

BUSINESS REPORT 2020



EHF

EUROPEAN HANDBALL
FEDERATION

WELCOME FROM THE EHF PRESIDENT



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When the European Handball Federation was transitioning from 2019 into 2020 and making its preparations for the year to come – as we looked forward to the initiation of the new media and marketing agreement following two years of preparation, two EHF EURO events, a new-look competition season and all the positive experiences a new year in handball can bring – it was impossible to predict that a pandemic would sweep the globe in 2020.

As the sobering situation developed, the European Handball Federation intensified collaboration on all levels in its endeavours to limit the threat that the Covid-19 pandemic posed to the sport. Heeding the science and the advice of experts, the EHF developed a hygiene concept to ensure the safety of people participating in handball daily – from office staff to officials, to delegates, and, most importantly, for our players. We were able to support national teams and clubs with rapid antigen testing kits and implemented a testing regime

for international matches. Together with the handball community, the EHF was steadfast in making sure that matches only took place if the safety of all involved was beyond doubt.

The EHF was determined to get back in the game, and we scored the first victory with the 2020/21 club season starting as scheduled in late August. The organisation connected the handball family directly through our 'Back2Handball' online platform that facilitated the expedited exchange of information and delivered financial support to its members. In the new year, the sporting calendar will be at its capacity as events that were either postponed until, or already scheduled in, 2021 are presented to the world; and handball is no exception as our younger age category events reclaim the spotlight.

We hope that we have made it clear that handball is here to stay and to be developed further!

And I take this opportunity to sincerely thank the members of the EHF Executive Committee,

the technical commissions and the stakeholders that continue to fight tirelessly for handball. However, I reserve my deepest gratitude for the representatives of the member federations and the employees of the EHF and EHF Marketing offices for their relentless efforts in this tumultuous year.

As we close the door on 2020 and move towards 2021 with cautious optimism, there is still plenty of work to be done; our plans, though amended, to develop handball are still in play and we will remain prudent in our actions as we take the organisation forward.

Best wishes,

Michael Wiederer
President, European Handball Federation



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**WE
PLAY
HANDBALL**



**ENTER
THE
ARENA**

MEN'S EHF EURO 2020



1.1
BILLION
GLOBAL TV
AUDIENCE

500,000
FANS IN
THE ARENA

Spain wrote their nation into the history books in January 2020, as they became the first to defend the EHF EURO title since Sweden last did so in 2002. Spain defeated Croatia in the final played in front of 17,769 spectators at the Tele2 Arena in Stockholm.

The final capped an astonishing and memorable tournament. For the first time ever, three nations – Sweden, Austria and Norway – were joint hosts of an EHF EURO, and matches were played in six cities: Stockholm, Malmö and Gothenburg in Sweden; Vienna and Graz in Austria; and Trondheim in Norway.

It was also the first EHF EURO with 24 participating teams instead of the previous number of 16. 65 matches were played across the three weeks of competition.

“European handball has definitely become more competitive in the new format. You really had to be on your toes right from the start, if you wanted to make it to the final weekend,” said EHF President Michael Wiederer.

Many records were broken during the tournament. On the court, Norway’s Sander

Sagosen set a new high for the number of goals scored by one player at a single EHF EURO after netting 65 times.

Another record was the overall number of spectators. The old record of 400,000 fans at the EHF EURO 2016 in Poland had already been broken after the main round in 2020, with 420,000 spectators. By the end of the tournament, 500,000 fans had attended matches.

Of the three hosts, two ended the EHF EURO 2020 with their best-ever result at the European championship: Norway won bronze and Austria finished eighth.

Champions Spain qualified directly for the Olympic Games, and also booked their ticket for the World Championship 2021 in Egypt alongside Croatia and bronze medallists Norway.

The competition delivered more data than ever before at a major championship, with live statistics from Kinexon and the iBall provided to fans, media and teams.

DIGITAL STRATEGY BRINGS MEN'S EHF EURO 2020 TO MILLIONS



125,000
APP
DOWNLOADS

23
MILLION
VIDEO VIEWS

From a record of half-a-million spectators viewing inside arenas to the millions of people watching on television and online, the first EHF EURO to feature 24 teams in three nations captivated handball fans around the world.

The competition was screened by almost 90 broadcasters, while one million fans accessed EHFTV – with almost half of this number watching the action live on the platform.

EHF media and marketing partner Infront, a Wanda Sports Group company, drove a record increase in online engagement.

There were almost two million fan engagements across all EHF social media channels, and over 23 million video views – an increase of 142 per cent compared to the 2018 edition. Social media followers grew by over 73,000 during the tournament alone. Automated videos and graphics using technology from Infront partners WSC and DEEP ensured fans had instant access to a broad range of customised content.

Minute.ly amplified the impact of the EHF video content, with artificial intelligence identifying the most engaging moment of every clip and helping

increase click-through rates for articles by up to 57 per cent. Videocites measured the full impact of content produced through its extensive video analytics offering. Finally, Antourage delivered live and interactive behind-the-scenes content exclusively accessed through a widget in the tournament's app. All five companies were introduced by Infront Lab.

More than 125,000 fans downloaded the official EHF EURO app and 20,000 participated in the All-star Team vote. The official EHF EURO 2020 website reached over 30 per cent more fans aged 18-24 than the previous edition.

Official sponsors of the Men's EHF EURO were also able to take advantage of the improved digital approach. Pump manufacturer Grundfos presented the Grundfos Player of the Match award and combined it with a water donation to those in need.

A highlight video and an additional fan quiz were distributed on Grundfos' own social media channel and amplified by EHF networks, reaching almost 4.4 million timelines and resulting in over 240,000 interactions.



4 MILLION
WATCHED
THE FINAL IN
FRANCE

30,000
ALL-STAR
TEAM VOTES

WOMEN'S EHF EURO 2020

Norway won a record eighth EHF EURO title in December 2020, defeating France 22:20 at the Jyske Bank Boxen in Herning, Denmark.

Norwegian goalkeeper Katrine Lunde, left wing Camilla Herrem and line player Marit Malm Frafjord tied compatriots Breivang, Linn Kristin Riegelhuth-Koren and Kari Aalvik Grimsbø as the only players with five EHF EURO titles.

Nora Mørk was the tournament's top scorer, finishing the final with 52 goals. She became the first female player to win the top scorer award twice, having previously led the standings at the EHF EURO 2016.

France took their first EHF EURO silver medal to add to the 2018 gold and three earlier bronze medals, with the loss in the final their only defeat of the tournament.

Meanwhile Croatia wrote history by not just reaching the main round for the first time ever, but winning bronze against hosts Denmark.

The four semi-finalists all booked their tickets to the World Championship 2021 in Spain, alongside the hosts and reigning world champions the Netherlands.

The final was the culmination of a unique championships which took place amid the Covid-19 pandemic.

Denmark stepped up as the sole hosts after Norway withdrew shortly before the tournament due to the coronavirus crisis, and were able to host the tournament in Herning and Kolding through the adoption of strict hygiene protocols protecting players, officials, staff and volunteers from infection.

EHF President Michael Wiederer said: "This EHF EURO was more than positive for our sport, we are really proud of that. Setting up a championship in this incredibly short time frame, including a second, completely new venue, was only possible because of the incredible amount of flexibility and experience shown by the Danish Handball Association."

Although fans were unable to attend the games live, the championship saw huge fan engagement across Europe with millions tuning in to watch the matches on TV and online as well as engaging with the official EHF EURO social media channels and those of the federations.

Live data was also provided to fans, the media and teams through analytics provider Kinexon and the SELECT iBall.

FAN ENGAGEMENT HIGH FOR WOMEN'S EHF EURO 2020

**10
MILLION**
PLAYS FOR A SINGLE
TIKTOK

**7
MILLION**
VIDEO VIEWS ON EHF
EURO SOCIAL MEDIA
CHANNELS



Fans may not have been able to attend the Women's EHF EURO 2020 in person, but millions were able to experience the passion and excitement of the tournament through digital media.

Social media engagement soared during the competition. A clip of a handball sticking to the shirt of French player Alexandra Lacrabère was viewed nearly 10 million times on the EHF's official TikTok channel, further highlighting handball's ever-growing expansion into younger audiences.

The success of the Lacrabère clip helped generate a colossal 200 per cent increase in followership of the EHF EURO TikTok account, with an additional 25,000 followers recorded in less than a week during the tournament.

Community growth on social media also increased in general during the tournament, with over 16,000 new users following official EHF EURO Facebook, Instagram, Twitter and YouTube accounts and video views surpassing 7 million.

Download numbers of the EHF's new mobile game also suggest a younger audience is engaging with handball in different, fresher ways. The game has been downloaded 10,000 times.

Listenership of the official EHF EURO podcast, produced by the (Un)Informed Handball Hour, also continues to rise, with 35,000 trackable downloads recorded since the beginning of the tournament.

Matches were shown live and on demand by over 30 broadcasters to fans in more than 50 countries, with over 200,000 unique users also logging on to EHFTV to watch action during the tournament including over 20,000 new users.

During the final weekend millions of handball fans tuned in. The final between France and Norway proved incredibly popular with fans in front of their televisions with four million people watching in France alone. In Norway, 1.2m witnessed the Norwegian team lift the trophy – a market share of 21.4 per cent.

Interest in Denmark was also incredibly strong, with 1.7 million fans watching the Danes' semi-final against Norway – a hugely dominant 70.5 per cent share of the market. Many of the host nation's earlier games were watched by a market share of 50 per cent.

VELUX EHF FINAL4 2020



THW Kiel became the first club to win the VELUX EHF FINAL4 for the third time in December 2020, finishing the 2019/20 club season on a high.

Kiel had previously won the VELUX EHF FINAL4 in 2010 and 2012, and as in their first victory in Cologne, they beat Barça after an intense final in the LANXESS arena, winning 33:28.

With four trophies (including 2007), Kiel are second-ranked in the EHF Champions League title ranking, now ahead of treble winners Ciudad Real and just below record winners Barça (eight titles).

Coach Filip Jicha became the third person to win the EHF Champions League as a player and a coach after Talant Dujshabaev and Roberto Parrondo – and the first to win it with the same club, as the Czech was a crucial part of Kiel's triumphs in 2010 and 2012.

THW right wing Niclas Ekberg completed the 2019/20 season with 85 goals, the most of any player, while line player Hendrik Pekeler was named MVP of the VELUX EHF FINAL4 2020.

Paris Saint-Germain took third place, beating Telekom Veszprém 31:26. Veszprém had the

previous day lost to Kiel after extra time in their semi-final.

The VELUX EHF FINAL4 was the culmination of a 10-year partnership between EHF Marketing and the VELUX Group which set new standards for sponsorship in handball. Between 2010 and 2020 the partnership saw 11 mesmerising VELUX EHF FINAL4 events in Cologne.

Managing Director of EHF Marketing GmbH, David Szezak, said: "We're really proud of what we have achieved together with our colleagues at the VELUX Group over the past 10 years. Together we have been successful in developing a partnership that has enabled us to not only fulfil but also surpass the expectations of the VELUX Group as title sponsor."

The partnership covered not just naming rights, but also included campaigns driving fan engagement and supporting grass-roots handball around the world.

The 'Let's Play' project highlighted this, with over 15,000 free handballs delivered to 48 countries around the world as 1,289 youth teams showed their passion for handball by taking part in the campaign.

**OVER 1
MILLION**
PEOPLE WATCHED
MATCHES ON
EUROSPORT
GERMANY

800
BROADCASTING
HOURS

VELUX®

VELUX®

VELUX®

RECORD-BREAKING VELUX EHF FINAL4



**13
MILLION**
PEOPLE REACHED
ON SOCIAL
MEDIA

100,000
FANS WATCHED
FOUR MATCHES
ON EHFTV

THW Kiel's journey to the VELUX EHF Champions League 2019/20 title was followed by millions across the globe at the VELUX EHF FINAL4 2020 in Cologne in December.

EHF Marketing had secured 40 broadcasters to distribute the EHF FINAL4 to more than 80 territories. This included a first-time presence in China as well as more than 800 broadcasting hours in the markets of the four participating teams – France, Germany, Hungary and Spain – and beyond.

At German broadcaster Eurosport a combined audience of more than one million tuned in over the two days, with figures peaking at 550,000 and a market share of up to 2 per cent during the final when THW Kiel ended a 22-match unbeaten run of their opponents, Barça, in the EHF Champions League to claim the trophy.

Augmented reality was used as part of the TV production for the first time and showcased in the opening shows and during the matches themselves, bringing the court action even closer to the fans watching from home.

On the European Handball Federation's OTT platform, EHFTV, more than 100,000 fans

followed the four matches, resulting in record unique visitor numbers on both matchdays.

More than 600 individual clips were uploaded to the EHF's own digital channels as well as on those of partners and stakeholders, generating a reach of 13 million and plenty of engagement during the event.

Creation and delivery of all clips was executed through a new content distribution process which was implemented earlier this year by the EHF and EHF Marketing together with DAZN and which can automatically generate tailor-made content for every stakeholder.

EHF Marketing Managing Director David Szlezak said: "These are extraordinary figures for European club handball at the end of a very special year 2020. They are among the best recorded for a VELUX EHF FINAL4, and we are very happy that we could deliver our highlight event to so many fans around the world."

EHF Marketing Director Media Operations Miguel Mateo said: "These numbers really show that all efforts have been worth it and through our partners, the established as well as the new ones, we have reached a global audience."

MEN'S EHF EURO 2022 QUALIFIERS

12.5 MILLION PEOPLE REACHED

9.9 MILLION PHOTO IMPRESSIONS

Despite Covid-19 restrictions affecting federations and clubs, the battle to reach the Men's EHF EURO 2022 final in Budapest on 30 January 2022 began in early November with the first of six rounds of qualifiers.

The journey towards the Men's EHF EURO 2022 in Hungary and Slovakia saw 22 teams in action in the opening two rounds of qualifiers, further highlighting the hard, meticulous and careful work carried out by federations to enable matches to be played in a safe environment during the pandemic.

In total, 32 teams in eight groups are set to vie for the 20 tickets reserved for each of the eight group winners and runners-ups, as well as the four best third-ranked teams.

Besides the hosts – Hungary and Slovakia – EHF EURO 2020 champions Spain and silver medallists Croatia have directly qualified for the 2022 event. The quartet threw off in the second EHF EURO Cup, which provides four nations with their own road to the final tournament.

