



EHF OFFICE PARTNER MAPPING

MANUAL/TOOLBOX 2025



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CONTENTS

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

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TRUCKSCOUT24 EHF FINAL4 2025



PREFACE

EHF PRESIDENT

MICHAEL WIEDERER

Since its foundation in 1991 and establishment in 1992, the European Handball Federation has steadily evolved into a dynamic force – both on and off the court. What began as a mission to organize and elevate the sport has grown into a comprehensive ecosystem encompassing elite competitions, grassroots development, and strategic business operations. This evolution has led to increased revenues and a transparent distribution model that benefits the entire European handball community.

The expansion of the EHF EUROs and youth events has welcomed new nations, enriching the sport with broader representation and fresh talent. Club handball continues to thrive, with flagship events like the Final4 events drawing global attention and record-breaking audiences. The Men's EHF EURO 2024, for instance, set a new attendance record, highlighting the sport's growing appeal.

Beyond the court, the EHF is committed to long-term planning and innovation. From developing new disciplines like beach handball to enhancing event presentation and marketing, every initiative aims to boost visibility and value. The European Handball Master Plan and the EHF's Sustainability Strategy are central to this vision – driving fan engagement, environmental responsibility, and future readiness.

Key milestones include the opening of a new eco-certified headquarters and the awarding of EHF EUROs through 2032. Initiatives to professionalize refereeing, promote gender equality, and implement the EHF Quality

Programme reflect a strong commitment to fairness and excellence. The EHF Youth Club Trophy, launched in 2025, offers U18 men's teams elite international experience, with a women's edition set to debut in 2026.

This momentum is supported by a robust network of partnerships and collaborations. From long-term media and marketing agreements to targeted sponsorships, these relationships are vital to the sport's continued growth and professionalization. The EHF remains open to new opportunities, always seeking to expand its reach and impact.

Behind the scenes, a dedicated team at the EHF and EHF Marketing ensures strategic goals are met with operational excellence. Their work – supported by elected officials and external stakeholders – forms the backbone of the federation's success.

To support this collaborative effort, the 'EHF Office Partner Mapping' manual provides a clear overview of key relationships and contact points. It is a practical tool designed to help navigate the evolving landscape of European handball and contribute to its continued success.

MICHAEL WIEDERER
EHF President





INTRODUCTION

EHF SECRETARY GENERAL

MARTIN HAUSLEITNER

The European Handball Federation's influence is felt across every corner of the sport by member federations, clubs, leagues, players, coaches, officials, partners, sponsors, and fans. Whether at the heart of the game or on its edges, our stakeholders are part of a shared journey. From our headquarters in Vienna, Austria, we lead the development of handball with purpose and vision, shaping its future through strategic planning and daily dedication.

Our work is guided by the European Handball Master Plan and the Circle of Handball Life, which define our long-term goals. A key milestone was the adoption of the Christensen Grassroots Charter in 2024, named in honour of Morten Stig Christensen. This Charter outlines the responsibilities of the EHF and its member federations to grow participation and strengthen the grassroots foundation of the sport. With four structured levels, it provides practical tools to support national efforts in attracting new players and building vibrant handball communities.

This manual offers a window into the EHF's internal structure – introducing the nine departments and over 70 dedicated professionals who work year-round to deliver excellence. Their expertise and collaboration are central to our mission of making handball the number one indoor team sport in Europe. Each department plays a vital role in connecting stakeholder interests, implementing projects, and ensuring the smooth delivery of events and services.

Our success is built on strong partnerships. Close cooperation with sponsors, suppliers, and other stakeholders ensures

that our highlight events and competitions are delivered to the highest standards. Together, we support the development of the game across all levels – from youth to elite, from referees to coaches and managers.

The EHF's structure also includes its daughter companies: EHF Marketing GmbH, responsible for club competitions, and the newly established EHF Services and Infrastructure GmbH, which manages our new home of handball. These entities form the foundation of a modern, professional organisation committed to innovation and excellence.

To strengthen our community, we deliver tailored content, educational resources, and engagement opportunities that inform, inspire, and grow attendance at major events. Transparency, accessibility, and good governance are the pillars of our work, as we strive to build a sustainable future for the sport.

As you explore this manual, you'll discover the people, principles, and partnerships that power European handball – an engine running 24/7, 365 days a year.

We remain at your service.

MARTIN HAUSLEITNER
EHF Secretary General

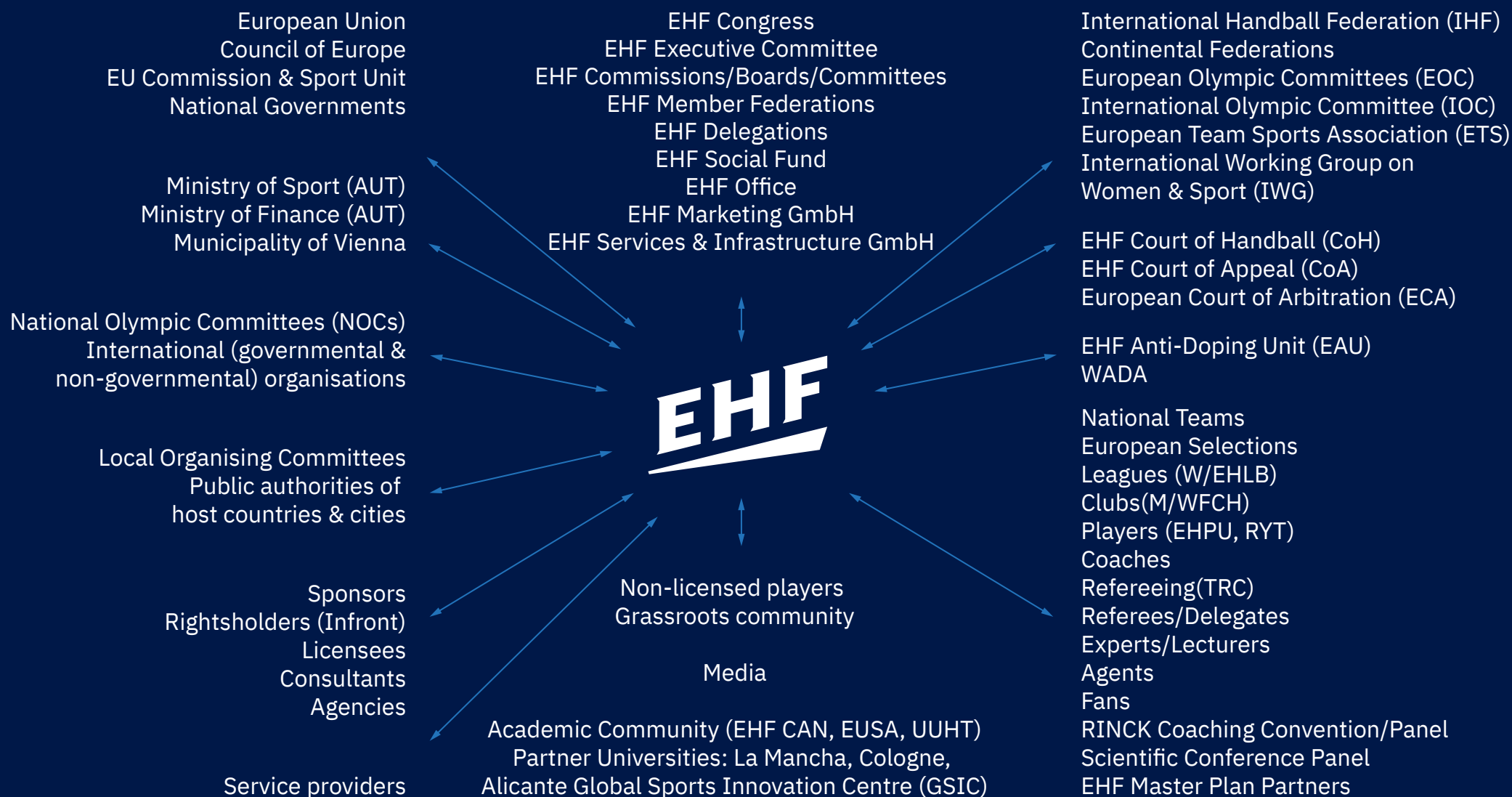


02
THE EHF



EHF PARTNER MAPPING GRAPHICS

04





GENERAL MANAGEMENT

Chief Sports Officer (CSO)
Markus Glaser

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

President & Chief Executive Officer (CEO)
Michael Wiederer

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

Secretary General & Chief Operations Officer (COO)
Martin Hausleitner

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

Chief Finance Officer (CFO)
Bernhard Binder

Finance & Operations |
Management Board

MANAGEMENT BOARD / BUSINESS GROUPS

COMPETITIONS
CSO M. Glaser

Club Teams
Tækker
Scheder

National Teams
Riede
Sypkus
Tedesco

Beach Handball
Nicolau
Doncheva

Officiating
Bestilleiro
Bebetsos

**Project Manager
Competitions**
Siller

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

SPORT & GAME SERVICES
Senior Director D. C. Simion

**Development Programs &
Special Projects**
Saathoff

Grassroots
Szécsényi

Technical Development
Nekoranec

International Transfers
Brantl
Reihofer

Education
Monteiro

**EHF MEDIA &
COMMUNICATIONS**
Director T. Schöneich

Corporate Design
Turner

TV & Media Operations
Bagarić

Editorial Content
Margetić

Communications
Brenčić

Digital Content
Friedel
Patachi m.l.

Social Media
Banholzer
Vegas
Laliga

Content Strategy
Martinek

LEGAL MANAGEMENT
Senior Director M. Fliexeder
EHF EURO EVENTS
Director J. Müller

Legal Management
Hofer
Fenz

Legal Intern
Boros

EHF EURO Events
Kozłowska
Delcamp
Kozma
Jelinek
Turi
Racz

**AUXILIARY UNIT
Strategic Business**

PA to the President
Lazić

Organisation & Projects
Kluz

Corporate Liaison
Brown

**Women's Handball,
Master Plan & Sustainability**
Lamprecht

RYT Coordinator
Cuderman

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

Brand Management
Novotny

Digital Marketing
Teraz
Fernandez

Marketing Services
Makovec

**Rights Implementation &
Key Account Management**
Leitner

INFORMATION TECHNOLOGY
Senior Director C. Gamper

Business & Competition Processes
tbe

Recurring Operation & Support
Musić
Kovacević

System Administration & Support
Stevanović

Implementation & Support
Großschmidt

Documentation & eLearning
Erichsen

Online Experience & Fan Data
tbe

Project Management Office
tbe

Assistant to Application Manager
Atripatri

Digital Project Manager
Bihary

Technical Facility Management
Hell

**FINANCE &
OPERATIONS**
CFO B. Binder

Bookkeeping
Bellan
Kogler

**Finance &
Reporting**
Lanner

Front Office
Pregesbauer
Bezpalko

**Facility
Management**
Dizdarević

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

MEDIA & MARKETING PARTNER

INFRONT

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

Website: www.infrontsports.com

EHF PARTNERS

HUMMEL

hummel is a sports and fashion brand with roots in both football and handball. Founded in 1923, the company based in Aarhus, Denmark designs, produces and markets sportswear, training wear, equipment and sneakers. hummel has been official sports supplier to the EHF since 2020 and provides equipment for referees and officials.

Website: www.hummel.net

SELECT

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

Website: www.select-sport.com

GERFLOR

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

Website: www.gerflor.com

SPORTRADAR

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

Website: www.sportradar.com

SPORTRADAR INTEGRITY

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

Website: www.sportradar.com/integrity/

BENZ SPORT

Supplying goals for the EHF's national team competitions, Gotthilf BENZ Turngerätefabrik GmbH + Co. KG is one of the leading German suppliers and manufacturers of gymnastic and sports equipment worldwide. Founded in 1907 with its headquarters in Winnenden, Germany, the family-owned business offers a wide range of sports, gymnastics and sports hall equipment as well as installation and servicing.

Website: www.benz-sport.de

DEKRA

DEKRA, the global leader in testing, inspection, and certification, has taken its partnership with the European Handball Federation to the next level. What began as a role as Official Referee Partner for the Men's and Women's EHF EUROs 2026 has now grown into a full-scale collaboration across nearly the entire EHF competition landscape. Starting with the 2025/26 season, DEKRA will serve as the Official EHF Referee Partner for a wide range of events – from the prestigious EHF Champions League and European League to youth tournaments and the Wheelchair Handball Championship. That's coverage of around 1,300 matches per season – a true testament

to the scale and ambition of this partnership. At the heart of this collaboration are shared values: neutrality, precision, and professionalism. DEKRA's expertise aligns perfectly with the high standards expected in officiating, and their involvement goes beyond the court. They're also contributing to the EHF's sustainability efforts, offering services that support greener, more responsible event operations. This expanded partnership isn't just about visibility – it's about impact. Together, DEKRA and the EHF are setting new benchmarks for quality, fairness, and innovation in European handball.

