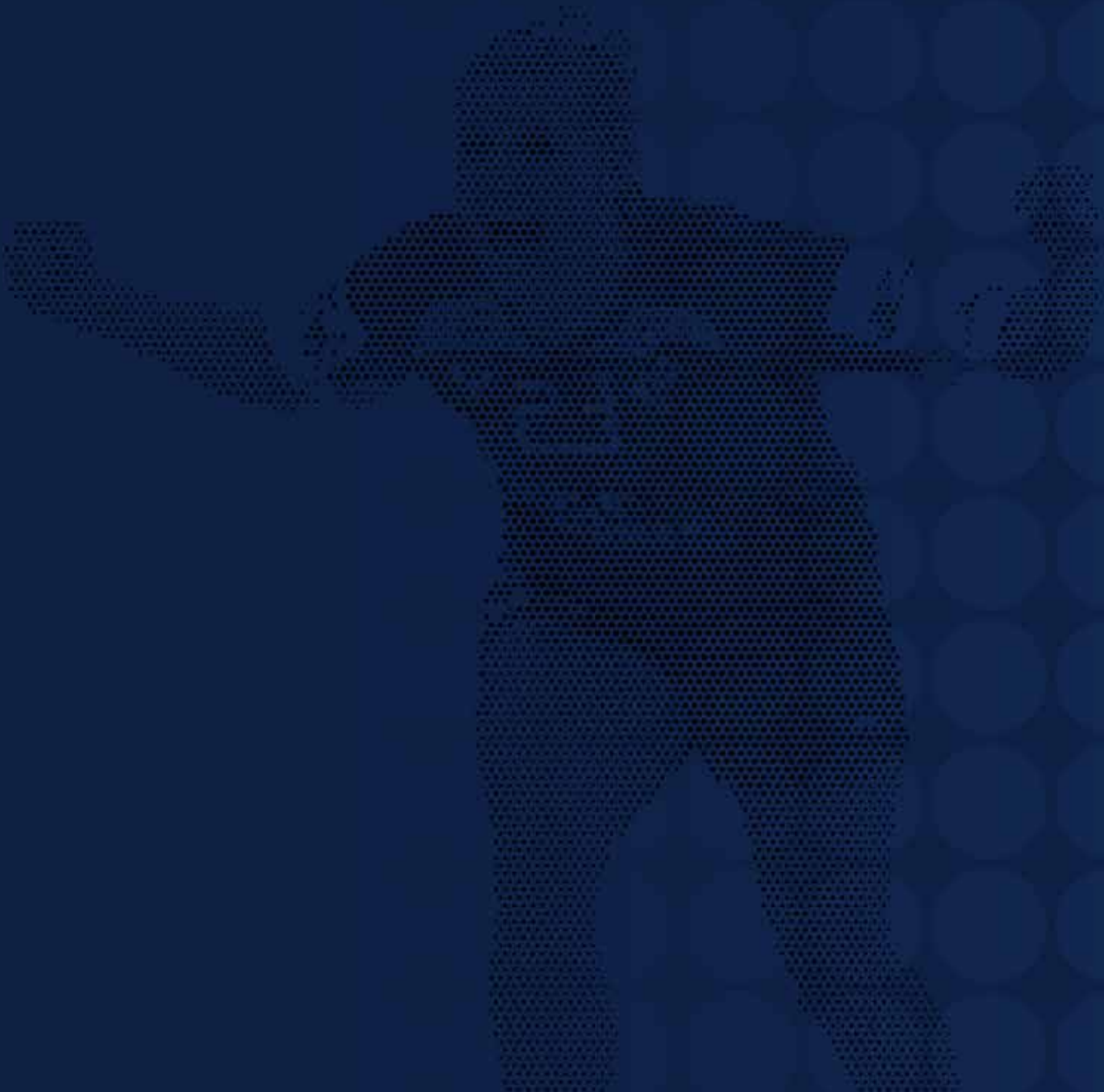




EUROPEAN HANDBALL
FEDERATION

Business Report 2013



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EHF BRAND CARD
"HANDBALL IN EUROPE"



EUROPEAN HANDBALL
FEDERATION

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From the President



As 2013 draws to a close, the European Handball Federation is proud to present the EHF Business Report. In this documentation, we bring you a wide-ranging overview of the numerous activities that have taken place across the broad spectrum of handball both off and on the court over the past twelve months. As the President of the organisation, I have had the pleasure to bear witness to progress made in all corners of the sport. The European Handball Federation continues to undergo significant change. This is an important state for any organisation; it is not a matter of just staying in business for another year; we believe in growth that is conducive to the development of handball.

There have been numerous improvements in the realm of competitions; on a club level, the Cup Winners' Cup was absorbed by the EHF Cup. The new style of the competition, which retained the name, presented its inaugural final event in France in the spring of 2013. The fourth edition of the VELUX EHF FINAL4 captivated 20,000 fans in Germany. On an international level at the men's World Championship in Spain, the European teams fared very well with ten teams filling the top ten spots, underlining European dominance in world handball; and the list goes on... As you peruse this report, you will notice the intentional omission of the information to competition activities on a national team and club team level. In 2013, the European Handball Federation continued to expand its use of social media ranging from eurohandball.com and our eight additional affiliated websites to extensive competition coverage on Facebook, twitter, as well as RSS feeds; thus securing that all results on all levels, both past and present, are at your fingertips via our online platforms. We will now present the sport report at the end of the season.

Nonetheless, the end of the year remains a time for reflection. As we leave 2013 behind, we are pleased to report that we have continued to build on the success of past years. Following the changing of the guard in 2012, the new members of our Commissions, Committees and Boards started strongly by sustaining the standards and living up to the legacy left by their remarkable predecessors. Behind the scenes, the engagement of the EHF and its office staff members with the representatives of the National Federations of Europe continues to be instrumental in strengthening the sport. From Albania to Ukraine, the EHF Member Federations exude an undeniable dedication and energy; simply put, they care. A testimony to their commitment was seen at the Regional Handball Seminar held in Latvia; moreover, it was at the initiative of the member federations that the EHF EURO Task Force came into being. More on these activities can be found in the report.

In 2014, the European Handball Federation will bring numerous highlights to our sporting community. The year will start and end with our top event - the men's and women's EHF EUROs. From 12 - 26 January, the top sixteen national teams in Europe will compete for the golden plate in Denmark. In May, the first Women's EHF FINAL4 will have its début in Budapest. Our rising stars will also compete for gold in the Younger Age Category events in the summer. The 22nd club handball season will throw off in September 2014 prior to Europe's elite female athletes closing the sporting year in Hungary and Croatia at the 11th Women's European Championship.

Off the court, the European Handball Federation will continue to reach new heights in the New Year. With the EHF Brand Strategy, it is the determined intention of the governing body to drive handball forward in terms of the internal working process, external presentation and global positioning. There are exciting times ahead for European handball.

Jean Brihault
EHF President

Executive Committee



Arne Elovsson
EHF Vice President

Just over eighteen months ago, the EHF Congress voted for the persons that would form the Executive Committee to oversee the business of European handball until 2016. Since June, several meetings of vital importance, four of which took place in 2013, have been concluded. In all our activities, transparency remains a primary objective and the EHF Member Federations continue to receive the summaries from each meeting. In the past year, the eleven members have dealt with a wealth of issues that have touched all corners of the sport. We have worked hard to be the driving force of change. Together, we shoulder the responsibility to strengthen our foundations, to circumvent limitations, and exceed our own expectations.



EXEC Members



Jean Brihault
President



Arne Elovsson
Vice President



Ralf Dejaco
Treasurer



Leopold Kalin
Chairman CC



Jerzy Elias
Chairman MC



Ole R. Jorstad
Chairman BC

International Relations

The relationship between the Executive Committee (EXEC) and the representatives of the national federations, as well as internal bodies and external partners, remained most positive. We were very pleased to see the engagement of the protagonists; as we are aware that without them, handball would stagnate. In our work, we have also had the opportunity to be received most amiably by the Hungarian, Danish, and Montenegrin, and Serbian Handball Federations that each hosted an Executive Committee meeting in 2013.

As we continue to oversee the activities of the European Handball Federation on both a competitive and administrative level; we have dealt with a number of recurring topics that are staples of the Executive Committee agenda such as the competition calendar, reporting from the Technical Commissions, and international matters, etc. Over the past twelve months, we have also had to take action on topics of integral importance to European handball where an expeditious resolution was not possible. However, in many areas, many decisions have been made, which have led to the implementation of updated regulations, as well as new competition elements on ball levels.

The first Eastern European Regional Handball Seminar that took place in the autumn was a catalyst for change and made the Executive Committee look at handball from an alternative angle. Supported by Secretary General Michael Wiederer and EHF CAN Coordinator, Helmut Höritsch; President Brihault met with high ranking representatives from 10 EHF Member Federations in Riga, Latvia in October. Based on an initiative from the Latvian Handball Federation and backed by the European Handball Federation, the participants from Armenia, Azerbaijan, Belarus, Estonia, Georgia, Latvia, Lithuania, Moldova, Russia, and Ukraine held successful discussions on the current status of handball in the region. Handball on all levels - Champions League, EHF EUROs, Younger Age Category Events, etc. - were scrutinised over the course of two days. The main focus of the seminar remained the development of the sport in Eastern Europe to which Helmut Höritsch gave a comprehensive presentation. Following the conclusion of the seminar, a principal step was taken as Latvia signed a SMART agreement for the promotion of mini-handball in Latvia.

Although each Executive Committee member undertook representation duties throughout the year at European competitions, the activities of the Executive Committee are not restricted to the federations. Our cooperation with external stakeholders such as the International Masters Games Association (IMGA); the European Police Sports Union (USPE), European University Sports Association (EUSA), and the like, also required Executive attention in 2013.

Intercontinental Cooperation

In our 22 years of existence, a constant source of gratification remains our strong relationship with the International Handball Federation based in Switzerland. From the IHF Council through to Honorary Members, there are over 70 men and women coming from Europe who serve the upper strata of handball. President Jean Brihault and Vice President Arne Elovsson continue to represent the interests of Europe within the IHF Council. In addition to that, the EHF leadership had the opportunity to meet with the IHF leadership on multiple occasions including the IHF Congress in Doha, Qatar.

The Executive Committee continued to foster the relationship with the Confederation Africaine de Handball (CAHB). Based on strong concerns raised by CAHB in the face of regulations governing transfers between federations and the firm objective to ensure the protection of young players, EHF President Jean Brihault invited CAHB President Mansourou Aremou to Vienna to work specifically on this issue. In addition to the President, the African confederation was also represented by the President of Federation Tunisienne de Handball, Mr. Karim Helali. President Brihault and the EHF Transfers Manager, Doru Simion, received the CAHB delegation on 20 November 2013. In light of the EHF achieved experience and knowhow, the discussion highlighted the issues of protection of minors, compensation for education, youth development and fair treatment for a balanced competition, as well as the protection of the national teams. The CAHB representatives related the current state of affairs surrounding these key issues and the daily reality within the continental federation. As the meeting concluded, the parties supported the idea of long term cooperation centred on knowledge transfer, as well as logistical assistance.