In the opening two rounds of qualifiers before Christmas, 14 teams were able to enjoy a full week of qualifiers and play two matches.

Digital success

In cooperation with DAZN Group, the EHF provided participating federations with more video content than ever. Through Socialie, a special content delivery platform, federations received tailor-made content almost in real time.

A total of 163 posts led to 1.1 million impressions and almost 500,000 video views on their own channels for the content published through Socialie.

In total, the social media coverage of the Men's EHF EURO 2022 Qualifiers and EHF EURO Cup 2022 generated a reach of 12.5 million – with 2.3 million video views and 9.9 million photo impressions. This includes the EHF's social media channels and those of federations, players and broadcasters.

The EHF EURO 2022 Qualifiers continue in January, March and April 2021 before the all-important final round of qualifiers in May 2021 determines the 24-team line-up for the final tournament in January 2022.

STOPPED BY THE PANDEMIC

It was unprecedented circumstances in the history of the European Handball Federation in light of the Covid-19 pandemic, the EHF Executive Committee was unfortunately placed in the unenviable position of cancelling a number of high-profile competitions and matches during the 2019/20 season.

The decisions were made due to the pandemic after intensive monitoring of the situation, including the analysis of governmental measures such as travel restrictions and bans of major events.

Many discussions and consultations took place with all stakeholders of the EHF, the respective boards such as the Nations Board, the Professional Handball Board, the Women's Handball Board and the Men's and Women's Club Boards, as well as the International Handball Federation.

The overarching aim was to finish the 2019/20 season in the best possible way, while simultaneously building the foundation to start the 2020/21 season with structure and the least impact possible from the current season. The fact that all handball stakeholders would face a challenging next competition and economic cycle was an important consideration.

The most high-profile casualty of the pandemic was the DELO WOMEN'S EHF Champions League 2020, which was stopped before the season could reach its exciting climax. Both the Men's

and Women's EHF Cup and Challenge Cup were also unfortunately cancelled as the EHF Executive Committee took sad but necessary action to halt the competitions.

The remaining four rounds of the Women's EHF EURO 2020 qualifiers were curtailed, with nations then securing places at the final tournament based on their ranking at the Women's EHF EURO 2018.

The Men's World Championship 2021 play-offs were also cancelled, with teams heading to the tournament in Egypt based on their performance at the Men's EHF EURO 2020.

On the beach, it was the same story, with several of the EHF's most popular competitions removed from the schedule. These included the ebt Finals in Cyprus plus the qualification championships for the Beach Handball EURO 2021.

The future stars of the sport were also sadly denied their chance to shine, as younger age category tournaments were also stopped by the pandemic. The EHF opted to cancel four competitions – the Men's 18 and Men's 20 EHF EUROs scheduled to take place in Slovenia and Croatia respectively, and the Men's 20 EHF Championships scheduled to take place in Bosnia Herzegovina and Latvia in January 2021. The Men's 18 EHF Championships are postponed to August 2021 and will take place in Bulgaria, North Macedonia and Latvia.

NEW ERA



EHF AND EHF MARKETING HIGHLIGHT HANDBALL AT SPOBIS

Members of both the EHF and EHF Marketing attended Europe's largest sports business event, SPOBIS, in Düsseldorf in February 2020. They joined hundreds of prominent sports business experts as well as close to 4,000 attendees overall at the conference.

EHF President Michael Wiederer was accompanied by EHF Secretary General Martin Hausleitner and EHF Marketing Managing Director David Szlezak at the event, and all three delivered insightful presentations on stage.

The success of the record-breaking Men's EHF EURO 2020 was discussed, as well as the importance of the EHF FINAL4 as a highlight event in handball. The trio spoke about the future of the sport and the federation's media and marketing rights deal with Infront and DAZN.

Wiederer, together with John Gleasure, Chief Business Development Officer of DAZN Group and Julien Ternisien, Senior Vice President Summer Sports of Infront, spoke at length about the contract and the benefits it will bring to the sport over the next decade.

"2020 is arguably one of the most important years for European handball in the recent past. SPOBIS was a great opportunity to put the spotlight on the changes and new developments that are to come," said Szlezak.

"It was furthermore a platform to strengthen existing contacts and to build the base for new potential partnerships in Germany, one of our core markets."

"The presence at SPOBIS gave us the opportunity to bring across and amplify the very positive

effects of the record-breaking EHF EURO 2020 within the world of sports business," said Hausleitner. "With the EHF EURO 2024 taking place in Germany, we hope for a very positive effect here."

The event also acted as a key networking opportunity, with both the EHF and EHF Marketing present at the SPOBIS career day.

With a number of new roles opening ahead of the start of the Infront and DAZN contract, a team from Vienna were on hand to explain the opportunities as well as the benefits that come with working in handball.

THE NEW ERA WITH INFRONT AND DAZN IS HERE

On 1 July, the European Handball Federation (EHF) and EHF Marketing GmbH were delighted to announce the start of the 10-year partnership with Infront and DAZN. Worth between €500 million and €600 million, the deal is the biggest in the history of the sport. It provides not only significant financial investment over the duration of the contract from 2020 to 2030, but also industry-leading knowledge, expertise and services from both the EHF's existing partner, Infront, one of the world's leading international sports marketing companies, and DAZN, a global leader in digital media.

At the core of the partnership is a new long-term strategy, which will see the two companies work closely with the EHF and EHF Marketing GmbH — together with Forum Club Handball, the organisation representing Europe's top men's and women's clubs — to secure significant growth for the sport across both existing and new markets. A key focus of the strategic plan will be to grow the appeal of the sport, particularly to younger audiences, through an enhanced digital offering.

DAZN is well-placed to provide the innovative media rights strategy and extensive digital expertise required to achieve these objectives. With a proven track record of success with long-term rights partnerships with the likes of the WTA, FIBA, Conmebol and NFL and digitally focussed brands including DAZN, the sport streaming service; and Spox.com, a leading sports website in the German-speaking market, the UK-based company is recognised as the digital leader in global sports media.

360-degree digital strategy

The launch of a 360-degree digital strategy takes handball into a new era. At the heart of it, the new digital ecosystem — which launched on 1 July across all platforms including TV, OTT, digital and social media — amplifies the reach and awareness of handball. Online, the new content platform, 'Home of Handball', provides a one-stop shop for the best European handball content. This is complemented on social media with dedicated 'Home of Handball' channels.

The official streaming platform, EHFTV, has been revamped with a state-of-the-art video player

and new features enabling fans to watch games, classic matches and highlights from all EHF competitions live and on demand.

Digitally optimised, high-quality content for all platforms is created by Infront and DAZN's newly assembled dedicated digital production experts based in Madrid, who will eventually work on more than 5,000 pieces of video content for all major EHF competitions. Joint work took place for the first digital campaign to promote the start of the EHF Champions League 2020/21 season: Showtime for Champions. A player and influencer programme will also form part of the new strategy for the EHF EURO.

Together, the digital strategy will create and curate content for fans, broadcasters, clubs and national teams on digital and social media to grow audiences, engage and entertain them beyond the 60 minutes of the game and lay the foundation for the long-term growth of the sport.

It is the start of an innovative partnership — and one that is already paying dividends on and off the court.



NEW EHF BRAND HIGHLIGHTS HANDBALL VALUES

In the summer of 2020, the EHF and EHF Marketing unveiled a new brand, encompassing the history, values and future of handball.

The brand identity pays tribute to the humble heritage of handball – a unique, family sport available for everyone to enjoy.

The development of the new brand platform began in the summer of 2018 and took several months to complete. It began with the formulation and delivery of the brand core as a strong launch pad for the subsequent development and rollout of 'products', engagements and organisational behaviour.

At the heart of the new approach is an updated and fresh representation of how the origins and successes of European handball are communicated, expressed and promoted.

Therefore, subtle alterations have been made in the visual presentation of the EHF and its associated competitions, with a newly developed design created to offer consistent communication of the new umbrella brand across all European competitions.

The brand core serves as a guide for the EHF, describing the reason for its existence, the culture it presents, how it sees itself and the perception others have about the federation, but also how it wants to be seen, what it does and the purpose it aims to fill.

From the core, the newly developed EHF Brand Design System guides effective, consistent delivery of the new handball umbrella brand towards all stakeholders across all European handball competitions. The system is built on the ambition "Empower to inspire" and aims to give the EHF the tools to galvanise the various aspects of handball through a unified front.

The system implements new or adapted brand elements, such as logos, colours, typography, imagery and sound for the club and national team competitions. It is intended to serve as a working tool for partners and stakeholders involved in brand delivery in order to show a unified picture to the world when communicating the European handball brand.

The shape of a handball itself is referenced throughout the entire EHF brand system. On a national team level, the spherical shape of the ball is used to empower all national team competition logos.

By emphasising an individual tile on the ball – represented by the pentagon and the lines which form the stitching – the form becomes a strong abstract symbol for the club competitions,

including the pentagon, which is visible in the distorted version of the EHF Champions League logo.

New logos were unveiled for club competitions and the beach handball discipline, and a logo template for EHF EURO competitions was introduced. There is no longer any differentiation between men's and women's club competition branding. Imagery associated with the brand focuses on the intensity of on-court action, the emotions of the players, and the passion and dedication of handball fans.

New brand claims were also introduced, to reflect the fact that, while playing handball will

always remain core to the EHF strategy, the federation does more than that.

The brand claims, such as "We play handball", "Empower to inspire", and "Part of the game" are aimed at uniting the many different aspects of handball through the brand design system.

While the new brand identity heralds the start of a new era, the goals remain the same as they have always been: to encourage the public to pick up a ball and join their local club, to promote the highest profile matches on television and across the digital ecosystem, and to motivate fans to experience the spine-tingling atmosphere of a live match inside Europe's biggest handball arenas.



**WE PLAY HANDBALL
EMPOWER TO INSPIRE
ENTER THE ARENA
JOIN, WATCH, AND VISIT!
EVERY SECOND COUNTS
PART OF THE GAME**

NEW EHF BRAND
SLOGANS

CIRCLE AS THE BASIS FOR EHF EURO COMPETITIONS

Logos for EHF EURO events are created by the local organisers of each edition. To assist, the EHF has established a logo design template to ensure coherency of the EHF brand throughout all future tournaments.

By following these guidelines, local organising committees are able to build an official competition brand that is clearly related to the EHF. Every EHF EURO competition adopts this shape as the base of all of its logos, thereby ensuring a clear visual relationship within the EHF logo family.

The structured use of other design elements, such as fonts and colours, strengthens this relationship. This approach ensures a recognisable brand throughout all EHF EURO competitions.

The template is focused around a circular shape to represent a handball, and includes the EHF logo within the main logo. EHF brand typography – identifying the competition and its dates and location – completes the template.

Using the EHF EURO logo template, the organising committees for the Men's EHF EURO 2022 in Hungary and Slovakia have created a logo system for the event in January 2022.

This striking design features the EHF primary colour, a dark blue, together with the national colours of both host nations – red, green, white and blue. The logo relates closely to the event's motto "WATCH GAMES. SEE MORE", highlighting the many opportunities for fans around the five venues.

In due course, a complete overhaul of the branding for younger age category events will also be rolled out.



MEN'S EHF EURO 2022

HUNGARY • SLOVAKIA
13-30 JANUARY

**WATCH GAMES.
SEE MORE.**

NEW LOOK OF CLUB COMPETITIONS

EHF CHAMPIONS LEAGUE

The introduction of the new EHF brand coincided with the launch of the new-look European club competitions structure. Each of the three competitions received a fresh logo, all following the same brand values as the primary EHF brand.

The club competition logos all emphasise an individual tile on a handball. The form becomes a strong abstract symbol for the club competitions, including the pentagon visible in the distorted version of the EHF Champions League logo.

The new EHF Champions League logo is the best example of this, with a rejuvenated golden star forming the basis of the refreshed emblem of European handball's elite competitions for both men and women.

The brand refresh also saw a redesign of the EHF Champions League trophy. EHF Marketing launched a public tender and received a total of 27 designs from companies and artists in 12 countries.

The winning agency was Sustain Awards by Spain's Oiko Design Office. The core idea of the trophy was to represent a goal as the main objective of the sport, to reflect the dynamic movement of a ball hitting the target and to transmit handball as a team game by forming the net in the shape of a shield. The net itself symbolises the needed connection within a team – all for one and one for all.

A new EHF Champions League sound logo and anthem were designed for the top club competitions. Both came to life in the arena and are a consistent complement all audio-visual communications.



EHF EUROPEAN LEAGUE AND EHF EUROPEAN CUP

The EHF European League and EHF European Cup are newly formed competitions in the 2020/21 season. The EHF European League replaces the former EHF Cup as the EHF's second-tier club competition and the EHF European Cup has become the third-tier competition, replacing the Challenge Cup.

Both competitions come with a new corporate identity, following the EHF umbrella brand identity, using the usual fonts and EHF blue as the primary colour. The two competitions are differentiated by colour: orange for EHF European League and light blue for the EHF European Cup.

As with all EHF competitions, the EHF European League logo is based on the handball element, with the new, orange-coloured logo formed by an abstract version of the letter 'E' rotating around the sides of a pentagon. The letter 'E' also stands for EHF and Europe. The shape of the EHF European Cup logo also derives from the pattern of the handball – this time in a bright blue.

The logo and additional elements that are used in the EHF European League's imagery symbolise the energy, toughness and intensity that transform from the action on court and the performance of the teams into the visual presentation of the new competition.

A new EHF European League sound logo and anthems were also designed to consistently complement all audio-visual communications.



A FRESH NEW LOOK



EHF
**BEACH
HANDBALL**

The spirit of beach handball has been encapsulated in a new and specially created beach handball DNA, which was first introduced with an updated, fresh EHF beach handball logo.

Fitting in perfectly alongside the theme of the new logos for all EHF club competitions, the beach handball logo takes its main inspiration from the sun – think rays of light shining down on the sand and the players below.

All future EHF beach handball competitions will carry the unified logo, resulting in a clear, consistent brand identity at all future competitions.

The same is true of the European Beach Tour (ebt), for which a new logo has been designed specifically for use at all ebt tournaments, with

emphasis again placed on ensuring a consistent promotion of the EHF beach handball brand.

Similarly, the rays of sunlight will also be seen in the EHF Beach Handball Champions Cup branding.

The sun-inspired logo will also form part of future Beach Handball EURO competitions, through a template that will be customised by each tournament's host.