Website: www.dekra.de

GAMMASPORT

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

Website: www.gammasport.com

JOSERA

Josera, the German pet food brand known for its vibrant personality, made a bold entrance into the world of handball as a sleeve sponsor for the Men's EHF EURO 2024. This exciting partnership, brought to life through Infront, gave Josera prime visibility – its logo proudly displayed on player sleeves and lighting up LED boards across all 65 matches. But Josera didn't stop at branding. They brought energy to the arenas with interactive fan zones, digital activations, and even mascot appearances that delighted crowds and brought the brand closer to handball fans across Europe. It was more than sponsorship – it was a full-on experience. The results? GOAL! The campaign not only boosted Josera's international profile but also tapped into handball's rapidly growing audience. Riding on this success, the partnership has been extended to cover both the Men's and Women's EHF EUROs through 2026 – proving that when sport and brand energy align, great things happen.

Website: www.josera.de

TRIAL

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

Website: www.trialitaly.eu

SERVICE PROVIDERS

ACCREDITO

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

Website: www.accredito.com

CTS EVENTIM

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

Website: www.eventim.com

FITGOOD PRO

Focused on wellness and high performance, FITGOOD PRO is a sports services company with a team specialized in Handball, working with EHF, advising, and helping referees to move from health to their best performance by working in the areas of Strength and Conditioning, Nutrition, Physiotherapy and Injury Rehabilitation. Based in Barcelona, but with a multinational team, they are present at all EURO events, World Championships, Super Globe and Olympic Games.

Website: www.fitgood.es/en/pro

SERVICE PROVIDERS

HANDBALL.AI

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

Website: www.handball.ai

KINEXON

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

Website: www.kinexon-sports.com

SIDELINE SPORTS – XPS NETWORK

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

Website: www.sidelinesports.com

SPORTEEX

The Hungarian company, Sporteex Kft, has been the EHF's official merchandising supplier since the Men's EHF EURO 2022. Sporteex provides a range of services and products to clubs and federations across different sports Europe-wide.

Website: www.sporteex.hu/

SWISS TIMING

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

Website: www.swisstiming.com

VOGO

VOGO is a leading international sportech company, with its audio and video solutions for fans and professionals alike. For EHF, VOGO offers referee decision-making tools (Video Replay system at the Champions League, Final4 events, the EUROs and Beach Handball). VOGO Group also equip EHF referees with the VOKKERO ELITE and VOKKERO SQUADRA ONE headset communication systems.

Website: www.vogo-group.com/en-gb/





06

BUSINESS GROUP

STRATEGIC BUSINESS

STRATEGIC BUSINESS LEADERSHIP

MICHAEL WIEDERER

President & Chief Executive Officer (CEO)

MARTIN HAUSLEITNER

Secretary General &
Chief Operations Officer (COO)

At the heart of the European Handball Federation's leadership, the Strategic Business Department, guided by the President and Secretary General, plays a pivotal role in shaping the sport's future. This team is the engine behind the coordination of sport-political processes and ensures that all areas of the organisation move in harmony – connecting seamlessly with internal political bodies and decision-makers.

Strategic Business doesn't just manage operations—it aligns them with vision. With a deep understanding of the EHF's core strategy, the department ensures that day-to-day management is fully in sync with the long-term goals outlined in the EHF Masterplan. This blueprint for development is more than a roadmap; it's a shared commitment to progress, professionalism, and purpose.

Good governance and transparency are not just ideals – they are embedded in everything the department does. From the creation of the Masterplan to its implementation, these values have been the foundation of the EHF's developmental journey. Strategic Business ensures that these principles are not only upheld but actively drive the evolution of handball across Europe.

SPORT-POLITICAL & INTERNATIONAL RELATIONS

The Strategic Business Department plays a central role in orchestrating the EHF's key political and governance events. From the Ordinary and Extraordinary EHF Congresses to the Conference of Presidents and internal meetings like the Executive Committee and Finance Delegation, the department ensures that every gathering runs smoothly and in line with the EHF Statutes and Rules of Procedure. It also coordinates network meetings such as the Professional Handball Board, Women's Handball Board, and the Nations Committees for Men and Women—ensuring that all voices across the sport are heard and represented.

Beyond internal coordination, Strategic Business serves as the primary gateway for external engagement. Whether it's liaising with companies, national and international institutions, or political and non-political bodies, the department is the first point of contact. It actively manages relationships with key platforms representing the sport's ecosystem—National Federations (via the Nations Board), Clubs (Forum Club Handball), Leagues (European Handball League Board), and Players (European Handball Players' Union). It also represents the EHF in global forums, including collaboration with the International Handball

Federation and other international institutions on both political and sport-political levels.

At the heart of this work is clear, consistent, and strategic communication. The department ensures that the EHF's sport-political and operational efforts are aligned, with the Executive Committee and Finance Delegation playing a key role in bridging these areas. This alignment is essential for maintaining the EHF's leadership position and ensuring that decisions are both well-informed and forward-thinking.

OPERATIONAL MANAGEMENT, BUSINESS UNITS, PERSONNEL & FINANCE

The financial strength and integrity of the European Handball Federation are cornerstones of its long-term success—and Strategic Business is at the helm of ensuring both. Guided by principles of good governance and transparency, the department oversees the federation's economic foundation, from managing media and marketing rights tenders to securing long-term partnerships with trusted equipment suppliers.

Working hand-in-hand with the Finance Delegation, Strategic Business handles everything from daily financial operations to strategic fiscal planning. It also manages all aspects of human resources,

including staff development, internal activities, and the nomination of officials for club and national team competitions. Even guest management at EHF events falls under its wide-ranging remit.

What sets the department apart is its ability to connect the dots—ensuring that no part of the EHF’s developmental pathway operates in isolation. Regular HUB meetings with EHF Marketing GmbH ensure alignment on business coordination and financial performance, reinforcing a culture of collaboration and shared goals.

Behind the scenes, the department keeps the EHF running like clockwork. Weekly Management Board meetings, long-term planning, event scheduling, and daily coordination are all part of the rhythm. These efforts are supported by targeted meetings with General Management, Directors, and Project Managers to ensure that every initiative is aligned and moving forward.

A key mission of Strategic Business is to nurture and grow the EHF’s network. Through consistent and strategic communication, the department maintains strong ties with National Federations and stakeholders. Backed by a skilled media and corporate communications team, it also leads the EHF’s engagement with external partners such as EUSA, TSF, EOC, and the EU Office—ensuring that handball’s voice is heard on both the political and sport-political stage.

BUSINESS TOOLS & SPECIAL PROJECTS

At the forefront of innovation within the EHF, the Strategic Business Department leads the charge when it comes to launching new tools, shaping bold initiatives, and driving the federation’s long-term vision. From the creation of the EHF Masterplan and the Sustainability Concept to standout projects like Respect Your Talent (RYT) and the EHF Excellence Awards, this team is behind some of the most impactful developments in European handball. Even the construction of the new EHF House—a symbol of progress and ambition—has been steered by this forward-thinking leadership.

But it’s not just about launching projects—it’s about making sure they work together. Strategic Business ensures that every initiative, especially those focused on women’s handball, such as dedicated conferences and the RYT programme, aligns with the broader developmental pathway. The goal? To create synergy, not competition, between projects—so that every step taken builds toward a stronger, more unified future for the sport.

From brand visibility to safeguarding the EHF’s mission and values, this department is the strategic heartbeat of the organisation—turning vision into action and ambition into achievement.

STRATEGIC BUSINESS TEAM

ALENKA CUDERMAN

Respect Your Talent Coordinator

DANUTA KLIZ

Strategic Business
Organisation and Projects

ANNA LAMPRECHT

Coordinator Women’s Handball,
Master Plan & Sustainability Strategy

VESNA LAZIĆ

PA to the President

MARSHA BROWN

Corporate Liaison

**"ELEVATING HANDBALL:
OUR SERVICE FUELS
GROWTH, OUR PASSION
DELIVERS SUCCESS."**

MISSION 2025 | WE WILL DELIVER

GENERAL MANAGEMENT

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

OPERATIONAL MANAGEMENT

- ◆ Executive Committee
- ◆ EHF Statutes/EXEC Rules of Procedure: good governance/transparency
- ◆ EHFM: coordination, financial oversight, HUB Meetings
- ◆ Partners/Sponsors: contracts, negotiations
- ◆ Stakeholders: NFs, M/WFCH, M/WEHLB, EHPU - regular meetings, cooperation visits

INTERNATIONAL RELATIONS

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

- ◆ Guest Management
- ◆ Conferences/Congresses

FINANCES

- ◆ Media/Marketing Rights, Budget oversight

PERSONNEL

- ◆ Recruitment, Performance Evaluation, Event Nominations

COMPETITIONS

- ◆ Top level event planning

SPORT & GAME SERVICES

- ◆ Development decision-making procedures

BUSINESS DEVELOPMENT & MARKETING

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

INFORMATION TECHNOLOGY

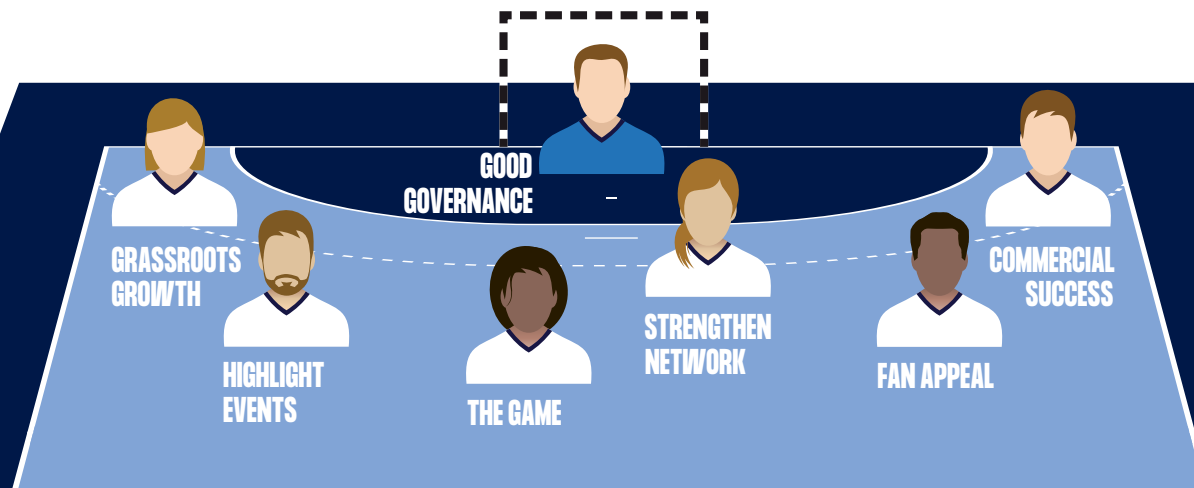
- ◆ Coordinate processes and prepare decisions with department Senior Director
- ◆ Oversee the integration of IT products in alignment with the EHF IT Strategy

STRATEGIC BUSINESS – TASKS**DAILY BUSINESS**

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

SPECIAL PROJECTS

- ◆ Excellence Awards
- ◆ Development of the Infront cooperation
- ◆ Progression of the Infront cooperation
- ◆ Further digitalization of the business environment
- ◆ 17th Ordinary EHF Congress 2025 – shaping handball from 2025 to 2029
- ◆ Preparation of the Men's EHF EURO 2026 DSN and the Women's EHF EURO 2026, a 5-Nation special event
- ◆ Guest Management
- ◆ Conferences/Congresses



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

MISSION 2023 | WE WILL DELIVER

OUR FRAME – MASTERPLAN

SEVEN PLAYERS/PILLARS

1. THE GAME

player environment > technology > rules & regulations > competitions structures

2. HIGHLIGHT EVENTS

hosting > entertainment > TV production > legacy > event landscape

3. FAN APPEAL

digital marketing > content creation > channel strategy > rights distribution

4. GRASSROOTS GROWTH

life-long handball > youth handball > handball workforce > emerging nations

5. STRENGTHENING NETWORK

strengthen clubs & federations > knowledge transfer > education > representation

6. GOOD GOVERNANCE

democracy > integrity > heritage > sustainability

7. COMMERCIAL SUCCESS

partners & sponsors > ticketing/hospitality > new business > funding > media/marketing rights