Coming up in 2014

The EHF Executive Committee remains committed to taking handball to the next level in 2014. The year will be permeated with top competitions and official events. The Executive Committee will strengthen ties in our community at the 12th Ordinary EHF Congress in Dublin, Ireland. In addition, the handball federations of Croatia, Denmark, and Hungary will host meetings of the Executive Committee in the coming year. We will return to pertinent matters in the New Year when the first meeting is held in Herning on the fringes of the Men's EHF EURO 2014. Our stakeholders can be assured that we will not idle and the changes in the area of competitions to be implemented next year will bring the organisation closer to achieving its strategic objectives in the area of strengthening handball – our activities in 2014 are not to be missed!

EXEC Members



Per Bertelsen
Member



Predrag Boskovic
Member



Helga Magnusdottir
Member



Joan Marin
Chairman PHB



Lidija Bojic Cacic
Chairman WHB

The Finance Delegation



Ralf Dejaco
EHF Treasurer

As the Treasurer and a member of the Finance Delegation, it has been an honour and a privilege to serve the European Handball Federation for the past 9 years. I have relished the opportunity presented to witness the growth of the organisation; and this year has been no exception. The EHF has worked tremendously hard to take its competitions to a higher level through discerning investment practices; naturally, this also goes beyond a financial degree. We have also continued to assist our Member Federations through our development programmes, and various levels of cooperation. I am very optimistic about the future of the organisation as the sustained success of the EHF lies in its resolute approach to handball in Europe.



The Finance Delegation, consisting of the EHF President, Vice President, Treasurer, Secretary General, and Chief Finance Officer, is nominated by the Executive Committee. In relation to strategic and financial issues, the group liaises closely with the EHF General Management; due to the nature of the business and in order to safeguard transparency, financial decisions taken by the Finance Delegation are submitted before the Executive Committee for ratification. Other activities include functioning as an EHF Delegation to the EHF Marketing Advisory Board.

The undertakings of the Finance Delegation remain outwardly unobtrusive, but nonetheless an essential element in the pursuit of protecting the financial integrity of the organisation's non-profit status as well as against maladministration of handball in Europe. The scope of the activities within the Finance Delegation range from assisting the operational leaders based in the headquarters with the daily business at the behest of the Executive Committee, executing high profile meetings and taking influential decisions when necessary.

EHF Chief Financial Officer Andrea Moser, and her team in the finance department of the EHF Office, effectively support the Finance Delegation. The meticulous practice of controlling expenditure remains proficient as stringent policies are in place and standard business procedures are implemented in accordance with regulating external bodies. As the European Handball Federation entered 2013, the organisation recorded a positive conclusion to the previous business year.

Due to the global economic crisis that continues to have an increasing impact in the area of sport, the needs of EHF Member Federations have altered. This has led to more federations reaching out to the Technical Commissions to find resolution of a sport-political nature. In turn, the Chairmen and members of the respective commissions submit recommendations to the Finance Delegation for interim approval prior to requesting absolute validation from the Executive Committee.

The members of the Finance Delegation have participated in many meetings over the past year, these have included meeting with the representatives of national federations as well as the stakeholder representatives, and cooperation visits with other sport related institutions, to mention a few. Contact to interest groups in the realm of cooperation is executed on the level of the Professional Handball Board. Furthermore, meetings with the International Handball Federation concerning matters of strategic association are carried out on a regular basis.

The Comptrollers



Wolfgang Gremmel
EHF Comptroller

As members of the statutory board of comptrollers, my colleagues and I bear a great responsibility to evidence to our primary stakeholders, the EHF Member Federations, that the obligatory expenditure of the organisation's financial resources is undertaken in an appropriate manner. Encompassing 22 years, the EHF Comptrollers, past and present, had no cause ever to record a single incident of financial impropriety; a clear signal that the high standards of the European Handball Federation continue to be upheld by the veracity of its workforce. In 2014, we will continue to supervise the financial reporting of the EHF and its daughter company, EHF Marketing GmbH in compliance with Austrian and European legislation; as in years past, I assure you that the Comptrollers remain dedicated to this assignment.



EHF Comptrollers



Bozidar Djurkovic



Robert Pretenthaler

The vocation of the EHF Comptrollers is by no means limited to the inspection of the requisite balance sheets; they are also duty bound to secure the presence of the European Handball Federation in the sporting community by assessing risk and verifying contingency stratagems. It is a stark reminder that sound financial practices remain indispensable in any organisation. Through the vigorous financial controls and high standards exhibited by the organisation, the European Handball Federation has retained a healthy fiscal prognosis despite global economic austerity. It is clear that good governance underpins the success of the EHF and above all, that the actions of the EHF in the area of finance remains consistent, fair, transparent, and beyond reproach.

The Comptrollers are also bound to check the implementation progress following decisions on the sport-political level that connect to the finance system. Since 2005, following the establishment of EHF Marketing GmbH, the EHF Comptrollers act as a Comptrollers Council to EHF providing the link to the EHF Executive Committee as well as the Congress in respect to EHF and EHF financials and their interface. The Comptrollers also play a key sport-political role in the revision of the EHF financials, in addition to the external auditors and based on legal provisos; and at the biennial Congress, the Comptrollers report on the conduct of the EHF business, which serves as a basis for the approval of the conduct of the EHF business by the European Member Federations.

From the financial accounting conducted by the General Management, ledger inspections by the members of the EHF men's and women's Club Boards, to the assessment conducted by external certified auditor; the meetings of the EHF Comptrollers/Comptrollers Council are based on these findings and, respectively, the reports of the boards.

In the spring of 2013, following the conclusion of the fiscal year, the Comptrollers convened in Vienna to undertake their annual internal audit of the EHF financial resources, which include all assets of the non-profit organisation and, later on in the year, those of EHF Marketing GmbH. Following these inspections, which were carried out in May and November, the Comptrollers submitted their reports to the Executive Committee, in addition to the independent audits. The EHF Office General Management and, in case of EHF Marketing business, the EHF management supported the Comptrollers through this process. The settlement of the EHF Marketing GmbH financial matters was realised in November and was submitted for approval to the EHF General Assembly in December. The final audit of all 2013 EHF transactions is scheduled for finalisation prior to the 2014 Ordinary EHF Congress in Dublin, Ireland.

There is a first time for everything: In August 2013, the cities of Gdansk and Gdynia was the backdrop for the 11th edition of the Women's 17 European Championship. Fifty-six matches were played over ten days before the Swedish national team led by Coach Niklas Blomgren, dethroned the 2011 title defenders, Russia. Cheered on by 1,500 spectators, this was a superb achievement for Sweden, in their fifth appearance in this category, Sweden take the title for the first time in the history of the team.



Russia reigns supreme: Russia left behind the disappointment of the previous tournament in 2011 to give a flawless performance at the 2013 Women's 19 European Championship. The cities of Kolding and Sonderborg in Denmark were the locations for the final tournament, which streamed live throughout the ten-day event. The host team showed their determination to keep Russia at bay in an exciting semi-final that required extra-time. Russian took the ultimate victory against Hungary in front of 2,000 spectators.



Competitions Commission



Leopold Kalin
CC Chairman

2013 has been a year of immense activity behind the scenes on both the club and national team levels; and leading the Competitions Commission (CC) it has been my duty, along with that of my colleagues, to steer the development of our competition repertoire. It has not been an easy task; in the realm of European handball activities, what happens on the court could be construed as a relatively small element in consideration of the larger picture of bringing our top products to the global handball community. Over the past twelve months, we have dedicated ourselves to maintaining current high standards; and we have also experienced success in attaining positive and much welcome changes. With the staunch support of the EHF Member Federations, this will continue in 2014.



CC Members



Martin Hausleitner



Carmen Manchado



Dragan Nachevski



Sandor Andorka

Competitions Commission in brief

As we review 2013, the work of the Competitions Commission without any doubt has centred on the makeover of the EHF Women's Champions League and the first edition of the Men's EHF Cup Finals. The CC has also distributed the 2014/15 international calendar and work continues on the draft of the 2015/16 schedule. We also celebrated the successful first year of the independent body that is the European Anti-Doping Unit (EAU) and the fact that in the hundred tests that have been carried out, not one player has tested positive for any banned substance, which underlines the level of integrity within the sport of handball. In addition, collaboration with "Handvision" (France) provided a perfect assistance for the referees in the form of head cameras. We can report on a promising start for the introduction of new goal line technology following the EHF Cup Final Tournament in Nantes, where the system had its premiere in an EHF competition.

Women's EHF Champions League

Following an extensive communication exchange as well as the collection and evaluation of diverse information, the CC became aware that the playing format of the women's top club competition was ready for an overhaul. As a direct result of the workshops with the club representatives, consultation with the Women's Handball Board (WHB) together with the technical input and the concerted cooperation of the Competitions Commission, the new playing system beginning with the second half of the competition and culminating in a final event at the peak of the season, was unveiled.

The new system will commence with one solitary qualification round while the group phase remains unchanged with 16 teams in four groups. The top three teams from each group will progress to the main round with a new system of two groups of six teams; the 4th ranked teams will be included in the Cup Winners' Cup. Teams ranked 1 to 4 in the main round qualify for the quarter-finals where the contenders of the newly introduced FINAL4 of the EHF Women's Champions League will be decided.

Technical Refereeing Committee (TRC)

As they continue to oversee the development in the area of officiating, the members of the TRC, led by Chairman Dragan Nachevski, placed much emphasis on the Young Referee Programme in 2013. A positive collaboration between the TRC's Female Referee Programme and the Women's Handball Board saw 11 female referee pairs successfully nominated to the 2013 W19 (DEN) and W17 (POL) European Championships. The TRC also plan to host a female Referee Candidates' Course on the fringes of the 2014 IHF/EHF Challenge Trophy in March 2014.

First edition of the Men's EHF Cup Finals

Starting with the 2012/13 season the Men's EHF Cup underwent a similar facelift, which was highlighted by the first EHF Cup Final Tournament conducted in a semi-finals and finals format in Nantes, France on 18/19 May 2013. The "Palace de Beaulieu" was packed with over 5000 enthusiastic spectators on both days where Rhein Neckar Löwen (GER) took the first trophy of the new Men's EHF Cup. On the whole, the first season of the new Men's EHF Cup was hailed a success. Nevertheless, the Competitions Commission together with all stakeholders, will continue to develop this competition in order to gain a stronger position on the market.

FINALS
18th - 19th MAY 2013
NANTES
FRANCE

EHF National Team Competitions

Over the course of 2013 five EHF events (the Men's 18 European Open in Sweden, the European Youth Olympic Festival for male and female Younger Age Category teams, the Women's 17 European Championship in Poland and the Women's 19 European Championship in Denmark) took place – and with very few exceptions all EHF member federations were involved. Add to this the European qualification matches that were related to the four IHF events in 2013 (Men's World Championship in Spain, Women's World Championship in Serbia, Men's Junior World Championship in Bosnia and Herzegovina and Men's Youth World Championship in Hungary) an impressive 471 matches were played in just 12 months. If you then include every match that has been played in the European Cup competitions, it can be imagined how many handball fans have been exposed to our sport through media coverage – live or delayed – in Europe and worldwide.

