



EUROPEAN HANDBALL
FEDERATION

BUSINESS REPORT 2019



WELCOME FROM THE EHF PRESIDENT



Get more from this year's EHF Business Report online

The digital report features extended articles, videos, more stats and extra photos.



Available now at ehfoffice.at/businessreport2019

Project manager:

Jelena Bagaric

Design/implementation:

Jonathan Goodwin, Scott Randall (Warp Design)

Content:

Marsha Brown, Andrew Barringer, Joanne Harris;

Proofreader: Courtney Gahan

Photography:

EHF/M Archive

European Handball Federation

Media and Communications Department
media@eurohandball.com

Twitter: @EHF

Allow me to present a snapshot in time, for another year has passed and, once again, the European Handball Federation has taken significant steps in its endeavours towards continual growth.

2019 can be defined as the year when this organisation thoroughly immersed itself in preparation of the substantial changes that are ahead in 2020, which include reaching new markets and improving internal core systems and processes.

Our new media and marketing partnership with Infront and DAZN was announced in the summer of 2018; this agreement will come into effect on 1 July 2020, with the start of the 2020/21 club season. In order to bring a project of such magnitude – as it covers a 10-year period – together in a coherent and cohesive way,

cooperation at the highest level, with all persons involved, has been indispensable.

The European Handball Federation approaches 2020 with renewed vigour as it marks the start of a new era, not only because we leave behind the 'teens' as we enter the 20s, but because the organisation has evolved in the areas of competition products, development, and performance; handball in Europe, indoor and on the beach, has a wider reach than ever before!

Notwithstanding the amount of hours dedicated to our new endeavours, the European Handball Federation continued to deliver top events for youth, junior, and senior national teams, as well as four highly visible competitions for men's and women's club teams.

As we mark the end of this chapter, I look back with pride on what was and look forward with confidence to what is to be. 2019 was a remarkable year for the EHF, as you will see over the following pages, and I take this opportunity to extend my gratitude to all of the people who influenced and contributed to yet another successful year of European handball. See you in 2020, and even more, enjoy handball in the year to come!

A handwritten signature in black ink that reads 'Wiederer'.

Michael Wiederer
President, European Handball Federation



Ball of Fame

Welcome from the EHF President	3	EDUCATION	40-41
Handball in numbers	6-7	GOALCHA webinar	42
ACTION	8-9	European Handball Manager	42
10th VELUX EHF FINAL4	10-11	Club Manager Seminar	42
DELO WOMEN'S EHF FINAL4	12-13	Coaches' education	43
AKQUINET EHF Cup Finals	14-15	Week of Sport & more	43
New era of EHF EURO	16-17	CONFERENCES	44-45
Champions of the sand	18-19	PARTNERSHIPS	46-47
Future handball stars	20	Plan International	48
Handball for everyone	21	Gorenje	49
EHF MARKETING GMBH	22-27	SELECT	50
TECHNOLOGY	28-29	EHF EURO partners	51
Premiere of player tracking in Cologne	30	GOVERNANCE	52-61
VELUX EHF FINAL4 App	31	TEAM	62-69
ENGAGEMENT	32-33	ELEVATION	70-71
EHF EURO goes Tik Tok	34	'Home of Handball' website set for	
First ever EHF EURO trailer	34	July 2020 launch	72
Social media success	35	New logos give fresh look to EHF	72
DEVELOPMENT	36-37	New club ranking for 2020/21 season	73
Creating a better players' environment	38	2020	74-75
Respect Your Talent/Handball 4 Dual Careers	38	New look for Women's EHF EURO 2020	76
Scientific Conference	39	New era starts on July 1	77
		Look ahead to 2020	78
		Advert for Women's EHF EURO 2020	79

CONTENTS

HANDBALL IN NUMBERS



115
MILLION
handball
fans

19,250
spectators at
VELUX EHF
FINAL4

1 MILLION
social media
followers
on owned
channels

1,767
matches
played in
2019

10
MILLION
interactions
on social
media in
2019

ACTION



10th VELUX EHF FINAL4

“We have seen a tremendous development of the event over the last 10 years.”



The VELUX EHF FINAL4 2019 ended with an emotional triumph for HC Vardar, who beat Telekom Veszprém HC in the final.

Vardar's win capped off a celebratory weekend of handball, which marked the 10th anniversary of the VELUX EHF FINAL4 at LANXESS arena in Cologne.

The milestone was commemorated with the erection of a permanent handball monument, the 'Ball of Fame', which was unveiled on Friday, 31 May during the VELUX EHF FINAL4 Opening Party.

The Ball of Fame has been placed in front of LANXESS arena and honours all previous winners of the VELUX EHF FINAL4. The monument, designed by Austrian artist Franz Staber, displays a giant handball in the centre surrounded by glass columns representing the event's winners, with the recognisable LANXESS arena arch stretching over the whole structure.

EHF President Michael Wiederer said: "We have seen a tremendous development of the event over the last 10 years. We were treated to great handball and entertainment on the 10th anniversary, and the event was crowned by the unveiling of the Ball of Fame, which proves our outstanding collaboration with the

city of Cologne and LANXESS arena. Cologne is truly the world capital of club handball."

The season-ending event beat all media coverage records, as 42 TV partners broadcast the matches to more than 110 territories around the globe. Print and online media coverage also broke new ground, with potential reach of over one billion people worldwide over the two-day-long event through more than 3,000 published articles.

Meanwhile, the EHF Champions League digital channels continued to grow during the event. The content posted on Facebook, Twitter, Instagram and YouTube generated 30 million impressions.

Player tracking technology and the SELECT iBall further helped satisfy the increasing demands from fans for additional match data. Data acquired through player tracking was delivered in real time to TV partners, spectators in the arena and fans around the world through the official VELUX EHF FINAL4 App.

This match data was additionally given to sponsors to create content during the event on their social media and during half-time activations.

DELO WOMEN'S EHF FINAL4



Györi Audi ETO KC secured their third consecutive WOMEN'S EHF Champions League title with a 25:24 win against Rostov-Don in the final in the Papp Laszlo Budapest Sportarena last May.

It was the fifth win for Győr, making them the most successful club in the competition's history. The result marked a triumphant end to the biggest ever edition of the final weekend for the women's competition, which was the first supported by title sponsor the Delo Group.

Vipers Kristiansand secured third place in the Women's EHF Champions League 2018/19 with a victory over Metz Handball, on what was both teams' debut appearance at the DELO WOMEN'S EHF FINAL4.

The 2019 event received record interest from media, with 23 TV stations broadcasting to more than 60 territories and 17 cameras showing the matches from almost every angle.

EHF President Michael Wiederer praised the continual improvement of the season's final weekend and the way in which it promotes women's handball.

"The marketing specialists – and it's not the EHF specialists, it's the external partners – say that the marketing of both the club competitions, the top-level

events, but especially the national team events, the EUROs, are the best ones in European women's sport," Wiederer said.

"I think it's a positive sign overall and what we have to do is further develop that. There are two different tasks: one is to strengthen the top, and the other one is to create a sound base, not forgetting that in 2024 we will have a EURO with 24 teams."

Wiederer also said the partnership with the Delo Group was proving fruitful.

"It's a financial input, which is useful especially for the clubs because this will be a sponsorship for the next two years. 80 per cent of the income goes back to the clubs, so a main sponsor definitely has an impact on the finances for the clubs," he said.

The DELO WOMEN'S EHF FINAL4 2019 brought new innovations to the event, such as the locker room show broadcast before the semi-finals and moderated by WOMEN'S EHF Champions League ambassador Anja Althaus and Sport TV host Andrés Petur, with guests from the four participating teams.

The weekend launched with a spectacular opening show featuring American musician and songwriter Anastacia.

AKQUINET EHF Cup FINALS



Hosts THW Kiel crowned their superb EHF Cup campaign with a dominant win over Füchse Berlin in the final match of the AKQUINET EHF Cup Finals in front of their home fans in Sparkassen-Arena-Kiel in May.

Kiel's Niklas Landin was awarded best goalkeeper of the event, while his teammate Niclas Ekberg was named Most Valuable Player. FC Porto Sofarma goalkeeper Thomas Bauer won the fan award, voted for by users both online and at the event, while Magnus Bramming of TTH Holstebro was top scorer.

The final was the conclusion of the seventh edition of the EHF Cup Finals, with a capacity crowd of 10,000 fans cheering their teams on throughout the weekend.

The weekend was a stepping stone en route to the EHF Handball League (EHL), to be launched in 2020. EHF Marketing Managing Director David Szlezak said innovations implemented during the 2018/19 season proved that European club handball is ready for the EHL.

"Looking ahead to this competition, EHF Marketing has already invested in many things for the future this year. This season was a full success. We had by far the biggest TV reach, and many things in the background

were definitely already Champions League standard. All this shows the great development of the EHF Cup. And we will continue to test innovations to see if they reach the market," he said.

The AKQUINET EHF Cup Finals 2019 received considerable media interest. More than 2,200 articles about the event were published around the world, reaching more than 400 million people. Naturally, with two German teams fighting for the title, media interest was the highest in Germany. However, the historic third place for FC Porto Sofarma had a strong impact on the Portuguese media market, which had the second highest media coverage of the event.

In addition to the written media coverage, 15 TV partners broadcast the event to more than 23 territories. The action was also available worldwide through the EHF's OTT platform ehfTV.com. The final match between hosts THW Kiel and defending champions Füchse Berlin was in high demand on DAZN, the OTT platform showing the matches in Germany and Austria.

Furthermore, dedicated social media channels launched in February peaked with a 30 per cent follower increase on Facebook and 20 per cent on Instagram.

NEW ERA OF EHF EURO

QUALIFIERS IN NUMBERS

45
TEAMS

96
MATCHES

25
MILLION
TV
AUDIENCE



Spain win maiden EHF EURO Cup

A 31:30 win against Norway in Bodø, a town north of the Arctic circle, made Spain the very first winners of the Men's EHF EURO Cup in June.

The competition was introduced to be played alongside the Men's EHF EURO 2020 Qualifiers and featured the three hosts of the EHF EURO 2020, Sweden, Austria and Norway, as well as EHF EURO 2018 champions Spain. All four teams were already qualified for the EHF EURO 2020.

The fact that the two top teams in the competition faced each other in the last match of the tournament turned the game into a real final.

Ahead of the match, Norway and Spain both had eight points in their account, and with the reigning European champions having won the home leg against Norway 30:27, a draw would have secured the Cup for Spain. But after a close match, the EHF EURO 2018 winners managed to take both points, leaving no doubt about their ambitions for first place.

EHF Secretary General Martin Hausleitner said: "The EHF EURO Cup is an important milestone on the road to the EHF EURO 2020, in particular for the three hosts Sweden, Austria and Norway, as well as

for champions Spain, but also for the EHF. Not only will we see four top-class teams competing against each other and getting ready for the championship; this new competition will also offer a range of new promotion and marketing opportunities for handball."

The national coaches were also enthusiastic about the new concept.

"The EHF EURO Cup will help us prepare for the final tournament and I really like the concept. We will have the opportunity to play against world-class opponents in front of big crowds several times in our preparations for the EHF EURO 2020. It is a win-win situation for us, Norway, Austria and Spain," said Sweden head coach Kristjan Andresson before the tournament.

Austria head coach Patrekur Johannesson, who was succeeded by Alex Pajovic in spring 2019, agreed.

"The EHF EURO Cup offers us the best possible preparation for the European Championship. Playing against three of the best nations in the world is an enormous sporting challenge that will take us forward in a playful way. As we are directly qualified, it is an additional benefit that we have only top-class opponents in the preparation," Johannesson said.

EUROPEAN CHAMPION
MEN



EHF EURO 2020
9 to 26 January 2020
Sweden - Austria - Norway



All set for the Men's EHF EURO 2020

The Men's EHF EURO 2020 Qualifiers saw the first four rounds played in October 2018 and April 2019, before the conclusion of the stage in June.

A total of 32 teams competed in eight groups, vying for the 20 places available at the final tournament after hosts Sweden, Austria and Norway and 2018 champions Spain were directly qualified.

The draw took place in late June, determining the preliminary round groups for the 24 teams at the biggest European Championship to be played to date.