MASTER PLAN GOALS

1. BE THE NO.1 INDOOR TEAM SPORT
IN EUROPE

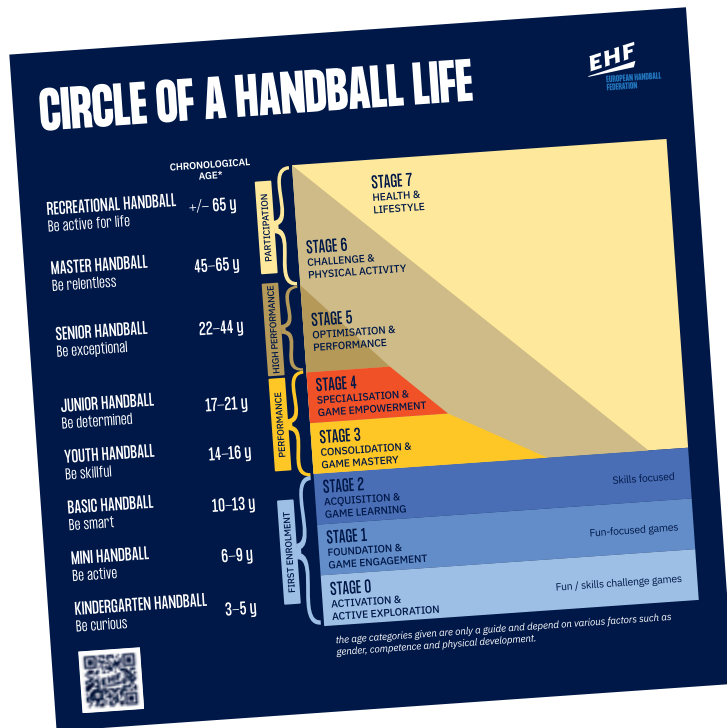
2. CREATE THE OPTIMUM ENVIRONMENT
FOR PLAYING THE GAME

3. ESTABLISH "HANDBALL FOR LIFE"

4. REACH, ENGAGE AND RETAIN
MORE PEOPLE

5. INCREASE THE COMMERCIAL VALUE
OF THE SPORT

OUR FRAME — CIRCLE OF A HANDBALL LIFE



WOMEN'S HANDBALL PROGRAMME

EDUCATION

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

DEVELOPMENT

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

PROMOTION

- Pool of Ambassadors/recruitment; RYT, Player of the Year
- Female Leadership Award at YAC EURO/ Championships
- Promotion of Women's EHF EURO
- Women's Handball Conference 2026, Women's Handball Media Platform
- Implementation of a Safeguarding Concept
- Role Model Initiative

RESPECT YOUR TALENT PROGRAMME



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

Concept of Role Models – 25 Ambassadors

EVENTS

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

DIGITAL PLATFORMS

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

COMMISSIONS/BOARDS

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

Emerging Nations Round Table
 EHF Services & Infrastructure
 Advisory Board (EHF SI AB)

STAKEHOLDERS

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

PARTNERS

Media & Marketing
 Infront (incl. Task Forces/
 Strategy Committee)

Premium Partners

hummel
 Select
 Gerflor
 DEKRA
 Josera
 Sport Radar

Suppliers

Trial
 BENZ Sport
 Gammasport

Service Providers

Eventim
 KINEXON
 SwissTiming
 accredito
 Sideline Sports - XPS

Network

Handball ai
 handballlytics
 Sportexx

External Partners

EU Commission
 EOC (incl. EU Office)
 ETS (European Team Sport
 Assoc.)
 EUSA (European University
 Sports Assoc.)
 EFPM (European Fair Play
 Movement)
 IMGGA (International Master
 Games Assoc.)
 EYOF (European Youth
 Olympic Festival)
 EO (European Open) USPE
 (European Police Sport
 Union)
 MESGO (Executive Master in
 Global Sport Governance)
 University Cologne
 UUHT (Union of University
 Handball Teachers)
 RINCK Convention
 IWG - International Working
 Group on Women & Sport
 AIPS

TOOLS

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

PROJECTS

Implementation of the EHF
 Sustainability Strategy

MEETINGS (INTERNAL/EXTERNAL)

General Management
 Management Board
 Employee Liaison (Human
 Capital incl. Recruitment On-/
 Offboarding)
 EHF - EHFM HUB
 HoD EURO PPM
 Masterplan
 Circle of Handball Life
 Innovation Meeting
 Planning Day
 Cooperation Visits
 Technical Inspections



07

BUSINESS GROUP

FINANCE & OPERATIONS

07 BUSINESS GROUP: FINANCE & OPERATIONS

FINANCE & OPERATIONS HEAD

BERNHARD BINDER

Chief Finance Officer (CFO)

BUSINESS PROFILE

The Finance Department oversees the accounting, treasury, and financial reporting for EHF and its associated entities. Its core mission is to operate with efficiency and effectiveness, while providing financial support to other business units and stakeholders. In relation to long-term investments—such as the new office building initiative—the department ensures proper financial and contractual oversight.

The overarching goal of the Finance Department is to protect EHF's assets, reduce financial risk, and enhance process management. Additionally, it must maintain current expertise in tax legislation, nonprofit regulations, and rights management/outsourcing.

Financial reports—including budgets, forecasts, and final accounts—are primarily prepared for the Finance Delegation and the Executive Committee, which convene at regular intervals. Efforts to digitalize, streamline, and monitor processes have been intensified and require continuous attention.

PURPOSE / GOALS:

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

FINANCE & OPERATIONS TEAM

NATALYA BELLAN KATHARINA KOGLER

Accounting and payroll accounting

DAVID LANNER

Finance & Reporting Assistant

VITA BEZPALKO PAULA PREGESBAUER

Front Office

HASIJA DIZDAREVIĆ

Facility Management

COMMISSIONS/BOARDS

EHF Ordinary Congress
EHF Extraordinary Congress
Conference of Presidents
EHF Executive Committee
EHF Finance Delegation
EHF Comptrollers
EHF Social Fund
EHF Marketing Advisory Board (AB)
EHFM Comptrollers Council
EHF Services & Infrastructure
Advisory Board

STAKEHOLDERS

FCH (Forum Club Handball)
Women's FCH

PARTNERS

ANA Wirtschaftsprüfungs
und Steuerberatungs
GmbH
BDO Austria GmbH
TPA Steuerberatung
GmbH
Joklik Katary Richter

TOOLS

HQ
BMD Accounting
Win1A Lohn
salary
accounting

PROJECTS

**European Handball
House**
Implementation of
processes defined for
the successful operation
of the new office
building

Digitalisations Projects
Implementation of digital
workflows (incoming
invoice, expense sheets,
time calculation)
reducing intermediate
steps and double
handling

Process Improvement
Handling of Federation
Accounts
further automate
payments to referees
and delegates to
expedite processing
time

Know How Improvement
Excel Know-How
Tax Law
NPO Law
rights handling/
outsourcing

MEETINGS (INTERNAL)

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





08

BUSINESS GROUP COMPETITIONS

COMPETITIONS HEAD

MARKUS GLASER

Chief Sports Officer

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

BUSINESS PROFILE

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

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

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

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

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

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

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

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

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

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

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

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

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

COMPETITIONS TEAM

INES TÆKKER
TOBIAS SCHEDER

Club Competitions

MAXIMILIAN RIEDE
RIMA SYPKUS
MATTEO TEDESCO

National Team Competitions

MARCOS BESTILLEIRO
GEORGE BEBETSOS

Officiating

EURICO NICOLAU
MADLENA DONCHEVA

Beach Handball

NADEZHDA LACINA

Anti-Doping Unit (EAU), playing halls

ANNIKA SILLER

Competition projects

EUROPEAN ANTI-DOPING UNIT (EAU) | ORGANISATION

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

THE ANTI-DOPING EDUCATION AND LEARNING PLATFORM

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



CLUB COMPETITIONS

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

- First contact for Clubs
- Registration ~250 Clubs
- Draws and Workshops in cooperation with EHFM
- Creation / Adaptation of Playing Systems
- Coordination of Playing Rounds
- Coordination Hall Availabilities in cooperation with EHFM
- Schedule Creation in cooperation with EHFM
- Verification of matches
- Processing and forwarding of Legal Cases
- Youth Club Trophy Boys & Girls
- Final4 events



OFFICIATING

2025 CHALLENGES AND PROJECTS

- ◆ Video Replay system further development and implementation
- ◆ EURO 2025 officials' preparation
- ◆ EHF candidate delegates' course
- ◆ Delegates' licensing system
- ◆ TV referee observer
- ◆ Coach's Challenge
- ◆ Officiating material rebranding
- ◆ EHF candidate referee courses
- ◆ Young Referee Programme

EMERGING NATIONS' REFEREE DEVELOPMENT



NATIONAL TEAM COMPETITIONS

MEN'S QUALIFIERS

- ◆ EURO 2028
- ◆ EURO CUP 2028
- ◆ WCh 2027 Qualification Europe
 - Registration procedures
 - Draws and Regulations
 - Coordination of match schedules
 - Playing hall issues with Federations
 - Verification of matches

WOMEN'S QUALIFIERS

- ◆ EURO 2026
- ◆ EURO CUP 2026
- ◆ WCh 2027 Qualification Europe in preparation
 - Registration procedures
 - Draws and Regulations
 - Coordination of match schedules
 - Playing hall issues with Federations
 - Verification of matches

YAC

- ◆ M18 Events 2026 (EURO in SRB and Championships in TBD)
- ◆ M20 Events 2026 (EURO in ROU and Championships in TBD)
- ◆ YAC European Open 2026 in SWE
- ◆ Qualification Tournaments for the M18 EURO 2026 in LUX, LTU, SUI, SVK and TUR
- ◆ W17 and W19 Events 2027 preparation

BEACH HANDBALL

MAIN TOPICS AND PROJECTS

National Team Competitions:

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

Club Competitions

- ◆ European Beach Handball Tour (ebt) – more than 50 tournaments per season around Europe
- ◆ ebt Finals – final tournament with the best teams from the previous season
- ◆ EHF Champions Cup – tournament with the National Champions



- ◆ Development Program for attracting more NFs
- ◆ Professionalism in all parts of the game:
 - Registration system for players and clubs
 - Media, SM coverage and promotion
 - Marketing plan for attracting new partners
- ◆ Education Structures:
 - New licensing system for Coaches in accordance with RINCK Convention
 - Education courses for new beach handball referees and delegates
 - Online test for periodical evaluation of the EHF Beach Handball Officials
 - Publications
 - Online teaching materials



COMMISSIONS/BOARDS

Technical Delegation
Competitions Commission
Technical Refereeing Committee

STAKEHOLDERS

Men's and Women's National
Team Committee

PARTNERS

Sportradar Data Scouting
FitGood Pro for referee
conditioning and
wellness
VOGO for Video Replay
in Men's and Women's
EUROs, Champions
League and Beach
Handball Competitions
Vokkero for referee
communications
Sportradar Integrity for
referee education on
competition integrity
XPS Sideline for Video
clipping
Trial for Beach Handball
Line systems and balls
Gammasport for Beach
Handball goals

TOOLS

XPS Sideline
VOGO Elite Bundle
POLAR fitness trackers
VOKKERO Elite and
Squadra One referee
communication systems

PROJECTS

Coach's Challenge
Video Replay further
development and
implementation
Young Referee Programme
Delegates' Licencing
Emerging Nations' referee
development

MEETINGS

Weekly department
meetings (*Internal*)



09

BUSINESS GROUP

EHF EURO EVENTS

EHF EURO EVENTS HEAD

JOHANNES MÜLLER

Director EURO Events

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

BUSINESS PROFILE

32 editions of the EHF EURO

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

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

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

Hosting an EHF EURO can also boost the infrastructure of the hosts – for example when new hotels or arenas are built, as was the case for the first Men's EHF EURO in 1994. When developing the EHF EURO's a core factor was reliable event partnerships, especially in the area of media and marketing, as well as the event statistics, the

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

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

More participating nations also increases media and broadcast interest and encourages participation in the sport at grassroots level. Back in the early 2000s qualification results were extremely tight and there was little difference between the lowest-ranked teams in the tournament. Organisation-wise, a restructuring of the event took place. For the organising country the possibility developed to spread the event over four event venues in the Preliminary Round, two Main Round venues and a Final Weekend. With 16 participating delegations, the concept of joint organisation was developed and implemented the first time in 2010 (when Denmark and Norway co-hosted the Women's EHF EURO). The huge advantage of a joint organisation was the availability of home spectators at two or more event venues. This secures the use of huge arenas and a stable income for the events. In 2020 the Men's EHF EURO expanded further to 24 teams, and

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

The EUROs in 2020 and 2022 proved that the quality of all 24 participating teams were extremely high and several surprises in results and qualifiers to the Main Round and the Final Weekend could be observed. The expansion was a big success with more market reach and higher spectator interest, largely because of the extra teams. Other evolutions since 1994 include a steady development of the event standards. Potential hosts now have a clearer idea of their responsibilities and the expectations on them. Technologies have improved, enhancing the competition and the spectator experience. A key innovation was the introduction of the iBall, which uses technology developed by Kinexon to track actions on court that can then be analysed to improve performance and shared with fans.