Younger Age Category Events

The future Younger Age Category events is currently being redefined. Feedback received to the qualification tournaments has them deemed as cost-intensive and increasingly unpopular. Thus, the EHF had to take immediate action. It was proposed that this phase of Younger Age Category competitions be remoulded and staged as European Championship final tournaments on three different skill levels. There have already been positive signs from the commissions in charge, such as the EHF Competition Commission, the Nations Board, the Professional Handball Board, the Women's Handball Board and the EHF Conference of Presidents. In a next step, the proposal will be tabled at the 2014 EHF Congress in order for member federations to vote on the future direction of the YAC competitions. We have developed a competition system with which the gap between the lower ranked nations with nine compulsory matches in four years and the higher ranked nations with at least 40 compulsory matches in a four-year cycle is consistently getting smaller.

The demand to change the current competition system cannot only be derived from the omnipresent financial crisis. While there is without doubt the need for an approach that is in the interest of high level sport, we also have the task to educate. The new playing system will increase the number of compulsory matches on an adequate skill level at reasonable costs. At the same time it will be necessary to adapt the regulations in question to mirror the change in the competition format.

EHF EURO Events

Under the banner of "Technical Supervision for High Performance", the efforts of the team led by Monika Flixeder centered on targeted modifications of the EHF EURO. As the top national team product, the EHF EURO continues to go from strength to strength; the infrastructure encompassing each individual event is viewed as a crucial element to the success of the EHF EURO. Therefore, the office team revised the minimum requirements and standards. The implementation of necessary criteria has taken immediate effect and will be reflected in the organisation of all future EUROs. The EHF will undertake regular controls of organisational progress; including the supervision of refurbishments and reconstruction of potential venues.

Other areas of development include the reformation of the manuals and guidelines directing the organisation of the EHF EUROs and the closer cooperation with companies and authorities in order to gain additional insight into their needs. The use of superior technical equipment employed alongside the honed scouting of technical parameters will also be realised in future events. Action is to be created around performance by using speed measurement, goal-shooting competitions, etc. On a technical level and with the assistance of the relevant internal bodies, EURO Events will provide more guidance and support for EHF officials such as experts for referee guidance and mental coaching in combination with a higher standard of educational measures, which will include increased physical activities, coaching, and counselling. All of this and more will be the catalyst to take the EHF EUROs towards the next stratum.

In 2013, the question of enlarging the competition was raised and in order to conduct a full analysis, the Task Force EURO Events was created. EHF Vice President, Arne Elovsson was selected to chair the task force and representatives from the relevant interested parties were invited to collaborate. The task force met twice in 2013 to discuss the possibilities and potential ramifications of enlarging the EHF EUROs.

Women's EHF Champions League FINAL4

The introduction of a FINAL4 for the Women's EHF Champions League follows a strong request from the side of the clubs and, at the same time, is considered as a huge step forward regarding the further development of the women's top club competition. The first venue of this highlight will be the Laszlo Papp Arena in Budapest, Hungary on the weekend of 3/4 May 2014.



Methods Commission



Jerzy Eliasz
MC Chairman

As laid down in the Methods Commission master plan for the period 2012 – 2016 and based on the competence of the MC members, four major areas were emphasised and commonly elaborated in 2013. We placed our focus on the RINCK Convention especially in the field of Coaching Licensing; the EHF Youth Coaches' Seminar and Summer Camp; development programmes and courses emanating from the EHF Corporate Academy & Network; and finally, the 2nd edition of the EHF Scientific Conference, which centred on and was titled "Women and Handball". Moreover, the numerous educational activities carried out by our excellent EHF Lecturers combined with the production of innovative teaching material make the EHF CAN a strong pillar of our technical work for the further development of handball in Europe.



2013 Signatory Nations

Austria, Belarus, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, England, Spain, Estonia, France, Germany, Hungary, Ireland, Iceland, Italy, Latvia, Luxembourg, FYR Macedonia, Malta, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovenia, Serbia, Slovakia, Switzerland, Sweden and Turkey.

EHF RINCK Convention and EHF Coaching Licensing

The objective of the RINCK Convention is the mutual recognition of standards and certificates in the field of coaches' education in handball in Europe by preserving and safeguarding the regional and national characteristics of coaches' education, in order to facilitate the direct admission to work as a handball coach, in each signatory member federation.

In April 2013, the EHF RINCK Convention held a seminar for signatory nations at the EHF Office in Vienna, Austria. It was here that the MC presented the EHF Open Master Coach courses and the EHF Coaching Licensing programme. Supported by EHF Lecturer Wolfgang Pollany and office staff members, MC member Peter Kovacs led the seminar during which the 33 signatory nations confirmed their willingness to support the EHF Licensing System which included cooperation in issuing EHF PRO-Licenses, EHF Coaching Licenses as well as the setup of an EHF Coaching Database.

At their meeting at the beginning of September, the Methods Commission emphasised the development aspect of the planned procedure and suggested Level 3 of the EHF RINCK Convention as a minimum requirement for mandatory EHF Coaching Licensing in all EHF competitions from the 2014/15 season onwards. The proposal, in connection with an appropriate development plan and implementation guidelines was presented to the Executive Committee and subsequently approved.

2013 EHF Youth Coaches' Course and Summer Camp

Within the framework of the 2013 Women's 17 European Championship in Poland, the Methods Commission organised the EHF Youth Coaches' Course. Held from 18 – 21 August 2013, the course included lectures from Monique Tijsterman (NED), Wojciech Nowinski (POL), as well as EHF Master Coach Martin Tuma (CZE). 73 participants took part in both theoretical and practical lessons. In keeping with Women's Handball Development Programme, seven female coaches were selected and invited to attend; this was subsidised by the Women's Handball Board (WHB). The 2013 Summer Camp was held in Gdansk (POL) from 15 – 25 August 2013. The demonstration team was composed of 21 girls selected among the summer camp participants. The camp was opened to young players born in 1998 and was supported by the EHF and led by Wolfgang Pollany.



2013 EHF Development Programmes

The EHF currently offers four major development programmes ranging from the short to the long term. Our programmes are well known; the short term programmes provide specific and measured assistance; the SMART programme contributes material and educational support; the Foster programme remains cooperation between developed and emerging nations as supervised by the EHF; and most recently, the Infrastructure Support Programme (ISP) supplies part-funding to recipients for the specific purpose of employees in national federations with pre-defined tasks and objectives. Furthermore, in order to follow up the realisation and success of our development programmes, the EHF Methods Commission placed special emphasis on guiding the beneficiary member federations by mandating detailed situation reports.

In 2013:

- 22 member federations were supported via the short term programmes; there was a considerable increase in beach handball support requests
- EHF Lecturers travelled 20 times to contribute to national courses for coaches, referees and delegate, sharing their experience and knowledge within short term or SMART programmes
- Four new SMART programmes were signed taking the total to 10 SMART programmes that were managed in 2013.
- The ISP supported employees in 6 member nations with the aim to develop handball in the respective countries through specific activities and projects.

The 2013 EHF Lecturers' Seminar was hosted in June. Experts representing the main topics of coaching, refereeing, and beach handball were informed of new working and educational tools, especially the refereeing teaching material produced in cooperation with the University of Las Palmas in Spain.

EHF CAN Courses

Vienna was the setting for the 2013 EHF Referee Seminar & EHF Delegate Proficiency Course held at the end of August. Sixteen top referee couples and 29 delegates convened and participated in a joint preparation course for the 2014 EHF EURO in Denmark. The combined seminar organised by the EHF Competence Academy & Network (EHF CAN), under the leadership of Helmut Hörtisch, served not only as an idea exchanging platform, but also as a part of team-building for match officials. The EHF attained a new level of preparation; the programme for referees contained specific preparatory activities for an EHF top event. Highlights included physical fitness assessment testing (shuttle run with lactate), mental skills and methods with emphasis on "emotions and performance" and "body language", on-court officiating, proactive discussions regarding primary points of cooperation with the EHF delegates, and stressing the importance of coherence in behaviour and actions.

In the delegates programme, focal points of task training included the EHF delegate task agenda (the event from arrival to departure), task distribution (supervisor/observer - EHF supervisor), EHF delegate performance features before, during, and after the game, substitution area/coaching zone and coaches' behaviour, behaviour and performance training tools, and finally, best practice examples/dilemmas. The EHF Referee Seminar and EHF Delegate Proficiency Course ran parallel with several joint and separate lectures. The form of the course helped to facilitate a common understanding of on and off court officiating, which remains an important component of the game.

EHF Club Management Seminar

Organised by the EHF CAN and assembled on the fringes of the VELUX EHF FINAL4 in Cologne, the 2013 EHF Club Management Seminar was held. The participants heard from prominent keynote speakers from various fields of sport/brand management, social media, sport university institutes, various German team sport leagues and FIBA Europe. Issues such as brand building and management in handball, promotional and event concepts in other team sports, and social media strategies were covered. The event offered participants the chance for active discussions and the opportunity to present a topic of interest from his/her club and share a "best practice" experience with the rest of the group. The invited club representatives and other guests reacted positively to the EHF initiative aimed at developing a closer cooperation between the stakeholders.

MC Members



Sjors Röttger



Peter Kovacs



Juan Anton



Pedro Sequeira



Nina Britt Husebø



Beach Handball Commission



Ole Jørstad
BC Chairman

The Beach Handball Commission (BC) has had a great year, there has been so much positive development especially in the area of referees and the players continue to score these spectacular goals on a very high level. The members of the Beach Handball Commission will continue to raise the profile of the sport; we will intensify our actions in specific areas such as external partnerships, as well as introduce more tools for the betterment of beach handball across Europe. After months of intense planning, the New Year will also see the BC introduce a new pilot competition. The Beach Handball Champions Cup will see eight men's and eight women's national champions take part in this new club team event. In 2014, get ready for beach handball to be bigger and better than ever before!



BC Members



Marco Trespidi



Gabriella Horvath



Sinisia Ostoic



Georgios Bebetos

A positive development in the realm of beach handball is the level at which beach championships are now organised; this improves year on year. Our summer highlight was the senior and youth 2013 European Beach Handball Championships for men and women organised by the Danish Handball Federation. Across the media spectrum, in television, in print, and via web based media; the crowd went crazy for beach handball.

As seen in 2013, the best events continue to be supported by a high number of volunteers and good infrastructure that supports a reduced transportation time and increased appropriate rest for the athletes through high quality accommodation. The atmosphere surrounding the event is instrumental to the success of the organiser; this means a high number of spectators, great media interest, music, and announcers for example; all of which were experienced in Denmark.

Electronic Match Report & Live Score Ticker

In cooperation with the EHF IT department and the external partner EOS Data, the Beach Handball Commission achieved a milestone in the area of match administration. Starting with the test period on the occasion of the men's and women's 2013 YAC Beach Handball European Championships, the system was rolled out and used during the duration of the senior event in Randers, Denmark. Each playing court was equipped with a touch screen tablet PC, which gave the EHF beach handball delegate the possibility of entering the match data electronically, effectively eliminating paper work. After a short familiarisation period, the delegates charged with this task successfully used the new system. It was not only the working procedure that brought great satisfaction, but also the routines such as goal-point counting, warning in case of 2 suspensions, etc., which made the work of the delegates easier. Another great step forward was the launch of the live score ticker. Coupled with the electronic match report, the details of each match – a total of 132 games across six playing days – were globally accessible; for the Beach Handball Commission, this was a huge feat on a conceptual, financial, and organisational level.