The first stage of the tournament will boast a number of true classics – in particular, in Trondheim. In group C, EHF EURO 2018 champions Spain face the 2016 winners, Germany, in a repeat of the 2016 final.

In group D, co-hosts Norway take on 2017 world champions France – and could exact revenge for the 2017 World Championship final, which they lost to France.

Group A sees three Balkan nations taking the court: Croatia, Montenegro and Serbia. The fourth nation is Belarus.

On their way to a potential second consecutive EHF EURO final, co-hosts Sweden meet Slovenia, Switzerland and Poland in group F. The third host nation, Austria, face the Czech Republic, North Macedonia and Ukraine in group B.

The first and second-ranked teams from each group will earn a place in the two main round groups, which will be played in Vienna and Malmö. The teams from groups A, B, and C will play their main round games in the Austrian capital; the top two teams from the remaining three groups will continue their campaigns in Malmö.

The final weekend of the Men's EHF EURO 2020 will be played over three days in Stockholm at Tele2 Arena, a football stadium with a capacity of 22,000. The final in the stadium is another of the EHF EURO firsts at this championship.

The draw event also saw the presentation of the tournament's song, "All for us", written by Swedish musician DJ Wahlstedt, will be played in all the arenas hosting matches in 2020.

"The meaning behind the lyrics is 'all for one and one for all', because you can't win by yourself. You are a team, a family," said Wahlstedt.

CHAMPIONS OF THE SAND



Spanish clubs reign supreme on the sand

Spanish teams took home both the men's and women's titles after four days of thrilling ebt Finals action in Baia Mare in June and Champions Cup in Catania in October.

Pinturas Andalucía BM Playa Sevilla were victorious in the men's competition and Club Balonmano Playa Algeciras secured the women's title, both after winning shoot-outs to decide the finals.

In October, Sevilla replicated their early-season form to win the Beach Handball Champions Cup, beating three-time champions SC Ekaterinodar in a close final. France's Team Tchatcheur by PAUC won bronze.

A Spanish side also won the women's Champions Cup, as Taberna El Panduro A M Team Almeria beat Italian

side Blue Team in a final pushed to a shoot-out. Sport Club Senec's bronze was Slovakia's first medal at the Champions Cup.

At the first Beach Handball European University Championships in July, the University of Zagreb and University of Barcelona claimed the titles at Zagreb's Lake Jarun.

Barcelona won the women's trophy after beating the University of Novi Sad in the final, with the University of Zagreb celebrating bronze. Zagreb beat the University of Belgrade to claim the men's gold, while Barcelona won the men's bronze medal.



Denmark capture Beach EURO double

Denmark's men's and women's beach handball teams were crowned beach handball champions of Europe in July 2019, after they defeated Norway and Hungary, respectively, in finals watched by 2,000 spectators in Stare Jablonki.

It was a double 'first' for Denmark, who had never won a gold medal in either gender in the 10 previous editions of the Beach Handball EURO.

The men's team won both sets against Norway, while the Danish women claimed gold after a goal in the last second secured the second set against Hungary.

The bronze medals went to Hungary in the men's event and the Netherlands in the women's competition.

Germany was named as the men's 'Fair Play Team', while North Macedonia took the women's award.

For the first time at a Beach Handball EURO, all matches were streamed live on the European Handball Federation's own OTT platform, ehftv.com.

Earlier in the summer, Hungary missed out on winning both men's and women's titles at the YAC 17 Beach Handball EURO, also held in Stare Jablonki. Hungary were the only federation with a team in both finals, but they had to settle for silver twice.

In the women's YAC 17 final, Spain produced a stellar team performance to hold Hungary at bay by exactly one point in both sets. Earlier in the day, Germany had claimed bronze with a 2:0 win against the Netherlands.

Everything was on the edge until the very last minute in the men's final. Hungary won the first set with relative ease, but Croatia bounced back to claim the second set and held their nerves better in the shoot-out. Spain won bronze, beating the Netherlands in both sets.

After the tournament, the award for the 'Fair Play Team' was given to Ukraine in the women's and Switzerland in the men's event.

FUTURE HANDBALL STARS

The summer of Younger Age Category competitions saw Hungary as a force to be reckoned with, as they won both the Women's 19 and Women's 17 EHF EUROs.

The under 19 team beat the Netherlands with a dominant performance on the home court, while the under 17 squad delivered a 28:24 victory against Sweden.

Norway took the W19 EURO bronze medal after defeating Russia, while France beat Denmark for third in the W17 EURO competition.

At the two Women's 19 EHF Championships, Switzerland and Serbia had their turn to triumph. It was the first time the second-tier tournament was played at the under 19 level.

Switzerland also won the Women's 17 EHF Championship in Georgia, while the Czech Republic were the victors after a nail-biting final against Iceland in Italy. The results earned both countries places at the Women's 17 EHF EURO 2021, the Women's 19 EHF EURO 2021, and the 2020 Women's Youth (U18) World Championship.

At the Men's 17 European Open in Gothenburg, the Faroe Islands beat Sweden in the final.

YAC EVENTS AT A GLANCE

315 MATCHES

5,000 spectators at final of W19 EHF EURO

HUNGARY MOST SUCCESSFUL NATION

HANDBALL FOR EVERYONE



Host nation Croatia edged Portugal in a tense final to win gold on their home court in the final of the fourth European Wheelchair Handball Nations' Tournament in Zagreb in December.

In a repeat of the 2018 final, Croatia gained revenge for their defeat to the Portuguese last year and their tight 9:8 victory upgraded that silver medal to a gold one this time around.

The first half saw Portugal lead 4:3 but the hosts raised their game in the second to fight back and take the title much to the delight of the home crowd.

Both finalists reached the gold medal match having won all three of their previous matches. Croatia had won both their group A games, seeing off Hungary and Romania, while Portugal had beaten the Netherlands and Slovenia in group B.

Croatia had booked their place in the final thanks to a close semi-final win over the Netherlands (11:7) while the Portuguese made light work of Hungary in their semi, winning 13:2.

Croatia had the goal-scoring skills of Ante Stimac to thank on their way to lifting the trophy for the first time as he finished the tournament with not just gold but the title of top scorer, hitting 25 goals. Portugal's Ricardo Quieros was in second place with 20.

The bronze medal match was also a repeat of the 2018 fight for third place as the Netherlands met Hungary. The Dutch took bronze last year but they could not follow it up as the Hungarians reversed the score line, taking third place with a 6:3 win.

In the placement match to decide fifth place, Romania staged a remarkable second-half fightback to beat Slovenia. The Slovenians led 18:15 at half-time but 10 unanswered goals in the second period saw Romania win 25:18.



EHF MARKETING GmbH

Highlights in 2019

EHF Marketing GmbH, the marketing arm and subsidiary of the European Handball Federation, finished the 2018/19 club handball season with record-breaking numbers for sponsorship and media income, resulting in the best business year since the company's foundation in 2005.

With the acquisition of new premium sponsors such as Nord Stream 2 for the VELUX EHF Champions League and the Delo Group as title sponsor for the DELO WOMEN'S EHF FINAL4 2019 – as well as for the DELO WOMEN'S EHF Champions League from the 2019/20 season onwards – sponsorship income in 2018/19 peaked at more than €6 million combined for both competitions. At the same time, revenues from media sales reached an all-time high of almost 12.5 million euro across the EHF Champions League (men and women) as well as the MEN'S EHF Cup.

Sponsors



Delo Group

The Delo Group began its partnership with EHF Marketing as the title sponsor of the DELO WOMEN'S EHF FINAL4 2019. After the successful kick-off in Budapest, which succeeded in immediate high brand awareness, the Delo Group is now the title sponsor of the DELO WOMEN'S EHF Champions League for 2019/20 and 2020/21, including both season-ending highlight events.

It is the first time the WOMEN'S EHF Champions League has attracted a title sponsor, and it is a critical and exciting step towards EHF Marketing's achievement of even higher standards of implementation, marketing and reach of the already premium competition. The Delo Group has been strongly engaged in handball, mainly in Russia, for some time. The new title rights sponsorship allows the company to further extend its activities on the European market, as the Group receives extensive TV exposure and promotional rights to activate the handball community with ticket raffles on social media as well as the Delo superfan activation for every MOTW, which rewards the home club's most engaged and cordial fan with a special gift box.



VELUX

The title sponsor of the VELUX EHF Champions League is now in the 10th year of a very successful cooperation. The 2018/19 season saw unprecedented global reach on television and in other activations, resulting in record TV-based media and sponsorship value for the Danish brand.

During this partnership, the VELUX initiative 'Let's Play' was created to donate official VELUX EHF Champions League handballs to teams in the 8-14 age groups. Giving young players a small flavour of what it is like to be part of the most prestigious club handball competition and supporting the joy of playing handball around the world were the proud goals of the campaign. In total, more than 15,000 handballs were given to over 1,200 teams in 48 different countries.



Nord Stream 2

The partnership between Nord Stream 2 and EHF Marketing, which kicked off with the start of the 2018/19 season, has a strong focus on corporate social responsibility.

By donating tickets for EHF Champions League matches to youth teams and volunteers for the participating squads during the season, Nord Stream 2 supports the important grassroots work of European handball clubs.

In addition, the VELUX EHF Champions League premium partner teamed up with EHF Marketing, with the support of the Arosa Tourist Office and the Swiss Handball Association, to run the EHF Mounthands outdoor tournament for under 17 youth teams in the beautiful surroundings of the Swiss Alps. The successful event supported upcoming handball players from PGE VIVE Kielce, Orlen Wisla Plock, Pfadi Winterthur and HC Kriens-Luzern/SG Pilatus by giving them the opportunity to experience international and high-level matches as the protagonists on court.

Children's Book

For the 10th edition of the VELUX EHF FINAL4, EHF Marketing released a new children's storybook, in cooperation with children's publisher Härter. 'Handball detectives: alarm at the arena' ("Die Handball-Detektive: Alarm in der Arena") was written by Julie Larsson.

The story sees Henry, a piano student and proud ferret owner, lead readers through an exciting adventure as he tries to catch a thief who stole his backpack. The investigation takes Henry and friends to LANXESS arena during the pinnacle event of the men's club handball season.



Faces of #ehfcl

The VELUX EHF Champions League and the DELO WOMEN'S EHF Champions League are brought closer to fans on every MOTW (Match of the Week) day by the three Faces of #ehfcl, who provide a unique blend of behind-the-scenes content and interviews with the people that matter the most: the players, staff and fans.

With a special focus on Instagram stories to appeal to a younger audience, the overall reach has doubled in one year. By including fan-centric activations like the #MOTWexperience and the #DELOsuperfan, the success of the MOTW continues to grow not only on social media, but also in the arenas themselves.



Locker Room Show

After the successful introduction of the Locker Room Show at the VELUX EHF FINAL4 2018 in Cologne, the format premiered at the DELO WOMEN'S EHF FINAL4 2019, streamed live from Papp Laszlo Arena in Budapest. Representatives of the four semi-finalists - Vipers Kristiansand goalkeeper Katrine Lunde, Györi Audi ETO KC left wing Jana Knedlikova, Metz Handball left back Xenia Smits and Rostov-Don centre back Ana Paula Rodrigues - took part in the 40-minute show hosted by Face of the #ehfcl Anja Althaus and TV host András Petur.

The Locker Room Show also returned to the VELUX EHF FINAL4, with HC Vardar left back Christian Dissinger, Telekom Veszprém HC centre back Kentin Mahe, Barça Lassa goalkeeper Gonzalo Perez de Vargas and PGE Vive Kielce line player Julen Aguinagalde as the special guests. It was successfully hosted by Face of the #ehfcl Hannah Jackson together with ehf TV commentator Tom O'Brannagain.