The vision for the future is to play the EHF EURO in the biggest most modern arenas in Europe and to ensure a huge atmosphere for players and spectators to create an unforgettable experience for all parties involved. The Men's EHF EURO 2024 in Germany with over 1 million spectators watching the 65 games in the arenas was a perfect example in this direction. Additionally, the Men's

EHF EURO 2024 opening match day which was played in Düsseldorf in the "Merkur Spielarena" in front of a record-breaking crowd of 53.586 spectators showed what breathtaking atmosphere and excitement Handball can create together with the fantastic fans who love the sport. The experience at venues in future EHF EURO events shall be an absolute highlight for the spectators. In addition, the organising countries of the Women's EHF EURO 2024, Austria, Hungary and Switzerland showcased an excellent event organisation setting a new spectators record for a Women's EHF EURO. Therefore, the EHF is working on further developing fan engagement activities, fan zones/fan areas as well as the arena entertainment. In order to improve the excitement of the EHF EURO's "long lasting partnerships" are essential to support the event in all core areas and to secure the necessary professionalism.



EHF EURO EVENTS TEAM

MÁTÉ KOZMA
EDINA TURI
WILHELM JELINEK

Event Organisation

NATÁLIA RÁCZ

Event Logistics & Guest Management

BEATA KOZŁOWSKA
BRIEUC DELCAMP

Event Infrastructure

UPCOMING EVENTS

OCT 25	JAN 26	MAR 26	APR 26	SEP 26	DEC 26	MAR 27	APR 27	OCT 27	JAN 28
	MEN'S EHF EURO 2026 DEN/SWE/NOR Heads of Delegations Conference Men's EHF EURO 2026 DEN/SWE/NOR		Final Tournament Draw Women's EHF EURO 2026 POL/ROU/CZE/SVK/TUR Qualifiers Draw Men's EHF EURO 2028 ESP/POR/SUI		WOMEN'S EHF EURO 2026 POL/ROU/CZE/SVK/TUR Heads of Delegations Conference Women's EHF EURO 2026 POL/ROU/CZE/SVK/TUR		Final Tournament Draw Men's EHF EURO 2028 ESP/POR/SUI Qualifiers Draw Women's EHF EURO 2028 NOR/DEN/SWE		MEN'S EHF EURO 2028 ESP/POR/SUI Heads of Delegations Conference Men's EHF EURO 2028 ESP/POR/SUI

PARTNER COOPERATION

INFRONT

Media & Marketing Partner

HUMMEL

EHF Equipment Partner

TV GRAPHICS

TV Graphics Supplier

VOGO

Supplier Video Replay

HBS

Host Broadcaster Services

SWISS TIMING

Scouting & Statistics Services

ACCREDITO

Technical Supplier Accreditation System

GERFLOR

Flooring Partner

BENZ SPORT

Goal Supplier

SPORTEEX MARKETING

Merchandising Partner

SELECT

Ball & Glue Supplier

KINEXON

Players Tracking

XPS

Digital Scoresheet/Observer Platform





10

BUSINESS GROUP

LEGAL MANAGEMENT

LEGAL MANAGEMENT HEAD

MONIKA FLIXEDER

Senior Director

BUSINESS PROFILE

The EHF Legal System: Structure and Function

The legal system of the European Handball Federation (EHF) is a comprehensive framework designed to ensure fairness, consistency, and efficiency in all legal and disciplinary matters within European handball. It consists of two main components:

1. **The Internal Legal System** – This ensures the proper functioning of EHF activities and competitions. It provides a structured framework for disciplinary processes and supports the smooth cooperation of all stakeholders involved in European handball.
2. **An Independent Arbitration Court** – Operating outside the institutional structure, this court offers an impartial forum for dispute resolution, independent of the internal bodies of the EHF.

Together, these elements form a robust legal system capable of handling a wide range of legal matters, from routine disciplinary cases to complex arbitration.

Overview of the EHF Legal System and its Jurisdictions

The visual overview (page 43) illustrates the main components of the EHF legal framework, highlighting their responsibilities, areas of involvement, and how they interact.

EHF Court of Handball (CoH)

The EHF Court of Handball acts as the first instance in

disciplinary adjudication. It is composed of a President, two Vice-Presidents, and five Members. As the most active legal body within the EHF system, it deals with the majority of cases each season. The range of matters brought before the EHF Court of Handball is broad, including on-field misconduct, regulatory violations, and administrative matters. The relatively low number of appeals against its decisions is a testament to the court's professionalism and the quality of its legal reasoning. The EHF Court of Handball plays a central role in maintaining discipline and upholding the regulations that govern European handball.

EHF Court of Appeal (CoA)

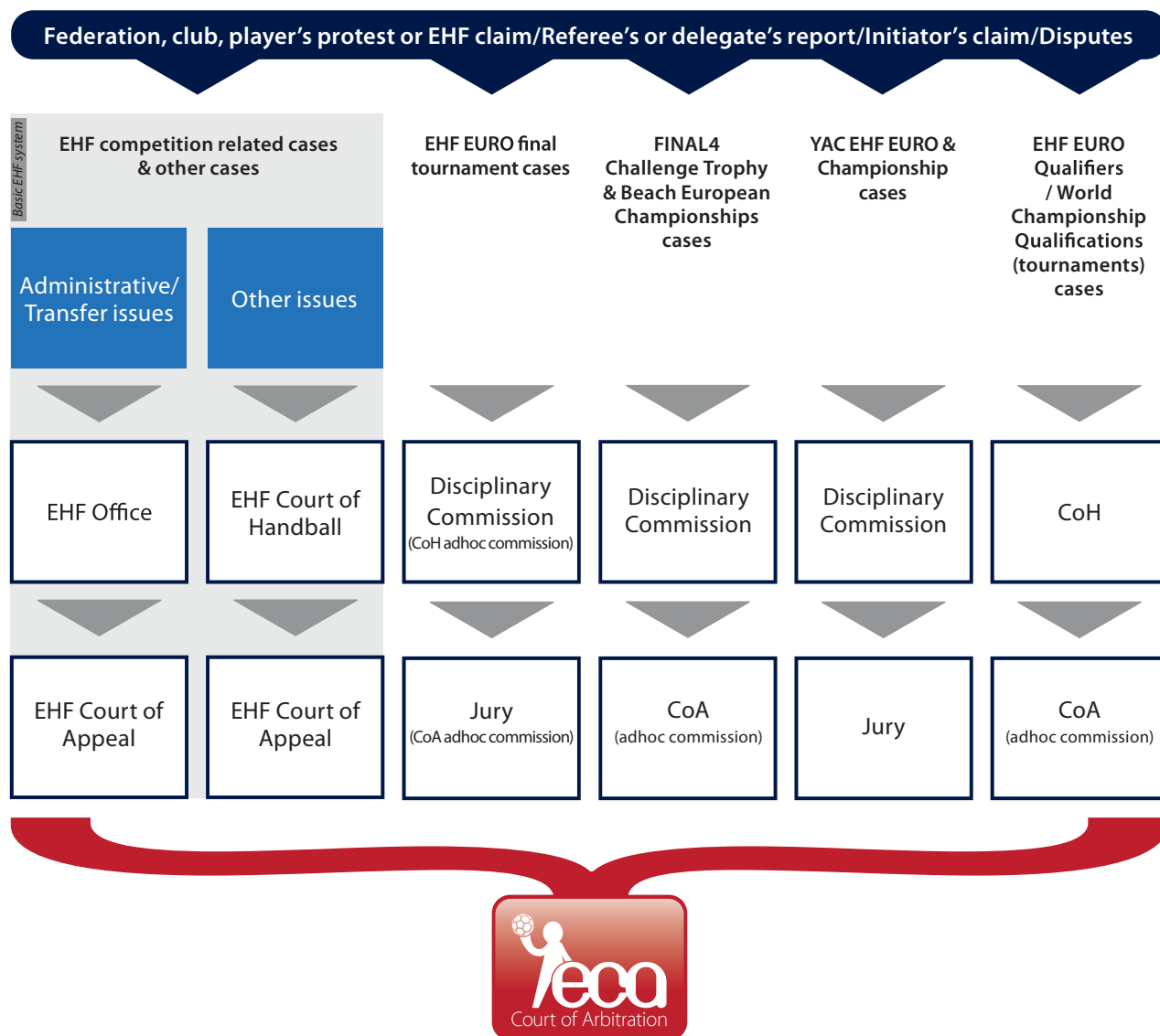
The EHF Court of Appeal functions as the second instance within the EHF legal framework. It reviews cases that have been decided by the EHF Court of Handball and ensures a fair and impartial appellate process. The EHF Court of Appeal is made up of a President, a Vice-President, and five Members.

While it handles fewer cases than the EHF Court of Handball, the EHF Court of Appeal often addresses more complex legal questions, ranging from procedural issues to substantive matters involving disciplinary regulations, eligibility, and governance. Its rulings carry significant weight and help shape the jurisprudence of the EHF legal system.

European Handball Court of Arbitration (ECA)

The European Handball Court of Arbitration (ECA) is the final and fully independent dispute resolution body within

Overview of the EHF Legal System and its Jurisdictions



LEGAL MANAGEMENT TEAM

NICO JULIAN HOFER
JAKOB FENZ

In-House Lawyer

MARCELL BOROS

Intern

the legal system of European handball. Established by the EHF at the 8th Extraordinary Congress in 2007, the ECA was created to offer an alternative to ordinary state courts, providing a faster, more specialized, and cost-effective forum for resolving disputes involving handball stakeholders.

The ECA is officially recognized in the EHF Statutes and operates entirely independently from the EHF's internal legal bodies, such as the EHF Court of Handball and EHF Court of Appeal. However, it functions in alignment with the overall EHF legal structure: cases decided by the CoH and CoA can be referred to the ECA only after all internal legal remedies have been exhausted. In this capacity, the ECA serves as the final instance for legal disputes under EHF jurisdiction.

With nearly two decades of experience, the ECA has built a strong reputation for impartiality, professionalism, and confidentiality. Its arbitration panels are composed of legal professionals and sports law experts, and its rules and procedures are designed to ensure fair and efficient resolution of complex legal matters involving clubs, federations, players, and other stakeholders.

The administrative operations of the ECA are handled by the ECA Office, which operates as part of the ECA Council. The ECA Office plays no role in decision-making or arbitration but provides essential logistical and organizational support to the ECA Council and its arbitrators. Its main

responsibilities include ensuring compliance with the Rules of Arbitration, managing case documentation, and maintaining procedural transparency and neutrality. By supporting the independent operation of the ECA while safeguarding procedural integrity, the ECA Office ensures that the arbitration process remains fair, efficient, and accessible to all parties involved.

EHF Legal office

The EHF Legal Office forms the backbone of the federation's legal operations, ensuring legal certainty, consistency, and procedural integrity across all EHF activities.

A key responsibility of the Legal Office is to provide comprehensive administrative and procedural support to the EHF Court of Handball and the EHF Court of Appeal. This includes managing case documentation, coordinating communication between parties, and ensuring the timely and orderly progression of legal proceedings. The efficiency and reliability of the EHF's legal adjudication process would not be possible without this essential operational support.

Beyond its work with the internal legal bodies, the Legal Office handles a wide range of additional functions. These include drafting and reviewing contracts, revising EHF regulations and legal texts, advising on compliance matters, and supporting legal proceedings. The office also plays a strategic role in aligning EHF legal practices with international standards in sports law.

In sum, the EHF Legal Office is a critical component of the federation's structure, enabling the EHF to operate with legal clarity and institutional credibility across all levels of the sport.

AREAS OF RESPONSIBILITY

OTHER AREAS OF RESPONSIBILITY

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



IT PROJECTS

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



COMMISSIONS/BOARDS**STAKEHOLDERS****PARTNERS****TOOLS****PROJECTS****MEETINGS (INTERNAL)**

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

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

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

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

National Federations
 Clubs
 Athletes
 Leagues

Law firms
 Other team sport
 federations
 WADA
 ITA

Legal Data Base (LEDA)
 Legal Journal (LJ)

Update ECA
 Arbitrations
 Update Legal
 Database
 ECA Brochure
 ECA Website
 Anti-Doping
 Regulations

One annual legal meeting per
 Legal Body

11

BUSINESS GROUP

BUSINESS DEVELOPMENT & MARKETING

BUSINESS DEVELOPMENT & MARKETING HEAD

J.J. ROWLAND

Director

BUSINESS PROFILE

Introduction

The EHF Business Development and Marketing Department was established in 2019 following the signing of a long-term media and marketing agreement with the leading international sports marketing agency, Infront Sports & Media. The agreement brought new contractual obligations for the EHF as well as additional commercial projects that are now within the remit of the department.

Department purpose

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

Key areas of work:

PARTNER MANAGEMENT

Day-to-day management of partner, sponsor and supplier relationships, ensuring the EHF delivers on its commercial obligations, with the aim of developing long-term partnerships.

MARKETING IMPLEMENTATION

Ensuring correct implementation of marketing regulations in EHF national team competitions and securing the rights of official partners and sponsors.