Furthermore, beach handball's visibility on the EHF's new Home of Handball website was given greater prominence.

EHF Secretary General Martin Hausleitner said: "The launch of the new beach handball brand represents a significant step forward in the EHF's

commitment to developing and promoting the discipline across Europe and beyond.

"Beach handball plays an important role in many aspects of the EHF's master plan, especially at grassroots level, where mini beach handball is of particular focus. The launch of the new brand plays a crucial part when it comes to help shaping the overall image of the sport, with growth a significant priority," Hausleitner said.



JUMP SHOT BECOMES THE SOUND OF HANDBALL

The iconic jump shot has become the backbone for a new holistic approach to sound, which the EHF and EHF Marketing have captured in order to create a unique and recognisable acoustic connection between what happens on the court and off it.

The EHF are the first sporting federation to have such an approach to sound identity, and the brand sound will connect the various leagues and tournaments that fit under the EHF brand design system.

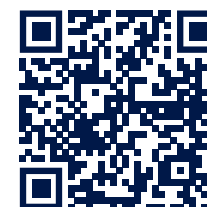
For the EHF brand sound, sound agency WESOUND unlocked the core of the Sound of Handball and created a DNA as the recurring element across all audio-visual applications. The sound of a jump shot conveys the emotions

of the game in a single hit, and the agency extracted this into a rhythmic design pattern.

The result is a sound that was first heard as part of the EHF Champions League brand rollout. It is intended to encapsulate not just the jump sound but the excitement and exhilaration of handball in a head-turning, adrenaline-pumping theme.

The brand sound will complement all audio-visual communications, including the opening and closing sequences for TV elements, digital streaming platforms and social media content.

New anthems for the EHF Champions League and EHF European League were also commissioned to bring the brand to life in the arena.



A NEW-LOOK HOME OF HANDBALL

The EHF launched a new website in the summer of 2020. The Home of Handball is designed as a hub for everything in European handball, housing all EHF competitions and components under one roof.

The EHF and EHF Marketing worked closely with one of Austria's top digital agencies, Kraftwerk, to completely overhaul and refresh – visually and functionally – the previous eurohandball.com website.

One of the main goals was how to best represent the EHF's personality, culture and spirit and reflect the new brand strategy and corporate identity online. The new brand is reflected on every page of the website, providing a modern, professional and comprehensive look and feel.

Every competition is presented in its very own premium colour pallet and featuring elegant new logos.

A key functionality element of the new website is the Home of Handball button. Located at the bottom centre of the page, it enables visitors to quickly navigate throughout the many sections of the website.

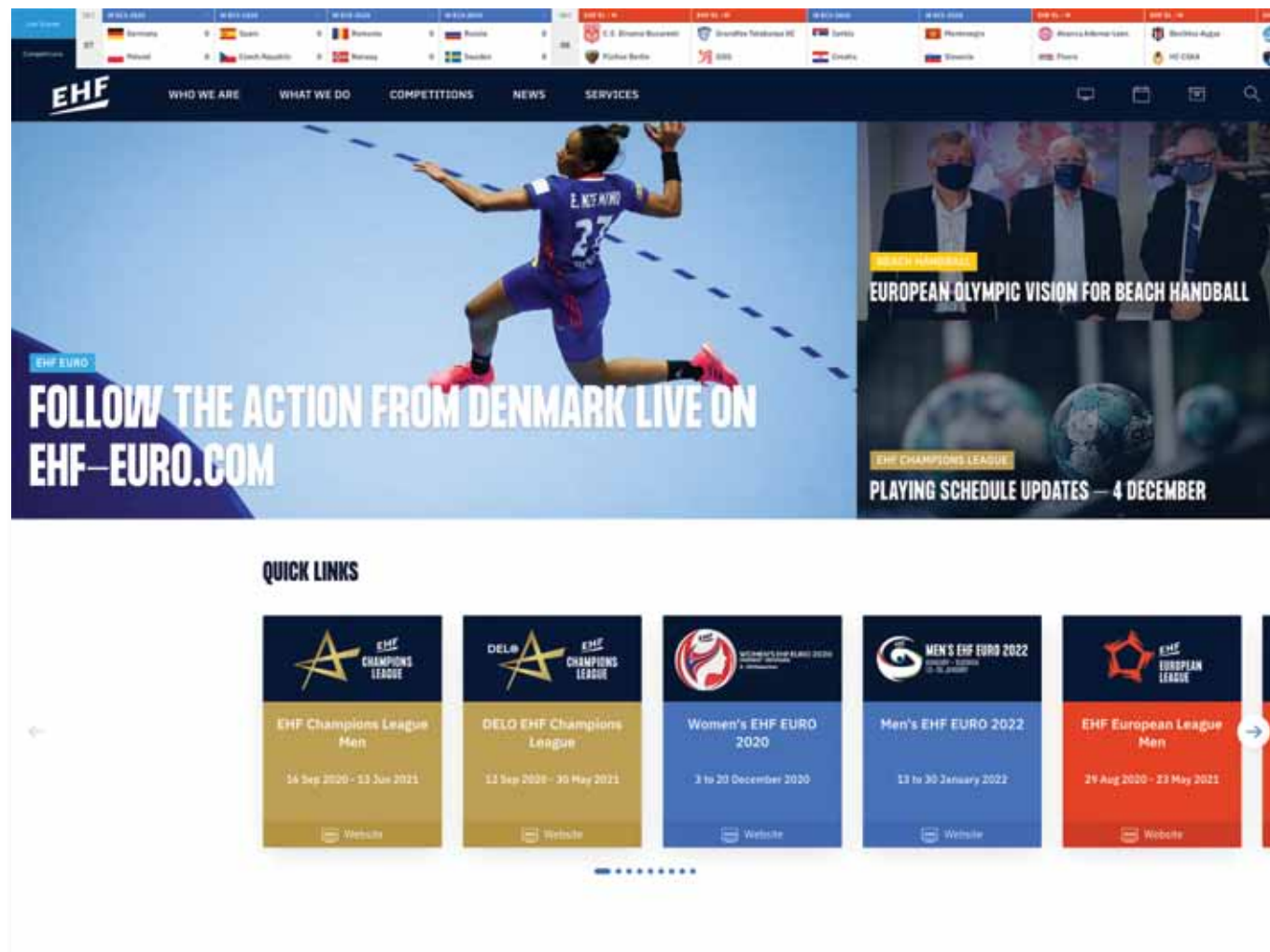
A live ticker at the top of the page allows the handball community to follow all current and upcoming games, as well as giving direct links to detailed match information for all competitions.

The EHF's official streaming platform, EHFTV, also received a complete revamp. The new-look platform went live on 1 July, with the first live

content the eagerly anticipated EHF Champions League 2020/21 draw.

A state-of-the-art video player and a host of new features mean fans can watch live games, relive classic matches and check out highlights from all EHF competitions.

EHFTV continues to offer the best handball content for free. This approach has been complemented with the option to subscribe to the portal. This free subscription gives handball fans the option to watch games live and on demand and also allows them to improve and personalise their fan experience during the season.



NEW SOCIAL MEDIA ECOSYSTEM



With the number of followers across all EHF social media channels passing the 1.25 million mark in early 2020, engaging an ever-growing and hungry audience has never been more important.

As a result, the European Handball Federation's digital channels underwent several changes in June 2020, to cater for the increase in demand and to reflect the new digital strategy starting alongside the 10-year partnership with Infront and DAZN.

Adding to the pre-existing competition-specific channels, including the EHF Champions League and EHF EURO, two new channels have been created: Home of Handball and EHF Activities.

The newly created Home of Handball channels mirror the website's goal as a one-stop shop for all things handball and act as a cross-competition hub for handball followers. The channels provide followers with content across both club and national team competitions as well as younger age categories, beach handball and

wheelchair handball, and engage followers 24/7 throughout the entire season.

Meanwhile, the EHF Activities channels, born from the fusion of the EHF Competence Academy & Network and the EHF's corporate communications, aim to reach out to handball professionals and experts about topics such as, among many others, player health, coaching techniques, development of the sport and governance. The EHF Activities channels are also the platform for EHF institutional communication.

The EHF's main channels covering club and national team competitions remained untouched. Content across the EHF Champions League and EHF EURO channels will continue to give fans exclusive and unique insight on and off the court, with access that no other handball social media channel can offer.

All the channels can be found on Facebook, Instagram and Twitter. The Home of Handball is additionally present on TikTok and YouTube, and EHF Activities is also on YouTube.



**BACK
IN THE
GAME**

DÄNISCHE
BETTENLAGER
19
Nord
Schrott

Balzers
FLENS

BACK TO HANDBALL



Following the cancellation of matches across Europe in the spring of 2020 due to the coronavirus pandemic, the EHF released a Back to Handball hygiene strategy for clubs and national federations to ensure a controlled and safe return to the game as the 2020/21 season approached and beyond.

Clubs and national federations were informed that the requirements outlined in the concept were the minimum that they had to adhere to.

The focus of the concept was the implementation of a 'Red Zone' on the court, where only those with a negative test are permitted. The concept also details comprehensive requirements and recommendations for clubs and federations to follow regarding support staff, media and spectators, all of which are in line with local guidelines.

Top-flight handball resumed with the first group matches in the DELO EHF Champions League on 12 September, and the men's competition throwing off four days later. The first matches

in the new EHF European League began with the opening round of men's qualification from 28 to 30 August, before the women's competition began in October. November also saw the start of the Men's EHF EURO 2022 Qualifiers and continued with the highlight events of the year – Women's EHF EURO 2020 and VELUX EHF FINAL4.

The core principles of the hygiene concept require clubs and federations to name a Covid-19 officer, who is responsible for handling the guidelines and controlling the necessary communication.

All players and officials taking part in each game, with access to the court, must have a negative test. After testing negative, those involved are required to maintain minimum contact with other people during travel, in hotels and at venues.

Alongside adherence to the 'Red Zone' at venues, time spent at any venue must be reduced to a minimum, including in the changing rooms and in mixed zones.

REFRESHED AND READY FOR THE NEW SEASON

European club handball returned in late August 2020, as the qualification rounds for the new EHF European League got underway.

Meanwhile, Europe's premium competition for men and women, the EHF Champions League, threw off in September.

The start of the top flight saw changes to the competition structure for men and women, with both the DELO EHF Champions League and the EHF Champions League Men introducing a group phase featuring two groups of eight teams.

The EHF Champions League Men's group matches were set for Wednesday and Thursday evenings each week, with the DELO EHF Champions League group phase played on Saturdays and Sundays.

In both competitions, the top two teams in each group will advance to the quarter-finals, while the teams placed third to sixth in each group will face each other in the play-offs to progress.

The winners of each of the double-header quarter-finals will move on to the EHF FINAL4 events, with the men's competition once again heading to Cologne and the DELO EHF FINAL4 to Budapest.

For 2020/21, DELO were named the title sponsors of the women's competition for a second successive season.

In the EHF European League, a total of 51 clubs competed over two qualification rounds for the 24 places available in the men's group phase,

while the women's competition saw 34 entries for 16 group phase spots.

A total of 12 teams were pre-qualified for the men's group phase, and four women's teams were also pre-qualified. The top four men's teams from each group of six will progress to the Last 16, while the top two women's teams from each group of four will proceed to the quarter-finals.

The third tier of the new-look European competition, the EHF European Cup, sees head-to-head knockout matches throughout the competition, with a draw conducted for each round through to the final matches to be played in May 2021. European Cup matches began in October 2020.



SHOWTIME FOR CHAMPIONS

The promotion strategy for the 2020/21 season of the EHF Champions League focused on delivering drama and action into fans' homes, seeking to capitalise on an insatiable demand for entertainment.

The concept pitched the premium men's and women's competitions as gripping, intense, blink-and-you'll-miss-it spectaculars, with the world's best handball players delivering action, drama and a rollercoaster of emotions every week.

The campaign kicked off with a series of trailers and promotional images on the EHF social media channels before the EHF Champions League 2020/21 began.

At the heart of the concept, every Match of the Week (MOTW) is marketed as an episode of fans' favourite TV series, but one accompanied by plenty of behind-the-scenes exclusives.

Each MOTW starts in the morning of the big game with a down-to-earth chat over a coffee with the key protagonists from both teams in the new Breakfast for Champions series, live on Instagram.

Each week, the Faces of the EHF Champions League – Hannah Jackson, Markus Floth and Anja Althaus – take it in turns to get the pre-match lowdown straight from the dressing room.

Armed with popcorn, the Faces encourage fans to settle down for the show when the buzzer goes for the start of the match, to enjoy 60 minutes of the highest level of handball that cannot be seen anywhere else.

Coverage continues on Instagram through the match with clips provided by media partner DAZN.

When the curtain comes down it is time to honour the stars of the show. The Player of the Match Award – awarded by DELO in the women's competition – is pitched as the handball equivalent of an Academy Award. The winners are celebrated with more imagery and video highlights after the match.

When all the day's matches are over, the aim is to leave fans blown away by the action they have seen, but left craving more unmissable drama.



MORE GOALS, MORE SAVES, MORE HANDBALL

The EHF European League Men group phase threw off in arenas across the continent in October 2020.

The new-look competition means that fans around the world have the chance to watch more handball than ever before, with 24 teams from 17 nations battling through the group phase for a place in the Last 16.

With a host of high-profile teams lining up in this stage, a tough, intense and competitive 10 weeks of matches lay ahead, with more goals, more saves and more passion guaranteed.

Along with the new EHF European League format and brand, a theme for the competition – 'more handball than ever before' – was introduced. The theme was visible in online and on-site communication and placed all activations under one roof.

The group phase included clubs with significant European cup calibre and experience, such as Rhein-Neckar Löwen, Füchse Berlin and former EHF Champions League winners SC Magdeburg and Montpellier HB.

As a result, significant interest in the new-look competition saw 18 broadcasters acquire the rights to show the drama live across the continent.

Plus, every game has been shown live around the world every Tuesday on the relaunched and enhanced EHFTV, enabling fans to watch up to four matches simultaneously.

Miguel Mateo, Director Media Operations EHF Marketing, said: "The number of broadcast partners on board to show this captivating first season of EHF European League is fantastic and it is the outcome of the big efforts done to set up this new competition in these challenging times.

"Top European clubs will serve up a feast of goals and a level of competitiveness that is sure to capture the hearts of the viewing audience across 25 territories.