VELUX EHF CHAMPIONS LEAGUE **FINAL4**
1 / 2 June 2019 LANXESS arena Cologne

VELUX EHF FINAL4 2019



Key facts



19,750 spectators (sold out) at every match



42 TV partners broadcast to more than 110 territories



More than 1,300 broadcast items



71% international (non-German) guests



Performance of American band The Score

European Handball Talks

After two successful editions, the European Handball Federation and EHF Marketing once again hosted the European Handball Talks in Cologne's Palais Flora. Taking place one day before the VELUX EHF FINAL4, the European Handball Talks 2019 focused on the importance of brand management and community building in the digital age. In addition, the Talks looked at the impact of professionalisation of handball at all levels, both on and off the court.



dele EHF CHAMPIONS LEAGUE **FINAL4**
11 / 12 May 2019 Papp László Budapest Sportaréna

DELO WOMEN'S EHF FINAL4 2019



Key facts



12,000 spectators (sold out) at every match



27 TV partners broadcast to more than 60 territories



Dele Group with highest unprompted brand awareness of 87%



Premier of the Locker Room Show



Performance of American singer and songwriter Anastacia

AKQUINET EHF Cup Finals 2019



Key facts



10,285 spectators (sold out) at every match



Event was broadcast in 20 territories



Total audience in Germany of 9 million



50 volunteers on site

Covered Distance  6 km

Max. Speed  28 km/h

MAX. THROW SPEED

115
km/h

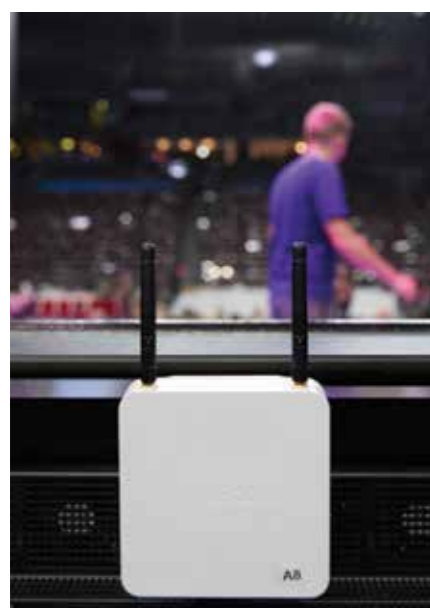
Number of Passes  83

Distance to Goal  8,9 m

TECHNOLOGY



Premiere of player tracking in Cologne



EHF Marketing again joined forces with German tracking and analytics company KINEXON to take the next step in handball data collection.

In 2019, for the first time, the showcase event of men's club handball, the VELUX EHF FINAL4, offered player tracking technology, which improved the overall collection of match data and provided more insights into the game.

Meanwhile the 'intelligent' SELECT iBall made a return to Cologne after the successful launch in 2018. Both player tracking and the SELECT iBall were presented by Nord Stream 2.

Select data were shown on the cube in LANXESS arena, on social media and on TV, with the majority available exclusively in the official VELUX EHF FINAL4 App. A selection of the top five fastest shots, highest jumps, fastest sprints and running distances offered fans a second-screen experience during the weekend-long event.

An extensive report of collected match data was provided to the participating clubs, affording the

opportunity to have all information about their team and players' performances.

Over the weekend, all players were fitted with a tracking chip, which was integrated into their playing shirts. The sensor was placed between the shoulders of the athlete. Weighing only 14 grams, it is barely noticeable for the players and does not influence their on-court performance.

KINEXON anchors were placed around the court, capturing the data from the sensors in the players' shirts and the ball. Based on the wireless sensor network, the data were then sent in real time to the central database, which also offered real-time access.

EHF Marketing Managing Director David Szelezak said: "The introduction of player tracking technology is the next step on our digital journey as we seek to enhance the game for audiences both at home and in the arena.

However, we remain consistent in our belief that handball – the sport itself – remains at the core of our offering. In addition, data is what fans are asking for and we see this as a key investment in the future of the game."

VELUX EHF FINAL4 App

The VELUX EHF FINAL4 app was revamped and refreshed for the 2019 edition, and proved a hit with fans. The app was downloaded more than 25,000 times, and gave users the chance to win exciting prizes and enjoy more in-depth insights into the matches.

Switzerland-based company Fanpictor, the developers of the VELUX EHF FINAL4 2018 app, were again behind the development, giving the app a fresh look for the 2019 edition.

The app, which was available on iOS and Android, had many fan-engagement features, offering all users the opportunity for prizes and to be part of the event, even if they were watching from home.

Data acquired through player tracking was delivered in real time. The app offered anyone interested in full statistics with facts and figures, accessible with just a few clicks. The special data and interesting insights gave the fans a memorable second-screen experience during the milestone 10th anniversary VELUX EHF FINAL4.

For the first time, the app also provided fans the possibility to vote for the season's All-star Team. The fan vote was exclusive to the app and gave users the choice of five players in each position, with voting taking place throughout May. HC Vardar fans were particularly active, choosing four players and their team's coach to feature in the final All-star Team.

Meanwhile, in the build-up to the event as well as during the 10th anniversary edition of the VELUX EHF FINAL4, fans had the chance to win special prizes through the 'Contest' tab – all they had to do was keep an eye on the app and wait for the special push notifications.

The app also included video highlights, social media feeds and the latest news.

**25,110
DOWNLOADS**

**12,663
ALL-STAR
TEAM
VOTES**

ENGAGEMENT



EHF EURO goes TikTok

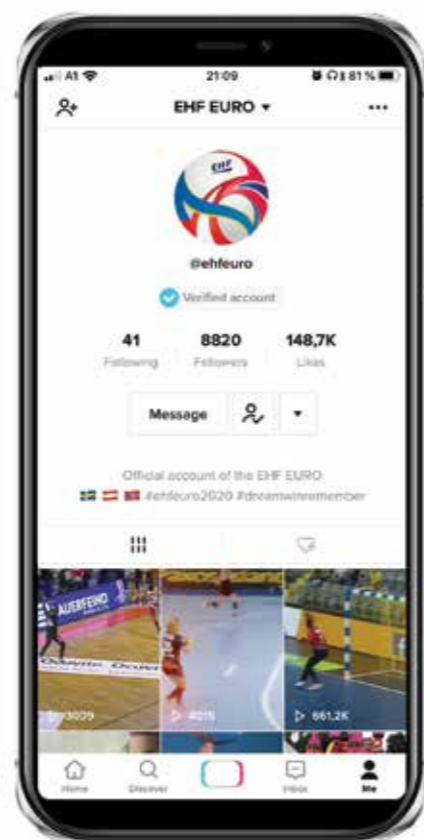
Reaching a younger audience has become one of the most important tasks for clubs and federations in the sports business. This is why the EHF EURO social media family has expanded by incorporating TikTok, currently the fastest growing social media network, with 500 million active users.

The EHF EURO TikTok account, @ehfeuro, was launched ahead of the Women's EHF EURO 2018 in France. After the successful test, which saw 4,000 people following the verified account, TikTok was added to the EHF EURO digital strategy ahead of the decisive last two rounds of Men's EHF EURO 2020 qualifiers starting on 12 June.

The EHF EURO is the first major European sports competition to be present on TikTok, and now has more than 9,000 fans and over 150,000 'hearts' or likes on its videos.

By adding TikTok to the EHF EURO digital assets, the aim is to further engage with the members of generations Y and Z, and provide them with tailor-made, fun and creative videos that will bring them closer to the sport. TikTok was the most downloaded app in 2018 and is available for iOS and Android in 150 markets and 75 languages. The platform allows for portrait-mode videos with a maximum length of 15 seconds.

The EHF EURO TikTok account complements the competition's other social media accounts, including Facebook, Twitter, Instagram and YouTube.



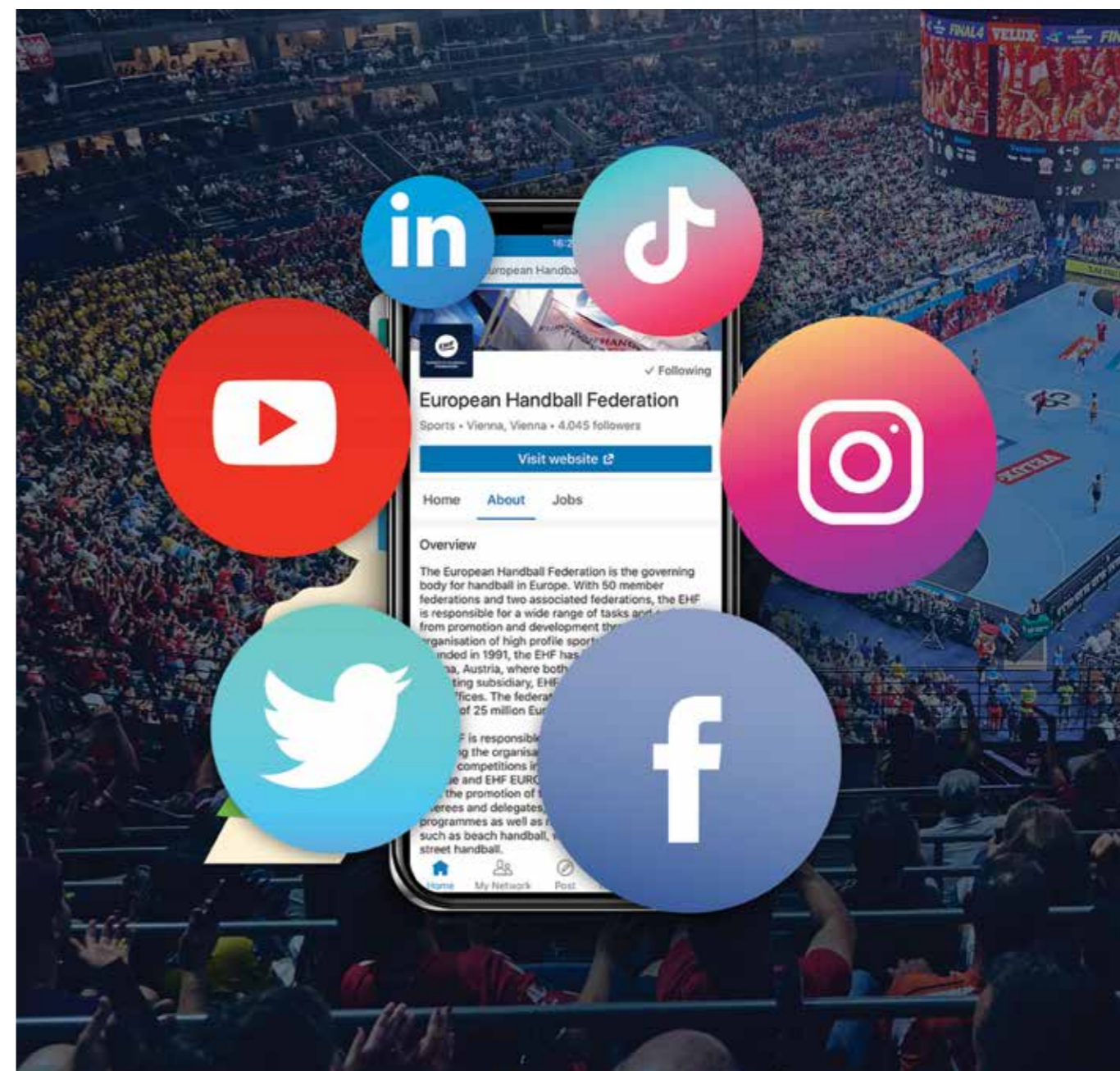
First ever EHF EURO trailer

The Men's EHF EURO 2020 final tournament draw took place at Erste Campus in Vienna in June, determining the preliminary round groups for the 24 teams at the biggest European Championship to be played to date.

In addition, the draw event saw the first presentation of the official promotion trailer for the Men's EHF EURO 2020.

Developed by the EHF together with Infront, the federation's media and marketing partner, the trailer marks the start of the road to the EHF EURO and is produced for several key markets in addition to the existing international version.

The trailer introduces the tournament's tagline "Dream. Win. Remember" and shows a handball fan getting involved with the competition through social media and live streaming in his own home. It can be watched on the official EHF EURO YouTube channel.



Social media success

The past year has been a remarkable one for the EHF on social media. During 2019, the 18 EHF-owned channels passed the symbolic mark of a combined one million followers.

A new engagement record was also set in 2019, with around 10 million interactions from fans – a particularly remarkable achievement in a non-EHF EURO year.

The record was driven by the main club competitions event, the VELUX EHF FINAL4, which reached 38 million people across EHF-owned and non-owned social media channels.

In his first year on the beach handball scene, 'Dr Beach Handball' (pictured right) reached out to a large audience to explain some of the most iconic

elements of the sport. The five Dr Beach Handball episodes had over 450,000 impressions.