DIGITAL MARKETING

Creation of campaigns, paid media and marketing content in order to grow and engage the handball community. Areas of focus include ticket sales, OTT subscriptions and partner activations. The EHF's CRM and data project underpins these marketing activities.

MEDIA & MARKETING RIGHTS

New partner and sponsor acquisition for the media and marketing rights available to the EHF, including youth national team and youth club competitions as well as sleeve partner rights at the EHF EURO.

TICKETING

Working in close cooperation with ticketing partner, Eventim, and event organisers, the department is responsible for the set-up, sales and marketing of tickets for the EHF EURO events.

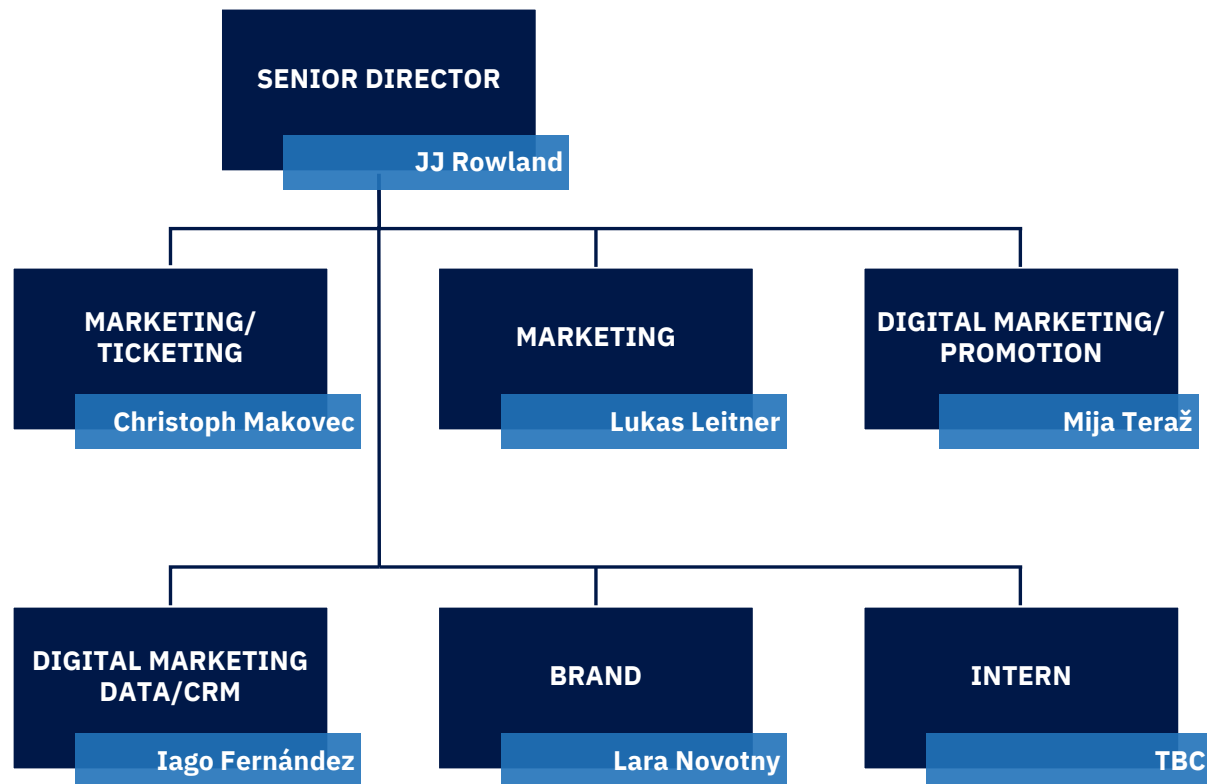
EHFTV

Marketing and promotion of the federation's streaming platform, working together with Infront and WSC Sports.

BRAND

Responsible for the positioning, development and implementation of the EHF brand and its national team sub-brands (e.g. EHF EURO, youth and beach handball) in order to build an emotional connection to the sport's fans and stakeholders.

BUSINESS DEVELOPMENT & MARKETING STRUCTURE GRAPHICS



BUSINESS DEVELOPMENT & MARKETING TEAM

LARA NOVOTNY

Brand Management

MIJA TERAŽ

Marketing/digital/promotion

IAGO FERNÁNDEZ

Marketing/digital/data/CRM

CHRISTOPH MAKOVEC

Marketing operations/ticketing

LUKAS LEITNER

Marketing

CHALLENGES FOR 2025/2026

- ◆ **NEW COMMERCIAL PARTNERS**
 - Implementation of new contracts with DEKRA (official referee partner) and JOSERA (EHF partner/sponsor)
 - Acquisition of additional marketing partners/sponsors for available EHF rights, including youth events, beach handball and EHF programmes
- ◆ **YOUTH EVENTS**
 - Seeking long term agreements with broadcast partners for youth club and national team competitions
 - TV production tenders for 2026 youth events
- ◆ **EHFTV**
 - Further commercial development and promotion of the EHFTV platform, with a focus on increasing revenue from youth and beach competitions
- ◆ **PROMOTION OF TOP EVENTS**
 - Drive awareness, ticket sales and TV audiences for the Men's and Women's EHF EURO 2026.
- ◆ **DIGITAL MARKETING**
 - Maximise use and potential of CRM marketing system
 - Grow stakeholder communities

PARTNER COOPERATIONS

INFRONT

Media and marketing partner

HUMMEL

Sports equipment partner

SELECT

Ball & resin partner

BENZ SPORT

Goal partner

GERFLOR

Flooring partner

EVENTIM

Ticketing services for EHF EURO events

DEKRA

Referee partner

JOSERA

EHF partner/sponsor

SPORTRADAR

Data partner

GAMMASPORT

Beach handball goals partner

TRIAL

Beach handball ball partner

KINEXON

Player and ball tracking data

CUSTOMER:IO

Digital marketing tool

SEGMENT

Customer data platform

WARP DESIGN

Graphic design agency

WSC SPORTS

Streaming platform

SPORTS LABS

Equipment testing/licensing

SPONSORWISE

Marketing sales agency



12

BUSINESS GROUP

MEDIA & COMMUNICATIONS

MEDIA & COMMUNICATIONS HEAD

THOMAS SCHÖNEICH

Director

BUSINESS PROFILE

The EHF Media & Communications Department is responsible for the internal and external communication of the European Handball Federation as well as for media operations at EHF events.

The department conveys the passion for handball in Europe, for the EHF's competitions as well as for the federation's activities to the outside world with the goal of growing the fan base of European handball and enhancing the engagement of the different communities and stakeholder groups following the sport.

To reach these goals, EHF Media runs 20 different social media platforms and works with an extensive network of experienced professionals to continuously provide exciting content for these channels as well as for eurohandball.com, the website of the European Handball Federation. Bespoke content strategies have been developed and are being worked on by the department for the different platforms to maximise the impact of its communicative efforts and to have visitors returning to the EHF.

Beyond the fan-centric communication on social media and online, EHF Media engages in a variety of corporate and stakeholder communications, delivering several competition or community specific newsletters on a regular basis to share information and foster loyalty. Furthermore, the department liaises closely with the

international handball and sports business media to elevate the image of European handball. Media relations are also being fostered between the EHF and the clubs and federations participating in the European handball competitions and on club and national team level. EHF Media runs several TV and media operations related services to ensure the best possible coverage of the sport.

EHF Media works closely with and across the different business groups within the EHF as well as with the EHF's marketing company, EHF Marketing GmbH, to fulfil their communication needs. A close cooperation also exists with the EHF's media and marketing partner, Infront, for content production across the EHF competitions and for media operations at EHF EURO events.

Staffed (as of 1 July 2025) with 10 people altogether, the department is headed by the Director Media & Communications who is responsible for the department's strategic direction; at the same time, he/she fulfils the role of the federation's spokesperson. The strategic direction is elaborated in close liaison with the EHF leadership and the respective business groups and developed in line with the EHF's overarching goals as they are outlined in, for example, the European Handball Master Plan. The department's budget responsibility, upon confirmation of the budget as such by the EHF Secretary General and the Chief Finance Officer, also lies with the Director Media & Communications.

Over 3.5 million people follow the EHF's competitions and activities on social media and the federation has set itself high-reaching targets, as it seeks to engage with a new generation of younger fans in the future. To reach those goals, four people work in the 'Social Media' section of the department, overseeing the EHF's social media channels and platforms which include the presence on Facebook, Instagram, Twitter and Youtube, as well as on TikTok, Twitch and LinkedIn. Within the social media group, the Digital Content Lead oversees the entire content production. He/she develops event- and competition specific content strategies and liaises with external production and digital marketing teams at Infront to deliver content for EHF owned channels and ensures consistent storytelling. On his/her side, three social media specialists create engaging content and pro-actively develop communication and interaction with/between fans to ensure the consistent growth of the community.

Within the section 'Media & Editorial Management' tasks such as TV matters, media operations at EHF EURO events, project management, PR & Corporate Communications as well as the editorial coverage of the EHF's club and national team competitions are being handled.

The Editorial Content Lead manages the EHF's network of freelance editors and journalists and coordinates their coverage as they supply the EHF's channels with news from all around the handball world. He/she also produces

the EHF's media guides for all major events and is the main contact for all clubs playing in EHF competitions when it comes to editorial and media management topics.

The Editorial Content Lead together with the Communications Specialist also manage the EHF's B2B communication. They are responsible for the federation's media releases, the direct contact to (sports) business journalists and the placement of EHF relevant topics via earned media. On the editorial side, they coordinate the EHF's coverage for EHF Activities and beach handball. They are also responsible for the production of the EHF's newsletters (Home of Handball and EHF CL Weekly) and the EHF's annual business report.

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

EHF Media & Communications also employs a content strategy and marketing specialist. This person is

MEDIA & COMMUNICATIONS TEAM

RICHARD TURNER

Corporate Design

JELENA BAGARIC

TV & Media Operations

SIMONA MARGETIC

Editorial Content Lead

ANA BRENCIC

Communications

LUCA FRIEDEL IOANA PATACHI (maternity leave)

Digital Content Lead

JOSEPH BANHOLZER XAVI VEGAS SERGI LALIGA

Social Media

CLEMENS MARTINEK

Content Strategy & Marketing

responsible for digital campaigning and the department's paid media strategy across its digital channels. He/she runs the campaign for the Home of Handball app and has taken on the creation and development of platform-specific strategies as well as new and innovative content formats such as a 'weekly podcast' or long-form 'post event' documentaries.

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

PARTNER OVERVIEW (SELECTED)

ATHLETIA: The EHF works with German company for the media monitoring of its owned and operated as well as of selected external digital channels. Here, Athletia's managed services provide a holistic approach alongside the value chain of digital sports. Combining proprietary tech and extensive experience, their modular solutions are tailored to meet the individual needs of the EHF. The cooperation includes the EHF EUROs and the corresponding Qualifiers as well as the EHF CL and EL (cooperation managed by EHF M). On top, Athletia provides a monthly digital consultancy to the EHF Media department with the aim of consistent improvement and keeping the social media channels always up-to-date with the latest trends and developments.

KOLEKTIFF: Kollektiffimages is the EHF's dedicated and highly trusted photo service agency. Ever since their first employment at the Women's EHF EURO 2018, Kolektiff's coverage of EHF events has developed significantly, now including not only the EHF EUROs but also beach handball, corporate events as well as the final tournaments in the EHF CL and EHF EL.