"Such a high level of interest for this first season of the competition gives us the perfect start to a promising future of the EHF European League."



CONFERENCES



CONFERENCE FOR SECRETARIES GENERAL

Managers of national federations met in September 2020 for the 12th Conference for Secretaries General, to learn and discuss the changes and challenges within European handball ahead of the busy 2020/21 season.

The conference also formed an important final stage of the development of the new EHF Master Plan, with the federations charged with providing their inputs, ideas and requirements in a series of break-out sessions to identify the goals of the project plus the initiatives required at both EHF and national levels.

With elite-level handball making a much-welcome return earlier in the month, the conference – titled Back in the Game - Growing Handball – began by informing federations on the

steps being implemented to ensure a safe return to action, including a recap on the EHF's hygiene concept regarding Covid-19.

As a result of the disruption to the 2019/20 calendar caused by Covid-19, the secretaries general were also informed about updates to the playing calendar, spanning club, national team and beach handball competitions. Additionally, information was given on the bidding processes for the EHF EURO 2026 and 2028 events.

Furthermore, the latest developments within the EHF were introduced, with presentations focusing on the new digital environment, the refreshed social media channels, the new Home of Handball website and the new brand.

There was also an update from the EHF and EHF Marketing's long-term media and marketing partners, Infront and DAZN, on the progress made in sales, digital marketing and TV production.

Federations were given an update on several EHF projects within this area, including wheelchair handball, Respect Your Talent and data tracking.

EUROPEAN HANDBALL CONVENTION

The European Handball Convention concluded three intense meeting days for the European handball family in Vienna in September 2020.

The convention followed two days of the Secretaries General Conference and marked another important step in the European Handball Federation's 'Back in the Game' approach. At the same time, the meeting of the EHF Executive Committee also took place in Vienna.

On an EHF level, these three meetings were the first major ones to include the physical presence of several federation representatives since the final weekend of the Men's EHF EURO 2020.

In his opening words, EHF President Michael Wiederer said that this information exchange was essential for European handball.

Wiederer underlined the importance of the 10-year media and marketing deal with Infront and DAZN Group, which came into effect on 1 July, also stating that it put the European Handball Federation in a position in which it needed to deliver.

"Decisions had and have to be taken. The worst-case management scenario is not to decide," he said.

Wiederer outlined the decision-making process over the past six months. This process included the involvement of the EHF EXEC for all major decisions along the way, the necessary cancellation and postponement of competitions, the introduction of financial support measures for federations and the Women's EHF EURO 2020

of, in total, several million euro and, therefore, a necessary revision of the EHF's budget.

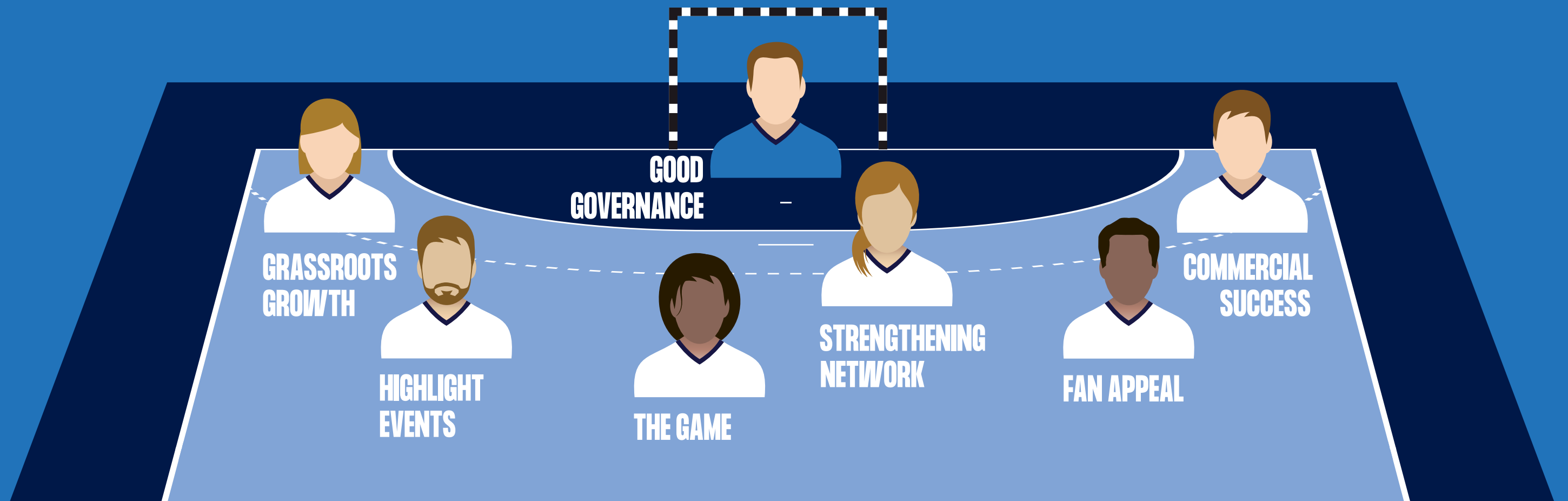
There was also a clear statement of intent to hold the VELUX EHF FINAL4 in Cologne and the Women's EHF EURO 2020 as key events for the promotion and reputation of European handball.

"We have to be present, otherwise we do not exist," said Wiederer.

The convention's keynote speech was entitled 'Save the Game', after a book by German philosopher Christoph Quarch.

The convention also saw EHF Director Business Development & Marketing, JJ Rowland, present a first summary of the Secretaries General Conference.

EUROPEAN HANDBALL MASTER PLAN



SEVEN PLAYERS FOR THE FUTURE: EUROPEAN HANDBALL MASTER PLAN

Following the signing of a 10-year media and marketing agreement with Infront and DAZN Group in May 2018, the need for the development of a long-term strategy to ensure the continued growth of the sport was identified. Extensive research was carried out, including a survey of more than 4,500 fans in 10 European markets, as well as stakeholder consultation across boards, commissions, federations and clubs.

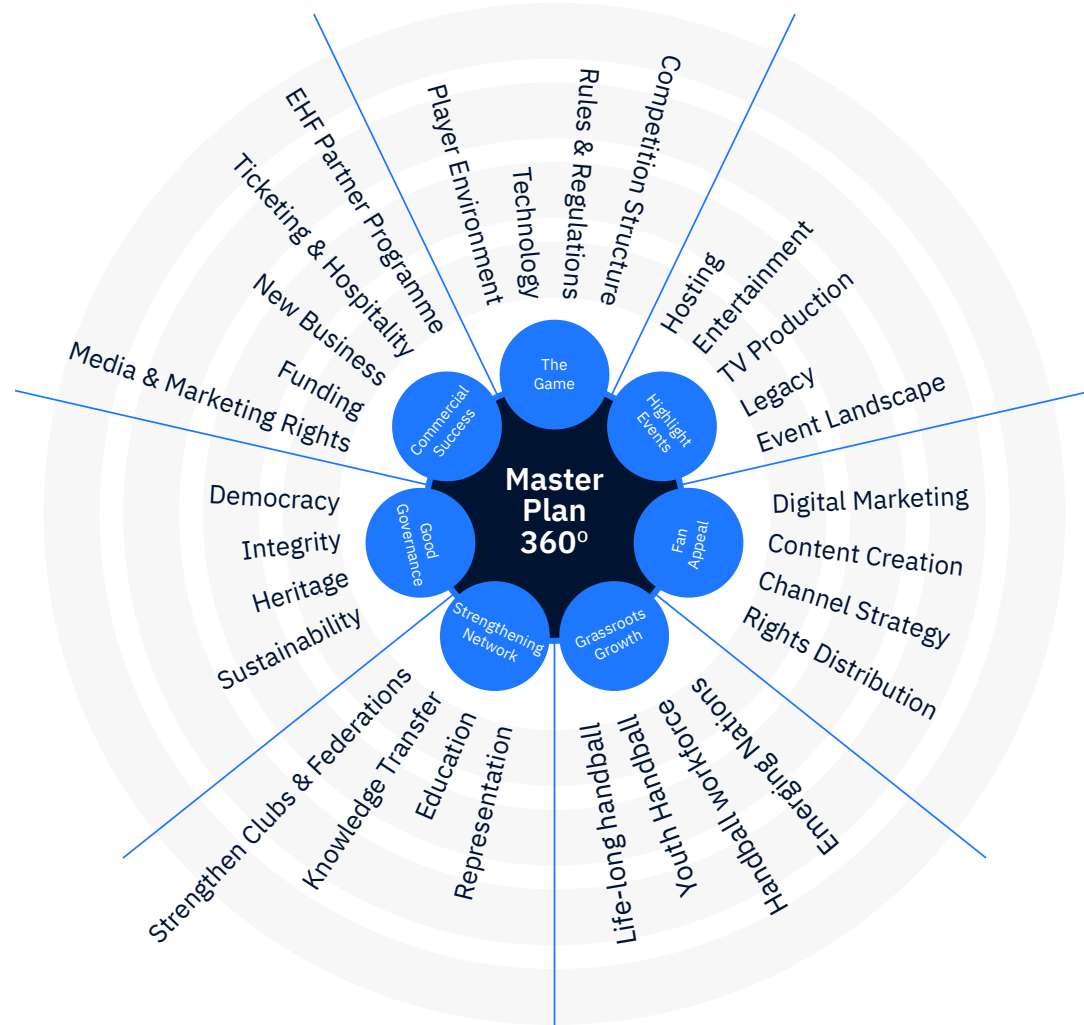
The result is the 'European Handball Master Plan: Seven Players for the Future', a new strategic plan that will form the basis for the federation's work through to 2027 and beyond.

With its seven pillars – representing the seven players on the handball court – the master plan

covers all of the federation's many and varied areas of core business from competitions, events and marketing through to education and grassroots development. The plan will provide a set of tools through which the EHF and the European handball family will work to realise the federation's vision to be the "most attractive team sport and grow its community".

Details of the plan were first presented at the EHF Conference of Presidents in Stockholm in January 2020 on the fringes of the Men's EHF EURO 2020. The Covid-19 pandemic, however, meant that the development of the plan had to be delayed. A new initial 'Back to Handball' phase was introduced, with a variety of support measures provided for national federations

The EHF has set itself and the European handball family ambitious goals for the future. Through a successful implementation of the master plan, the EHF is aiming for a doubling of the commercial value of the sport and to firmly establish handball as the leading indoor team sport in Europe. To do this it is planned to reach and engage with more people, whether they be fans or active players, coaches or officials, to create the optimal environment for playing the game as well as ensure that there are opportunities for everybody in the sport at every stage of their lives through the development of a 'handball for life' concept.



GOOD GOVERNANCE

The goalkeeper is the last line of defence, a safe pair of hands and a back-up for everything that happens on court.

Good governance forms the basis for the work of the EHF and its member federations. Through democratic structures and transparent

decision-making procedures, the EHF will continue to ensure integrity and maintain high ethical standards. Looking to the future, the issues of sustainability and the creation of CSR programmes will be key topics for the master plan.



COMMERCIAL SUCCESS

On the right wing is commercial success – dependent on teammates, but if the team plays well together, success will come. The result of all our efforts to promote and develop the sport as a top-class entertainment product will be to continuously increase the commercial value of European handball.

This will be achieved by optimising traditional revenue streams as well as identifying new and innovative sources of income. Ultimately, the EHF aims to reinvest as much of the revenues as possible back into the European handball system.

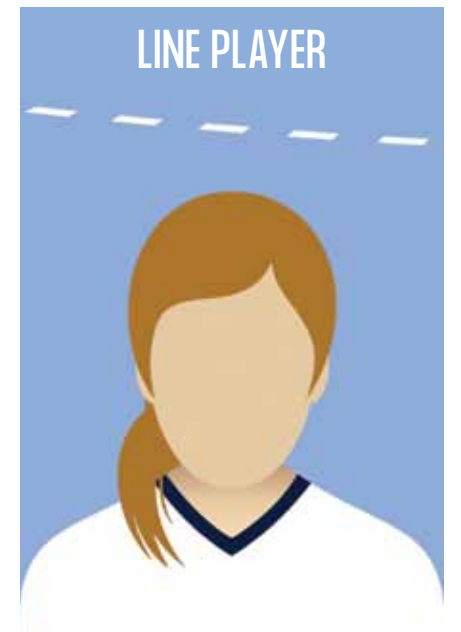


STRENGTHENING NETWORK

The line player is one of the toughest positions on the court, responsible for getting the ball back and fighting to score.

The success of European handball strongly depends on its administrators, officials and volunteers – their continuous education and

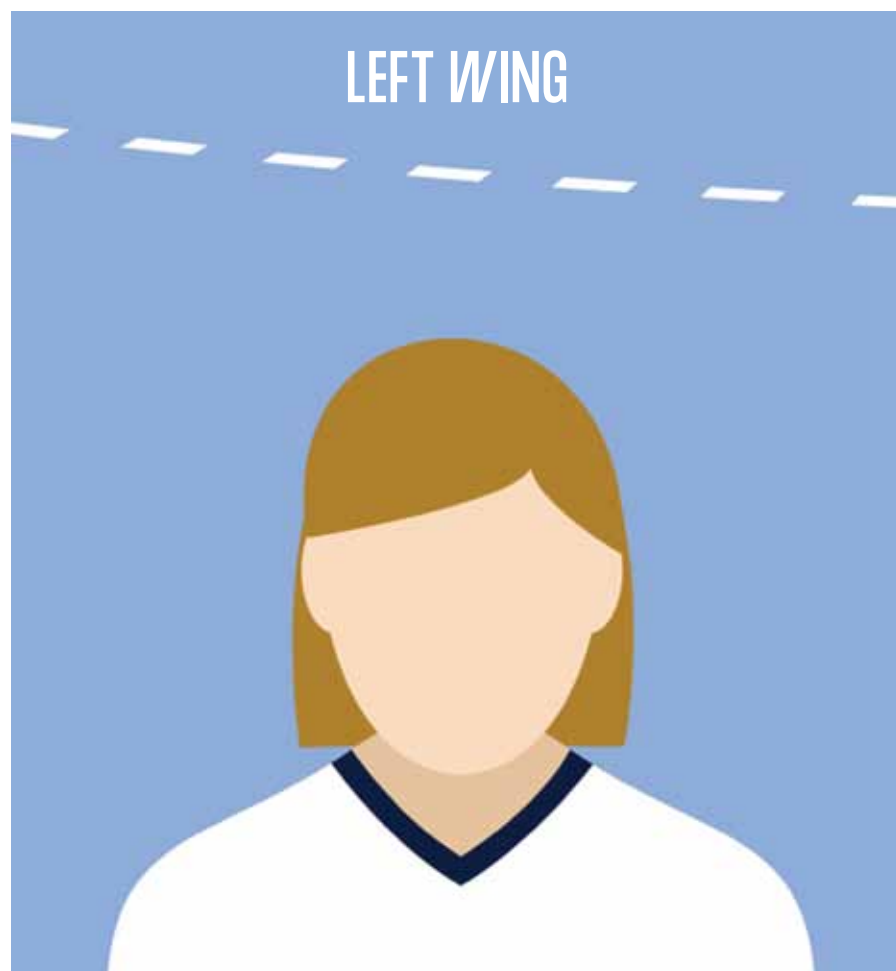
the transfer of knowledge within clubs and federations and to external partners will result in the increased professionalism of all stakeholders. Education as well as cooperation and partnerships with external institutions and organisations are also vital.