With the re-launch of the EHF EURO TikTok channel, the EHF opened a door to a younger audience. Adding the up-and-coming social media network to the EHF portfolio resulted in 1.3 million views in only a few months.

The most successful piece of content published on the EHF EURO TikTok channel generated more than 300,000 views.



RESPECT
YOUR
TALENT
EHF



DEVELOPMENT

Creating a better players' environment

The European Handball Federation's mission to create a better players' environment has had an important role in the past two years. The EHF has launched several projects aimed at creating a healthy eco-system for players, allowing them to grow and develop from the grassroots level to elite handball by equipping them with key skills during adolescence and ensuring more post-career opportunities.

Respect Your Talent

In 2019, on the initiative of its Women's Handball Board, the European Handball Federation launched the new scheme, 'Respect Your Talent'.

The project aims to encourage the personal development of talented handball players identified at Younger Age Category events, starting with the Women's 19 and 17 EHF EUROs, as well as the EHF Championships, held in the summer of 2019.

Supported by selected ambassadors, including Stine Oftedal (Norway), Ana Gros (Slovenia), Anja Althaus (Germany), Johanna Ahlm (Sweden) and Nerea Pena (Spain), 'Respect Your Talent' has the objective to promote passion for handball and identify young talented players, track their careers and support them in their development on and off court.

More than 200 players were part of the project at the Younger Age Category tournaments during the summer of 2019, including the best players in each match and the chosen All-star Teams. The first official 'RYT Activity Day' took place in Győr at the Women's 19 EHF EURO and was followed by similar workshops at the other tournaments.

"Workshops like these are very important because a lot of us young players get to know that we have a life after our handball career, because not everyone earns enough to live solely from handball. That's why Nerea Pena stressed that we need to focus on our studies as well," said Norwegian player Mina Pauline Gregersen at the workshop in Celje, Slovenia.

In late 2019, the EHF organised a special training camp for the All-star Team players selected at the 2019



tournaments. The EHF will also develop and publish a 'Respect Your Talent' toolkit, focusing on areas such as use of social media, dual careers, anti-doping and fair play.

The project will include young male players, starting in 2020 with the Men's 18 and 20 EHF EUROs as well as the EHF Championships played that summer.

Handball 4 Dual Careers

Dual careers in handball have been a major topic for three European clubs taking part in the Handball 4 Dual Careers (H4DC) project, co-funded by the European Union's Erasmus + Programme.

The European Handball Federation, the Amsterdam University of Applied Sciences (AUAS) and the Federation of the European Sporting Goods Industry joined forces to promote and support this important subject.

The project started in January 2017 and spanned 30 months in three phases, aiming to design support services and supervise and evaluate 120 athletes.

At a final conference in June 2019, the results and findings were presented, along with a transferability plan, which will be used in the future as a dual career guideline.

Spanish club BM. Granollers were the leaders of the project, with Josep Blanchart Fernandez as project coordinator and the person responsible for the development of the support system and pilot projects at the club.

Blanchart said the club had achieved awareness and recognition among their stakeholders through the organisation of activities and workshops. It was the first time the club dealt with dual careers in a structured way, but through H4DC, Granollers are now able to offer opportunities on more than an individual basis.

The club offers internships with sponsors and has reached agreements with universities, which grant scholarships and special conditions for players to study and play handball at the same time.

FENIX Toulouse Handball followed the method proposed by the Amsterdam University of Applied Sciences and divided players into three suggested groups: gold, silver and bronze. However, they quickly realised the focus should be on the silver and gold groups.

The French club introduced a sports psychologist and a tutor to establish socio-professional monitoring for the silver group, and used the club's connections to provide players with internships or jobs.

Toulouse focused most on the gold group of professional players, introducing individual meetings

and a career counsellor. They also organised 'Business2Player' meetings and workshops on various topics, such as writing a CV, cover letters, networking and social media.

Swedish club IK Sävehof set up a comprehensive organisational model, which includes a steering group, managers for the men and women, tutors, a career counsellor, partners and ambassadors.

Through its longstanding cooperation with Partille Gymnasium, the club is able to offer players resources and contacts at different universities. Sävehof also make use of their sponsor and partner network, and players have taken part in a club exchange with Granollers and Toulouse.

In addition, Sävehof players have had the chance to talk to project ambassadors Jonas Larholm, Johan Jakobsson and Johanna Ahlm, who currently play for Sävehof.

The club said the best age to start the project was at 17 rather than any earlier.



Grassroots the key message at fifth EHF Scientific Conference



More than 100 experts from around the world, representing various aspects of handball, gathered at the fifth EHF Scientific Conference in Cologne in November.

The two-day conference had a particular focus on grassroots handball, underlining that interest in sport should be initiated at a younger age and practised regularly at non-professional level for health, educational or social purposes.

The event also covered topics relating to coaching and medical treatment, injury prevention, rehabilitation and nutrition. In addition, subjects concerning beach handball, wheelchair handball and the influence of e-sports within handball were discussed.

The conference's tagline, Handball for Life, was a nod to the EHF's commitment to developing the grassroots aspect of the game going forward, in 2020 and beyond.

Helmut Höritsch, EHF Competence Academy & Network Coordinator, said: "We want to open doors to let scientific people in to help our sport with their research and scientific findings. The networks we

have created over the last eight years now mean we have a strong medical group, including physiologists and psychologists.

"We believe these experts can contribute and it's important – not only because they like doing so – but also because they want to help the sport of handball.

"Handball for Life comprises everything, including grassroots, which we believe will be a very important topic in years to come. Other sports are starting this outlook and in handball we have the people who are ready to start this concept and bring it to all people, young and old.

"It should be an environment for players, children and those in clubs that must be taken care of. Science can provide the tools and we will follow up with education to facilitate this development."

Looking ahead to 2020, Chairman of the EHF Methods Commission, Jerzy Elias, added: "We will focus on continuing to develop our education programme with federations, as well as our commitment to grassroots handball. Wheelchair handball and special handball are other areas we are looking to grow."

EDUCATION

Jean Brihault | EHF Honorary Pr



GOALCHA webinar

In October, member federations were invited to participate in a free webinar showcasing one of the European Handball Federation's grassroots initiatives.

The webinar outlined the philosophy, methods and principles of GOALCHA, which has been developed with the objective of bringing handball back to schools and into the daily life of children and teenagers. All that is needed is a special ball, designed to be usable by anyone, irrespective of their age, sex or motoric capability.

The webinar was targeted at those who work as teachers, coaches or in roles that focus on educational and community work within the sport.

EHF Head of Education & Development Helmut Hörtsch said GOALCHA was designed to appeal to anyone, solo or in a team, with no competitive aspect.

"For sure, GOALCHA is just worth trying out and having fun," said Hörtsch.



European Handball Manager



The EHF and the German Sport University Cologne have extended their cooperation for the education of European handball managers until at least 2021. The agreement was officially signed during the World Championship in Denmark and Germany in January 2019.

EHF President Michael Wiederer said: "Together with the German Sport University Cologne, we don't just want to continue the very successful European Handball Manager Programme, but also develop additional educational and training programmes."

The certificate programme began four years ago, and since then 73 participants have been accepted. A third of the participants in the 'European Handball Manager' programme have been women, and 89 per cent of all participants have successfully completed their studies to date.

The participants have been mainly from Europe, but the most recent intake included participants from Australia and the USA.

The certificate programme includes e-learning courses and specific teaching material for self-study to help prepare managers in European handball organisations for future challenges.

Club Manager Seminar



The eighth edition of the EHF Club Manager Seminar took place for on the fringe of the VELUX EHF FINAL4 2019 in Cologne.

This time 20 handball managers (for both clubs and federations) from 14 different countries participated in the three-day course, focused on marketing best practice for the future.

For the third straight year, former Spanish international Carlos Prieto (pictured left), a three-time EHF Champions League winner with Barcelona and Ciudad Real, was a lecturer and key note speaker at the seminar.

Over the years, a total of 160 managers have completed the course, which includes a blended e-learning portal with topics such as arena setup and event and media management.

Week of Sport & more

For the fifth consecutive year, the EHF was a key partner of the European Week of Sport, which calls on everyone, regardless of age or background, to get physical.

Since the Week of Sport's launch five years ago, over 40 million people have taken part across 38 countries and the EHF has been a key partner throughout.

Well-known handball names, including Croatian former Olympic and world champion Petar Metlicic and former Dutch international and two-time Women's EHF Champions League winner Yvette Broch, were involved on a national level in the 2019 campaign.

Other EU-wide projects during the year included two meetings of the ONSIDE project partners. The first meeting took place in April in Bucharest, Romania, to learn more about the referee development activities of the Romanian Football Federation (RFF). In September, Malta hosted the second meeting of the year where project partners discussed the production of a functional map and occupational standards.



Coaches' education

The past season saw the continuation of a number of coaches' education projects. In February, 38 participants from 35 countries gathered in Vienna for the 2019 "RINCK" Convention Seminar, which covered the standards and curriculum of several educational courses and coaching licences.

Also in February, seven EHF Master Coaches from six countries had the opportunity to defend their academic master's theses in front of an EHF and University Las Palmas academic panel at the EHF Office in Vienna, allowing them to enter the final stage of receiving the post-graduate degree, Master of Science, EHF Master Coach.

In June, the sixth edition of the EHF's Young Coaches Workshop saw 14 young coaches gather in the Hungarian city Siófok. Attendees were asked to prepare two practical sessions and present it during the workshop with the demonstration teams consisting of SKC Handball Siófok players, while lectures concentrated on areas such as performance, soft skills and communication with the team.



CONFERENCES



Conference of Presidents

All 50 of the EHF member federations, in addition to associated federations England and Scotland, were in Cologne ahead of the VELUX EHF FINAL4 2019 for the 14th EHF Conference of Presidents.

The new format for the international playing calendar from the season 2020/21 was presented. The changes, confirmed by the EHF Executive Committee in December 2018, include a new 'appointment to view' approach for club competitions, a rescheduling of national team weeks to provide a longer break for top players, and new dates for the final club events at the end of the European club season.

Information on the format of the expanded, 24-team Women's EHF EURO, starting in 2024, was also given, and there was a presentation of additional measures to further strengthen and develop the women's game and involve more nations in top competitions.

Delegates were presented with initial proposals for the future of youth events, based on input from the working group and Competitions Commission.

Information on the EHF's new approach to officiating, from 1 July 2019, was provided to federations. The changes encompass the nomination processes of officials for club and national team matches, and the introduction of an expanded network of refereeing experts for the different tasks in the evaluation of refereeing performance.

Other topics included the future of beach handball, and an overview of the progress made with development of the commercial partnership between Infront, DAZN, the EHF and EHF Marketing GmbH.

The conference concluded with a presentation from EHF President Michael Wiederer on the development of a new strategic plan under the banner of the 'European Handball Master Plan'.

He provided the first results of a survey conducted with member federations and outlined the next steps in the process, which will include further stakeholder and fan surveys.



Secretaries General Conference

A total of 60 participants from 47 national federations, together with EHF staff and officials, gathered in Copenhagen, Denmark, on 3-5 April 2019 for the 11th edition of the Secretaries General Conference.

The three-day programme included information updates from the EHF on topics including the 2020/21 competition calendar and the EHF Scientific Conference (21-22 November in Cologne, Germany), as well as the planned roll-out of an electronic match report for all EHF matches and an online professional player database from the start of the new season.

The event was additionally an opportunity for networking and an exchange of views and information as the EHF develops proposals for a further revamp of its Younger Age Category events and a new-look qualification system for the Women's EHF EURO from 2024, when the final tournament will be enlarged from 16 to 24 teams.

Morten Stig Christensen, Danish Handball Federation Secretary General, together with Steen Jorgensen,

the federation's head of development, delivered a keynote outlining the federation's vision for the future development of the sport in the country.

Conference participants also had the opportunity to try one element of these plans for themselves, in a special session of five-a-side handball – a new version of the sport, played on a smaller court with a soft ball and with a focus on fun and socialising with friends in the 'third half' of the match.

With a special concentration on women's sport, Joe Edwards, then VP of Digital Marketing Partnerships with the EHF's new media and partner, DAZN Group, delivered an overview of best practice in the digital marketing space.