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

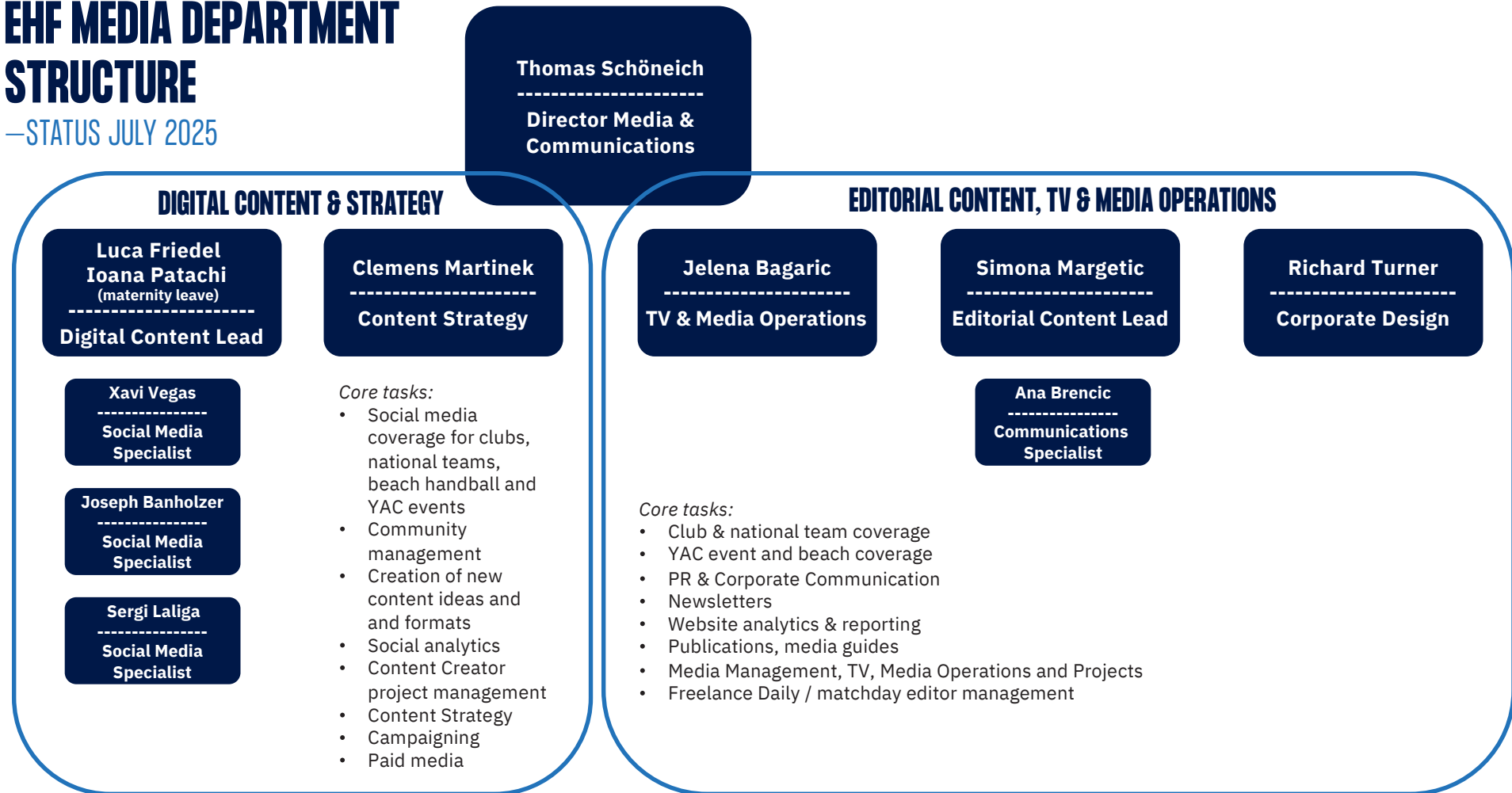
EMPLIFI: Emplifi is the EHF's partner for social media analytics and community management. Emplifi provides the EHF with insights needed to empathise with customers and amplify the right experiences.

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

- ◆ Further develop a cross-department digital strategy for European handball to drive the sport's reach and engagement, promote its competitions and drive monetisation opportunities
- ◆ Build on this digital strategy, develop department-specific goals and corresponding projects to improve the EHF's digital landscape on the content and product level for the Men's EHF EURO 2026 and the 2025/26 season
- ◆ Further drive stakeholder communication with handball media through improved content offerings (i.e. mixed zone video statements and long-form content for TV partners)
- ◆ Further enhance deep-level engagement with European handball through insightful editorial offerings (i.e. stats pieces and personal stories) and an enriching original content production

EHF MEDIA DEPARTMENT STRUCTURE

—STATUS JULY 2025



PARTNER COOPERATIONS

ATHLETIA

KOLEKTIFF

EMPLIFI

INFRONT

AIPS

MELTWATER

SPORTRADAR

WARPDISEIGN

CONTENT STADIUM

DIVVYHQ

**ZEL — ZEPPELIN,
EMIL, LUDWIG**





13

BUSINESS GROUP

SPORT & GAME SERVICES

13 BUSINESS GROUP: SPORT & GAME SERVICES

SPORT & GAME SERVICES HEAD

DORU SIMION

Senior Director

BUSINESS PROFILE

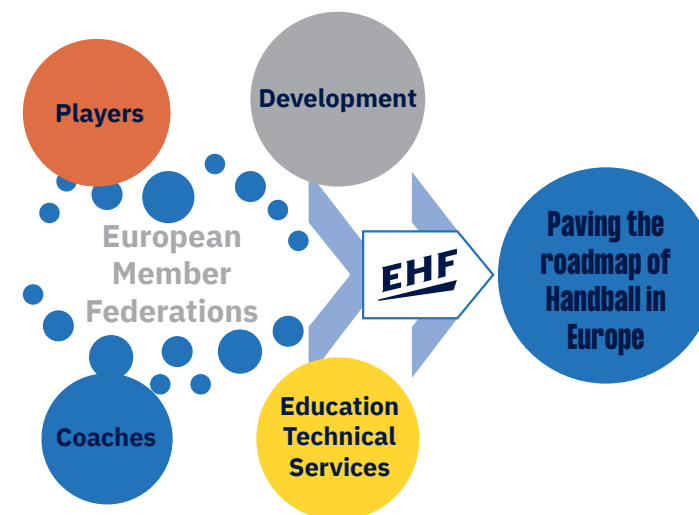
The European Handball Federation (EHF) oversees 50 National and two Associated Federations across Europe and is intrinsically recognised by the International Handball Federation (IHF). The EHF is dedicated to the organisation and management of prominent handball competitions such as the prestigious EHF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

A priority of the EHF continues to be the education of athletes and the long-term development of handball as such this shapes the structure of the European coaching framework, which incorporates the EHF Master Plan strategy.

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

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

ACTIVITY FIELDS



TASKS - RESPONSIBLE MANAGEMENT

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

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

- ◆ Mobilise: identify the skills (soft and hard) to be deployed to achieve the defined objectives, then organise the management of resources efficiently. Provide group with all the tools they need to work effectively. Set up meeting times between the various departments to ensure the flow of information, strengthen group cohesion and avoid conflicts.

- Planning – core competences
- Team cohesion – psychosocial aspects
- Digital skills – applying technologies in monitoring – observing – controlling.
- Knowledge and competences of / in both of sport science as of general sciences and specific sciences
- Effective communication skills – oral and written.
- Ability to multitask – while having the end goal in mind
- Practical thinker and operationally oriented to problem solving & troubleshooting when necessary.
- Team player – adaptable and flexible, able to deal with different cultures and behaviours.

- ◆ Guide: Accompany all staff in their daily tasks, discuss any difficulties, and monitor the progress of the project by setting up KPIs and a reporting procedure. Check that objectives are being achieved.

TRANSFER

Player movements highly increased in the last decade, mostly due to changing clubs and countries to follow career

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

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

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

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

SPORT & GAME SERVICES TEAM

CLAUDIA BRANTL

International Transfers / Players Eligibility

EVA REIHOFFER

International Transfers / Sport Management

JOAO PEDRO MONTEIRO FREITAS

Education / Sport Management

MATĚJ NEKORANEC

Technical Services / Education

NOÉMI SZÉCSÉNYI

Grassroots / Sport Management

EIKO SAATHOFF

Development Programmes & Special Projects

ADDITIONAL ACTIVITIES

The section currently covers competition-wise and logistical assistance for the European Handball Masters tournaments (M+35/45/50/55 and W+33/43) and EHF Wheelchair Championships (4-a-side).

HANDBALL TECHNOLOGIES

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

Sideline Sports - XPS Network became the analysis service and software supplier for several competitions, providing software solutions for clubs, coaches, and players; also used for referees' performance monitoring and education, as well as for all EHF experts and coaches' education.

EDUCATION & EHF COMPETENCE ACADEMY & NETWORK (CAN)

Handball research, know-how exchange and competency transfer across Europe is fostered as an EHF service for its member federations by making use of national and international handball experts as well as external lecturers from sport science, medicine, other sports, economy (marketing, equipment suppliers), media (press, TV, Internet) and other team sports.

For the global development of handball, the contribution of experts in the various fields is vital. With the introduction of new rules for the game, new training methodologies, technology, etc. the game (players, coaches, referees, officials) is developing in different ways. Sport is one of the rare social activities which brings people together without any distinction about race, religion, geographical barrier, or level of richness, and thus is a universal vector of integration.

The fact that handball is a team sport, strengthens and fosters integrative qualities, making it a true facilitator for politically tailored programmes.

In this respect and regards the EHF 'RINCK' Convention was born as a managing factor inside the Europe wide education development, having as the main objective the coordination and the mutual recognition of standard guidelines and certificates in the field of coaches' handball education in Europe. EHF 'RINCK' Convention promotes the European integration and particularly, the free movement of the specialists (coaches and trainers, physical instructors etc.) stressing on the coordination and the mutual recognition of national systems in educating and instructing in the field of handball. In 2024 the EHF 'RINCK' Convention switches based on the competencies into the second relaunch which offers a wider range of approaches and perspectives.

The EHF counts on a group of 43 signatory nations out of the 50 EHF member federations. Under the EHF CAN umbrella and the professional guidance of the EHF Methods Commission, projects and activities are planned – monitored – administrated, through evaluative analysis covering as follows:

- ◆ EHF Experts Coordination
- ◆ EHF Scientific Network Coordination
- ◆ EHF 'RINCK' Convention Seminar and EHF 'RINCK' Convention Panel coordination
- ◆ Dual career – players/coaches
- ◆ EHF Master Coach PRO Licence courses
- ◆ EHF Manuals
- ◆ EHF Scientific Conference
- ◆ Intellectual Disability (ID) Handball
- ◆ EHF Wheelchair Referees and Delegates' Education
- ◆ Development Programmes: 360° / Short Term Project / EHF Grassroots / Kindergarten Handball / Handball at School / Coaching App / Women's Handball
- ◆ Analyses YACs
- ◆ EHF Manuals – contents, lay-out, transparent visibility and informational impact.
 - EHF Experts, Nutrition, Mental Coaching, KIGA, (Injury Prevention – ongoing)
- ◆ EU Week of Sport (EWOS)
- ◆ University Programmes EHM (Cologne)
- ◆ MESGO Administration
- ◆ EOC – EU Office Contacts
- ◆ EHF EURO Analyses
- ◆ MC Coordination
- ◆ Cooperation University Alicante | Kinexon Tracking Data
- ◆ Cooperation University Castilla-La Mancha | Players' Index
- ◆ National Master Coach Courses
- ◆ EHF "Home of Handball" Website Activities
- ◆ EHF CAN Services / Certificates
- ◆ Cooperation Webinars and e-learning services

EHF DEVELOPMENT

The main purpose of the department is serving the sport/handball and its people. The future drives us to think big and globally, developing effective programmes that influence countries and territories, training and involving people who form it by sharing experience to facilitate best practice, because they will be the ones who lead when intervention ends. The Lifelong Learning principle is a payable tribute to the next generation of players and coaches is making science visible and applicable for the on- and off-court activities and embracing a consistently wide framework of activity fields:

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

- ◆ Developing efficient channels for reaching the amatorial handball-practising population
 - Goalcha / iCoachkids / Share and Play / HANDBALL IN
 - Learn. Handball
- ◆ Research opportunities with/through experts.
- ◆ Develop specific e-learning and career platform/s to meet needs/wishes. Offering regular education (webinar) on various topics mental coaching, injury prevention, nutrition, communication, coaching of kids, wheelchair handball, etc. – European Handball Online Summit
- ◆ Organize, digitalize, maintain documentation for the duration of assigned project/s
- ◆ Assistance project management and documentation

SPECIAL PROJECT

- ◆ EHF 'Circle of a Handball Life'
 - basic overview on the various stages in a handball life, impacting on all documents and/or manuals, "living document", subject of continuous adaptation.
 - the requirements for each age group can be seen immediately, serving as a starting point for planning practices and by highlighting the technical and tactical elements which should be acquired as well as the sporting abilities which need to be developed.
- ◆ EHF 'Christensen Grassroots Charter'
- ◆ EHF 'RINCK' Convention - 2nd relaunch.
- ◆ EHF 'RINCK' Convention - Level I + II + III | Pilot course model
- ◆ EHF Goalkeeper summit | specialisation course
- ◆ Handball Research Database
- ◆ EHF Bridge System

AREAS OF RESPONSIBILITY

- ◆ INTERNATIONAL TRANSFERS/OFFICIAL SQUADS
 - Control of the International Transfers & Players Eligibility and EHF Players' DB maintenance
- ◆ EHF CAN & EDUCATION
 - Coaching Licensing / Circle of Handball Life /EHF Activities Webinars 2025 / EHF Experts Webinars /EHF Glossary of Handball Terms & Expressions 2025 / EHF Manuals /EHF Master Coach Course 2024 / Master Plan Projects / New EHF Activities Website / University Projects
 - EHF 'RINCK' Convention: 2nd relaunch on the competency's basis, defining new specialisations – complementary education for Foundation/Base, Level I + II + III.
 - Goalkeeper Level A + B
 - EHF Glossary of Handball Terms and Expressions
- ◆ GRASSROOTS & SPORT MANAGEMENT
 - 2025 Kids Camp - Banja e Pejës / KOS
 - 2025 EHF Scientific Conference - Zagreb
 - EHF 2026 Grassroots Convention - Malmö
 - EHF 2026 Women's Handball Conference - Katowice
- ◆ HANDBALL TECHNOLOGY
 - Coaches Database (Pro Licence) / EURO + YAC Analysis (quantitative and qualitative) / New Activities Website / Kinexon / Sideline Sports – XPS Network / Scouting Manual / Players' Index / Pseudo anonymization of players' data
- ◆ ADDITIONAL ACTIVITIES
 - 2025 European Masters Championships - Sevilla / 2025 EHF Wheelchair Championships (4-a-side) - Vilnius

