men's ECh 2014 in Denmark (general concept, strategies, international fan zone)

Working group 2 to be combined with working group 3

Moderator: Stefan Albrechtsson

3. The people: “IHF Target Groups”

Main topics: How can we reach younger age groups nowadays (“the next generation“)

- Mike Niles (adidas, Social Media Manager Heartbeat Sports): trends, social media strategies (younger target groups)
- Morten Stig Christensen (Danish Handball Federation): What does national federations have to do today to attract children/youngsters – concept Denmark (“Break the Curve“)
- Stefan Albrechtsson: “How do we approach today's youth? – experiences of the Partille Cup”.



Working group 2 to be combined with working group 3

Moderator: Robert Müller von Vultejus

4. The channels: “IHF Media”

- Katharina Heder: Handball 2.0 – concept, social media strategies

Additional presentation

- Dietrich Späte: IHF New Market Project

INTERNATIONAL HANDBALL FEDERATION FORUM • 15TH OCTOBER 2014



Poul Due Jensen Academy