Edwards also gave participants an overview of the plans currently being developed by DAZN and Infront together with the EHF and EHF Marketing GmbH as part of a new digital strategy to be launched in 2020.



PARTNERSHIPS

Handball inspires Plan International programme

For the past two seasons, the VELUX EHF Champions League has been committed to the children's development organisation Plan International, above all by supporting a sponsored child, Lays, in Brazil.

Together with the project's ambassador Dominik Klein, EHF Marketing, represented by Managing Director David Szlezak, visited Lays in Sao Luis, Brazil, where Lays and her family participate in Plan projects and programmes. The first video showing highlights of the trip was played at the round 4 Match of the Week in October 2019, spreading the word about Lays' life and the beauty of supporting each other.

The round 4 Match of the Week occurred in the same week as the International Day of the Girl Child on 11 October, and for the match, a pink centre circle was used on court. The Match of the Week hosts Aalborg Handbold selected a girl fan to assume the role of journalist in the Facebook live interview between Face of the #ehfcl Hannah Jackson, and players Luka Stepanic from Szeged and Henrik Møllgaard from Aalborg.

The events helped draw attention to Plan International's support for girls, in standing up for their aims and rights.

More video highlights from the trip to Brazil combined with on-site activations will be spread during the 2019/20 season.

In the previous VELUX EHF Champions League season, game days in round 14 featured the motto 'Team up for kids!' to support Plan International in their effort to safeguard children's rights as well as girls' equality.

The focus of the promotion was on social media, where graphics with VELUX EHF Champions League players and fans standing behind a girl, symbolising all children worldwide, were shown. The campaign was accompanied by special centre circle graphics and animations. During the matches, photos were



taken with the home and the away teams standing together behind the children, holding the flags and showing the 'Team up for kids!' message.

An online competition gave fans the opportunity to win two tickets to the VELUX EHF FINAL4 2019, plus a behind-the-scenes tour, while simultaneously offering the chance to donate and learn about sponsoring children.



Fan engagement with Gorenje hits new heights

The partnership with leading home appliance manufacturer Gorenje Group continued to flourish in 2019.

Gorenje's 'simplyfans' identity on Instagram was the main avenue for its campaigns, centred around three messages.

The #simplymoments campaign offered the chance for one lucky and creative fan to win a branded fridge by sharing a moment showing their love for handball. The campaign ran in November and December 2018, involving more than 18 clubs, with over 300 photos submitted. More than one million fans were reached and over 21,000 engaged with the campaign, and the number of fans following gorenjesimplyfans on Instagram doubled.

The prize was won by a PGE VIVE Kielce fan, who shared a photo of himself in a Kielce jersey at the summit of Iceland's Kirkjufell mountain. Maciej Putala went on to donate his fridge to the paediatric orthopaedic ward of Kielce's regional hospital.

Ahead of the VELUX EHF FINAL4 2019, Gorenje led a new #simplyfansunited campaign. This was a unique chance for fans to win VELUX EHF FINAL4 tickets, meet legendary handball player and Gorenje ambassador Ivano Balic, and have a guided tour through the VELUX EHF FINAL4 event.

Between February and May 2019, monthly winners were chosen by fans following the gorenjesimplyfans Instagram profile, with more than one million users reached during the campaign period.

Continuing the successful cooperation, Gorenje's #simplyfans campaign will be activated at the EHF EURO 2020 in Sweden, Austria and Norway, with attractive prize games and exclusive behind-the-scenes tours on offer for all handball fans.

For the VELUX EHF Champions League 2019/20 season, Gorenje aim to spread a message of giving through the new #simplygive campaign. The goal is to empower people to 'give back', to make the world a better place just as Gorenje make homes a better place with their products. The campaign links with Gorenje's belief that handball, its teams and its fans can make a positive difference in the world.

The #simplygive campaign includes collaboration with new monthly ambassadors as well as clubs. Star players Nikola Karabatic, Ivano Balic and Vid Kavcicnik are general ambassadors.

#simplygive started in September 2019 with a meaningful story focusing on Telekom Veszprém HC and France player Kentin Mahe and his way of 'giving back' to his support team. Each club involved will have a customised and unique activation, and the campaign will also be tied into Gorenje's sponsorship of the Men's EHF EURO 2020.

Gorenje's sponsorship of the VELUX EHF Champions League paid dividends in the 2018/19 season. The company's brand was present at 109 matches with 3,530 hours of visibility, while the media value of the partnership on TV rose by more than 21 per cent. After two years of presence at the VELUX EHF FINAL4, Gorenje was identified as the second most recognised sponsor of the weekend.



SELECT SPORT ball deal rolls into 2024

The European Handball Federation and EHF Marketing GmbH have extended their partnership with Danish ball supplier SELECT SPORT for another four years, until 2024.

The deal, which follows the first four-year agreement signed in 2016, confirms SELECT's status as the federation's official ball supplier and will see Europe's top stars taking the court with SELECT balls at the upcoming EHF EURO events in 2020, 2022 and 2024 as well as in the EHF Champions League and the new EHF Handball League.

A new and exclusive ball design will be presented for each major competition for the duration of the contract.

The new, eye-catching balls for the EHF Champions League competitions next season were already unveiled in November 2019 and will be used, launched and go on sale exclusively at the two EHF FINAL4 2020 events in Cologne and Budapest.

SELECT SPORT have also unveiled the ball for the new EHF Handball League, which throws off in 2020/21. This ball – the same for the men's and women's competitions – will be launched at the MEN'S EHF Cup Finals in 2020.



Matthias Mayrhofer, Head of Partner Assets of EHF Marketing GmbH, said: "We are thrilled to continue working with SELECT SPORT, who share our passion for raising the profile and standards of handball through the EHF Champions League as well as the EHF Handball League, the newly formed second tier competition."

"Players can once again expect to benefit and enjoy using a ball that makes for fast-paced, exciting handball at the highest level of club competition in Europe."

Peter Knap, CEO of SELECT, said: "The past four years have brought some great handball moments with the EHF and EHF Marketing, and we are very happy to continue the partnership."

"We are proud to present the new ball designs that focus on rich and bright colours along with the highest quality of materials and SELECT features such as optimal roundness and constant balance."

The partnership also sees SELECT providing the Ultimate iBall, the world's first intelligent handball, at the EHF EURO 2020. With a built-in KINEXON chip, the ball tracks and distributes data in real time, provides valuable data on player performances and significantly increases the possibility for fan engagement.

Martin Hausleitner, Secretary General of the European Handball Federation, said: "With SELECT as partner, we are providing Europe's best players with the best handball on offer. On top, with the iBall at all EHF EURO matches, we are entering a new era, when it comes to offering teams and fans unprecedented insights into the game."



EHF EURO partners

Lidl returns to EHF EURO

In an agreement brokered by the European Handball Federation's media and marketing partner Infront in summer 2019, international retailer Lidl will be an official sponsor of the Men's EHF EURO 2020.

As the exclusive official fresh food partner of the championship, Lidl will support the event with quality fresh food for players, representatives, referees and volunteers. The objective is to raise awareness about the importance of exercise and health-conscious nutrition.

The partnership, which follows Lidl's sponsorship of the EHF EURO 2018, provides the retailer with broad visibility through exposure on LED boards, floor stickers and interview backdrops.

Furthermore, Lidl will have a particular focus on the Germany team, with a mobile camera crew to provide behind-the-scenes moments from training and press conferences.

The 'Frisch vom Feld' ('fresh from the field of play') activation, led by popular German TV presenter and commentator Florian "Schmiso" Schmidt-Sommerfeld, will headline Lidl's coverage on social media, which will include near-live clips and highlights of matches as well as special programmes.



The popular 'Fan Sofa' will also return, providing selected fans one of the best views in the arena through a dedicated and exclusive seating area within the stands for all matches. The sponsorship will be activated on court during half-time, with an additional option to feature promotional booths in all fan villages.

The 2018 edition of the EHF EURO enjoyed a cumulative TV audience of over 1.05 billion across 175 territories. The Men's EHF EURO 2020 takes place in Sweden, Austria and Norway from 9 to 26 January. It is the first time three countries will host the event and a record 24 teams are set to compete.

EUROPA Versicherungen sponsors players' sleeves

German life and property insurance provider Europa Versicherungen has become an official partner of the Men's EHF EURO 2020.

The contract concluded by the parent company of Europa, Continentale Krankenversicherung and struck by Infront, means that each competing player of all 24 men's teams will have Europa advertising on the sleeves of their shirts.

As well as appearing as a sponsor logo on the sleeve of each jersey, Europa will also enjoy brand exposure on LED panel advertising within the arenas at all 65 matches in Sweden, Austria and Norway.

EUROPA

VERSICHERUNG PUR.

GOVERNANCE

EURO

EURO
FREE
DAN
HAN

Boards & Commissions

EXECUTIVE COMMITTEE (EXEC)

In 2019, with a pre-defined agenda, the Executive Committee successfully fulfilled their responsibility of cohesively integrating the various areas of business through the harmonisation of concepts and policies, before making the decisions that have sustained the corporate objective. The group held regular scheduled meetings and oversaw the activities across the spectrum of the organisation.

Furthermore, the Executive Committee sanctioned the implementation of plans, regulations, and decisions, all in line with the current structural trajectory. The members of the Executive Committee also reinforced the standing of the European Handball Federation within the international sports community and bolstered business relationships through their presence at a range of meetings and events. In addition to the numerous consultations with the various handball stakeholders throughout the year, on an administrative level, the Secretaries General Conference in Copenhagen as well as the Conference of Presidents in Cologne provided the optimal platform to facilitate a beneficial exchange of information with member federations.

With the landscape of the European Handball Federation entering a period of major change in 2020, starting with the first 24-team Men's EHF EURO in Sweden, Austria, and Norway, the Executive Committee remain committed to the development of the sport on all fronts.



MICHAEL WIEDERER (AUT)
President



PREDRAG BOŠKOVIĆ (MNE)
First Vice President



HENRIK LA COUR (DEN)
Vice President Finances



BOŽIDAR DJURKOVIĆ (SRB)
CC Chairman



JERZY ELIAŻ (POL)
MC Chairman



OLE R. JØRSTAD (NOR)
BC Chairman



STEFAN LÖVGREN (SWE)
Member



GABRIELLA HORVATH (HUN)
Member



ANRIUS BRENCANS (LAT)
Member



GERD BUTZECK (GER)
Member (PHB)



NODJALEM MYARO (FRA)
Member (WHB)

FINANCE DELEGATION

Undertaking meetings on a regular basis throughout the course of 2019, the Finance Delegation acted in a support capacity, providing insight and input for the running business decisions. As the authority that approves all major financial obligations and transactions within the organisation, relevant information is prepared and provided by the finance department, headed by EHF Chief Finance Officer.

This responsibility is borne with the sustainability of the organisation in mind, and it is dependent on the fundamental trinity that is planning, oversight, and transparency. In 2020, and in view of the 2021/22 financial period, the European Handball Federation will enter a transformational phase in its business, and it is the financial stability of the organisation that will allow for this propelled movement. To this end, in January 2020 at the EHF Extraordinary Congress in Stockholm, a comprehensive financial report will be delivered to the EHF member federations, together with the budgets for 2021 and 2022.

TECHNICAL DELEGATION

The Technical Delegation, a platform introduced by the Executive Committee, is comprised of the current serving Chairmen of the Competitions, Methods and Beach Handball Commissions. Supported by the professional staff in the EHF office, the TD convenes prior to the quarterly meetings of the individual commission sessions in order to coordinate topics of common interest.

COMPETITIONS COMMISSION (CC)

In 2019, in addition to the running business, the Competitions Commission, in view of the upcoming activation of the new media and marketing agreement, focused intensely on the area of strategic planning; specifically, the definition of the necessary adjustments that will allow for seamless continuity of activities, as the face of both club and national team competitions will change as of 2020.

With the advent of the EHF Handball League (EHL) as of September 2020, and the causal sequence within the men's and women's Champions Leagues, not only was a new EHL playing system created, but other systems were adjusted accordingly. This subsequently led to an update within the club competition regulations. Furthermore, with the full support of the Executive Committee, the CC intensified anti-doping initiatives Europe-wide, and testing was carried out at events. The Competitions Commission also oversaw the execution of over 748 matches played across the various EHF men's, women's and Younger Age Category national and club handball competitions in 2019.