COMMISSIONS/BOARDS

Technical Delegation
Methods Commission
Beach Handball Commission
Competitions Commission

STAKEHOLDERS

Universities

- German University Cologne
- University of Alicante - Faculty of Education
- University of Porto - Faculty of Sport
- University of Castilla - La Mancha
- Southern University Odense
- University of Alberta

PARTNERS

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

TOOLS

activities Website
activities Youtube

PROJECTS

‘Christensen’ Grassroots Charter
Circle of A Handball Life
EHF Glossary of Handball Terms and Expressions
EHF Scouting Manual
Injury Prevention Manual
Safeguarding Programme/
Framework
2025/2026 Webinars
EURO 2026 – National Coaches Webinar for both, men, and women
E-learning

MEETINGS (INTERNAL)

MC
Tuesday - department, every second week/internal
Video-calls (Teams) - different stakeholders

DEPARTMENT LANDSCAPE ACTIVITY — COORDINATION FIELDS

Players/Transfers

- Players’ Database
- Players’ Eligibility
- Official Squads
- Related financial Matters
 - Education Compensation
 - Transfer Statistics
 - EUROs overview

Development

- Wheelchair HB
- ID Handball
- Masterplan/360 Projects
- Short Term Projects
- Circle of a Handball Life

Grassroots

- ‘Christensen’ Grassroots Charter
 - Grassroots Convention
- Women’s Handball Conference
- Cooperations
- Contact NFs
- EWOS
- Kindergarten | Baby
- ID Handball

Technical Services

- Kinexon Tracking
- XPS handball analysis
- Learn Handball
- Statistics
 - Swisstiming
 - Sportradar
- Analysis
 - XPS
 - EURO analysis
 - YAC analysis
- Website Strategy/Functionality
- Demand Manager

Education

- RINCK Convention
 - RINCK Panel
 - MC Course
 - Nat. MC Course
 - Level 1+2+3 Course
- EHF Experts Group*
*EHF CAN Experts | EHF Development Experts
- E-Learning
- Handball Glossary
- Webinars
- Scientific Conference
- University Cooperations
 - MESGO
 - Cologne
 - UUHT



14

BUSINESS GROUP

INFORMATION TECHNOLOGY

INFORMATION TECHNOLOGY HEAD

CHRISTOPH GAMPER

Senior Director

BUSINESS PROFILE

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

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

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

The team currently consists of 9 people with a will to grow. Although there are some mainly focusing on support activities and other mainly managing projects, we are aiming to have a solid overall knowledge when it comes to the support topic in order to provide a continuous service for all of our stakeholders.

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

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

DEPARTMENT PURPOSE

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

GOALS 2024

- ◆ Long and mid-term planning without loss of flexibility when it comes to events
- ◆ Enhancement and safeguarding of knowledge and knowledge transfer
- ◆ Further onboarding of Business Departments to Project Management
- ◆ Infrastructure implementation and transfer to the new EHF Office
- ◆ Strengthening BU IT structure
- ◆ IT staff development and future perspectives
- ◆ Manuals | Documentation
 - Driving the documentation project forward
 - Documentation of application and partner landscape
 - Competition history
- ◆ Notebook renewal
- ◆ EHF House: new IT infrastructure
- ◆ EURO 2024 technical implementation and event handling
- ◆ 24 participants YAC Events
- ◆ Clean finalisation of necessary quick shot projects
- ◆ Beach ebt management tool
- ◆ TV feed and TV station management
- ◆ Remote Video Observer integration to HQ/Family
- ◆ ehfTV new
- ◆ SR API: new implementation
- ◆ XPS, handball.AI implementation (Ref scouting, analyses)
- ◆ HSM – Transport & Accommodation, Accreditation Mgt.
- ◆ Further migration of portal apps to new framework

PRIORITIES 2024

- ◆ Reconfiguration of IT department
 - Implementation of an additional level of hierarchy to the department structure
 - Backup of services and roles
 - Enhancement of internal department collaboration and communication
- ◆ Taking IT project management to the next level
 - Better demand management
 - Enhancement of project ignition phases
 - Enhancement of roll-out phases incl. hand over to business departments

INFORMATION TECHNOLOGY TEAM

PETER GROSSSCHMIDT

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

ISAAC VICTOR SUKUMAR ATRIPATRI

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

GABOR BIHARY

Project Management Office, IT Project Management

CHARLY MUSIC

Recurring Operation & Support

EDIS KOVACEVIC

Back Office & Operations

LARS ERICHSEN

Documentation & eLearning

MICHAEL HELL

Office Technician & Facility Management

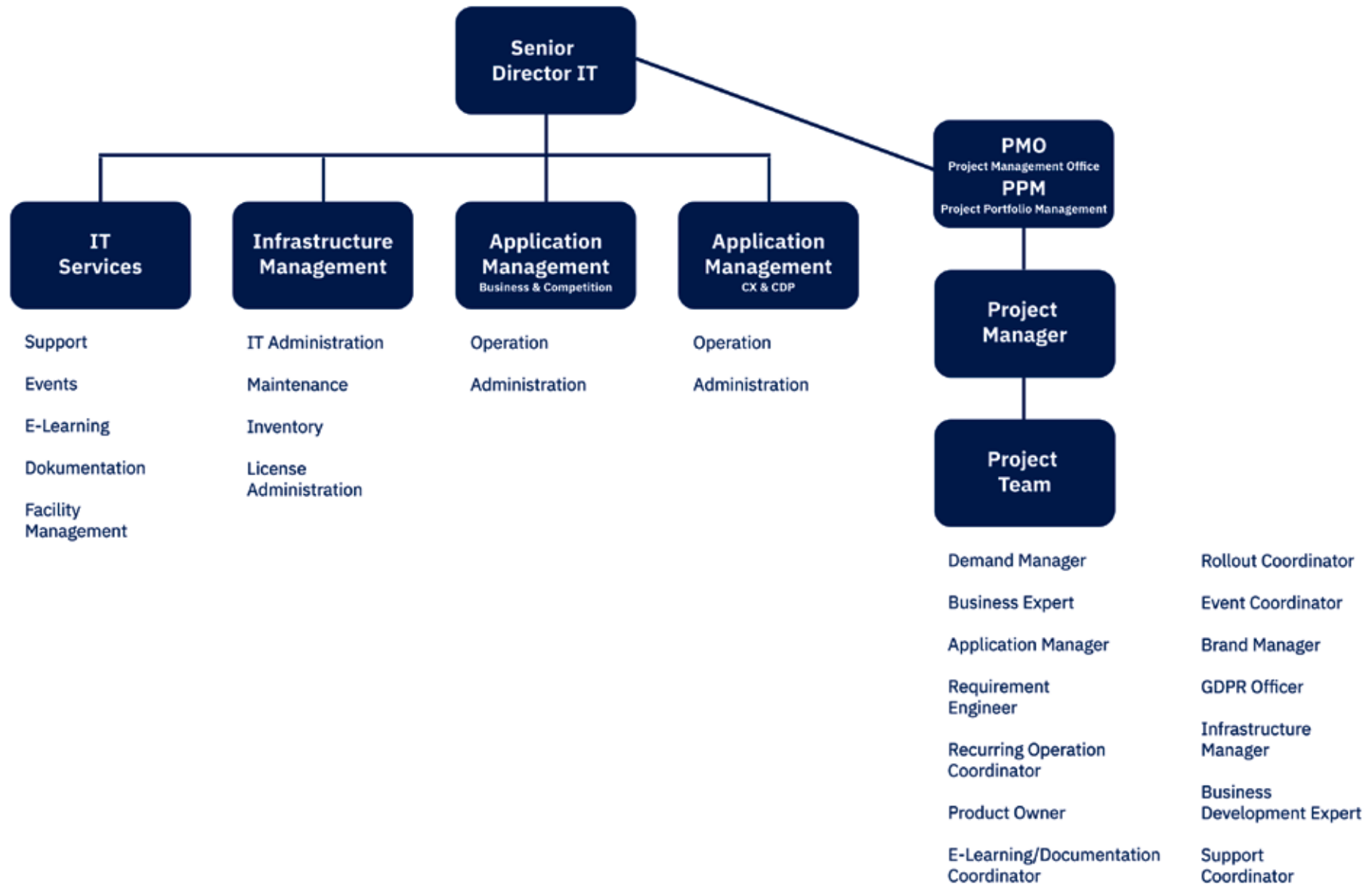
NIKOLA STEVANOVIC

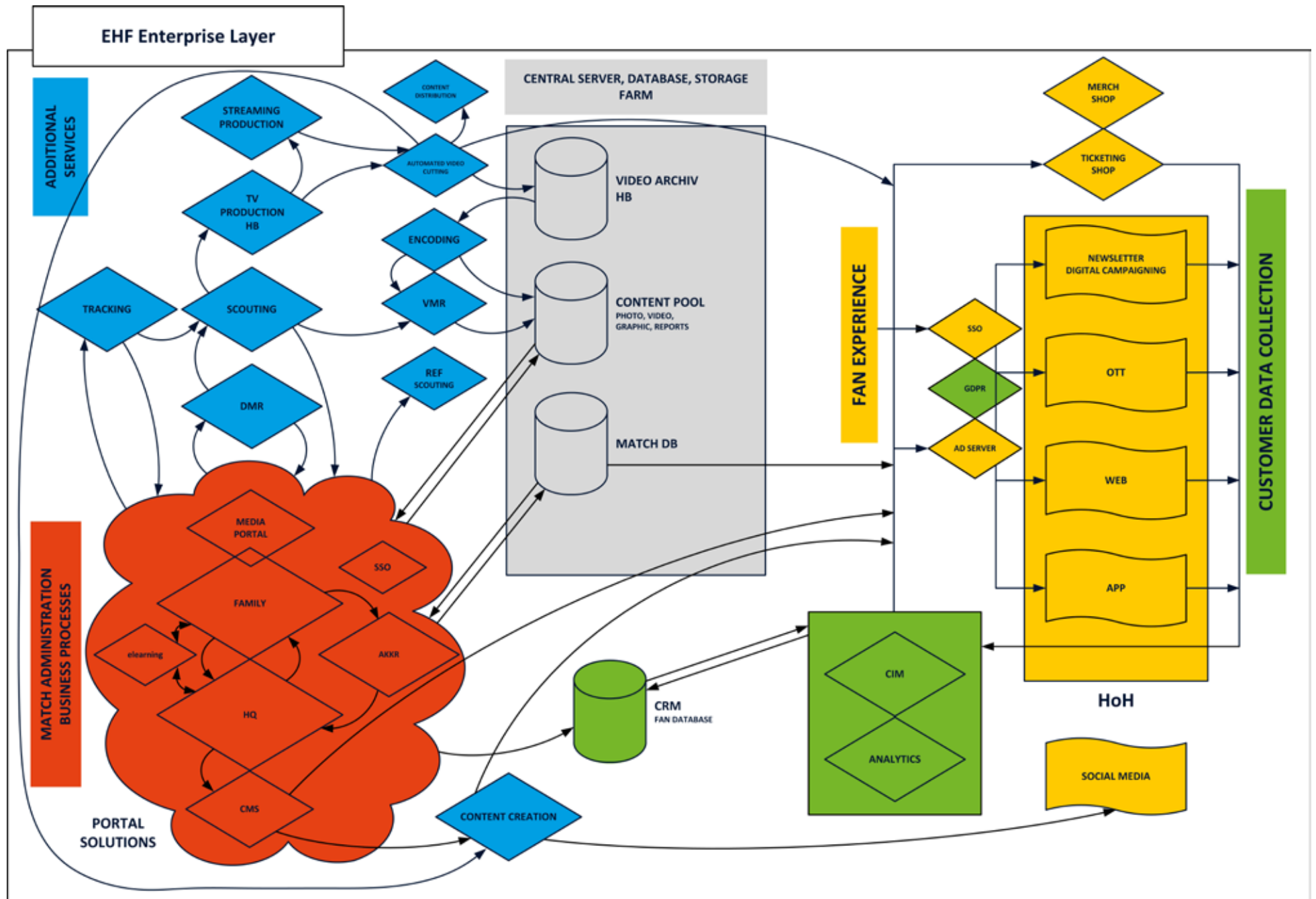
IT Infrastructure Assistance

TBE.