GRASSROOTS GROWTH

At left wing is a key component to the future of our sport: grassroots growth. Through the development of 'handball for life', the EHF wants to create opportunities for more people to be able to play an active part in the sport irrespectively of age, fitness level, location or time commitments.

Special efforts need to be taken to attract young people in kindergartens and schools and to retain more people in the sport throughout their lives. More opportunities for officiating and volunteering will also be important in developing grassroots growth.



THE GAME

The centre back is the brains of the team – they direct play and as a result is one of the key players for success on any team.

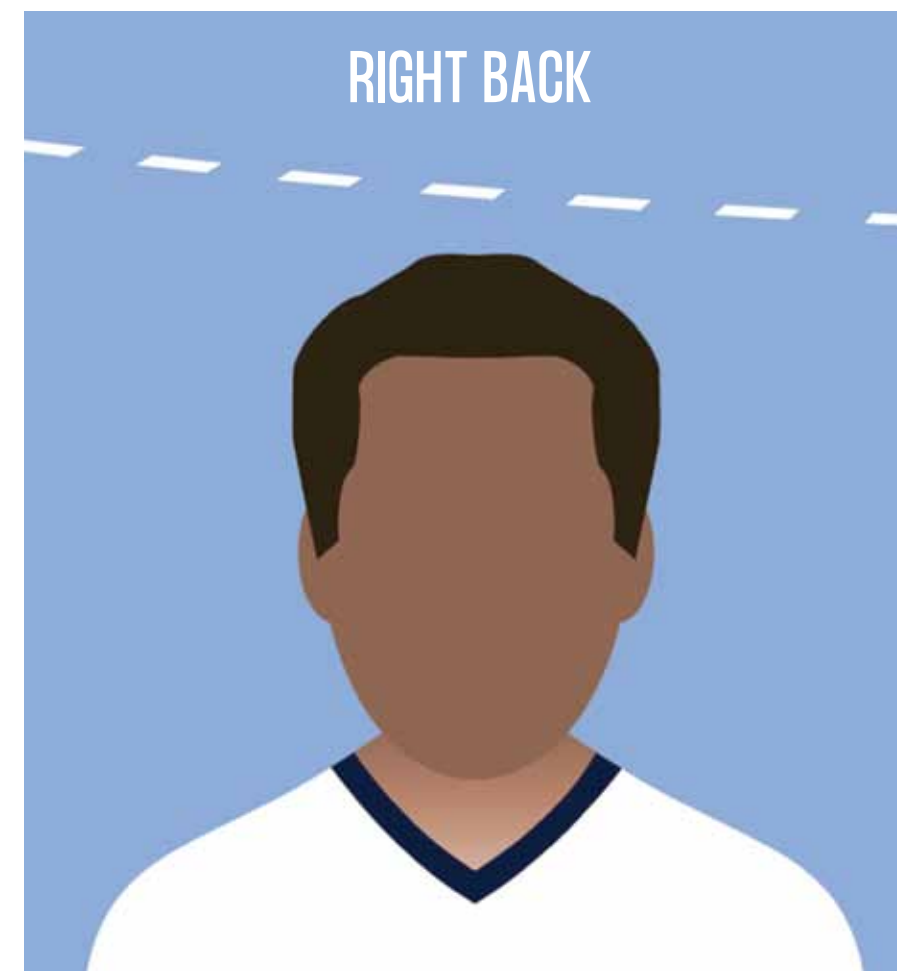
Handball is and will always be at the centre of everything we do. We will create the best possible environment for the sport, its players, coaches and officials at all levels in order to achieve the vision of being Europe's most attractive team sport. Work will focus on providing the best conditions for playing the game as well as continued investment in technology to further improve officiating and bring the game even closer to fans.



FAN APPEAL

The right back is one of the most valued players in handball. Therefore, our aim of supplying handball fans with thrilling, personalised and easy-to-access content 24/7, 365 days a year is core in order to remain an attractive sport and entertainment product.

A holistic digital strategy will be at the centre of efforts in order to maintain these expectations for existing and new handball fans. This will be done through a variety of channels, including digital marketing – reaching and engaging fans beyond the EHF's own channels – content creation, and rights distribution to maximise reach further.



HIGHLIGHT EVENTS

The left back is the powerhouse at the back of the court, a real goal-getter and one of the stars of the show: just like our events. Top club and national team competitions provide a shop window for the sport and offer the opportunity to showcase handball, its teams and its players at their very best.

High-profile events including the EHF EURO and the club final tournaments such as the EHF FINAL4 provide a high point to the season. They attract millions of TV viewers and fans in arenas across Europe and are an attractive platform for partners and sponsors. The EHF and EHF Marketing will work together with Infront and DAZN as well as with organisers to further promote, develop and professionalise the approach to its benchmark events to ensure the best possible fan experience.





**COMMERCIAL
SUCCESS**

BROADCASTING TO MILLIONS

Interest in broadcasting the EHF Champions League Men and DELO EHF Champions League remained high as the 2020/21 season threw off.

With higher levels of TV production guaranteed for the upcoming season, plus the relaunch of EHFTV as a high-quality OTT platform, fans around the world are able to view top-class handball every week.

New and existing TV partners from across the continent again committed to broadcasting the premium competitions.

DAZN were welcomed as a new partner to broadcast EHF Champions League matches in Austria, Germany, Spain and Switzerland for six seasons up until the end of the 2025/26 season

Eurosport picked up exclusive broadcast rights for all men's and women's European club competitions in France and Poland until the end of the 2025/26 season. The partnership in Poland includes the Men's and Women's EHF EURO events in 2022, 2024 and 2026 as well as all away qualifying matches for Poland.

In total, 17 broadcasters are showing live or delayed DELO EHF Champions League matches in more than 25 territories in 2020/21, while 25 broadcasters are showing EHF Champions League Men matches in 31 countries. Meanwhile, the EHF streaming platform EHFTV continues to serve a worldwide audience.

High coverage of EHF EURO events

In January, 85 broadcasters around the world showed games from the Men's EHF EURO 2020, including free-to-air broadcast in Germany, Austria, France, Denmark, Norway, Sweden and Finland.

The Women's EHF EURO 2020 in December reached fans in almost 60 countries, with 30 broadcasters plus EHFTV showing matches live and on demand.

As qualifiers for the Men's EHF EURO 2022 and the EHF EURO Cup began, all 36 nations competing were covered by a broadcaster in their country, with worldwide coverage on EHFTV.



NEW TV LOOK FOR EHF COMPETITIONS



In line with the unveiling of the European Handball Federation's new brand identity, updated and fresh graphics were produced to accompany the wealth of handball action on television.

The EHF and EHF Marketing commissioned Jump, a London-based design agency, to design and produce all of the on-screen graphics for the EHF Champions League, EHF European League, EHF EURO and EHF EURO Qualifiers for both the men's and women's competitions.

As part of the five-year agreement, Jump also created a package that can be adapted for the EHF European Cup, Beach Handball, Younger Age Category competitions and draw events.

In the second tender, agencies Nico Vu and Ramon + Pedro were chosen to create the on-screen development for all EHF competitions. On-screen development includes animated content such as the opening title, replay wipe and additional animated elements for broadcasters and social media video content.

Nico Vu, a French-based motion designer, created new on-screen development for the EHF Champions League and EHF European League. Ramon + Pedro, a creative studio from Lausanne, gave a new look to EHF EURO events. In addition, a versatile package was created to serve a variety of EHF club and national team competitions, including the EHF European Cup and younger age category events.

Jump, Nico Vu and Ramon + Pedro were selected after competitive tenders by EHF, Infront and DAZN to modernise the identity in order to continue to grow the appeal of the EHF brand.

All graphics are designed in line with the EHF's new design system that was created and launched prior to the 2020/21 season to offer consistent communication of the new handball umbrella brand across all European competitions.

The EHF and EHF Marketing signed new supplier agreements with one of handball's most recognisable sports brands, hummel, in June 2020.

As part of the new partnership, the Danish sports brand has signed two four-year contracts to become the official sports supplier of the EHF and EHF Marketing.

One deal encompasses men's and women's EHF EURO competitions – up to and including the Women's EHF EURO 2024 – while the second covers the four top club competitions: the EHF Champions League Men, the DELO EHF Champions League and both EHF European League competitions.

Michael Wiederer, EHF President, said: "As we embark on a new era in handball it feels only right to be able to join forces with one of the sport's most distinguished brands."

"Like ourselves, hummel are committed to raising the profile of handball and elevating it to a new level. We are naturally thrilled to be able to link up with hummel at one of the most important moments in handball history and look forward to working together on a number of exciting projects on and off the court."

hummel will be the exclusive merchandising partner for clothing at EHF EUROs and for the EHF Champions League and EHF European League competitions. In addition, hummel will supply sports clothing and shoes for the federation's staff and officials, including referees, across all competitions.

hummel marketing director for sport and global partnerships, Morten Lund, said: "The partnership with EHF/M represents an integral cornerstone of our indoor strategy supporting brand and business expansion internationally. We want to become the leading team sport supplier in Europe and reinforce our position as



HANDBALL AND HUMMEL

market leader within handball. Since hummel already sponsors some of the world's best handball players and handball teams, it is natural for us to enter a partnership with a strong player like EHF/M.

Allan Vad Nielsen, CEO of hummel, said: "This is another major statement for hummel in the world of handball. The new partnership with EHF and EHF Marketing underlines the strategic importance of our indoor category and reinforces our position as a market leader."

"Handball is engrained in our brand DNA at hummel and we are looking forward to

strengthening our association with the sport even further at major EHF and EHF Marketing tournaments such as the EHF EUROs and the EHF FINAL4 over the next four years."

"As a Danish brand, we're handball lovers by nature, and that's why we want to put more focus into our indoor strategy in the coming years," Lund concluded.

hummel and the EHF are planning a dedicated online shop, which will allow supporters to purchase official merchandise.

SELECT

In late 2019, SELECT SPORT and EHF Marketing signed an extended deal for SELECT to be the official ball supplier to club handball's elite competitions until the end of the 2023/24 season. In November 2020, the brand-new design for the official match balls to be used across EHF Champions League and EHF European League matches in 2021/22 was unveiled.

In keeping with the new brand policy introduced for EHF club competitions at the start of this season, there is no differentiation in design between balls used in the men's and women's competitions.

In a subtle design feature, the EHF Champions League ball has the claim Empower to Inspire included. Plus, for the very first time, the second-tier competition, the EHF European League, has its own ball.

The new balls for both competitions will be launched and go on sale exclusively at the EHF FINAL4 2021 in Cologne on 12-13 June and Budapest on 29-30 May as well as at the EHF Finals.

Matthias Mayrhofer, Director Partner & Brand at EHF Marketing GmbH, said: "SELECT SPORT share our passion for raising the



profile and standards of handball throughout our club competitions.

"We achieved another milestone by introducing the first ever ball design for our second-tier competition and with one unique ball for both genders that perfectly match the competition's brands."

SELECT CEO Peter Knap said there were two strategies in the design of the new ball, "the first one being the reduction in number of teams in the CL tournament making this very exclusive and secondly the introduction of a new corporate ID from EHF adding new design elements."

"The ball is designed in the corporate colours of EHF dark blue and white with elements of gold to highlight the exclusivity of the tournament," Knap said.

"From the start, the creation of the ball design was a cooperation between some creative minds from EHF Marketing and of course the product development department at SELECT. After finalising the design sketch a wider group of people were asked to give their feedback. Normally it takes two to three months to develop the balls, including approval of physical samples. A total of up to 10 people contributed to this process."



GORENJE PARTNERSHIP FLOURISHING

EHF Champions League Men partner Gorenje committed to a future with European top-flight handball by signing a two-year sponsorship extension in September 2020.

Gorenje, who are part of the Hisense Group, began their sponsorship in 2017. In accordance with the new deal – agreed through EHF Marketing and its exclusive media and marketing partners Infront and DAZN – the Slovenian company will continue to be an official partner of the EHF Champions League Men up to and including the 2021/22 season.

The continuation of the partnership, which focuses on fan engagement, ensures that Europe's leading home appliance manufacturer will have a presence inside arenas within Gorenje's regional markets as well as inclusion in all marketing activities and communications.

As part of the extended partnership, the EHF and Gorenje launched the Breakfast for Champions series, powered by Gorenje, for the EHF Champions League 2020/21 season.

Breakfast for Champions is a virtual adaptation of the live interview with star players before each week's Match of the Week. Each Breakfast for Champions episode features a player from each

team in the respective Match of the Week and is conducted by one of the Faces of EHF Champions League.

Gorenje are giving away small home appliances to players in the interview who correctly answer the Gorenje #simplyfans question and have also equipped the Faces of the EHF Champions League with small home appliances.

The extended deal further cements Gorenje's interest in sports sponsorship. Not only were Gorenje official sponsors of the Men's EHF EURO 2018 and 2020, but they are the general sponsor of Slovenian handball club Gorenje Velenje and the Slovenian Handball Federation. For more than 25 years, they have also been the general sponsor of the Slovenian Nordic ski team.

David Szlezak, EHF Marketing Managing Director, said: "In recent seasons Gorenje have proven to have a strong and successful tradition when it comes to supporting top-class handball and therefore we are thrilled to have them as partners for a further two years."