Online testing

In December 2013, the Beach Handball Commission will trial the new online testing system that was developed over the year, again in a joint cooperation with the EHF IT department and the external partner EOS Data. The tests are tailor-made for the respective target groups and individually composed for the examinees. The test candidate will have 20 to 30 minutes to answer approximately twenty multiple choice questions. The questions concerning rules are allocated to the referees, and those which focus on event organisation and administration are allotted to the delegates. The new online tests are not solely focussed on the improvement of competence among the beach handball officiators; they are also intended to motivate the officiators to deal with beach handball matters not only in the summer season, but also in autumn and winter. As of 2014 all the EHF beach handball referees and delegates, and, in a future step, beach handball coaches as well, will be required to pass three tests per year.



E-book

The 2013 European Beach Handball Championships in Randers, Denmark was a tournament that broke all records! There were outstanding teams that gave their all until the very last match. On the centre court, 2,000 spectators cheered for their teams, and the media coverage reached unprecedented heights. And now we give you the chance to relive some of the championships' best moments. In its efforts to further increase the coverage of beach handball - and to give the fans something to survive the inevitable winter break - the EHF Beach Handball Commission published "Moments in time", an e-book capturing the championships' best moments in some outstanding pictures by Slovenian sports photographer, Uros Hocevar. The 200-page strong book features eleven chapters which among others focus on the players' emotions, the fun they all had and the spectacular action that took place on the courts. 'Moments in time' is available via eurohandball.com in the e-book section.

Occasion of the launch, EHF President Jean Brihault commented, "During the event period, 132 matches were concluded and at each match, the raw emotion of players, the laughter and fun, and the essence of the game have been captured on film and an exclusive selection of these moments reproduced for you."



Marketing package

In 2013, the Beach Handball Commission once again turned its attention to increasing the popularity of this specialist branch of the sport. An information folder was created that introduces the new beach handball profile. The brochure provides ideas on how to further develop the status of beach handball in the national federations; a DVD contains video clips of the greatest moments to date. Moreover, additional tools that are useful for the beach environment are also implemented. Marketing packages are available by contacting the Beach Handball Business Unit at the EHF office in Vienna.





Unbeatable: It was the quintessential event of the summer handball season, a tournament that united the top athletes and, in turn, thrilled the spectators, and captured the raw emotion both cliques. The 2013 European Beach Handball Championship for men and women was held in Randers,

Denmark in July. In the men's competition, the dominance of Croatia once again amazed the 2,000-strong crowd. Three consecutive events and the guardians of the men's championship title remain undefeated. In an unforgettable final, Croatia faced Russia in a replay of the 2011 final; Croatia got off

to a fantastic start and dominated the first half of the match. Russia stepped up their game in the second half, but it was not enough to ward off the eminent victory of the unbeatable Croatian national team.

An Air Affair: In front of 2,000 spectators in Randers, Denmark, Hungary took the gold medal in a nerve-wracking final against Denmark in the women's edition of the 2013 European Beach Handball Championships. The Hungarian women's national team finally achieved long awaited recognition as they

lifted the championship plate for the first time in the history of the team. The road to victory for the Hungarians was fraught with tension; nevertheless, the team held their nerve and dominated the final. The moment of glory came only after shoot-out victory [2:1].

The prowess seen in beach handball is just another element in the sport that makes it captivating. After months of intense training, when the athletes step on to the court, this is moment that all have been waiting for; a solitary chance to prove themselves the queens of beach handball.



Where prudence meets impartiality

Introduction

Over the years, the European Handball Federation has redefined and improved many of its internal legal structures. The changes implemented have not only been necessary, but also inevitable due to the mutable face of handball both on and off the playing court. Through the phases of modernisation, EHF has occasionally adapted its structures to the needs of its stakeholders always for the betterment of the sport. Naturally, the transformation was not complete without revising specific elements of the three legal bodies; the EHF Court of Handball (CoH), EHF Court of Appeal (CoA), and EHF Court of Arbitration (ECA).

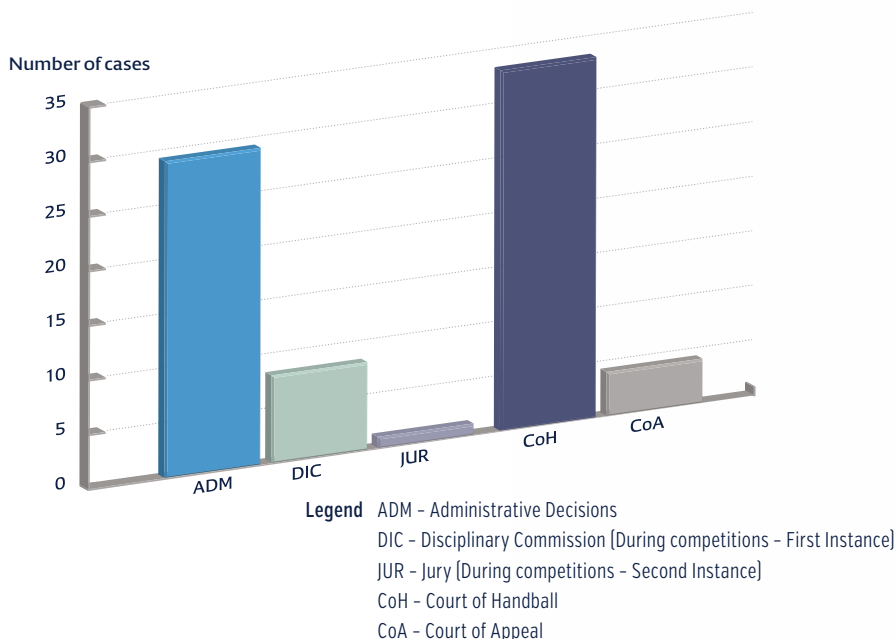
Through the Code of Conduct agreement signed by those in the service of the EHF, whether it be an employee or an elected commission member, et.al; the individuals pledge to conduct themselves in a manner befitting the sport at all times notwithstanding the type and popularity of the event. In any EHF event, we bear witness to high quality organisation, to skill, athletic prowess, and a desire to triumph at every level.

Nevertheless, challenges still arise and in order to correct perceived wrongdoings and violations, we have to be ready not only to hold parties answerable, but we, as the EHF have to be ready to bear the responsibility and also hold ourselves to the highest standards when seeing a case through to the end. Thus, all the activities of the legal bodies are undertaken with the utmost discretion, unbiased, and in compliance with the Rules of Procedure. Moreover, in accord with the EHF Regulations, List of Penalties and Catalogue of Administrative sanctions, the decisions and awards made by the legal entities that govern handball are beneficial for handball as a whole. It is clear that the bar must be set by those who undertake a judiciary role.

Progression, professionalism, and transparency through democratic practice within the EHF legal structures are key components that will continue to strengthen the sport from within.

General overview for the season 2012/13

Decisions (and awards in the case of the EHF Court of Arbitration) are not only released by the EHF Court of Arbitration, EHF Court of Handball, and the EHF Court of Appeal. Indeed, on-site bodies such as Disciplinary Commissions and Jury, as well as relevant EHF Office departments (acting as administrative bodies) can also release decisions. For the season 2012/13, approximately 75 decisions were released by the abovementioned entities. The repartition among the different entities is as follows:



EHF Court of Handball (CoH)



Rui Coelho
CoH President

With an average of two cases per month, my colleagues and I are kept firmly occupied with the topic of adjudication. From breaches in marketing protocol to unsportsmanlike conduct, no two cases are ever the same. To mediate and bring resolution to cases within a set timeframe could be described as a skill that my colleagues and I have finely tuned over the past years. Not only am I privileged to serve as the President of this legal body, I am also very proud of the accomplishments that the EHF Court of Handball have achieved in the area of conflict resolution. It is our group objective to remedy claims to the satisfaction of both parties within the structure of the first instance, so that further action is unwarranted.



CoH Members



Tapio Arponen



Panos Antoniou



Jolanta Jankeviciene



Willy Tobler



Henk Lenaerts



Ioannis Karanassos



Viktor Konopliastyi

Presentation of the body

Established in 2011 to replace the former Arbitration Tribunal, the EHF Court of Handball (CoH) is the body of first instance for disciplinary adjudication, composed of one President, Rui Coelho, two Vice Presidents, Panos Antoniou and Tapio Arponen, and five Members, Jolanta Jankeviciene, Ioannis Karanassos, Viktor Konopliastyi, Henk Lenaerts, and Willy Tobler. It constitutes the keystone of the EHF legal system since this is, by far, the body having to decide upon the largest number of cases every season. The diversity of issues which may be brought to the EHF Court of Handball and the few number of appeals lodged against its decisions underline the competence of this body.

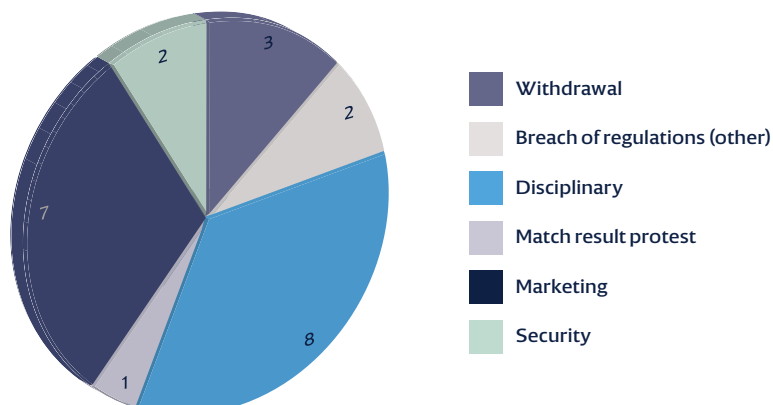
Cases overview

From the 23 cases brought to the EHF Court of Handball for the period January to November 2013, only 2 were appealed. Indeed, with the exception cases relating to transfer issues, administrative violations regarding the list of administrative sanctions as well as decisions dealt with by the EHF on-site bodies, the EHF Court of Handball is competent to decide upon disciplinary, marketing, competition or any other type of regulations infringements.

To underline the diversity of cases, out of these 23 cases, 7 relate to disciplinary issues (direct disqualification, unsportsmanlike conduct), 7 relate to Marketing issues (advertising, LCD set-up, branding, media), 3 relate to withdrawal (either from the organisation or the participation rights), 2 relate to good order and security issues and one case relates to a match result protest. In addition, violations relating to other type of cases such as flooring requirements were dealt with by the EHF Court of Handball.

Quick handling of proceedings

The density of EHF competitions leads the EHF Court of Handball to handle proceedings within short lapse of time, especially while deciding upon disciplinary issues having to be settled in few days. Concretely, the EHF Court of Handball places great emphasis on handling direct disqualification matters within few days when taking place in rounds played in a one week timeframe. It ensures legal certainty for every stakeholder as any doubt as to the status of the person directly disqualified is avoided.