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

INFORMATION TECHNOLOGY DEPARTMENT STRUCTURE





COMMISSIONS/BOARDS

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

STAKEHOLDERS

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

PARTNERS

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

TOOLS

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

PROJECTS

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

MEETINGS (INTERNAL)

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



15

EHF MARKETING GMBH

MANAGING DIRECTOR

DAVID SZLEZAK

BUSINESS PROFILE

Who we are

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

EHF Marketing Structure

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

Our team members specialise in office operations, clubs and administration, marketing and sales, brand marketing and corporate communications, implementation and venue management, event organisation, media operations, partner management and digitalisation, content, and rights strategy & exploitation.

THE CLUB COMPETITIONS

EHF Champions League

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

With the season 2022/23 Machineseecker was introduced as a title sponsor for the Machineseecker EHF Champions League. The winner of the TruckScout24 EHF FINAL4 2025 in the LANXESS arena/Cologne (GER) was SC Magdeburg (GER). Györi Audi ETO KC (HUN) won the EHF FINAL4 Women 2025 in the MVM Dome/Budapest (HUN).



EHF European League

Introduced in 2020, the EHF European League replaced the EHF Cup as the second-tier competition of European club handball. The semi-finals and finals of the EHF European League are played over the course of one weekend. In Thüringer HC (GER) won the EHF Finals Women in the Raiffeisen Sportpark/Graz (AUT). In the men's competition, that took place in Barclays Arena/Hamburg for the second time, SG Flensburg-Handewitt (GER) secured the title.

EHF European Cup

Originally founded as the EHF City Cup in 1993, it was renamed as EHF Challenge Cup in 2000. Since the 2020/21 season, the official name of the competition is EHF European Cup. In 2025: Valur (ISL) became first Icelandic women's team to win a European club competition, followed by HC Alkaloid (MKD) in the men's competition.



EHF MARKETING GMBH TEAM

MARIE VLASÁKOVÁ

PA to the MD

PATRICK STANZL
N.N.

Finances & Administration

HANNAH HAUSWALDT
JOHANNA THOMAS

Partners

ZOLTAN NAGY
NIKLAS BRAUN
LARA BARTH

Sales & Hospitality

LISA WIEDERER *ML
MICHAEL BUKOWIECKI
JANA LEUKEL
THERESA ZEUNER *ML
N.N.

Events

GEORG RIECK
TOMAS EITUTIS
NIKO RUDIC

Implementation

MIGUEL MATEO
KAMIL KOTVAN
MELINA KROTTMAYER *PT

Media Operations

AURÉLE WEYENETH
JAKOB GRAUSENBURGER
CAROLINA VELOASCO

Rights, Strategy & Exploitation

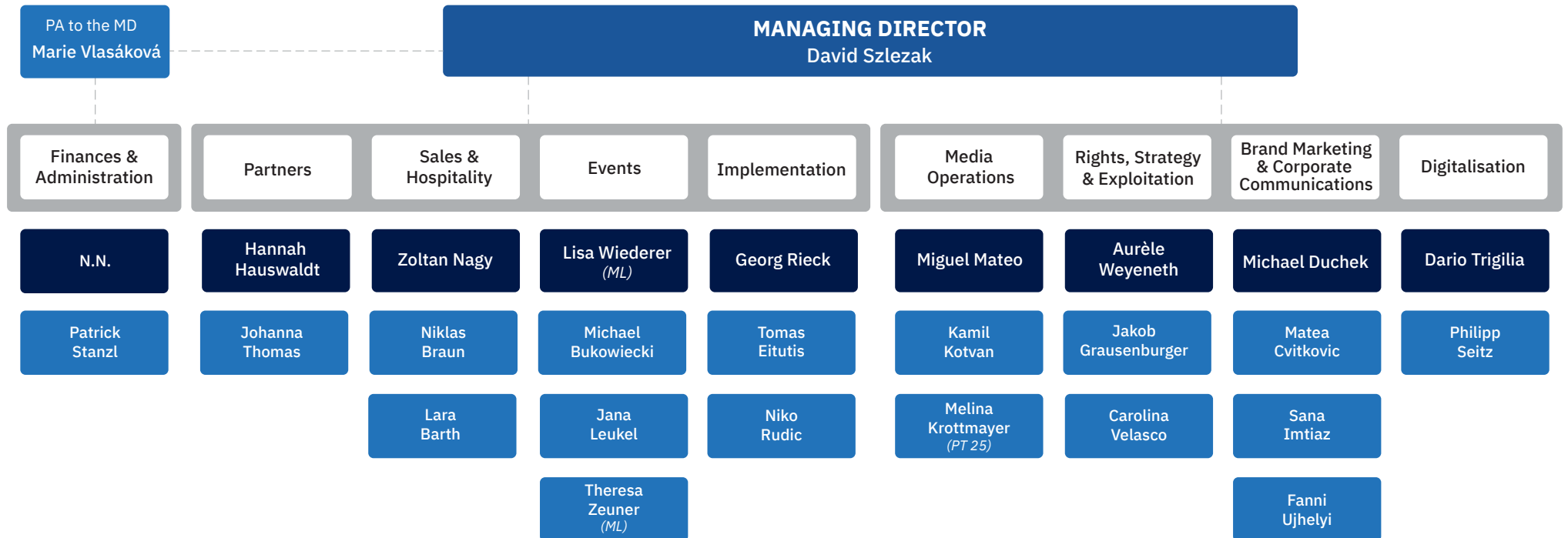
MICHAEL DUCHEK
MATEA CVITKOVIC
SANA IMTIAZ
FANNI UJHELYI

Brand Marketing &
Corporate Communications

DARIO TRIGILIA
PHILIPP SEITZ

Digitalisation

15 EHF MARKETING GMBH OFFICE STRUCTURE



FINANCES & ADMINISTRATION

Serves as the structural basis for EHFM's operational business, covering club administration, finances and accounting, office management, human resources, and acting as the sports-political link to the EHF in relation to EHFM's activities.

- ◆ Club administration
- ◆ Finances/accounting
- ◆ Office management
- ◆ EHFM boards & stakeholder relations
- ◆ Human resources

Projects in 2025/26:

- Disbursements to clubs
- Recruiting & Onboarding
- Sustainability

SALES & HOSPITALITY

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

- ◆ Sales strategy
- ◆ Sales materials
- ◆ Partnerships sales
- ◆ Hospitality sales
 - VIP suites
 - VIP tickets

Projects in 2025/26:

- Secure strategic partnership and sponsorships
- Extended lead generation
- Networking and relationship development
- Sustainability approach for new partnerships
- Inventory development

MEDIA OPERATIONS

Serves as internal and external hub to produce, develop, implement and continuously optimize the media and content elements of the different internal strategies around the competitions managed by EHFM. Includes the implementation and control of the rights and duties set in the LFA signed between EHFM and Infront.

- ◆ Media Operations
- ◆ Host Broadcasting
- ◆ Content
- ◆ Digital
- ◆ Scouting
- ◆ Performance Media Analysis

Projects in 2025/26:

- General content plan for EHF Club Competitions
- Implementation of partners agreements
- Support on the monetization of content assets
- Development of content around the competitions
- Host Broadcasting for the final events
- Follow remote productions development in Europe

IMPLEMENTATION

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

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

Projects in 2025/26:

- Venue management and site inspections
- Partner integration EHF Champions League
- Floor management and official protocol final events
- Sustainably project
- Logistics, storage, inventory
- EHF Club Competitions Regulations

EVENTS

Take responsibility for organising the final events of the EHF club competitions and related events, acting as the main contact for these. This involves comprehensive event planning, including leading and coordinating external stakeholders, such as local organisers or agencies; liaising with relevant internal EHF/M departments; managing VIP guests and VIP ticketing; overseeing marketing, promotion, and communications and coordinating relevant event logistics.

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

Projects in 2025/26:

- TruckScout24 EHF FINAL4
- EHF FINAL4 Women
- EHF Finals Men
- EHF Finals Women
- Side-events
- Workshops

BRAND MARKETING & CORPORATE COMMUNICATIONS

Serves as the main contact for all corporate communications topics including internal and external communication, press releases, owned and paid media. Coordination with EHF Media to integrate all relevant EHFM topics in media and communication plan. Main contact for all graphic design, corporate design and corporate identity topics.

- ◆ Brand Marketing & Development
- ◆ Graphic Design & CD/CI
- ◆ Seasonal Campaigning
- ◆ Corporate Communications
- ◆ Corporate Content
- ◆ Media Cooperations

Projects in 2025/26:

- EHF Champions League Brand Claim development
- Development of campaigning
- Graphic assets management
- Development of corporate content

PARTNER

Builds and maintains strong relationships with sponsors and partners. From day-to-day communication to the strategic planning and execution of sponsorship activations, the goal is to ensure all rights are delivered while creating meaningful connections between brands and the EHF Club Competitions.

- ◆ Season management
- ◆ Ticketing & Hospitality
- ◆ Event integration
- ◆ Activation planning

Projects in 2025/26:

- Implementation of partner agreements
- Development of sponsor activations
- Integration of new partners

DIGITALISATION

Acts as interface to operations within the EHF IT infrastructure and is involved in all digital processes and projects, both internal and external.

- ◆ Digital projects
- ◆ IT infrastructure and finances
- ◆ CRM system
- ◆ Website / App
- ◆ GDPR

Projects in 2025/26:

- Digital VIP ticketing experience
- Final events accreditation
- EHF FINAL4 online shop
- Digitalisation of internal processes
- Exploitation of EHF CRM system
- EHFTV
- IT demand management

RIGHTS, STRATEGY & EXPLOITATION

Works as the go-to-team for rights & IP optimization projects, spotting market trends and learning from hands-on case studies to develop practical solutions that drive growth for the EHF Club Competitions.

- ◆ Rights optimization & identification of commercial opportunities.
- ◆ Strategic business and institutional planning through 2030.
- ◆ Growth and development of EHF Club Competitions as well as Finals events.
- ◆ Market benchmarking and analysis to create actionable solutions.
- ◆ Help drive internal projects forward.

Projects Overview in 25/26:

- Assess current commercial partnerships to see how they're performing and contributing to the growth and sustainability of the Club Competitions.
- Develop actionable go-to-market marketing strategies tailored to the Club Competitions' audience, stakeholders, and commercial goals.
- Research and evaluate direct-to-consumer (D2C) streaming opportunities to expand fanbase and create new revenue streams.
- Collaborate with internal colleagues and partners to implement these strategies and track their effectiveness for ongoing improvement.

COMMISSIONS/BOARDS

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

STAKEHOLDERS

EHF
 Forum Club Handball
 Clubs
 Players
 Fans

PARTNERS

Machineseeker
 Gorenje
 MOL
 Modular Systems
 Raiffeisen Bank
 Croatian National Tourist
 Board
 Istria Tourist Board
 TruckScout24
 SELECT
 Gerflor
 Infront
 Sportradar
 Die Werbegestalten

TOOLS

Nielsen
 Athletia
 Accredito
 EHF Design Guide
 Content Stadium
 SmugMug
 Socialie
 WSC Sports

PROJECTS

See projects on
 previous pages

MEETINGS (INTERNAL)

EHF MB Meeting
 EHFM MB Meeting
 EHFM Topic Meeting
 HUB Meeting
 IT Demand Management Meeting
 EHF/M General Management
 Meeting

16

EHF SERVICES & INFRASTRUCTURE GMBH

EHF SERVICES & INFRASTRUCTURE GMBH LED BY

MARTIN HAUSLEITNER

Managing Director

BERNHARD BINDER

Deputy Managing Director

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

ORGANISATION

In close collaboration with legal and tax professionals, the European Handball Federation (EHF) decided to structure its property management through a dedicated company – EHF Services & Infrastructure GmbH (EHF SI) – which is fully owned by the EHF. This strategic setup ensures legal clarity and operational efficiency, particularly in relation to the construction and management of the new EHF House of Handball.

The initial responsibility of EHF Services & Infrastructure GmbH (EHF SI) was to manage the development and construction of the new EHF headquarters in Neu-Marx. With the successful completion of the relocation and the new building now fully operational, EHF SI has transitioned into its ongoing role of overseeing not only the daily operation and maintenance of the facility but also safeguarding a sustainable mode of operation to safeguard the KlimaAktiv certificate in gold. The new office space now serves as the central hub for both the European Handball Federation and EHF Marketing GmbH.

In addition to managing the premises, EHF SI is actively implementing new processes aimed at ensuring efficient

and streamlined operations, contributing to a modern and well-functioning working environment.

Looking ahead, the scope of EHF Services & Infrastructure GmbH (EHF SI) may broaden to include additional operational and strategic business functions.

With the successful relocation to the new headquarters in Neu-Marx, the previous premises are expected to be sold in the medium run as first contacts with potential buyers are established.





EUROPEAN HANDBALL FEDERATION

Platz des Europäischen Handballs

Baumgasse 60A

1030 Vienna

Austria

+43 1 80 151 0

office@eurohandball.com

eurohandball.com