Atenka Potočnik Anžič, Hisense Gorenje Europe Marketing Director, said: "Handball is gaining viewers and fans daily, which we hope to approach and to attract. I believe Gorenje's

life-simplifying products will save them plenty of energy and time in the household, which they can spend for other activities like watching games."

The extension of the partnership followed Gorenje's successful sponsorship of the Men's EHF EURO 2020 through its #simplyfans activation.

The activation saw the creation of the first Gorenje mascot, a fridge called Gorini, which entertained fans on social media and live in the arenas.

In Graz, Vienna and Stockholm, a Gorenje promotional booth gave fans the opportunity to film an EHF EURO 2020 #simplyfans video. Everyone had the option to see this video to their email and, by posting the video on Instagram with a @Gorenjesimplyfans profile tag, the spectators had a chance to win a VIP behind-the-scenes tour or be featured on the big screen spot played during each match.

Fans also had the opportunity to win a Gorenje retro #simplyfans fridge or #simplyfans jerseys by posting an EHF EURO 2020 moment on Instagram and tagging @Gorenjesimplyfans.

DELO GROUP

The Delo Group began its partnership with EHF Marketing as the title sponsor of the DELO EHF FINAL4 in 2019.

The Delo Group then became the title sponsor of the women's premier club competition, now known as the DELO EHF Champions League, with the 2020/21 season the second year of the partnership.

The company is the first-ever title partner of the women's competition, and together with EHF Marketing they set high standards for implementation, marketing and reach of the premium competition. The partnership aims to elevate European women's handball to the next level.

Delo and the EHF have teamed up for a number of different activations, among which was the DELO superfan award in the 2019/20 season. The prize, including a signed jersey, match ball and two VIP tickets for the upcoming match was awarded at each Match of the Week to an outstanding fan chosen by the home club by the Face of the EHF Champions League.

Delo also hosted a visit by the EHF to Russia and its group headquarters in February 2020.

EHF President Michael Wiederer and EHF Marketing Managing Director David Szlezak met with Stanislav Pozdnyakov, the President of the Russian Olympic Committee, Lev Voronin, General Director of the Handball Federation of Russia, and Stanislav Shishkarev, President of the Handball Federation of Russia. They discussed the development of the sport in Russia, including educational programmes and youth participation in handball.

The discussions also covered the requirements for hosting future European championships.

During the visit, Wiederer attended the DELO WOMEN'S EHF Champions League Match of the Week between Rostov-Don and Metz Handball and heard about plans for a new arena in Rostov.



EHFCL PARTNER OVERVIEW

NORD STREAM 2

The partnership between Nord Stream 2 and EHF Marketing, which began with the start of the 2018/19 season and sees Nord Stream 2 as a partner on the second highest level up to and including the 2020/21 season, has a strong focus on corporate social responsibility.

Through donation of tickets for EHF Champions League matches to youth teams and voluntary workers, Nord Stream 2 supports the important grassroots work of European handball clubs.



UNIQA

A long-term, loyal partner of the EHF Champions League, UNIQA, will be part of the game until and including the 2022/23 season.

The official insurance supplier of the premium European competition is visible on marketing and media advertisements in 12 European countries (AUT, BIH, CRO, CZE, HUN, MKD, MNE, POL, ROU, SRB, SVK, UKR).



PLAN INTERNATIONAL

EHF Marketing announced in September 2020 that humanitarian and development charity Plan International would continue to be the official charity partner for the EHF Champions League Men for the 2020/21 season.

To mark the International Day of the Girl Child in October 2020, clubs and players at the very highest level of European club handball came out to support Plan International's campaign to put a stop to the harassment of girls online, through social media posts by players and teams and the official EHF Champions League social media channels.

Content shared by the clubs and the EHF gained nearly 450,000 impressions, while content on the EHF's own social media channels had almost 675,000 impressions with 18,700 interactions by fans.



EHF



**GAME
DEVELOPMENT**

INTRODUCING SPORT & GAME SERVICES

In September, an internal departmental change within the European Handball Federation was announced, with the business groups of Additional Activities and Education & Development merging.

The groups have joined forces to create one new department titled Sport & Game Services, which encompasses grassroots – one of the seven pillars of the new EHF Master Plan.

This restructured area, which was unveiled at the Conference for Secretaries General, will remain under the guidance of senior directors Helmut Hörtsch and Doru Simion.

The four focus areas within the department are players, coaches, education and development.



With the aim of expediting transfers and reducing the paperwork involved in the process, the European Handball Federation introduced an entirely new electronic transfer procedure on 1 July.

The process of electronic transfers runs entirely online through the EHFfamily e-transfers platform and helps reduce the manual administration involved for all parties when a transfer is undertaken. The speed in sharing and managing all required information is also logged, giving the overall procedure a fast and simple method for confirmation of transfers.

Another important component of the EHFfamily platform is the professional players national database. This platform offers ease of use and enables national federations a complete overview of information on all players. Furthermore, the system offers a daily, accurate update of all players within the national database.

The common target refers to a fair and correct overview reflecting the continuous updated status of the professional players.

Both the database and the e-transfer system further highlight the EHF's continued development of technologies to enable smooth and stress-free administration in what is a hectic and fast-changing element of handball life.

KINEXON TECHNOLOGY ADDING VALUE TO HANDBALL

The use of player tracking technology at the Men's EHF EURO 2020 in Sweden, Austria and Norway has gained added value.

In the project – part of the long-term cooperation between data technology specialists KINEXON and the European Handball Federation that was extended to 2024 – iBall sensors and sensors in players' jerseys tracked and registered every move, providing real-time information on individual performances.

It was the first time that player tracking technology was implemented at a major national team event in handball, after the system was used at the VELUX EHF FINAL4 seven months earlier.

Scientific analysis went on to take the project further. The EHF Methods Commission appointed a team consisting of EHF Competition Commission member Carmen Manchado from the University of Alicante, EHF Methods Commission member Marta Bon from the University of Ljubljana and Petra Platen from the University of Bochum to analyse the raw data gathered at the EHF EURO.

The scientifically valid results from this analysis, first presented by Manchado at the EHF Conference for Secretaries General in September 2020, could help the teams involved to develop new strategies, effective methods and specific programmes in their training.

The raw data interpreted by Manchado and her team included the covered distances, velocities, accelerations, changes of direction, impacts and jumps. Combining these elements with metabolic power – a measure of the amount of energy needed during physical activity – a player profile for each position will be determined.

The scientific analysis includes roughly 7.15 million data points from all 65 matches at the EHF EURO 2020, with specific analysis applied to distances covered in both offence and defence.

For the future, more position-specific analysis would enable the comparison of, for instance, offence and defence, winning and losing teams, or preliminary round and final matches.

Additionally, the energy demand of handball-specific moves, like jumping, throwing, blocking, dribbling and blocking, could be determined, which would then further enhance training optimisation.

A similar analysis has been undertaken by Manchado and her team using the data gathered at the VELUX EHF FINAL4 in 2019, with the results being published in the International Journal of Environmental Research and Public Health.

In the future the EHF wants to develop a device to help coaches use the real-time data during games.



COACHES EDUCATION



Both the EHF Master Coach Course and post-graduate Master Coach course continued in 2020, with more students succeeding in graduating.

In February 2020, five EHF Master Coaches from five different countries – Finland, Iceland, Italy, Slovenia and Netherlands – defended their

academic master thesis in front of an EHF and University Las Palmas academic panel at the German Sport University in Cologne.

Overall, 25 graduates from 15 different European countries have now achieved their academic certification and degree, and the course is set to run a fourth time in 2020/21.

For this academic degree, applicants must already have an EHF Master Coach diploma within the EHF RINCK (Coaching) Convention, having attended either national courses certified by the EHF or EHF courses. Students then need to complete and pass a final project, a master thesis, to acquire the master's degree.

Meanwhile, in the autumn of 2020, coaches working with national teams and clubs involved in the EHF European League completed the second module of their EHF Master Coach Course.

The 35 students from 13 countries had completed the first module in Vienna in January and attended the second module remotely.

The module saw experts deliver presentations in the fields of coaching, communication and psychology to the group over the course of six intense days.

The third and final module of the course is set to take place on 1-7 February 2021, where topics will include grassroots and beach handball as well as match analysis and thesis presentation.

The fifth year of the European Handball Manager programme was completed by 16 successful participants from across Europe in August, taking the number of candidates to pass since the first cohort in 2015/16 to 81.

The successful graduates of the course run by the EHF and the German Sport University Cologne completed their written and oral exams after the third attendance phase was postponed from May due to Covid-19.

The sixth year of the European Handball Manager has already begun, with 14 participants from Europe, Africa and North America starting the self-study phase.

The European Handball Manager Certificate Programme is a one-year in-service training programme that covers the basics of economics, management, governance, law, marketing and communication.

For more information visit:
<https://www.dshs-koeln.de/ehm>



EUROPEAN HANDBALL MANAGER

EUROPEAN WEEK OF SPORT

The #BeActive European Week of Sport 2020 took place on 23-30 September 2020 and the EHF was again a key partner in the campaign that helps tackle the inactivity crisis by encouraging Europeans to embrace a healthy and active lifestyle.

Since its launch in 2015, the week of sport has involved 55 million people from 42 countries, taking part in a total of 135,700 events across Europe.

The EHF called on national federations to host events as part of the European Open Week of



Handball, with the aim of involving as many handball players, children, parents and teachers as possible.

There was plenty of handball to be seen throughout the week. Austrian national team player Lukas Hutecek was joined by handball coach Monika Stefanoska to showcase handball as part of the #BeActive Tryouts campaign.

The children at HandBALL IN (Moje Pravo Na Rukomet), a handball school for children with disabilities founded by former Croatian international Maida Arslanagić, saw the young

handball stars become national ambassadors for the European Week of Sport in Croatia.

Beach handball came into focus through a virtual workout hosted by the EHF, where Portuguese beach handball stars Rui Rodrigues, Patricia Resende and Vitor Pinhal led people through a 20-minute bodyweight-only training session.

In addition, the week saw the Netherlands Handball Federation hold walking handball events for the elderly, and there were also handball-related activities in other countries, including Turkey, Georgia and Albania.

EUROPEAN HANDBALL ONLINE SUMMIT



In October 2020, almost 1,000 participants gathered virtually for the first European Handball Online Summit, to expand their knowledge on important grassroots topics in handball.

The event, which took place over three days, was supported by the EHF and featured a stellar line-up of experts in fields allied to the EHF projects.

Among those presenting from a list of 25 thought-provoking presentations were Dr Stefan Walzel of the German Sport University Cologne; Carlos Prieto of Share & Play; EHF Beach Handball lecturer Alex Gehrler; Ole Bruun Andersen from GOALCHA; and iCoachKids project director Sergio Lara-Bercial.

The summit, which took place completely online, was watched by 897 registered participants from 58 countries. Topics included grassroots initiatives, wheelchair handball, school handball, economic aspects of grassroots handball, children's handball and managing a dual career.

Lively question-and-answer sessions added to the depth of the summit, as presentations encouraged participants to get involved and share their passion on the topics discussed.

Participants were able to buy a subscription for the summit, giving them the chance to watch back over 12 hours of video material.

GRASSROOTS HANDBALL

The EHF focused on two specific grassroots initiatives during 2020.

In March, in response to continent-wide lockdowns, EHF Competence Academy & Network partners GOALCHA, the grassroots form of handball designed to encourage everyone to take up the sport, published a series of fun and family-orientated videos to help people stay healthy.

GOALCHA co-founder Ole Bruun Anderson posted a host of training and exercise clips to help inspire people at home to keep active with handball. The videos formed a part of a social media challenge aimed specifically at highlighting coaching methods.

Meanwhile, the EHF added educational initiative iCoachKids as an official partner of its competence academy and network.

The iCoachKids project helps children from all backgrounds enjoy playing sport by targeting coaches and parents with free online resources to help them keep kids active and interested.

The partnership with the EHF is aimed at broadening awareness and raising the profile of the work undertaken by the iCoachKids team, which is led by Sergio Lara-Bercial, co-ordinator of the project in the UK and lecturer at Leeds Beckett University.

To mark the start of the partnership, the EHF presented an iCoachKids Week and introduced the project through social media, offering videos for coaches and physical education teachers who are working with children.



REPORTS FROM COMMISSIONS



BOARDS & COMMISSIONS

EXECUTIVE COMMITTEE (EXEC)

The Executive Committee is mandated by the Congress to act as the overseer of the activities of the European Handball Federation. It is also assigned responsibilities that include convening working groups and committees for special matters. In the final phases of the current four-year mandate, the members can celebrate one of the most significant milestones in the history of the EHF: the tender process to cover the areas of media and marketing, and the subsequent signing of a multi-layered agreement with Infront and DAZN spanning the years 2020 to 2030, which was successfully inaugurated on 1 July 2020.

The needs of the member federations remain at core of any action taken by the EHF and it is by gathering our representatives that the EHF can define targeted strategies. In 2020, the EHF held four very important meetings: the 15th Conference of Presidents, the 13th Extraordinary EHF Congress, the 12th Conference for Secretaries General and the 1st European Handball Convention. The demands of 2020 added a layer of urgency to the already dense executive agenda and resulted in additional meetings and numerous circular decisions in the periods between meetings. The actions of the Executive Committee ensured not only that the team at the EHF office in Vienna could traverse the unexpected terrain but sent a clear message to the member federations that the EHF were stable and supportive.

In the coming year, the European Handball Federation will continue to work in close cooperation with the member federations, as well as the internal and external partners and stakeholders.



MICHAEL WIEDERER (AUT)
President



PREDRAG BOŠKOVIĆ (MNE)
First Vice President



HENRIK LA COUR (DEN)
Vice President, Finances



BOŽIDAR DJURKOVIĆ (SRB)
CC, Chairman



JERZY ELIASZ (POL)
MC Chairman



OLE R. JØRSTAD (NOR)
BC Chairman



STEFAN LÖVGREN (SWE)
Member



GABRIELLA HORVATH (HUN)
Member



ANRIJS BRENCANS (LAT)
Member



GERD BUTZECK (GER)
Member (PHB)



NODJALEMY MYARO (FRA)
Member (WHB)

FINANCE DELEGATION

The Finance Delegation, introduced by the Executive Committee, was designed to evaluate all significant monetary transactions by the EHF. This year, the group convened on multiple occasions to assess the financial implications of the ongoing pandemic; it was the Finance Delegation that gauged the economic needs of the member federations, which resulted in the expedited distribution of funds.