BOŽIDAR DJURKOVIĆ (SRB)
CC Chairman



JAN KAMPMAN (DEN)
Member Men's Competitions



CARMEN MANCHADO (ESP)
Member Women's Competitions



DRAGAN NACHEVSKI (MKD)
Member Refereeing



EMERIC PAILLASSON (FRA)
Member Men's Club Competitions



THOMAS HYLLE (DEN)
Member Women's Club Competitions

TECHNICAL REFEREEING COMMITTEE (TRC)

The Technical Refereeing Committee (TRC), a sub-committee of the Competitions Commission with members nominated by the Executive Committee, oversaw the activities that included the training, education, and mentoring of EHF referees. The group focused on the realignment of the tactical overview that incorporated not only the internal officiating procedures implemented on 1 July 2019, but also re-evaluated the landscape that will change with the coming season. An additional key activity in the second half of 2019 was the tailored preparation of the referees for the Men's EHF EURO in January 2020.

METHODS COMMISSION (MC)

The broad influence of the Methods Commission (MC) continued, as it developed the sport on various levels. With education at the core of the MC activities, the Commission held numerous events in 2019, including the 5th EHF Scientific Conference, with the title 'Handball for Life', focusing on grassroots handball, injury prevention, the Club Managers' Seminar, and National Master Coach and Licensing Course. Subsequent coaching licensing recommendations from the MC were implemented into the competition regulations accordingly. Furthermore, during the continuation of the work on wheelchair handball classification, the MC collaborated with the International Handball Federation on the topic; it was the 2019 European Wheelchair Handball Nations' Tournament in December that closed the EHF sporting activities for the year. The Methods Commission also continued to support the national federations through the SMART and short-term programmes.

In 2019, on a technological level, an EHF multi-departmental collaboration with partner 'Kinexon' resulted in advancements and new implementations in the area of player tracking. Through the 'iBall', which was unveiled in Cologne, a wealth of statistical information can be collected, with the processed data to be analysed by commission members and experts nominated by the EHF.



JERZY ELIAŻ (POL)
MC Chairman



MARTA BON (SLO)
Member, Methods and coaching



PETER KOVACS (HUN)
Member Education and Training



KLAUS FELDMANN (GER)
Member Youth School & Non-Competitive Sport (until 11/2019)



PEDRO SEQUEIRA (POR)
Member Development

BEACH HANDBALL COMMISSION (BC)

The Beach Handball Commission (BC) revelled in another year of significant advancements. The biggest senior beach handball EURO, with 40 teams from 23 nations, was presented in the summer, and subsequently, the first EUSA-EHF European Beach Handball Championship took place in Croatia. The successful collaboration with EUSA will see the introduction of beach handball in the 2020 edition of the EUSA Games. The expansion of the sport was visible both on and off the sand; the 'New Nations' Development Programme' premiered in 2019 and saw material and educational support provided to nine EHF member federations, with the backing of the EHF Development Fund. Additionally, the Commission has introduced a qualification system for future Beach Handball EUROs and, in preparation for the EHF Beach Handball EUROs in 2021, two qualification tournaments will be played in July 2020. The next business year will see the implementation of the 'Sports Nations Ranking', which will serve as a basis for future participant lists and EURO qualification groups. The BC continued to experience positive results through media engagement, which included the live streaming of all 2019 events. The beach handball community also continues to grow, as indicated by over 16,000 Facebook and 9,000 Instagram followers on the dedicated channels. To join in the fun in 2020, #dontworrybeachhappy!



OLE R. JØRSTAD (NOR)
BC Chairman



MARCO TRESPIDI (ITA)
Member Events and Competitions



IVAN SABOVIK (SVK)
Member Officiating



JUAN CARLOS ZAPARDIEL (ESP)
Member Game Design & Coaching
(until 11/2019)



GEORGIOS BEBETOS (GRE)
Member Development & Promotion



JELENA RAKONJAC (SRB)
Member

EHF COMPTROLLERS (COMPT)

Charged with upholding the financial integrity of the European Handball Federation and its daughter company, EHF Marketing GmbH, the EHF Comptrollers and the Comptrollers' Council met, as scheduled, in Vienna on three occasions in 2019. The oversight body was tasked with reviewing the 2018 EHF accounts and the EHF 2018/19 business year. The trio of Comptrollers, elected by EHF Congress, performed the examination of the accounts of both organisations in compliance with the EHF Statutes. A comprehensive report will be delivered to the Executive Committee and Congress upon completion of the external audit.

The Comptrollers attested that the EHF activities of 2018 and the EHF Marketing business year of 2018/19 were undertaken with the full cooperation of the EHF Finance Department. Altogether, the external auditors and internal control confirmed that the organisation continues to deliver on all financial obligations, in accordance with the planning.



ALAIN KOUBI (FRA)
Comptroller



ROBERT PRETENTHALER (AUT)
Comptroller



THOMAS LUDEWIG (GER)
Substitute

EHF COURT OF HANDBALL (COH)

In 2019, the Court of Handball dealt with over 70 cases, of which 10 were handled by on-site ad-hoc bodies during events. The number of cases shows a slight increase from the previous year, with many cases related to regulation breaches and exclusions i.e. red card disqualifications. However, the majority of cases concerned event organisation, due to the professionalisation of competitions. As the body of first instance, the Court of Handball dealt with a diverse range of issues, including unsportsmanlike conduct, and remained committed to handling all cases, especially disqualification matters, in an expeditious manner. Once again, as proven by the small number of cases taken to second instance, the proficiency of the Court of Handball was demonstrated.



PANOS ANTONIOU (CYP)
President



HENK LENAERTS (NED)
Vice President



KRISTIAN JOHANSEN (FAR)
Vice President



ELENA BORRAS ALCARAZ (ESP)
Member



IOANNIS KARANASOS (GRE)
Member



LIBENA SRAMKOVA (CZE)
Member



YVONNE LEUTHOLD (SUI)
Member



URMO SITSI (EST)
Member



VIKTOR KONOPTYASTYI (UKR)
Member

EHF COURT OF APPEAL (COA)

It is a fair and transparent system that provides the solid foundation of the EHF legal framework; the various regulations, in addition to the 'List of Penalties' and the 'Catalogue of Administrative Sanctions', are made available to every member federation and club team involved in EHF competitions. This allows for an evidential overview prior to any action taking place in the arenas and on the court. Thus, the two cases lodged with the EHF Court of Appeal, as second instance, presented very different yet complex situations that necessitated thorough scrutiny and prudence during deliberation. On account of the breadth and depth of knowledge and experience, the members of the EHF Court of Appeal were able to bring resolution to the appellants.



MARKUS PLAZER (AUT)
President



JENS BERTEL RASMUSSEN (DEN)
Vice President



NICOLAE VIZITIU (MDA)
Member



ROBERT CZAPLICKI (POL)
Member



MAXIM GULEVICH (RUS)
Member



ROLAND SCHNEIDER (SUI)
Member



MILAN PETRONIJEVIC (SRB)
Member



JANKA STASOVA (SVK)
Member



KETEVAN KOBERIDZE (GEO)
Member

EHF COURT OF ARBITRATION (ECA)

The EHF Court of Arbitration (ECA) currently has 64 registered arbitrators spanning Europe; a number that allows any appellant a wide choice of independent representation. In 2019, two cases were adjudicated by the EHF Court of Arbitration (ECA); whilst one case was summarily terminated based on the grounds of jurisdiction, the other case that was opened in 2018 found resolution. The organisation and administration of ECA continues to be supported by the four members of the ECA Council; additionally, the Council will undertake reviews and assessments of sample cases. However, the primary focus of the Council is to safeguard the independence of the ECA, thus ensuring the integrity of all its actions.



FRANCESCO PURROMUTO (ITA)
President



JACQUES BETTENFELD (FRA)
Vice President



BOGDAN SOJKIN (POL)
Vice President

LEGAL DELEGATION

Serving as an oversight committee introduced by the Executive Committee, the members of the Legal Delegation convene to deliberate on all legal matters within the EHF internal legal system. This is an essential platform that coordinates, advises on and, where necessary, challenges processes, whilst upholding the integrity of jurisprudence within the European Handball Federation. In 2019, upon recommendation of the Legal Delegation, the European Handball Federation created a legal reserve within the Social Fund to financially assist plaintiffs and respondents with travel costs, to ensure that all parties can be present at legal hearings.



WOUTER LAMBRECHT (BEL)
Vice President

EHF NATIONS BOARD (MEN)

The Nations Board, as primary EHF stakeholder group representing the national federations in all matters relating to men's handball, was heavily invested in the activities of the European Handball Federation in 2019, due to the upcoming implementation of the new media and marketing agreement. With the future youth and senior national team events enveloped in the deal, the members of the Nations Board conducted their scheduled meetings and were also part of working groups and coordination meetings aimed at ensuring that the interests of the national federations were represented and safeguarded. The six members of the Nations Board, representing all levels of European men's handball, made a significant contribution to the work around the Younger Age Category competitions in the future, as well as treating the main topics in this area by providing valuable input on matters such as the EHF EUROs, the international calendar, and current and future structural changes within the EHF.



MORTEN STIG CHRISTENSEN (DEN)
Chairman



PHILIPPE BANA (FRA)
Vice Chairman



MARK SCHOBER (GER)
Member



MAREK GORALCZYK (POL)
Member



INGO MECKES (SUI)
Member



STEPHEN NEILSON (GBR)
Member

PROFESSIONAL HANDBALL BOARD (PHB)

The involvement of the Professional Handball Board in the business of the European Handball Federation was magnified in 2019, as a result of the agreements between the EHF and EHF Marketing, Infront and DAZN. Throughout the entire process, the stakeholder groups were informed of all fundamental aspects of this transition and their input sought on various issues.

Moreover, based on the need to impart information that was of common interest to both stakeholder groups, a joint meeting with the members of the Professional Handball Board and the Women's Handball Board was held in October 2019. This valuable exchange of information coming from the main areas of European handball – the EHF member federations, the clubs, the leagues, and the players – was an essential aspect of cultivating the strong relationship between the EHF and its key stakeholders.

During the year, the PHB also discussed and delivered feedback on matters concerning, but not limited to, the international calendar as of 2020/21, the professionalisation of officiating within the EHF, anti-doping in relation to the education of young players, and the use of technology on the court, as well as all matters relating to competitions and schedules.



GERD BUTZECK (GER)
Member (PHB)



NIKOLAS LARSSON (SWE)
Vice Chairman



MORTEN STIG CHRISTENSEN (DEN)
Member NB



PHILIPPE BANA (FRA)
Member NB



MARCUS ROMINGER (GER)
Member EHPU



MICHAEL SAHL HANSEN (DEN)
Member EHPU



GREGOR PLANTEU (SLO)
Member EHPU



FRANK BOHMANN (GER)
Member

WOMEN'S HANDBALL BOARD (WHB)

In 2019, the Women's Handball Board (WHB) remained extremely active in its endeavours to improve and develop the sport.

The biggest and most visible success was the creation and flawless execution of the summer campaign, 'Respect Your Talent'. At the Women's 17 and 19 EHF EUROs and Championships, the WHB rolled out the campaign, focused on identifying talented players and recognising their achievements, and also organised 'Meet & Greet' events with EHF Ambassadors. The success of the campaign was highlighted throughout the EHF, and it will consequently be rolled out for the Men's 18 and 20 EHF EUROs and Championships in 2020.

In addition to the Respect Your Talent campaign, the WHB continued to work in close cooperation with the EHF Competence Academy & Network (EHF CAN). In 2019, 12 women received sponsored participation for the EHF Club Manager Seminar in Cologne and the Young Coaches Workshop in Hungary. In 2020, across four courses, over 30 women will benefit from the WHB-CAN collaboration, which ensures female participation in EHF further education programmes.