EHF Court of Appeal (CoA)



Markus Plazer
CoA President

All appellants continue to be fortunate in the fact that EHF legal bodies are supported by a strong legal framework of which the keystones include fair and transparent regulations; a List of Penalties, and a Catalogue of Administrative Sanctions. 2013 has been a very interesting year for the members of the EHF Court of Appeal; this year we were able to bring resolution to all cases bar one; the intricacies of the five cases presented varied broadly and have demanded nothing less than our full attention. The Court of Appeal is administered by thoroughly competent men and women and it has been my pleasure to work with them over the past twelve months; we continue to bring a wealth of experience to each case that is meticulously examined prior to careful deliberations before a decision is taken.



CoA Members



Jens B. Rasmussen



Nicolae Vizitiu



Lucio Correia



Roland Schneider



Marek Szajna



Milan Petronijevic

Presentation of the body

The EHF Court of Appeal is the body of second instance for disciplinary adjudication. It is composed of one President, Markus Plazer, one Vice President, Jens Bertel Rasmussen, and five Members, Lucio Correia, Milan Petronijevic, Roland Schneider, Marek Szajna, and Nicolae Vizitiu.

Even though the cases brought before the EHF Court of Appeal are fewer than the cases before the EHF Court of Handball, the range of issues which might be dealt with by this second instance body is wider. Indeed, in addition to the EHF Court of Handball decisions, the EHF Court of Appeal is responsible as second instance in case of appeal against transfer related decisions, administrative decisions, as well as appeals lodged against first instance decisions of the EHF on-site bodies taken during EHF EURO Qualification and Final Tournament matches, the EHF Cup Final Tournament and the VELUX EHF FINAL4. However, in order to ensure a quick decision during such events, ad hoc Commissions composed by three EHF Court of Appeal members may be appointed by the EHF President.

Cases overview

Five cases were lodged with the EHF Court of Appeal during the period from January to November 2013. Out of the 5 cases, which relate matters of marketing, transfer, disciplinary, and match result protest; 4 are now closed and enforceable. One case was brought to the EHF Court of Arbitration.

European Court of Arbitration (ECA)



Jörgen Holmqvist
ECA President

The independence that embodies the EHF Court of Arbitration is its most vital asset. Any case lodged with the ECA signifies that the claimant is making a final effort to find fair resolution to a complex issue. It remains a seldom occurrence that a case reaches the office of the ECA, this is due to the exemplary work conducted within the Court of Handball, and respectively, the Court of Appeal. However, when an aggrieved party calls on the EHF Court of Arbitration, there is an immediate reassurance of having a choice of 50 legal experts at hand to reconcile the matter. As the last bastion of impartiality, the ECA handles each case with the utmost level of confidentiality, impartiality, and in an expeditious fashion.



ECA Members



Janka Stasova



Jaques Bettenfeld

A Handball designed body

As an alternative to civil courts due to the complexity and length of their proceedings, once all channels of the EHF legal system have been exhausted, the European Handball Federation created and recognised the EHF Court of Arbitration (ECA) in 2007 and it became effective as of 2009. It also aims to make the advantages of a court of arbitration composed of sport and legal professionals available to every handball stakeholder. Indeed, ECA proceedings are cost-effective and quick; the maximum duration of proceedings is three months from the formation of the arbitral panel, while ensuring a professional and independent handling of each dispute. The ECA's legal seat is in Vienna, Austria and is in full compliance with the Austrian Code of Civil Procedure pertaining to Arbitral Proceedings.

The ECA may be used by the parties upon exhaustion of all legal remedies available within the EHF for disputes and matters within the competence of the EHF administrative and legal bodies. Secondly, the ECA may be used for national cases, upon exhaustion internal legal remedies of the national federations. Lastly, disputes related to sport outside of sports organisations competence may be brought to the ECA. However, two situations should be distinguished. Indeed, in the first category of cases, the recognition of ECA competence by handball stakeholders is made through the EHF Statutes and the Arbitration Agreement signed by the clubs and the national federations while registering for EHF competitions, the two following categories of disputes are submitted to the recognition of ECA competence through a valid arbitration agreement.

An established independence

Regarding the organisation, the ECA is composed of a Council with three members (one President and two Vice Presidents, appointed by the EHF Congress) and an Office. The ECA Council must safeguard the independence of the ECA, especially via the handling of the general organisation of the ECA, its representation towards the EHF Congress, the confirmation of list of arbitrators, the appointment of substitute arbitrators, in addition to the nomination of arbitrators for interim measures of protection. The ECA Office is coordinating the proceedings, ensuring principles of independent administration and the transparency of proceedings, as well as the compliance with the Rules of Arbitration. To ensure efficiency and professional handling of the disputes, a list of approximately fifty (50) competent arbitrators is available for the parties.

The EHF Court of Arbitration demonstrated its independence towards the EHF several times, not hesitating to revise decisions from the EHF legal bodies or even to impose the payment of damage compensation on the EHF. Consequently, the EHF having the possibility to be party in ECA proceedings does not contest the independence and impartiality of the body. From an economic point of view, the ECA is self-financed; the costs of proceedings as well as the non-refundable registration fee cover the various ECA fees.

More information about the EHF Court of Arbitration may be found here: www.eca-handball.com

Handball...across the board



Over the past 22 years, the sport has undergone many transformations. The number of our member federations has increased, so have our competitions; our stakeholders are more defined, and the scope of regulatory bodies has expanded; all this and much more, undertaken with the sole purpose to safeguard the enlargement of handball in Europe. Through dynamic debate, it is here in our boards that the needs of the stakeholders, be they contradictory or compatible, are identified. And from this point out, we dedicate ourselves to finding the solution most beneficial to handball as a whole.

This year internal cooperation was the secret of our success. The functionality of the EHF boards was the driving force of the major reform in the areas of women's handball, men's club, and national team events. Born out of necessity, the formation of the Nations Board, Professional Handball Board, and the Women's Handball Board has evolved. All our panels are derived from stakeholder initiatives and EHF interpolation; this is the essence of the boards - the involvement on all levels.

Handball needs champions...not only on the court.

Nations Board (NB)



Morten Stig Christensen NB Chairman

2013 has been an eventful and very demanding year for the Men's Nations Board. The imminent changes to the Younger Age Category and EHF EURO events necessitated multi-faceted dialogue in our meetings. To enable the evaluation and decision-making process, we have been on both the giving and the receiving end of comprehensive information that has aided us in our endeavours to improve the prospects of national team competitions; this includes a more pragmatic awarding process for the final tournament events. In the New Year, the members of the Nations Board will continue to work in close cooperation with our colleagues in the Competitions Commission and with the Task Force EURO Events as the regeneration of the national team matches from the outset of qualification to the final tournament.



NB Members



Philippe Bana



Heiner Brand



Marek Goralczyk



Martin Simonides



Arsene Welter*

NB Activities 2013

Throughout handball interrelation of specific subject matter is evidently prevalent; therefore, the comprehensive information provided to the Nations Boards over the course of the year from the supervisory boards of the EHF and EHF Marketing is invaluable when tackling elaborate national team issues.

To the men's EHF EURO, information from further analysis was deemed necessary. Thus in March 2013, the Nations Board gave the European Handball Federation the mandate to investigate the level of competition as well as the TV market situation. This was taken a step further following the creation of the Task Force EURO Events at the behest of the national federations. The task force met twice in 2013, and the Nations Board was given a full briefing on the progress of the expert group. Also in the same period, deep thought went into the reorganisation of the Younger Age Category events. The Nations Board are in full support of the presented option that is based on a division system with relegation and promotion opportunities. The definitive outcome of which will be presented before the EHF Congress for vote in September 2014.

Other areas of business in 2013 have included assessing the progress of the upcoming EURO Events in 2014 in Denmark and Croatia/Hungary, as well as giving contributing, where necessary, to the preliminary processes surrounding the six planned men's and women's EHF EURO events in the years 2016, 2018, and 2020.

The handball community is about to experience the many positive changes due to the implementation of the EHF Brand Strategy that will have a strong impact on the presentation of the game in the coming years; and we, the Nations Board, intend to reconvene in 2014 to continue with our work on national team competitions where we will look at the competition framework for emerging nations, calendar questions, and the awarding of events.

Finally, having served the EHF Nations Board for more than half a year, Lúcas Ó'Ceallacháin (IRL) moved away from handball activities in the spring and was replaced by Arsene Welter (LUX) to represent the National Federations ranked 25 to 49. By being ranked joint second in the vote at the Ordinary Congress in Monte Carlo, and following the departure of Ó'Ceallacháin, Welter's advancement to the Nations Board was endorsed by the Executive Committee.

How are the National Federations of Europe represented within the Nations Board?

The National Team Ranking List supplied by the EHF is the crux of the Nations Board.

Each national team (federation) of Europe is assigned a rank; a calculation is undertaken to assign points for participation in competitions organised by the European and International Handball Federations in the men's youth, junior, and senior age categories during the course of a two-year cycle.

Any national federation representative fulfilling the application requirements can stand as a candidate to serve on the Nations Board. The next electoral period of the Nations Board will be for the 2014 - 2016 term; elections will take place on the occasion of the 12th Ordinary EHF Congress in Dublin, Ireland.

*Since June 2013. Replaced Lúcas Ó'Ceallacháin (member until March 2013).

Professional Handball Board (PHB)



Joan Marin
PHB Chairman

The Professional Handball Board continues to oversee the men's activities. As a stakeholder group, it is paramount to recognise the input from the individual parties and having chaired the meetings over the past year, I have presided over insightful discussions that have raised critical points of fact and necessity. We have fostered information and knowledge transfer by hosting a joint meeting with the Women's Handball Board and also by having the office representative from beach handball, the EHF CAN coordinator, Club Competitions, and the EHF Managing Director participate upon invitation to our meetings. Through transparency and competence, we strive to cultivate the game, whilst protecting the interest of the national federations, the clubs, the leagues, and especially, the players who remain at the heart of handball."



Elected PHB Members

Nations Board



Morten Stig Christensen



Philippe Bana

Forum Club Handball



Joan Marin



Gerd Butzeck

European Professional Handball League Association



Reiner Witte



Peter Gentzel*

European Handball Players Union



Marcus Rominger



Emeric Paillason

PHB Activities 2013

The Professional Handball Board has been fortunate to be closely involved with all stakeholder related issues due its advisory capacity; relationships between the individual groups have been cultivated as much emphasis continues to be placed on communication. At each meeting an in-depth look at the activities on the level of the national federations, clubs, leagues, and players allows for a high level of reciprocal consideration. In short, the issue of insurance of national team players at major events has been resolved on an international level; support continues to be given to the EHF in light of the ongoing modifications to the Younger Age Category proposal; even on the level of EHF CAN, the PHB make recommendations that are currently being investigated.

One of the main topics for this Board is the future of the men's Champions League, such a complex situation with no simple resolution; as we dealt with this agenda point it was clear that to find a blanket solution that is satisfactory all stakeholder groups, minor issues needed further clarification. The density of the topic and the potential ramifications among the stakeholder groups has meant that the PHB were unable to send a recommendation to the Executive Committee; discussions will continue in the New Year. Moreover, the formulation of the international handball calendar has been a hot topic for many years as it is an area of the daily business that is under constant evaluation. The Professional Handball Board has stood firm in its conviction that the workload for the players is not to be increased. Following the input of the PHB to the relevant Technical Commission and the competitions department within the EHF office, the draft of the 2015/16 was completed; prior to approval by the Executive Committee, the members of the PHB will be on hand to evaluate the broader perspective in the presence of national federation representatives as the calendar conference will be held within the framework of the Conference for Secretaries General in April 2014.