In 2020, the European Handball Federation and the Finance Delegation bade farewell to Chief Finance Officer Andrea Moser following a stellar 20-year career and, in a seamless transition, welcomed CFO Bernhard Binder as her successor. Looking at the bigger picture, all the expected financial activities such as budget preparation are ongoing with the approach of the 15th Ordinary EHF Congress in spring 2021, where a financial report will be presented.

The Finance Delegation receives information prepared and provided by the finance department, headed by EHF Chief Finance Officer. This financial health summary, in addition to any pertinent recommendations, is then presented to the Executive Committee on a quarterly basis, together with the budgets for 2021 and 2022.

TECHNICAL DELEGATION

The Technical Delegation, introduced by the Executive Committee, consists of the serving Chairmen of the Competitions, Methods and Beach Handball Commissions. Supported by the responsible office staff, they assemble prior to the quarterly individual Commission sessions in order to coordinate topics of common interest. Focal points of the 2020 activities were the various educational activities for EHF coaches, referees and delegates; the elevation of eLearning; and comprehensive analysis of match data supplied by KINEXON.

COMPETITIONS COMMISSION (CC)

In 2010, when the Icelandic volcano Eyjafjallajökull erupted and led to widespread air travel disruption across Europe, the Competitions Commission, together with the competitions department in Vienna, faced a tremendous uphill battle to keep the sport on course with its planned trajectory over the course of four uncertain months. A decade later, the sombre consequences of the global Covid-19 pandemic and the subsequent impact it had and continues to have on the world of sport at times seemed insurmountable and acquiescence was the only option. Once again, the Competitions Commission and the team in the office in Vienna merged years of experience to forge an alternative path for handball.

From the feasibility study on indoor handball, situation analyses and stakeholder inputs to the various adaptations of strategies when the pandemic delivered new obstacles, the Competitions Commission played a pivotal role in bringing handball back to the court after an involuntary hiatus. Parallel to this, based on the recommendations of the Competitions Commission, and with the support of the member stakeholders, the EHF was able to launch the European League with the advent of the 2020/21 club handball season.



BOŽIDAR DJURKOVIĆ (SRB)
CC, Chairman



JAN KAMPMAN (DEN)
Member, Men's Competitions



CARMEN MANCHADO (ESP)
Member, Women's Competitions



DRAGAN NACHEVSKI (MKD)
Member, Refereeing



EMERIC PAILLASSON (FRA)
Member, Men's Club Competitions



THOMAS HYLLE (DEN)
Member, Women's Club Competitions

TECHNICAL REFEREEING COMMITTEE (TRC)

Based on the changes to the officials' structure, the Technical Referee Committee (TRC), installed by the Executive Committee, effected a comprehensive performance analysis of referees and delegates with preparation via virtual sessions and during the competition through the application of the instant replay system. Overall, the changes were well received. The structure will be amended further based on the input obtained and, in fact, was already introduced in the preparatory activities for the Women's EHF EURO 2020.

METHODS COMMISSION (MC)

Continuing with other activities, the Methods Commission prolonged development projects with four national federations and initiated Israel and Russia into their first SMART programmes. On the level of education, with the first module of the 2020 EHF Master Coach course completed in January, the second was conducted virtually, and the third module is scheduled for February 2021. Moreover, the first 'European Handball Online Summit: Focus Grassroots' was held in October 2020; this event gave unfettered access to all of the EHF member federations. Following the recommendation of the Methods Commission, the 'RINCK Convention Panel' was integrated into the MC structure and the first meeting was held. In 2021, the panel will focus all topics concerning licensing as well as increasing support for signatory and non-signatory members.

In 2020, the Methods Commission (MC) placed great emphasis on the development of wheelchair handball. Not only did this result in the Executive Committee decision that referees and delegates officiating the matches would have their own status, but the ongoing cooperation with the International Handball Federation within the IHF Wheelchair Handball Working Group saw the ratification of all competition guidelines and other documents. Due to the pandemic, and in view of attaining Paralympic status in the future, the inaugural IHF/EHF Wheelchair Handball Championship was postponed until 2021.



JERZY ELIASZ (POL)
MC Chairman



MARTA BON (SLO)
Member, Methods and coaching



PETER KOVACS (HUN)
Member, Education and Training



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



PEDRO SEQUEIRA (POR)
Member, Development

BEACH HANDBALL COMMISSION (BC)

As the competitive events were cancelled or postponed due to the pandemic, the Beach Handball Commission (BC) accelerated their off-court activities. A key element to moving forward with the vision of taking beach handball from a recreational sport to a top discipline was the approval by the Executive Committee of the long-term strategic plan formulated by the BC members. The efforts were also supported by the introduction of the 'EHF Beach Handball Forum', where specific topics are discussed with experts from across Europe in the scope of a monthly online meeting. In keeping with the aim of having highly trained officials, the BC enhanced online testing and eLearning procedures with the addition of new teaching material.

The reshaping of beach handball, as it edges closer to being on par with indoor handball, sees the BC working on comprehensive transfer and licensing procedures that will come into effect with the 2022 handball cycle. Moreover, the intense work on the level of the Commission has focused on improving TV coverage and event production; this will also see the extensive use of goal-line and instant-replay technology at the 2021 EHF Beach Handball EURO in Varna, Bulgaria. Additionally, beach handball was included on the preliminary list of sport disciplines for the 2023 edition of the European Games in Krakow, Poland, and an agreement was signed upon confirmation of the Executive Committee.

EHF COMPTROLLERS (COMPT)

The Comptrollers and the Comptrollers' Council are the custodians of the fiscal probity of the European Handball Federation and its affiliate, EHF Marketing. The elected officials executed their duties by examining all financial records pertaining to the 2019 EHF accounts and the 2019/20 EHF business year. The work of the Comptrollers and the Comptrollers Council was underpinned by the external audits conducted in 2020. In accordance with the EHF Statutes, the outcome of the inspections is to be delivered to the Executive Committee for ratification prior to being presented before the member federations at the 15th Ordinary EHF Congress in Luxembourg in 2021. Accordingly, the results of the 2019/20 EHF business year were delivered to the General Assembly of EHF Marketing GmbH in November 2020. The reviews of the EHF and EHF business financial activities were undertaken with the full cooperation of the EHF finance department.

EHF COURT OF HANDBALL (COH)

Four positions will become vacant at the end of the current electoral period. Following the loss of Henk Lenaerts (†05.01.2020), a position of Vice President is open to a new candidate. Also, having reached the age limit, President Antoniou will step down from his position after serving one term in this function. On the level of daily business, the Court of Handball (CoH) handled 27 cases during the 2019/20 season, which ended prematurely due to the pandemic. Judgement was rendered in matters of regulation breaches, transfer matters, unsportsmanlike conduct and doping infringements, among other things. During the Men's EHF EURO 2020, the CoH acted as an on-site body that decided 32 violations that centred mainly around clothing and direct disqualification. The body continues to handle cases in a proficient and expeditious way, once again proven by the small number of cases taken to the second instance.



OLE R. JØRSTAD (NOR)
BC Chairman



MARCO TRESPIDI (ITA)
Member, Events and Competitions



IVAN SABOVIK (SVK)
Member, Officiating



JUAN CARLOS ZAPARDIEL (ESP)
Member, Game Design



GEORGIOS BEBETOS (GRE)
Member, Development & Promotion



JELENA RAKONJAC (SRB)
Member



ALAIN KOUBI (FRA)
Comptroller



ROBERT PRETENTHALER (AUT)
Comptroller



THOMAS LUDEWIG (GER)
Substitute



PANOS ANTONIOU (CYP)
President



HENK LENAERTS (NED) †
Vice President



KRISTIAN JOHANSEN (FAR)
Vice President



ELENA BORRAS ALCARAZ (ESP)
Member



IOANNIS KARANASOS (GRE)
Member



LIBENA SRAMKOVA (CZE)
Member



YVONNE LEUTHOLD (SUI)
Member



URMO SITSI (EST)
Member



VIKTOR KONOPLYASTYI (UKR)
Member

EHF COURT OF APPEAL (COA)

Three cases were submitted to the Court of Appeal for adjudication during the 2019/20 season: international release, which was partly granted, a withdrawal from competition that was found in favour of the plaintiff and one case of unsportsmanlike conduct that was rejected in its entirety. While acting as an on-site body during the Men's EHF EURO 2020, zero cases were elevated to the second instance. For three consecutive years, the low number of appeals handled confirms the proper functioning of the EHF first instance and indicates the acceptance of necessary sanctions for violations and infringements of the written regulations by the parties.

INITIATOR OF PROCEEDINGS (IOP)

The Initiator of Proceedings shall be responsible for ensuring a fair balance in all legal proceedings conducted within the EHF. This shall be done specifically by instituting legal proceedings and/or initiating their institution. In addition, the Initiator of Proceedings has the right to appeal against decisions taken.

The Initiator of Proceedings (IoP) is independent from any EHF body or commission and treats reports with impartiality. He ensures that reports and any other investigations remain confidential and is responsible for taking the decision whether or not to request the continuation of proceeding in respect of a reported fact.

EHF COURT OF ARBITRATION COUNCIL (ECA)

Of the two cases submitted to the arbitral chamber in 2020, one was swiftly terminated based on the grounds of jurisdiction. The second case centred on a contractual dispute, with an arbitration clause within the contract allowing the Court of Arbitration (ECA) to render a quick and impartial award having the same effect as a civil court judgment.

The organisation and administration of ECA continues to be supported by the four members of the ECA Council. However, Vice President Bettenfeld, after having served three terms, and Vice President Sojkin, having reached the age limit for candidature, will vacate their positions in 2021.

Legal Delegation

The Legal Delegation is an administrative body established by the Executive Committee to function as an oversight committee. Comprised of the Presidents of the Court of Handball, Court of Appeal and Court of Arbitration Council, the group convenes to consider legal issues across the internal legal structure. The most recent meeting, in November 2020, dealt with various topics but focused on the current health situation and therefore the potential adaptation of the Code of Conduct and competition regulations.

EHF NATIONS' BOARD (MEN)

Since the creation of the Nations' Board (NB) for men's handball in 2010, the members have engaged at the highest level of the sport-political spectrum within European handball. The Nations' Board is the primary stakeholder, with the six members elected by Congress to serve the welfare and interest of the EHF member federations. As the organisation evaluated the numerous and varying options concerning the international calendar, the input of the Nations' Board was crucial, as any decision taken would, and eventually did, affect every EHF member federation. When competitions were eventually postponed or cancelled, it was the support of the 50 members reflected through the Nations' Board that enabled the tough decisions to be broadly accepted.

In 2020, it was necessary to change the general structure of the meetings with the stakeholder groups to include joint meetings of common interest; thus, the NB convened with the European Handball League Board (EHLB) for exchanges of information on men's handball prior to the main sessions. The next meeting of the Nations' Board, in March 2021, will be the final gathering in the current form as, in accordance with the 2018 Congress decision, the structure of the stakeholder group will be overhauled, ushering in the National Committees. The reconstituted Nations Board will see its chairperson take a seat on the Executive Committee.



MARKUS PLAZER (AUT)
President



JENS BERTEL RASMUSSEN (DEN)
Vice President



NICOLAE VIZITIU (MDA)
Member



ROBERT CZAPLICKI (POL)
Member



MAXIM GULEVICH (RUS)
Member



ROLAND SCHNEIDER (SUI)
Member



MILAN PETRONIJEVIC (SRB)
Member



JANKA STASOVA (SVK)
Member



KETEVAN KOBRIDZE (GEO)
Member



FRANCESCO PURROMUTO (ITA)
President



JACQUES BETTENFELD (FRA)
Vice President



BOGDAN SOJKIN (POL)
Vice President



WOUTER LAMBRECHT (BEL)
Vice President



MORTEN STIG CHRISTENSEN (DEN)
Chairman



PHILIPPE BANA (FRA)
Vice Chairman



MARK SCHOBER (GER)
Member



MAREK GORALCZYK (POL)
Member



INGO MECKES (SUI)
Member



STEPHEN NEILSON (GBR)
Member

PROFESSIONAL HANDBALL BOARD (PHB)

The Professional Handball Board is an amalgamation of the recognised stakeholder groups: national federations, clubs, leagues and players, with additional representation from the EHF Executive Committee and with the presence of the President and Secretary General. Since 2019, joint meetings with the members of the Women's Handball Board have been conducted in order to facilitate the dissemination of information valuable to both parties.

Although the fate of club and national team competitions was at the forefront of the discussions in 2020, the Professional Handball Board also dealt with the demanding topics of players' agents and education compensation. As no resolution could be delivered to either matter due to the intricacy and depth of both subjects, they will return to the agenda in 2021.



GERD BUTZECK (GER)
Chairman, Clubs



NIKOLAS LARSSON (SWE)
Vice Chairman, Leagues



MORTEN STIG CHRISTENSEN (DEN)
Member, Nations



PHILIPPE BANA (FRA)
Member, Clubs



MARCUS ROMINGER (GER)
Member, Players



MICHAEL SAHL HANSEN (DEN)
Member, Players



GREGOR PLANTEU (SLO)
Member, Clubs



FRANK BOHMANN (GER)
Member, Leagues

WOMEN'S HANDBALL BOARD (WHB)

The Women's Handball Board (WHB) represents the unification of the currently recognised stakeholder groups, being the Executive Committee, member federations and the clubs, via the Women's Forum Club Handball. At this time, there is no group official representing women's handball leagues or players; thus, to ensure a balance view, additional members are nominated to the WHB by the EHF Executive Committee.

Through the Women's Handball Network Workshop, the members of the WHB forged ahead with a strategic plan for further developing women's handball and broadening education of women in handball. The event was well received by the National Federations in attendance, who were provided information on, and contributed to the topics of, grassroots, handball at school, development of young players and talent management.

As the ongoing project 'Respect Your Talent' could not be implemented for the men's youth and junior events due to the postponements, the WHB swiftly adapted the concept to include 'Handball at Home' activities where RYT ambassadors and RYT players were activated to encourage the handball community into action at home during the Europe-wide lockdown, all with the objective to keep motivation at a high level in a challenging time. Additionally, in 2021, in cooperation with EHF CAN, the WHB will resume the educational plan, which was rescheduled due to the pandemic.