NODJIALEM MYARO (FRA)
Member (WHB)



PIRJE ORASSON (EST)
Vice Chairperson



LEONOR MALLOZZI (POR)
Member - Nations



DEJA IVANOVIC (SLO)
Member



GEORGETA NARCISA LECUSANU (ROU)
Member



LIUDMILA BODNIEVA (RUS)
Member

EUROPEAN HANDBALL LEAGUE BOARD (EHLB)

In its first full year of activity, the six members of the European Handball League Board continued to focus on strengthening the network of leagues across the continent. The priority of the group remains the professionalisation of leagues, irrespective of status, if the leagues are organised by separate institutions within a Federation or directly by a national federation, or running on a cross-border basis with the consent of the national federations and the EHF. Therefore, the initial contact offensive saw each member designated to specific countries, thereby ensuring that the leagues have a dedicated contact person for all enquiries.

The EHLB also moved forward with its core topics, which included in-depth discussions on the new EHF Handball League (EHL) competition, which will premiere with the 2020/21 season; the initiation of a SMART project to aid the development of EHLB targets; and cooperation with other stakeholder groups to reinforce the positioning and visibility of the groups within the European handball community. Moreover, 2019 saw an increase in the exchange of information; this led to a joint meeting with the members of the Nation's Board in October 2019, where the stakeholder groups were provided with the latest information on the implementation of the EHF/Infront/DAZN media and marketing agreement.



NIKOLAS LARSSON (SWE)
Chairman



FRANK BOHMANN (GER)
Vice Chairman



STEFANO PODINI (ITA)
Member



PATRICE HITZ (SUI)
Member



ALF MANGOR JOHANNESSEN (NOR)
Member



THIERRY WAGNER (LUX)
Member

EHF Marketing GmbH Boards

EHFM ADVISORY BOARD:

EHF:

Michael Wiederer, Chairman AB, EHF President

Henrik La Cour, Member AB, EHF Vice President Finances

Martin Hausleitner, Member AB, EHF Secretary General

FCH:

Peter Leutwyler, Member AB, MFCH Representative

Zsolt Akos Jeney, Member AB, WFCH Representative

Gerd Butzeck, Member AB, FCH Managing Director

MEN'S CLUB BOARD:

EHF:

Michael Wiederer (AUT), Chairman MCB, EHF President

Predrag Boskovic (MNE), Member MCB, EHF First Vice President

Henrik La Cour (DEN), Member MCB, EHF Vice President Finances

Martin Hausleitner (AUT), Member MCB, EHF Secretary General

MFCH:

Janos Szabo (HUN), Member MCB, Board member FCH

Thorsten Storm (GER), Member MCB, Deputy Board member FCH

Bruno Martini (FRA), Member MCB, Representative FCH

Gerd Butzeck (GER), Member MCB, Managing Director FCH

WOMEN'S CLUB BOARD:

WFCH:

Nicolae Luca (ROU), WCB Chairman

Per Geir Løvstad (NOR), WCB Vice Chairman

Tamas Szabo (HUN), WCB member

Nicolas Roué (FRA), WCB member

Lars Gantzel Pedersen (DEN), WCB member

EHFM COMPTROLLERS COUNCIL:

EHF:

Alain Koubi (FRA), Comptroller

Robert Pretenthaler (AUT), Comptroller

FCH:

Gerd Hofele (GER), Comptroller - MFCH

Per Geir Løvstad (NOR), Comptroller – WFCH

TEAM



Strategic Business



From left to right:
Vesna Lasic (PA to the President),
Martin Hausleitner (Secretary General & COO),
Alenka Cuderman (Women's Handball Programme Coordinator),
Michael Wiederer (President & CEO),
JJ Rowland (Senior Manager Business Development and Marketing),
Marsha Brown (Corporate Liaison)

EHF Media and Communications



From left to right:
Richard Turner (Corporate Design),
Jelena Bagaric (Media & Project Manager),
Andrew Barringer (PR & Corporate Communications),
Thomas Schöneich (Head of Media and Communications),
Vladislav Brindzak (Club & National Team Competitions),
Berenice Rallier (Digital Content Manager),
Joseph Banholzer (Social Media Manager)

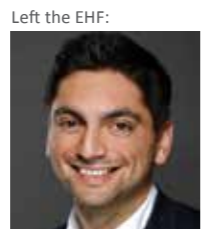
EHF EURO Events & Legal Management



Standing (from left to right):
 Maïke Bouwer (Event Manager),
 Johannes Müller (Event Manager),
 Sophia Touiker (Junior In-house Lawyer)

Sitting (from left to right):
 Monika Flixeder (Senior Manager EHF EURO Events
 and Legal Management),
 Mihaly Kovacs (Junior In-house Lawyer)

Left the EHF: Loïc Alves (In-house Lawyer, 08/2019)

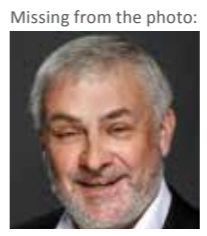


Education/Development & Additional Activities



Sitting (from left to right):
 Vincent Schweiger (Intern),
 Nicole Rabenseifner (Education),
 Beata Kozłowska (Methods),
 Claudia Brantl (Manager International Transfers),
 Doru Simion (Senior Manager International Transfers
 & Additional Activities)

Missing from the photo:
 Helmut Hörtsch (Senior Manager Education &
 Development)



Competitions



Standing (from left to right):
 Vladimir Rancik (Officiating),
 Nadezhda Lacina (EHF Anti-doping Unit),
 Peter Sichelshmidt (Senior Manager National Team Competitions)
 Rima Sypkus (National Team Competitions),
 Mario Kovacic (Club Competitions)

Sitting (from left to right):
 Joy Noppe (National Team Competitions),
 Markus Glaser (Chief Sports Officer),
 Ivana Jelic (Beach Handball)

Missing from the photo (from left to right):
 Ines Taekker (Club Competitions),
 Marcos Bestillero (Officiating),
 Thomas Gangel (Venue Management)

Left the EHF (from left to right):
 Adrienn Öri (Anti-doping, until 02/2019),
 Anna Psintrou (National Team Competitions, until 08/2019)

Retired: Peter Fröschl (Beach Handball, until 02/2019)

Missing from the photo:



Left the EHF:



Retired:



Information Technology

From left to right:
 Charly Music (Recurring Operation & Support),
 Lars Erichsen (Documentation & eLearning),
 Andreas Krywult (Business & Competition Processes),
 Christoph Gamper (Head of IT),
 Jerry Nicolas (Online Experience & Fan Data),
 Peter Großschmidt (Implementation & Support)



Finance & Operations

Sitting (from left to right):
 Katharina Kogler (Bookkeeping, EHF),
 Andrea Moser (Chief Finance Officer),
 Natalya Bellan (Bookkeeping, EHF Marketing GmbH),
 Danuta Kluz (Front Office Manager)

Standing: Michael Hell (Facility Manager)

Left the EHF: Eva Kalocaiova (Bookkeeping, until 08/2019)

Left the EHF:



EHF Marketing GmbH



Second row (from left to right):
 Nina Kernmayer (Head of Clubs, Administration & HR),
 Thomas Eitutis (Implementation),
 Miguel Mateo (Head of TV & Media),
 Georg Rieck (Head of Implementation),
 David Gustav Andersson (Implementation),
 Lisa Wiederer (Head of Events),
 Matthias Mayerhofer (Head of Partner Assets),
 Simona Margetic (Partner Assets)

First row (from left to right):
 Oliver Laaber (TV & Media),
 Gabriele Rihtar (Partner Assets),
 Eva Sippel (Communications),
 Anna Farbowski (Events),
 Nina Laczika (TV & Media),
 David Szlezak (Managing Director),
 Nancy Johnson (Events),
 Nadine Zuzman (Clubs, Administration & HR),
 Julia Bremer (Events),
 Anna Hajgato (PA to Managing Director)

Missing from the photo:
 Katharina Hacker (Partner Assets, maternity leave)

Left the EHF (from left to right):
 Nora Forgo (Partner Assets, until 08/2019),
 Swen Huder (Business Development, until 08/2019),

Retired:
 Christine Schauer (Back Office, until 06/2019)

Missing from the photo:



Left the EHF:



Retired:



One team, one dream



Teamwork makes the dream work – so the saying goes, and there could not be a more suitable phrase to describe the last 12 months inside the EHF and EHF Marketing.

Not only has the office grown in numbers, with several new faces joining the team, but, inside and outside the Vienna headquarters, various team-building events have strengthened the internal bond during yet another busy and successful year.

From an internal cooking class where employees finetuned their culinary skills to an energetic night run through the streets of Vienna, the EHF staff have had plenty of opportunities to come together and put handball to one side.

However, it pays to love handball here, and the office joined forces to go head-to-head on the court twice in 2019 – once for a summer beach handball match before the annual indoor game took place in November.

The curtain came down on 2019 with the traditional Christmas party prior to the festive break, when batteries will be recharged ahead of the New Year, which throws off with the Men's EHF EURO in January.



ELEVATION



'Home of Handball' website set for July 2020 launch

This year saw the EHF's planned new website, the 'Home of Handball', come through its key implementation, development and design stages ahead of its launch on 1 July 2020.

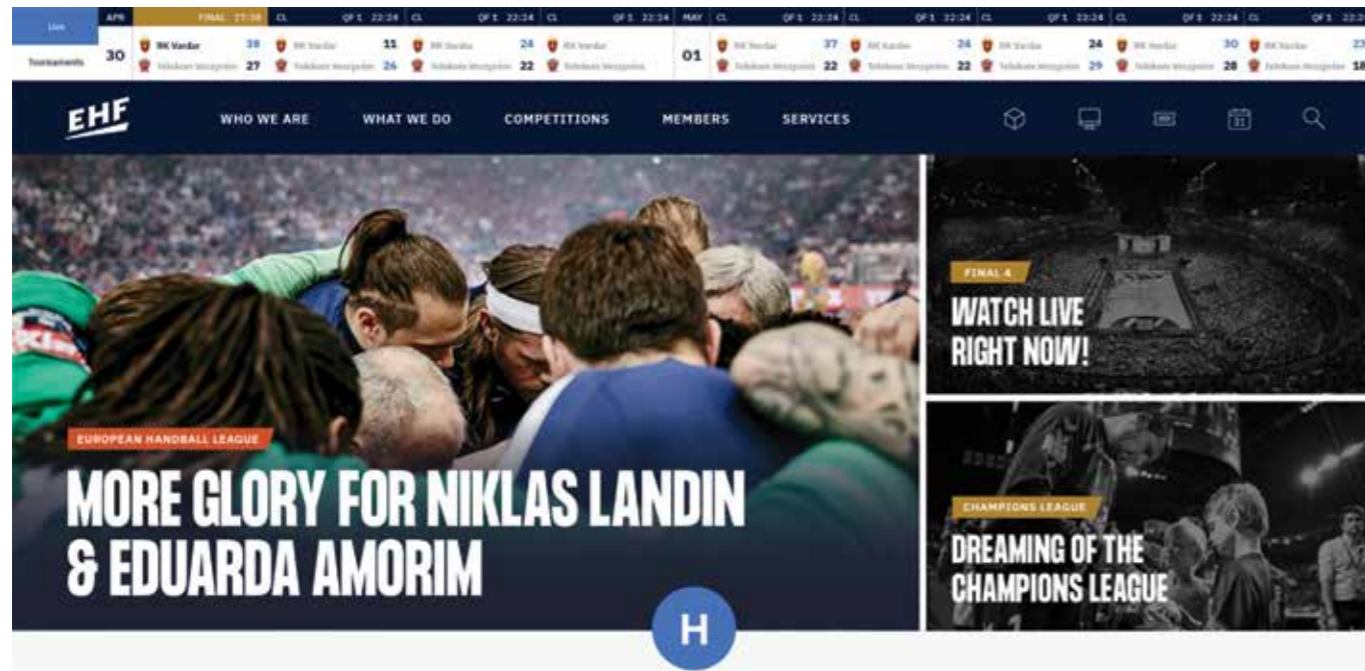
The website's live date will coincide with the beginning of the 10-year marketing and media deal between the EHF, EHF Marketing GmbH and Infront and DAZN, which was signed last year.

Staff from the EHF, EHF Marketing and the IT team have been heavily involved in the process, working

alongside Vienna-based agency Kraftwerk, who are constructing and designing the new platform.

The project will also showcase a rebranding exercise, which will see the implementation of new logos for the federation and its associated competitions.