Now in its third year, the Professional Handball Board remains an advisory board that reports only to the Executive Committee, which ultimately evaluates and decides upon the reports and proposals submitted. In 2013 the Board Members convened in March, October, and December. The Professional Handball Board was established in 2010 having combined the interests of the National Team and Club Committees. The constitution of the PHB lies in the interest of the relevant stakeholder groups who nominate their representatives; the members serve for a period of two years.

Executive Committee Representatives

Arne Elovsson
Ralf Dejaco

EHF Representatives

Jean Brihault
Michael Wiederer

*Since October 2013. Replaced Arne Josefsen (member until September 2013).

Women's Handball Board (WHB)



Lidija Bojić-Čačić
WHB Chairwoman

Our work in 2013 has covered various topics. A major assist remains the responses of the women's handball survey that was conducted in December 2012. It was the analysis of the collected data that gave the Women's Handball Board the relevant information needed to construct the strategic plan that has led to multiple education and promotional activities. We are on our way to achieving our goals; through the creation of a network aimed at educational opportunities, several female club managers were present at the Club Management Seminar in Germany. In the New Year, we will move onto phase two of our approach. The wealth of knowledge and experience among my Board colleagues and the WH Coordinator has been vital to the rapid assimilation of the WHB.



WHB Members



Tina Fensdal



Pirje Orasson



Narcisa Lecusanu



Marta Bon



Saskia Mulder

The Women's Handball Board (WHB) was formed to serve as a tactical platform within the European Handball Federation structure. With the core objective of strengthening women's handball, it contributes to the global progression and development of the sport in Europe. The group has initiated its strategic plan, which was evaluated by the Executive Committee; the WHB recognised the need to work closely with the office in Vienna, thus the position of the Women's Handball Coordinator was created by the EHF and the position was filled by Alenka Cuderman. Through directed coordination, the WHB now has well-established links with the technical commissions, member federations, relevant partners, and stakeholders at national and local level.

Our Vision: Reaching Higher - Together

By "Reaching Higher - Together", the WHB will enhance and strengthen the current position of women in handball in close collaboration with all stakeholders. Our objective is to improve the image and profile of the elite players and competitions, whilst taking into account the need to provide essential support and direction to ensure player pathways from grass roots to elite level. It will be through the recruitment and retention of top female players in our sport through tailored educational opportunities aimed at preparing them for integration into roles such as team and technical officials as well as posts in governance of our sport that will project women's handball to the next level.

Objectives

Our efforts will be concentrated in five key areas, which should only be limited in scope and size to ensure success of each activity. We aim to enhance the image, attractiveness, and brand surrounding our niche of women's handball. Special focus will be given to the Women's EHF Champions League and EHF EURO. From emerging nations to more experienced national federations, we intend to improve the status of women's handball Europe wide.

Reaching Higher - Together - Embracing the WHB Strategy

In conclusion, the WHB are of the opinion that to ensure the effectiveness and the delivery of a successful outcome of the strategic objectives, it needs not only the endorsement of the EHF Executive Committee, but also the support of all handball stakeholders, both internally and externally. It is therefore imperative that we encourage the member federations, and more specifically the persons responsible for women's handball in each nation to adopt as well as actively promote the agreed aims, objectives, and initiatives.

Analysis of Ball Size 1.5

Besides the established development programmes, the EHF Methods Commission in cooperation with the Women's Handball Board created a project for the usage of balls size 1.5 for women's handball. Nine member federations received balls exclusively produced for this project by our partner company adidas. The selected nations will run a series of tests being the basis for evaluation. The results of the research will be presented in 2014 after analysis.

Executive Committee Representatives

Arne Elovsson
Helga Magnusdottir

EHF Representatives

Jean Brihault
Michael Wiederer

EHF Media & Communications



Away from the playing court, the EHF Media & Communications Department is tasked with keeping the European handball community up to date with the latest news and information from the federation's competitions and activities. Reporting across a range of communications channels from print to online, and increasingly through social media, the EHF seeks to reach out to as wide an audience as possible.



Fans at the heart

At the centre of the federation's communications strategy is the handball fan, and the EHF employs a network of almost 40 professional journalists across Europe to provide them with extensive reports, expert opinion and interviews. In 2013 alone, more than 2,000 articles and reports were published across the EHF websites from major competitions and events including the EHF Champions League, VELUX EHF FINAL4 and the EHF EURO events.

Social media plays an increasingly important role for the EHF, and in 2013 numerous new channels were launched including official @EHFCL and @EHFEURO Twitter accounts, Facebook pages for the EHF EURO and beach handball, new Instagram accounts and a new dedicated YouTube channel for beach handball. The EHF's social media channels continue to attract more and more fans, the EHF Champions League Facebook page already has more than 65,000 likes and the official EHF Twitter channels over 13,000 followers.

These social media channels provide the opportunity not just to communicate directly with fans but also develop a two-way conversation and enable fans to connect directly with players. The VELUX EHF FINAL4 saw the first Twitter chats with the top stars and the opportunity for fans to tweet their messages directly to the 20,000 fans in the LANXESS arena via the arena's video cube.

At the start of the 2013/14 season, there was another first for the EHF Media & Communications Department, with the broadcasting of the first of a series of Google Hangouts. These live online chats bring together experts via their webcams to discuss the latest issues and happenings in the EHF's top competitions.



Bringing the stars to the media

Handball boasts some of the most accessible stars in professional sport, and major events such as the VELUX EHF FINAL4 and EHF EUROs provide the opportunity the media with direct access to players and officials. Alongside the traditional post-match mixed zone and press conference access, the EHF has sought to develop innovative media events to enable media representatives to speak one-to-one in a relaxed atmosphere with the stars of the game. The on-court media day at the EHF EURO and pre-event media call at the VELUX EHF FINAL4 players' hotel have both been received with acclaim by the media.

The past year has also seen the department focus on extending the information provided to the media, producing extensive media guides for all of the EHF's competitions and in-depth player profiles enabling the media to better report on the federation's activities. The services provided will be extended still further in 2014, with the development of a new media portal at EHF EURO 2014 and the launch of a new media-only news and information service at the event in Denmark.



Online developments

The EHF's online presence will see continued development in 2014, with the launch of a new mobile-ready responsive website for the Men's EHF European Championship in January. A joint digital media project with Infront Sports and Media, the EHF's media and marketing partner for the EHF EURO events, will mean not just a new website but also a live blog and the event's first official App for iOS and Android. With the largest journalist and editorial team to date travelling to Denmark, EHF EURO 2014 is set to enjoy unprecedented coverage.

Conference of Presidents

In June 2013, the 11th Conference of Presidents welcomed the leading representatives from the EHF member federations. Presentations were made on the future development of EHF competitions including the, EHF EUROs, Younger Age Category events, and the EHF Champions League.

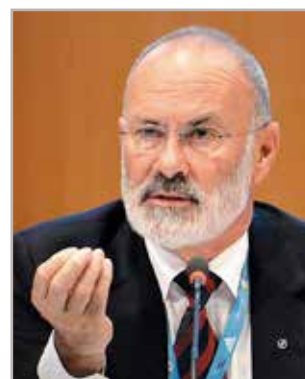


11th Conference of Presidents



Jean Brihault
EHF President

The various conferences held by the European Handball Federation are of fundamental importance. It is a platform to express and evaluate ideas in the years between Congresses [every two years with voting/elections] in the presence of the national federations. The 11th Conference of Presidents was flawlessly carried out and it provided the participants with a better understanding of the topics discussed. Once again, we were fortunate to be in a position to action some of the inputs, such as the Task Force EURO Events, relatively immediately after the event. The work surrounding the Younger Age Category events remains current and will be presented before the Congress in 2014. Moreover, the feedback received from our member federations was highly positive and it was a validation of our ongoing cooperation.



11th Conference of Presidents

The EHF President and Vice President had the opportunity to report on the activities during the first half of the year. The positive cooperation with technical commissions, boards, external partners, and the very good relationship with the International Handball Federation was highlighted. Continuing with the various activities within European handball on a technical level, the growth, and the positive developments in the area of beach handball were mentioned. In conclusion, it was underlined that the achievements of the EHF would not have been possible without the privileged relations that the EHF has with the national federations.

EHF EURO Events

During the Conference of Presidents, feedback from the national federations intimated that the time had come to develop the EHF EURO Events as the “Crown Jewels” of the EHF repertoire. It was suggested that a survey be undertaken to this end as more national federations are specifically talking about the status of the EHF EUROs and a possible increase of participants from 16 to 24. It was from this initiative that the Task Force EHF EURO Events, which held two meetings in the time following the Conference of Presidents. The task force is undertaking the necessary evaluation to make an informed decision on which direction to take the top senior national team events.

Younger Age Category Events In The Future

At the request of the member federations, the EHF analysed the situation surrounding the qualifications to the Younger Age Category European Championships; the challenges were identified in the areas of organisation, playing level, orientation, compulsory matches, and financial contributions. The objective of the EHF was to find a cost-effective solution to ensure participation and development of the competition. Potential changes to the structure were introduced and centres on a regulation and promotion system for both men and women. The proposal will be refined by modifying the minimum requirements, bidding documents, and regulations. The national federations representatives gave their permission for a comprehensive motion to be prepared and submitted to the 2014 EHF Congress for decision.

Men's and Women's Champions League In The Future

Despite the success of the Champions League competitions, the attendees were informed by the EHF of the evaluation being undertaken in both the men's and women's events. It was made clear that there are challenges to be met to secure the future position of the VELUX EHF Champions League on the global sport market. The Women's EHF Champions League would also undergo changes by instigating only one qualification and introducing a new format for the second phase and especially the first Women's FINAL4.



Top Organiser Award presented to the Member Federations of Croatia, Czech Republic, Denmark, Estonia, Hungary, Romania, Serbia, and Sweden.

2013 Signatories of the Rinck Convention were the handball federations of Estonia, Netherlands, and Romania.

SMART Programme: The nations of Armenia, Moldova, and Serbia entered into new agreements with the EHF.

A family gathering

Two years ago, the first Scientific Conference was organised by the European Handball Federation on the fringes of its 20th anniversary. With live blogging and tweeting, the 2013 EHF Scientific Conference captivated its audience. The Book of Articles (conference documentation) will be made available in January 2014 and will include the full articles of the medical mini-symposium, all articles submitted to the EHF.



2nd EHF Scientific Conference



Helmut Hörtsch
EHF CAN Coordinator

This conference proved the close cooperation of the EHF Methods Commission and the Women's Handball Board, we will continue the series of scientific conferences, and we even want to include more experts from different fields our ultimate goal being to build a scientific handball community. The combined focus has led us to initialising the first scientific studies on introducing different ball sizes for younger age categories in women's handball and the main concrete result of those studies was that in seven countries the new ball size 1.5 as intermediate version of size 1 and 2 are being tested. We are eagerly awaiting the result of this testing phase in 2014.



**EHF SCIENTIFIC
CONFERENCE 2013**

2013 EHF Scientific Conference

The EHF and the Union of University Handball Teachers (UUHT) organised the second edition of the EHF Scientific Conference under the banner of Women and Handball - Scientific and Practical Approaches. 39 oral presentations were held and 24 posters presented. Prior to the presentations, a two-hour medical mini-symposium took place led by a group of Danish sport physicians. For the first time extensive social media coverage was applied throughout the conference.