NODJIALEM MYARO (FRA)
Chairperson, Leagues



PIRJE ORASSON (EST)
Vice Chairperson, Nations



LEONOR MALLOZZI (POR)
Member, Nations



DEJA IVANOVIC (SLO)
Member, Clubs



GEORGETA NARCISA LECUSANU (ROU)
Member, Leagues



LIUDMILA BODNIEVA (RUS)
Member, Players

EUROPEAN HANDBALL LEAGUE BOARD (EHLB)

The European Handball League Board (EHLB) for men's leagues remains committed to strengthening the network of leagues across the continent by working with all leagues irrespective of status (professional or non-professional) or type (independent or federation-operated).

In 2020, and compared to other stakeholders, the endeavours of the EHLB bore the brunt of the premature end to the 2019/2020 handball season. It was not possible to implement the SMART project activities according to the planned schedule; therefore, all projects are currently on hold and will resume at the appropriate time. Meanwhile, the EHLB members intensified their contact with handball leagues within Europe. When activities resume in the new year, the EHLB will meet for the scheduled summer and autumn stakeholder sessions and, additionally, the EHLB Conference will take place on the fringe of the EHF FINAL4 in Cologne prior to the 2nd EHLB General Assembly.



NIKOLAS LARSSON (SWE)
Chairman



FRANK BOHMANN (GER)
Vice Chairman



STEFANO PODINI (ITA)
Member



PATRICE HITZ (SUI)
Member



ALF MANGOR JOHANNESSEN (NOR)
Member



THIERRY WAGNER (LUX)
Member

EHF Marketing GmbH Boards

EHFM ADVISORY BOARD:

EHF:

Michael Wiederer (AUT), Chairman,
EHF President

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

Martin Hausleitner (AUT), Member,
EHF Secretary General

FCH:

Peter Leutwyler (SUI), Member,
MFCH Representative

Zsolt Akos Jeney (HUN), Member,
WFCH Representative

Gerd Butzeck (GER), Member,
FCH Managing Director

MEN'S CLUB BOARD:

EHF:

Michael Wiederer (AUT), Chairman,
EHF President

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

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

Martin Hausleitner (AUT), Member,
EHF Secretary General

MFCH:

Janos Szabo (HUN), Member,
Board Member FCH

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

Bruno Martini (FRA), Member,
Representative FCH

Gerd Butzeck (GER), Member,
Managing Director FCH

WOMEN'S CLUB BOARD:

WFCH:

Tamas Szabo (HUN), Chairman

Per Geir Lovstad (NOR), Vice Chairman

Nicolas Roue (FRA), Member

Gerhard Haidvogel (AUT), Member

Lars Gantzel Pedersen (DEN), Member

EHFM COMPTROLLERS COUNCIL:

EHF:

Alain Koubi (FRA), Comptroller

Robert Pretenthaler (AUT), Comptroller

FCH:

Gerd Hofele (GER), Comptroller - MFCH

Per Geir Løvstad (NOR), Comptroller – WFCH



FROM THE HEADQUARTERS

STRATEGIC BUSINESS



From left to right:

Vesna Lazic (PA to the President),
 Martin Hausleitner (Secretary General & COO),
 Alenka Cuderman (Women's Handball
 Coordinator),
 Michael Wiederer (President & CEO),
 JJ Rowland (Manager Business Development
 and Marketing),
 Marsha Brown (Corporate Liaison).

Missing from the picture:



Gerian Terry
 (Digital Marketing)



Christoph Makovec
 (Marketing & Ticketing)

EHF MEDIA AND COMMUNICATIONS



From left to right:

Richard Turner (Corporate Design),
 Jelena Bagaric (Media & Projects),
 Andrew Barringer
 (PR & Corporate Communications),
 Thomas Schöneich (Director, Media
 and Communications),
 Vladislav Brindzak (Club & National
 Team Competitions),
 Berenice Rallier (Digital Content
 – until November 2020),
 Joseph Banholzer (Social Media).

Missing from the picture:



Luu Cornet
 (Social Media)



Emma Hogeus
 (Intern)

EHF EURO EVENTS & LEGAL MANAGEMENT



Standing (from left to right):

Maike Bouwer (Event Organisation),
Johannes Müller (Event Infrastructure),
Sophia Touiker (In-house Lawyer)

Sitting (from left to right):

Monika Flixeder (Senior Director,
EHF EURO Events and Legal Management),
Mihaly Kovacs (In-house Lawyer)

Missing from the picture:



Philipp Moritz
(Event Infrastructure)



Mate Kozma
(Event Organisation)

SPORT & GAME SERVICES



Sitting (from left to right):

Vincent Schweiger (Technical Development),
Nicole Rabenseifner (Development Programs
& Special Projects),
Beata Kozłowska (Education & Grassroots),
Claudia Brantl (International Transfers),
Doru Simion (Senior Director Sport
& Game Services)

Missing from the picture:



Helmut Hörtsch
(Senior Director,
Competence
Academy & Network)

COMPETITIONS



Standing (from left to right):

Vladimir Rancik (Officiating – retired December 2020),
Nadezhda Lacina (EHF Anti-doping Unit),
Peter Sichelschmidt (Senior Director, National Team Competitions)
Rima Sypkus (National Teams)
Mario Kovacic (Club Competitions)

Sitting (from left to right):

Joy Noppe (National Teams),
Markus Glaser (Chief Sports Officer),
Ivana Jelic (Beach Handball)

Missing from the picture:



Ines Taekker
(Club Competitions)



Marcos Bestillero
(Officiating)



Thomas Gangel
(Venue Management)



Tobia Pisani
(Beach Handball)



Ines Rein
(Competition Projects)

INFORMATION TECHNOLOGY

Standing (from left to right):

Charly Music (Recurring Operation & Support),
Lars Erichsen (Documentation & eLearning),
Andreas Krywult
(Business & Competition Processes),
Christoph Gamper
(Director, Information Technology),
Jerry Nicolas (Online Experience & Fan Data),
Peter Großschmidt (Implementation & Support)

Missing from the picture:



Jacqueline Gänslar
(IT Project Management)



FINANCE & OPERATIONS

Sitting (from left to right):

Katharina Kogler (Bookkeeping),
Andrea Moser (Chief Finance Officer – retired, until May 2020),
Natalya Bellan (Bookkeeping),
Danuta Kluz (Front Office)

Standing:

Michael Hell (Facility)

Missing from the picture:



Bernhard Binder
(Chief Finance Officer)

Hasija Dizdarević
(Housekeeping)



EHF MARKETING GMBH



Second row (from left to right):

Nina Kernmayer (Clubs & Administration),
Thomas Eitutis (Implementation),
Miguel Mateo (Director, Media Operations),
Georg Rieck (Director, Implementation),
David Gustav Andersson (Implementation),
Lisa Wiederer (Director, Events),
Matthias Mayrhofer (Director, Partner & Brand),
Simona Margetic (Partner & Brand)

First row (from left to right):

Oliver Laaber (Media Operations),
Gabriele Rihtar (Partner & Brand
– until February 2020),
Eva Sippel (Communications & PR
– until September 2020),
Anna Farbowski (Events – until June 2020),
Nina Laczika (Media Operations),
David Szlezak (Managing Director),
Nancy Johnson (Events),
Nadine Zuzman (Clubs & Administration),
Julia Bremer (Events),
Anna Hajgato (PA to Managing Director)

Missing from the picture:



Katharina Hacker (Partner
& Brand, maternity leave)



Luca Friedel
(Partner & Brand)



Maximilian Riede (Events)



Eleonora d'Este
(Communications & PR)

COVID DOES NOT STOP THE SMILES AT THE EHF

Life at the European Handball Federation in 2020 might have been a bit different to previous years, as staff dealt with the challenges thrown at them due to Covid-19 – but not once did the smiles diminish.

As written elsewhere in this report, business did not suffer as a consequence of Covid-19 and neither did the morale of the EHF and EHF Marketing staff, who pulled together to ensure 2020 was still a year to remember in its own unique way.

Although several planned team-building exercises and activities had to be cancelled,

there were plenty of moments for EHF staff to pull together – even if that was from their new ‘home’ offices.

The most fiercely contested activity started in May, when the Virgin Pulse Global Challenge saw seven teams from the office begin the 100-day competition to walk, run, swim, bike and hike as many steps as possible. After more than three months and millions of steps from the 49 competitors, Media Spartans were declared the winners in a closely fought battle.

That competitive edge was also shown in the annual beach handball tournament, which took

place over the summer and saw two teams go head-to-head, at a social distance, in a bid to become crowned kings and queens of the beach.

Whatever 2021 has got in store, you can be sure the EHF and EHF Marketing staff will be prepared and waiting with smiles on their faces – ready in or outside of the office.



COMING
UP IN
2021



15th ORDINARY EHF CONGRESS



15th ORDINARY EHF CONGRESS
23–24 April 2021 • Luxembourg

At the European Handball Convention in September, EHF President Michael Wiederer outlined the timeline for the forthcoming year which included information regarding the 15th Ordinary EHF Congress.

The congress is scheduled to take place in Luxembourg on 23 and 24 April 2021 and will play a significant part in shaping the medium-term future of the federation with elections taking place for a variety of commissions and bodies within the EHF.

At the European Handball Convention, the President told attendees that between 55 and 60 positions will be up for election. Relevant information regarding what the process will involve, who will manage it and how it will be managed was sent out in October, six months before the Ordinary EHF Congress. The information included current position holders and those in the running to be elected.

Also included in the information was a list of statutes, with Wiederer confirming the 23 January deadline for registrations for positions.

The President told the audience at the convention that the Ordinary EHF Congress will see a number of important elections to the Nations' Committees

Furthermore, particular emphasis will be placed on the Women's Handball Board, with the focus on developing work in women's handball.

The President said: "What is important is that many people representing different fields need to understand a group of 50 nations and their needs and wishes. It is not for an individual nation to clearly define what is important. We need to work together."

Wiederer emphasised the importance of an event such as the EHF Congress – as it always has been since the EHF began in the 1990s.

It was with this in mind that the awarding of the EHF EUROs in 2026 and 2028 would therefore be named at a special event to celebrate the 30-year anniversary of the EHF in November 2021.

"The EHF EUROs are our core business and we felt it was best not to create any conflicts of interest and therefore chose to reveal the hosts at a special event to mark 30 years of the EHF," added Wiederer.

30 YEARS OF EHF AND AWARDING OF FUTURE EHF EURO EVENTS

Next November, the European Handball Federation will celebrate its 30th anniversary with a very special event at the EHF Extraordinary Congress.

The event will not form part of the election congress – the important part of that will take place at the Ordinary Congress and therefore, the focus will be on celebrating the latest milestone in the ever-evolving history of the EHF.

Hundreds of guests will be invited to the celebration, which will see past and present members of the federation pay homage to European handball and look ahead to the bright and exciting future of the sport.

The event will also be the platform to announce four particularly important decisions: who will host the Men's and Women's EHF EURO events in 2026 and 2028. The commitment to hosting these EHF EURO events has reached new heights, with 14 national federations expressing

their interest – or a joint interest – in organising the four tournaments.

EHF President Michael Wiederer said: "This is the highest amount of interest we have received from federations showing an intent to host our flagship national team tournaments.

"These numbers once again prove that this event remains the most highly sought-after national team event in our sport and shows that the development of handball continues.

"Following similarly significant interest in the bidding process for the EHF Men's EURO 2024, that will be hosted in Germany, and the EHF Women's EURO 2024, which will be played in Hungary, Austria and Switzerland, we are now excited to look ahead towards the following stage in the process for 2026 and 2028."

The success of the Men's EHF EURO 2020 in January – which saw a record 500,000

spectators watch inside arenas and millions more on television and online – further highlighted the importance of hosting an EHF EURO.

That impact has seen the EHF receive no less than eight letters of intent, covering 10 countries, for the Men's EHF EURO 2028 alone. For the Men's EHF EURO 2026, the EHF received letters of intent from six interested parties, including a joint intention from Belarus, Lithuania and Poland.

After having received the official bids, evaluation will take place in May and June 2021, with site inspections in June and September before the big reveal at the Extraordinary Congress.



EHF EURO 2026 AND 2028

MEN'S EHF EURO 2026	WOMEN'S EHF EURO 2026	MEN'S EHF EURO 2028	WOMEN'S EHF EURO 2028

LOOKOUT TO 2021



At the heart of European handball here at the headquarters in Vienna, 2020 has been most remarkable; the professionals faced their most challenging year yet! For this, I open this report by extending my enormous gratitude to more than 70-person strong team across our two organisations of the European Handball Federation and EHF Marketing. Each department and business unit, from Operations to Implementation, was put to the test as they strived to keep handball moving forward.

Throughout the spring and summer of 2020, the global health crisis halted handball and, with great dismay, the decision was taken to end the 2019/20 club handball season prematurely and postpone all other national team events; regrettably, some tournaments were eventually cancelled. Nonetheless, during the rapidly changing situation, the team at the offices in Vienna remained steadfast as they focused on bringing handball back to the court.

The EHF galvanised its resources and poured all its energies into supporting our member

federations, ergo the club and national teams entwined in the EHF competition system. Support was realised through financial and material means, a hygiene concept was created and rolled out, and the Back to Handball platform was an invaluable source of information.

Simultaneously, the office forged ahead with its long-term strategy, which began with a close cooperation with the EHF member federations followed by the adaptation of the manifesto – the EHF Master Plan – that targets all important aspects of the sport from grassroots to handball4life. The output was bolstered by the highly anticipated start of the cooperation with Infront and DAZN on 1 July.

Another key focus in 2020 was the development of the EHF digital landscape: July saw the effective launch of the new Home of Handball website. With an encompassing social media approach, we have been able to consistently transmit game highlights across our various digital platforms.

To this end, the organisation will be in the position to provide the handball community with the necessary tools to develop at all levels. We stand resolute in our mission to make handball the most attractive indoor team sport in Europe!

Moving into 2021, I thank you for standing with handball, I thank you for standing with this organisation that has been passionate about this sport for 30 years. We have no way of knowing what the next 12 months will bring – it may not be possible to guarantee all matches and highlight events – but know that here in Vienna we continue to prepare all future activities as we work relentlessly for every national federation, for every national and club team, for every official, partner, stakeholder and, above all, for the betterment of handball.

Yours in sport,

Martin Hausleitner
EHF Secretary General



SHOWTIME FOR CHAMPIONS!

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