The new website will replace, and encompass, every current tournament and competition website under the EHF umbrella, from the EHF EURO and EHF Champions League to Younger Age Category tournaments and beach handball.



New logos give fresh look to EHF

In 2019, the EHF has been working with Danish agency IDna Group, who were given the brief to redesign and update the federation's visual identity, including its logo, together with a number of the competitions governed by the EHF.

In line with the roll-out of the EHF's new website, several new corporate and competition logos will come into force in July 2020 as part of a rebranding exercise.

Apart from their visibility across the EHF's digital channels, the new logos and colour schemes will be used on everything from posters outside arenas to branding inside arenas, from merchandising to ticketing and much more.

New club ranking for 2020/21 season

The European club competitions structure will undergo major reform in 2020/21, and preparation has begun with the creation of the EHF ranking list for men's and women's clubs.

The new structure covers three competitions. The EHF Champions League will keep its name, the current EHF Cup will become the EHF Handball League, and the current Challenge Cup will be the EHF Handball Cup.

When it comes to the club rankings, the Champions League forms a package together with the EHF Handball League, and the future EHF Handball Cup is ranked separately. As in the past, the EHF ranking list awards points for club performances over a period of three seasons, disregarding the most recent season. The ranking list for the 2020/21 season is based on the results from 2016/17, 2017/18 and 2018/19.

Points for these seasons are divided by the number of competitions played over those three years, with the final points calculation determining the club's position on the ranking list. The procedure is the same for both men and women.

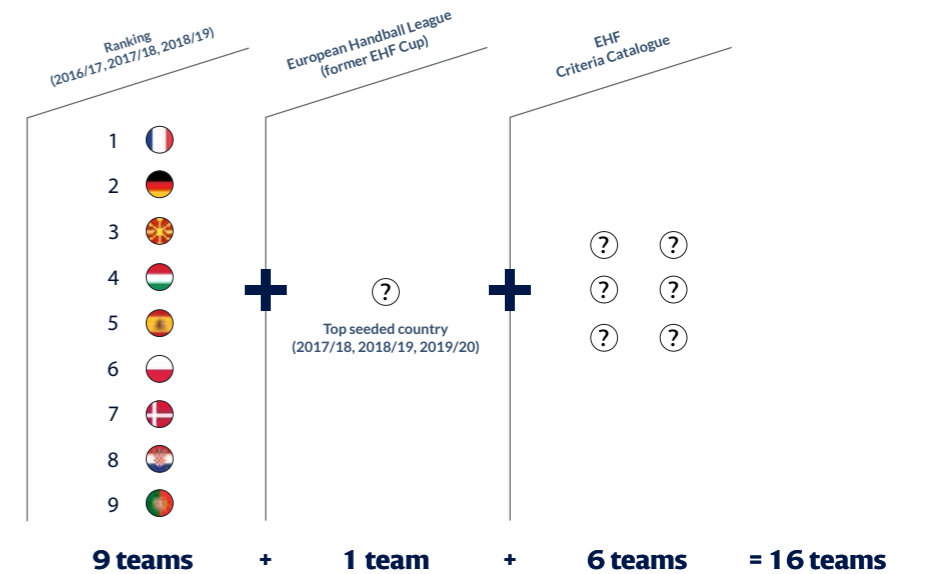
The top nine federations each have one confirmed place in the EHF Champions League. The 10th spot is reserved for a team from the federation highest ranked on the EHF Handball League seeding list, calculated from performances in the EHF Handball League only.

A further six places will be awarded, via the Criteria Catalogue, to clubs that submit a request to participate in the EHF Champions League. One request per federation can be submitted for the champion of a federation without a confirmed place (federations ranked 10 to 30), and one request per federation can also be submitted for a second team of a federation that already has one confirmed place.

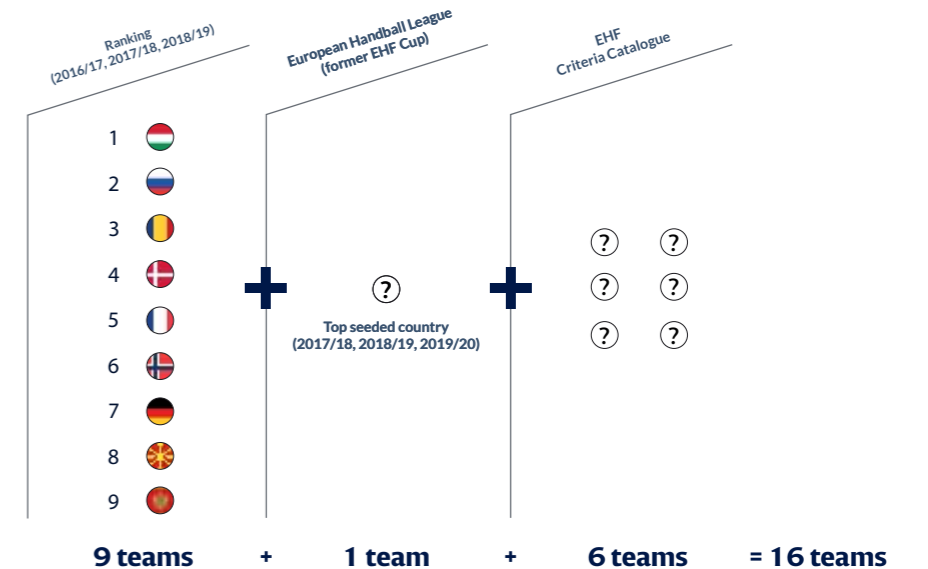
In the EHF Handball League, a minimum of three places will be reserved in qualification round 1 for federations ranked below 30, to give them the chance to participate in the European Handball League.

There will be a separate ranking list calculated on the basis of performances in the future EHF Handball Cup, initially taking into account the current Challenge Cup. The top nine federations will not be able to participate in the EHF Handball Cup from 2020/21.

MEN'S EHF Champions League 2020/21 Place distribution



DELO WOMEN'S EHF Champions League 2020/21 Place distribution





2020

New look for Women's EHF EURO 2020

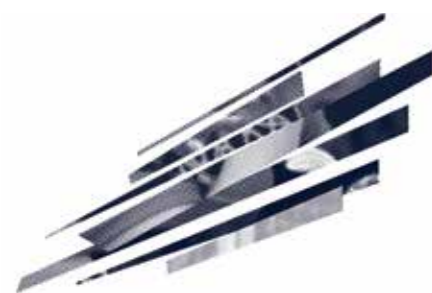
The tagline for the Women's EHF EURO 2020 was introduced ahead of the tournament's qualification phase: "Handball is passion. PASS IT ON."

The Danish and Norwegian hosts of the EHF EURO 2020 said there was a "straight line" between children being introduced to the sport and "the victory roars and sweaty tears of European champions".

They pledged to share the values and spirit of handball with all. The concept will be shared across social media before and during the tournament using the hashtag #passiton.



WOMEN'S EHF EURO 2020
NORWAY - DENMARK
3 - 20 December



PASS
IT ON



The new era starts on 1 July

The countdown to the start of the new media and marketing contract with Infront and DAZN Group, signed on the fringes of the VELUX EHF FINAL4 in May 2018, continued throughout 2019.

Intensive ongoing preparations saw the professional staff of the EHF and EHF Marketing GmbH hold numerous meetings with experts from Infront and DAZN across 10 taskforces covering areas including brand, marketing, media sales, digital, production, finances, public relations and event organisation.

The project's Strategy Committee – the body charged with overseeing the successful development of the partnership – met on two occasions: in April at the headquarters of Infront in Zug, Switzerland and in November at the head office of the DAZN Group in London, UK.

Recruitment of the team charged with delivering many of the services to be provided by Infront and DAZN as part of the agreement also commenced in 2019. One of the first appointments was made in June, with Robin Kölmel joining as head of the DAZN digital marketing team, which will be based out of the company's production hub in Madrid, Spain.

Even before its official start, the partnership has already brought considerable commercial success with major TV deals signed in key markets, including in Scandinavia with the Nent Group, in the Balkan region with Arena Sport, in Hungary, Slovakia and Czech Republic with AMC Networks International and in Germany with the public television broadcasters ARD/ZDF for the Men's EHF EURO events through to 2024.

The comprehensive long-term deal with Infront and DAZN runs until 2030 and covers the federation's top club competitions from the 2020/21 season and the Men's and Women's EHF EURO from 2022.

Timeline of events in 2020

9-26 January	Men's EHF EURO 2020 Sweden, Austria, Norway
25 January	13th EHF Extraordinary Congress & 15th EHF Conference of Presidents, Stockholm (SWE)
14 April	DELO WOMEN'S EHF FINAL4 2020 draw, Budapest (HUN)
22-24 April	12th EHF Secretaries General Conference & Men's EHF EURO 2022 Qualifiers draw, Bratislava (SVK)
5 May	VELUX EHF FINAL4 2020 draw, Cologne (GER)
9-10 May	DELO WOMEN'S EHF FINAL4 2020, Budapest (HUN)
23-24 May	MEN'S EHF Cup Finals 2020, Berlin (GER)
30-31 May	VELUX EHF FINAL4 2020, Cologne (GER)
4-5 June	Women's EHF EURO 2020 Final Tournament Draw, Oslo (NOR)
4-7 June	ebt Finals, Larnaca (CYP)
29 June - 3 July	W16 European Open, Gothenburg (SWE)
1 July	EHF Champions League and EHF Handball League draw, Vienna (AUT)
2-12 July	M20 EHF EURO 2020, Innsbruck/Brixen (AUT/ITA)
3-5 July	EHF Beach Handball European Championships, Thessaloniki (GRE) & Batumi (GEO)
3-12 July	M20 EHF Championships 2020, Bugojno (BIH) & Riga (LAT)
8-11 July	M/W16 Beach Handball EURO, Silvi Marina (ITA)
13-23 August	M18 EHF EURO, Celje (SLO)
17-23 August	M18 EHF Championships 2020, Burgas (BUL), Skopje (MKD) & Podgorica (MNE)
29-30 August	Start of the MEN'S EHF Handball League
12-13 September	Start of the DELO WOMEN'S EHF Champions League, WOMEN'S EHF Handball League, WOMEN'S EHF Handball Cup & MEN'S EHF Handball Cup
16-17 September	Start of the MEN'S EHF Champions League
1 October	MEN'S EHF Handball League Group Phase Draw
1-4 October	EHF Beach Handball Champions Cup, Catania (ITA)
26 November	WOMEN'S EHF Handball League Group Phase Draw
3-20 December	Women's EHF EURO 2020 Norway, Denmark



A LOOK AHEAD TO 2020

Making handball happen at the professional level is just as exciting off the court and behind the scenes as it is in a sold-out arena in any major European city. In 2019, the European Handball Federation seized the opportunity to capitalise on the incoming media and marketing agreement and effected significant change at its headquarters in Vienna.

The EHF chose to make a strategic investment within the professional ranks; our office also grew as we strengthened the team in the areas of media, operations, and finance, as well as immediately replacing people who left the EHF to pursue endeavours in other countries. The organisation welcomed four interns, who effortlessly acclimatised to their designated working environments and contributed significantly to the running of daily

business. Our dedicated professionals continued to make progressive headway in the areas of beach and wheelchair handball, and our technicians, both on and off the court, adapted seamlessly to the implementation of new procedures and processes that took place in the summer.

Even as we prepared for the next business year, which starts and ends with the EHF EUROs, the work on the professional level has remained focused on ensuring that all handball elements we deliver in 2020 are the best we have to offer our member federations, all our stakeholders, and our partners. We look forward to continuing our journey with you in the New Year.

Best regards,
Martin Hausleitner
EHF Secretary General

PASS IT ON

Handball is passion and we invite you to come and experience all the action of the Women's EHF EURO in Norway and Denmark. Arenas in Trondheim, Stavanger, Oslo, Frederikshavn and Herning will be ready for the continent's best handball players and most enthusiastic fans between 3 and 20 December 2020. Dreams will come true. Dramas will unfold. Come share the excitement and **Pass it on.**



WOMEN'S EHF EURO 2020
NORWAY - DENMARK
3 - 20 December

TICKET INFO AT
WWW.EHF-EURO.COM

European Handball Federation

Hoffingergasse 18

1120 Vienna

Austria

+43 1 80 151 0

office@eurohandball.com

eurohandball.com