A Bridge from Science to Practice

Held over two days, the EHF Scientific Conference put women's handball in the spotlight. It was an intense programme with 100 experts from 30 European countries as well as visitors from Japan and Tunisia on hand to be part of the numerous presentations and posters. The scope of the presentation included approaches from training sciences, human sciences, sport medicine, and a medical mini-symposium was organised with the focus on knee injuries in women's handball.

EHF Honorary Member Frantisek Taborsky, founder of the Union of University Handball Teachers, and Carmen Manchado, member of the EHF Competitions Commission held keynote speeches that highlighted performance factors in women's handball such as height, power, muscle size, body mass, and a gender comparison based on the analysis of handball matches from the 2008 and 2012 Olympic Games. Many presentations, also from the area of sports medicine, addressed scientific differences between men's and women's handball where special attention was placed on the physical demands of women in handball.

Looking Ahead to the Third Conference

The Scientific Conference was a resounding success with more participation; the organisers were pleased to see participants from countries such as Belgium and Georgia. The high number of experts and scientists was testament to the ever-increasing interest to understand handball on a deeper level across a broader spectrum. The fact that the agenda was dedicated to women's handball was a contrast to the first edition held in 2011, but it was clear that all the attendees had a practical approach on how to implement their research results directly into training and coaching methods. The conference combined theory and practice and provided highly useful insights that will be very beneficial to handball coaches. It is hoped that the next edition of the Scientific Conference proceed in 2016.

"Coaches need a professional and scientific education to be successful. The global interest in women's handball is growing as the number of scientific studies on women's handball has also grown."

Jerzy Eliasz, MC Chairman

"The EHF cares a lot for women's handball on all levels - players, officials, referees and coaches. We are exploring new ideas for the progress in women's handball."

Jean Brihault, EHF President



EHF Brand Strategy



EUROPEAN HANDBALL
FEDERATION

**“An idea that unites us
and makes us strong,”**

The strategic framework for actions and initiatives to develop the brand 'Handball in Europe' based on the core values and unique characteristics of handball to increase the profile of the sport, engage fans and attract more commercial interest .

What does “elec

“Electrifying” is not a slogan
It is the one word that des
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5 E

Address of the Secretary General



Michael Wiederer
Secretary General

On the whole, the world of handball remains intrinsically fascinating; there is so much potential and opportunity for change that we at the EHF are very optimistic as we look to the future. We leave 2013 behind having taken immense strides in all areas of business, forging ahead with developments in the areas of competitions, coaching, licensing, and women's handball. It has been a year rich in movement as we continued to formulate novel approaches to restructure club and national team competitions. With increased fervour, we intend to make headway with our strategies to increase the presence of the sport in a way that will resonate with the players, the stakeholders, the professionals, and above all, with the fans.



The intermediate

As European handball exits another 'odd' year, we have stood between the EHF EURO events of 2012 and on the eve of the events of 2014; the same as the EHF Congresses, which will see us take the highest administrative event, last seen in Monte Carlo, to the city of Dublin. Just because it is an 'in-between', does not mean that it has been quiet, in fact, quite the opposite. It was the Beach Handball European Championships for senior and youth players that stole the show in the summer; but they were not the only highlights. On a technical level, we augmented our 2013 activities with courses, seminars, and workshops as well as the 11th Conference of Presidents, the VELUX EHF FINAL4, and the EHF Cup Final Tournament in Nantes.

The craft of sculpting today...for tomorrow

At the heart of every organisation, there is the core and undeniable need to grow. We take pride in our historical achievements, but never lose sight of our pursuit of excellence. It is not easy to instigate change; nevertheless, over the past twelve months, handball has thrived as the professionals together with the sport-political leadership of the EHF and EHF Marketing GmbH diligently worked on the further development of the sport whilst keeping a keen eye on the future. As seen in the captioned image that accompanies these words, the EHF prioritised brand management due to the interconnections to all working areas.

Expert perspective and a coordination of the decision-making process allowed the Women's EHF Champions League to implement a new playing system as of the 2014/15 season, and the initiative for introducing the first FINAL4 event in the women's competition in May 2014. The discussions to the future of the VELUX EHF Champions League was initiated via a technical platform and evolved on the sport-political level through the involvement of partners (MP & Silva). In the realm of EURO events, the task force continue with the analysis of competition models including the current system with 16 participants.



The road ahead...

In 2014, there is another year full of highlights ahead, not only for the fans but also for the professionals. We are starting the Men's EHF EURO in Denmark to be followed by three club competition final tournaments in the cities of Budapest, Berlin, and Cologne. In the summer the European Championship for Men's 18 in Poland and the Men's 20 in Austria come back to centre stage. To all the competitions, there are some great draw events ahead too. Special attention will be given to the 2014 EHF Congress in Dublin, and preparations are already underway for the Conference for Secretaries General in Warsaw, Poland and the Federations Meeting that will be held within the framework of the first Women's EHF FINAL4 in Budapest. With a new season ahead and all the competitions on a club and national team level, the European Handball Federation will offer up another rich and full programme with something for everyone, especially for the devoted handball enthusiast.

Wiederer

The Team

Strategic Business

In the area of strategic Business, supported by his team, Michael Wiederer continues to oversee and give a guiding hand to all aspects of the sport. JJ Rowland and his crew continue to take external communication to the next level as they embrace social media.



Michael Wiederer



Vesna Lazic



Marsha Brown



Alenka Cuderman



Marianne Überlacher



JJ Rowland



Richard Turner



Thomas Schöneich



Vladislav Brindzak



Christopher O'Reilly

Club Competitions / National Teams

Anna Psintrou transitioned to the National Teams Unit led by Peter Sichelschmidt. Markus Glaser and his team continue to lead the way in all club competition and officiating matters.



Markus Glaser



Peter Sichelschmidt



Ines Capek



Mario Kovacic



Nadine Biehl



Marcos Bestilleiro



Rima Sypkus



Adrienn Öri



Vladimir Rancik



Nadja Lacina



Nicole Krutz-Gundolf



Anna Psintrou

EURO Events / Legal Management

Monika Flixeder is at the helm of a distinguished group who orchestrate the successful execution of European Championships as well as overseeing legal matters.



Monika Flixeder



Johannes Müller



Yannick Maresch



Loic Alves

Finance / Operations

Following the departure of Barbara Stieger, the office of CFO Andrea Moser was reinforced with two new additions, Jitka Ugurhan and Eva Kalocaiova.



Andrea Moser



Eva Kalocaiova



Jitka Ugurhan



Sevgi Herdem

Education & Development

With the ever increasing workload and multiple new projects in the pipeline, Beata Kozłowska shored up the Beach Handball and Education & Development team led by Helmut Höritsch.



Helmut Höritsch



Peter Fröschl



Nicole Rabenseifner



Beata Kozłowska

Information Technology

Vanja Nikolic successfully made the leap to EHF trainee to a bona fide team member following the departure of Thomas Seidl. Now Nikolic is under the tutelage of IT Manager Christoph Gamper.



Christoph Gamper



Andreas Krywult



Marlies Seidl



Charly Music



Vanja Nikolic

Additional Activities

Aside from managing a wide spectrum of activities, from the players to supporting the RINCK Convention; Doru Simion also supervised the 2698* transfers handled by his colleague.

[*status: 01.01.13 - 29.11.13]



Doru Simion



Claudia Brantl

EHF Marketing GmbH

In the years following the foundation of EHF Marketing GmbH, Peter Vargo successfully continues to lead the team. In 2013, EHFM restructured the departments and welcomed new members to the team replacing those who left for pastures new. Elisabeth Herbst joined the FINAL4 team. Cyliana Bachmann and Mia Boesen are the newest customer integration representatives. Miguel Mateo Marcellan was welcomed to the EHF Media unit as Nina Kernmayer became the most recent addition to the Project/Sales team. The final addition to Team EHF in December 2013 was Bernd Schönbichler (not pictured) who completes the implementation crew.



Peter Vargo



David Szlezak



Alexander Gehr



Julia Nalepka



Stefan Golger



Elisabeth Herbst



Lisa Wiederer



Akos Moczan

Miguel Mateo
Marcellan

Christine Schauer



Oliver Laaber



Christian Hein



Cyril Dujacquier



Nina Kernmayer



Cyliana Bachmann



Mia Boesen

EHF Activities in 2014

- JANUARY -

Competitions

Men's National Team Week
2015 IHF World Handball Championship
Qualification 1 Europe / Round 3-6
EHF EURO 2014 Denmark *Final Tournament*
2014 Men's 18 European Championship Poland
Qualification

Meetings

EHF Executive Committee
EHF Finance Delegation
EHFM Advisory Board

Draw Event

2015 IHF World Championship
Qualification Play-off Europe

- FEBRUARY -

Competitions

VELUX EHF Champions League
Group Phase 8-10
Women's EHF Champions League
Main Round 1-3
Men's EHF Cup *Rounds 1-3*
Men's Challenge Cup *Last 16*
Women's European Cup *Last 16*

Meetings

EHF Finance Delegation
EHF Technical Delegation
EHF Technical Commissions [CC, MC, BC]
Technical Refereeing Committee
EHFM Men's Club Board
EHFM Women's Club Board

Draw Events

VELUX EHF Champions League *Last 16*
Men's Challenge Cup *Quarter-final*
Women's European Cup *Quarter-final*

- MARCH -

Competitions

Women's National Team Week
EHF EURO 2014 Hungary / Croatia
Qualification 2 / Rounds 3-4
VELUX EHF Champions League *Last 16*
Women's EHF Champions League
Main Round 4-6
Men's EHF Cup *Rounds 4-6*
Men's Challenge Cup *Quarter-final*
Women's European Cup *Quarter-final*

Meetings

EHF Executive Committee
Nations Board
Professional Handball Board

- APRIL -

Competitions

Men's National Team Week
2014 Men's 20 European
Championship in Austria *Qualification*
2014 Women's 20 IHF World
Championship in Croatia *Qualification Europe*
VELUX EHF Champions League *Quarter-final*
Men's EHF Cup *Quarter-final*
Men's Challenge Cup *Semi-final*
Women's European Cup *Semi-final*

Meetings

8th Conference for Secretaries General in
Poland
EHF Technical Delegation
EHF Technical Commissions [CC, MC, BC]
Technical Refereeing Committee
EHF Comptrollers
EHF Legal Delegation

Draw Events

Men's EHF EURO 2016 *Qualification Groups*
VELUX EHF Champions League
Quarter-final / FINAL4
Women's EHF Champions League *FINAL4*
Men's EHF Cup
Quarter-final / Final Tournament
Men's Challenge Cup *Final*
Women's European Cup *Final*

- MAY -

Competitions

VELUX EHF Champions League *FINAL4*
Women's EHF Champions League *FINAL4*
Men's EHF Cup *Final Tournament*
Men's Challenge Cup *Final*
Women's European Cup *Final*

Meetings

EHF Federations Meeting
EHF Finance Delegation
Women's Handball Board
EHFM Advisory Board

Draw Event

VELUX EHF FINAL4

- JUNE -

Competitions

Men's National Team Week
Women's National Team Week
2015 Men's IHF World Handball Championship
Play-Off Europe
EHF EURO 2014 Hungary/Croatia
Qualification 2 / Rounds 5-6
2014 Women's 20 IHF World Championship in
Croatia

Meetings

EHF Executive Committee
EHFM Men's Club Board
EHFM Women's Club Board

Draw Events

Women's EHF EURO 2014 HUN/CRO
Final Tournament
VELUX EHF Champions League 2014/15
Group Phase

- JULY -**Competitions**

2014 Men's 20 European Championship in Austria
 2014 Women's 20 IHF World Championship in Croatia
 2014 Women's 18 European Open in Sweden
 2014 Women's 18 IHF World Championship in FYR Macedonia

Draw Event

European Cups *Qualification*

- AUGUST -**Competitions**

2014 Men's 20 European Championship in Austria
 2014 Men's 18 European Championship in Poland
 2014 Women's 18 IHF World Championship in FYR Macedonia
 2014 Men's and Women's Youth Olympic Games in China

- SEPTEMBER -**Competitions**

VELUX EHF Champions League *Qualification / Group Phase 1*
 Women's EHF Champions League *Qualification*
 Men's EHF Cup *Qualification 1*
 Women's European Cup *Qualification*

Meetings

12th Ordinary EHF Congress in Ireland
 EHF Executive Committee
 EHF Finance Delegation
 EHF Technical Commissions (CC, MC, BC)
 Technical Refereeing Committee
 EHF Comptrollers
 EHF Court of Handball
 EHF Court of Appeal
 EHF Court of Arbitration
 EHFM Advisory Board

- OCTOBER -**Competitions**

Men's National Team Week
 Women's National Team Week
 EHF EURO 2016 Poland *Qualification 2 / Rounds 1-2*
 2015 Women's IHF World Championship *Qualification Europe 1 / Rounds 1-2*
 VELUX EHF Champions League *Group Phase 2-4*
 Women's EHF Champions League *Group Matches 1-3*
 Men's EHF Cup *Qualification 2*
 Men's Challenge Cup *Qualification*
 Women's European Cup *Round 2*
 Women's Challenge Cup *Qualification*

Meetings

Nations Board
 Professional Handball Board
 Women's Handball Board
 EHFM Men's Club Board
 EHFM Women's Club Board
 EHFM Comptroller Council

- NOVEMBER -**Competitions**

Women's National Team Week
 2015 Women's IHF World Championship *Qualification Europe 1 / Rounds 3-4*
 VELUX EHF Champions League *Group Phase 5-7*
 Women's EHF Champions League *Group Matches 3-6*
 Men's EHF Cup *Qualification 3*
 Men's Challenge Cup *Round 3*
 Women's European Cup *Round 3*

Meetings

EHF Finance Delegation
 EHFM Advisory Board

- DECEMBER -**Competitions**

Women's National Team Week
 2015 Women's IHF World Championship *Qualification Europe 1 / Rounds 5-6*
 EHF EURO 2014 Hungary/Croatia *Final Tournament*
 VELUX EHF Champions League *Group Phase 8*

Meetings

EHF Executive Committee
 EHFM General Assembly
 EHFM Advisory Board (optional)



Looking ahead: In June 2013 Europe's premier club handball competition completed its 20th season. Since 1993, not only has the VELUX EHF Champions League continuously reached new heights, it has also established itself as the trademark for top club handball in Europe.

A commanding performance



EHF President Jean Brihault and EHF Secretary General, Michael Wiederer interviewed on the occasion of the 2013 VELUX EHF FINAL4.

2013 has been a year of many developments within EHF Marketing GmbH (EHFM). Riding high on the rampant success of the VELUX EHF FINAL4, multiple cooperation agreements were extended into and beyond 2014. In addition to the VELUX (title sponsor) and MP & Silva (media rights) prolongations, EHFM also joined forces with Qatar 2015, the syndicate responsible for igniting the 2015 World Championship (IHF event), and Qatar Airways. The specialised marketing and elevation of the EHF product series has included the publication of the VELUX EHF Champions League season review, a tailored video campaign targeted at sponsors, as well as the revision and expansion of the team based at the Vienna headquarters. The 17-strong team operate the units of Administration, FINAL4, Customer Integration, Implementation, Media, and Sales. EHF Marketing GmbH

continues to be regulated by the EHFM Advisory Board and the EHFM General Assembly, both of which conducted meetings during the course of the year.

Cooperation with the Men's and Women's Club Boards continued as both groups have concerned themselves with the restructuring of the Champions League; the initiatives of the Boards and the inputs from the workshops that have taken place were instrumental in implementation of the new playing system as of season 2014/15 for the Women's EHF Champions League, which includes the first Women's EHF FINAL4 to be played in Budapest in May 2014. It has been a long time in the making, but in the area of the Women's EHF Champions League, we are finally seeing the fruits of the labour that started many years ago - from the women's competitions conference, to the round table,

a new visual identity, numerous workshops; and much input from all the stakeholders; all of this has led to today's positive outcome.

There is the possibility of changes to the men's Champions League; due to the complexities of media and marketing elements, consultation to find the optimal solution are still ongoing. EHF Marketing also played a key role in the presentation of the inaugural EHF Cup Final Tournament in Nantes in the spring of 2013, and since then continues to work in close cooperation with the responsables for EHF Club Competitions to raise the profile of the event. In terms of exposure, EHF club competitions are experiencing a revival; on a live, streamed, or delayed transmission basis, our competitions are available on three continents (Africa, Europe, and Pan-America) in over seventy countries, and are currently reaching over 200 Million households!

From planning to performance



Peter Vargo
EHF Marketing Managing Director

EHF Marketing GmbH remains tenacious in its pursuit of excellence; on each occasion in 2013, I was able to report to the Advisory Board that EHF has attained its set targets and we continue to move in conjunction with its strategic plan. We were able to successfully renegotiate standing agreements and introduce new stakeholders the VELUX EHF Champions League, which was introduced in this constellation in the 2009/10 season. On an administrative level, the internal restructure proved viable; we have introduced six new team members. The cohesion among the team as well as the dexterity that each individual brings to the group is a key element in our approach towards the internal and external handball partner.



Going Mobile with the VELUX EHF FINAL4 App

On the occasion of the 2013 VELUX EHF FINAL4 the new mobile app was launched. The fans had the opportunity to enjoy the spectacle of this major event from an alternative perspective. The app brought all the highpoints of the spectacular affair including all entertainment, thrills and spills to the fans wherever they were. Without a doubt, the VELUX EHF FINAL4 app was the perfect way to involve the handball fans around Europe for this event highlight.

The VELUX EHF FINAL4 app had a great reception around Europe, where thousands of handball fans downloaded it prior to and during this brilliant event, getting the possibility to access for example the latest news from the event, to check the statistics of the participating teams, to watch the matches live and videos on demand, to get photos directly from the arena and the side events, or share everything with friends through our social media channels.

Ground breaking deal with MP & Silva

On 28 June 2013 a new TV rights distribution deal was signed between MP & Silva and EHF Marketing. The long-term agreement with the leading sports rights company, MP & Silva is about marketing the media rights for Europe's top club handball competitions.

The seven year contract includes the sale of media rights on all platforms worldwide for the VELUX EHF Champions League, Women's EHF Champions League and Men's EHF Cup as well as the finals of other club competitions including the Women's EHF Cup, Women's Cup Winners' Cup and Men's and Women's Challenge Cup. The deal also includes the worldwide streaming rights for betting companies.

Managing Director of EHF Marketing GmbH, Peter Vargo, said: "I am convinced that MP & Silva is the strongest and best connected media partner for our competitions going forward. The rapid growth and development of the EHF's club competitions, and the VELUX EHF Champions League in particular, has made this deal possible. I am looking forward to working with MP & Silva to further develop our global TV audience and break into new markets."

Andrea Radrizzani, Group CEO, MP & Silva, said: "In the last couple of years we have developed a strong relationship with EHF Marketing GmbH and I am extremely pleased to expand our partnership to a worldwide basis until 2020. Handball is a very important sport for key European and Middle Eastern broadcasters and MP & Silva will play a strategic role in extending the footprint of handball in new markets with new broadcasters."

VELUX EHF Champions League and Qatar 2015 join forces

EHF Marketing GmbH announced a new agreement that will see the promotion of the 2015 World Handball Championship to fans across Europe. The deal includes promotional events for fans at the VELUX EHF FINAL4 events and at selected matches in the VELUX EHF Champions League over the next two seasons.

Commenting on the new agreement, Peter Vargo, Managing Director of EHF Marketing GmbH, said: "We are delighted to be able to welcome our new partners. We are looking forward to working with them to ensure a greater exposure of the tournament. With plethora of stars from the VELUX EHF Champions League the 2015 World Championship is also bound to be a show window of our premier competition and our new partnership underlines how our brand expands beyond the European borders."

HE Sheikh Joaan bin Hamad Al Thani, Chairman of the 2015 World Championship, said: "The Qatar Organising Committee's vision is to promote the handball community. Without any doubt staging the championship in one single city enables an unbeatable feeling of togetherness within the handball family."

5,000 fans flock to the LANXESS arena on the eve of biggest event in club handball

The 2013 VELUX EHF FINAL4 made a spectacular entry to Cologne. For the first time a large opening party threw off Europe's biggest event in club handball and 5,000 fans came, transforming the area outside the LANXESS arena into a bustling party zone.

Many of the fans were already sporting their favourite team's colours and especially the supporters of KS Vive Targi Kielce showed that they are a vocal force to reckon with as they were emphatically cheering when the players of the Polish national champions entered the stage.

Apart from watching the teams as they were presented to the fans, there was plenty to do, see and experience around the LANXESS arena. This success story is to be continued in 2014.

The sweet taste of success

May 2013 will go down in history in Hungary as the day their top women's club handball team broke through all mental barriers to take their first Champions League win at the end of the 20th season of the competition; and also the day that the final of the Women's EHF Champions League was played in the standard format. It was the last exciting final with home and away matches in the cities of Larvik and Veszprem. Györ took a three-goal lead into the 2nd leg of the match; in a very tough bout, they took the victory by one goal, keeping the Norwegians at bay as their long held dream came true.

The face of the Women's EHF Champions League will change in 2014; upon the strong wish of the top clubs, the inaugural Women's EHF FINAL4 will be held on 3/4 May 2014 in Budapest, Hungary, prior to the commencement of the new match system to be played from the 2014/15 beginning in September 2015.



Champion: HSV Hamburg goalkeeper Johannes Bitter reached his first VELUX EHF Champions League Final in June 2013.

Happy times: After having lost two finals, Györi Audi ETO KC finally won the Women's EHF Champions League in 2013. There will be even more time to celebrate in 2014 as the introduction of a Women's EHF FINAL4 marks another major step in the competition's steady development.

WOMEN'S



EHF
CHAMPIONS
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FINAL4

31 May / 1 June 2014 LANXESS arena Cologne

2014 VELUX EHF FINAL4



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EUROPEAN HANDBALL
FEDERATION

European Handball Federation

Hoffingergasse 18
1120 Vienna
Austria

Tel + 43 1 80151 0
Fax + 43 1 80151 149
Email office@eurohandball.com
Web www.eurohandball.com